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OCTOBER 2011

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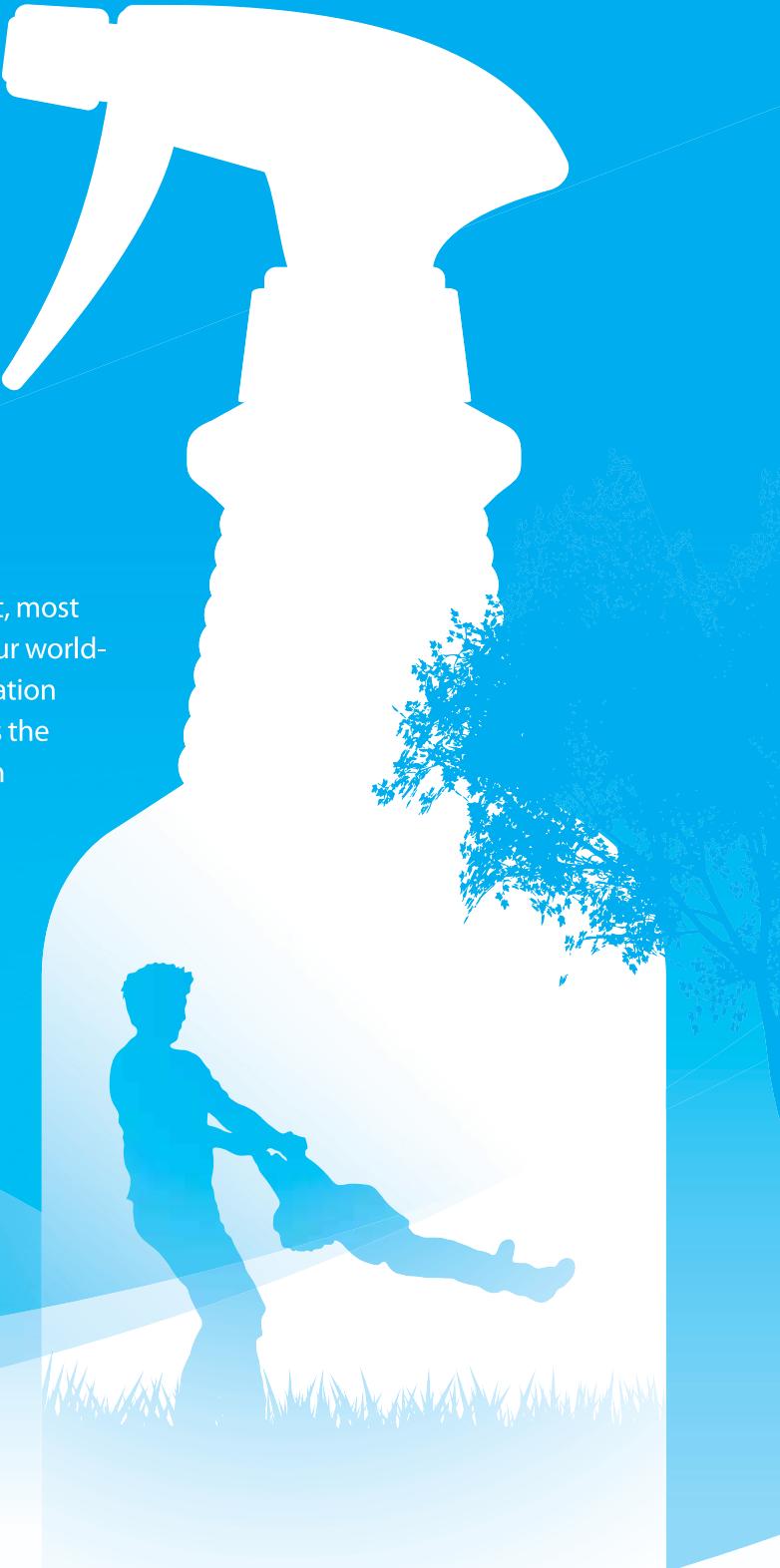


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## ECO The new range of scrubber-dryers by EUREKA



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## SWEEEPING MACHINES



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# Kärcher sues Tennant over ec-H2O advertising claims

**GERMAN CLEANING** equipment manufacturer Kärcher last month filed lawsuits against three of competitor Tennant's national companies - over advertising claims Tennant has made concerning scrubber dryers using its ec-H2O technology.

The legal action is being taken in Germany, Belgium and the UK. The basis of the lawsuits is a number of advertising claims made by Tennant, particularly the assertion that ordinary tap water can in scrubber dryers be converted into 'active water' that then has the same effect as a powerful cleaning agent.

This process is said to create its own 'powerful cleaning agent' with the result that an all-purpose cleaning agent no longer needs to be used. Kärcher says these claims were investigated scientifically by an



independent research institute and refuted in a detailed report by experts.

*ECJ* spoke exclusively to Markus Asch, deputy chief executive officer of Kärcher, about the action. "When we look closely at cleaning, it is not a real science, it's a process," he said. "From a customer's point of view, they need market players who are professional, who are serving the market in a straightforward way."

Asked why Kärcher is taking this action, Asch replied:

"Our customers have to rely on manufacturers who tell them the truth, and if we want to achieve high levels of quality in our industry, everyone has to be professional and transparent.

## Withdraw claims now

"What Kärcher wants is to have it clarified in a court of law that what the market is being told is entirely true. If the court is following our direction then Tennant has to withdraw their claims about the system with immediate effect.

"With this action we are seeking confirmation of what is technically sound and correct," he concluded. "This is what the market needs. And we as a leading player consider it also our

Tennant Company's president and chief executive officer.

"We find it interesting that Kärcher would attack our ec-H2O advertising now, after we have been in the marketplace for three years, satisfied thousands of customers and have 2011 projected sales of \$130 million to \$140 million."

Killingstad continued: "In industries such as retail, warehousing, education and others, our customers have found that Tennant's ec-H2O technology cleans their floors well in many day-to-day situations. Its effectiveness has been validated in laboratories and in the field.

## Unwarranted and flawed

"Our customers also want to use less water and fewer chemicals, save money and improve productivity. Tennant's ec-H2O technology delivers on all of these points. Our customers know it works because they have tested it and used it for themselves." He also insisted the technology has been tested by independent third parties.

Kärcher's claims have been described as "unwarranted and flawed" by Tennant. It says tests sponsored by Kärcher were applied to unrealistic soil samples and failed to control for certain key variables.



Kärcher's Markus Asch

duty to stand up for the integrity of our industry."

Tennant Company strongly defended its advertising of ec-H2O technology against the lawsuits. "We are vigorously defending our company, technology and advertising against these baseless claims by a competitor," said Chris Killingstad,

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## DIARY DATES

To have your event included in the Diary, contact *ECJ* on +44 (0)1494 791222 or via email at [michelle@europeancleaningjournal.com](mailto:michelle@europeancleaningjournal.com)

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### November 10-12

Clean India Pulire  
Mumbai, India  
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jp@virtualinfo.in

### January 31-February 2 2012

Hygienalia+Pulire  
Valencia, Spain  
T +39 02 6744581  
afidamp@afidamp.it

### April 9-12 2012

China Clean Expo  
Shanghai, China  
T +86 21 64371178 384  
sean.song@ubmsinoexpo.com

### May 8-11 2012

ISSA/Interclean  
Amsterdam, Netherlands  
T +31 20 549 1212  
info@issainterclean.com

### May 24-25 2012

Clean NZ  
Auckland, New Zealand  
T +61 2 8586 6115  
melanie@intermedia.com.au

### September 27-29 2012

Pulire Eurasia  
Istanbul, Turkey  
T +39 02 67 44 58 1  
info@pulire-eurasia.com

### October 10-14 2012

WFBSC congress  
Curitiba, Brazil  
T +44 20 7920 9632  
alarge@cleaningassoc.org

### March 19-21 2013

The Cleaning Show  
Birmingham, UK  
T +44 1895 454 438  
martinscott@quartzltd.com

### September 24-27 2013

CMS  
Berlin, Germany  
T +49 30 3038 2035  
cms@messe-berlin.de

*Kärcher, le fabricant allemand de machines de nettoyage, a intenté des poursuites contre trois des sociétés nationales de son concurrent Tennant au sujet d'affirmations que ce dernier aurait faites dans des publicités à propos de laveuses sécheuses utilisant la technologie ec-H2O de Tennant.*

*Der deutsche Reinigungsmaschinenhersteller Kärcher hat Klagen gegen drei Landesgesellschaften des Konkurrenten Tennant eingereicht. Anlass sind Reklamebehauptungen, die Tennant in Bezug auf Scheuersaugmaschinen mit seiner ec-H2O-Technologie aufgestellt hat.*

*La Kärcher, produttrice tedesca di macchinari per le pulizie, ha mosso delle accuse contro tre filiali nazionali della impresa concorrente Tennant per delle dichiarazioni fatte dalla Tennant sull'utilizzo della sua tecnologia ec-H2O sulle lavavaciuga pavimenti.*

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*Les Prix Purus de conception de produit ont été décernés au cours du récent salon CMS en Allemagne. Kärcher, Unger, SCA et Ecolab figuraient tous parmi les gagnants.*

*Im Rahmen der vor kurzem in Deutschland veranstalteten CMS wurden die Purus Awards für Produktdesign verliehen. Zu den Gewinnern zählten Kärcher, Unger, SCA und Ecolab.*

*Durante la recente fiera CMS tenutasi in Germania, sono stati consegnati i premi Purus Awards per il design dei prodotti. La Kärcher, la Unger, la SCA e la Ecolab sono state tutte vincitrici.*

# Product design rewarded by Berlin Purus awards

**THE GERMAN** cleaning show CMS opened in Berlin last month with the presentation of the Purus Awards for product design.

There were four category winners. In Machines Kärcher took the prize for its newly-launched B 40 C-W walk-behind scrubber dryer. The jury rated its shape, colour and function and decided that "ergonomically and design-wise it made sense and that it was in keeping with Kärcher's corporate design".

Unger was named the winner in the Equipment category for its ErgoTec Ninja window cleaning squeegee, which was praised for its "sensible and thorough work in developing the wiper, which features outstanding technical changes and design refinements as well as ergonomic handling qualities and a correspondingly well



thought-out design".

## Jury impressed

In Washroom Hygiene the jury awarded the prize to SCA for its Tork Performance dispenser system, which it said offered "outstanding handling features".

Finally, Ecolab won in the Packaging Design category for its Pro Tec System safety concept for cleaning agents. The "appropriately understated design" of this logistics system solution impressed the jury.



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## Are You Ready? asks Diversey

**CLEANING AND** hygiene solutions supplier Diversey has launched its Are You Ready? campaign, which aims to promote personal hygiene and surface disinfection in order to prepare for the seasonal onset of illnesses like influenza and Norovirus.

### Effective prevention

The campaign includes information, resources and Diversey products. The company says the peak incidence rates for both illnesses occurs between November and February and is encouraging companies and individuals to take measures now. It adds good personal hygiene and hard surface disinfection are the most effective ways of preventing their spread.

The Are You Ready? campaign is set to run for 18 months.

[www.diversey.com](http://www.diversey.com)

# Kowalski earns industry accolade

**MAREK KOWALSKI** of the Polish Cleaning Chamber of Commerce (PIGC) and also a correspondent of *ECJ*, has been awarded the Jack D Ramaley Industry Distinguished Service Award by international trade association ISSA, which is based in the US.

Kowalski played a major part in founding the Polish Cleaning Association in 2000-2002 and in 2010 was appointed by Poland's deputy prime minister Waldemar Pawlak as a permanent member of the country's trilateral committee of public services team.

### Las Vegas presentation

He was also co-founder of the Cleanliness and Hygiene Certificate, a European quality certification system for cleaning



businesses, and co-author of the first edition of the healthcare facility cleanliness maintenance regulations in Poland.

The award will be presented during the forthcoming ISSA/INTERCLEAN North America exhibition in Las Vegas.

• Marek Kowalski, de la Chambre polonaise de commerce de la propreté et correspondant pour *ECJ*, s'est vu décerner le Prix Jack D Ramaley pour Services insignes au secteur de la propreté par l'association professionnelle ISSA.

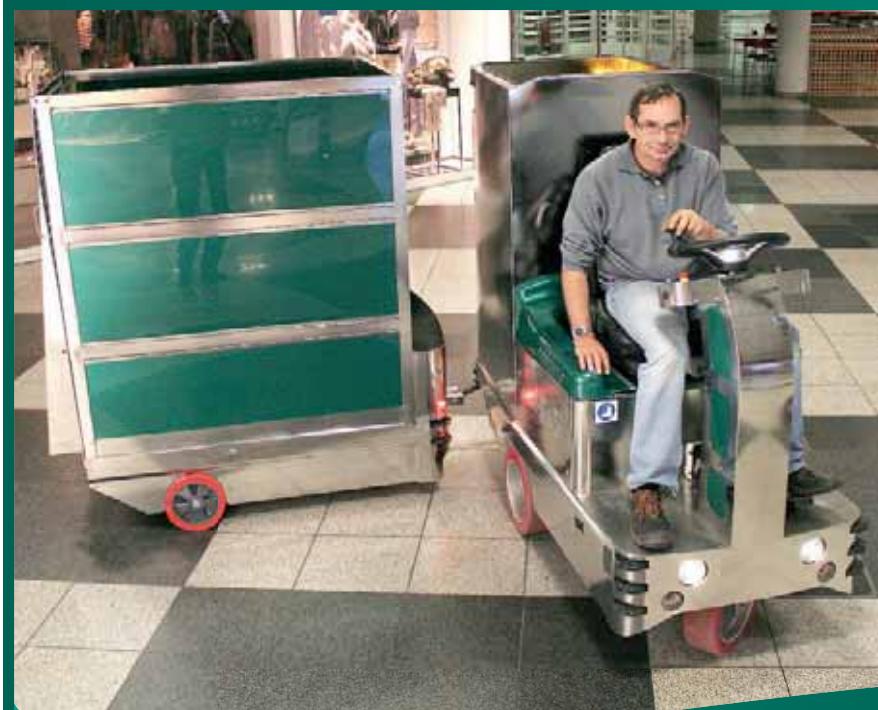
• Diversey a lancé la campagne *Êtes-vous prêts?*, qui vise à promouvoir l'hygiène personnelle et la désinfection des surfaces en prévision de l'épidémie saisonnière de la grippe et du Norovirus.

• Marek Kowalski von der polnischen Handwerkskammer des Reinigungsgewerbes, der auch als Korrespondent für das *ECJ* tätig ist, wurde vom Industrieverband ISSA mit dem Jack D. Ramaley Industry Distinguished Service Award ausgezeichnet.

• Diversey hat die Kampagne „Are You Ready?“ gestartet. Sie hat zum Ziel, persönliche Hygiene und Oberflächendesinfektion vor dem Einsetzen von saisonalen Krankheitsausbrüchen wie Grippe und Norovirus zu fördern.

• Marek Kowalski della Polish Cleaning Chamber of Commerce, nonché corrispondente di *ECJ*, ha ricevuto dalla associazione ISSA il premio Jack D Ramaley Industry Distinguished Service Award.

• La Diversey bas lanciato la sua campagna *Are You Ready?* (siete pronti?) per promuovere l'igiene personale e la disinfezione delle superfici per prepararsi all'insorgenza stagionale di malattie tipo l'influenza e il Norovirus.



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• Les résultats financiers du prestataire mondial de services de bâtiment ISS enregistrent une croissance organique de 6,2 pour cent pour le 2e trimestre de l'année, contre 3,8 pour cent pendant la période correspondante de 2010.

• Diversey, Nilfisk-Advance, Georgia-Pacific, Tolco et Rubbermaid ont chacune gagné un prix de l'innovation ISSA, lequel leur sera officiellement présenté lors du prochain salon ISSA/INTERCLEAN Amérique du Nord à Las Vegas.

• Das Finanzergebnis des globalen Gebäudetechnikunternehmens ISS für das zweite Quartal dieses Jahres zeigt ein organisches Wachstum von 6,2 Prozent im Vergleich zu 3,8 Prozent im gleichen Quartal des Vorjahrs.

• Diversey, Nilfisk-Advance, Georgia-Pacific, Tolco und Rubbermaid wurden mit dem ISSA Innovation Award ausgezeichnet, der ihnen offiziell im Rahmen der bevorstehenden ISSA/INTERCLEAN North America in Las Vegas überreicht wird.

• I risultati finanziari del fornitore mondiale di servizi ISS per il secondo trimestre di quest'anno mostrano una crescita organica che ha raggiunto il 6,2 per cento, in aumento paragonata al valore del 3,8 per cento raggiunto nel secondo trimestre del 2010.

• La Diversey, la Nilfisk-Advance, la Georgia-Pacific, la Tolco e la Rubbermaid hanno vinto il premio ISSA Innovation Award che verrà ufficialmente consegnato durante la prossima esibizione ISSA/INTERCLEAN North America che si terrà a Las Vegas.

# Accelerated growth for ISS

## FINANCIAL RESULTS

from global building services provider ISS for the second quarter of this year show organic growth ended at 6.2 per cent, up from 5.8 per cent in the first quarter and 3.8 per cent in the comparable quarter in 2010.

This seventh quarter of increasing organic growth is attributed to double-digit increases in Latin America, North America and Asia. Total revenue grew by five per cent in the quarter and by seven per cent for the first six months of this year.

Operating profit grew by four per cent for the quarter to 135 million euros and 15 per cent to 242 million euros for the first six months of 2011 - the highest January to June profit in the company's history. And 9,100 new jobs

were added across the world in the second quarter, bringing the total to 535,600 globally.

## New contract wins

ISS Group ceo Jeff Gravenhorst explained: "For the first six months of 2011 we have positive revenue growth in all our geographies combined with an increased operating profit for the group - though in certain geographies margins came under pressure in the second quarter of the year, particularly in some Mediterranean countries and the Netherlands.

"In the second quarter of 2011 we won important new contracts with 23 airports in India, Phillip Morris International, Tesco, Carlsberg, GM, and Johnson & Johnson."

## Five earn top prize in US awards

INTERNATIONAL trade association ISSA has announced the five winners of this year's Innovation Award - the prizes will be officially presented at the ISSA/INTERCLEAN North America exhibition in Las Vegas later this month.

In the Cleaning Agents category Diversey won for its SmartDose; Nilfisk-Advance has won in Equipment for the Advance Adfinity REV automatic scrubber; the Paper and Plastics prize has gone to Georgia-Pacific for the Sofpull automatic no-touch dispenser; Tolco wins the Services, Technology and Other section for its EcoChoice biodegradable products; and the Rubbermaid HYGEN Clean Water System takes top position in the Supplies category.

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This edition of *ECJ* contains a special report about sustainable cleaning. Starts page 23

• *La plupart des Européens ne pensent pas que l'euro ait fait du bien à l'économie de leur pays, indique un récent sondage par le Marshall Fund, une organisation allemande.*

• *Die meisten Europäer glauben nicht, dass der Euro für die Wirtschaft ihres Landes gut ist. Das ergab eine kürzlich durchgeführte Umfrage des German Marshall Funds.*

• *Da un sondaggio eseguito dal German Marshall Fund è emerso che la maggior parte degli europei non crede che l'Euro sia positivo per l'economia della propria nazione.*

# Europeans doubt value of euro

**ONLY SLOVAKS** and Italians think that the euro is good for their country's economy, according to a recent poll by the German Marshall Fund.

While most EU citizens from the 12 member states surveyed said that EU membership is beneficial for their country, only a minority has a positive view of the common currency.

Recent eurozone member Slovakia gathered a majority of 55 per cent of respondents saying that the euro's effect on their country's economy is "good", while 31 per cent say it is "not good". Second is Italy, where 49 per cent believe that the euro is "good", against 46 per cent who have a more negative assessment.

