

Visiting Denmark

# i-connect

No. 5

## I-TEAM IN DENMARK

THE AMBITIONS ARE HIGH

## DISCOVER DENMARK THE COUNTRY OF FAIRYTALES AND HYGGE

### UNITED EFFORTS

WE-support raises €59.830

### 10 YEARS MADE BLUE

A DECADE OF MAKING EVERY DROP COUNT

i-connect Magazine is a bi-annual edition of i-team Global. For more information see [i-teamglobal.com](http://i-teamglobal.com)



No need to put your back into it

i-move 2.5B

# I've got your back

With the **i-move 2.5 B** 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.



## INTRODUCTION



So I invite you to read this 5th edition of i-connect magazine and dive a little bit deeper into what is so special at Denmark that in 2020 it was named to be "the best country to raise kids".

### What is it that makes Denmark so special:

**Is it "hygge"?** Denmark is known for coining the term "hygge" (It's pronounced hu-ge, by the way) to describe an atmosphere or situation that is cozy. The best way I can describe it is a sense of pure contentment.

**Is it the special relationship with water?** Denmark is famous for being a country where you are never more than 52 kilometers (31 miles) from the sea. A love of the water binds Danes together, young and old.

**Is it for the language with funny words?** Denmark is famous for taking road safety very seriously, even if the terminology makes English speakers laugh. The inner-kid in all of us wants to giggle when we see their signs about speed control. In Denmark, road cops do regular speed checks – which the Danes call "fartkontrol". You'll see many road signs with the word 'fart' on them in Denmark and that's because 'fart' means speed in Danish.

**My conclusion** on why I am attracted to Denmark: the aim for high quality in everything they do, that reflects in; a safe environment for everyone, well balanced priorities, love for minimalistic but cozy & functional design and good manners. This is 100% compliant with the five i-team icons: faster, cleaner, greener, safer & better – BUT: be aware of the "fartkontrol"!

**Ben van de Scheur**

Managing director i-team Professional BV  
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## Colophon

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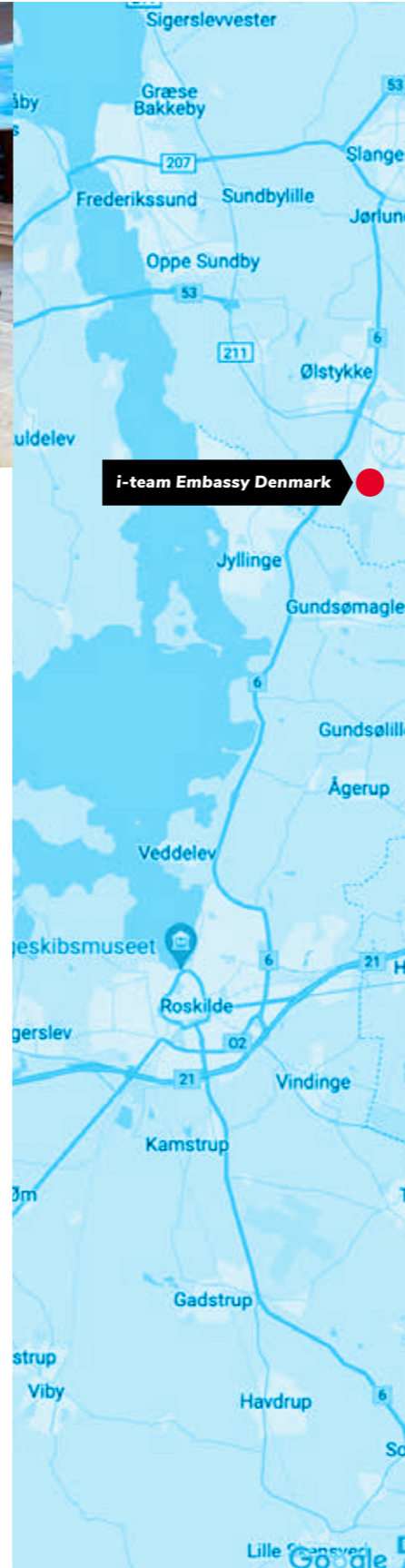


I-CONNECT



# LEARN ABOUT I-TEAM DENMARK

The innovative company that aims to bring joy back to cleaning



Since April 2020, i-team Denmark has been driving sales in the Danish market with its own embassy and sales and service organization. With a clear goal of increasing market share and strengthening the brand, i-team has developed a partner model that has boosted sales by more than 85% over 4 years. The journey has only just begun for i-team, as the ambitions are high.

i-team Denmark has a presence and proximity in the market, focusing on innovative, ergonomic, and more sustainable solutions for the cleaning industry. With a 300 m<sup>2</sup> large Inspiration Center (i-team Embassy), located 30 minutes' drive from the centre of Copenhagen, and with a sales team covering the entire country, the foundation is in place for continued i-team growth in the Danish market.

i-team Denmark closely collaborates with 8 i-partners, collectively servicing the entire Danish market, as well as the Faroe Islands and Greenland. Through i-partners, i-team products are sold to municipalities, hospitals, cleaning companies, private businesses, churches, hotels, and many other places.

## IMPROVED USER-FRIENDLINESS WITH GREEN THINKING

With an extensive product catalogue and a wide range of unique solutions for various cleaning needs, i-team has quickly established itself as a recognized global manufacturer with a strong focus on innovation, high user-friendliness, and sustainable initiatives.

i-team is a proud sponsor of Made Blue, a non-profit organization whose purpose is to provide access to clean drinking water in developing countries where access to water is lacking.

i-team Denmark contributes annually with approximately 20 million Liters of clean water, and globally, i-team Global has donated more than 1.7 billion Liters of clean water. Enough for about 20,000 people to have access to clean water for a year.

