



No need to put your back into it

i-move 2.5B

# I've got your back

With the **i-move 2.5B** there's no need to put your back into it. Just put it on, turn the power on and start vacuuming. It's that easy. The smart design makes changing the dust bag a piece of cake. With one easy click you open the dust bag compartment. You don't even have to remove the hose.

- Batteries with power indicators
- Light weight of 5.28kg
- 360° swivel hose keeps things untangled
- Easy click & open system
- 2 filters for extra clean spaces (main filter is Class H11)
- Optional cartridge with soothing i-scent
- Nozzle can be used on soft and hard floors
- Remote control power switch

#### One nozzle to rule them all

The i-move 2.5B comes with one nozzle that can be used on both hard and soft floors. The hose is antistatic, so you can safely vacuum the carpet.



A smarter way of cleaning. Join the revolution.  
Scan the QR code for more information.

 i-team®



# INTRODUCTION

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WHY DO WE  
THINK IRELAND IS  
IN MANY ASPECTS  
“ALIVE AND  
KICKING”?

Most common traits of the Irish people as we know them: an ability and love of music; the closeness of family; a sense of justice; ambition; a fondness for a party; and a love of words and learning. All these things resonate very well with i-team DNA.

Let me use a quote of one of Ireland's famous and Nobel Prize-winning poets: Seamus Heaney “Even if the last move did not succeed, the inner command says: move again.”

In this 4<sup>th</sup> edition of i-connect Magazine you can read inspiring items of how our partners in Ireland change the way Ireland thinks about cleaning. And more facts & background stories, for example on how all of us in the i-team network contribute to our ongoing journey and accomplishments in sustainability and social impact.

Enjoy reading this 4th edition of i-connect featuring Ireland and in the spirit of Seamus Heaney: let's keep moving.

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## **Ben van de Scheur**

Managing Director - i-team Professional B.V.  
ben@i-teamglobal.com



32



6



26



16



# Colophon

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WOULD YOU LIKE TO RECEIVE THE NEXT EDITION OF I-CONNECT MAGAZINE? **SCAN THE QR-CODE**



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# UNCOVERING IRELAND'S **VAST ECONOMIC POTENTIAL**

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**Ireland, often hailed as the Emerald Isle, is not just known for its lush landscapes and rich history but also for its thriving economy. With a population of less than 5 million and just over 250,000 companies, Ireland astonishingly ranks 4th on the OECD-28 list of prosperous nations. But the true story lies beneath the surface.**

Delve deeper, and you'll discover that a select few companies wield considerable influence over Ireland's economic landscape. Take, for instance, the top 100 companies responsible for a staggering 72% of Ireland's exports. Surprisingly, 91.8% of all Irish companies employ fewer than 10 individuals. This revelation narrows our focus to approximately 10,287 companies—a promising market. The estimated maximum value of this target market is a remarkable €81,236,623.11. However, recognizing that not every company is eager to invest in cleaning equipment independently, we've calculated a more realistic figure—2% of the market, equating to €1,624,732.46. Our existing partner's 2019 sales of €161,498.06 indicate untapped growth potential in the years ahead.

These statistics underscore the immense potential Ireland holds for i-team. As we navigate this thriving landscape, the path to success becomes clear. Our comprehensive market analysis forms the foundation for an exciting journey. With the right strategy and tailored solutions, we're poised to become pioneers in Ireland's cleaning industry.



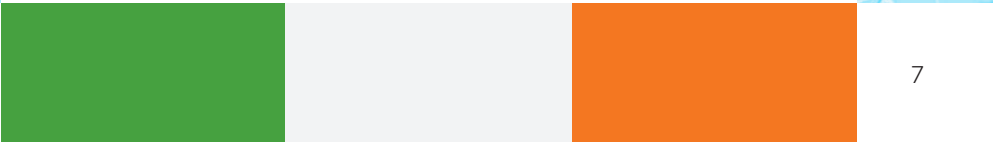


Dublin  
**THE PALE AND THE BIG SMOKE**

Dublin's nicknames are The Pale and The Big Smoke, is a warm and welcoming city, known for the friendliness of its people and famous for its craic ("crack")—that mixture of repartee, humour, intelligence, and acerbic and deflating insight that has attracted writers, intellectuals, and visitors for centuries. It has faded grandeur and a comfortably worn sense.

**EXPLORING IRELAND'S LARGER COMPANIES**

Examining Ireland's roster of 578 major corporations reveals a fascinating landscape, with many being global giants like Google, Apple, Microsoft, and more. The i-team approach seamlessly aligns with their business ethos, serving as a catalyst in their ongoing pursuit to minimize their environmental impact.