The survey covered 12 countries, among which the six largest EU countries, as well as EU newcomers Romania and Bulgaria.

Public opinion in Germany was almost evenly divided with 48 per cent having a positive opin-



ion and 49 per cent negative. The Netherlands is also split at 47-47 per cent, while in France 39 per cent have a positive opinion and 54 per cent take a negative view.

## Negative opinion

The two EU members most 'negative' toward the euro are non-eurozone members the United Kingdom, with 18 per cent positive opinion and 77 per cent, followed by Sweden, with 26 per cent positive and 67 per cent negative.

In EU newcomer Bulgaria, 30 per cent have a positive and 46 per cent a negative opinion. Romania is much more euro-optimistic, with 46 per cent positive opinion and 30 per cent negative.

Poland, one of the six largest EU members and the largest country of the fifth EU enlargement, is among the sceptics, with 33 per cent positive opinion and 52 per cent negative. The average for the 12 EU countries surveyed is 40 per cent positive opinion and 53 per cent negative regarding the added value of the euro.

However, most Europeans think that EU membership is beneficial for their countries. As much as 67 per cent take the view that membership is positive for them, as against 24 per cent who see it as something negative.

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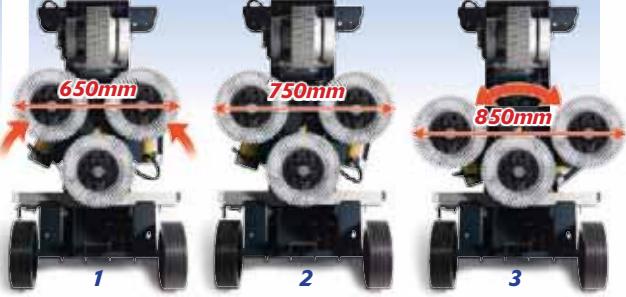
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### TTV5565 choice of two operating widths



### Ride-on TTV678 choice of three operating widths



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# Trojan alliance

**DEEP-CYCLE** battery producer Trojan Battery Company has formed a strategic alliance with Palladium Energy - manufacturer of custom lithium-based battery packs - to develop clean energy battery solutions for a broad range of industries.

This partnership, says Trojan, will enable it to expand its portfolio of batteries to meet evolving demands for lithium-based technology. These needs grow as emerging market segments, such as renewable energy, take hold.

"The partnership between Trojan and Palladium will allow us to provide the market with the most advanced battery solutions to support the evolving needs and demands of Trojan customers," said Mat Segal, senior vice president of global business development at Trojan Battery Company.

- La Commission européenne songe à revoir la réglementation controversée REACH, qui pour la première fois obligeait les fabricants de produits chimiques de fournir la preuve que leurs produits ne présentaient aucun danger pour le consommateur.

- Le salon allemand de la propreté CMS, qui a eu lieu à Berlin le mois dernier, a attiré plus de 15 000 visiteurs en provenance de 50 pays.

- Trojan Battery Company et Palladium Energy ont conclu une alliance stratégique pour développer des blocs-batteries au lithium pour machines de nettoyage.

- Die Europäische Kommission plant eine Überprüfung der umstrittenen REACH-Verordnung durch die chemische Industrie erstmals dafür verantwortlich gemacht wurde, Risiken durch Chemikalien zu bewerten und zu begrenzen und den Verwendern geeignete Sicherheitsinformationen zukommen zu lassen.

- Die Internationale Fachmesse für Reinigungssysteme, Gebäudemanagement und Dienstleistungen CMS fand letzten Monat in Berlin statt und lockte über 15.000 Besucher aus 50 Ländern an.

- Trojan Battery Company und Palladium Energy haben eine strategische Allianz zur Entwicklung von Akkus auf Lithiumbasis für Bodenreinigungsmaschinen geschlossen.

- La Commissione Europea sta pianificando di riesaminare la controversa norma REACH, che per la prima volta richiedeva ai produttori di prodotti chimici di dimostrare che i loro prodotti fossero sicuri per i consumatori.

- La fiera del settore del cleaning professionale della Germania CMS si è tenuta il mese scorso a Berlino ed ha attratto più di 15.000 visitatori provenienti da 50 nazioni.

- La Trojan Battery Company e la Palladium Energy hanno formato una alleanza strategica per sviluppare i pacchi batterie litio adatte per le macchine per la pulizia dei pavimenti.

# EU prepares to open REACH 'can of worms'



## THE EUROPEAN

Commission is planning to review the controversial REACH regulation, which for the first time required chemical manufacturers to justify that their products are safe for consumers.

Five years after its adoption, this is a potential "can of worms," according to EU officials.

From the moment it was tabled until its eventual adoption in 2006, the REACH regulation gave rise to one of the greatest epic lobbying battles in the EU's history, pitting green campaigners against the chemicals industry. It sought to review over 100,000 chemical substances that are currently on the market and screen them for potential threats to human health or the environment.

## Small number reviewed

Since then, only a small number of chemicals have actually been reviewed, starting with a list of 47 Substances of Very High Concern (SVHC), which are suspected of causing cancer or disturbing the human reproductive system.

ChemSec, an environmental lobby group, has recently accused the EU of delaying action on 'endocrine-disrupting' chemicals such as phthalates, calling on regulators to speed up work. ChemSec wants 378 substances included in the list of Substances of Very High Concern'.

## Focus on compliance

Within the chemicals industry, efforts have focused on complying with the complex EU regulation while protecting

legitimate business interests. Companies that want to sell chemicals must register them with the European Chemicals Agency (ECHA) in Helsinki, including details on toxicity, which the agency publishes on its website.

One contentious issue is whether ECHA should make all the toxicity data available to the public or whether parts of it should remain confidential to protect company's patents.

Others have criticised the law for targeting the wrong substances. The REACH regulation was initially designed to protect consumers from exposure to hazardous chemicals, but the bureaucracy it created ended up encompassing metals such as cobalt, which hardly comes into contact with consumers at all.

A senior EU official dealing with REACH seemed to agree with critics, saying the value of the regulation lies in making sure that only hazardous substances are screened, not those that pose no health or environmental threat. But he also said the review would be fairly limited in scope and that a full-blown revision could open up "a can of worms".

# German show attracts higher international visitor numbers

**THE GERMAN** professional cleaning exhibition CMS, which took place in Berlin last month, attracted 15,500 visitors from 60 countries. This compares to 14,300 professionals from 50 countries at the last event in 2009.

Raimund Hosch, chief executive officer of Messe Berlin commented: "With its wide range of innovations the industry showed itself to be well equipped to meet the challenges of the market. Unquestionably factors such as

sustainability, under ecological and social aspects, as well as good design are becoming increasingly



important, more so than gaining a competitive advantage.

## Meeting opportunities

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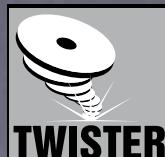
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## Sustainability pledge

**French contract cleaning trade association FEP has developed a programme aimed at helping businesses to implement sustainable development. Christian Bouzols reports.**

Eleven cleaning companies in the central region of France are taking part in a sustainable development programme organised by the Fédération des Entreprises de Propreté (FEP).

The 11 company bosses concerned have returned to the classroom for a programme that is being staged by FEP throughout the country in order to prepare decision makers to transfer to sustainable development. They have brought with them specialist consultants with the intention of devising action plans in putting sustainable development into practice in their own businesses. A total of 51 specific actions have been devised, 10 of which have already been taken up by cleaning companies.

These actions are concerned, in particular, with the use of ecolabelled products, the promotion of microfibres, etc. Launched nationally by the FED, the programme is managed by the different French regions with the support of local chambers of the national training fund, which is funding the project.

Having been aware for a long time of the social and environmental implications of sustainable development, the cleaning industry is entering this area by suggesting 51 concrete actions and policies that can be acted upon for the country's social, environmental and economic benefit. Issues like the consumption of water, the sorting of waste, the management of products, the commuting of workers, the inclusion of people removed from work, the adoption of environmentally and socially sustainable

*La Fédération française de la propreté a mis sur pied un programme pour aider les entreprises à pratiquer le développement durable. Notre correspondant Christian Bouzols en rend compte.*

*Der französische Fachverband der Vertragsreinigungsbranche (FEP) hat ein Programm entwickelt, das Unternehmen bei der Realisierung einer nachhaltigen Entwicklung helfen soll. Korrespondent Christian Bouzols berichtet.*

practices can present all sorts of problems when confronted with realities in the field.

Therefore, while company managers are well aware of the stakes, to put in place and maintain a lasting sustainable development strategy will prove most complex for companies in their daily operations. It was in order to prepare companies for these changes that the French cleaning federation instigated these courses.

### Unexpected success

Initially, FEP had hoped to persuade 100 company chiefs to participate in this special plan of training and action on sustainable development. In the event, more than 200 companies, representing some 133,000 workers, took part. The training courses for 2011 and 2012 continue to be fully enrolled in all French regions. This success demonstrates the scale of the requirement to assist cleaning companies in the practical management of sustainable development. This training opportunity will therefore give participants a strong initial grounding in this area.

It consists of six days of collective training with a specialist consultant, followed by two days of customised and individual follow-up to help each company to make its own diagnosis and plan of action. The training groups are limited to 10 people and training has been structured in modules. Having gone through the six-day training, the participants will have to choose between the 51 plans of action formulated by the programme according to those that would be relevant for them.

At national level, the participating companies are of all sizes, ranging from two to 800 employees. Half of them have fewer than 50 employees, which reflects an industry composed mainly of SMEs, with a sprinkling of large groups.

*L'associazione francese del settore cleaning FEP ha sviluppato un programma per aiutare le imprese a implementare uno sviluppo sostenibile, come riferisce il corrispondente Christian Bouzols.*

# A new world of cleaning

**ECJ correspondent Anton Duisterwinkel reports on 'The New World of Work' in the Netherlands and the effect it can have on cleaning operations.**

The New World of Work is rapidly becoming popular for office workers in the Netherlands. Working at the time and place that is most convenient for the worker is one of the central themes in the New World of Work. Forced by traffic jams and aided by modern technology that allows staff to log-in at the office from any place in the world, people increasingly work at home. And when they go the office, they go into meetings very often or sit at a 'flexible' space, using a docking station for their laptop. They do not have their own office space or desk, as this would be empty for more than half the time anyway. Their data, protocols and knowledge are no longer available on paper, but fully accessible on the internal web of their employer. And their personal 'stuff' sits in a suitcase or trolley.

## Profound effect

Both employers and employees should benefit from the New World of Work, as it uses less office space, saves travelling time and cost and allows people to do at least part of their job at convenient times. Clearly, some disadvantages and risks can also be found, such as reduced social coherence and mix-up of work and private matters. Yet almost half of Dutch companies are considering The New World of Work and already a quarter are in the process of or have already been implementing (elements of) it.

This can have a profound effect of office cleaning. To start with, there is much less office to be cleaned and the

facility manager will expect the office cleaning cost to reduce. But for several reasons, this is not as obvious as it seems. Staff tend to leave the flex spaces in a bigger mess than they would do with their own desks, where they would have to return. Yet when they arrive at a flex space, they want it to be cleaner than their own desk. Who would want to work in another person's junk? Therefore cleaning the flex spaces may actually take more time.

## No daytime cleaning

Also, it is necessary to clean in the evening. This applies for the flex space and even more so for the meetings rooms, as people in a meeting usually do not want to be disturbed by the cleaners. Wages are higher than for daytime cleaning, again adding to cleaning cost. Moreover, greater flexibility may be needed, as the use of flex spaces and meeting rooms can vary considerably from day to day.

Yet, the New World of Work may also prove to be an opportunity for cleaning companies, as they can more easily show their added value in this situation. In conclusion, the New World of Work will also lead to a New World of Cleaning Work. Even so, the cleaner will still have to travel to the office every day!

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Notre correspondant aux Pays-Bas Anton Duisterwinkel rend compte du concept "Nouveau Monde du Travail" dans ce pays et de ses répercussions possibles sur les opérations de nettoyage.

Anton Duisterwinkel, der niederländische ECJ-Korrespondent, berichtet über das dortige Konzept „Neue Arbeitswelt“ und wie es sich auf Reinigungsbetriebe auswirken kann.

Il corrispondente olandese di ECJ Netherlands Anton Duisterwinkel ci informa sul concetto di 'New World of Work' nei Paesi Bassi e il suo impatto sulle operazioni di pulizia professionale.

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## Nanotechnology advance

**A Polish company has been among the first in the cleaning sector to apply metallic nanoparticles in its chemicals – writes ECJ reporter Marek Kowalski.**

**N**anotechnology is a branch of science and materials engineering dealing with nanoscale and nanomaterials production ranging in size from 0.1 to 100 nm. The name itself is derived from the Greek 'nanos' – ie, dwarf or midget, and hence a nanometre is a unit equal to one millionth of a millimetre. To provide you with a comparison, an average bacterium is 500 nm to 2mm big.

The breakthrough technologies in the development of nanotechnology can be those employing nanoparticles of some metals, due to their unique properties eg, silver, gold or copper. Nanotechnology encompasses many aspects of life. But let's focus on those nanotechnology applications which have proved useful in the cleaning industry. Let us start with nanoparticles of silver.

Silver, besides being a precious metal, is also included in the list of trace elements indispensable for human life. It is characterised by ultimate electrical and thermal conductivity. It not only has powerful bactericidal, virocidal and fungicidal properties but also stimulates the growth and development of human cells. It can be used as an indoor disinfectant, also for furniture, equipment as well as humans. It is absolutely harmless to humans and the environment, and as such can be also effectively applied for cosmetic, medical and disinfecting purposes.

We all know about that already but what does it have to do with nanotechnology? Quite a lot. Above all, in order to effectively exert influence on microorganisms, it is necessary to get them in touch with

the atoms on the surface of the metal. With big 'pieces' of silver it is obviously quite difficult. All the atoms inside cannot take part in the process. The situation can be improved if the same 'piece' is broken into particles of several nanometre in size. Then the active surface is millions of times bigger and so is its effective influence upon germs. Metals, including silver, are built of particles (flakes) called crystallites, which in turn are composed of 100's up to 1000's of atoms.

For many years scientists have attempted to achieve metallic nanoparticles. Yet most techniques invented make use of electrochemical or chemical methods applying mainly silver nitrate. Overall, these are all methods known for centuries. Due to their application microparticles of ions of silver Ag<sup>+</sup> can be obtained. In recent years there have been reports of the emergence of germ strains resistant to ions of silver due to their chemical reaction with cell structures. Anyway, in that case the bacteria are not able to develop protective mechanisms against non-ionic metallic silver nanoparticles as they are chemically passive and their reaction is limited to physical response only. Therefore, the method of non-chemically obtaining metallic nanoparticles, including silver, which was developed in the USA at the end of the 90s by a Polish physicist, was a major breakthrough in obtaining metals in the form of nanoparticles.

The first cleaning industry application of metallic nanoparticles obtained in the patented technology of the Polish physicist came about in the form of NanoClean chemical products produced by Daunpol of Warsaw. So the dynamic development of the cleaning industry in Poland may get some international recognition.

*Une entreprise polonaise a été l'une des premières du secteur de la propreté à utiliser des nanoparticules métalliques dans ses produits chimiques, écrit Marek Kowalski, notre correspondant en Pologne.*

*Ein polnisches Unternehmen befindet sich unter den ersten in der Reinigungsbranche, das Chemikalien mit dem Zusatz von metallischen Nanopartikeln einsetzt, schreibt der polnische Korrespondent Marek Kowalski.*

*Il corrispondente polacco Marek Kowalski ci riferisce che una impresa polacca è stata fra le prime aziende nel settore del cleaning professionale ad aggiungere nanoparticelle metalliche ai suoi prodotti chimici.*

## Quality key to survival

**The cleaning sector has received some bad press in Finland recently, reports Tom Crockford for ECJ.**

Recent headlines in Finland's national press have not cast the local cleaning industry in a particularly good light. Stories of contractors employing foreigners working for low wages and not paying taxes, and of cleaning company employees stealing from homes being cleaned, have received far more publicity than they perhaps warrant. Almost certainly, such cases are exceptions to the general rule in a country where professionalism is emphasised.

Unfortunately, this negative publicity comes at a time when the sector is already struggling to adjust to the economic downturn, and to the Finnish government's decision to lower the tax deduction for home cleaning services. I discussed these matters with Tarja Valkosalo, executive director of the Finnish Association of Cleaning Technology.

"We were surprised by those headlines as it was the first we had heard of such allegations," Valkosalo explains. She thinks the only effective way to deal with unethical or illegal practices is to place a heavy emphasis on responsibility, and on providing quality services to the customer. The Finnish association offers a 'Clean Card' certificate to firms able to show they comply with proper business practices and are able to provide a quality service. The Clean Card committee takes malpractice accusations very seriously, and recommends cleaning contract agreements are worded in such a way that improper procedures are avoided.

The upcoming Cleaning Service 2011 event being held in Helsinki will feature a seminar titled 'What are the responsibilities involved when purchasing cleaning services?'

It will be chaired by Kirsti Liljeroos, a member of the

Clean Card committee. According to Tarja Valkosalo, this is part of the ongoing 'buyer beware' campaign aimed at ensuring purchasers of cleaning services are diligent in demanding good quality and proper practices. "The emphasis, especially for public sector purchasers, has to move away from merely choosing the cheapest offer. The value of good quality has to be appreciated, and we see quality as being the key to survival," she says.

The change in the tax laws the government has proposed that lowers the deductible amount for home cleaning services is not likely to have a major impact. There have been fears raised that it will encourage 'moonlighting' operators offering cheaper rates and not declaring the income, but this is not considered as being a matter of serious concern. Home cleaning is mostly carried out by very small companies and most of them already have more business than they can manage.

As for the future, the trend seems to be that the public sector, which today represents 40 to 50 per cent of professional cleaning activities, will increasingly outsource its cleaning to private contractors. This view is supported by a survey conducted by the association in August when public authority cleaning executives indicated they will do less and less cleaning in-house, and instead purchase more cleaning operations from the private sector.

All of which makes it ever more important that such purchasers know exactly what they are buying. As Tarja Valkosalo points out: "The only truly effective way to ensure contractors operate ethically and legally is for the buyers of their services to have a 'zero tolerance' approach. We emphasise quality, and that means quality in all areas of the business, because that is the best guarantee for success."

*Le secteur finlandais de la propreté a reçu une mauvaise presse ces derniers temps, écrit notre reporter Tom Crockford.*

*In letzter Zeit hat die Reinigungsbranche in Finnland einige negative Publicität in der Presse erlangt, berichtet ECJ-Reporter Tom Crockford.*

*In Finlandia, il settore del cleaning ha ricevuto recentemente della pubblicità negativa da parte della stampa, come riferisce Tom Crockford.*



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## UPDATE: GERMANY

### The vanishing cleaner

Thomas Schulte-Marxloh reviews statistics revealed in Germany about the contract cleaning market – which show a significant decrease in the number of people employed.

The only statistics you can trust are those you falsified yourself." For many years Germans believed Winston Churchill shared his wisdom with us. However, after a closer look, this belief seems to be wrong as no sound evidence could be found that the famous British Premier ever said this. Nonetheless the saying reflects a deep mistrust in statistics or, let us say, at least an ambivalent attitude towards statistics. Although some of us may guess that not all statistics are totally correct, we are also aware of our (and even worse: our computers') frightening dependency on statistics, as statistics remain the basis for many decisions and changes – if conducted properly.

For the first time since 1995, the Federal Statistical Office has published fresh data (collected in 2008) regarding the skilled crafts: the so-called 'Handwerkszählung'. Some of the results surprise the contract cleaning industry.