At the same time, i-team Global is in the process of becoming B Corp certified, while currently holding an

Ecovadis SILVER certification, with an ambition to achieve the highest rating; PLATINUM.

## BE INSPIRED FOR BETTER CLEANING

In our Inspiration Center in Ølstykke and our Experience Center in Eindhoven, Holland, the doors are always open to current i-partners, their end customers, and potential new i-team end-users. In Ølstykke, we can provide hands-on training and education on more than 20 different types of floors, while in Eindhoven, you'll get the full wow experience with a wide range of showrooms in 1:1 size; Fast food restaurant, 2 supermarkets, cinema, hotel room, hospital room, cafe, bus, train, sports bar, classroom, kindergarten, airport area, and an airplane.

Based on your business and reality, we take pride in inspiring to spread the joy, not dirt. After all, we have a mission to bring back the joy to cleaning.

i-team Embassy Denmark

### THE DANISH TEAM THAT SPREADS THE JOY, NOT THE DIRT

**i-team Ambassador & Country Manager**

Brian Bække

**i-team Sales Managers**

Jesper Koch

Martin Kristensen

Kristine Elverdam

**i-team Service & Sales Manager**

Niels Moesgaard

**Marketing & Customer Care Manager**

Lisbeth Buch Laursen

**Technician**

Jens Guldberg



# Benchmark Identify the country

**Denmark:** 5 regions and 98 municipalities  
**Population Denmark:** 5,9 million  
**Name of the regions:**

- Nordjylland
- Midtjylland
- Syddanmark
- Sjælland
- Hovedstaden

**Greenland:** 5 municipalities  
**Population Greenland:** 57.000  
 The largest city is Nuuk

**Faroe islands:** 29 municipalities  
**Population Faroe islands:** 52.000  
 The largest city is Tórshavn



# Discover DENMARK

Denmark, a Scandinavian country, is known for its progressive lifestyle and historical depth. Despite its modest size on the European mainland, the Kingdom of Denmark, including the Faroe Islands and Greenland, ranks as the twelfth largest country in the world. This union of territories reflects a rich blend of traditional charms and modern innovation.

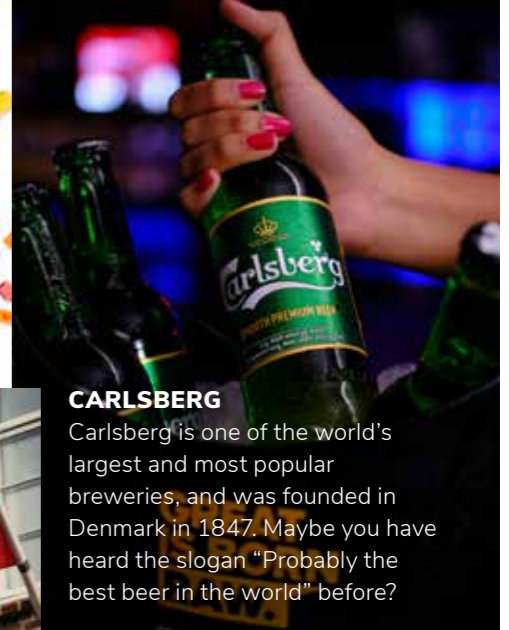
## I-TEAM EMBASSY DENMARK MEMBERS

• Abena	Aabenraa
• Nowas	Løgstør
• Prime Products	Jyllinge
• Reinfrøði	Tórshavn, Faroe Islands
• RV Unique	Rødekro
• Toprent	Skanderborg
• Virena	Brøndby
• VTK	Vejle



### LEGO

The world-famous LEGO brick was invented by the Dane Ole Kirk Christiansen in the town of Billund in 1949. Nowadays you can visit the original LEGOLAND.



### CARLSBERG

Carlsberg is one of the world's largest and most popular breweries, and was founded in Denmark in 1847. Maybe you have heard the slogan "Probably the best beer in the world" before?



### DANNEBROG

The world's oldest national flag is the Danish "Dannebrog" and was first acknowledged in 1219. Dannebrog remains the oldest national flag in the world still in use by an independent nation.

## Fun facts about

# DENMARK



### OCEAN

In Denmark, you are never more than 52km away from the ocean, making it almost certain that you will encounter the sea during your visit.



### WINDMILLS

The Danish company Vestas Wind Systems is the largest producer of windmills in the world. Vestas was founded in 1945.



### BAKKEN

The world's oldest amusement park, Bakken, is just a 20 minute train ride from Copenhagen and originates from 1583.

### BEST BARS, RESTAURANTS AND HOTELS IN COPENHAGEN

<b>Restaurants</b>	<b>Hotels</b>
Geranium	Nimb hotel
Alchemist	Hotel d'Angleterre
<b>Bars</b>	
Ruby	
Kayak bar	



# I-TEAM EMBASSY DENMARK MEMBERS AND I-USERS

DISCOVER WHY THEY CHOOSE I-TEAM GLOBAL

## ABENA

ABENA, founded in 1953 in Aabenraa, Denmark, is a family-owned company embodying Southern Jutland's culture of ethical and sustainable business.

Specialising in innovative cleaning solutions, ABENA collaborates with i-team to offer customers efficient and ergonomic cleaning. This partnership enables on-site demonstrations, thorough testing, and expert advice to ensure the best cleaning solutions tailored to customer needs. The collaboration fosters a development-focused approach, integrating all i-team products, including the new Co-botic 45, into ABENA's range.



