

# Meet the Jury

## The Jury of the Amsterdam Innovation Award



**Michelle Marshall** Chief Editor of European Cleaning Journal (Chair)  
**Antonio Borreda** Director of Revista Limpiezas Spain  
**Ronald Bruins** Chief Editor of Servicemanagement  
**Pierre Deschamps** Chief Editor of Batiment Entretien  
**Rob Geissler** Publisher of Sanitary Maintenance  
**Rob den Hertog** Special Advisor  
**Reinhard Knittler** Publisher of ReinigungsMarkt

Part of the jury but not in the picture:  
**Chiara Merlini** Chief Editor of Cleaning Community

## RAI Amsterdam supports Amref Flying Doctors

The proceeds of Interclean's Amsterdam Innovation Award will be donated to Amref Flying Doctors, to support their projects in Ethiopia (Addis Ababa, Adama, Metehara, Mojo, Bishoftu). Their mission is to ensure that girls in Ethiopia can use clean water and are guaranteed good hygiene, also during their menstruation.

In Ethiopia, only 27% of the population has clean drinking water and only 5% has access to basic sanitation facilities, such as a toilet. The lack of these facilities has major consequences for health and the development of the population, and girls in particular pay the price. They cannot go to school because they have to fetch water. They also miss school because they cannot change themselves during their period. 'The clean water in and around the school'-programme tackles this problem.



**For a strong and healthy Africa**

INTERCLEAN

AMSTERDAM  
INNOVATION  
AWARD 2022

## JURY REPORT

# Overall winner 2022

### Essity - Tork Biobased Heavy-Duty Cleaning Cloth stand 10.101, PP.CI.01

The jury has decided to give the overall winner prize to Essity for its Tork Biobased Heavy-Duty Cleaning Cloth. That's because this is not just about a product development, it's core company values - and product development comes about as a direct result of those values.

Essity has identified key objectives among customers: the reduction of CO2 emissions, the reduction of water consumption, reduction of waste generation, reduction of energy consumption, use of certified products. It takes a life cycle assessment approach in the development of new products and also seeks to reduce carbon footprint. Crucially, it aims to help its customers reduce their carbon footprint too.

Essity can back up all its claims through independent certification - it is recognised and acknowledged by many organisations. The technology that is being used with this Biobased cloth can now be used to expand the range and offer products in different formats in order to offer greater flexibility. The compressed packaging makes for easier handling - important for the cleaning staff. And the environmental impact of the packaging has not been forgotten: it is made from 100 per cent recycled fibres and at least 30 per cent recycled plastics.



The Amsterdam Innovation Award is organised by



# General comments

The Amsterdam Innovation Award is an absolutely key awards programme for our industry because it is linked directly to Europe's largest exhibition in the industry – InterClean Amsterdam. It's a real showcase for the sector's commitment to leading the way with new solutions for a cleaner, safer world.

The Amsterdam Innovation Award reflects where the industry is right now – what its key drivers are, how it's meeting the greatest challenges, what it's doing to secure a prosperous future.

For many years the Amsterdam Innovation Award has been centred around product categories. This year, all that changed with the introduction of completely new categories that focus more on the key branches of the cleaning sector where each product will have the greatest impact. This change, we feel, reflects better how the industry is moving with more of a 'big picture' approach.

#### The four categories we have now are:

- Sustainability & Environment
- Smart Technologies & Digitalisation
- Workforce & Ergonomics
- Hygiene & Health

As usual with the Amsterdam Innovation Award, the jury was tasked with evaluating a high number of diverse entries. Taking into account the fact the past two years have been an extremely challenging period for the sector's

manufacturers, we were impressed that the focus is still on innovation and driving forward with new development.

So many of the products we have seen have been designed with sustainability in mind and we particularly noticed an increased awareness around the use of plastics - where they are sourced, how they have been produced and how they fit into the circular economy.

We must also mention 'smart' solutions of course, as there are now so many innovations incorporating digital technology in all its forms, and we saw interesting developments there.

In any cleaning operation however, people will continue to play a vital role so we were pleased to see the continuing development of more ergonomic, user-friendly manual tools that make the everyday cleaning jobs more manageable.

Lastly, the past two years of the Covid-19 pandemic have clearly demonstrated the critical role of professional cleaning services to maintaining health and hygiene – the people and the products – and that will always be the case. Our new Hygiene & Health category concentrates on that aspect.

industry. Its special dosage caps prevent incorrect use of the company's super-concentrates.

