

Cleaning World

Specialist Magazine for Commercial
Cleaning Services, Hygiene and
Facility Management

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Veterans of the
Cleaning Industry:
Ben Klunder R&T B.V.

Amsterdam Innovation Awards:
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environmental awareness
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Editorial

Dear readers,

Our English CLEANING WORLD edition has been published every year for 13 years, alternating with the trade fairs CMS in Berlin and InterClean in Amsterdam. Unfortunately, due to the Corona pandemic, this year's InterClean will only be taking place virtually. Our REINIGUNGS MARKT team was really looking forward to attending the fair. Most importantly, because this would give us the chance to meet our readers and advertisers in person and to communicate with them. Let's hope that we will find an opportunity to meet up again in 2021! After all, we are one big family and we are all feeling withdrawal symptoms.

Despite the pandemic, the jury of the Amsterdam Innovation Awards met in March and selected the winners of the 4 categories from 86 entries. The results can be found on page 14.

Our editorial team was on tour in the Netherlands for three days – despite the pandemic. We visited Excentr B.V. in Breda (read the report from page 17) and interviewed Ben Klunder, the founder of R&T B.V. in Landgraaf. Ben Klunder, at 79 years of age, looks like a man in his late sixties, brimming with zest, ready for action and still bubbling with joie de vivre. Read a life story, starting on page 10.

We have been visiting the founders of the cleaning industry for 8 years now and present them in our series "Veterans of the Cleaning Industry". By the way, if you are also a „veteran“ or know someone

who founded a company in the cleaning industry or has successfully led it into the 2nd or 3rd generation, please send me an email at reinhard@knittler.de. We are looking for remarkable people to continue our successful series. We have already conducted more than 60 interviews. And we will soon be publishing the 2nd edition of our book "Veterans of the Cleaning Industry". By the way, volume 1, in which we summarised the first 42 interviews, can be ordered from us.

Now, I don't want to keep you from reading our magazine, with my editorial.

As always, I wish you a pleasant read!

Reinhard Knittler

Publisher and
Editor in Chief



IMPRINT

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for Commercial Cleaning
Services, Hygiene and
Facility Management.



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Veterans of the Cleaning Industry



Ben Klunder R&T B.V.

Amsterdam Interclean Online



Keep up to date with the latest trends and developments

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Long-service anniversary for Markus Asch

Markus Asch, the Deputy Chairman of the Board of Management and Chief Technology Officer at Alfred Kärcher SE & Co. KG, is celebrating his 25 years of service with the company.

After studying engineering at Esslingen University of Applied Sciences, Markus Asch began his career at Kärcher in 1995. In 2002 he took over as the manager responsible for the set-up and management of the Project and Product Management division and for sales of commercial machines. In 2007 Asch was appointed to the Board of Management, and since 2010 he has been Deputy Chairman. Until the end of 2019 he was responsible for the cleaning machines for the professional business division as its Managing Director. Following the expansion and reorganisation of the Management Board, since January he has been responsible as Chief Technology Officer (CTO) for the Technology Division of Alfred Kärcher SE & Co. KG .

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Markus Asch (Photo: Kärcher)

Next edition of the Galabau postponed to 2022

After receiving lots of customer feedback, the Nuremberg Exhibition Centre has decided in consultation with the Bundesverband Garten-, Landschafts- und Sportplatzbau e.V. (BGL) not to hold the 2020 Galabau event as planned. "We're not taking this step rashly, but only after careful consideration", says Petra Wolf, a member of the Nuremberg Exhibition Centre's management team. "Our decision to postpone Galabau until 2022 when it will take place in Nuremberg as usual is mainly based on the wishes of our exhibitors and visitors.

Now what we're proposing to the sector is to set up an alternative concept for 2020, both on-site and virtually. At the same time however, this is now also the launch pad for a successful Galabau 2022", Wolf adds.

Nürnberg Messe GmbH
90471 Nuremberg/Germany
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Kimberly-Clark's sustainability strategy for 2022

Acting in a socially responsible and sustainable manner – that's the motto of Kimberly-Clark Professional's 2022 sustainability strategy. From procurement and transportation to the disposal of waste. The strategy includes five key areas: social commitment, woods and fibres, waste and recycling, energy and climate, and lastly the supply chain. The overall aim is to no longer be producing any waste by 2022 which ends up in landfill – any used materials should be fully reused and/or recycled. "The plant in Koblenz is ideally set up not just to avoid the production of waste, but also in terms of energy efficiency and water treatment", explains Joachim Gutschmidt, Kimberly-Clark's factory manager in Koblenz. "The biogas plant reduces CO2 emissions by about 970 tonnes (9 percent) a year, and it results in us using between 6 and 8 percent less natural gas".

Kimberly-Clark Professional
56070 Koblenz/Germany
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Texcare International will take place in November 2021

excare International is being postponed until November 2021 and will be held from 27 November to 1 December 2021 in Frankfurt am Main. This decision has been jointly taken by Messe Frankfurt together with the Deutscher Textilreinigungs-Verband (the German textile cleaning federation) and VDMA Textile Care, Fabric and Leather Technologies in view of the economic situation caused by the coronavirus pandemic and the expected travel restrictions. Messe Frankfurt, the Deutsche Textilreinigungs-Verband and VDMA Textile Care, Fabric and Leather Technologies have therefore decided to postpone Texcare International until November 2021 in order to then provide the sector with an event that will be able to give new impetus to the international textile care sector.

Messe Frankfurt Exhibition GmbH
60327 Frankfurt am Main/Germany
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Texcare International 2021 will bring new incentives to international textile care. (Photo: Messe Frankfurt GmbH/Jens Liebchen)



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Demopark is generating great interest among exhibitors

If you come to Eisenach between the 20th and 22nd of June 2021 you're in for a treat, because next year Europe's biggest outdoor exhibition for the gardening sector will be especially attractive.

"Particularly at times like this, we provide a unique and safe open-air event which will be of real practical benefit", says the director of the Demopark trade fair, Dr. Bernd Scherer. "In order to make it a worthwhile event to travel to even for people from outside the region, we have once again crammed in as much as possible – with more innovations, more exhibition areas, and more demonstration areas."

With over 100 registrations within just a couple of weeks after the launch of the registration process, the level of interest from exhibitors has exceeded the average values of previous years. "After some major trade fairs have had to be postponed this year, many exhibitors obviously want to use the opportunity to present their latest offerings next year".

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Sofidel President Emi Stefani celebrates 90th birthday

Emi Stefani, President and co-founder of Sofidel, turned 90 years on October 9, 2020. Sofidel is a global leader in tissue manufacturing based in Porcari (Lucca) and it is known in particular in Italy and Europe for its Regina brand. Constantly present in the company since 1966, Cavaliere del Lavoro Emi Stefani represents a point of reference on a human and entrepreneurial level for Sofidel and for the entire Lucca tissue district – that he helped to create and develop. Thanks to his extraordinary experience – gained starting working in paper mills at the age of 15 – Emi Stefani has collaborated in the development of some of the most significant innovations in the tissue sector.

Sofidel S.p.A.
55016 Porcari (LU)/Italy
Phone: +39 0 583 / 26 81



Emi Stefani stands for the idea of a forward-looking entrepreneurship, characterised by initiative and work ethic. (Photo: Sofidel)

Diversey announces Philip Wieland as ongoing CEO

Diversey, a global leader in the hygiene and cleaning industry, announced the appointment of Philip Wieland as ongoing CEO of the company effective immediately. An experienced industrial distribution and services executive with deep operations expertise, Wieland has served as Interim CEO and a member of the Board of Directors since January 2020. He was previously the Chief Financial Officer.

Wieland has wide experience as a senior executive of scale services organizations, having served as CEO of UK and Ireland operations and as Group CFO of Brakes, a leading European food service business. He was previously CFO of General Healthcare Group, a private owner of hospitals in the UK, and served in a number of executive roles at British Sky Broadcasting. He received a Bachelor's degree from the University of Leeds.

Diversey UK
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Wieland has served as interim CEO since January 2020. (Photo: Diversey)

CMS positions itself for 2021

With topics relating to innovations and trends in the cleaning industry, CMS Berlin 2021 once again offers the most important platform for cross-sector exchange. The trade fair will take place from 21 to 24 September 2021. One year before the opening, CMS Berlin is now getting into its starting position. Stand-registration-documents for CMS Berlin 2021 are available in German and English at www.cms-berlin.de/Standanmeldung.

