

# ISSA/Interclean 2016 set to break all records

## Amsterdam RAI, 10 to 13 May 2016

Say the word 'Amsterdam' and many people's first thought would be stunning architecture with tall, narrow houses featuring gabled facades fronting on to scenic canals. Others may reference Stroopwafel biscuits, the vibrant night-life, avant-garde fashion and interior design, or the free-spirit and open-mindedness of its residents. But for those of us in the professional cleaning industry, the mention of Amsterdam can mean only one thing - the 26th ISSA/Interclean Show which is being staged at the city's RAI venue from 10 to 13 May.

Dianna Steinbach, director of EMEA services for ISSA - joint organiser of the show - said: "ISSA/Interclean Amsterdam is the single most effective week to do business in the professional cleaning industry. There is no better event that offers the chance to network with so many high level executives from across the globe, personally investigate such a broad array of innovative solutions, and find the next inspiration to drive your organisation's success forward."

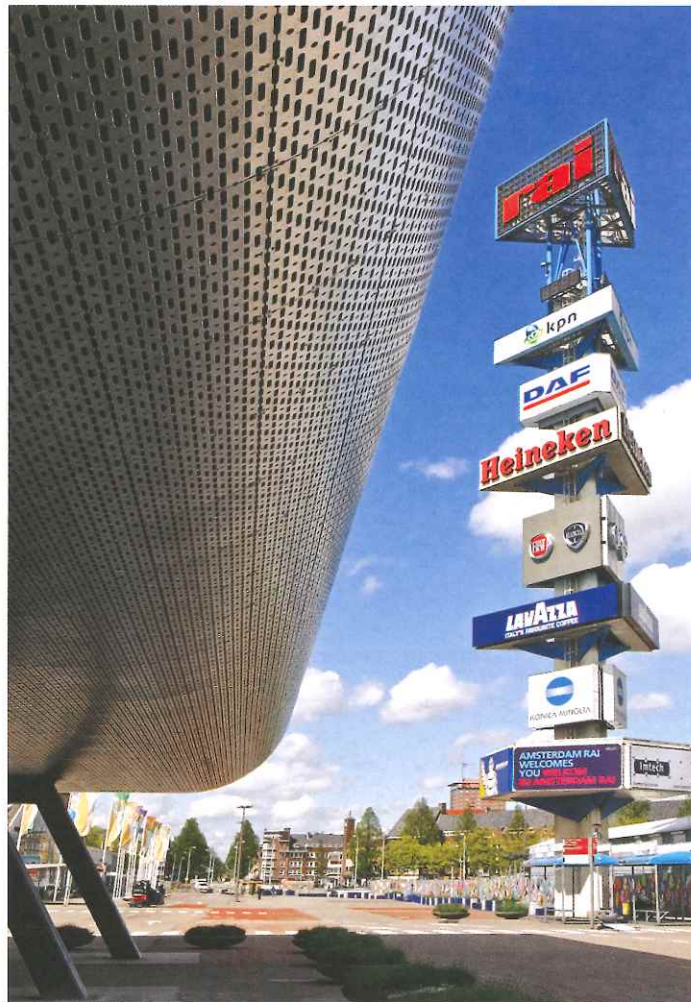
The last edition of the show in 2014 was the world's largest-ever cleaning industry show and the organisers advise that for this May's event both visitor and exhibitor numbers are likely to break all records. What is already certain is that more exhibition space has been reserved and the show will occupy more halls at the RAI than ever before. Visitors can see over 800 exhibitors, showcasing their products and solutions in a total floor area of approximately 60,000 m<sup>2</sup> spread over 11 halls. These exhibitors are drawn from over 40 countries - from Austria to Australia and South Korea to Sweden - and represent a comprehensive 'who's who' of the largest and longest-established manufacturers in the industry right through to hot, new technology start-ups with remote workforce monitoring apps.

All the leading industry names that you would expect to be there are present, with the largest stand spaces having been reserved by organisations such as Comac, Fimap, TMB, Kärcher, Diversey Care, Nilfisk, Hako, Numatic, Deb, and Newell Rubbermaid Europe. As ever there is also a very strong presence from UK-based companies including Truvox, Hydro Systems, Vectair, Brightwell Dispensers, Vax, P + L Systems, Robert Scott, Osprey Deepclean, and Mulberry Marketing Communications.

Ensuring a truly interactive experience for visitors, more live demonstrations are also planned across the show floor than ever before and in the enlarged Outdoor Cleaning Show and High Pressure Demonstration Area visitors will be encouraged to try out the many products on display.

### Awards

The ISSA/Interclean Amsterdam show has achieved its enduring success by never standing still and constantly innovating. For



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example, at the 2016 show, a new InnovationLab will be located in Hall 9 to provide a showcase for the nine products short-listed from a total of 110 entries for the fiercely contested Amsterdam Innovation Award. The overall winner and the three category winners in the awards will be announced by the jury during a ceremony on Tuesday 10 May. At the same ceremony, the Visitors' Choice Award will be awarded to the entry that receives the most votes from visitors to the show.