# Benchmark Identify the country

## THREE REGIONS AND 26 PROVINCES

### Northern & Western Region:

Galway, Mayo,  
Roscommon, Donegal,  
Sligo, Leitrim, Cavan,  
Monaghan

### Southern region:

Clare, Limerick,  
Tipperary, Wexford,  
Waterford,  
Carlow, Kilkenny, Cork,  
Kerry

### Eastern & Midland region:

Dublin, Wicklow, Kildare,  
Meath,  
Louth, Offaly, Laois, Westmeath,  
Longford



# Discover IRELAND

Residents of Cork, Limerick and Waterford are living in the third-richest region across the European Union, according to a new report from Eurostat . This puts them behind the residents of part of London and Luxembourg but ahead of those in Dublin, which ranked in fifth place.

## I-TEAM EMBASSY IRELAND MEMBERS

- Clenli Dublin
- Total Cleaning Limerick supplies Limerick
- Total Cleaning Kerry Tralee
- MP Repair Services Belfast NI
- Ultra Cleaning Solutions Moira NI



**POPULATION 2023:  
5.06 MILLION**

Annual GDP Ireland

Date	GDP	GDP Growth (%)
2018	382,754M.\$	8,20%
2017	335,211M.\$	8,10%
2016	300,308M.\$	3,70%
2015	291,281M.\$	25,20%
2014	258,528M.\$	8,60%

**GDP per capita Ireland**

Date	GDP	GDP Growth (%)
2018	78,335\$	12,80%
2017	69,463\$	10,40%
2016	62,938\$	1,90%
2015	61,791\$	11,60%
2014	55,390\$	7,60%



**IRISH WHISKEY**

Renowned for its smoothness, **Irish whiskey** invites many to its distillery tours.

**Fun facts about**

**IRELAND**

**CORPORATE TAX ADVANTAGE**

Ireland holds an enviable 4<sup>th</sup> position in the OECD-28 rankings, largely attributed to its magnetic tax policies which have attracted corporate behemoths such as Apple, Microsoft, and Dell. Compared to the US's 35% corporate tax rate, Ireland's enticing 12.5% rate offers considerable savings. Beyond this, the country has a specialised rate of just 6.25% for revenues related to intellectual property. This distinct approach not only promotes innovation but also nurtures royalties from such assets. Further cementing its tax-friendly reputation, Ireland boasts a rich history of tax exemptions, including ones for offshore revenue that trace back to the 1950s. These policies have played an instrumental role in Ireland's dominant economic standing on the world stage.



**GUINNESS**

Nestled in Dublin, Guinness is an iconic symbol of Irish culture.



**TITANIC**

The **Titanic**, built in Belfast, leaves a lasting legacy with its dedicated museum.

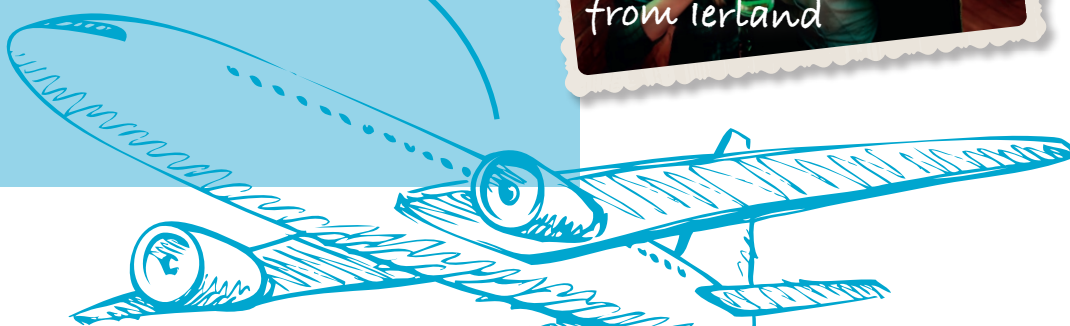
**RYANAIR**

Budget aviation giant **Ryanair** connects Ireland to the world.



**ST. PATRICK'S DAY**

Every March 17th, **St. Patrick's Day** transforms Ireland into a global green celebration.



# I-TEAM EMBASSY IRELAND MEMBERS AND I-USERS

DISCOVER WHY THEY CHOOSE I-TEAM GLOBAL.

## Clenli Direct

Founded in 1993, Clenli Direct is Ireland's foremost provider of innovative cleaning solutions. We envision beyond mere products, focusing on comprehensive strategies tailored for businesses. By allying with progressive manufacturers and clients, we design transformative solutions.

Originating as "Chemical Direct", our 2018 rebrand to Clenli Direct spotlighted our commitment to sustainable cleaning. Sustainability isn't just a buzzword for us; it's our mission. We seek eco-conscious solutions beneficial for both the planet and people. This commitment led to our partnership with i-team, and their i-mop, a beacon of innovation and eco-balance.