„The safety and health of our exhibitors, trade visitors, partners and all those involved in the trade fair now has top priority in the preparations and next year in the implementation. Our goal is to ensure the highest possible level of safety,“ says Heike Hemmer, project manager at CMS Berlin.

Messe Berlin GmbH
14055 Berlin/Germany
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(Photo: Messe Berlin)

Platformers' Days postponed until 2021

Messe Karlsruhe, the body that hosts the Platformers' Days has had to postpone the event until 2021 in line with current decisions by official bodies. The specialist trade fair was to have taken place on the 18th and 19th of September 2020. The premiere at the new site in Karlsruhe is now scheduled to be held on the 10th and 11th of September 2021.

The coronavirus regulations mean that there is currently no legal basis for holding the Platformers' Days. Britta Wirtz, the Managing Director of Messe Karlsruhe, says: "In relation to the Platformers' Days, Messe Karlsruhe can't wait any longer for the enacting in September of regulations which would have permitted trade fairs with several thousand visitors. It is with great regret that we feel forced to postpone the event. Right up to the last moment, we had been hoping that the regional government would create planning certainty. As things stand, that hasn't happened."

Karlsruher Messe- und Kongress GmbH
76137 Karlsruhe/Germany
Phone: +49 (0) 721 / 37 20 – 0



Platformers' Days will debut at its new home in Karlsruhe on 10 and 11 September 2021.

Sprintus wins the German Design Award

Sprintus GmbH in Welzheim is the winner of the German Design Award in the "Excellent Product Design – Industry" category. The Era Pro won "Gold" for the outstanding quality of its design. The German Design Award is one of the most prestigious design awards in the world and it's highly regarded within professional circles – and beyond. Anyone who emerges victorious from this top-class field of competitors has successfully proved to be a star performer. The award will be officially handed over at a prize-giving ceremony in February 2021. In his written comments on winning the award Managing Director Ermin Fazlic says, "As a small to medium-sized business this is a really great achievement for us". "We're simply delighted", Fazlic went on to say.



You can use your smartphone to monitor the work of the Era Pro. The vacuum cleaner has now won the German Design Award 2021. (Photo: Sprintus)

Sprintus GmbH
73642 Welzheim/Germany
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Ben Klunder R&T B.V.

From mining and military service to cleaning

Perhaps his birthday was a good omen for Ben Klunder's subsequent career, in any event he is someone whose drive and irrepressible positive thinking have taken him from humble beginnings to great heights. And you can tell this by looking at him, or not as the case may be, because despite his age (79) he looks more like someone who is not yet 70 and who exudes dynamism and is fizzing with positive energy.

Born in the poorhouse of Holland

This is not meant to be disrespectful, but in 1941, the year of his birth, it was simply how things were in the province of Limburg, in the far south-west of Holland near the German border. It is thought of as the poorhouse of the Netherlands because if, like Ben Klunder, you grew up in Brunssum, virtually the only opportunity available to you was to go and work down the pit. The region lived from coal mining with at least 50,000 people working at 12 mines; there was also some farming, but there were no large industrial centres. Anyone who is born on the 24th of December can either regret the fact that two

celebrations fall on the same day, or can simply enjoy the fact, as Klunder always has done. "In the morning there were the birthday presents and in the evening the Christmas presents", he chuckles. "It certainly wasn't the end of the world". It's probably true that as the baby of the family – his brothers were 13 and 15 years older than him respectively and his sister died at the age of five – family life was pretty easy for him. At any rate, he accepted his situation at the time and made the best of it. He spent his school years in Brunssum, and then – as was customary at the time – in accordance with his father's wishes, he began his apprenticeship as a miner at the age of 16. However,



Ben Klunder looks back over his life together with Frans van Dongen, Dipa's European Sales Director, (centre) and Reinhard Knittler, the publisher and editor-in-chief of *Reinigungs Markt*.

after little more than a year, it was clear to him that this wasn't what he wanted to do, and that his talents lay elsewhere. "My parents already seemed to realise that, because they'd already had me take some tests which showed that I would be best suited to working in the business sector", he recalls.

The initial move into the cleaning industry

So his weekly schedule became much clearer. From then on, Klunder went to commercial college three times a week, which effectively meant that he worked 900 metres underground at night, slept in the morning, and went to college in the early evening. He put up with this torture for five years and found out that miners were not only at the very bottom of the social hierarchy, they also had a tough time at commercial college. The only advantage of working as a miner was that you didn't have to do military service. Since Klunder didn't see himself as a miner, he left the mining company, which meant that he had to do his military service. "I signed up with the air force for 24 months and did a sergeant's training and spent 21 months of my period of service on a missile unit in Germany", is how he describes the next part of his career with a grin. "When they suggested that I should do officer training, I said no thank you, because I was sure that I could secure a leading role in business rather than the military." After his military service, he studied marketing and interior design. While doing so he worked in various businesses. His first step towards a job in cleaning came in the form of an advert for a management position at Hago Schoonmaakbedrijf Glazenwasserij, which was already a major buildings cleaning company based in Heerlen and was subsequently incorporated into the Vebevo group of companies at the end of the 1970s. Following a successful interview and an aptitude test, he took up the post of a divisional director

responsible for 450 employees, and he carried on his studies within the company and ended up becoming the Managing Director of an associate company of Vebevo.

Late start into self-employment

50 years old, but no wiser? For Ben Klunder this meant: "I'll start my own business!" Of course, decisions like this don't just come out of the blue, there's always a reason behind them. So why take such a step at an age when other managers are often starting to think about their pension? "It's simple", he explains with a glint in his eye, "I had a boss who I just couldn't get on with any more. In other words, we had a falling out". And instead of getting myself even more worked up, I said to my wife: "To hell with them - I'll start my own business!" Having always

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been a proactive person, he set up his own building cleaning company on the 1st of December 1991 and successfully canvassed old customers as well as schools and public bodies, so that after just six months he had 60 employees and a turnover of 600,000 guilders. By the time he sold the business in 1996, the company had 275 employees and a turnover of more than 9 million guilders. Behind this success story there was a strong entrepreneurial spirit, faith in his own abilities, and of course a lot of hard work. It all began in a tiny room of just 8 square metres and with a small garage as a warehouse. Borrowing from banks was expensive, so he asked his state-sector customers if

they could simply pay for the jobs upfront. The idea probably worked, because in small provincial centres, people tend to know each other, and there was a willingness on both sides to give the other person the benefit of the doubt. But to make sure that he wouldn't have to borrow even more money at the end of the year in order to be able to pay his taxes, he paid any excess money into a special account.

He sums up what it was that made his business a success in a single sentence: "If a customer came and said that Hago couldn't do something, then I said I would do it - despite not knowing how..." Evidence of his sometimes unusual way of doing things, i.e. tackling them in a different way to other people, was shown in his hiring of caretakers. They were employed by him and he offered them to his customers in addition to providing his other services. He took a similar approach to appointing a Managing Director. He took the unusual step of going to visit the potential candidates at home in order to see what they were really like. In the business's second year, he secured a very lucrative second source of income - the selling of cleaning equipment produced by the Katrin brand, which is part of the Finnish Metsä Group. He saw the arrival of pads as a new business opportunity. In 1996, before going on to set up R&T, which is now one of the largest manufacturers of cleaning pads, he sold all of his business, SBL (Schoonmaakbedrijf Landgraaf - The Landgraaf Cleaning Business in English) in order to be one of the investors in the new company.

Ben was just under 24 years old when he married his wife, although the process of getting to know each other was very different then from how it is today. It happened in a large hall at one of the dancing events that were common in rural areas before the disco era. There is no record of whether it is down to his charm or his approach to life, but the couple are still happily married 55 later. One of the most emotional, and also life-changing, periods in his life was when the couple adopted his son, who was born in Thailand. When he talks about it, you quickly notice the deep affection that unites them. The story he tells could well provide the material for a feature-length film - suffice to say that here too he achieved something remarkable - in an unconventional manner and with a firm belief that everything would turn out for the best.

R&T B.V. - the pad makers

In a sense pads have revolutionised the sector by leading to a gradual reduction in the use of chemicals. The global pads market is estimated to be worth 2.5 billion euros, and R&T B.V. is one of the biggest players in this segment, and according to its own figures, the largest in Europe. 80 percent of its own E-line range of floor pads are made by various manufacturers in Europe, according to the company's own specifications, and they are customised and personalised in Landgraaf, where they are cut into every conceivable shape and size before being shipped to wholesalers in 54 different countries or to OEMs such as Cleanfix or Tennant. However, the owner of the company is not Ben Klunder, as might be assumed. Instead, it's his son Roger and his best friend, Tom Jacobs. This explains the company's name, and Ben Klunder adds: "Roger and Tom already worked for me in the business when they were still at school, so they've learnt the cleaning business from scratch. Then Roger told me that he didn't just want to take over from me as the head of my business, but that he would also like to launch a venture of his own. The pads business was the perfect fit - and so R&T B.V. came into being."