In 2008 the number of contract cleaning companies was 14,276; with 549,591 workers (including an estimated number of entrepreneurs) the contract cleaning industry generated a turnover of 11.4 billion euros. There were 534,796 employees working in the industry: 302,196 of them subject to social insurance contribution, 232,600 as part-time workers. The contract cleaning industry accounts for 11 per cent of all skilled craftsmen – a number reflecting how labour-intensive this industry actually is. More than 1.4 per cent of all gainful workers can be found in the contract cleaning industry.

Thomas Schulte-Marxloh parcourt de récentes statistiques allemandes touchant à la propriété professionnelle qui font ressortir une baisse sensible de l'effectif des travailleurs du secteur.

Thomas Schulte-Marxloh vermittelt einen Überblick über vor kurzem in Deutschland veröffentlichte Statistiken zur Vertragsreinigungsbranche, aus denen ein beträchtlicher Rückgang bei der Anzahl der in dieser Branche Beschäftigten hervorgeht.

Thomas Schulte-Marxloh esamina le statistiche che sono state resse note recentemente in Germania a proposito del mercato delle pulizie in appalto. Le statistiche dimostrano una diminuzione significativa nel numero delle persone impiegate nel settore.

Referring to previous publications of the Deutscher Handwerkskammertag (DHKT) – an organisation of the ZDH (German Confederation of Skilled Crafts) there were 31,262 contract cleaning companies in Germany, all of them registered in the skilled trade register. The crafts' census by the Federal Statistical Office, however, only counts companies with a minimum turnover of 17,500 euros, which is equal to the threshold of VAT statistics. The BIV (German Contract Cleaning Association) believes the significantly increased number of contract cleaning companies is a consequence of the legislative change in 2004; since then the contract cleaning business is no longer liable for registration and thus, the BIV believes, many very small businesses or one-man-operations were launched.

In terms of revenue both statistical sources provide similar data; according to the VAT statistics the contract cleaning industry achieved a turnover of 11.8 billion euros (crafts' census: 11.4 billion euros).

The most obvious difference between both statistics, however, can be found in the total number of workers. The BIV acted on the assumption there were almost 900,000 people working in the industry. But the crafts' census states 535,000 workers – about 360,000 people fewer than expected. Why have they vanished? What has caused the significant difference in the statistics? Does the statistical method have such a decisive influence?

Anyway, the crafts' census proves once more the contract cleaning industry remains an important part of German crafts and economy because – apart from the number of employees or the annual turnover and statistics – the industry provides the invaluable clean and healthy environment.

## The 'green' of cleaning

**Italian reporter Anna Garbagna looks back at the presentation of the Clean Green Afidamp Awards.**

Companies in every sector are tending more and more towards being 'green', or paying attention to ecology and sustainability. There are many awards which encourage this trend. The Clean Green Afidamp Award is the annual award for the professional and industrial cleaning sector's products, systems or services which have a strong environmental 'vocation'. This award was generated by the need to raise environmental awareness. AfidampFAB, the Italian association of producer of machines, products and tools for cleaning, believes the environment does not represent a cost for a company but an added value, hence its request for ethical commitment and higher awareness in research for sustainability.

AfidampFAB, in fact, believes that it is necessary for a company which is aiming to achieve environmental sustainability, to intervene right from the planning stage (choice of materials, product planning, development process, etc) as well as the aspects connected to product management (storage, buying raw materials and transport).

This year, the awards have also been presented to those companies which stood out for their concern for ecology and that were able to be environmentally friendly in the research and in the development of improved cleaning products, tools and techniques.

In the Equipment category, FHP Vileda won with its 100 per cent microfibre Evolon cloth. The company affirmed its growing commitment in improving the whole production cycle. It is fundamental that the process used to produce Evolon

microfibre has been developed in the total absence of chemical products and therefore becomes an extremely innovative product with reduced environmental impact. The company has also achieved Nordic Swan Label certification.

For the Chemical Products category, the company Ar-Co Chemica won with the product Gynius Ecolabel. The company stood out for its commitment to put environmental impact at the centre of the whole system of innovation, working in synergy with Ecolabel instruments. In this case the methodological approach in enhancing product information by means of verified and certified data has been given the award. The project meets environmental sustainability parameters in terms of reducing electricity consumption, lowering CO<sub>2</sub> emissions, saving water consumption and reducing the use of packaging and containers.

In the Machinery section, the winner was Kärcher with its T12/i eco! vacuum cleaner, for its ability to make better use of technology to reach higher standards in energy efficiency in order to reduce environmental impact.

Two special commendations: to Falpi, for its MyPadDock management software which, by means of an intelligent information filing system allows a reduction in consumables used in printing and an optimisation of management time, with a consequent reduction of environmental impact. The other commendation was awarded to RARO for its QR labelling system, a code containing all the information required to certify the quality of a product.

The Clean Green Afidamp Award is a special occasion to offer and face new challenges for sustainable innovation in a continuous way.

*Dans son reportage de l'Italie, Anna Garbagna évoque la récente distribution des Prix "Clean Green" de l'association Afidamp. Ces distinctions saluent de hautes normes d'eco-conception de produits de nettoyage.*

*Anna Garbagna berichtet aus Italien über die kürzlich vom Industrieverband Afidamp verliehenen Clean Green Awards. Mit den Awards werden hohe Standards bei umweltfreundlichem Design von Reinigungsprodukten gewürdigt.*

*Anna Garbagna riferisce dall'Italia sui premi "Clean Green Awards" della Afidamp che sono stati consegnati recentemente. I premi sono il riconoscimento per gli alti standard ottenuti nell'eco-design dei prodotti di pulizia.*



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# Make a real contribution

**ECJ's UK correspondent asks how the cleaning sector could be affected by recent social unrest.**

**C**heer up." They said, "Things could be worse." So I cheered up and they got worse.

That is how it may seem just now what with slow growth, riots (which since the repeal of

the Riot Act you cannot have; financial carnage and death in Afghanistan, Syria and assorted countries.

The cleaning industry had an unwanted bonus in the clearing up operations helped by politicians with acolytes with brooms but that does not detract from the serious position in which we find ourselves. Our major broadcast channel once viewed

as the voice of calm now follows an anti-government, anti almost anything stance in presenting the news as being almost entirely negative. "One third of pupils leave primary school unable to read or write properly." True but two thirds can and do.

What has this to do with the cleaning industry you may ask? Quite a lot since we are an industry operating 24 hours a day with the galaxy of industry itself. We have a duty to try to take us back or indeed forward into the days when standards of

performance, of work or belief and of compassion applied in our daily lives.

For far too many years - decades even - we have been cosseted and spoon-fed by the State at enormous cost. This constant diet has destroyed our ability to think and act responsibly. We are in receipt of much bad law to which we acquiesce without effective complaint while politicians go about the business of their careers. The cleaning industry, ignored and treated with ill concealed contempt, is an example of people getting on with the job, though even here the madness of our employment and equality laws is a restriction on employment, employee development and earnings.

## Creating jobs

What can the reviled and ignored cleaning industry do? It can lead by taking the disaffected young men and women of the streets and into work. It can create more apprenticeships. It can pay decent wages and here the client can help instead of taking the lowest quote and adding more work without increasing the price. It can take an interest in its workforce outside working hours. It can stop using illegal immigrant labour or indeed any immigrant labour at all while British workers are unemployed. They don't work hard enough? Unskilled? These things can be changed and the cleaning industry is ideally placed to lead. Proper training is essential and there will be a cost which the industry will have to bear but the rewards are considerable.

The industry is capable of doing all of these things and making a real contribution but it is up to the industry to see that these efforts are given the credit they deserve.

*Le correspondant d'ECJ au Royaume-Uni examine la manière dont la propriété professionnelle pourrait jouer un rôle pour combattre le chômage et l'agitation sociale.*

*Der ECJ-Korrespondent in Großbritannien untersucht, welche Rolle die professionelle Reinigungsindustrie spielen kann, um Arbeitslosigkeitsprobleme und soziale Unruhen anzugehen.*

*Il corrispondente del Regno Unito di ECJ osserva come il settore del cleaning professionale può contribuire ad affrontare i problemi legati alla disoccupazione e al malcontento sociale.*



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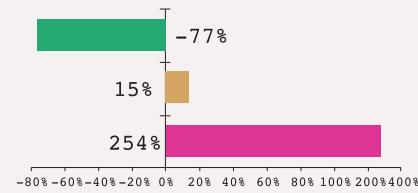


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Creating a cleaner, safer, healthier world.

\*Aspen Research Corporation and Elliott Affiliates studies and National Floor Safety Institute certification.  
\*\*EcoForm study.

# When less is more

**C**ompanies that make sustainability claims about their products or services usually cite one or more factors that contribute to their environmentally-friendliness.

Some companies may point out that their product offers all-important energy savings. Some may stress that their system uses less water than those of their rivals, while others claim that their product minimises or eliminates the need for chemical use.

But which of the three is most important in a sustainable cleaning system? And can any product or system reduce the consumption of energy, water and chemicals at the same time?

According to Bio-Productions managing director Mike James this is a tough ask. "For example, microfibre cloths are a prime example of a product that can reduce water, energy and chemical use – but you need to launder microfibre cloths and this uses energy," he said.

James claims that the company's own Toss Blocks for urinals are an example of a water-saving system. The blocks use bacterial cultures to clean and deodorise urinal traps and pipes, and a typical urinal is claimed to only need to be flushed around three times a day when using Toss Blocks.

## No water shortage

However, not all European customers are impressed by such product benefits, according to James. "Unlike other parts of the world we don't have a critical water shortage in Europe," he said. "Although our Toss Blocks offer water savings this is not at the forefront of customers' minds – until you tell them about the cost benefits associated with saving water."

"The same applies to energy savings. Most people just want the job done – and they want it done efficiently – because the most expensive component of a cleaning system is labour."

However the company claims its customers can reduce their water, energy and chemical use by using a combination of its products. In fact Bio-Productions recently helped a major public facility to do just that, says James.

"The facility had thousands of people using the urinals every day and had a problem with smelly toilets," he said. "They used a variety of bathroom products including stain removers and general cleaners, but we replaced them all with just three of our own products:



Less water, less energy and fewer chemicals are three of the major planks of sustainable cleaning. But can the three co-exist or is a compromise always required? Ann Laffey finds out.

## Toss Blocks, Blu-Away and Citraclean.

"By using Toss Blocks they have saved around 100,000 litres of water a year and by rationalising their products they now use fewer chemicals. And the knock-on effect is that they now also need fewer deliveries, too. In fact we estimate that they are saving approximately 100 truck miles a year."

Kärcher's environmental matters public relations officer Annette Ostertag says it is possible to combine all three sustainability benefits into one product or system. "However, the emphasis may differ depending on the application or product," she said. "In a hot water pressure washer for instance, along with reducing water, detergent and power consumption, it is also important to cut fuel oil consumption whereas in a scrubber dryer this is not a consideration."

Ostertag agrees that reducing energy, water and use of detergents are all key considerations in any sustainable cleaning system. "However, such savings must be achieved without compromising on cleaning performance," she adds. "Only if a machine performs very well will the user save time on cleaning – and this will result in water, energy and cleaning agent savings."

She says it is hard to determine which of the three factors is most important, adding that Kärcher takes a holistic approach to sustainability. "All three are equally important for us, but in addition we set great store by efficiency and environmental protection throughout all of our processes, from development and the choice of materials to production and sales."

## Reduced motor power

Kärcher's latest scrubber dryers and hot water high pressure cleaners have an eco!efficiency setting with preset functions that can be used to perform most cleaning tasks with reduced motor power. "Automatic floor cleaners, for example, operate very quietly in eco!efficiency mode at medium speed with a low water intake and suction power and reduced brush contact pressure," said Ostertag. "The eco!efficiency setting also enables our pressure washers to remove 80 per cent of dirt at 60°C with considerably lower fuel consumption."

Meanwhile the company's dosing system can help reduce detergent use, she says.

*Continued page 24*

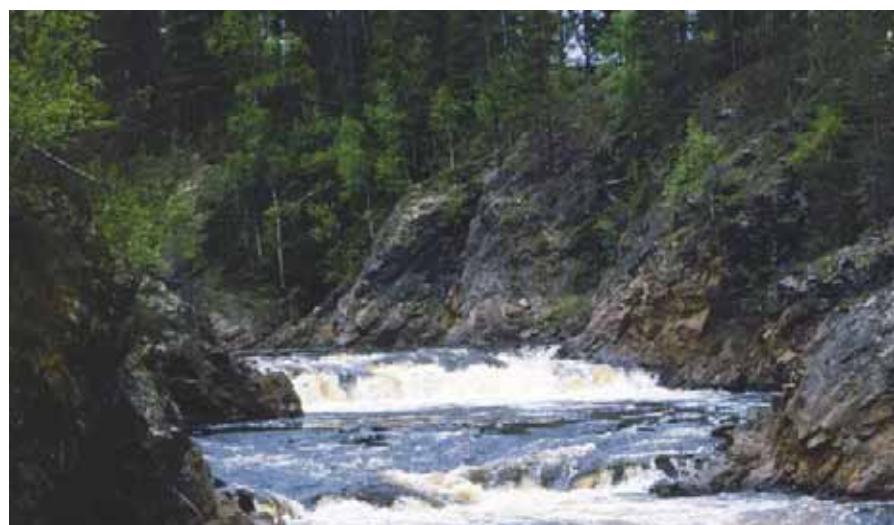
"Dosing detergent as and when it is required reduces consumption, saves money and rules out operating errors caused by an excess of detergent," claims Ostertag. "Kärcher's DOSE system adds a precise dose of detergent while the machine is in operation."

According to Nilfisk-Advance's group corporate social responsibility manager Ulla Riber: "It takes energy, water and detergent to deliver the highest standards of effective cleaning. None of these three can be left out." She agrees reducing the use of energy, water and chemicals are all key elements in any sustainable cleaning system – but adds

warming perspective, energy savings should be a key goal according to SCA Hygiene Products' global environment and product safety director Susan Iliefski-Janols.

"However, reducing chemical use is important from an occupational safety and eco-toxicology point of view," she adds. "Saving water is also becoming increasingly important, but this is a local issue. For instance, water scarcity is a problem in some countries in Africa but not in Sweden."

She says SCA assesses the life cycle of its products and continuously works towards increasing the sustainability of its opera-



that reducing waste is an important fourth.

"We are determined to take a leading position in the development of new products that provide equal or enhanced cleaning efficiency while using less energy, less water and less detergent," she said. "It is our experience that it is possible to work with all three sustainability benefits while maintaining – or even improving on – cleaning efficiency."

She claims that the company's Ecoflex system combines effective cleaning with environmentally-sustainable cleaning methods. Ecoflex allows the operator to switch between chemical-free, water-only cleaning while also varying the degree of detergent use. "Ecoflex reduces water consumption by 50 per cent and the need for detergents by between 35 and 100 per cent," said Riber. "Also, floors are cleaned in one pass which saves both time and energy."

If looked at from a resource and global

tions. "SCA has goals for water and energy reduction, while procedures in the use of chemicals are integrated into our mills," she said. "Meanwhile, our global supplier standard includes demands for quality, chemicals and product safety as well as environmental demands and compliance with our Code of Conduct."

## Use resources smartly

While agreeing that saving water, energy and reducing chemical use are all-important planks in any sustainable system, she adds that it is also crucial to use resources in a smart and efficient way.

"For example we use sustainable virgin fibres from responsibly-managed forests for our products, while our compressed packaging is designed to reduce waste," she said. "We also design our products to control consumption. For instance, our Tork interfold

*Moins d'eau, moins d'énergie et moins de produits chimiques. Tels sont les trois arguments du nettoyage durable. Toutefois, cette cohabitation est-elle possible ? Existe-t-il sur le marché des produits qui combinent les trois facteurs, ou faut-il toujours se contenter d'un compromis ? Nous demandons à des fabricants de nous dire lesquels de ces facteurs leur paraissent les plus importants pour un système de nettoyage durable.*

*Weniger Wasser, weniger Energie und weniger Chemikalien sind drei der wichtigsten Säulen der nachhaltigen Reinigung. Aber können diese drei koexistieren? Sind Produkte erbältlich, die alle drei Aspekte bieten, oder muss immer ein Kompromiss eingegangen werden? Wir fragen Hersteller und finden heraus, welche dieser Faktoren für sie die wichtigsten in einem nachhaltigen Reinigungssystem sind.*

*Minor consumo di acqua e di energia e meno prodotti chimici sono tre dei fattori più importanti del cleaning sostenibile. Ma possono coesistere tutti e tre insieme? Esistono sul mercato dei prodotti che offrano tutte e tre le caratteristiche o è sempre necessario un compromesso? Lo chiediamo ai produttori e scopriamo quale di questi fattori sia per loro il più importante in un sistema di cleaning sostenibile.*

For more info on sustainable cleaning visit the *ECJ* website at [www.europeancleaningjournal.com](http://www.europeancleaningjournal.com)

napkin dispensers are designed to allow only one napkin to be taken out at a time which reduces waste and cost in use."

Tennant's marketing communications manager Agnes Knapen agrees that the importance of reducing use of water, energy and chemicals depends largely on the specific environment.

"One site might be under water restrictions which will mean the reduction of water will be particularly valued, while another might have a vulnerable population where it will be important to reduce the use of conventional cleaning chemicals," she explained.

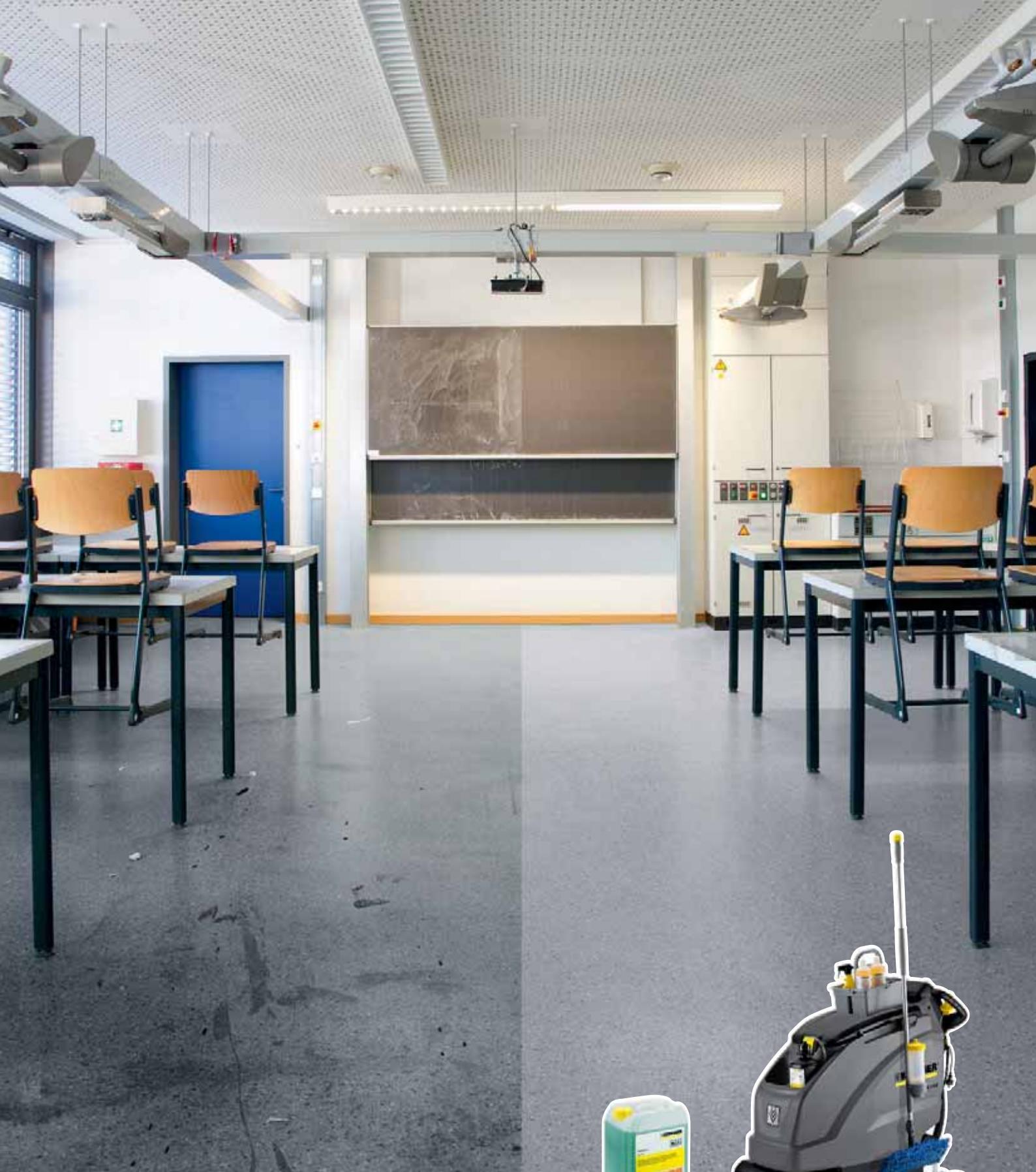
According to Knapen, a recent breakthrough product launched by Orbio Technologies - a Tennant Company Group - reduces environmental impact across the entire life cycle of its product. The Orbio 5000-Sc uses Orbio Split Stream technology to electrically restructure tap water and salt to create an environmentally-friendly cleaning solution.