[www.abena.dk](http://www.abena.dk)

## RV Unique

Since 1987, RV Unique has established itself as a leading supplier of hygiene solutions and consumables in the Danish cleaning industry, evolving into a comprehensive provider for both public and private sectors.

With a national reach, they serve various customers, including national chains, supported by travelling consultants across Denmark. RV Unique's partnership with i-team complements its commitment to optimal customer service, incorporating i-team's innovative products like i-mop, i-scrub, Co-botic 1700, and i-vac into their offerings, ensuring tailored and efficient cleaning solutions for all clients.



[www.rvu.dk](http://www.rvu.dk)

## NOWAS

NOWAS, an innovative cleaning wholesaler servicing the entire Nordic region, has experienced steady growth through its commitment to flexibility and a customer-centric approach.



With three branches in Denmark and Norway, NOWAS distributes a wide array of cleaning products, including specialty items via various distributors. The partnership with i-team Global has significantly enhanced NOWAS' ability to offer unique, effective cleaning solutions, especially spotlighting the Orbot product family. Sales are conducted through NOWAS' website, personal consultations, and direct demonstrations at client locations, ensuring tailored advice and support. This collaboration underlines NOWAS' dedication to solving customer challenges and expanding its range with i-team's innovative products.

[www.nowas.dk](http://www.nowas.dk)

## Virena

Virena, a wholesaler of cleaning products, has a strong presence in Zealand, particularly around Copenhagen, and recently expanded with a new store in Kolding, Jutland.



Specializing in machinery sales and consultation, Virena also operates a service department. Their range includes i-team products like i-mop, i-vacs, i-spraywash, i-scrub, and Co-botic 45. Serving various customers, i-team's innovative products significantly enhance Virena's offerings. The main store in Brøndby, the company's heart, features product exhibitions, and all Virena stores provide excellent product advice alongside goods collection.

[www.virena.dk](http://www.virena.dk)

## Prime Products

Founded in 2016, Prime Products brings over 40 years of expertise in maintenance, cleaning supplies, packaging, paper, and safety equipment.



The company strives to provide the best products for each task, prioritising efficiency, customer satisfaction, and environmental sustainability. Specialising in unique concepts and facing challenges head-on, Prime Products serves diverse segments like sports facilities, restaurants, municipalities, and campgrounds. A dedicated i-team sales representative, operating from a custom i-team van, showcases i-team products daily, enhancing customer engagement. Starting with i-spraywash, Prime Products has expanded its i-team range to include the i-mop family, i-scrub, co-botic 1700, Orbot, and i-vac, demonstrating a strong commitment to innovative cleaning solutions.

[www.primeproducts.dk](http://www.primeproducts.dk)

## Toprent

Founded in 1976, Toprent has become a leader in providing sustainable and innovative cleaning solutions and non-food products, primarily for the public sector, cleaning companies, and businesses.



Rather than pushing specific products, Toprent focuses on delivering solutions tailored to each customer's unique needs, supported by a longstanding partnership with i-team Denmark. This collaboration enables Toprent to enhance customer cleaning operations with advanced machinery. While the i-mop remains a popular choice among Toprent's clientele, other i-team products like i-scrub, i-spraywash, i-vac, and the co-botic 1700 are also favoured. Additionally, there is growing customer interest in the latest offerings, Orbot and Co-botic 45.

[www.toprent.dk](http://www.toprent.dk)

## Reinfrøði

Reinfrøði, the exclusive i-partner in the Faroe Islands, has been revolutionising the local cleaning industry since becoming an i-partner in 2017.

Originating as AH Jensen and undergoing a name change in 2021, the company offers paper, consumables, and machinery with a focus on quality and service. Located in Tórshavn, its dedicated team of three ensures top-notch sales, marketing, and service. The partnership, which started with the i-mop, has expanded to include products like i-drive and Orbot, significantly improving the cleaning standards in the Faroese market and reinforcing Reinfrøði's brand and network.

[reinfrødi@reinfrødi.fo](mailto:reinfrødi@reinfrødi.fo)



## VTK

VTK, established in 1965, transitioned from manufacturing to exclusively trading in cleaning products after a change in ownership in 2008, focusing on innovation and customer needs.

As an i-partner, VTK offers unique, future-oriented i-team products, aligning with environmental and global sustainability, including water donations to developing countries. A standout in their range is the i-mop family, blending machine efficiency with traditional mop simplicity. This innovation represents a shift towards more efficient cleaning methods, underpinned by VTK's strong sales team committed to promoting machine over manual cleaning.

[www.vtk.dk](http://www.vtk.dk)







Boat tour Copenhagen



The Little Mermaid

# UNVEILING DENMARK'S ECONOMIC AND INNOVATIVE DRIVE FOR PROGRESS

The small nation of Denmark, known from Hans Christian Andersen's fairy tales about The Little Mermaid and The Ugly Duckling, with approximately 5.9 million inhabitants, is the story of a country in Scandinavia that economically ranks among the wealthiest in the world. Denmark is ranked as the 6th richest OECD country, measured by GDP per capita, and boasts more than 400,000 companies, including several global export successes such as Maersk, Carlsberg, Vestas, LEGO, and Novo Nordisk.

Denmark is internationally recognized as an economic powerhouse, and i-team has a well-established presence with its own embassy and organisation. Denmark's economy has been a story of stable growth, social justice, and innovation for decades. With a well-functioning welfare system, strong industries, and sustainable policies, the country has a diversified economy spanning sectors such as industry, services, agriculture, and technology.