Ben Klunder, together with his son Roger (left) and Tom Jacobs, the management team of R.&T.

Text: Mark Schmiechen



Interclean Amsterdam Online | 3 - 6 November 2020

Largest global cleaning and hygiene platform brings the industry together

As the situation COVID-19 continues to evolve, and many of international exhibitors and visitors have been forced to cancel their plans to participate at Interclean Amsterdam due to market conditions and continued travel restrictions, the organisers of Interclean Amsterdam decided that the show can no longer deliver the quality expected of Interclean as the largest global cleaning and hygiene platform. As a result, they announced the leading trade fair will take place as a virtual event on 3-6 November.

For more than 50 years, Interclean has provided the most complete meeting place for the global cleaning and hygiene industry. By organising the virtual event from 3-6 November, RAI Amsterdam plans to continue to play a vital role in supporting the industry to get back on track, wherever able. Online educational sessions with different themes will complement each other and are available for everybody throughout the day as well as the possibility to visit companies, plan meetings and socialize with peers. Everything during Interclean Amsterdam online on 3-6 November will evolve around personal matchmaking, demonstrations and knowledge transfer.

The Healthcare Cleaning Forum is back and will host two sessions with Prof. Didier Pittet, Dr. Pierre Parneix and Alexandra Peters. These sessions will address topics like COVID-19 and fake news. In addition, there will be a series of sessions that will focus on topics for Facility Management. Richard van Hooijdonk, a trendwatcher, will talk about the future of facility management. Furthermore, two professional cleaning services providers will share best practises for retail and warehouse cleaning. There will be a conference on Laundry Cleaning and a demonstration of proper cleaning of a Hospital Isolation Room. Interclean Amsterdam online will also mark the introduction of a new initiative in cooperation with Clean Hospitals on methods of measuring cleanliness. Starting with a presentation of a "Tour the horizon of current and future measuring methods."

Many of the large exhibitors will also host sessions in their field of expertise like Unger, Tork and Braincorp.

The most advanced business matchmaking service is ready and available for everybody joining the show. Intelligent software stimulates the opportunity for doing business. All registered visitors will get recommendations on interesting companies and individuals (exhibitors and visitors) as an extensive AI system matches the interest and field of expertise. Matches will receive an invitation to connect, however only after both persons accept the invitations, people can chat and make appointments. Next to the automated matches, visitors can also browse the system for connections and companies based on interests or simply go through the list of companies that are represented online.

To simulate the onsite experience, all exhibitors are given the opportunity to give online and live presentations and demonstrations that can be visited 24/7. There is the opportunity for a live chat with the experts during these demonstrations and the ability to meet with the company representative virtually. The innovations and new products that match the visitors' profile will be proposed and shown first to make selections and schedules even more efficient.

RAI Amsterdam
1078 GZ Amsterdam/Netherlands

Amsterdam Innovation Awards presented online

Digitisation to improve productivity, ergonomics and sustainability

Sustainability was key criteria for the judges this year, all the awarded products and solutions demonstrated their ability to drive the circular economy or reduce resource consumption. The drive for efficiency and productivity was another major point for the jury, the winning products and solutions are designed to reduce the time spent on tasks and free up resources to be used for the improvement of cleaning quality.

The category winners in four categories- out of a total of 86 entries - of the Amsterdam Innovation Award 2020 are:

- **Leobot by Lionsbot**
- **Vacutronic by Hermes**
- **Toolsense IOT & Toolsense NOW by Toolsense**
- **Tork Virtual Reality Clean Hands Training by Tork**

“Once again this year we on the jury have been given a fascinating, and sometimes challenging, task. There were so many diverse products to evaluate and compare - from all sectors of the market - that selecting the final nominees was complex. We can see three main themes emerge time and again - digitisation, robotics and sustainability. The vast majority of products we have chosen to be finalists in our four categories highlight one or more of those trends. It's encouraging to observe that the solutions developed by our finalists are focusing on their clients' needs against the backdrop of those global trends.

The goal is clearly to offer meaningful benefits within the context of an everyday cleaning operation. It's all very well to generate vast amounts of data through digitisation, but how can it be used to impact on productivity and profitability? What can a robotic cleaning machine offer that a human being cannot, when the investment is relatively high? How do we differentiate what a 'sustainable' product or service is, and does it hold up under scrutiny? These are questions we must all ask.

Alongside these 'megatrends' we must always remember that people are at the centre of any cleaning operation and it was encouraging to see our finalists have really considered the needs of the operatives who will be using their products and solutions. What we see here is a group of solutions that aims to make the job of the operative more streamlined, less labour intensive and more ergonomic - achieving an all-round 'smarter' way of doing what can be a challenging and fatiguing job”, this is how Michelle Marshall, chair of the jury, summarised the criteria in selecting the prize winners.

Category 1: Machines, accessories, components

Winner – Leobot by Lionsbot

A family of cleaning robots (each with their own specialism), the LeoBots are a step forward in terms of cleaning results - and bring a lovable personality with them. The jury voted LeoBot by Lionsbot as the winner of this category, because the family of floor cleaning robots is capable of performing a range of tasks. This socialised robot is able to build a relationship with human cleaners through continuous interaction with the environment. This way, Leobot elevates the cleaner's status and motivation helping them take pride in their job. The robot brings cleaning out into the public domain in a fun and positive way.



(Photo: Lionsbot)

Other nominees in this category

Whiz von Ice Robotics/Softbank Robotics

Whiz is a fully autonomous vacuum sweeper powered by intelligent, self-driving technology that delivers high-quality cleaning results. Capable of navigating complex and dynamic environments, it helps teams to be more productive.



(Photo: Ice Robotics)

Era Pro by Sprintus

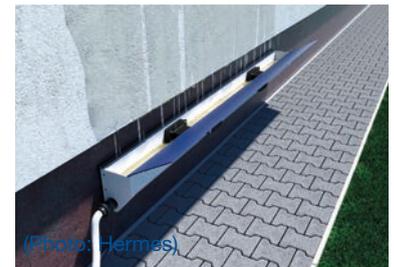
An exceptional intelligent dry vacuum cleaner, the ERA PRO drives effective resource management with cleaning data collected and sent to the state-of-the-art SPRiNTUS fleet management system.



(Photo: Sprintus)

**Category 2: Equipment, Detergents & Washroom
Winner – Vacutronic by Hermes**

A new part of the Hermes system, the VacuTronic aids every area of façade cleaning - all while catching the wastewater created by this process. The jury was impressed by the simplicity of this tool and the potential impact on the operators tasks. An affordable, easy-to-use system with many applications. Hermes's wastewater collection tool can be used for all types of façade cleaning. It is a practical solution to a widespread problem; protecting the environment by preventing contaminated water from seeping into the ground.



(Photo: Hermes)

Other nominees in this category

Zero Waste Cleaning: Reduce + Reuse + Recycle by green care Professional

With the circular economy a prevalent topic, green care PROFESSIONAL has introduced the world's first 100 per cent recyclable refill pouch that's able to cut plastic use by up to 80 per cent.



(Photo: Tana)

TWT Solar System by TWT

Bringing smart systems into the flat mop arena, the TWT Solar System introduces smart dosing and solar panels for charging - increasing efficiency and productivity.



(Photo: TWT)

Category 3: E-Cleaning

Winner – Toolsense IOT & Toolsense NOW by Toolsense

Toolsense aims to eliminate sub-optimal machine use and failure through the digitisation of cleaning processes at a fraction of the cost of other systems. The combination of practical and affordable solution for digitising cleaning machines was a decisive factor for the jury. It can be used with any brand of cleaning machines and operates across all manufacturers' products. The system is easy to apply to both large and small cleaning machines and captures wide variety of smart data. Large or small, it is accessible to all cleaning operations.



(Photo: Toolsense)

Other nominees in this category

Taski Intellitrail Analytics by Taski, Diversey

Combining cleaning industry know-how and data science, Taski's IntelliTrail Analytics platform takes fleet management to new levels - helping teams to interpret information and calculate savings.