"This can be dispensed for use in a variety of cleaning tools such as spray bottles, carpet extractors and scrubber dryers," she said. "It can effectively replace many daily-use conventional cleaning chemicals including those used in scrubber dryers and pre-spray chemicals used with carpet extraction, plus spray-and-wipe cleaners such as those used with glass, stainless steel, and all-purpose cleaners."

As for products that can save water, energy and chemical use at the same time, she says Tennant's ec-H2O technology is a prime example. "By using ec-H2O, water consumption is decreased by up to 70 per cent over conventional scrubber dryers," she said.

"Because the ec-H2O system uses plain tap water, the energy used in the production, packaging, shipping, storing and disposing of conventional packaged floor cleaners chemicals is greatly reduced. And by reducing or eliminating the use of conventional concentrated floor cleaners, potential contact with these chemicals is also reduced or eliminated."

So it seems that there are new technologies out there designed to simultaneously reduce the use of water, energy and chemicals during the cleaning process. But whether they are using new solutions or tried and tested ones, companies are demonstrating that it is possible to make reductions in all three areas simply by looking at the bigger picture and making small changes wherever possible. And by doing so these companies claim to be increasing the sustainability of their set-up.



## The right solution for maintenance cleaning.



Kärcher offers a range of professional products: cleaning machines, cleaning agents and accessories with excellent cleaning power and efficiency. Now also available with KIK, the innovative Kärcher Intelligent Key System: coded keys for easy configuration and safe use. Now a standard feature in the new B 40 C/W with eco|efficiency mode. Environmentally friendly, powerful and reliable. Kärcher eco|efficiency - achieve more with less.

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makes a difference

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**Ecology and efficiency are the two major goals of the ecological laundry and detergent manufacturer Ecover. In every aspect of its business, Ecover strives to reduce its impact on the environment whilst ensuring powerful, cost effective cleaning!**

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Ecover famously offers products for domestic use but less well known are their commercial, catering, janitorial and industrial products. Ecover Professional and Techno Green ranges have been developed specifically to tackle the toughest cleaning tasks, and help businesses of all sizes achieve their sustainability goals!

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Ecover is a genuine pioneer in the cleaning market, and is even leading the way in the bottles it uses. Since April 2011, Ecover conquered the market with its 'green packaging' made out of sugarcane. This renewable resource is converted into bio-ethanol, after which it is used to produce ethylene and finally transformed into polyethylene or 'green' plastic. As a result, both the packaging and the products are

made out of organic components. This 'green' or polyethylene-packaging (PE) is used for the liquid cleaning products and offers some exceptional advantages:

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- Only 15 acres of land is required for the sugarcane needed to supply Ecover with a years' worth of bottles!
- This innovation reduces Ecover's CO<sub>2</sub> emissions for packaging by almost 65%

Ecover is the first detergent manufacturer in the world to use this fantastic material, and it's just one more small step in their amazing journey! Find out more about Ecover at <http://www.ecover.com>



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[WWW.ECOVER-PROFESSIONAL.COM](http://WWW.ECOVER-PROFESSIONAL.COM)

- **Hako** déclare que la protection de l'environnement fait partie intégrante de sa philosophie d'entreprise et qu'elle constitue une considération première dans la conception de ses machines.
- La société **SCA** est désormais inscrite à l'indice Dow Jones Sustainability Europe, l'une des cote de viabilité les plus prestigieuses du monde.
- La lingette d'essuyage J-Cloth 3000 de **Chicopee** est biodegradable et compostable.
- **CWS-boco**, un spécialiste des systèmes pour toilettes publiques, déclare adopter des politiques de viabilité et protection de l'environnement dans toutes ses activités de développement de produit et opérations.
- Kärcher affirme que ses machines de nettoyage réduisent la consommation économique tout en préservant la performance au nettoyage.
- **Vileda Professional** déclare qu'il se soucie de viabilité dès le lancement de la conception d'un produit.
- **Kimberly-Clark** a lancé, sous le titre Sustainability 2015, sa stratégie la plus ambitieuse et complète de la viabilité.
- **Cleanfix** affirme que le système de dosage avancé qui équipe ses nouvelles laveuses sécheuses peut réduire la consommation de produits chimiques de 50 pour cent.

- **Hako** teilt mit, dass der Umweltschutz ein integraler Bestandteil der Unternehmensphilosophie ist und immer einen primären Aspekt bei der Entwicklung von Reinigungsgeräten darstellt.
- **SCA** wurde in den Dow Jones Sustainability Europe Index aufgenommen, einer der weltweit prestigeträchtigsten Nachhaltigkeitslisten.
- Das Wischtuch J-Cloth 3000 von **Chicopee** ist biologisch abbaubar und kompostierbar.
- Laut eigenen Angaben berücksichtigt **CWS-boco**, der Spezialist für Waschraumsysteme, Nachhaltigkeits- und Umweltschutzrichtlinien in allen Bereichen der Produktentwicklung und des Arbeitsprozesses.
- Laut Kärcher verbrauchen die Reinigungsgeräte weniger Energie bei gleich bleibender Reinigungsleistung.
- **Vileda Professional** teilt mit, dass Nachhaltigkeit vom Beginn der Produktdesignphase berücksichtigt wird.
- **Kimberly-Clark** hat nach eigenen Angaben die bisher ehrgeizigste und umfassendste Nachhaltigkeitsstrategie gestartet – Sustainability 2015.
- Laut **Cleanfix** ermöglicht das Advanced Dosing System der neuen Schrebsaugmaschinen eine Chemikalieneinsparung von bis zu 50 Prozent.

- La **Hako** afferma che la protezione ambientale è una parte integrante della sua filosofia d'azienda ed è sempre una considerazione principale nello sviluppo delle macchine per le pulizie.
- La **SCA** è stata inclusa nel Dow Jones Sustainability Europe Index, uno degli indici più prestigiosi di sostenibilità internazionale.
- Il panno J-Cloth 3000 della **Chicopee** è biodegradabile e compostabile.
- La **CWS-boco**, specializzata in sistemi per sale di toilette, afferma di seguire le politiche di sostenibilità e ambientali in tutti gli ambiti di sviluppo e produzione dei suoi prodotti.
- La **Kärcher** afferma che le sue macchine per le pulizie riducono il consumo di energia pur garantendo la qualità dei risultati.
- La **Vileda Professional** afferma di prendere in considerazione la sostenibilità fin dalla fase iniziale di progettazione del design dei suoi prodotti.
- La **Kimberly-Clark** ha lanciato quella che la stessa impresa afferma essere la strategia di sostenibilità più ambiziosa e più completa, Sustainability 2015.
- La **Cleanfix** afferma che il suo sistema Advanced Dosing System di cui le sue lavasciuga pavimenti sono dotate, può far risparmiare fino al 50 per cento in prodotti chimici.

## Corporate philosophy

**Hako** says it views environmental protection as a central part of its corporate philosophy, with its slogan Superior Technology for a Cleaner, Better Environment.

Its commitment was recognised in 1994 when it was awarded the Environment Prize from the Stormarn Cultural Foundation for its waste prevention and disposal concept. Since then it has aimed to develop floor machines that provide a healthier working environment, lower energy costs, while being durable and cost efficient to run and dispose of.

Tel: +49 4531 8060. Email: [info@hako.com](mailto:info@hako.com)



## Sustainable index

**SCA** has been included in the Dow Jones Sustainability Europe Index, one of the most prestigious sustainability listings in the world. Companies included in the Indices are assessed according to economic, environmental and social parameters.

The company says its sustainability work comprises an essential building block in the company's global operations and

represents an important part of its strategies for growth and value creation. In March, for example, SCA was named as one of the world's most ethical companies for a fourth year.

Earlier this year the company was one of only four companies worldwide to be nominated for the Globe Sustainability Reporting Award 2011.

Tel: +46 317460626. Email: [jacqui.dilley@sca.com](mailto:jacqui.dilley@sca.com)

## Responsible wiping

Wiping specialist **Chicopee** says its J-Cloth 3000 is an important step forward in its drive to develop sustainable products. Not only is it biodegradable, it is also compostable and tested according to the DIN EN 13432 2000-12 standard and granted with the seedling logo by DIN Certco. After use it can be disposed of in the industrial com-

posting waste stream.

Tel: +31 6 5324 3404. Email: [hkamps@pginw.com](mailto:hkamps@pginw.com)

## Green all areas

According to washroom specialist **CWS-boco**, sustainability extends to all its areas. Its foam soap dispensers and sensor taps save water, its soap concentrates are biodegradable and air fresheners ecological.

The core product is the cotton towel roll, which allows washroom users to dry their hands

150 times without using any



paper. The laundry facility can then wash it 100 times before it is taken out of service and recycled for use as a cleaning cloth.

All CWS-boco laundry facilities are focused on water and energy saving systems. And in service logistics it aims at the service fleet having the lowest emission values.

Tel: +41 448 093777. Email: [info@cws-boco.ch](mailto:info@cws-boco.ch)

## Sustainable in use

The key aspect of **Kärcher** products for professional users, the company says, is that they reduce energy consumption in use while at the same time increasing cleaning performance and user-friendliness.

Reduction of noise emission also plays an important part, as does the optimisation of products with regard to durability, recycling and repair capability combined with an assured supply of spare parts.

Kärcher also pays close attention to sustainability in the manufacture of its products. By building a woodchip-fired heating plant and using two photovoltaic plants the company has reduced its annual carbon dioxide emissions.

Tel: +49 7195 14 0. Email: [info@karcher.com](mailto:info@karcher.com)

## Design phase

**Vileda Professional** says one of the most crucial aspects of its sustainability policy is in the product design phase. Here, it pays extra attention to all



stages in a product's life cycle, spanning from raw materials, R&D, manufacturing, distribution and product usage to waste management.

Products being developed in this way, Vileda says, will almost automatically save costs, energy and water and in addition will make the job easier and more ergonomic for the cleaner.

Tel: +49 6201 80 87 1000. Email: [vileda.professional@fhp-ww.com](mailto:vileda.professional@fhp-ww.com)

## Ambitious strategy

Hygiene products specialist **Kimberly-Clark Corporation** has launched what it describes as its most ambitious and comprehensive sustainability strategy to date – Sustainability 2015. This is based around three key pillars: People, Planet and Products.

In line with that pledge, Kimberly-Clark Professional has set its own objectives. The first pillar – People – will provide a platform for it to ensure the welfare of its staff, customers and local communities is given the highest priority.

The Planet pillar will be covered by preserving valuable resources, such as energy, water and raw materials, while at the same time reducing waste.

And under the third pillar, Products, the company seeks to innovate in a way that ensures its ranges are manufactured in the most sustainable way.

Web: [www.kcprofessional.com](http://www.kcprofessional.com)

## Half the chemicals

The newest scrubber dryers from **Cleanfix** feature the optional Cleanfix Advanced Dosing System (CADS), which boasts savings in chemical use of up to 50 per cent.



This ensures the correct amount of detergent is added to fresh water. The machines also feature automatic speed-dependent regulation of cleaning solutions.

Tel: +41 71 955 47 37. Email: [info@cleanfix.com](mailto:info@cleanfix.com)

# INDEPENDENTLY RECOGNISED AS A SUSTAINABLE SUPPLIER



Only products that have met the highest environmental standards in production are entitled to use the European Ecolabel. Thanks to our ongoing efforts to reduce the impact of our business on the environment, a number of KIMBERLY-CLARK PROFESSIONAL\* products have been awarded the Ecolabel accreditation. So, that's another reason to choose the brand you already know and trust. To find out more, visit [www.kcpreduetoday.com/uk](http://www.kcpreduetoday.com/uk)



# How green is that 'green' product?

In today's eco-conscious world, we're all looking for any and every opportunity to do more to protect the environment. Of all the options open to us, perhaps one of the most immediate and obvious is making the switch to recycled products – such as 100 per cent recycled refuse sacks. But just because a product is recycled, does it necessarily mean that it's green?

One company well placed to comment on the issue is leading manufacturer of refuse and recycling sacks, bpi.recycled products. As Europe's largest polythene recycler it recycles some 70,000 tonnes of polythene waste every year, using it to create products including its flagship Green Sack range of 100 per cent recycled refuse sacks.

In today's eco-conscious world, we're all looking for any and every opportunity to do more to protect the environment.

Of all the options open to us, perhaps one of the most immediate and obvious is making the switch to recycled products. But just because a product is recycled, does it necessarily mean that it's green? John Haddow, environmental manager at bpi.recycled products tells us more.

As John Haddow, environmental manager, explains: "When it comes to recycled refuse sacks, not all products are created equal. This is especially true when you consider that a large number of 100 per cent recycled refuse sacks are actually produced in the Far East. It's an approach that ensures lower product costs – but what many people don't realise is that it also entails a far higher price for the environment."

## Product miles and higher carbon footprint

We all know the benefits of recycled products in terms of diverting waste from landfill and conserving resources, but one key factor that users of 100 per cent recycled refuse

sacks often overlook when assessing green credentials is a product's carbon footprint.

"Today, more than two-thirds of Europe's plastic waste is exported for recycling outside of the EU," explains John Haddow. "To put that into real terms, the total European exports of plastic waste reached a staggering 2.27 million tonnes in 2008, with around 87 per cent of that material going to China. This is despite the fact that there is currently significant unused capacity for recycling in Europe itself."

"There are obvious cost benefits to using Far Eastern recycling capabilities but it does result in recycled products – refuse sacks included – with massive product miles. As the waste is transported to the Far East and reprocessed before the finished item is re-exported back to Europe again, many 100 per cent recycled refuse sacks may have travelled up to 20,000 shipping miles before reaching their final destination. That leaves a considerable carbon imprint."

"By marked contrast, a refuse sack made from recycled European waste at European facilities will have a carbon footprint of up to one-third lower than one recycled in the Far East. When it comes to actual carbon emissions, a refuse sack recycled in Europe produces just 1.15 tonnes of CO<sub>2</sub>e per tonne of polythene compared to the 1.70 tonnes for sacks recycled in China."

## Lower costs with higher emissions

But product miles are not the only factor that can contribute to a product's carbon footprint. Inefficiencies in energy supply have an effect too.

As John Haddow points out: "While Europe has strict legislation governing energy generation and supply, countries like China continue to use large amounts of fossil and non-renewable fuels. As a nation, it actually ranks as one of the world's largest greenhouse gas producers, emitting more CO<sub>2</sub> than the US and Canada combined."

"This stems largely from the fact that China is still a developing country and to ensure maximum profits, many factories continue to use coal – the cheapest yet dirti-

*Continued page 33*





# The ecological step towards sustainability



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 These products are included in the GOJO SUSTAINABLE HYGIENE™ Science portfolio based on their design for sustainability performance. They meet industry standards for ready biodegradability and GOJO standards for sustainable formulations based on the increased use of naturally renewable, plant-based ingredients. The portfolio also features source reduced SMART-FLEX™ recyclable refill packaging to minimise environmental and human health impacts.

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EU Ecolabel: UK/30/003



# Fimap receives from Q.C.B. Italy the quality award **TOP PERFORMANCE** **2010**

The Italian Quality Certification Bureau, a SINCERT qualified and accredited certification body of remarkable experience, bestows the prestigious quality award Top Performance 2010 on Fimap.

This award, founded in 2005, is yearly assigned to the organization that, certified for at least three years, demonstrated during the Q.C.B. reviews the best conformity level to the reference rules in quality performances terms. Besides, the company deserved a special mention for being among the first organizations to obtain

the certifications for quality, for environment and for safety.

Thanks to Q.C.B. Fimap achieved the internationally recognized certifications for the management system improvement of quality according to ISO 9001, of environment according to ISO 14001 and of worker safety and health according to OHSAS18001, as a demonstration of the company aim to follow official guidelines, assuring that they are respected in the whole activity and applied in any aspect: work, products and services.



For further information visit our web-site  
[www.fimap.com](http://www.fimap.com)

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est form of energy. China actually generates around two-thirds of its electricity from coal-fired power stations."

As a result, the manufacturing process of producing a 100 per cent recycled refuse sack in China would incur a far higher environmental cost than the same manufacturing process in Europe.

Plus it doesn't stop there. Even the vehicles used in China have an impact. Unlike European heavy goods vehicles, which are required by law to meet strict carbon emission standards, comparable vehicles in China are not governed by anyway near the same level of legislation. They are only assumed to meet Euro II emission standards which in turn implies their CO<sub>2</sub> emissions are more than 10 per cent higher than the current generation of Euro V European vehicles.

### Problem solved, or shifted?

Plastics are now the fastest growing category of our waste stream, second only to paper waste. Combine this with evolving EU guidelines designed to reduce the amount of waste being sent to landfill and increasing charges for waste disposal, and it's easy to see how exporting waste abroad can appear to be the best option. But in adopting this approach, it seems we're only solving one problem to create another.

As John Haddow points out: "Levels of pollution in China continue to grow with its overall impact on the environment being overlooked in favour of economic development. The situation has become so bad that in 2007 it was estimated that only one per cent of the country's 560 million city inhabitants were breathing air deemed safe by European Union standards."

Exporting plastic waste for recycling in China is only serving to compound the issue. When it reaches China, if any of this waste appears to be contaminated, it is simply discarded - much of it to the detriment of the surrounding environment. A lack of legislation regarding proper waste management means the country's land and rivers continue to be polluted with vast amounts of carelessly dumped, non degradable plastic material.

In some cases this is causing irreversible damage. For instance, official data suggests that cities along the Yangtze River, China's longest waterway, dump at least 14.2 billion tonnes of wastewater, sewage and industrial waste into the river every year. This river, which represents 35 per cent of the country's total fresh water resources, is now so polluted that all life it contains is at serious risk of extinction.

### Social responsibility

Wider environmental implications aside, there are also other considerations EU buyers of products recycled in China need to take into account. Arguably, none more so

than the issue of social responsibility. What many of us don't realise is that China's low cost, high volume recycling capabilities are often underpinned by poor working conditions.

As John Haddow explains: "From a social responsibility point of view, a number of factors about recycling in China give cause for concern – including the fact that despite official regulations prohibiting the employment of minors, child labour continues to be at the heart of the economic boom."

He continues: "Strict population laws mean parents often do not register their children, making the problem even harder to regulate. Plus, Chinese police do not register children under the age of 16, meaning that all too often children can go missing without any kind of official investigation."