Denmark has been a frontrunner in sustainability and green energy. Investments in renewable energy sources like wind power have not only reduced the country's CO<sub>2</sub> emissions but have also created a thriving sector with exports of technology and expertise. Additionally, Denmark has a strong tradition of innovation and research.

Combining social justice, innovation, and sustainability, Denmark stands as an example of how a successful economy is not just about growth but also about investing in people and the environment. With a proactive approach to challenges and continued focus on sustainability, the future looks bright for Denmark's economy.

This development and direction also support i-team's mission and purpose of transforming and improving the cleaning industry with more sustainable solutions and products for both people and the environment. i-team Denmark has a presence and proximity in the market, focusing on innovative, ergonomic, and more sustainable solutions for the cleaning industry. With a base from a 300 m<sup>2</sup> Inspiration Center (i-team Embassy), strong organisation and a sales team covering the entire country, the foundation is in place for continued i-team growth in the Danish market.



Nyhavn restaurants and cafes

## COPENHAGEN

The Danish i-team Inspiration Center is located in Ølstykke, just a 30-minute drive from Denmark's capital city, Copenhagen, a charming, historical, and vibrant metropolis. Copenhagen is known as one of the world's most bike-friendly cities, with more bikes than cars and a well-developed infrastructure for cyclists. Copenhagen is also renowned for the free town of Christiania: an alternative and self-governing district known for its unique atmosphere, colourful houses, and artistic community. It's a creative and unconventional scenic community in the heart of the city.

The famous sculpture of The Little Mermaid at Langelinie is a globally recognized icon of the city. The Little Mermaid has often been subjected to various forms of pranks and dressing up by locals or visitors - and has even lost her head on several occasions!

Copenhagen boasts harbour baths where people can swim in completely clean water, close to Tivoli, one of the world's oldest amusement parks and a major tourist attraction. It combines amusements, concerts, and a magical atmosphere.

One of Europe's longest pedestrian streets, Strøget, is a shopping mecca with a plethora of shops and cafés. Especially in the spring and summer months, it's a fantastic and atmospheric place for street musicians and festivals.



## NOW IT'S TIME TO "HYGGE"

The Danish word "Hygge" cannot be directly translated into English but is nevertheless a crucial part of Danish culture. Hygge is best described as feeling good and relaxed in each other's company.

Copenhagen is renowned for its coffee culture, with cafés and coffee bars everywhere. People love to take the time to relax and embrace 'hygge'.





**JYTTE HANSEN**  
Chairman, Dansk Rengøringsteknisk Forening (Danish Technical Cleaning Association).

# THE CLEANING LANDSCAPE in Denmark

## ABOUT DANSK RENGØRINGS-TEKNISK FORENING (DRF)

**The Dansk Rengøringsteknisk Forening (DRF), founded in 1982, is an independent entity led by a working board, representing 248 members across Denmark's cleaning sector, focusing on innovation and development.**

**In Denmark, approximately 130,000 people are employed in the cleaning industry. About half of these workers come from a different ethnic background than Danish. A significant challenge in the cleaning industry is the shortage of qualified labour. The Danish Cleaning Association (DRF) is implementing several initiatives to enhance the industry's image, promoting education and visible cleaning.**



It's crucial for cleaning activities to be conducted during daylight hours where possible, as this supports integration and fosters a better working environment. Despite some criticism in Denmark regarding visible cleaning, industry organizations advocate for its benefits, highlighting that visible cleaning promotes integration and ensures a safer work environment.

Research indicates that individuals with irregular working hours are more likely to become ill, and those who get insufficient sleep face a higher risk of illness compared to those who achieve a full 8 hours, benefiting from a stronger immune system. Thus, conducting cleaning operations during daylight makes sense.

### SEVERAL INITIATIVES TO STRENGTHEN THE INDUSTRY'S IMAGE

Over recent years, DRF has launched a variety of initiatives such as webinars, "Cleaning Assistants' Day," and a large-scale professional trade fair scheduled for October, in partnership with the Odense Congress Centre. The association also organizes seminars, exhibitions, after-work gatherings, and theme days, creating a robust professional network that facilitates the exchange of knowledge on technological advancements, environmental issues, management, and safety.

DRF has been instrumental in forming a community where industry competitors collaborate towards mutual goals, thereby fostering strong relationships and solidarity.

The inaugural Cleaning Assistants' Day, held on December 4, 2023, underscored the industry's essential role in society and was hailed as a significant success.

### FOCUS ON SUSTAINABILITY – WITH HEALTHY SCEPTICISM

The green agenda and sustainability have been significant in Denmark for years. The Nordic eco-label, the Swan Label, which applies to cleaning products and supplies, has been influential since its inception in 1989. The success of the Swan Label inspired the EU to create the EU Ecolabel. Both eco-labels reassure consumers about minimal environmental impact. In Denmark, the Swan Label or Ecolabel is becoming a mandatory requirement, especially in the public sector and among cleaning companies.

Given this context, DRF also focuses on Greenwashing, addressing companies that falsely market themselves as more sustainable than they are. This issue poses a challenge for consumers, leading DRF to include "Greenwashing" in its seminar topics.

Technological advancements have seen a move towards more mechanized cleaning, including floor scrubbers that aid in more efficient and ergonomic cleaning. In recent years, automated cleaning through robots has started to emerge. As a trade association, DRF observes that the technology, after initial challenges, is improving and anticipates significant growth in robot technology in the cleaning industry.