(Photo: Diversey)

Tork Digital Cleaning Plans

Cleaning Software Making digital cleaning accessible to businesses of all sizes, Tork Digital Cleaning Plans gives facility managers the ability to deliver greater efficiencies through the digitisation of routines.



(Photo: Tork)

Category 4: Related Products/Services

Winner - Tork Virtual Reality Clean Hands Training by Tork

Tork Virtual Reality Clean Hands Training by Tork An interactive hand hygiene training simulation, Tork Virtual Reality Clean Hands Training puts users in the role of a nurse or physician - gaining feedback on their hand hygiene compliance. The jury was highly impressed by this user-friendly method of maintaining hand hygiene compliance in healthcare settings. The accessibility of ensuring ongoing training on-site in order to improve standards is a true innovation. The Virtual Reality approach is essential to stimulate behavioral change in a fun and engaging way. It is the perfect solution for the well-recognised need to educate people worldwide on hand hygiene.



(Photo: Tork)

Other nominees in this category

Recycle Factory by Spectro

Recycle Factory offers the opportunity to return empty plastic packaging that's then either reused or recycled to create new packaging.



(Photo: Spectro)

Kärcher Battery Universe by Kärcher

The Kärcher Battery Universe allows managers to see the battery status of all their machines in real time - making their machines far more productive.

The jury

- Antonio Borreda, Director, Revista Limpiezas (Spain)
- Chiara Merlini, Chief Editor, Cleaning Community (Italy)
- Cor van der Velden, Chief Expert, Worldskills (Netherlands)
- Michelle Marshall, Chief Editor, European Cleaning Journal (United Kingdom)
- Pierre Deschamps, Chief Editor, Batiment Entretien (France)
- Reinhard Knittler, Publisher, ReinigungsMarkt (Germany)
- Rob Geissler, Publisher, Sanitary Maintenance, Contracting Profits, Housekeeping Solutions (United States of America)
- Ronald Bruins, Chief Editor, Servicemanagement (Netherlands)
- Ton van der Riet, Managing Director, Senzora (Netherlands)

RAI Amsterdam
1078 GZ Amsterdam/Netherlands



(Photo: Kärcher)



Visit to Breda to see Niek Besuijen (second from right) and Michael Borgert (third from right): Reinhard Knittler, the publisher and editor-in-chief of *Reinigungs Markt* (second from left), Daniel Knittler, Managing Director of Knittler Medien (right), and Mark Schmiechen, *Reinigungs Markt* correspondent.

The Dutch company Excentr takes off

Clever cleaning system gets things moving

The Netherlands are of course known for its delicious gouda cheese and a fairly easy-going approach to life, but since 2015 a young team from Breda has been stirring up the market for eccentrically operating single-disc machines.

Niek Besuijen is still only in his early 30s, but over the last six years he and his team have pulled off an astonishing series of successes. His original background is in marketing and communications, which is what he studied at university, but his first job was as a salesman at Rovac, a regional cleaning machinery and products dealership in Holland.

In 2014, he wanted to broaden his experience, if possible by coming up with something new. This is what gave him and his companion, Rinaldo Meeuwse, the idea of the eccentric orbital cleaners. The technical concept is not in itself new, but the design is. Two factors in particular influenced the development of the product. On the one hand everyone knows that cost pressures in the cleaning market have intensified, and on the other hand the new machine was intended to be easier to use compared to the technology that was available in the market at that time – a key requirement due to the high turnover of staff in the cleaning business. The two men – in particular

Rinaldo as the technical brains behind the operation – spent over a year trying to come up with the ideal design for the machine and its method of operation. And they didn't leave anything to chance – they set themselves demanding quality targets right from the outset, including that the machine had to be easy to operate and stable during use. The prototype had to operate continuously for seven days in an endurance test in order to prove its operational readiness. After this, it was clear that it was ready to launch – the first small batch of 25 machines was sent out to customers. "Then things didn't exactly go as smoothly as we had planned", Niek explains with a grin, "we can laugh about it now but back then when we had of course ploughed our money into the new product and its development and were naturally hoping that it wasn't going to produce any nasty surprises when it was actually used in practice". Thankfully, there were no major problems, and the generally positive customer feedback was taken on board for the production of the next 50 machines.



Niek Besuijen explains the new battery system that has been developed based on the technology used for bicycles.



Michael Borgert is the Excentr-Sales Director for Germany. (Photo: Excentr)

What makes it different?

The name of the product and the company (Excentr) can instantly be explained based on the basic technical/physical principle of eccentricity. Niek Besuijen says “Unfortunately we had to leave out the final „e“ because a website with that name had already been allocated”. The basic principle of an eccentrically operating machine is very easy to explain. A guide disc is installed on a shaft with its midpoint outside the axis of the shaft, and it converts rotational movement into longitudinal movement, subject to the additional rule that the smaller the degree of eccentricity, the greater is the power that is produced. This is precisely the point behind Excentr and its machines – unlike competitors’ products, they operate at 2,850 rpm with the pad moving in small 7-millimetre circles, and depending on the type of machine and the number of weights that are used,



The basic principle of an eccentrically operating machine is really easy to explain. A guide disc is installed on a shaft with its midpoint outside the axis of the shaft, and it converts rotational movement into longitudinal movement, subject to the additional rule that the smaller the degree of eccentricity, the greater is the power that is produced. (Photo: Excentr)

a pressure of between 17 and 120 kilograms can be applied to the pad. The combination of rapid movement in small circles and under high pressure is what makes the machines so effective and produces an outstanding cleaning result. This provides various benefits for the user, which make it worthwhile for them to hire the machine. “Compared with the competition, we are of course the Rolls Royce of the eccentric machines”, says Michael Borgert, Excentr’s Sales Director for Germany, “But the customer gets a really tough and long-lasting machine, which he can issue to all his staff without having to worry about giving them lengthy training on how to operate it. And who apart from us provides a lifetime guarantee for the chassis and the motor”? Another crucial difference is the shape. This clearly sets the manufacturer apart because square-shaped machines and other designs in special shapes seem to be a simpler solution not only for cleaning corners and edges, but also for a whole range of different room configurations. But we’ve also thought about the cleaning staff. Handling an eccentric single-disc machine is not everyone’s cup of tea. In order to minimise the stresses on the operator’s body, we’ve made sure that the operator can work in an ergonomically balanced position in which his/her forearms, shoulders and back are relaxed and which doesn’t place any stress on his/her wrists.

Why is an Excentr machine cost-effective?

The improved mechanical effectiveness of the work on the surface that is to be treated means that the results are achieved much more quickly. An Excentr machine generates 15 times as many movements as a conventional cleaning machine, so a cleaning team can generally work 3 or 4 times faster according to Excentr. One of the company’s main slogans is: “Solving any problem without using chemicals if possible”. We don’t completely reject any use of chemicals, Niek Besuijen stresses, but our focus is on the more environmentally friendly – and consequently more cost-effective – option which uses pads. That’s because cleaning using chemicals is about six times more expensive than cleaning using pads for any given area. Which is precisely why the team in Breda has specially developed its own



In the interview, Niek Besuijen explained the concept behind the Excentr cleaning machines and their possible fields of use.

fibre pad for deep cleaning, which it produces in-house. For any other applications, there is a range of pads which are specially designed for the specific machines and floors, although all the pads are full-cycle products and are certified according to the Green Seal environmental innovation standard. This is down to their faster biological breakdown at waste disposal sites, and the use of 100 percent recycled materials/natural fibres, e.g. recycled PET bottles, to make them. All in all, this leads to a considerable cost reduction for each square metre that is cleaned.

Excentr's market profile

The young, 15-person team supplies the rest of the world from Breda. Production, on the other hand, is carried out at Heinkensand, where five employees build the machines. The main market for Excentr is central Europe, and currently sales in Holland are still ahead of Germany. The machines here are still sold exclusively via the Mobiloclean trading group. International sales are still in the early stages, but we already have sales organisations in the USA, Brazil, Panama, Russia and the Middle East. In order to ensure the best possible use of the machines' potential for the customer, the "Excentr Academy" has been set up in Breda. Customers are invited to various courses there, where they are trained in the use of the machines with the appropriate pads for the variety of different surfaces. Anyone who doesn't go to Breda can either find the latest product explanations and usage examples on the new YouTube channel, or get up to speed by attending familiarisation and demonstration sessions that are provided on-site / in the premises concerned.

What's coming next?