Reliable People,  
Innovative Know-how

As an i-team ambassador since 2021, their eco-friendly products, particularly the i-mop, have captivated our clients due to considerable water and time savings. The collaboration with Made Blue has added value, with clients treasuring their water conservation certificates.

The i-mop has garnered acclaim in Ireland for its adaptability, swift cleaning, and unmatched safety features. Its introduction has enhanced numerous facilities, ensuring better experiences for staff and patrons.

Our 2021 addition of the i-team embassy has redefined our product presentations in Ireland.

For Clenli Direct, the way forward is clear: pioneering sustainable technologies that solve tangible cleaning challenges, keenly understanding client needs, and crafting potent solutions.

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

## Bidvest Noonan

With over 46 years in the facilities services sector, Bidvest Noonan has established its leadership in Ireland and the UK through quality and dedication.

With more than 27,000 employees, they can self-deliver core services across the nation. Catering to varied sectors, including life sciences, education, and retail, the company emphasises client relationships, helping them manage costs and meet sustainability goals. Utilising modern technology and data-driven insights, they enhance service quality and add value. Their dedication extends from improving patient care in healthcare to enriching shopping centre experiences. Innovation and sustainability are central to Bidvest Noonan. They're continuously evolving, integrating advanced technologies to benefit stakeholders and reducing their carbon footprint, while assisting clients with environmental performance. People are their foundation. They've fostered a culture where each individual feels

valued and included. Comprehensive training, mentorship, and well-being initiatives ensure a focus on health, safety, and work-life balance. Embracing innovation, they've integrated i-team technologies, such as the i-mop. These tools provide efficient cleaning, consume fewer resources, and enhance worker efficiency. Bidvest

Noonan utilises these in diverse settings, testament to the equipment's adaptability and performance.



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



# Ultra Cleaning Solutions

Established in 2019 by three visionaries, Ultra Cleaning Solutions (NI) has grown exponentially, with its trajectory further uplifted by its collaboration with i-team.

A dynamic, family-owned business, Ultra Cleaning Solutions combines exceptional customer service with ISO 9001, 14001, and 45001 certifications. Catering to various sectors, their primary goal is to provide an optimal cleaning solution for every context.

The synergy with i-team, forged in August 2023, is grounded in a mutual ambition: introducing cutting-edge products to Northern Ireland. This alliance offers a myriad of possibilities, from product demonstrations and participation in i-gathering events to rigorous equipment training – underscoring Ultra's commitment to excellence.



Building on their momentum, Ultra Cleaning Solutions recently moved to a larger facility, further laying the groundwork for expansion. This space will prominently highlight the i-team product line, with Northern Ireland's inaugural i-centre set for launch in Q1 2024. As part of their forward-looking strategy, they're eyeing a significant stake in Northern Ireland's cleaning equipment market, with a primary focus on the healthcare sector.

Their partnership with i-team represents a promising era, distinguished by innovation, expansive growth, and a joint dedication to revolutionising cleaning solutions.

[www.ultracleaningsolutionsni.co.uk](http://www.ultracleaningsolutionsni.co.uk)

“PIONEERING THE FUTURE OF CLEANING IN NORTHERN IRELAND”

“LEADING IRELAND'S CLEANING REVOLUTION FOR OVER THREE DECADES”

## Total Cleaning Limerick Supplies

Founded in 1982 and spearheaded by Francis Moloney, Total Cleaning Limerick Supplies has grown significantly, boasting branches in both Limerick and Cork. As Ireland's premier distributor of cleaning chemicals, products, and machinery, we've amassed 35 years of expertise.

Our diverse product portfolio, which spans antibacterial chemicals, top-tier floor polish, and industrial-grade machinery, caters to a broad spectrum of clients. This includes schools, hospitals, city councils, hospitality venues like hotels, bars, restaurants, and even household customers.



Backed by a seasoned team, our services extend beyond just product distribution. We offer machine servicing, and our commitment to client success is evident in our free demonstrations and training.

In 2022, we proudly became a part of the Irish embassy. Our partnership with i-mop technology presents our customers with an innovative solution, transitioning from manual to mechanised cleaning. This shift is particularly pivotal given the staff shortages in the Irish cleaning sector, exacerbated post-COVID.

2023 heralds a new chapter for us as we relocate and launch one of the inaugural i-team i-centers in Ireland.

[www.totalcleaningsupplies.ie](http://www.totalcleaningsupplies.ie)

# JOIN THE I-TEAM IRELAND FAMILY **AND CHANGE THE WAY YOU THINK ABOUT CLEANING**

i-team Global focuses on the development and design of *high-end cleaning machines, products and tools*. Ranging from scrubber dryers, vacuum cleaners, chewing gum removers, cleaning cobots and robots, microfiber pads and all-in-one cleaning islands. Our goal is to *simplify the entire cleaning process and bring back the joy in cleaning*. Our main innovation is the i-mop XL scrubber dryer, which has revolutionized the cleaning industry.