Adding to the severity of the problem is the fact that to generate enough income to feed their family, parents often have no choice but to send their children out to work in local factories – including those that have sprung up to deal with the massive influx of European waste. It is not unheard of for children as young as eight to be involved in hand sorting plastic waste.

"Even schools have been found to be complicit in this exploitation of children" points out John Haddow. "In August 2006, the Chinese media reported the story of one school that had arranged for as many as 200 schoolchildren from poor areas to work 11 hour days, seven days a week at neighbouring factories during the summer holidays.

"Plus, as if employing child labour isn't bad enough, the dire working conditions these children experience can actually cause them to develop persistent health problems. One child in particular, a girl aged 16, actually died from an untreated illness having been denied rest for three days."

### Seeing the bigger picture

With growing awareness of the environmental issues facing the planet has come

*Comme les avantages environnementaux représentent de précieux outils de marketing, il importe de plus en plus de distinguer les produits verts des produits d'éco-blanchiment. C'est ainsi que de nombreux produits sont aujourd'hui recyclés en Extrême-Orient et font un voyage de 30 000 km avant d'atteindre leur destination, produisant une empreinte carbone nettement accrue.*



increased demand for recycling and for recycled products. But it seems the practice of using low cost Far Eastern recycling capabilities and goods can have unforeseen and frequently negative consequences.

As John Haddow sums up: "It's important that both manufacturing companies and users of 100 per cent recycled products like refuse sacks see the bigger picture. Relying on countries like China to recycle our waste and to provide us with recycled products not only contributes to higher levels of pollution and emissions, but the lower costs involved are often indicative of substandard working conditions and child exploitation."

"One concept bpi.recycled products always advocates to its customers in order to gauge the true environmental impact of a product is that of lifecycle analysis. We also recommend looking for certain accreditations like ISO 9001, ISO14001 and ISO 18001 as they give an inherent reassurance of responsible, safe and quality conscious working practices."

He adds: "As a market leading business, bpi.recycled products subscribes to this approach - not only for the sake of our business and our customers, but also for the sake of the environment and society as a whole."

*Da umweltfreundliche Vorteile als wertvolle Marketingwerkzeuge eingesetzt werden, ist es jetzt wichtiger denn je, die wirklich umweltfreundlichen Produkte von jenen zu unterscheiden, die sich nur ein grünes Mantelchen umbürgen. Beispielsweise werden jetzt viele Produkte im Fernen Osten recycelt und legen bis zu 32.000 km zurück, bis sie ihr Ziel erreichen – was zu einer beträchtlichen Erhöhung des CO<sub>2</sub>-Austosses führt.*

*Con i vantaggi ambientali che servono come prezioso strumento di marketing, separare il verde dal greenwashing (lavaggio verde) è ora più importante che mai. Per esempio, molti prodotti vengono adesso riciclati in Estremo Oriente e viaggiano fino a 30.000 chilometri prima di raggiungere la loro destinazione finale aumentando in maniera rilevante la loro impronta carbonica.*

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# Growing menace

Attacks on computer systems, industrial espionage and theft of company secrets are a growing headache for businesses, with global corporate losses conservatively estimated at around 750 billion euros a year.

Because of the EU's advanced internet infrastructure, member states are among the most frequently targeted countries, suffering disruptive as well as costly raids on their government and financial institutions and unwary citizens.

The tools of the cybercriminal's trade include computer viruses, malware and spyware, which are becoming increasingly sophisticated in order to breach security barriers put in their way.

And European security authorities warn that as internet connectivity continues to expand, the risk to organisations and individuals in the region will rise dramatically, both from existing sources in Eastern Europe, Russia and China and from previously unconnected parts of the world.

Businesses are a lucrative target for these information super-highwaymen because their operational data, secrets and employee and client information can be traded through the digital underworld economy and turned into cash.

SMEs are particularly vulnerable, as they may not be fully aware of the problem, lack the financial resources to take evasive action or simply believe they are too small to attract attention.

It is not only office-based networks at risk. As mobile phones become smarter and more proficient at storing information, they too are increasingly coming under attack.

Cybercrime reporting varies between countries. Some businesses may be reluctant to declare data breaches, fearing the fallout from their clients learning they do not have adequate security measures in place.

But surveys show that up to 75 per cent of companies believe they are being 'hit' on a regular basis. Fear of attack is also on the rise, with nearly two-thirds of ceo's saying it causes them more concern than conventional fraud.

Ulf Bergström of the European Network and Information Security Agency (ENISA) told *ECJ*: "This is indeed a growing threat because all businesses have systems underpinning their operations. Security of your bank accounts, data about clients, business plans, etc, are vitally important, as without

them you could find yourself out of business.

"These people are after your passwords and financial information, they carry out industrial espionage, steal your financial interests, business analysis, patterns of behaviour and any incriminating activities that can be used for extortion or fraud, or for selling to competitors – basically all offline criminal activities that can now take place online, so the scope of their activities is limited only by your imagination.

"The main problem here is that SMEs, which constitute around 99 per cent of the EU's economy, are not sufficiently protected. They often lack knowledge, time and people to manage the online threats to their business, yet they need to do more to make them themselves safe."

## Cyberspace invaders

Computer viruses can be contracted through a variety of ways and come in many forms. Network security experts estimate there are more than 150,000 viruses and other types of malicious code in circulation. Viruses come from emails, infected software, free downloads and general internet surfing. Spam, viruses, malware and Trojans can be used to steal your company's identity and for mass marketing offensive material such as porn and seedy dating sites.

When you open an email infected by a virus, the sender can use your computer and servers to email en masse all types of advertising to hundreds of people, making them believe that this information is from you. These infiltrations can cause your domain – your email and website – to crash, causing costly data loss and inconvenience.

One of the most useful tools in the cyber criminal's box is the bot – a small but highly contagious program that hijacks and enslaves computers without their users knowing it. These many thousands of 'zombie' machines, known as a botnet, are then used to automate raids on individuals and corporate systems, send out spam mails, distribute crimeware, mount 'denial of service' attacks, scan for vulnerabilities and host phishing websites. Phishing websites mimic legitimate sites such as online payment processors to steal usernames, passwords, credit card details and other sensitive information.

The recent case of a web server hijacking in Europe flags up just how damaging such an attack can be, for all concerned. Italian police and security agency Europol were alerted after a grandmother innocently

A shadowy 'new age' economy is prospering on the backs of legitimate businesses, run by IT-savvy criminal entrepreneurs who ply their furtive trade over the net. Hartley Milner reports on the growing menace of cybercrime

surfing the net for gifts for her grandchildren clicked on a link to a legitimate online retailer, only to find herself redirected to a child abuse website. Investigations showed that the store's site, along with others worldwide, had been infected with malware to redirect innocent internet users to websites hosting the illegal material.

In another case, a major European electrical appliance producer was baffled by the mysterious loss of technical data – until it discovered its network had been infiltrated. The implication for the company was that its stolen material was likely to have been bartered over the net or sold to a competitor.

To turn a profit, these techie tricksters may need help disposing of their ill-gotten gains, because while they have no trouble accessing internet banks and performing transactions from the other side of the world, they cannot get the money into their own hands so easily. So they turn to 'money mules', ordinary people they have duped with offers of employment advertised in newspapers, etc, whose bank accounts are then used to launder the proceeds of the fraud.

Loss of data and scams are concerning enough, but identity fraud can be catastrophic. Yet hackers have the means to assume your business and network identity in order to get hold of credit, goods and services. They can also send out pornography, hate crime emails and fraudulent offers, etc. By taking over your company's identity, they are protecting themselves and exposing your business to unlawful practices.

Smartphones have developed into more than just trendy executive toys in recent years, and in many ways have become too smart for their own good, offering fraudsters a fresh opportunity. Last year, attacks on these 'portable PCs' almost doubled. Once installed on the phone, a Trojan secretly begins sending text messages, or SMS mes-

*Continued page 36*

sages, to premium rate numbers that charge a fee and then it takes money from the user's accounts and sends it to the criminal. Official app stores most often serve as platforms for these activities. It is crucial, therefore, that your phone has security software that scans every application downloaded and a lock-out device in case it is stolen.

### Reclaiming the net

European security agencies are rising to the challenge of cyber 'terrorism', but are finding it difficult to crack, as Europol director Rob Wainwright explains:

"Cybercrime is borderless by nature – this also makes criminal investigations more complicated for law enforcement authorities. To effectively tackle cybercrime, adequate cross-border provisions are needed, and international co-operation and mutual assistance within EU law enforcement and between the EU and third countries needs to

be enhanced.

"But as the EU's criminal intelligence and information hub, Europol has advanced IT tools and a large team of professional analysts and experts ready to support the work of European law enforcement authorities in their fight against cybercrime."

And he stressed working with the private sector was essential, not only to share intelligence and evidence but also in the development of technical tools and law enforcement measures to prevent online crimes.

The European Commission – itself under ongoing attack, including taking a major hit from hackers earlier this year – is fighting back with the launch of three linked initiatives to counter the menace across the EU:

- A cybercrime centre to investigate criminal activities, to be fully operational by 2013

- Computer emergency response team, comprising IT security experts who will exchange information and strategies with

similar teams in member states (2012).

- European information sharing and alert system (EISAS) with its role including raising awareness about cybercrime (2013).

The nearest we have to a united front against the problem is the Council of Europe's convention on cybercrime, launched in 2001 to promote co-operation between nations, and still the only binding treaty in the war on computer fraud. With signatories from outside the EU, including America, it is growing into an international alliance, though only 18 countries have so far ratified the convention, with 25 yet to do so.

But vulnerable organisations need to do more for themselves, according to ENISA's Ulf Bergström. "Business should make sure that their staff are aware and become more vigilant towards the risks and threats by providing appropriate training and seeking advice from relevant member state authorities, and ensure all their PCs have updated firewalls and other antivirus software," he said.

ENISA produces training material for SMEs covering concerns such as email security, malicious software, identity theft, internet theft at home and security while travelling and when working remotely. To find out more, go to [www.enisa.europa.eu/act/ar/deliverables/2010/training-material-SMEs](http://www.enisa.europa.eu/act/ar/deliverables/2010/training-material-SMEs)

*Quelle est la sécurité de votre réseau informatique ? La cybercriminalité est devenue une menace croissante dans l'Eurozone, où des entreprises perdent de précieuses données dans des attaques de plus en plus sophistiquées pouvant impacter leurs employés et leurs profits. Hartley Milner examine la question.*

*Wie sicher ist ihr IT-Netzwerk? Internetkriminalität stellt eine wachsende Bedrohung in der Eurozone dar. Durch zunehmend ausgeklügelte Angriffe verlieren Unternehmen Daten, was sich auf die Mitarbeiter und den Reingewinn auswirken kann. Hartley Milner stellt Nachforschungen an.*

*Fino a che livello è sicura la vostra rete informatica? La criminalità informatica è una minaccia sempre più in aumento nella Eurozona, con aziende che perdono dati importanti in attacchi sempre più sofisticati che possono avere un impatto sui dipendenti e sui profitti dell'impresa. Hartley Milner indaga.*



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# Land of opportunity

The National Contract Cleaning Association of South Africa (NCCA) continues to grow from strength to strength and next year (2012) we celebrate our 25th year anniversary as an association. Our current membership stands at around 420 companies.

As an association, more and more we are being recognised and accepted as the professional body and custodians of the cleaning industry in South Africa. Many corporate companies and government departments are consulting with us regarding tender documentation and services level agreements before going out to tender - we would obviously advise them that NCCA members be invited to ensure compliance. The NCCA is currently piloting a compliance audit on its members. It's encouraging to witness the number of companies volunteering to participate in the audit process.

Technology and product innovation within the cleaning industry remain ongoing - new machines and floor care products are coming from Europe and America. Currently emphasis is placed on steam cleaning equipment, with the intention of saving water. I also noticed at recent shows in Poland and Italy that energy efficient cleaning equipment, which uses 50 per cent less energy than previous models, is also in the lime-light. These machines perform the same functions as older machines that use more energy. Also chemical products such as floor sealers, surface sanitisers, hand drying and window cleaning equipment have been vastly improved. 'Green' cleaning is the most talked about topic and everyone is working hard at developing green equipment and chemicals, to ensure sustainability for our industry.

NCCA is currently busy compiling a Green Cleaning policy for our industry which we are benchmarking with policies from other countries more advanced in this field.

The NCCA has also formed an international alliance with ISSA, the worldwide cleaning association. This has proven to be very beneficial with regards to information sharing for us, formulating cleaning related policies and being part of a global network. Together we are working on a booklet, *The African Business Guide*, which is aimed at the cleaning industry and we intend to launch that locally during February 2012 and at the ISSA/INTERCLEAN show in Amsterdam in May of next year. The booklet will be aimed at an international audience with the hope of attracting investment in the

manufacturing field of cleaning equipment, especially scrubbing machines, vacuums and washroom dispensers.

## Industry statistics

The industry employs approximately 100,000 cleaners with a gender split of two females to every male and the annual turnover of outsourced cleaning services is in excess of R2.5 billion (0.23 billion euros).

There are approximately 1,750 contract cleaning companies countrywide, of which 400 belong to the NCCA.

A couple of larger companies employ between 18,000 and 20,000 cleaners. Many medium sized companies employ approximately 1,000 plus cleaners and 60 to 70 per cent of the cleaning industry comprises small to micro enterprises, employing 10, 20 or 50-plus cleaners.

This area of the market still has growth potential, judging by statistics that indicate small businesses contribute up to 50 per cent of the GDP in developed countries except for Asia - which is 40 per cent - whereas in South Africa they contribute approximately 35 per cent.

In the South African market, 50 per cent of cleaning is still performed in-house. However statistics show that there is a significant growth rate per annum as more and more cleaning work is outsourced and membership of the NCCA increases.

## NCCA code of ethics

The association's code of ethics are as follows:

- To provide appropriate services to meet customer needs, at prices economically viable to both parties.
- To employ competent staff and make them effective through training and the provision of suitable equipment and materials.
- To respect competitors with a spirit of free enterprise.
- To promote the industry through professionalism at all levels.
- To comply with the statutes and the association's constitution and to be open to audits in order to ensure compliance.

The NCCA's aims and objectives include:

- To show support to its members
- To increase visibility in targeted media, including promoting the association's own website.

We also focus on the benefits of outsourcing which are:

- Clients can focus on their core business.
- Contractors' core business is cleaning.



Clive Damonze, chairman of the National Contract Cleaners Association (NCCA) of South Africa, offers *ECJ* an exclusive overview of the contract cleaning sector in this rapidly-developing country.

• Contractors outlay the capital.

• Clients are released from administration.

• Contractors develop specifications with clients.

• Contractors are responsible for maintaining specifications.

In recent years we have experienced serious demand for higher cleaning standards and, as a result, it became apparent that contract cleaning companies are required to ensure high levels of service, efficiency and conduct.

We want our clients to feel secure in the knowledge that our members are dedicated to providing a professional service.

NCCA members are required to comply with all statutory requirements relating to labour legislation, taxes and insurance requirements - inclusive of OHS Act compliance - and protect clients against third party liability.

*Continued page 38*

## Threats facing the industry

The industry in South Africa faces many challenges in the form of the current global economic situation where it has become increasingly difficult to achieve margins, hence the reason for cleaning companies to become creative and innovative with their business models and performance deliveries.

Other threats are:

- A negative perception prevails that cleaning is at the bottom of the rung of professions.
- Although well trained it remains a low paying industry.
- Non-compliance in terms of statutory requirements pertaining to minimum wage, bonuses and provident fund.
- Lack of best practice.
- The HIV and Aids pandemic.
- Shortage of skills in terms of cleaning supervisors, and cleaners for specialised cleaning eg, hospitals and catering facilities.
- Meeting requirements of the Employment Equity Act, and clarifying issues around Section 197 of the Labour Relations Act regarding transfer requirements of a contract to another contractor.
- The decision of clients to go back to in-house cleaning.
- Nepotism and corruption in awarding of contracts.

Our appeal as the NCCA to all procurement managers of corporate companies, local municipalities, parastatals, local government, tender boards is to do a proper due diligence to ensure they are employing companies complying with all statutory requirements. There are still certain companies which are not abiding by legislation. For this reason, we ask that service buyers ask for proof of compliance before appointing a service provider.

## Skills development a priority

South Africa is a country filled with an abundance of opportunities for everyone. Those pursuing their goals in life must seize these opportunities. The concept of Sector Education Training Authorities (SETA's), allows us to enhance our lives with the development of personal skills, even when opportunities are created outside our area of expertise.

Discovery is realised through your intuition and confidence, by believing in your own abilities. Learning and acquiring knowledge is absolutely vital to close the gap on the dearth of skills shortages across all industries in South Africa.

*Clive Damonze, président de l'Association sud-africaine de la propreté, présente, dans un article exclusif pour ECJ, un aperçu du secteur professionnel de la propreté dans son pays.*

*Clive Damonze, Vorsitzender der National Contract Cleaners Association of South Africa, bietet in seinem exklusiv für das ECJ verfassten Artikel einen Überblick über die professionelle Reinigungsindustrie in Südafrika.*

The establishment of ongoing benchmarking and research programmes remains important to ascertain the facts. This is also important in resolving our education challenges as well as the socio-economic problems facing ordinary South Africans. We must ensure that we do not reduce our commitment to training, especially during economically challenging periods.

Our skills programmes are regarded as being among the best in the world, a fact proven by the serious interest expressed by cleaning associations from other parts of the world. I always emphasise the impor-



tance of all stakeholders' support towards the cleaning industry's training initiatives, such as recognition of prior learning (RPL) adult basic education and training in business practice - together with continuous professional development.

As the NCCA we are directly involved in the drawing up of a new five-year strategy plan and also fully support the government's growth path for the country. With the current unemployment situation in South Africa, we are strongly promoting the fact that there is a future in cleaning, especially when one considers that the cleaning industry virtually cuts across every other industry.

## Future projects and strategies

Future projects and strategies that will increase membership benefits include:

- Drafting a green maintenance policy for cleaning.
- The formation of a National Bargaining Council.
- Introduction of national standards.
- Industry benchmarking.
- Increased recognition of prior learning

For more info on cleaning markets around Europe and the rest of the world visit the ECJ website at [www.europeancleaningjournal.com](http://www.europeancleaningjournal.com)

for cleaners.

- Integration of the physically disabled persons into the industry.
- Possibly hosting an ISSA/INTERCLEAN event in South Africa.

The NCCA has also being invited by ISSA to attend and participate in discussions regarding topical issues at the ISSA/INTERCLEAN North America exhibition in Las Vegas later this month.

Another exciting new development is the founding of the soon-to-be launched African Cleaning Institute, with the intention of embracing companies and other related associations from within South Africa as well as neighbouring African states - some who are already members of the NCCA. In South Africa we are inviting associations such as the laundry, carpet cleaning, dry cleaning, landscaping and raw chemical manufacturing associations to also be part of this new national entity. It's proposed that the African Cleaning Institute will function as

the representative of all cleaning related affiliated associations of which the NCCA will also be an affiliated member. The official launch of the ACI is planned for February 2012.

## Future trends

As mentioned above companies would have to be innovative and do things differently to create value add-on's.

- Larger corporates will acquire smaller up companies.
- Medium size companies will have to amalgamate.
- Leveraging of global networks.
- The design of robotic and sensor driven machinery and equipment.
- The offering of diversified services that will complement a brand.
- The change of behavioural patterns in the use of electricity, water, chemicals, etc
- The development of cheaper green products, to make it easier for companies to contribute and fulfil their responsibility to the environmental challenges that we all face.

The success of the NCCA is attributed to its national membership of both cleaning contractor and supplier members of the industry, whose knowledge, skills, experience, integrity, resources and enthusiasm contribute actively to consistent workmanship and sustainable job creation in an essentially labour intensive industry.