"Growth, of course" says Niek Besuijen confidently, "although we have definitely felt the effects of the coronavirus pandemic. But things are looking up in Switzerland and Holland, and Germany will recover". From a technical perspective, the presentation of the Excentr 40-25B and 30-20+B models is a big step towards cordless cleaning. In order to use battery technology, which provides a comparable level of performance, we have resorted to a battery system from the bicycle industry. These are designed to be really temperature- and weather-resistant, which

means that they are an ideal choice for the machines. The integrated battery management system facilitates quick charging, which provides about 80% capacity after an hour, and after 2 hours the battery has regained its full level of performance. One battery charge should be enough for 45 minutes of continuous operation. An interesting recent development for the cleaning of large areas is the ability to combine several machines so as to cover a working area of 165 millimetres. In any event, there's no question of standing still for the team, who are always focused on the future. So it's no surprise that the company is pushing ahead with the development and production of its own scrubber-dryer.

"The launch of our eccentric operation machines has gone so well that we're now aiming to become a full-range supplier of cleaning products and systems", Niek adds. "In other words, we intend to gradually expand and enhance our range of products, and we haven't set ourselves any limits from a conceptual perspective."

Text: Mark Schmiechen





(Photo: Ecolab)

User-friendly basic cleaners increase economic benefits

Concentrates and exact dosages reduce environmental impacts

Since floor coverings are among the most heavily used surfaces in a building, the provision of a coating for them is essential in many areas. A coating protects the floor covering from heavy soiling and wear, it makes maintenance cleaning easier, and it helps to prolong the effectiveness of the floor covering. However, the decomposition products of metallised coatings pollute waste water and are hard to break down in water treatment plants.

In order to minimise the environmental impacts of basic cleaning and coating, metallised coatings should not be used. Instead a plasticised coating or a wax-based coating can be used. The higher the proportion of plastics in a dispersion, the more hard-wearing and consequently resilient and durable it will be, and the greater will be the protection that it provides against scuffing of the dispersion film. Dispersion films with a high wax content can be easily polished, but they are very susceptible to dirt marks and streaks. That's why such products tend to be suitable for less heavily used premises.

When selecting the basic cleaner you should make sure that no subsequent rinsing is required. A product that doesn't require subsequent rinsing will need up to 30 percent less water. This lightens the workload for cleaning staff by eliminating one operation while also minimising costs and the environmental impact.

User-friendly and safe system thanks to colour coding

The use of highly concentrated cleaners is useful in helping to achieve sustainability goals. They generally contain less water

and more chemicals and they are diluted for use at the place where they are to be used according to precise concentration instructions. Combined with systems which have refillable dosage bottles this leads to a significant reduction in packaging waste. And together with the use of colour coding and corresponding application plans and on-site training, this is a user-friendly and safe system for staff. The system should be enclosed so that the employee does not come into contact with the concentrates.

Exact dosage prevents product waste

There is always an economic benefit if the dosage bottle enables exact doses to be measured so that none of the product is wasted. This also has the advantage of avoiding any adverse ecological impact due to the use of excessive dosing, as well as any possible damage to the surfaces concerned.

However, providing chemical cleaning agents in bottles and canisters is now far from being in line with the latest technical practices. For some sectors innovative systems with sustainable packaging have been brought onto the market.



Environmental considerations play a key role when it comes to using basic cleaners.

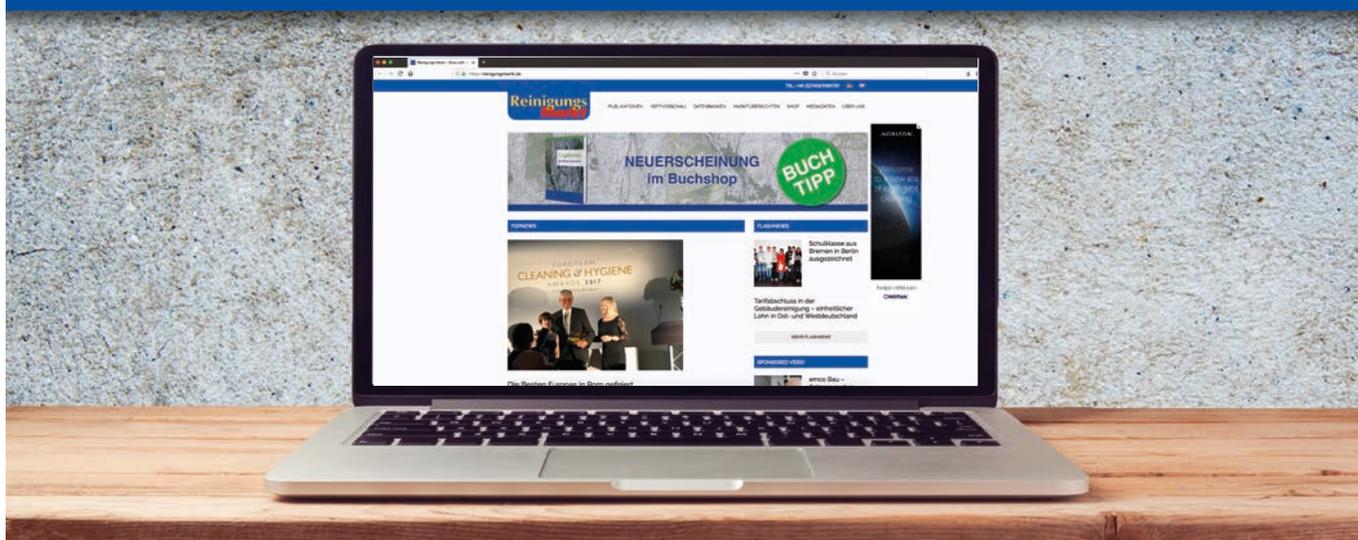
Less physical strain, more safety

For example, there are blocks of cleaning concentrates which are packaged in foil and can reduce packaging waste by up to 95 percent compared to standard forms of packaging. Such a product system is extremely simple and safe for employees to use. It does away with the need to carry a heavy canister, and less personal protective clothing is needed, or none at all. Dosing devices enable an exact product dosage to be measured

and avoid extra costs caused by excessive doses. In addition, highly concentrated cleaners need less storage space than conventional chemical cleaning agents, and they consequently also reduce transportation costs.

Ecolab Deutschland GmbH
40789 Monheim am Rhein/Germany

www.reinigungsmarkt.de





Rainer Kenter (left) and Alexander Manafi in the corporate headquarters of Kenter Bodenreinigungsmaschinen in Leipheim, Germany.

Work flow control and monitoring cleaning results

Intelligent digitalisation offers a broad range of possibilities

Digitalisation has been gaining in importance not only at the 2019 CMS trade fair but also in the cleaning sector as a whole over recent years. The Vienna-based start-up ToolSense has now become one of the pioneers of the intelligent digitalisation of cleaning machines, and it has even managed to win the prestigious Amsterdam Innovation Award 2020 in the “E-Cleaning” category. Leipheim-based Kenter GmbH sells cleaning machines and is now a professional partner from the cleaning machines sector, which is committed to the digitalisation of the cleaning industry in Germany.

IoT – the Internet of Things

In order to understand the benefits of ToolSense products, it's worthwhile taking a look at the term “IoT” – the Internet of Things. While this term is no doubt familiar to many people, there's probably just as many who don't know what it means. IoT is closely connected with Industry 4.0, a term that is now just as widely used. The third term used in this connection is AI, or artificial intelligence, which has already crept into most people's lives via their smartphone, where it's used for the camera function, for instance. All that Industry 4.0 means is that we use machines that are very good at carrying out programmed work processes autonomously – and unlike in the case of Industry 3.0, these processes are now linked via cloud computing and can communicate with each other. A further aspect is the use of sensor systems. The machines can perform measurements (feel) by using sensors and respond appropriately by using an actuator. The ultimate aim of a fully Industry 4.0 compliant environment is for all the parties involved to cooperate with each other so that production activities can be carried out in a largely self-organised way. IoT forms the virtual basis for enabling this to happen. This also involves the automatic accessing of relevant pieces of information from the real world, linking them, and making them available within the network. The AI that we currently know and use is called weak AI by researchers, and it replicates human decision-making structures with the aid of mathematics (algorithms) and IT, so that a computer can, for instance, solve problems autonomously. This involves the simulation of intelligent behaviour rather than the creation of an autonomous consciousness.

Who is ToolSense?