## NATIONAL COVERAGE, IRISH SUPPORT

With the recently established i-team Ireland specialists and a focused distribution network of regional Embassy members, i-team Ireland is forging ahead with a personal touch, enhancing the experiences of numerous clients, customers, and i-users daily. We don't stop at the

## SEEING IS BELIEVING

Schedule a demonstration with our i-van today and discover how i-team can revolutionize your cleaning operation. We promise you'll be amazed.

Just send us an e-mail to [hello@i-teamireland.com](mailto:hello@i-teamireland.com) and we will contact you directly.



doorstep; as a family, our goal is to instill our core values through i-van demonstrations and training, which take our products directly to customers or to our Dublin experience center. We welcome you to visit us in a relaxed, enjoyable environment to eat, drink, socialize, and select the right equipment for your company by exploring all our products under one roof.

## WE PROUDLY PRESENT: THE I-TEAM IRELAND FACILITIES

### BUILDING A GREEN PLANET

We think the planet is a beautiful place and want to help preserve it for as long as possible. As a progressive company, sustainability is embedded in the development of our products. For example, our machines use a minimal amount of water and we only use biodegradable cleaning agents.

For the new logistics and inspiration center in Eindhoven, we applied strict standards for sustainable design. This has led to a BREEAM® (Building Research Establishment Environmental Assessment Method) "Outstanding" score. At this location, we reuse rainwater and have solar panels, heat pumps and floor heating installed to reduce our overall energy and water consumption.

We are also proud partner of Made Blue (madeblue.org). For every liter an i-mop uses, we donate 1 litre to countries where clean drinking water is not the norm. So far, we have already donated 1,399,214,640 litre of water. Enough to provide 19,167 people with fresh drinking water for a year.

### VISIT US!

At our global experience center in Eindhoven, The Netherlands, our doors are always open to i-team Ireland members and their customers. We invite you to explore our real-life demonstration areas (an airplane, bus station, train station, gymnasium, convenience store, restaurants, hospital, cinema, classroom, and an airport baggage area), where you can use specially designed machines to fully experience our products. All this, complemented by our warm hospitality, welcomes you to be part of our i-team family!



WE ALREADY DONATED  
**1,399,214,640**  
LITRES OF CLEAN WATER ENOUGH TO PROVIDE  
**19,167** PEOPLE WITH FRESH DRINKING WATER  
FOR A YEAR.  **MADE BLUE**





**AVRIL MCCARTHY**  
Chairperson Irish Contract Cleaning Association (ICCA)

# THE CLEANING LANDSCAPE OF IRELAND

Challenges, Opportunities, and the Role of the ICCA

## ABOUT THE ICCA

Established in 2000, the Irish Contract Cleaning Association (ICCA) is the representative body for the professional commercial contract cleaning industry in Ireland. Membership of the ICCA is open to companies involved in the provision of commercial cleaning services in Ireland.



As part of its representative role for the sector, the ICCA makes policy submissions to the Government on issues affecting the industry (e.g., pay rates, work permits). They also aim to elevate the status and prestige of the industry and advocate for public recognition of the industry's vital role.

## THE CONTRACT CLEANING INDUSTRY IN IRELAND

Recent research commissioned by the ICCA suggests that the contract cleaning industry in Ireland encompasses approximately 2,500 enterprises, with a turnover of €940 million and employment of 29,900, based on 2020 estimates. The research also indicates that the industry experienced significant growth in recent years, with increases from 2015-2022 evident in the number of enterprises (17%), number of persons employed (12%), and turnover (27%).

Within the ICCA member companies, four sources of business account for about three-quarters of the turnover in 2021:

- Office and Administrative Premises (26%)
- Healthcare Premises (23%)
- Retail and Commercial Premises (15%)
- Manufacturing Premises (11%)

Educational premises, residential premises, transport operations/premises, and hospitality and catering premises combined for 12% of the turnover. Other unspecified sources accounted for the remaining 13%.

## CHALLENGES & OPPORTUNITIES FACED BY THE INDUSTRY

For many businesses, the greatest challenges are finding and retaining staff, coupled with rising personnel costs. Recent research indicates a staff turnover rate of nearly 30% in 2019, almost 37% in 2020, and over 38% in 2021, with close to 1,000 job vacancies currently.

Conversely, the potential benefits stemming from better-trained staff and the heightened recognition of the sector's role and importance, especially post the Covid-19 pandemic, are seen as significant opportunities for the industry.

There's an increasing emphasis on environmental and sustainability goals, which offers opportunities for more specialization within the sector. This shift is likely to lead to greater outsourcing of in-house cleaning tasks, further highlighting the role and significance of contract cleaning companies in delivering these essential services.