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

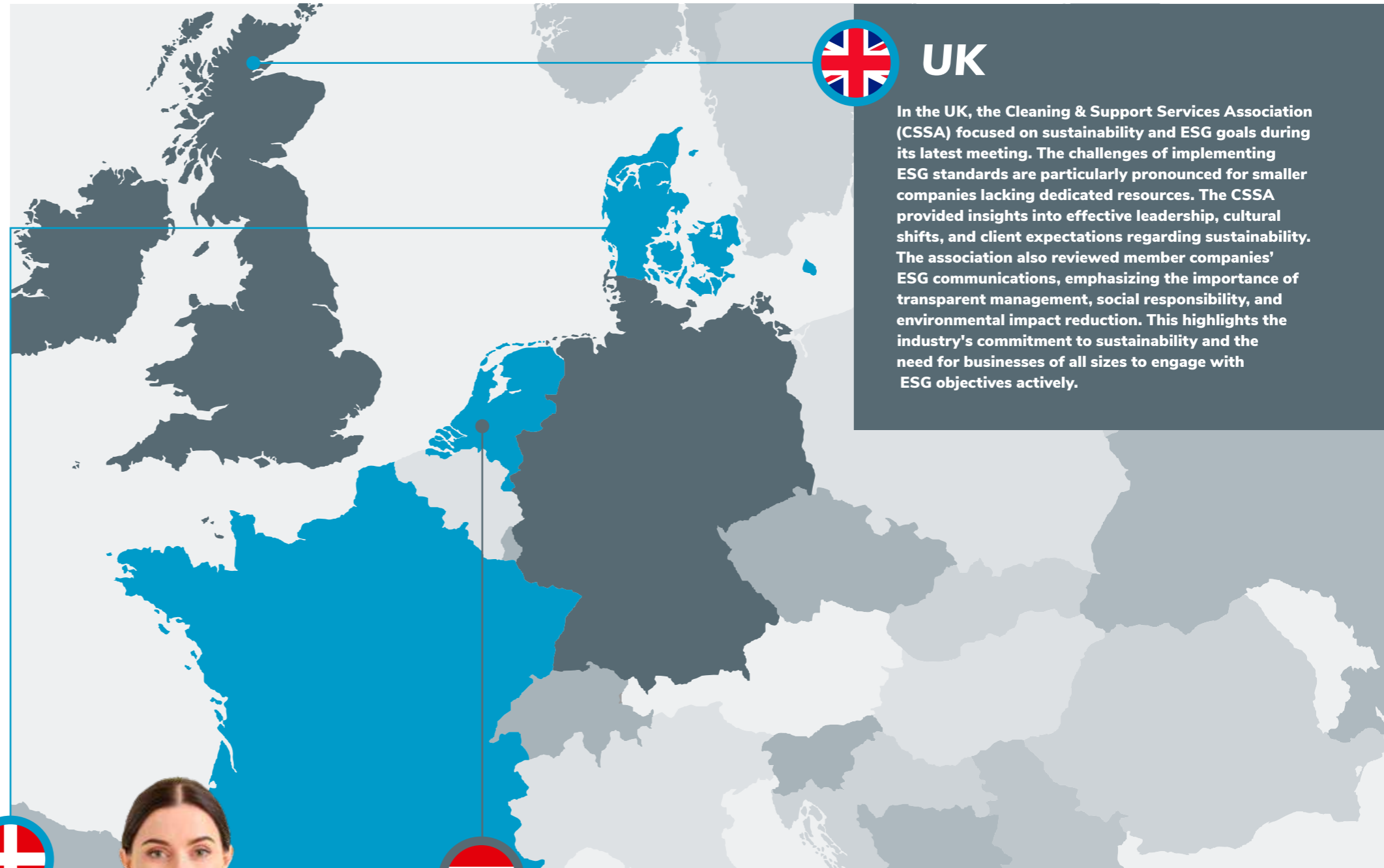
The European Cleaning Journal (ECJ) is an independent trade magazine that focuses on the professional cleaning industry in Europe. It provides news, analysis, trends, and information on the latest developments and technologies in cleaning, hygiene, and facility management.

# 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

## Denmark

In Denmark, where the cleaning industry employs around 130,000 people, the inaugural Cleaner's Day occurred in December, initiated by the Danish Association for the Technology of Cleaning and Maintenance (DRF) and Rent i Danmark magazine. The event, inspired by similar celebrations in other Nordic countries, aimed to enhance cleaners' visibility and appreciate their essential contributions. Employers showed support through various gestures like luncheons and gifts. Jytte Hansen from DRF emphasized improving working conditions and well-being to reduce sick leave, hoping to foster greater recognition and respect for cleaners' work.



## UK

In the UK, the Cleaning & Support Services Association (CSSA) focused on sustainability and ESG goals during its latest meeting. The challenges of implementing ESG standards are particularly pronounced for smaller companies lacking dedicated resources. The CSSA provided insights into effective leadership, cultural shifts, and client expectations regarding sustainability. The association also reviewed member companies' ESG communications, emphasizing the importance of transparent management, social responsibility, and environmental impact reduction. This highlights the industry's commitment to sustainability and the need for businesses of all sizes to engage with ESG objectives actively.