The three founders, Alexander Manafi, Benjamin Petterle and Rostyslav Yavorskyi, founded ToolSense in the middle of 2017. The starting point was a project at the University of Applied Sciences Technikum Wien in Vienna. Experimenting with relevant technologies firstly led to the idea of developing a theft protection system for tools – but ultimately the customer feedback led to an after-sales platform and the creation of an independent, smart IoT solution. The ToolSense technology is now already in use with numerous machinery manufacturers, including in the cleaning sector, the construction industry, garden and landscape design, and in the machine tool industry. To boost development and take-up of the technology, many other partners have been brought on board, such as Deutsche Telekom.

The technological core of ToolSense is an intelligent sensor solution: “An IoT module in a cleaning machine generates a lot of sensor data within a short period of use”, explains Alexander Manafi, the CEO and co-founder of ToolSense, “and for cost reasons, not all of the data can be uploaded for further processing. A special feature of our system is that we use ‘edge computing’ to analyse this sensor data in the ToolSense IoT module.” So intelligent algorithms are used within the module itself to derive templates for the use of the machine, which are then sent in packages for further processing on servers within the network. “This enables the cleaning company to see precisely when and how the machines are being used, and whether the device is being used in an appropriate manner. This means that, if necessary, another device or appropriate training courses



From left to right: the founders of ToolSense: Alexander Manafi (CEO), Benjamin Petterle (CPO), Rostyslav Yavorskyi (CTO). (Photo: ToolSense)

can be used”, Manafi adds by way of an example. The advantage of ToolSense for cleaning companies is on the one hand that it works with any machine made by any manufacturer. On the other hand, the smart edge computing makes operations so cheap that even the smallest cleaning machines can be digitalised. This machine data is then made available on the ToolSense after-sales platform – so cleaning firms can manage their machinery-related processes, and the machinery manufacturer can offer its customers smart services via ToolSense (such as the automatic delivery of spare parts or predictive maintenance). The ToolSense after-sales platform therefore provides machinery manufacturers and dealers with the opportunity to exploit the after-sales potential of their machines – and for the customer it provides optimal costs transparency. It’s also important to point out that all the solutions comply with the GDPR (General Data Protection Regulation), and the necessary data storage servers are in Germany and Belgium. An added bonus of the whole system is that the modules which have been developed in-house are very compact and can therefore be incorporated into smaller tools and machines.

Kenter and ToolSense

But what’s the benefit of this technology right now for a dealer like Kenter? For Rainer Kenter, the Managing Director of Kenter GmbH, it’s quite clear: “We’ve taken a proactive approach to this subject, and we’ve already looked at various applications. ToolSense stood out as the smartest version because it’s the most versatile in terms of how it can be used. Added to which the company also has a responsive, friendly team, which starts by focusing on the needs of the customer and extrapolates from there in order to devise solutions for dealers and manufacturers.” For the Comac scrubbing machines Kenter already

uses Comac Fleet Management (CFM): this is a great predictive maintenance system, however it’s slightly more expensive to procure and didn’t offer the ability to provide the customer with information regarding the total cost of ownership (TCO). This means that we don’t just want to be able to show the customer where every machine in his portfolio is, what it’s doing and how long it’s been in use, we also – and this is important for undertaking a precise cost/benefit analysis – want to be able to provide a full breakdown of all the costs which it generates. It’s not enough to show the operating hours, they must also be shown in the correct perspective. Since Kenter markets a really wide range of different sized products produced by various manufacturers, it was also important for the ToolSense architecture to be compatible with different brands. This enables a potential customer to also incorporate its existing fleet of vehicles/devices, and it makes it easier for the dealer to demonstrate the benefits of the system to the customer.

Major providers of cleaning services already see the need for such systems and the benefits of them. This makes them more receptive, with the result that they do use them. Major customers, such as Airbus for example, demand this level of transparency, and sometimes public tendering procedures also stipulate the use of the system. Small and medium-sized businesses are lagging behind to some extent in this area, but sooner or later they will have to catch up. At any rate, Rainer Kenter and Alexander Manafi agree that the sector will change as a result.

What are the prospects for the future?

Kenter wants to play a pioneering role in this sector of the market, which is why it’s focusing on ToolSense. “Sooner or later a fleet solution like the ToolSense one will be standard”, says Rainer Kenter confidently, “and anyone who isn’t up to speed will simply get left behind.” But even if digitalisation makes further advances, he isn’t afraid that the trade itself will disappear or be replaced – because machines will always need to be delivered and depending on the complexity of the machine there will have to be someone who can show the customer how to use it or who can carry out a repair. In future, ToolSense itself would like to market its solutions to small and medium-sized businesses. At the moment, the main focus is on the machines themselves. However, systems partnerships with other software manufacturers are conceivable as way of developing new service models or integrating existing ones. “As a company we’re open to any proposals in this regard”, confirms Alexander Manafi, “it could go in the direction of pay as you go systems or even the incorporation of time management systems for employees”. One thing is clear however – they both think digitalisation will progress by leaps and bounds.

Text: Mark Schmiechen

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(Photo: Hako)

Vehicles for municipal & commercial use

Consistent multifunctionality with applications for all seasons

Apart from pure cost-effectiveness, many factors play a decisive role when it comes to looking for the right compact sweeping machine for local authority use.

Looking after public spaces is one of the key tasks of municipal authorities. And the challenges that this involves for local authority infrastructure are as varied as the urban landscape itself: Inner cities where large numbers of people are constantly on the move and which are often densely built up. An extensive network of streets including main roads and link roads with high volumes of traffic. Residential areas with their own distinctive architectural features and lots of parked vehicles. And finally seasonal influences which also change the nature of the tasks to be undertaken.

Compact enough for use on pavements

It's particularly inner city areas which are often complex from a design point of view. Narrow passages, street furniture and planted areas - not to mention the large number of people passing through - pose obstacles for local au-

thority systems. What's more, the need to use machines on pavements limits their maximum weight to 3.5 tonnes. Compact sweeping machines with a capacity of 0.5 to 1.5 cubic metres are ideal for use in these areas. Articulated versions provide a really tight turning circle and high-precision directional control even when negotiating tight bends. If the areas where the machine is typically used include more extensive pedestrian zones and parking areas or marketplaces, the machines with an overall weight of 3.5 tonnes are the best choice. They have enough capacity to cope with larger areas but are still sufficiently compact to be used easily. Additional four-wheel-drive capability means that they take kerbs and uneven road surfaces in their stride. Another advantage: since they are easy to handle and operate they also provide great flexibility in terms of the use of manpower.



For the powerful mechanical removal of weeds, light weed brushes are used, which can be fitted quickly and easily. (Photo: Hako)

Sweeping machines with a capacity of 2 cubic metres are particularly well suited to use in residential areas and on side streets: they are slim enough to be able to clean thoroughly even between parked cars, but they have enough storage capacity to work continuously for several hours at a time.

The all-purpose machine

Every setting in which a machine is used and every season poses its own particular challenges. Machines which are designed to be multi-purpose provide an especially economical solution. If the machine can't be used for sweeping in winter, it can be converted for a variety of snow clearing and gritting tasks through the use of attachments and add-on equipment. Multi-functionality also means that the machine can be adapted for special uses: for example, scrubber units can be used to thoroughly wet-clean difficult surfaces in towns and cities. Water tanks with a jetting lance enable the efficient watering of container plants during hot summers. A combined mowing and suction unit enables grassed areas and roadside verges to be maintained. Equally useful are weed brushes for the mechanical removal of weeds, ideally with an automatic feed to the waste container.

If the machine has a quick-change system, it can be converted by a single person in just a couple of minutes without using any tools so that it's ready for the next job.

Multi-functionality means that one machine can be used for a variety of different applications – doing away with the need to purchase several specialist vehicles. This reduces investment costs and increases levels of effectiveness and efficiency over the service life of the vehicle.

Safety and environmental protection

The best local authority system is the one that people don't even notice. Firstly because it produces reliably clean results. And secondly because it sweeps reliably, quietly and unobtrusively without disturbing pedestrians, cyclists and residents or posing a hazard to them.

For example, modern sweeping machines use a freshwater or re-circulating water system to absorb the dust that is produced during their operation. An Eunitied PM10 or PM2.5 certification stands for the lowest levels of fine particulate emissions.

For use in noise-sensitive areas such as residential districts, quiet zones or city centres it's worth considering the machine's noise emissions. Since there are no statutory noise-reduction requirements, the „Blue Angel“ environmental certification scheme provides important guidance: it specifies a maximum sound power level of 104 dB during use at the maximum level of suction.