In the 'Machines, Accessories and Components' category, shortlisted entries are Sealed Air Diversey Care for the Taski SwingoBot 755, Cleanfix Reinigungssysteme for the RA 660 NAVI, and Kärcher with its BRC 40/22 C.

The second category covers 'Equipment/tools for Cleaning, Care and Safety' and here the SpillEX from Vileda Professional FHCS, Werner & Mertz's Professional Quick & Easy System, and Newell Rubbermaid Europe's Lumecel Microburst 3000 Air Care Dispenser were the pick of the many entries.

The third and final category is for 'Management, Training Solutions and Related Products' with Sealed Air Diversey Care's Augmented Reality Suma Revoflow, Kärcher's Connected Cleaning concept, and

the Tork EasyCube from SCA being the three shortlisted nominees.

At the InnovationLab, attendees will be able to browse the details of all these Amsterdam Innovation Awards short-listed submissions on iPad tablets and evaluate the features and performance data that make them ground-breaking. In addition, the InnovationLab is intended to be an inspiring environment where pioneering products and other revolutionary ideas are presented and discussed by exhibitors and visitors alike, and where knowledge and experiences in the field of cleaning innovation are shared freely.

"Innovation propels the cleaning sector forward and ISSA/Interclean has long been the platform of choice when it comes to showcasing new developments," said ISSA/Interclean Amsterdam show manager, Rob den Hertog. "In addition to the Amsterdam Innovation Awards, the ISSA/Interclean Amsterdam show always witnesses thousands of innovations and new products. Yet, due to the competitive 'noise' of the large number of introductions and the wide range of marketing and promotion opportunities available, not all these product launches get the full attention they deserve. The new InnovationLab concept helps address this issue and creates a platform so that no true innovation need go unnoticed any longer."

### New pavilions

Situated next to the new InnovationLab, and also at the leading edge of the industry in terms of the adoption of technology, is the Management and Mobility Pavilion. Here visitors can discover the latest online solutions and dashboards for remote workforce management, cleaning machine and asset tracking, productivity enhancement, smart cleaning, and other tasks from 15 specialist cleaning app developers.

Given the recent surge of interest in the use of robotic machines, the dedicated Robotics Arena at the show - where different manufacturers machines will be demonstrated and put through their paces - seems sure to draw crowds of visitors.

### Seminars

The show has, however, always been about so much more than just the products on display and another example of the culture of continuous improvement and consistent innovation at the show can be seen in how the educational element of the event has grown steadily over the past few shows. For 2016, key thought-leaders from the cleaning industry, and beyond, have been signed up by ISSA to deliver a seminar programme that is wider-ranging, more comprehensive, and more topical than ever before.

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Dianna Steinbach said: "We're pleased to have more industry experts than ever before at an Amsterdam show, providing their analysis of, and actionable insights on, the big issues currently facing the world of cleaning. We are looking forward to a busy and productive programme and would urge all exhibition visitors to make the most of the range of informative sessions on offer."

The programme itself is an engaging combination of in-depth seminars and discussions, held in the RAI's Elicium building, twinned with quick-fire, lunch and learn sessions in the exhibition's new Innovation-Lab area. This can be found on the show floor in Hall 9.

All sessions are free to attend, but places are limited so early arrival is recommended. At the time of going to press, the seminar programme includes the following sessions:

### Elicium theatre

- Tuesday 10 May @ 9:00am: The supply chain shake-up - how will you survive and thrive? (Room D 407, Elicium building).

This panel discussion with industry leaders such as Luc Bresseleers, CEO, Boma NV; Paul Kelly, commercial director, Rubbermaid Commercial Products; Andrew Dunning, UK distribution manager, Numatic; and Alan Tomblin, sales manager North America, P&G Professional, will cover the topic of manufacturer and distributor relationships in a time of rapid shifts within the supply chain. What challenges do online ordering, big-box retail, and vertical-market competition present, and how are companies addressing these challenges? Plus, what partnerships and divisions of responsibility are leading to success?

- Wednesday 11 May @ 9:00am: Lease vs. buy - harnessing untapped potential (Room D 201-202, Elicium building).

When cash flow is unpredictable, customers constantly want the newest technology - and you need to keep up with the competition. Could leasing cleaning equipment provide a solution? This panel of industry experts will address that question, as well as provide the business case for leasing versus buying equipment for cleaning companies and in-house organisations. Distributors looking for new ways to capture market share will also find this session interesting as they discuss what it takes to offer both services to customers.

- Wednesday 11 May @ 2.00pm: Does drying hands risk spreading infection?

Professor Mark Wilcox, University of Leeds and Leeds Teaching Hospitals, sponsored by the European Tissue Symposium, will present this paper. Hear about the latest scientific studies conducted in healthcare environments regarding hand drying and the potential spread of infection. Find out what methods had the most impact and what you can do to reduce the spread of infection in your washrooms.