## The Netherlands

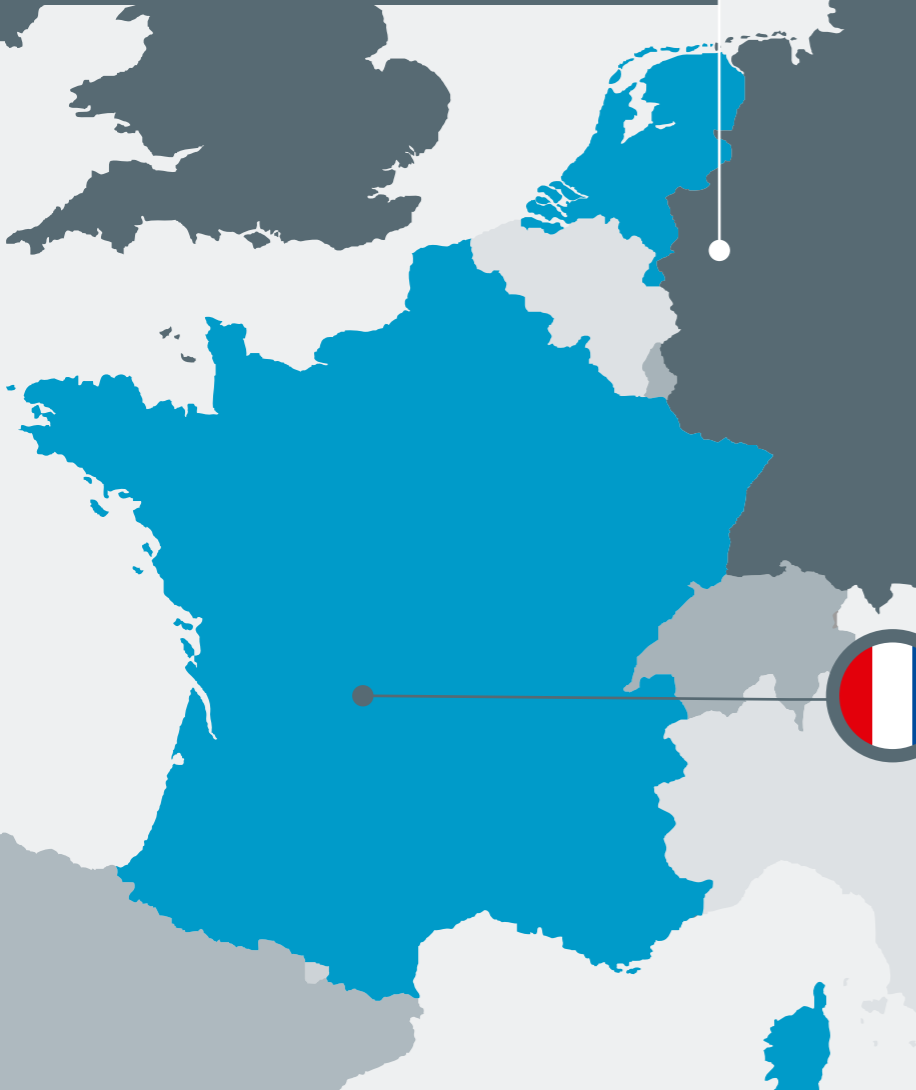
Research by the Netherlands' Social Economic Council (SER) reveals that low-skilled workers in the Dutch cleaning sector face a higher risk of poverty due to limited contracts and fragmented working hours. The industry association VSR is addressing this by advocating for better contract conditions and educating cleaners on financial management. The

sector is challenged by evening work schedules, leading workers to juggle multiple jobs, increasing stress and financial burdens. VSR suggests that cleaning companies can mitigate these issues through clearer communication, educational programs, and utilizing government subsidies to support their employees.



# Germany

Germany's unique Craft Skills championship for the contract cleaning sector showcased diverse cleaning skills, promoting young talent. The competition, held in Düsseldorf, covered various cleaning techniques, contributing to professional development. Winner Sarah Lutz, distinguished for her exemplary training performance, currently aims for her master craftsman's examination. Lutz's success highlights the need for greater recognition and career development opportunities in skilled trades, advocating for enhanced promotion in schools and on social media to attract more young professionals to the cleaning industry.



# France

The French cleaning industry faces uncertainty in 2024 due to economic challenges, with potential stagnation caused by wage and cost increases. The French Cleaning Federation (FEP) introduced the 'Index Propreté' to adjust cleaning contracts according to rising costs. With the upcoming Summer Olympic Games in Paris, cleaning companies, especially in the Paris region, must adapt their operations and logistics. The event is expected to impact the sector significantly, requiring flexibility and strategic planning from businesses to handle the increased demand and logistical challenges during the games.



i-escalate 520



SCAN ME



Non-regular cleaning is the number 1 issue with escalators. I am here to help!

## Elevate your space, one step at a time!

### All-in one escalator cleaner

- Fast high-quality cleaning
- Battery charged (no need for cables)
- Easily managed by one operator
- Easy maintenance
- Low nuisance
- Low volume

The ideal partner combined with imop Lite at the escalator entry and leaving slope.



## Why i-escalate 520?



**Faster**  
Fast quality cleaning: cleans a 6 mtr. escalator in 4 minutes. The maintenance of the machine provides a faster solution compared to existing machines in the market.



**Cleaner**  
The 2 brushes are especially designed to get into the deep grooves of the escalator. By using i-dose id. 5 you'll get the cleanest results.



**Greener**  
By using i-dose id. 5 with i-escalate, professional results are achieved without the need for any chemicals.



**Safer**  
Reduced risk of falling is achieved through onboard direct power supply to the machine. The 1500 W power bank provides direct power to the i-escalate. No cables on the floor, and all warning signs can be detached from the i-escalate to create a safe working environment for you and your customers.



**Better for everyone**  
I-escalate cleans quickly and is easy to maneuver. All components are integrated into the machine and are easy to maintain.