If the machine has an energy-saving eco mode for maintenance cleaning, nowadays levels as low as 99 dB A are possible. This means that the machine can be used even in the early morning or at night.

A good feeling of safety is provided by camera assistance systems which provide an all-round field of view even in situations of restricted visibility and help to make reversing and turning manoeuvres safer. A full LED lighting system ensures that the driver always has a good overview of the area he's working in, even in conditions of poor visibility.

A solution which is both economical and ecologically sound is not only safe, it's also fit for the future. This ranges from climate-protection and resource-saving measures such as intelligent, energy-efficient drives and low-emissions motors to the use of innovative and environmentally friendly technologies such as electric-powered vehicles.

Ergonomics for improved operating efficiency

Regardless of the size or category of the machine, economic use means a heavy workload and consequently involves the driver using the machine over long periods of time. Since even the best machine is only as effective as its operator, modern workstations are designed to be more user-friendly, ergonomic and back-friendly. This involves much more than just having a comfortable, ergonomic and individually adjustable seat. The operation of the machine should also be designed with ergonomic considerations in mind – for instance with a height- and tilt-adjustable steering wheel and a well-positioned electronic control unit. Other comfort-enhancing features of the workstation include fully electronic accelerator pedals with improved foot ergonomics.

Maximum machine availability

In order to assess the cost-effectiveness of a local authority vehicle, the manufacturer's servicing requirements should also be taken into account. A comprehensive service network, the good availability of spare parts, and a well organised customer service organisation ensure uninterrupted machine availability and minimal downtimes. In order to enable customers to calculate costs reliably over the entire service life of the machine, some manufacturers provide attractive financing options which are tailored to the customer's specific needs – from leasing to hiring options such as seasonal hiring.

*Text: Olaf Meier,
Mönchengladbach/Germany*



(Photo: Cleaning Interactive)

Cleaning Interactive

Exciting event to exchange ideas and discuss upcoming challenges

Innovation and digitalisation are also leaving their mark on the cleaning industry. On 6 and 7 October the “Cleaning Interactive” – the first virtual cleaning trade fair – took place. Despite the numerous travel restrictions and health protection guidelines during the Covid-19 pandemic, the event enabled the cleaning industry to safely and effectively engage with valuable new customers whilst showcasing their innovations. In view of the numerous trade fair cancellations and the unclear developments in the coming months, the virtual event took on a pioneering function, offering all the standard functions of a live trade fair.

Combining cutting-edge visualisation technology with an intuitive, user-friendly interface, the digital event delivered all the standard features of a live trade show (from one-to-one appointments, meetings and demos, to video and literature distribution and networking), while taking online exhibitor and visitor relations to a new level. Special features included an interactive stage, with virtual reality (VR) and augmented reality (AR) for an almost full sensory experience.

Top tier exhibitors were able to demonstrate their products from an immersive studio, with bespoke 3D sets, and mixed reality elements to add impact. Visitors stepped into the presenter's world virtually, with questions being answered there and then. This real time contact between the presenter and their audience enabled instant engagement and discussion, making it feel as close as possible to an in-person, physical connection. Some of the fresh-thinking organisations and brands who have already committed to being involved in this world first virtual cleaning event included the British Institute of Cleaning Science; Bunzl Cleaning & Hygiene Supplies; CBRE; Churchill Group Services; Cleaning & Hygiene Suppliers Association (CHSA); Denis Rawlins; Facicom UK and Ireland; Incentive QAS; Katrin; Metsä; Metzger; the National Carpet Cleaners Association; Unger; and the Worshipful Company of Environmental Cleaners.

Exhibitors received personalised show metrics for easy follow up. Show content will be available on-demand for 60 days post event, thus extending the duration of the marketing opportunity. Registered visitors for the event can still view the on-demand seminars. Alternatively, interested parties and experts can register now to view the speaker presentations at their convenience and interact with exhibitors.

Ceris Burns, managing director of CBI VR Experiences, said: “We wanted to create a new robust event for the cleaning industry, to bridge the gap of safely and effectively getting in front of decision makers whatever the world throws at us. One aspect of hope from the pandemic has been the opportunity to make positive changes to the way we do business. In terms of events, it's time to re-assess why we go to them and what our desired outcomes are. Engaging with valuable new customers and suppliers is still one of the primary drivers. Our virtual event format readily provides for this, while keeping within the realms of new safety standards and requirements. Change is needed and we believe this new approach will boost the industry by creating a fresh expectation and a deadline for exhibitors and visitors to do business.”

CBI VR Experiences Limited
RH17 7LY Chelwood Gate/United Kingdom



Manchester Cleaning Show

Impressive showcase for the cleaning and hygiene industry

The BCCE Board, organisers of the Manchester Cleaning Show, did not want to wait until September 2021 to provide exhibitors with a platform to showcase new and innovative products and services that can help the UK cleaning industry get back into business, as many customers and distributors need the support and contacts that this event can provide.

The UK cleaning industry has shown resilience, adaptability and innovation during this pandemic and there is a wealth of recent experience to share. This is why the organisers had decided to hold a virtual version of the Manchester Cleaning Show on 14-15 October.

The virtual Manchester Cleaning Show featured some of the world's most famous and innovative companies, including Jangro, Killis, Lavor, Makita, Nilfisk, OspreyDeepclean, Toucan Eco, UDV-Robots and Industrial Cleaning Equipment (ICE). Participants included many buyers and distributors of cleaning equipment and services, industry experts and a wide range of facility managers, who were the ideal audience for many exhibitors.

The innovative technology used to host the fair enabled visitors to see a lot of information such as company profiles and videos when visiting the exhibitors' virtual stands. The software used for the virtual exhibition allowed the participants to interact with each other by sending messages and business cards. In addition, exhibitors could be contacted virtually and directly for advisory discussions - in digital rooms, questions could be answered in real time.

Visitors could also access a fascinating and informative pre-recorded programme with presentations by some of the industry's leading figures.

Among the speakers was Nik Wyers, joint MD of Floorbrite. He said: „Never has it been more important to find out what the cleaning industry has to offer and the virtual Manchester Cleaning Show is a great place to do that. You can see innovative products and services, get helpful advice and guidance from a wealth of professionals, find new suppliers and hear from our industry leaders“.

The presentations featured a wide-range of topics which have been selected to be highly relevant to anyone working in the cleaning and hygiene sector. Many of them focus on the industry's role during the Coronavirus pandemic and how it can assist in the reopening of the economy.

Conference sessions are now on-demand

For those who were unable to attend the event or missed a session, all conference sessions are available on the conference programme page of the Manchester Cleaning Show.

The London Cleaning Show in London will take place from 16-18 March 2021.

BCCE British Cleaning Council
Northampton, NN3 6WL/United Kingdom



Disinfection has become more important during the coronavirus pandemic. (Photo: RB)

Hygiene measures for commercial cleaners

Protection is the top priority

The professional processing of cleaning textiles also helps to combat viruses and to slow their spread.

Miele's professional devices are ideally equipped for doing this because all the ranges can be used for thermal as well as chemical-thermal disinfection and will ensure the safe processing of the cleaning textiles.

“Wash the cleaning textiles such as mops or cloths thoroughly by using a thermal or chemical-thermal disinfection washing process. Our Miele Professional Mop Star devices comply with strict rules which have been set by European authorities for the control of infectious diseases or by hygiene promotion associations. In addition, the company states that it provides “further safety standards which monitor automatic dosing and precise temperature control”. Mop Star devices provide absolute safety for the hygienic processing of cleaning textiles.

Single-use materials are not suitable for recycling. Cleaning staff are instructed to dispose of them after use in an appropriate manner.

Reliable disinfection

All Mop Star devices incorporate a ready-to-use function (mechanical pre-soaking). This can be used as a special washing process in order to make reusable cleaning textiles ready for immediate use. The cleaning staff therefore save valuable time during the cleaning of buildings. Always make sure you follow the hygiene rules for the use of the disinfectant and that you adhere to the maximum storage periods.

Tips in relation to the use of cleaning textiles

- Collect up used cloths and mop covers in collecting containers that are provided for this purpose. Avoid any potential contamination with cleaning textiles that are clean.
- In the washing area separate the dirty items from the clean ones at least for organisational purposes.

