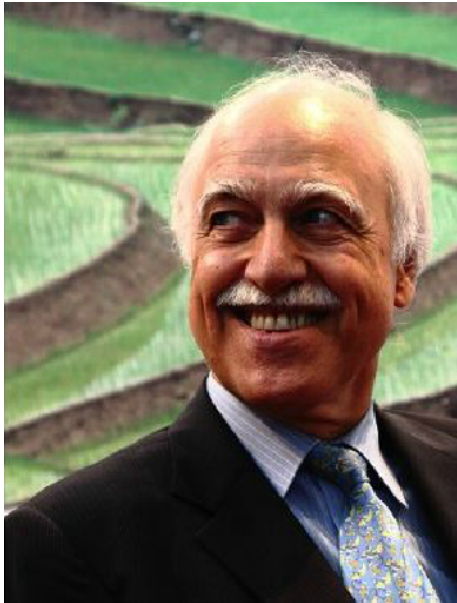


# 10 QUESTIONS WITH... ROBERTO BERARDI

Each month we ask a cleaning industry professional the Tomorrow's Cleaning 10 Questions. This month, we chatted to Roberto Berardi, Chairman at the European Tissue Symposium – the Association of the European Tissue Producers.



## Q1 WHAT WAS YOUR FIRST JOB?

Although I am an engineer by training, my first job was in marketing, as Assistant Product Manager for Scottex Casa, which was the new-born Household Towel in Italy at the time.

## Q2 HOW DID YOU GET INTO THE CLEANING INDUSTRY?

At Scott Paper, I then became Marketing Director for both the Consumer Products and the Away-from-Home division. With its wipers and towels, the Away-from-Home division particularly provides cleaning solutions to a wide range of businesses – from Healthcare to HORECA and from Industrial Factories to Office Buildings.

## Q3 WHICH THREE WORDS DESCRIBE YOUR PERSONALITY?

Curious, Active, Inspiring.

## Q4 IF YOU COULD VISIT ONE PLACE IN THE WORLD, WHERE WOULD YOU GO AND WHY?

I am more attracted by history than

by nature. How about two weeks in Rome staying in the best hotel, eating at the best restaurants, unconstrained by budget? This would allow me to discover all the different layers of history that Rome has to offer – Antique, Middle Age, Renaissance, Baroque, etc.

## Q5 HOW WOULD YOU IMPROVE THE CLEANING INDUSTRY?

By making it, even more so than today, a combination of environmentally friendly solutions and information systems, and with special attention paid to health and hygiene.

## Q6 IF AN INTERN WERE TO START TOMORROW, WHAT'S THE ONE PIECE OF ADVICE YOU WOULD GIVE THEM?

Once you have earned the company's trust, seek out a variety of different assignments within the same company – e.g. explore marketing, sales, logistics, finance etc – in order to gain a wide understanding of the business, which may ultimately give you access to a brilliant, high level career.

## Q7 IF YOU WON THE LOTTERY TOMORROW, HOW WOULD YOU SPEND YOUR FORTUNE? SPEND?

I consider us as the custodians of resources, which will help the lives of our grandchildren... but yes ok, I would at least buy a high, high quality audiophile hi-fi system.

## Q8 IF YOU COULD HOST A DINNER PARTY AND INVITE ANY THREE PEOPLE, DEAD OR ALIVE, WHO WOULD THEY BE AND WHY?

Giordano Bruno, to ask him how, during the 16th Century, he was able to conceive of the existence of many universes, the Lebanese poet

Joumana Haddad, to have an exquisite feminine touch at the party and allow her to recite some of her poems, and Dr Ignaz Semmelweis, to learn how he discovered the extreme importance of hand hygiene.

## Q9 WHAT, DO YOU THINK, IS THE FUTURE OF THE CLEANING INDUSTRY?

We will probably see a number of factors that will each have their own 'unique' positioning: some will prioritise environmental aspects, some a very high service level, some the use of innovative solutions and some an unsurpassed level of hygiene. Each of these positions will be attractive for a particular target audience – for example the healthcare community should prioritise hygiene.

**John Fathers, CEO at Green World Innovations, asks:**

## Q10 IN MY OPINION THE CLEANING INDUSTRY IS OLD FASHIONED. DO YOU THINK IT IS TIME TO MOVE FORWARD AND EMBRACE A CHEMICAL-FREE, ENVIRONMENTALLY FRIENDLY AND SAFER APPROACH TO CLEANING?

This follows on from the previous question and I would say therefore that I do not think the industry should adopt hi-tech ideas just because they are cool: for example, sometimes 'traditional' solutions like single use paper towels are demonstrably more hygienic for the hands and for the washroom environment (surfaces, air) than modern jet air dryers, which is why I feel they should definitely be favoured over other hand-drying methods in a Healthcare environment.

**[www.europeantissue.com](http://www.europeantissue.com)**

Check out next month's issue to see what Roberto asked our next industry professional...