If you're interested in learning more about the ICCA and its role or wish to become a member, please reach out via [info@irishcontractcleaningassociation.ie](mailto:info@irishcontractcleaningassociation.ie).

## “IRISH CONTRACT CLEANING ON THE RISE”







IN  
CONVER-  
SATION



Dick Middelweerd

Restaurant Treeswijkhoeve  
[www.treeswijkhoeve.nl](http://www.treeswijkhoeve.nl)



faster

# PROUD, THAT'S WHAT WE ARE. **OUR GUESTS FEEL IT.**

Nestled in the wooded estate of Treeswijk lies the historic farm: the Treeswijkhoeve. How special it is to welcome 200 guests weekly. It's truly remarkable when guests revel in the perfect, creative dishes beneath the plane trees, amidst the elegant boxwood shrubs in the Burgundian surroundings of Brabant's Waalre. "You don't run a restaurant alone. We all pull together as a team," emphasises Dick Middelweerd, master chef and co-owner with his wife, Anne-Laura, of the 2-Michelin star restaurant Treeswijkhoeve.



## IN CONVER- SATION

In 2023, it marks 35 years since Anne-Laura's parents purchased the farm. They transitioned from a bistro in Valkenswaard to the farmhouse in Waalre. Three years on, Dick Middelweerd took the helm in the kitchen. "In school, I took a career test: what did I aspire to become? I was unsure. The outcome was either a chef or a baker. From day one, I was captivated by the profession of being a chef. I loved doing hands-on work. Internships were my learning ground, practical exposure taught me the most. The training felt like I was playing amateur football on Saturdays, then swiftly moving up to the premier league."

## “DISCOVER, GROW, PERFECT”

### DISCOVERING FLAVOURS

“Soon after starting with this farmhouse, my in-laws, Anne-Laura and I began our collaboration – for a decade. In 2000, they purchased the Treeswijkhoeve.” Over those 10 years, Dick transformed the restaurant, embarking on global culinary adventures; especially, his distant travels for flavours brought ample inspiration. Dick made the kitchen his own, with unique tastes, elevating



it to greater heights and evolving with the times. Dick continues this ethos: "Together with 2 kitchen chefs, we craft dishes. We ideate, jointly review, and present it to our patrons. We are a luxury restaurant boasting a kitchen rooted in our very own kitchen garden. Nowadays, the emphasis is more on health – more vegetables, more vegetarian offerings. We focus on delivering quality, skilful products. The accolades we receive are primarily from our patrons. Regardless of who you are, with a Michelin star, everyone dines with us because everyone craves the dishes we perfect to the tee. Always follow your instincts."

### STARS SURPRISE

"The most cherished moments are when your current or former employees earn accolades because of the training or mentorship you provided. It's an exhilarating feeling. A proud sensation. In 2005, we bagged our first Michelin star, and in 2013, our second – it came as a genuine surprise. Such recognitions make us proud. Our entire team gives their all to serve our guests to perfection, ensuring they relish a gourmet dish of the highest calibre. From dishwashers to head chefs, from maître d's to service staff. For us, this forms the foundation of hospitality. We wish for guests to feel at home, to be themselves. That's our objective. Our passion," Dick concludes.



"HOSPITALITY  
AT ITS FINEST"







## DIFFERENCE IN TASTE, DIFFERENCE IN CLEANLINESS

Dick also notices the variance in cleanliness standards, thanks to i-team Global. "The i-mop is a phenomenal device – it's cleaner, safer, and conserves both water and costs. Initially, I was sceptical about this compact floor scrubber, but now I genuinely see a kitchen floor that's purer, grease-free, even the grout is spotless. Every evening, post-wrap up, we can clean the floor swiftly. Walking into the kitchen every morning, there's a distinct, fresher aroma than before. The premium i-mop seamlessly complements our craftsmanship."

*"THE HIGH-QUALITY  
I-MOP ALIGNS  
PERFECTLY WITH OUR  
CRAFTSMANSHIP."*



I will show  
you what  
is invisible  
to the  
naked eye.  
**It's magic!**



## i-scrub 26H®

The microfibre hand range cleaner with integrated LED or black light makes sure the job gets done. Thanks to our patented soft edge technology, you'll even clean round surfaces with ultimate ease. Need to reach high-up places? Just switch the handle for a telescopic tube, and you are good to go! The i-scrub 26H has an ergonomic design and cleans 50% faster than a regular microfibre cloth.



**A smarter way of cleaning. Join the revolution.**  
Scan the QR code for more information.







The eel from Rijpelaal in Helmond is a local product where curing, smoking, and filleting are done in-house. 10% of the eels is returned to nature. The dish combines fresh flavours with a nod to Japanese cuisine.

