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PRESS RELEASE

World-first high tech event for the cleaning industry, Cleaning Interactive reconnects the disconnected to overcome COVID-19 challenges

Cleaning Interactive™, the professional cleaning industry's **first high-tech, virtual event** showcased an array of innovation and practical infection control insight. This ground-breaking concept for the sector was designed to inspire and protect every vertical market.

Mark Dewick, Vice President – UK & Ireland, Metsä Tissue said about exhibiting at Cleaning Interactive: *"The show that is filling the COVID-19 exhibition void. The new way of selling, educating, networking. We are all learning the new normal together."*

Organised by CBI VR Experiences Limited, sister company of longstanding cleaning industry PR agency Ceris Burns International, the event took place online from 6-7 October. Kärcher UK, the world's largest manufacturer of cleaning machines was the event **headline sponsor**.

World class speakers provided visitors with a host of advice and practical solutions to apply to their workplace, including the lessons learned from COVID-19, the importance of benchmarking during the pandemic, cobotics, industry training, safer working, understanding hand hygiene technology and how to use sanitisation products.

Phil Smith, Sales Director at NIC Services Group said: *"In a people industry, interaction is so vital and as face-to-face, in person meetings are sadly not currently on the agenda for most of us, this virtual opportunity is an absolute godsend. You have definitely reconnected the disconnected!"*

Robert Duncan, Marketing Manager at Enviroclean said: *"I found the Cleaning Interactive set-up really interesting and quite inspiring regarding how we can give people great experiences despite the challenges of the current working world!"*

Presentations were given by Kärcher UK; Addmaster; The British Institute of Cleaning Science; The Campbell Institute; Denis Rawlins; Hillbrush; ISSA; Knittler Medien; Positive Reframe; Purex® Global; SAVORTEX; Sitemark; SoftBank Robotics EMEA; Toucan Eco; and Unger.

One of the most popular sessions was from **Dianna Steinbach, Vice President of International Services from ISSA, the worldwide cleaning association**. Dianna discussed the opportunities and pitfalls that still need to be addressed as the industry continues to help economies around the world enter the recovery phase.

Another favourite was a talk from **Denis Rawlins**, encouraging a science-led, results-driven approach to cleaning. Their 'Remove, Improve, Protect', strategy steps away from the traditional over-reliance on disinfectants, mops and wipes.

Final PR78010

Syed Ahmed, Founder and CEO of multi-award winning British IoT (Internet of things) hand-hygiene technology company **SAVORTEX®** emphasised that a collective approach is required from industry and innovators to beat this virus. The two days of presentations closed with an uplifting talk from Marcus Child, Founder of **Positive Reframe** who spoke about resetting your mindset to increase business resilience.

Exhibitors displayed the latest technology, innovations and practical solutions to current challenges. Visitors had the opportunity to watch demos, do video calls, chat live and schedule face to face appointments.

Hand hygiene is a priority to help prevent the transmission of germs like COVID-19. **GOJO Industries-Europe** showcased its skin and surface hygiene solutions including PURELL® Advanced Hand Sanitising Gel and PURELL® Surface Sanitising Spray and Wipes. These products have been tested and proven to be effective against Coronavirus BCoV (surrogate virus), according to EN 14476 standard and passed with a contact time of just 30 seconds.

A number of **new products and services were presented** at the show, including innovation in floor cleaning from **Unger**, showcasing its OmniClean dual bucket technology. Visitors to the **SoftBank Robotics** stand met Whiz, their cobotic vacuum sweeper, helping facilities management and cleaning teams do more by combining the power of people, devices, and data. **Sitezone Safety** showcased its new, wearable Personnel Distancing System with Radio Frequency Identification (RFID) detection. The **SAVORTEX** stand included its Smart Hand Sanitiser. Internet-connected, it monitors usage, offering the first hand hygiene 'track and trace' technology for the built environment.

A host of COVID-19 infection control products and services were showcased by exhibitors, including **Facilicom UK and Ireland**. Visitors filled their **swag bag** with informative exhibitor documents, courtesy of sponsor, **Metzger**. Additional show features included the **scavenger hunt trail**, sponsored by **UhUb**, and the networking lounge to meet contacts old and new.

Exhibitor, Purex® Global said: *We've had a great last few days exhibiting at Cleaning Interactive 2020 gaining new connections, sharing top industry insights and advice, and presenting the chemical free cleaning innovation. This was the first high-tech virtual event for the professional cleaning industry, and let's hope it's the first of many. Big thanks to Ceris Burns and her team for the excellent organisation.*

Exhibitors were AoGrand Group; The British Institute of Cleaning Science; Bunzl Cleaning & Hygiene Supplies; The Cheeky Panda; Cleaning & Hygiene Suppliers Association (CHSA); Denis Rawlins; media partner - Dimensione Pulito; Facilicom UK and Ireland; GOJO Industries-Europe; Hillbrush; Incentive QAS; Ionic Systems; ISSA; JVD Hygiene; Kärcher UK; Katrin; Metsä Tissue; Metzger; Purex® Global; media partner - Reinigungs Markt; SAVORTEX®; Shrinkpack; SiteZone Safety; SoftBank Robotics; SpaceVac International; Toucan Eco; Headline Media Partner - Tomorrow's Cleaning; UhUb; Unger; Vikan, and Viro-Tech. Industry supporters were the National Carpet Cleaners Association and the Worshipful Company of Environmental Cleaners. Cleaning Matters; European Cleaning Journal; Education Business, Government Business and Health Business were also media partners.



Final PR78010

The Cheeky Panda was announced the winner of the **'Meet the Buyer' competition** live at the show for its ultra-sustainable, 100% natural bamboo, hypoallergenic toilet tissue paper and biodegradable wipes. These are FSC ® Certified, vegan and B Corp Certified.

The Purex® Global chemical free cleaning solution for all daily cleaning tasks on water washable surfaces was runner up. They and the other two finalists, JVD Hygiene, and SpaceVac International presented privately to the judging panel on day two for the accolade of best innovation. The judging panel was Bunzl Cleaning & Hygiene Supplies, CBRE, Churchill Group Services and Incentive QAS.

For those who may have missed out on the presentations, you can still watch the **seminars on demand** at your convenience. You can also **visit the exhibitor booths** and gather information from the leading cleaning and hygiene suppliers. Registered delegates access this by logging back into the event platform, into the Indie Stage and exhibit hall areas. If you didn't attend, register FREE at cleaninginteractive.com

To find out more information, or to discuss booking for 2021, please visit cleaninginteractive.com, email info@cleaninginteractive.com or call +44 (0)1825 729941.

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Notes to editors

About CBI VR Experiences & Ceris Burns International

CBI VR Experiences is a sister company of Ceris Burns International. Catering for the group's established client industries, it provides state of the art virtual events and experiences to help build businesses and their brands through advanced digital technology and virtual platforms. Cleaning Interactive is a trademark of CBI VR Experiences Limited.

Ceris Burns International is a specialist PR and communications agency for the cleaning, facilities management, recycling and waste management, and construction industries. Launched in 2007 by managing director, Ceris Burns, the agency works with a range of organisations from product manufacturers to service companies and trade bodies.

Its strategic PR and communications campaigns deliver measurable results through the expert shaping and management of client reputations across a range of media both traditional and digital in the UK and worldwide.