Pulire 2011 - IPC wins the Innovation Award

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# Boxing clever

**T**oday's washroom dispensers offer a number of important features and benefits for the customer. Some are lockable to prevent the contents from being stolen; others limit the amount of paper or soap being used. Meanwhile, tight housings and strong seals protect the contents from contamination while attractive casings create a smart, upmarket impression for the end-user.

So which of these features are appreciated most by the customer? According to SCA's product manager dispensers James Lowry this depends greatly on the customer's business. "In healthcare, for instance, hygiene is a priority whereas design and style may be more important in a casino," he said.

"Value for money has always been crucial and customers have become more engaged with their purchasing decisions over recent years. They now expect dispensers to look as good as the latest consumer products - the days of plain white boxes are gone.

"All our customers require a reliable system that is also hassle free, and our Tork Elevation dispensers incorporate features that make dispensing easier," said Lowry. "For example, the Tork lock can be used either as a simple push-button or as a secure lock depending on the customer needs."

## Unspoken needs

According to Lowry SCA talks to its customers to find out their needs. "We listen to what they have to say but we also take the time to observe how they work to meet their unspoken needs," he said. "For example we noticed cleaners preferred to open a dispenser from the side rather than from the top, so we integrated this function into our Tork Elevation Interfold Hand Towel dispenser.

"We have also seen a growing demand for improved user experience, and for that reason our new foam soap dispenser has been designed with a 'soft push' button that makes it easy for children and the elderly and disabled to use."

Kimberly-Clark Professional's customers like their washroom dispensers to have an attractive design and form part of a cohesive range, according to category washroom manager Jonathan Green.

"This provides that all-important first impression," he said. "Customers then look for benefits such as good cost control and security of contents. We're also seeing an interest in smaller, more compact systems

that help save space on the wall." The company's new Slimroll hand towel system is said to offer the same capacity as a normal rolled towel despite its small format.

Hygiene is a major issue for customers today so a design with no 'dirt traps' is important, says Green. "More and more customers are looking for some sort of customisation, too, either through different colours or by integrating their logos or messages," he said.

Consumption and cost control have always been important to the customer, says Green. "All our paper systems are designed to control consumption by allowing single sheet dispensing, whilst our soap dispensers use a cassette with an integral pump to control usage," he says.

Metsä Tissue's sales director UK and Ireland Mark Dewick agrees that consumption control is a key issue for customers. "Protection from theft is part of the same argument," he said. "In years gone by, theft was factored into the cost equation but today's dispensing systems must have a locking capability - and the option to lock or not lock is often well received. In organisations with public access and staff washrooms it is often helpful to be able to lock in some areas but not in others."

He says time spent on maintenance and refilling needs to be taken into account. "Customers look for paper products that provide optimum usage with minimal product - for example, in an ideal scenario it should take only one sheet to dry your hands and not five," he said.

"This reduces time spent filling the dispenser, which represents a considerable percentage of the cost consideration. A consistent set of keys across dispensers is also critical because while the lock is important, the last thing you need is cleaning staff being slowed down by having to search through keys and trying to match them to the device.

"Finally, an ability to see at a glance whether a refill is necessary - and to maximise the quantity of paper in a dispenser without overfilling - will reduce resource overheads."

He says minimising contamination is another major factor, especially in the light of recent pandemic scares. And customers also want their dispensers to present a clean, hygienic image.

"Design features such as colour and base material are important for top quality hotels,



**What do customers most want from a washroom hygiene dispenser? ECJ asks manufacturers their views.**

restaurants and health clubs," he said. "Matching the ambience of the environment is important - and it speaks volumes about your organisation."

## Strong and reliable

Key requirement for Brightwell customers is that dispensers should be robust and reliable to keep maintenance and replacement costs to a minimum according to international marketing executive Suzanne Gardent. "Our components and pumps make our dispensers very reliable and we offer free compatibility testing to certify that our chemical dispensing systems are free from problems," she said.

"It is also important for dispensers to be attractive to enhance the image of the dispenser-plus-chemical package they offer to end-customers."

According to Gardent, Brightwell customers like their dispensing systems to be flexible. "Our Modular and Mercury soap dispensers have very different styles and can be used

*Continued page 42*

with either a pouch or reservoir container and a range of pumps including liquid, foam and spray," she said. "The containers and pumps are all interchangeable and this helps our customers to simplify their stock management and broaden their offer."

She says the company carries out research to help fulfil its customers' requirements. "We also build bespoke dispensing systems designed to fit their needs and blend in with their branding."

According to Hagleitner's washroom hygiene product manager Nicole Wolfbeisz most customers require a dispenser that is hygienic and easy to use while also offering anti-theft protection and consumption control.

"A good dispensing system should combine all these elements while protecting the contents from contamination," she said. "It should be attractive in design, too, since it is becoming increasingly important to dif-

ferentiate ourselves from the competition. And dispensers should be 'never empty' – in other words the toilet paper or soap must not run out between maintenance checks."

## Has to work

According to international vice-president of Bobrick Washroom Equipment Andrew Sweibel reliability is the customer's top consideration. "The dispenser must work in the selected environment so that the building owner receives the right product functionality, aesthetic appearance and the right life-cycle cost for the facility," he said.

Consumption control and cost savings are also key requirements in today's struggling economy, says Sweibel. "What customers need to remember is that the least expensive system to install is not always the least expensive option over the lifespan of the product," he added. "For example, free dispensers provided by paper companies in

return for long-term proprietary paper contracts can end up costing the building owner significantly more in the long run."

According to Vectair marketing manager Matt Wonnacott most customers want a dispensing system that is cost-effective, aesthetically pleasing, secure and durable.

"A good system combines all these elements at affordable prices," he said. "The trick is to use an innovative design while at the same time making the dispenser simple for the end user."

He says other key requirements are that a dispenser should be environmentally-friendly, easy to service and intelligent while offering different programming choices depending on the location. Vectair products include the Omniscent Large Space Fragrancing System which uses a biodegradable ceramic cartridge to provide fragrance for areas up to 500 cubic metres in size.

According to Wonnacott the company provides the customers with what they want by listening closely to their needs. "We talk to customers, consider what is currently on the market and look at the ways in which we can improve our current forms of dispensing," he said. "The most important thing a manufacturer can do is to actually ask customers what they want from a dispenser - and go with the feedback given."

*Que demande le client d'un appareil distributeur de toilettes publiques ? S'agit-il d'un équipement attractif pour impressionner l'usager ; d'un dispositif économique pour contrôler la consommation, ou simplement d'un boîtier servant à protéger son contenu contre le vol ou la contamination ? ECJ sonde les vues des fabricants.*

*Was erwarten Kunden in erster Linie von einem Waschraum-Hygienespender? Stellt er ein attraktives Feature dar, mit dem Kunden beeindruckt werden, dient er zur Kosteneinsparung durch die Kontrolle des Verbrauchs oder ist er schlicht ein Gebäuse, dass den Inhalt vor Diebstahl oder Verschmutzung schützt? Das ECJ fragt Hersteller nach ihrer Meinung.*

*Quali sono le caratteristiche principali che i clienti esigono da un dispenser per sale da toilette? E' il design che attrae il consumatore, un dispositivo di risparmio che controlla il consumo o semplicemente un contenitore che protegge il contenuto in modo che non venga rubato o contaminato? ECJ chiede ai produttori cosa ne pensano.*

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### Auto Foam Hand dispenser

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## FORCE OF NATURE. FORCE OF HAWK

*HAWK is the high pressure cleaning brand. Hawk produces and develops piston pumps, components and spare parts. Each individual Hawk product is made to satisfy demands and indeed stays one step ahead of them. Each element is designed down to the last detail to make water the perfect weapon. Technological research, presence on all the world's markets and careful customer assistance are the cornerstones of the high quality for which Hawk and its products are known all over the world.*



- Pour une consommation plus économique de papier, le distributeur de serviettes XIBU touchTOWEL de Hagleitner comporte une temporisation réglable de l'éjection de serviettes.
- Brightwell propose deux gammes de distributeurs pour toilettes publiques, les Modular et Mercury, pour différentes applications.
- Le nouveau système sans contact de distribution de savon réalisé par Deb fait appel aux infrarouges et utilise l'antimicrobien BioCote à base d'argent.

- Der Spender XIBU touchTOWEL von Hagleitner bietet eine einstellbare Zeitverzögerungsfunktion der Tuchbereitstellung, um einen sparsameren Papierverbrauch zu erreichen.
- Brightwell bietet zwei Produktreihen mit Waschbraumspendern - Modular und Mercury, die für verschiedene Anwendungen entworfen wurden.
- Das neue berührungslose Handseifenspendersystem von Deb nutzt Infrarottechnologie und arbeitet mit BioCote, einem antimikrobiellen Wirkstoff auf Silberbasis.

- Per economizzare sul consumo della carta, il dispenser XIBU touchTOWEL prodotto dalla Hagleitner è dotato di una funzione di temporizzazione regolabile per l'erogazione degli asciugamani in carta.
- La Brightwell propone due gamme di dispenser per sale da toilette, Modular e Mercury, progettati per usi diversi.
- Il nuovo sistema dispenser touch-free da sapone per le mani prodotto dalla Deb utilizza la tecnologia ai raggi infrarossi e incorpora l'agente antimicrobico BioCote a base di argento.

## Adjustable timing



**Hagleitner's** mechanical hand towel dispenser XIBU touchTOWEL features adjustable timing for paper delivery - optimising paper consumption. The hand towel is dispensed with a cut length of 24 cm.

Use of the second, upper paper roll is also automatic in that it moves automatically into the lower position. Without opening it the service team can see from the fill level indicator whether a second paper roll can be installed - the dispenser does not have to be empty.

Also in the XIBU series is an air freshening system, foam soap dispenser and toilet tissue dispenser.

Tel: +43 50 456. Email: [international@hagleitner.com](mailto:international@hagleitner.com)

## Off the shelf

The Modular range of white ABS dispensers from **Brightwell** is designed for commercial environments including schools, offices, restaurants and kitchens. For higher-end washrooms the company offers the Mercury line, with its mix of black plastic and stainless steel.

Both ranges feature the same cost effective design in that they function with the same interchangeable pumps and containers.



The standard blue window from the Modular range can be changed to a variety of other colours to match the environment, and both ranges can be customised with a logo.

And if you're looking for a unique system, Brightwell has experience in design and manufacture of bespoke products.

Tel: +44 1273 511 300. Email: [sales@brightwell.co.uk](mailto:sales@brightwell.co.uk)

## No-touch foam

New from **Deb** is a touch-free soap dispensing system that uses infra-red sensing technology. Designed for use with the company's foaming hand hygiene products, it is said to encourage proper use and minimise cross-contamination risk.

The dispenser also incorporates BioCote silver technology

- a silver-based antimicrobial agent incorporated into components at time of manufacture that inhibits growth of a broad spectrum of bacteria and moulds.

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**Superpro wispa700**

**Superpro trans700**

For product information and retail or distributor enquiries visit [www.pacvac.com](http://www.pacvac.com)

## New concept

PURELL Perfect Placement is a new concept from **GOJO Industries-Europe** aimed at optimising the positioning of hand sanitiser dispensers to prevent the spread of germs.



The theory involves placing units on walls by washroom exit doors between 36 and 46 inches above the floor. This is said to be the perfect height to trigger proper hand hygiene behaviour and prevent the transmission of germs from door handles. GOJO says the primary aim is to stop germs from leaving the washroom by prompting all users to sanitise their hands.

The programme has already been launched in the USA and is now coming to Europe.

Tel: +44 1908 588444. Email: [info@gojo.co.uk](mailto:info@gojo.co.uk)

## Different soaps

**Proandre**'s new three-litre Proanbig dispenser can be used with different soaps. For example, Pr-Big Hand Soap is a pearly liquid which is designed for high-traffic areas. And Pr-Big Mechanical Soap is a creamy hand cleanser with olive extracts and natural abrasive micro-spheres that strengthen the cleansing action. This is designed for factories, workshops and general industry.

Proandre also offers a foam soap dispenser that comes in white or chrome.

Tel: +34 93 860 03 41. Email: [info@proandre.com](mailto:info@proandre.com)

## Attractive and friendly

Tork washroom dispensers from **SCA** are designed to be hygienic and user-friendly, as well as being aesthetically pleasing.

The Tork Elevation range

includes dispensers for hand towels, toilet tissue, soaps, air fresheners and bins. All Tork Elevation dispensers feature a large, semi-transparent window that provides a seamless design while allowing the washroom manager to tell at a glance when they need refilling.

The hand towel dispensers are designed to give only one sheet a time which reduces over-consumption and therefore consumable costs. And a stub roll feature on the Tork Elevation jumbo toilet roll dispensers and hand towel roll dispenser help to eliminate waste, since it allows the operative to use the stub of the previous roll for continued use.

Tel: +44 1582 677400. Email: [charlotte.branwhite@sca.com](mailto:charlotte.branwhite@sca.com)

- Le dispositif PURELL Perfect Placement représente un nouveau concept, réalisé par GOJO, pour optimiser le positionnement de distributeurs de désinfectants des mains dans des immeubles.

- Le dernier distributeur de savon pour les mains de la société Proandre est le modèle 3-litre Proanbig, qui fonctionne sur différents nettoyants pour les mains.

- Les distributeurs Tork Elevation proposés par SCA comprennent des modèles pour serviettes, papier hygiénique, savons et purificateurs d'air.

- Bei PURELL Perfect Placement handelt es sich um ein neues Konzept von GOJO zur optimalen Platzierung von Händedesinfektionsmitteldispensern in Gebäuden.

- Bei dem 3-Liter-Modell Proanbig handelt es sich um den neuesten Handseifenspender von Proandre, der mit verschiedenen Handreinigern verwendet werden kann.

- Unter den Tork Elevation-Spendern von SCA befinden sich Modelle für Handtücher, Toilettenpapier, Seife und Luftrfrischer.

- PURELL Perfect Placement è un nuovo concetto della GOJO che si propone di ottimizzare il posizionamento dei dispenser di sanitizzante per le mani negli edifici.

- Il modello più recente di dispenser di sapone per le mani prodotto dalla Proandre è il modello Proanbig con capienza di tre litri che può essere utilizzato con diversi prodotti per il lavaggio delle mani.

- La gamma di dispenser Tork Elevation della SCA include modelli per asciugamani in carta, carta igienica, saponi e profumazioni per ambienti.



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## Take the future in your hands

The two lines STOKO® Refresh CLASSIC and GREEN offer the optimum solution for the diverse needs of hand hygiene in the washroom. Refresh STOKO® products fulfill economically and environmentally friendly all tasks, which makes a modern laundry room today. The modular 4-in-1 system ensures maximum flexibility and customizable dispensers fit perfectly into any washroom!



## PRODUCTS: WASHROOM DISPENSING

- Steiner a ajouté un certain nombre de distributeurs de papier hygiénique à sa gamme Rico, soit, les Tri Roll, Mono Roll et Mini Jumbo.
- La marque Lotus Professional de Georgia Pacific comprend des distributeurs de papier hygiénique et de serviettes pour les mains, dont les SmartOne, enMotion et NextTurn.
- Le nouveau distributeur sans contact de serviettes Optiserv Accent, de la société Bay West, est destiné aux toilettes de petite surface.

- Steiner hat Rico Line um einige neue Toilettenspender erweitert, einschließlich Tri Roll, Mono Roll und Mini Jumbo.
- Georgia Pacific produziert unter dem Markennamen Lotus Professional Toilettenspender und Handtuchspender, einschließlich SmartOne, enMotion und NextTurn.
- Das neue berührungslose Handtuchspendersystem OptiServ Accent von Bay West wurde für kleine Waschräume konzipiert.

- La Steiner ha aggiunto alla sua linea Rico Line dei nuovi dispenser di carta igienica inclusi i modelli Tri Roll, Mono Roll e Mini Jumbo.
- Il marchio Lotus Professional della Georgia Pacific comprende dispenser per carta igienica e asciugamani in carta e include SmartOne, enMotion e NextTurn.
- Il nuovo sistema dispenser di asciugamani senza impulsi manuali OptiServ Accent prodotto dalla Bay West è progettato per sale da toilette di piccole dimensioni.

### New additions

**Steiner System** has made some additions to its Rico line of dispensers, namely the Tri Roll and Mono Roll toilet paper models.

The Tri Roll allows the operator to stock three rolls simultaneously, while Mono Roll is a



double-use dispenser. It can be either loaded with a traditional toilet roll or with a refill pack of folded paper.

The Mini Jumbo unit has been redesigned and is now slimmer, and there is a brand new soap dispenser featuring a lever - this is adapted for use in healthcare and industrial applications.

Tel: +41 21 614 04 04. Email: ch@steinersystem.com

### Numerous solutions

**Lotus Professional** offers a number of paper dispensing brands, including SmartOne, enMotion and NextTurn. These solutions feature single sheet dispensing, whereby the user takes only one single sheet at a time - this reduces paper consumption.

All dispensing systems are designed with high hygiene standards, infection prevention, accessibility and cost efficiency in mind. And the flexibility in style and size is said to work effectively in a wide variety of washroom applications.

Tel: +31 485 339 339. Email: info@lotusprofessional.eu



### Small spaces



**Bay West** has launched the OptiServ Accent hands-free dispensing system for areas where space is at a premium. Its compact size is designed to fit in places too small for conventional dispensers - for example below a cabinet and over a worktop.

The system comes complete with specially developed roll towels with a smaller diameter, called Accent White, Accent Blue and Accent Premium.

With a reversible cover to allow it to be opened from either side, OptiServ Accent is available in translucent black, red, green, blue and white. It can also be customised.

The unit measures 310mm wide x 320mm high x 190mm deep, and requires no external electricity, wiring or batteries.

Tel: +44 1484 854434. Email: info@disposablesukgroup.co.uk

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Starting in June 2011 and continuing for a period of not less than three years, Rubbermaid Commercial Products will donate a minimum of 1% of the value of sales of the HYGEN Clean Water System to WaterAid.

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# Changing attitudes to disability at work

Through its network of branches and offices throughout England, Scotland and Wales, Remploy's mission is to transform the lives of disabled people and those who experience complex barriers to work by providing sustainable employment opportunities. Its philosophy is that work is a key element of an independent and fulfilling life, and that everyone has skills and abilities to offer. In the year 2010/11, Remploy found more than 20,000 jobs in mainstream employment for disabled and disadvantaged people.

"We support people with all disabilities," explains Lesley-Jane Holt, national partnership manager for the FM sector. "We are also here for people who can no longer work, or who have to change their job, because of a disability or health condition."

How do people come into contact with the organisation? "Candidates must be referred to Remploy from their local Jobcentre Plus office, or other specialist organisations, such as their local authority," says Holt. "We also work with employers to support them with employees who may in turn need support to remain in work.", continued Holt.

Each person seeking Remploy's assistance in finding employment is individually profiled – there is a specially trained team of people to carry out interviews. The emphasis is on matching every candidate to the right job for them, so that sustainable employment can be achieved. The Remploy team then works with the candidates to match them to the vacancies available with its employer partners. "We have strong relationships with our employer partners and work with them to understand the exact skills needed for their vacancies, so that we can match them with the right candidates for their needs," Holt adds. Its list of partners is impressive, with names including BT, Asda, Royal Mail, Sainsbury's and M&S.

Remploy's first experience with the cleaning sector came in 2003, when it partnered City Facilities Management (UK), the company contracted to clean and maintain Asda supermarket stores throughout the UK. City employs 10,000 people and during the term of their partnership, which is still thriving



*European Cleaning Journal* editor Michelle Marshall visits a government-funded organisation in the UK that helps people with disabilities to find employment. Remploy has formed relationships with some of the industry's leading contract cleaning companies, and *ECJ* discovers why the cleaning sector is such an ideal partner for Remploy.

today, almost 1,000 Remploy candidates have been supported into work there.