# JOIN THE I-BAND

## CONNECTING THROUGH MUSIC

BUSINESS



**Frederique de Jong** is a journalist and presenter with extensive experience in Dutch media. She is also a moderator during the i-gathering events.

At the last i-gathering in 2023, I stood in the new Orangery in the evening among the people, enjoying snacks and drinks, and looked around. Yet another new extension! It looked beautiful and was very cosy. A band was playing on the stage. Frank walked among the tables as proud as a peacock, sharing his enthusiasm about, well, what not? It seemed as though everything was complete, as if we needed nothing more.

But then I got into a conversation with Simon Tidder from England about music and making music. Did he play an instrument? Yes, indeed, the saxophone.

It was gathering dust, but with a bit of goodwill, music could come out of it again. Hey, but wait a minute! A band, that's what we don't have at i-team! It would be nice to have a band consisting of musicians from different countries who are connected to i-team. What am I saying? Connected? I mean, of course, that they are ambassadors. Making music together really fits with that.

Just after we got this idea, Frank walked by again. What did he think of an i-band? Yes, fantastic! We dreamt a bit more, but soon we moved on to another topic. Later, the coaches dropped us off at our hotel. It was a beautiful, long first day of the i-gathering. What would await us the next day?

“WHAT DOES FRANK THINK OF AN I-BAND? YES, FANTASTIC!”

That day came quickly for me. At 5:32 am, Frank sent a WhatsApp message: 'Place a call for the i-band.' Let's not beat around the bush, I thought in my half-sleep. A few hours later, I called from the stage in the Arena for people to sign up for the i-band. We now have a group of five people: a saxophonist, a guitarist, a bassist, a pianist, a ukulele player, and a singer. We could still use some more people! Especially now it turns out that this year's i-gathering has been moved to next year. Scotland might not be able to come in that period, and with that, we lose about half the band! In short: it's all still a work in progress.

Do you play an instrument? Sign up at: [frederiquedejong@icloud.com](mailto:frederiquedejong@icloud.com)





## UNITED EFFORTS **WE-SUPPORT CHARITY DINNER RAISES €59.830**

Last November, the air was filled with anticipation as guests gathered at i-team Global in Eindhoven for the eagerly awaited ninth edition of the WE-support Charity Dinner. With 200 attendees, the event was not just a gastronomic journey but also a heartfelt chance to make a difference.



Under the skilled hands of renowned chefs – Dennis Middeldorp, Jermain de Rozario, Casimir Evens, and Dick Middelweerd – guests were treated to a culinary symphony, a six-course masterpiece delighting the palate and warming the soul. But beyond the exquisite flavours and carefully paired wines, the true essence of the evening was its noble purpose: supporting worthy causes.

With every bite savoured, every glass raised, guests contributed to something greater than themselves. Their generosity was evident in the remarkable sum of €59,830 raised for five deserving organisations: Bambanani, Made Blue, SKOV, De Zonnebloem, and i-support.

Behind the scenes, a team of dedicated entrepreneurs volunteered tirelessly, their efforts highlighting the power of collaboration and community spirit. As the night unfolded, it became a testament to the impact achievable when individuals unite for a common goal.

Accompanied by live music from the Tiny Little Big Band, renowned as the most stylish band in the Netherlands, conversations flowed, laughter filled the air, and friendships were forged, making it an unforgettable experience highlighting the joy of giving back.

In the end, as the music faded, there was a sense of fulfilment and achievement. Mission accomplished, indeed. With nearly €60,000 raised for those in need, the WE-support Charity Dinner stood as a shining example of the results when compassion, generosity, and unity combine.







IN  
CONVER-  
SATION

Erik Bons and Bart Haans

"HOSPITALITY WITH  
UNFORGETTABLE  
**EXPERIENCES IS  
OUR PASSION"**

Bart Haans and Erik Bons are passionate professional chefs with a combined 53 years of experience in the culinary world, particularly in high-end restaurants renowned for their Michelin stars. Bart made the transition to i-team Global six years ago, while Erik joined in 2023.

"We were welcomed with open arms. Of course, moving from the restaurant industry to a corporate environment and from working weekends to a full week was a big change, but we quickly adapted. It's a fantastic and enjoyable team to be a part of. We're all on the same page. We work in Green-certified buildings, both at Fligh Forum and the Hoppenkuil. We take care of each other and stand together for a 'no waste policy'."





IN CONVERSATION

"Every year, we warmly welcome approximately 10,000 guests from all over the world. They attend our various events, such as WE-support Charity Dinners, Sales Academy, i-partner- and co-partner visits, i-gatherings with partners, television broadcasts like Captains of Cleaning featuring entrepreneurs and other business visits. Bart Haans and Erik Bons, the two renowned chefs of i-team Global, are committed to ensuring that each guest enjoys an unforgettable culinary journey. From the moment our guests step off the plane or out of their cars until they leave, we spare no effort in providing them with unparalleled hospitality. Even after 2 months, they still remember their visit to i-team."

"We stand and strive for hospitality. With passion, we dedicate ourselves to both our guests and our dishes. We aim to provide a burst of flavor, an

unforgettable culinary experience. Everything is fresh, every single day. We meticulously craft our dishes using locally sourced organic ingredients. Venturing further into the realm of 'fine dining,' we lay the groundwork for our

**BART**  
 "DO IT WITH PASSION OR NOT AT ALL"



sauce-making, our foundational stocks. Daily, we bake fresh apple pies, as the aroma alone creates a lasting impression. For our guests, apple pie is the ultimate favorite, and our sales ambassadors surprise every new customer with our home-baked delicacy. Additionally, we ensure that every workday includes lunch for 60 employees at Flight Forum and 20 employees at the Hoppenkuil."