## WINE SUGGESTION

Domaine de Bellevue Muscadet 'Gabbro' Pays Nantais, Loire, France



Jérôme Bretaudeau excels in the Muscadet terroir of Pays Nantais, the westernmost appellation of the Loire Valley. The 100% Muscadet grows on Gabbro, akin to Granite and Basalt, yielding mineral, terroir-driven styles. The wine has a briny, subtly smokey taste with lees-aging texture.



STARTER

# SMOKED EEL

SHISO | SORREL | HORSERADISH



Scan the qr code for the recipe





Langoustine, a delicate ingredient, paired with seasonal hazelnuts, provides value for diners. In a nod to Brabant's conviviality, we include a pata negra ham croquette, resulting in a dish of pure and genuine flavours.

## WINE SUGGESTION

Enric Soler Xarel.lo 'Improvisació'  
Penedès, Spain



Enric, once Spain's top sommelier, now teaches at a wine university. He inherited 2.5 hectares from his grandfather, where he produces wines with a Burgundian flair. The poor soil and cool climate create distinctive tastes.



STARTER

# LANGOUSTINE

IBERICO | HAZELNUT | TOMATO



Scan the  
qr code for  
the recipe

Red mullet, named for its striking red hue, freshly caught from the North Sea. Perfect with Provençal flavours; a summery dish with deep notes from a frothy cockle and saffron sauce.

## WINE SUGGESTION

EL MAS de L'A. by Alfredo Arribas  
Garnatxa Blanca 'Quars' Priorat, Spain



Situated in the Priorat region, La Morera's vineyards at 500m elevation boast a rich terroir producing refined wines. The Garnatxa Blanca thrives on quartz and clay soils. After fermenting in concrete and stainless steel, the wine ages for 10 months in 500l barrels, presenting a slightly reductive style.



MAIN COURSE

# RED MULLET

NDUJA | COCKLES | SAFFRON



Scan the  
qr code for  
the recipe



MAIN COURSE

# AUSTRALIAN WINTER TRUFFLE

PINE | MELOESKES

At Treeswijkhoeve, we honour the seasons. This summer dish features Australian winter truffle, given their reversed season. The pine vinaigrette, paired with Parmesan foam and truffle, creates a light yet flavourful contrast.

## WINE SUGGESTION

Domaine Jean Foillard Gamay 'Côte du Py' Morgon, Beaujolais, France



Morgon's finest vineyards are on the Côte de Py with 'sol pourri', granular shale prone to erosion. The wine matures in old wood and is bottled unfiltered, resulting in a refined, earthy style with an exceptional texture.



Scan the qr code for the recipe





# ENJOY WATER TO GIVE WATER



greener

**Machiel van Dooren**  
Cofounder Made Blue Foundation  
machiel.van.dooren@  
**madeblue.org**

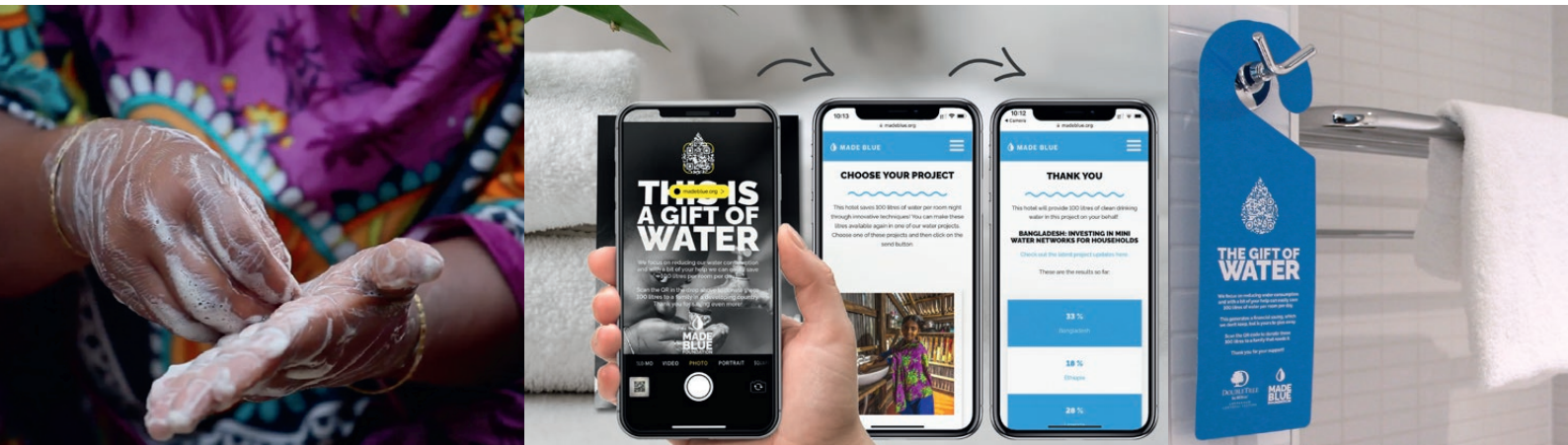
SUSTAINABLE  
BUSINESS



**MADE BLUE**



Made Blue Foundation is driven by a clear mission: clean drinking water for everyone. i-team has been a dedicated supporter for years, contributing over a billion(!) litres to our initiatives. This support has significantly transformed the lives of at least 16,800 individuals. Truly an outstanding achievement.