## Mini supermarket branch

In fact, the partnership with City and Asda is so strong that in 2004, The Cleaning Academy was set up at a Remploy site in the north-west of England. This is, in effect, a mini branch of Asda incorporating shelving, cash tills, flooring, point of sale material, etc, where candidates for cleaning jobs are equipped with all the skills they need to clean floors, handle chemical dilution/dosing systems, operate under a colour coding system – all the things City employees would

need to do in a live Asda store environment. Headed up by trainer Steve Heywood, this is currently the only cleaning academy Remploy has in the UK and trainees can either undergo training there, or on-site at other Asda stores across the country.

Having undergone any training required and developed their CV, candidates are then put forward for job vacancies at City. "City updates us daily on job vacancies and Remploy candidates are guaranteed an interview with them", said Lesley. "An interview in itself can be a daunting prospect for many of our candidates, so we also offer them help

*Continued page 50*



with preparing for interviews, and dealing with any other situations that may arise when they're in the workplace."

The longstanding involvement with City has convinced Remploy that the cleaning sector is an ideal partner for its work, partly because of the high employee turnover rates the industry suffers from generally, but also because Remploy has the right calibre of candidates needed for work in the sector. It has also successfully placed candidates with well-known contract cleaning names such as TC Cleaning Services, MITIE, Sodexo, ISS and OCS – to name just a few. "Our experience over recent years has shown cleaning jobs to be a good entry level of employment for those people entering the job market for the first time – or taking those first steps to getting back into work – with good opportunities for career progression further into their career," said Holt.

And for City, the added benefit of its partnership with Remploy has been a reduction in the employee turnover rate. "We have found that Remploy candidates stay with their employer for longer. Some of our candidates have also progressed to become managers and supervisors," said Holt. "This is partly down to our in-work support, which supports both the employer and the employee to get the most out of their employment."

*Michelle Marshall, rédactrice en chef d'ECJ, visite Remploy, une organisation britannique ayant pour vocation d'employer des personnes handicapées et désavantagées. Un certain nombre d'entreprises de nettoyage obtiennent aujourd'hui des personnels via Remploy, et certaines d'entre elles ont formé des partenariats avec cette organisation. 908*

*ECJ-Redakteurin Michelle Marshall besucht Remploy, eine britische Organisation, deren Ziel es ist, Anstellungen für Körperbehinderte und Benachteiligte zu finden. Mehrere Reinigungsunternehmen finden jetzt Mitarbeiter durch Remploy, und einige haben außerdem offizielle Partnerschaften gebildet.*

*La redattrice di ECJ Michelle Marshall visita Remploy, un'organizzazione nel Regno Unito il cui obiettivo è quello di trovare un impiego per le persone disabili e svantaggiate. Numerose imprese di pulizie assumono personale tramite Remploy, e alcune di loro hanno formato delle società ufficiali.*

some like to be customer-facing, while others prefer to be behind the scenes. We can accommodate that in a supermarket because there are areas such as kitchens, staff areas, and warehouses that need to be cleaned – it's not just about the shop floor."

Once they've been placed, Remploy continues to support its candidates for as long as they need. "We do emphasise to employers that staff who have been appointed via Remploy must be treated in exactly the same way as everyone else. However, if the employee or their employer wants us to, we will stay on hand to provide support."

## Better CSR policies

Why are more cleaning contractors – and companies in general – open to working with Remploy than they may have been just a few years ago? Attitudes have changed significantly in recent years, Holt explains, and she attributes this to contractors' clients demanding better CSR policies when selecting service providers. "So many corporate clients now place CSR at the heart of their business, and they expect those same values to run through the contractors they employ as well – and this is where Remploy can be of help. Employers are also increasingly recognising the very real skills and abilities of disabled people.

In this regard, another valuable service Remploy provides to employers on a regular basis is management information – statistics on how many candidates have been put forward, how many were appointed, etc. "This kind of data is really valuable for contractors when they are making presentations to clients," Holt believes. "Because such a clear and defined diversity/CSR policy can really set a contractor apart when tendering for new contracts."

So far, Remploy has worked mainly in the retail sector of the cleaning industry, but Holt has ambitions to go into other areas – office cleaning and healthcare for example. She would love to work closely with more cleaning contractors and is continually exploring new ideas to improve the training and preparation for the industry the organisation offers to candidates.

She explained: "In the past, many companies were frightened of disability discrimination and equality laws. But if people can be entirely open and honest about their disability or health condition, they can be more productive employees. There has certainly been a huge shift in social attitudes – ill health and/or disability do not prevent people from making a positive contribution in the workplace."

For more information about Remploy's work visit [www.remploy.co.uk/employers](http://www.remploy.co.uk/employers). To find out more about its partnerships in the cleaning industry, email [Lesley-Jane.Holt@remploy.co.uk](mailto:Lesley-Jane.Holt@remploy.co.uk)

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There are five important aspects to consider when choosing a battery:

**Maintenance:** Some batteries require regular maintenance: flooded batteries require topping up with demineralised water every 10 to 20 charge cycles. Who will provide this service? Failing to do so will kill even the best battery in just a few months. The market tells us that in installations where the owner also operates the machines, flooded batteries are the best option. But in most contract cleaning situations machines don't get the right amount of attention and maintenance-free batteries are by far the best choice. Although flooded batteries are usually less expensive to purchase compared to maintenance-free, the latter usually have the lowest cost of ownership. You must decide which is important to you.

**Sizes:** Not all models are available in every technology. The space available in the machine may therefore determine the battery type. So check the dimensions first, your choice may be limited.

**Frequency and intensity of use:** Usually several technologies are available within the same physical size. There's a big difference between the once-a-week 30-minute run through a garage's showroom versus a daily deep discharge in the shopping mall. Make sure to pick the technology that can handle the load.

**Budget and cost of ownership:** Batteries are consumables just like printer cartridges and will not have the same life as the machine they provide power to. A battery vendor can estimate the expected life of a certain battery for your application. Try to match this with the contract term. If you plan to use your machine for a long time, the best quality will give you the best cost of ownership.

**Safety:** Flooded batteries have a liquid electrolyte which is often spilled during topping up. Eventually this will end up on the floor you are trying to clean, something you don't want, especially in environments like healthcare or places where food is present. Maintenance-free batteries are significantly safer in usage and transport because there's no acid slushing around in the batteries. Even when they get damaged and break there will be no leaking.

#### Flooded versus maintenance-free

There are two types of lead-acid storage batteries, based on their method of construction. These batteries are either called flooded (aka vented) or maintenance-free (aka sealed). Flooded and maintenance-free batteries also differ in the way they work. All lead-acid batteries produce hydrogen and oxygen gas during charging. These gases are allowed to escape from a flooded cell, however the sealed cell is constructed so that the gases are contained and recombined.



## Some truths about batteries

Some machine manufacturers may disagree, but the most important component in battery operated cleaning machines is ... the battery. Without energy, absolutely nothing happens. But which battery is right for my job, fits my machine and my budget? Stefan Louis of Emrol takes a look at the issues.

It should be noted that hydrogen gas is explosive in air at only four per cent volume concentration.

**Flooded lead-acid batteries.** Flooded cells are those where the electrodes/plates are immersed in electrolyte. Since gases created during charging are vented to the atmosphere, distilled water must be added occasionally to bring the electrolyte back to its required level. This type of battery has been built since the 1890's. Two construction types exist: the positive plate is either flat or tubular (a collection of adjacent tubes forming a thick plate). The tubular plate is stronger than the flat plate, accepts deeper discharges, but is somewhat more difficult to charge.

Advantages of flooded batteries:

- Economic choice: Flooded batteries are easier and therefore less expensive to make.
- Cycle life: Best laboratory life, provided regular and proper maintenance is applied.

Disadvantages of flooded batteries:

- Maintenance

**Sealed lead-acid batteries.** These types of batteries confine the electrolyte, but have a vent or valve to allow gases to escape if internal pressure exceeds a certain threshold. The valve-regulated battery is the most common type of sealed battery. Sealed batteries have

been around since the 1950's; however they have proved themselves to have many advantages over the flooded lead-acid battery in some areas.

Also sealed batteries come in two versions, referred to as AGM or gel.

Let's take a look at the differences. Gel is short for gelled electrolyte which is used in combination with a plastic separator, whereas AGM (absorbed glass mat/microfibre) retains all of its electrolyte in a spongy separator of glass fibre. Consider AGM and gel as two ways to make a battery maintenance-free without having a direct impact on battery life. The separator influences power performance but the life of the battery mainly depends on the plate. Therefore make sure to select the deep-cycle version of maintenance free batteries for any cleaning application.

Advantages of sealed batteries:

- Sealed batteries contain enough electrolyte to last the lifetime of the battery. This means they never need watering and are considered to be maintenance-free batteries.
- Since the hydrogen in these batteries is absorbed in them, there is no poisonous gas emitted by these batteries. Not only does this

*Continued page 54*

## BATTERIES



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mean that these batteries can be recharged almost anywhere without special ventilation, but they also are more environmentally sound.

- They do not spill their electrolytes even when turned over. They also will not corrode like flooded lead-acid batteries so there is less chance of getting acid burns when handling these batteries.

- They have a low discharge rate; from one per cent to three per cent per month is typical

- They are sealed with a special pressure valve that must never be opened.

Disadvantages of sealed batteries:

- Although the price of sealed batteries is somewhat lower than it once was, they are still heavier on the budget compared to flooded lead-acid batteries.

### Flooded or sealed?

When choosing between a sealed and a flooded lead acid battery you need to consider where and how you will be using the battery. What kind of ventilation is available for charging and what about the availability of water for flooded batteries to be maintained? In some instances, flooded batteries may well be a better choice due to their cost. However, there are many situations where sealed batteries may not only be a better choice but may be the only possible choice.

**Tip:** Some manufacturers produce spirally wound cells or use thin plate pure lead. These construction types are also a form of AGM technology and offer a low impedance and thus the capability to be charged much faster and/or make use of opportunity charging. Unfortunately these advantages come at a high cost, and relatively shorter life.

**Tip:** Battery capacity is often specified with confusing units. Nevertheless, capacity is important because it is in direct relation to the working time you will get from the machine. Look at a battery label and you can find the rating eg, 80Ah/5h and 100Ah/20h. But wait a second, how can one battery be 80Ah and 100Ah at the same time? Well, it's not. When discharged slowly (over 20 hours) it will be more efficient in converting the chemically stored energy to electricity and provide 100Ah before being fully discharged. But with a faster discharge (let's say five hours) that same battery would only provide 80Ah before terminal voltage would collapse. Hence why battery capacity can be different depending on the discharge rate. When comparing battery capacities always make sure to do such using the same units.

- Myth: Sealed batteries can only handle shallow discharges.

- Fact: Only deep cycle batteries can support deep discharges. The recommended maximum depth of discharge is 80 per cent, true for flooded and sealed batteries.

- Myth: Gel has a longer life than AGM. Life is in relation to plate construction and paste formulation, not how you immobilise the electrolyte. AGM offers a lower resistance, resulting in a lower temperature increase and therefore longer life. AGM resists heavy vibration better due to construction

- Fact: AGM batteries are easier to charge. Gel batteries are easily overcharged resulting in gel dry-out. AGM accepts higher charge currents more easily.

- Myth: Flooded batteries provide more capacity than sealed. On the contrary, AGM provide most capacity due to their compressed construction and the absence of a sedimentation area.

- Fact: AGM batteries have a lower resistance, enabling a better performance for starting applications.

- Fact: AGM batteries have a higher energy density. The available volume is used more efficiently.

- Myth: Gel is better suited for deep discharges. Again, it's the plate that sets the performance. Some manufacturers don't know how to make a proper deep cycle AGM and give the technology a bad reputation.

- Fact: Gel offers better protection against microshorts. The plastic separator acts as a wall between the plates.

# BATTERIES

- Fact: AGM works better at low temperatures. Gel power reduces faster when temperature is  $<0^\circ$ .
- Fact: Gel has an equal gravity from top to bottom which can extend life.
- Fact: The plates in AGMs are tightly packed and rigidly mounted. They withstand shock and vibration better than any standard battery.

## Charging

Now that we've talked about the four main categories of flooded and sealed batteries, let's take a look at how to charge them. A charger restores the energy in a battery that was used, similar to your mobile phone's battery. And it has to do such under strict control and precise guidelines to maximise battery life: not too fast, and not too much nor too little. Both overcharge and undercharge will lead to premature battery failure.

Modern battery chargers are programmable current sources. The fact that they are programmable makes them compatible with different battery technologies, but also introduces a weakness: an incorrect setting can cause incorrect charging leading to battery failure. So called high-frequency chargers convert mains power to a voltage compatible with the battery set with the best efficiency technology has to offer. Knowing that every Watt produced causes CO<sub>2</sub> emissions and costs money, a high efficiency charger is important. In most cases a high efficiency charger saves you money in the long run.

## Disposal

Batteries may not have the greenest reputation, but can actually be very well recycled. On the condition of course that they are passed on through the proper channels to the recycling installation. As a motivator you can get up to 0.5 euros per kilo of battery weight. For an average battery pack in a cleaning machine that is 20 euros!

## Safety

Batteries are dangerous and toxic. They can provide an uninterrupted high power short circuit current and explode. They produce gasses and contain aggressive chemicals. Make sure to read and apply the safety instructions that are available from your supplier.

## Future trends

Even though lead acid has been around for 120 years, new chemistries are quickly claiming its market-leading position. Developments like the electric vehicle and renewable energy have pushed for better energy storage solutions. Knowing that you need a metal to store electrochemical energy and with lithium being the smallest metal on earth, it's the obvious candidate for new technology batteries. Our mobiles and laptops depended on lithium-ion batteries quickly after they emerged. The lithium advantages in a nutshell are: more autonomy, volume/weight saving, longer life, fast charging, operation in extreme temperatures, lowest cost of ownership, ecological.

Large format lithium batteries are now also coming into the market but deep pockets are still required. Machine manufacturers are seriously looking into the technology and agree it will take a few years for prices to come down. But then this technology will be a viable candidate alongside the matured lead-acid chemistry.

*Quels sont les facteurs les plus importants à prendre en compte en choisissant la meilleure batterie pour un parc de machines de nettoyage: taille, type de batterie/chargeur, coût et aisance d'élimination? ECJ offre des conseils sur les considérations essentielles et se penche sur les tendances à prévoir, y compris l'usage de batteries au lithium.*

*Welches sind die wichtigsten Aspekte in Bezug auf Größe, Art des Akkus bzw. Ladegeräts, Kosten und Entsorgung, die bei der Auswahl des besten Akkus für einen Reinigungsmaschinenpark berücksichtigt werden sollten? Das ECJ bietet Ratschläge zu den wichtigsten Aspekten und wirft einen Blick auf zukünftige Trends, darunter auch die Lithiumionenakkus.*

*Quasi sono i fattori principali da tenere in considerazione quando si sceglie la batteria migliore per il parco macchine per le pulizie di un'azienda, in termini di misura, tipo di batteria/caricabatterie, costo e smaltimento? ECJ offre consigli sui fattori chiavi e fa una previsione sulla tendenza per il futuro includendo batterie litio ione.*



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**H**ow many times have you heard the declaration "people are our most important asset"?

Although withered by over repetition, this is a concept that fits facility management companies best, where human beings do 95 per cent of the service delivery. Following the wise English proverb that says: "A pound of care will not pay a pound of debt," I would like to focus this short article on mitigating risk among the people in our business; on the importance of protecting the lives of our most important assets and ensuring they do not turn into liabilities.

In my experience, when running an organisation with a solid people management purpose, there are five angles in which to put our focus and our money. There are specific measures for each one of those, and failing in any of these areas will put your people and your business at risk.

**Leadership.** It is demonstrated through actions from the top so that all managers and staff know that process safety is a serious matter. Find opportunities for top management to visit locations and engage with as many different stakeholders as possible – staff, customers, communities around them, and others. Get out on the ground, talk to people and most importantly, listen to people. If everything sounds as though it is fine, that is when you need to start asking questions.

### Clear accountability

**Safety processes.** Safety is a company-wide issue and requires clear accountabilities at all levels, effective measurement systems, including key performance indicators, and change readiness plans (it is during moments of change that risk levels can rise significantly). Our role as leaders of a company is to ensure that the key controls are in place and as many of them are working as effectively as possible. Let's remember that safety is something that can never be fixed completely and is never something that we can walk away from thinking that the job is done. But it is critical to ensure that we actually deliver on the commitments we have made, and when we say we are going to fix something, it gets fixed. Our credibility is at stake. Collaborate with your customers on site, ensuring compliance with regulations and your own internal safety procedures.

**Communication and Training.** To ensure that staff understand hazardous situations and the risks they create, it is critical they receive proper training and know how to react if they occur. Regular and relevant communication to all employees must be a key health and safety theme across the whole year. Set up a communication campaign, consistently and reinforce health and safety messages throughout the whole year through posters, emails and face to face sessions, posted on

# People - our most important asset

In this article Pedro Chidichimo writes about the importance of protecting the lives of employees, which are

one of the most important assets of any company. Based on his experience and market insights, he observes that risk management of people is a leadership responsibility that is best leveraged through 5 key areas, from walking the floor to setting clear accountability and reporting processes.



the intranet and cascaded through the team leaders. Using work equipment in the right way, wearing personal protective equipment and maintaining a safe place of work are things that need permanent attention and reminders. Ask your providers to work with you to facilitate training to your employees.

### Future generations

**Sustainability.** I have always been convinced that there is no sustainable business without a focus on the long-term wellbeing of our people. To be a responsible leader, one needs to put into place sustainable business operations that will enable future generations to enjoy quality jobs. The challenge is to manage systems that take into account the needs of all stakeholders: shareholders, suppliers, business partners, communities, and most of all, our own employees. Sustainable management can be used to improve employee productivity, the environment, business atmosphere, and per-

*Pedro Chidichimo, de la société Diversey, parle de l'importance du souci de protéger les vies de l'actif le plus important d'une entreprise : ses employés. Il considère que la gestion du risque sur les employés constitue une responsabilité de la direction s'articulant autour de cinq domaines clés, allant des besognes journalières à la détermination des responsabilités et processus d'information.*

*Pedro Chidichimo (Diversey) befasst sich in seinem Artikel damit, wie wichtig es ist, das Leben der wichtigsten Aktivposten eines Unternehmens zu schützen: das Leben der Mitarbeiter. Er ist der Meinung, dass es sich beim Risikomanagement mit Menschen um eine Pflicht der Leitung handelt, die am besten mithilfe von fünf Schwerpunktbereichen, von der Inspektion bis zur Festlegung klarer Verantwortlichkeits- und Berichtsprozesse, bewältigt werden kann.*

*Pedro Chidichimo della Diversey parla dell'importanza di proteggere la vita del bene più importante di un'azienda: i suoi dipendenti. Secondo Chidichimo la gestione dei rischi del personale è una responsabilità della leadership che deve essere basata su cinque punti chiave, includendo i controlli di persona sui luoghi di lavoro, stabilire delle responsabilità ben precise e riportare le procedure.*

sonal lives using technology, work-life balance measures and community engagement, among other things.

### Learning curve

**Reporting.** We need to definitively demystify accident reporting. Even if accidents are most of the times in our sector caused by human error, reporting them is hugely beneficial for the learning curve. A series of incidents in the same area or task may flag weak safety processes or a need to redesign the training programme. I encourage an approach that sets up an on-line reporting system, triggering 'exception calls' whenever a serious incident happens or a threshold is broken.

"A pound of care will not pay a pound of debt." Use these five points in all health and safety reviews at highest levels of your company, challenge complacency and ask yourselves the same questions every time.

You will not pay a single pound of debt.