### Smart Technologies & Digitalisation

This category centres around the many digital and smart technologies now prevalent in our industry. This could be planning tools, autonomous cleaning, IoT, remote monitoring or software.

#### Category nominees

##### Swept EviSense from Vileda Professional

Stand: 05.307

Bringing digital connectivity to manual cleaning – ie, mopping – EviSense offers evidence-based cleaning, as well as support to operatives. Sensor-based, the system uses RFID tags, is easy to install and requires no training. Data is hosted in the cloud.

##### Scrubber 50 Pro from Gausium Robotics

Stand: 07.112

This cleaning robot incorporates scrubbing, damp- and dust-mopping. It can autonomously charge and refill water at the workstation. The 'spot cleaning' mode allows it to patrol an area and clean when it detects any contamination.

##### R3Scrub from LionsBot

Stand: 02.311

The CubScrub, says LionsBot, is a new category of cleaning robot in that it's a cleaner's personal assistant. Designed to be affordable and accessible, this compact model cleans small to medium sized areas quietly and efficiently.

### Workforce & Ergonomics

These entries focus on improving the working experience for the cleaner – making their life easier, safer and better. That could be through ergonomic improvements, training, education. Or maybe through products that aim to increase efficiency or productivity.

#### Category nominees

##### Pu-Pad Light from Arcora

Stand: 01.334

With so many floor types now being used in public buildings, it's always a challenge for the cleaning operative to know which pad is best to use. The Pu-Pad is 100 per cent environmentally friendly, it can be used on any floor and on any brand of cleaning machine.

##### BVL 5/1 BP from Kärcher

Stand: 01.135

Kärcher's new backpack vacuum cleaner is made from ultra-light, recyclable EPP material, designed to be robust, ergonomic and stable. With its ergonomic design and easy operation, the aim is to make backpack machines more comfortable and attractive to operatives.

##### NEXBOT from RCM

Stand: 01.333

This robotic scrubber dryer is designed to clean large spaces and aims to reduce the environmental impact of cleaning. The total cost of cleaning is impacted as the robot decides on the most efficient cleaning route, leaving the operative to carry out other tasks.

### Hygiene & Health

Here we were looking for solutions that improve hygiene and cleanliness for a more safe and healthy environment. That's not just in healthcare applications, it applies to all public areas where people need to feel safe.

#### Category nominees

##### EnozoPRO from Consensus

Stand: 05.632

Offering an alternative to chemicals, deodorisers and sanitisers, the EnozoPRO spray bottle uses patented technology that turns tap water into Aqueous Ozone (AO). By pushing the trigger, AO is created on demand for non-toxic cleaning.

##### Coreless Centre Pull Paper Towel from Alani

Stand: 12.805

This paper towel has been developed with reduction of environmental impact in mind. Made using TAD technology, minimal water is used during production and the fact there is no core, waste is greatly reduced.

##### Aladin GT5 from Ar-Co Chimica

Stand: 01.533

This automatic detergent dispenser ensures controlled dispensing with the aid of software that estimates the amount of detergent necessary for each area of the building. This allows accurate costs of cleaning to be calculated.

# Category winners

### Category winner Sustainability & Environment



#### Tork Biobased Heavy-Duty Cleaning Cloth from Essity

With the development of this new cloth, Essity is aiming to reduce consumption, waste, pollution and emissions. The fact the packaging is made from 100 per cent recycled fibres and at least 30 per cent recycled plastics completes the sustainability picture for the customer.

### Category winner Smart Technologies & Digitalisation



#### Scrubber 50 Pro from Gausium Robotics

The Scrubber 50 Pro reflects well how robotic technology in the cleaning sector is progressing. It is suitable for use in a wide range of applications – small or medium sized areas – it can negotiate obstacles well and comes back later if it needs to move on. And it uses AI to detect spills or stains, then spot clean them automatically.

### Category winner Workforce & Ergonomics



#### Pu-Pad Light from Arcora

Floor cleaning is one of the most time-consuming tasks performed by cleaning operatives and when cleaning different surfaces, there is often the need to change pads. Sometimes, the operative is unsure as to which is the best pad and mistakes can happen. The Pu-Pad Light takes away that uncertainty, with the ergonomic benefit for the operative of not having to constantly bend down to change pads.

### Category winner Hygiene & Health



#### Coreless Centre Pull Paper Towel from Alani

The jury felt this was the product in this category that has the potential to make the greatest impact. Along with its environmental credentials and the fact it absorbs 10 times its weight in water, the fact it is coreless reduces waste after use, and impacts on the cleaning operative in removing that waste.