- Avoid any overloading when you load the machine with cleaning textiles.
- Choose the correct wash cycle (thermal or chemical-thermal disinfection wash) for hygienic processing.
- In the case of the manual dosing of detergent, make sure that you measure out the specified detergent amounts correctly and that you set the appropriate temperature for the detergent.
- For the processing of cleaning textiles with subsequent pre-soaking, use the processing procedures that are specifically designated for this purpose.
- In the case of front-loading machines disinfect the door area (door, door seal and front of the machine) as well as the operating panel before you remove the clean washing.
- Once you have removed them, use only clean, disinfected containers for sorting the cleaning textiles.
- If the textiles are to be dried after being processed, make sure that you thoroughly dry all the textile items. Please remove the textiles as soon as the drying process is finished.
- You must wash your work clothing in the laundry rather than at home in order to protect yourself and other people. To do this use a disinfecting washing programme.
- In accordance with the occupational health and safety and hygiene rules you must wear personal protective clothing – e.g. protective gloves and plastic aprons – over your work clothes in order to protect yourself, especially when you are in unclean areas.

Miele & Cie. KG Vertriebsgesellschaft Deutschland
33325 Gütersloh/Germany



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Aerial
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- **TeleCrawler13S**
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Performances
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of the cleaning industry

Ecolab - We make the world cleaner, safer and healthier

As the world's leading provider of technologies and services in the water, hygiene and energy sectors, companies from the facility care, foodservice, hospitality, healthcare, industrial, and energy supply sectors around the globe select Ecolab's products and services.

Together

We provide comprehensive solutions, data-based information and on-site services in more than 170 countries, at more than 3 million customer sites, where we promote the availability of safe food, maintain a clean environment, optimise water and energy use, and enhance our customers' productivity and profitability.

By cooperating closely with our customers, we help them solve their daily hygiene and cleaning challenges. Together, we work on the development of clean, safe and, most importantly, sustainable processes. And we help our customers to achieve more with less - with individual and customised approaches and a comprehensive range of training courses. Our high-performance products and economical system solutions not only ensure a high level of hygiene safety: they also conserve important resources, in addition to increasing staff safety.

What we do for our customers, we also implement in our own company sites. Whether it's reusing and recycling water, reducing our waste, energy consumption and greenhouse gas emissions, or cooperating with communities to make the most sustainable use of shared resources: We are constantly working on reducing our environmental footprint.

We are also constantly reducing the use of plastics. In 2018, we saved more than 6,800 tonnes of newly-produced plastic. Thanks to innovations in the development and packaging of products for our customers, we have already reduced the

amount of plastic in circulation by 32,000 tonnes since 2014. Additionally we have increased the share of recycled plastic packaging materials by 10 per cent every year since then.

Brand protection

Because we at Ecolab know that cleanliness plays a major role in protecting your brand. It influences your customers' perception and experience. As such, it also has an impact on loyalty. Hence, to ensure sustainable business success, it is important to leave a clean and fresh first impression in all areas. A clean, safe and

healthy environment is essential for all people's health.

Our Ecolab specialists are happy to advise you and help you establish your company hygiene concept. For more information, please visit:

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of the cleaning industry



Professional cleaning with Wetrok: everything from a single source

Wetrok offers everything from a single source: Dry-cleaning products, highly-specialised machines, consumables and application training. Wetrok AG is considered a pioneer in the field of professional cleaning technology. Wetrok has been creating innovations for the professional cleaning process for 70 years. Hygiene for life - as is underlined by the slogan. We develop the products and cleaning systems in the in-house research department at our headquarters in Zurich-Kloten. International subsidiaries take care of our customers in Germany, Poland, Sweden, and Austria and guarantee a product portfolio in accordance with Swiss quality standards.

The right product for every application

Wetrok provides everything that cleaning professionals such as building cleaners, caretakers, hoteliers or public institutions require for their professional building cleaning. Holistic solutions are the key to success: Every product is designed to fully fulfil its specific purpose and to be optimally networked with adjacent areas.



Wetrok Granuline - Winner of the CMS Purus Innovation Award 2017

An independent jury of experts selected Wetrok Granuline as the winning product at CMS, on the occasion of the Purus Innovation Award 2017 (in the category of cleaning agents). The new cleaning agents for floors, surfaces or sanitary facilities consist of granules that are reminiscent of powder. This is how it works: Open individual bags, dissolve the granules in water, done! Not only does Granuline facilitate the dosage: The individual portions are small and light - making dragging heavy chemical canisters a thing of the past and reducing the required storage space for cleaning agents by 75%.

A minimum of resources for a maximum result

Wetrok products are environmentally friendly: They guarantee maximum cleanliness and hygiene with the lowest possible consumption of resources. And at Wetrok, ecological awareness does not end with the cleaning products. The focus is on maintaining the value of the materials to be cleaned. Customers derive the following ecological - but also economic - benefits from this: All the

furniture or materials that are cleaned enjoy a much longer service life, and don't have to be replaced after just a few years.

Manual foam cleaning - the insider's tip for saving resources

Environmental awareness is also a part of the application. This is embodied in the manual foam cleaning. Are you looking to save time and money, but not at the expense of the cleaning quality? To

date, this has been impossible. However, effective manual foam cleaning now makes it possible. The motto is „Targeted application instead of spraying“. The Wetrok foamer bottle allows precise dosing, so that not a single excessive drop of water or chemicals is used. An ecological breakthrough with economic benefits.

www.wetrok.com



Brief Information:

Wetrok AG is known as a Swiss pioneer in professional cleaning technology. It offers everything from a single source: chemical cleaning products, as well as highly-specialised machines and consumables. Today Wetrok AG is one of the most innovative companies in the cleaning industry. It employs around 250 people and is active in 35 countries across the globe.

Exhibition Overview

Date	Trade Fair Show/City	Subject
07.11. - 09.11.2021	Iss gut! Leipzig/Germany	Hotel, Restaurant and Catering Industry
10.11. - 12.11.2020	Arbeitssicherheit Schweiz Bern/Switzerland	Personal Protection, Occupational Safety and Health at Work
16.11. - 19.11.2020	Medica Duesseldorf/Germany	Hospital Management and Medical Industry
17.11. - 19.11.2020	Cleanexpo Moscow/Russia	Contract Cleaners
18.11. - 19.11.2020	Cleanzone Frankfurt am Main/Germany	Cleaning room technology
24.11. - 25.11.2020	Maindays Potsdam/Germany	Maintenance
11.01. - 16.01.2021	Bau Munich/Germany	Construction Industry
04.03. - 07.03.2021	World Clean Expo Istanbul/Turkey	Contract Cleaners
12.03. - 16.03.2021	Internorga Hamburg/Germany	Hotel, Restaurant and Catering Industry
16.03. - 18.03.2021	Tissue World Duesseldorf/Germany	Tissue Industry - Products, Manufacturing, Supply
13.04. - 15.04.2021	Altenpflege Nuremberg/Germany	Care and Nursing Industry
27.04. - 30.04.2021	Innotrans Berlin	International Trade Fair for Transport Technology
18.05. - 20.05.2021	Pulire Verone/Italy	Care and Nursing Industry
20.06. - 22.06.2021	Demopark Eisenach/Germany	Municipal Technology and Landscaping
22.06. - 24.06.2021	Logimat Stuttgart/Germany	Intralogistics
06.10. - 09.10.2021	Reha Care Duesseldorf/Germany	Elderly Care, Nursing Care and Rehabilitation
07.09. - 10.09.2021	Index 2021 Le Grand-Saconnex/Switzerland	Textile Technology
10.09. - 11.09.2021	Platformers´ Days Karlsruhe/Germany	Mobile Work Platforms
14.09. - 18.09.2021	Automechanika Frankfort (Main)/Germany	Automotive Service Sector

Date	Trade Fair Show/City	Subject
21.09. - 24.09.2021	CMS Berlin Berlin/Germany	Contract Cleaners
26.10. - 29.10.2021	A+A Duesseldorf/Germany	Occupational Health and Safety in the Workplace
27.11. - 01.12.2021	Texcare Frankfurt am Main/Germany	Textile Care and Laundry Technology
05.02. - 09.02.2022	Intergastra Stuttgart/Germany	Hotel, Restaurant and Catering Industry
04.04. - 10.04.2022	Bauma Munich/Germany	Construction Industry
26.04. - 28.04.2022	Altenpflege Essen/Germany	Care and Nursing Industry
17.05. - 19.05.2022	Pflege Plus Stuttgart/Germany	Care and Nursing Industry
30.05. - 03.06.2022	IFAT München	Waste Disposal and Waste Management

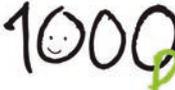
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