Our latest initiative, "Enjoy Water To Give Water", encourages hotel guests to reduce their water consumption during their stay. Taking a slightly shorter shower, turning off the tap while shaving or brushing, and utilising the eco-flush button can save up to 100 litres of water per hotel night. Through our QR-code stickers, guests can directly donate these savings to a water project of their choice.

## “ACCESS TO CLEAN WATER FOR ALL”

This new programme blends several of our core objectives: fostering water consumption awareness, backing both our ambassadors and water projects, and effecting large-scale change through small actions. A few of the hotels already on board include Doubletree Hilton, Novotel, and Mercure.

Despite challenges posed by the COVID-19 pandemic, we've experienced productive years. Our Uganda project is on track, where we've introduced 15 water kiosks and four major water collection points for local schools. Additionally, we've supported the creation and distribution of washable menstrual pads, enabling young girls to attend school consistently, even during their periods.

Similarly, our Ethiopia project is set to conclude this year. Not only have the water kiosks we sponsored been constructed and inaugurated, they also generate ample revenue for long-term maintenance. This ensures access to clean water for generations. Some even accumulate sufficient funds to establish a 'community fund', aiding locals in financial distress.

Our deepest gratitude goes out to i-team Global for their continued collaboration and support. Curious about the impact of Made Blue? Discover more at [madeblue.org](http://madeblue.org).







**Michelle Marshall**, editor of the European Cleaning Journal (ECJ)

The European Cleaning Journal (ECJ) is an independent trade magazine that focuses on the professional cleaning industry in Europe. It provides news, analysis, trends, and information on the latest developments and technologies in cleaning, hygiene, and facility management.

# CLEANING TRENDS IN EUROPE

The European cleaning market has seen significant activity in recent months, with as interesting trends: training, sustainability, employee wellbeing, and environmental responsibility.

## The UK

**UK correspondent Lynn Webster focuses on employee wellbeing as a sustainable workforce strategy. Companies are increasingly investing in initiatives like environmental projects and social gatherings to support staff wellbeing. This shift is not just good for morale but also boosts productivity. A well-rounded approach to wellness, incorporating emotional, physical, and mental health, is becoming an integral part of workplace plans. It aligns with corporate goals and supports a balanced work-life environment. The bottom line: when employees are content and see purpose in their work, it becomes a valuable investment for the company.**





## Denmark

In Denmark, service provider ABENA's academy is training cleaning operatives in Tønder for a more sustainable future. The courses focus on greener cleaning methods, like reducing water and product use. The initiative includes ECO-certified tools and aims to improve working conditions. The operatives also engage in "visual and trust-based cleaning," enabling them to make their own cleaning assessments rather than following fixed instructions. This approach, informed by training and daily interactions, enhances job satisfaction and professional pride. The effort is a holistic attempt to make the sector more environmentally friendly and worker-centric.



## The Netherlands

A Dutch survey found 39% of cleaning staff were unwilling to learn new skills, sparking a VSR-hosted webinar on training and employee engagement. While 97% of employers consider training crucial in performance reviews, 87% of employees felt differently. The discussion concluded that managerial time constraints and misaligned

training prerequisites may contribute to this disconnect. A proposed solution was workplace-based basic training that can be immediately applied, preventing skill-practice gaps. The key takeaway: it's vital for managers to engage with employees, discussing opportunities and listening to their concerns. This proactive approach could curtail worker attrition and absenteeism, thus justifying the investment in training.



# Germany

Germany's contract cleaning association, BIV, is embracing modern media to engage younger audiences, including prospective employees and customers. Through podcasts, TikTok, and promotional videos, BIV aims to discuss policy, business trends, and various aspects like training and sustainability. A highlight is a video showcasing the German Federal Skills Competition, nominated for a mediaV Award in 2023. BIV is also rolling out a multi-faceted campaign featuring over 60 videos across social networks. Divided into four segments—technology, messages, statements, and influencers—the campaign seeks to spotlight the sector's diversity, innovations, and training opportunities. With this, BIV launched its own TikTok channel.



# France

Ludovic Franceschet, a French dustman and social media sensation, embarked on an 800 km walk from Paris to Marseilles to tackle the litter problem. Armed with bin liners and litter pickers, he and his team collected 2.6 tonnes of litter in just the first few days. Franceschet aims to raise awareness and normalize responsible litter disposal, stating, "putting litter in a dustbin should just be normal." With 300,000 followers and a successful litter-picking tour of Paris already under his belt, Franceschet plans to extend his mission across France after completing his current journey.