# Don't Miss Your Opportunities in China



Emerging markets are always luring while China could be one of the biggest temptations. ECJ talks to Steven Lee, project manager of China Clean Expo, to see why European companies can make their business more lucrative in China.

**ECJ:** Would you please tell us more about the Asian market, particularly the Chinese market?

**Steven:** According to ISSA's statistics, there are about 10,000 suppliers of cleaning products in the world. Among them multinationals together generate a multi-billion US dollar annual revenue. Two-thirds of these international companies are from developed countries in Europe and America, however only 5% of them run their business in China.

In contrast to this inertia is the rapid growth China's cleaning industry has achieved. Last year, the average growth rate of China's cleaning industry was 40%, while some players even hit 60%. The robust growth is ascribed to China's economic development as well as big orders from the Olympics and the World Expo, despite the increasing labor cost (as the government pledged to improve worker's welfare).



**ECJ:** Has China Clean Expo grown with China's cleaning industry?

**Steven:** China Clean Expo (CCE) had its debut in 2002 and grew with China's cleaning industry. After years of development, CCE has become the biggest cleaning show in Asia. Together with a dozen of key industry leaders, CCE pioneered in establishing China Clean Alliance, which aims to broadcast cleaning concept to the public.

Since 2007, CCE has been co-locating with Hotelex, Asia's biggest show for the hospitality industry and Expo Build, the most comprehensive building show in China. The co-location brings to CCE's exhibitors more professional visitors from different industries. CCE is also supported by Eunited, afidamp, VDMA and other governmental bodies and trade associations.



China is one of the most important manufacturers in the world. Manufacturing bases are scattered along coastal cities. This creates further momentum to the development of China's cleaning industry, which is expected to maintain a two-digit growth rate in the next 10 years.

For many international companies, it is worth an exploration to new markets than to be swamped in an existing mature market.

**ECJ:** Many European companies value the Chinese market but worry about piracy. What do you think?

**Steven:** Piracy is undeniable in China. But denying the access to China doesn't save European companies from piracy. We believe innovation is the best way to fight piracy and rejuvenate a brand. We have seen in other industries very good examples such as PHILIPS, Volkswagen, General Motor, etc. They all chose to localize their production and management to make their brand and pricing more acceptable in China -- one of the most important markets in the world. Similar examples can also be found in the cleaning industry.

**ECJ:** What is the theme of CCE 2012?

**Steven:** China's cleaning industry has history of over 10 years and is moving on to the next decade. Chinese end users have accepted advanced cleaning machines and chemicals; however they are not well aware of the importance of green cleaning, which has long been widely accepted in Europe and America. Therefore our focus for the next 10 years will be on green cleaning. The theme of CCE 2012 is Green Cleaning, Healthier Life.

The theme covers all needs for home and personal care, commercial cleaning, industrial cleaning, public and municipal cleaning, indoor environment quality, water purification, laundry, and property management. There will be a grand celebration for CCE's 10th anniversary along with CCE's innovation awards. The exhibition area will be doubled to 25,000 square meters and an expected number of more than 15,000 professional visitors will witness how this great event sets the trend of the industry.





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# Having it all



A hard floor in an office, airport, hospital or department store can have any number of benefits. For example its bright shine will enhance the image of the facility while creating an impression of cleanliness. A well-maintained floor will also be tough and durable, even in high footfall areas. And cleaning a hard floor surface is often easier than cleaning a carpet where staining can be an issue.

If you combine all these qualities with slip-resistance and ease of maintenance you will potentially have the perfect hard floor system. But are there any products or systems available that combine all these benefits? And if not, which of these qualities are the highest priorities for the customer?

Chemical manufacturers claim that customers' requirements are becoming increasingly varied but that products do exist that fulfil most – if not all – their floor care requirements. According to Premiere Products' export division director Mark Hughes a high shine is still a priority in certain market segments such as in hotel foyers, large banks and offices. "However, in other sectors and in the domestic market an increasing number of customers prefer an eggshell or satin finish these days," he said. "This is down to fashion: if you look at most laminate floorings today they have more of a matt finish than a high gloss surface."

Slip-resistance is always a key requirement in a floor care system, according to Hughes. "However, there is no polish that is completely slip-resistant when walked upon by someone wearing stilettos, or by a per-

son coming in from outdoors on a wet day," he adds.

Hughes claims that most customers want their floors to be as scratch-resistant as possible. "Ease of maintenance is very important, especially in schools and in industry," he said. "These sectors don't want to have to buy back-up machines for buffing and polishing their floors – they simply want a surface that can easily be flat-mopped.

"We are also seeing a growing number of people seeking one-product solutions for polishing and sealing and where no floor maintenance is required apart from standard vacuuming and sweeping."

According to Hughes an increasing number of customers are moving away from systems that require floor seals and polishes to be regularly reapplied and are opting instead for high solids metallised emulsion products. "These are a much lower maintenance solution," he said. Premiere's Uno system has a solids content of 34 per cent and can be used either as a one-coat polish or as part of a multi-coat high gloss polish system.

Bio-Productions managing director Mike James is ambivalent about one-product floor care solutions. "Floor care needs to be carried out properly in order to be effective: you need to clean and maintain a floor and protect it against footfall," he said. "For example, if you don't protect a laminate floor it will quickly wear through."

He says all elements of a floor care programme need to be compatible with one another in order to be effective. "If you try to mix and match various products containing different polymers, resins and solvents

Is it possible to come up with a slip-resistant hard floor system that produces a high shine, is cheap to maintain and is also hard to damage? Ann Laffeaty asks manufacturers what products they offer that come close to having it all.

you could actually undo all the protection you have tried to carry out," he said.

"A floor care product should be easy to use and do the job it says on the tin. But price is also important – particularly to the distributor – and slip resistance is relatively important but not a key issue other than in highly specific areas such as airports and hotels."

He said a high gloss finish is no longer desired by all customers, either. "A high shine may make a floor look clean, but it will also enhance any blemishes and imperfections," he said. "Some people still like a shiny floor while others now prefer a satin finish."

Although one-product solutions for protecting and maintaining hard floors do exist, these are not always ideal in James' view. "If you have one product that does everything it is not going to be as robust as a complete floor care programme and you will require more labour servicing it," he said. "Many such products also contain solvents which are unpleasant to work with, and you need to have a surface that is not compromised in

*Continued page 62*

order to apply a one-product solution. So a single product programme is possible – but it is also vulnerable."

Bio-Productions offers a Hyflex floor care product that is said to last for a year without needing further treatment. "After that it might need attention depending on the foot-fall it receives," said James.

3M offers an all-in-one floor care solution that is said to provide a high shine and slip-resistance while also reducing maintenance. Scotch Guard Stone Floor Protector was launched in the US about a year ago and hit the European market this spring.

"Once the product has been applied, the floor surface only needs to be burnished once a month instead of every day and can be kept clean simply by dusting or flat-mopping it," says market manager for 3M floor and surface care western Europe Richard Jones.

"The cost of the product may seem initially high but over a period of time the savings to be made on chemicals, time and labour are really quite significant."

He says the product also provides resistance to black marks. "These come off the soles of rubber shoes and can be a real problem in high traffic areas," he said.

According to Jones many customers still require a high shine on their hard floors. "They think that if a floor is shiny, it is also clean and this gives a good image to visitors. But it does depend on the country: in southern Europe for instance a shine is more important than it is, say, in Nordic countries where more natural wood flooring tends to be used."

While chemical manufacturers have been working towards offering one-product solu-

tions, machine manufacturers have also been coming up with flexible equipment designed to provide all-in-one hard floor care solutions. Tennant's marketing communications manager Agnes Knapen claims that Tennant's ec-H2O system supplies the customers with all their floor care needs while also being environmentally-friendly.

### Sustainable solutions

"More and more customers are becoming aware of the environmental impact of cleaning and want to use more sustainable solutions," she said. "Our ec-H2O technology reduces the need for most floor cleaning chemicals by electrically converting water into an effective cleaning solution."

Scrubber dryers equipped with ec-H2O technology are able to scrub three times longer with a single tank – while using 70 per cent less water than conventional scrubbing methods," she said.

Real world testing by customers and third parties has shown it to remove bacteria but leave no chemical residue which means floors retain a polished look while reducing burnishing and strip/recoat cycles. Meanwhile, NFSI certifies that our ec-H2O system improves floor traction significantly which can reduce slip-and-fall incidents."

However, she says customers' requirements depend on their strategies, cleaning facilities and environment. "For instance in a high-end shopping mall, image and high shine will be essential," she said. "But in today's climate, low maintenance and low cost of operation are a current theme across our customer mix."

Kärcher's environmental matters public relations officer Annette Ostertag agrees that customer requirements vary greatly

today. "A hotel foyer, for example, may have a stone floor that will be required to be polished to a high gloss whereas in kitchens and sanitary areas it is essential to ensure excellent hygiene and slip-resistance," she said. "This is why it is important for cleaning machines to be flexible so that they can be adjusted to requirements simply by changing the brushes or varying the contact pressure or brush speed setting."

She says customers also want their hard floor system to be user-friendly. "Machines' controls should be clearly arranged and their function must be apparent at a glance in order to rule out operating errors as far as possible," she said. "Last but not least, the machines should be robust and durable and require minimal maintenance."

She claims the company's new B 40 C-W walk-behind scrubber dryer can provide everything the customer wants for their hard floors since it uses a Kärcher Intelligent Key operating system to set up individual profiles for every user.

### Strategies differ

"Different authorisations are allotted by means of colour-coded keys: for example yellow for operators, grey for the facility manager, and red for the service technician," she said. "The facility manager sets parameters such as speed of travel, brush speed, motor output or detergent dose in advance to suit the application. The key is then used to relay the settings to the machine."

"All the operator needs to do is to use a rotary switch to select the desired cleaning programme. This ensures that only the energy and detergent actually required are used."

So while low maintenance and resistance to damage are qualities that are both valued highly in any floor care system, it appears that not all customers today require a high gloss finish or slip resistance. But whatever their floor care needs, chemical and machine manufacturers are confident that they can fulfil them – either via a single product or machine or by employing a dedicated floor care system.

*Est-il possible de trouver un système à sol dur qui donne un haut brillant, qui soit anti-dérapant, d'entretien peu onéreux et malaisé à rayer ou endommager? Ann Laffey interroge des fabricants sur les produits qu'ils proposent et qui se rapprochent de cet assemblage de qualités.*

*Ist es möglich, in einem Hartbödenystem Hochglanz mit den Aspekten Rutschsicherheit, preisgünstige Pflege und Kratzbeständigkeit zu kombinieren? Ann Laffey befragt Hersteller, welche Produkte in ihrem Angebot nebenzu alles bieten.*

*E' possibile combinare un sistema per pavimenti duri che dia lucidatura brillante ma che sia anche antiscivolo, di manutenzione economica e resistente ai graffi e danni? Ann Laffey chiede ai produttori quali prodotti sono disponibili che abbiano il numero maggiore di queste caratteristiche.*



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• **Hako** a lancé une nouvelle laveuse sécheuse pour grandes surfaces : la Hakomatic B 115 R à conducteur monté.

• **Le Mag System de Vermop** représente un moyen nouveau de fixation de têtes de balayage humide à leur support, utilisant un aimant.

• *Comme nouveau produit, Amano Pioneer Eclipse propose le PE420GP, une machine conduite à pied qui nettoie le béton et le terrazzo.*

• *La B 40 C-W, nouvelle laveuse sécheuse Kärcher à conducteur à pied, possède le système de conduite Intelligent Key de cette société.*

• *Les laveuses sécheuses Fimap les plus récentes sont la My50, à conducteur à pied, est les Mr et MMg à conducteur monté.*

• *Une nouvelle machine à disque unique pour applications exigeantes, la PowerDisc HD, a été mise au point par Cleanfix.*

• *La nouvelle version de la Qleeno Train, machine de nettoyage de planchers de rames de chemin de fer, est dotée d'une système d'aspiration amélioré.*

• *Le liquide de nettoyage Planta Cleen proposé par la société Buzil-Werk s'applique sur les revêtements de sol hydrorésistants.*

• *Neu von Hako ist die Produktreihe mit Aufsitz-Scheuersaugmaschinen Hakomatic B 115 R, die für große Flächen entwickelt wurde.*

• *Beim Mag System von Vermop handelt es sich um die neue Art zur Befestigung von Moppköpfen an Haltern, und zwar mithilfe von Magneten.*

• *Neu von Amano Pioneer Eclipse ist die PE420GP, eine mit Propan betriebene Nachläufermaschine zur Reinigung von Beton und Terrazzo.*

• *Die neue Nachläufer-Scheuersaugmaschine B 40 C-W von Kärcher bietet das Betriebssystem Intelligent Key.*

• *Bei den neuesten Scheuersaugmaschinen von Fimap handelt es sich um das Nachläufermodell My50 sowie die Aufsitzmodelle Mr und MMg.*

• *Cleanfix hat eine neue Einscheibenmaschine für anspruchsvolle Anwendungen entwickelt: die PowerDisc HD.*

• *Die neue Ausführung der Bodenreinigungsmaschine Qleeno Train zum Einsatz in Transportanwendungen bietet eine verbesserte Sauganlage.*

• *Bei Planta Cleen von Buzil-Werk handelt es sich um eine Reinigungslösung für wasserbeständige Bodenbeläge.*

• *La novità della Hako è la gamma di lavasciuga pavimenti con operatore a bordo Hakomatic B 115 R, progettata per aree di grandi dimensioni.*

• *Mag System della Vermop è un nuovo sistema per fissare il mop al telaio utilizzando una calamita.*

• *Il nuovo prodotto della Amano Pioneer Eclipse è la macchina lavapavimenti con operatore al seguito e alimentata a gas PE420GP che pulisce cemento e terrazzo.*

• *La nuova lavasciuga pavimenti con operatore al seguito B 40 C-W della Kärcher è dotata del sistema operativo Intelligent Key dell'azienda stessa.*

• *Le più nuove lavasciuga pavimenti prodotte dalla Fimap sono il modello con operatore al seguito My50 e i modelli con operatore a bordo Mr e MMg.*

• *La Cleanfix ha sviluppato la nuova macchina monodisco PowerDisc HD per applicazioni impegnative.*

• *La nuova versione della macchina per il lavaggio dei pavimenti Qleeno Train per la pulizia dei veicoli di trasporto è dotata di un sistema di estrazione potenziato.*

• *Il prodotto Planta Cleen della Buzil-Werk è una soluzione adatta per l'uso sui rivestimenti dei pavimenti resistenti all'acqua.*

## More functions

**Hako**'s scrubber dryer range has been extended with the addition of the Hakomatic B 115 R series, designed for large areas.

Depending on the flooring and degree of dirt, there is a choice of models equipped with either disk or cylindrical brushes. The

steering lock of 90° to both sides combined with the intelligent construction with 'rear turning' and special squeegee kinematics enables turning within the unit's length.

The Hakomatic B 115 R disk brush (TB) is available fitted with a 65, 75 or 90 cm wide disk brush unit, enabling an area coverage of up to 5,800 square metres per hour. The disk brushes are equipped with a water retaining system, Hako AquaStop, which saves both water and cleaning agent.

Tel: +49 4531 8060. Email: info@hako.com

## Naturally magnetic

With the launch of the Mag system **Vermop** claims to have developed a completely new way of attaching mop covers to holders. As the name suggests, it uses natural magnetism - magnets in the holder and metal disks in the mop come together.

Vermop says this reduces both training and set-up time, while also doing away with the classic mop holder to cut down on costs. Instead, this mop is equipped with a flexible interior which gives it optimum stability when floor wiping. And the Mag holder can accommodate a number of different mops, meaning one handle and holder can be used to carry out all mopping tasks, boasts Vermop.

Tel: +49 8105 77 88 9 100. Email: info@vermop.com

## Powered by propane

The new PE420GP is a propane-powered walk-behind machine from **Amano Pioneer Eclipse** that maintains concrete and terrazzo floors.

The company says this model is three machines in one. As a grinder, it uses a 34 kg downward

force, onboard

26 litre water supply and aggressive diamond grinding pads to remove surface scratches and

floor coatings. As a polisher, the machine uses a variety of diamond polishing pads to smooth and shine the floor surface. As a burnisher the PE420GP employs high speed pads to cure floor surface treatments, creating a brilliant shine.

The PE420GP is part of the PowerStar Hard Floor Maintenance System.

Tel: +1 336 372 3754. Email: export\_jvd@pioneer-eclipse.com

## Ease is the key

**Kärcher**'s new B 40 C-W walk-behind scrubber dryer features the company's Intelligent Key operating system that enables every user to set up an individual profile. Kärcher says the machine is also efficient because it is always adjusted optimally to each application, and its low noise level makes it suitable for cleaning in sensitive areas.

Kärcher Intelligent Key can be used to set varying levels of authorised access by means of colour-coded keys (yellow for operator, grey for facility manager, red for service technician). The key is used to transmit the settings to the machine and all the operator has to do is use the rotary switch to select the appropriate cleaning programme.

Tel: +49 7195 14 0. Email: info@karcher.com

## Three new

This year **Fimap** has launched three new scrubber dryers - the My50, Mr and MMg models.

The walk-behind My50 has been designed for easy operation, with simple instructions and no use of electronics.

The Mr and MMg models are both ride-ons with the same dimensions, however



they differ in that the Mr range has manual controls while the MMg is automatic. One of the key features is a newly-developed squeegee made of recyclable and anti-corrosion material, which can be removed with no tools.

Tel: +39 045 606 0411. Email: g.confente@fimap.com

## Tough demands

New from **Cleanfix** is a single disk machine designed for heavy-duty use - the PowerDisc HD. This can tackle tasks like marble sanding of laminated/wood floors, wet scrubbing of hard floors or crystallising.



There is a removable standard weight of 9.8 kg and another two weights of four kg each can be fitted - giving a total weight of 51 kg.

Thanks to the belt drive, the machine operates quietly and without vibration, even at full power.

Tel: +41 71 955 47 37. Email: info@cleanfix.com

## Better suction

**Qleeno** launched a new version of its Qleeno Train floor cleaning machine this year, featuring a new suction system with easy access for maintenance. Brush pressure has also been increased and the shape of the handle has been modified for better access.

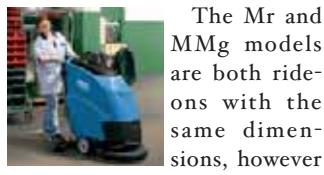
Also new is the Qleeno MultiExtractor, which is used to supply Qleeno Train with water and vacuum. It can be connected to any type of water source - whether it be a tap or a bucket of water.

Tel: +46 31 191188. Email: info@qleeno.se

## Cleen floor care

For ecological cleaning of water-resistant floor coverings **Buzil** has developed P315 Planta Cleen, which is part of a range encompassing eight products.

Planta Cleen combines cleaning and care in one operation, the company says, without a build-up of layers. Because it is low foaming it can also be used in scrubber dryers.



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# EUROPEAN Cleaning

J O U R N A L

**Visit the new ECJ website at  
www.europeancleaningjournal.com**  
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The screenshot shows the homepage of the European Cleaning Journal website. The header features a large red 'ECJ' logo with a white 'E' and 'CJ' inside a red block, followed by the text 'EUROPEAN Cleaning JOURNAL' and 'THE PAN-EUROPEAN MAGAZINE FOR THE CLEANING SECTOR'. A navigation bar below includes links for Home, About us, News, Case Studies, Features, Blog, and Events. On the left, a sidebar lists 'The Magazine' with links for Latest Issue, Product Features, Case Studies, Business Reports, Special Features, and Product Review. Two main articles are displayed: 'The one that flu away' (with a photo of a person using a hand sanitizer) and 'Search & destroy tactics success' (with a photo of medical professionals in scrubs). Each article has a 'Read more' link.

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