- Thursday 12 May @ 2.00pm: Redefining innovation - opportunities of the EU circular economy package for the professional cleaning industry.

Here attendees can learn from a top Brussels insider - Dr Hugo-Maria Schally, head of unit eco-innovation and circular economy, Directorate General for the Environment, Directorate Green Economy of the European Commission - regarding the opportunities that await cleaning industry or-



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Rob den Hertog, ISSA/InterClean Amsterdam show manager.

ganisations within the EU-circular economy package. This will be followed by a panel discussion between a circular economy pioneer and four leaders representing the professional cleaning chemical, equipment, machine, and facility service sectors.

- Thursday 12 May @ 3.00pm: ISSA Hygieia Network leadership roundtable.

At this inspiring roundtable session, absorb what it takes for women to succeed as leaders in a male dominated environment, as well as acquire tips for success that anyone can apply to their own careers.

### Lunch and Learn sessions in the InnovationLab

- Wednesday, 11 May @ 12:00: Changing the conversation from cost to profit.

Brant Insero, operations manager, Cleaning Management Institute, will present this session. Increased price pressure, ever higher demands to 'do more with less', and the continued commoditisation of commercial cleaning places commercial cleaning providers, distributors, and suppliers in a difficult dilemma. How do you convince the end customer that cleaning is worth paying for? Learn how to change this conversation from cost to how your organisation can contribute to a customer's own profits and discover where you can go to find additional resources to educate your sales people to conduct a more profitable value conversation.

- Wednesday, 11 May @ 12:30: Update - cleaning opportunities in the circular economy.

Laura Portugal, technical and regulatory affairs manager, International Association for Soaps, Detergents and Maintenance Products, will present this session. The recently released EU action plan for migrating to a more circular economy looks to impact a variety of areas intersecting with the commercial cleaning sector - from reducing waste to changes in recyclability, biodegradability, and content in plastics and packaging, to water reuse, and the reuse of electrical and electronic equipment. Attend this update to learn how this emerging field of sustainability and its resulting initiatives will impact your organisation.

- Wednesday, 11 May @ 1.00pm: The Internet of Things - how do we leverage so much data?

Ian Campbell, technology services director, Grosvenor Services, will present this session. Increased buzz around the Internet of Things and 'big data' has cleaning managers excited about the information they can capture and deliver. The potential

productivity revolution that could result from these technological advances will only happen by honing in on high-value, target-rich data with the largest footprint to impact your organisation. Learn more about how to harness available information for maximum impact in the commercial cleaning and facility services industries. Due to anticipated high levels of interest, this session will also be repeated on Thursday, 12 May at 1.30pm.

- Wednesday, 11 May @ 1.30pm: Washroom hygiene - the dispersal of viruses by different hand-drying methods.

Keith Redway, microbiologist at the University of Westminster, will present the results of his most recent study into optimal hand drying, including key facts and figures for preventing the spread of viruses.

- Thursday, 12 May @ 12.00: Selling clean - connecting safety and risk management.

Dianna Steinbach, EMEA director of member services, ISSA, will present this session. European Union studies estimate that for every Euro businesses invest in occupational health and safety, there is a return of 2.2 Euros. Learn how you can leverage the fact that quality cleaning improves safety, and lowers risk and cost for any facility type. Find out where you can access slip, trip and fall, musculoskeletal disorder, and safety incident data. Then learn how to position it in connection with your services or solutions, as well as which decision makers you can target who are most interested in the safety connection...and who are willing to pay more for results.

- Thursday, 12 May @ 1.00pm: Robotic developments to meet facility needs.

Gabriele Cesari, innovation manager, Manutencoop Facility Management SpA, and Nicola Flores, marketing specialist, FIMAP SpA, will present this session. Learn from the current, EU-funded consortium that is seeking to develop the next generation of robotic cleaning innovation through a collaborative effort of facility decision makers, cleaning organisations, and manufacturers.

### Around the show

Building on the theme of the importance of education and the power of information, ISSA itself will have a larger stand at the show than ever before. This will serve to showcase ISSA's increased collection of member benefits, tools, and events - all of which are part of ISSA's efforts to increase the value members derive from their affiliation with the worldwide cleaning industry association. Throughout the week the ISSA booth will additionally host meet-ups and networking opportunities for its fast-growing membership base, drawn from the various regions of the EMEA. The ISSA booth will also host a gathering of more than 25 international cleaning trade associations. This event, which has taken place for the last few editions of the Amsterdam show, continues to grow as ISSA's networking reach expands. May's meeting is expected to be well supported.

As always, Cleaning & Maintenance and The Cleaning Show will have a strong presence at the show and the team would love to meet readers, advertisers, and exhibitors on stand 01.130 at any time during the four days.

Registration to visit the ISSA/InterClean Amsterdam 2016 exhibition is open at [www.issainterclean.com/en/amsterdam/exhibition-info/registration/](http://www.issainterclean.com/en/amsterdam/exhibition-info/registration/). See you there!

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