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# WE-SUPPORT charity dinner

SUSTAINABLE  
BUSINESS



greener



On June 23, we celebrated the most recent edition of our We-Support Charity Dinner. The exquisite menu was curated by Michelin-starred chefs Dennis Middeldorp (Sense), Casimir Evens (Odille), and Dick Middelweerd (De Treeswijkhoeve), with special guest Jermain de Rozario (Rozario) joining the chef's table. The evening was guided by Ivich Hoffman. This edition also offered the opportunity to participate in the Walk & Talk, an inspiring tour through our Experience Center before the dinner.

The WE-support Charity Dinner is all about giving, supporting, and sharing, but most importantly, it's about coming together and enjoying the moment. An evening where diverse flavors unite, and where WE-support believes in the power of connections. By bringing people together, we foster unexpected encounters and inspire meaningful conversations, creating an elevated and enjoyable experience for all.





## ABOUT THE FOUNDATION

The WE-support Foundation is proudly sponsored annually by i-team Global, who believe that "together we achieve more." They seek out impactful charitable causes, both locally and globally, because they understand that collective efforts can make a significant difference. The event not only showcases their commitment but also brings together our valued donors for an unforgettable evening where we come together and give back. All proceeds from the dinner go directly to support these meaningful causes.

WE-support annually supports charitable causes by organizing Charity Dinners. The following organizations receive our support:

- Stichting i-support
- Stichting De Zonnebloem
- Stichting Vrienden van Bamabani
- Stichting Kinderoncologische vakantiekampen (SKOV)
- Made Blue Foundation



[www.wesupportstichting.nl](http://www.wesupportstichting.nl)

**we-support**



**"NO ONE HAS EVER  
BECOME POOR  
BY GIVING."**

- Anne Frank

Stichting kinderoncologische  
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# HAPPY AND HEALTHY PEOPLE **I-TEAM GLOBAL IS ON THE MOVE**

SUSTAINABLE  
BUSINESS



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While the world and the world of cleaning are moving in a more sustainable direction, we still see many examples of the challenges that we as human beings are facing and going to face on the planet Earth. Just finishing the hottest summer ever, with many devastating fires, millions of climate refugees, and a growing divide between the wealthy and poor, the agenda for a better future is becoming increasingly evident.



“PIONEERING  
SUSTAINABILITY  
IN CLEANING”





i-team global has been taking several serious steps over the past months and even years, that are ensuring a sustainable future for the organization, its partners, and users.

### THE IMPACT BUSINESS MODEL

As B Lab calls it, the Impact Business Model is of the greatest importance to any company. Basically meaning the answer to WHY you are in business. It is this Impact Business Model that forms the foundation to your impact goals. For i-team global, that started long ago with the desire to make the live of cleaning people nicer, easier, and healthier. With the creation of equipment that supported a healthier stance while cleaning. However, it's not just the well-being of cleaners that's important; reducing water usage and pollution has also been a strategic goal for the company.

### HOLISTIC APPROACH TO SUSTAINABILITY

And although many people think that fighting the global warming is all there is to sustainability, treating your people, treating your supply chains and the materials you use are as much part of a holistic sustainability strategy.

One can see this holistic approach both in EcoVadis as well as B Corps approaches. Sustainability is

assessed across various dimensions, with the environment being just one of them. We're proud to announce that i-team global has achieved Silver-level recognition from EcoVadis, a significant accomplishment. Over the coming years the company will slowly but certainly make all necessary improvements to go to Gold and Platinum level together with the B Corp Nexio Projects.

However, this is just one of the steps we're taking. While we've been working hard to become Silver with EcoVadis, our whole team worked vigorously to be able to submit our B Corp certification, which we did last June. In the coming months, we'll work closely with our consultant, Been Management Systems, which is also a B Corp Way Partner, to achieve B Corp certification.

These steps are very important to become, motivate and inspire our own team and all of our partners to follow charge. During the upcoming i-gathering we will present and discuss all of the steps we've taken. This will make it straightforward and practical for others to follow the same path toward improved sales and the creation of a more sustainable world together.





# Co-botic™ 45

## Your new favorite colleague

The co-botic™ 45 is an intelligent robotic scrubber-dryer for hard floors. It's your perfect cleaning help for spaces between 200m<sup>2</sup> - 1500m<sup>2</sup>. While the co-bot covers the main routes, the (human) cleaner can focus on cleaning the edges, corners and other spots that require more attention. The co-botic™ 45 is fast and efficient, as well as self-learning. A cleaning route can be manually mapped, or you can simply let it find its own cleaning route.



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