"Sustainability is crucial for the world, and 'no waste' is a big part of that. This mindset extends to Denmark as well. That's why we collaborated with a Danish colleague to create a Danish dish. We made, tasted, and experienced it ourselves. An old and traditional Danish dish is 'flæskesteg,' made with pork, red cabbage, and potatoes. With any leftovers, we craft a delicious sandwich. It's simply delightful!"

**OUR KITCHEN: IMPECCABLY CLEAN**

In the hospitality industry, hygiene is paramount because a clean kitchen is vital for health and safety. "Our kitchen team relies on state-of-the-art equipment. At the end of each day, we use an i-mop to clean the floors and an i-scrub 26 with i-clean, a disinfectant, to sanitize all kitchen surfaces such as refrigerators and countertops. This ensures that we always start our mornings with a spotless kitchen.

**I-MOP**

The i-mop reduces physical strain, is fast, and highly maneuverable. It uses fresh water to make the floors even cleaner, while the dirty water is collected in its tank, replacing the need for manual mopping.



**I-SCRUB 26**

The i-scrub 26 is a groundbreaking 'blacklight' handheld device with a microfiber cloth. It's ergonomically designed, effortlessly cleans all surfaces, including round ones like sinks and curved materials. Plus, it features an integrated blacklight for pre and post-cleaning inspections, ensuring a thorough job every time. Convenient and top-notch.



**ERIK**

"PERFECTION IN EVERY PLATE, NO CONSENSIONS ALLOWED"



Brioche with crispy roasted pork belly, red cabbage salad with apple, sweet and sour cucumber and onion, yogurt sauce, and red cabbage mayonnaise.

## BEER PAIRING SUGGESTION

Carlsberg



"With this dish, a chilled glass of Carlsberg is simply delicious. Carlsberg is Denmark's most famous beer, brewed in Copenhagen. Officially classified as a pilsner, it boasts a distinctive spicier character. Thanks to the delightful softness imparted by hops and barley, this beer is incredibly enjoyable to drink and has been available worldwide for many years."



STARTER

# FLÆSKESTEGS-SANDWICH



Scan the qr code for the recipe



Crispy roasted pork ribs with potatoes, red cabbage, and parsley sauce.

## WINE PAIRING SUGGESTION

Louis Jadot, Pinot Noir, Beaune, Bourgogne, 2022, France



A lightly chilled glass of Louis Jadot Pinot Noir is recommended with this dish. Its spicy character and aromas of blackberries and cherries complement the flavors of the dish perfectly.



MAIN COURSE

# STEGT FLÆSK MED PERSILLESOVS



Scan the qr code for the recipe





Red fruit with semolina and vanilla cream.

DESSERT

# RØDGRØD MED FLØDE

## WINE PAIRING SUGGESTION

Cascina Di Mela, Casimira Barbet, 2021, Piemonte, Italy



This sparkling glass, with flavors of strawberries, raspberries, and blackberries, is best enjoyed chilled. Its fruity and ripe tones complement this dessert perfectly.



Scan the qr code for the recipe

# Stop cleaning with regular mops. Start i-mopping!

## Are you ready to clean faster?

imop Lite is a compact, effective and above all easy-to-use machine. Especially for all areas where you so far only have been able to clean manually with mops. Mechanical cleaning with imop Lite saves you money compared to manual cleaning.



## Savings per 300 m<sup>2</sup> vs. manual mopping



Energy  
90%



Water  
15.2 liter



Time  
30 mins

## Technical specifications



Run time  
45 mins



Practical performance  
700 - 1000 m<sup>2</sup> per hour

## Why imop Lite?



### Faster

Cleans 50% faster than conventional mopping and 20% faster than equal size scrubber dryers proven by cleaning rates of up to 1300 m<sup>2</sup> per hour.



### Cleaner

Powerful twin counter-rotating 500 RPM brushes for soil removal proven by ATP test data reflecting up to 90% cleaner surfaces.



### Greener

Takes advantage of every bit of chemical and every drop of water, which is proof that it reduces environmental impact by over 75%. On average the imop Lite uses 20% less energy per m<sup>2</sup> compared to a typical scrubber dryer.



### Safer

Cleans and dries floors almost instantly - proven by standardized slip test readings of 120 or less - significantly reducing slip and fall hazards.



### Better for everyone

It cleans fast and thoroughly, resulting in a cleaner and healthier environment for everyone.



i-team®

For more info about our imop Lite, visit: [i-teamglobal.com](http://i-teamglobal.com)





SUSTAINABLE  
BUSINESS



greener

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

# 10 YEARS OF MADE BLUE CLEAN DRINKING WATER FOR EVERYONE IN THE WORLD



MADE BLUE

Founded by Frank van der Tang, Machiel van Dooren, and Robin Pot, the Made Blue Foundation has evolved from a visionary idea into a dynamic force for change on its 10th anniversary. At its core lies the mission of providing clean drinking water to all.



## HOW IT STARTED

In 2014, the trio, hailing from a CO<sub>2</sub> offset company, recognized the potential of applying the CO<sub>2</sub> offset mechanism to the realm of clean water. This realization was spurred by the stark reality that despite seeming solvability, millions worldwide lacked access to clean water. Thus, the Made Blue Foundation was born.

## AN ENTREPRENEURIAL SPIRIT

With backgrounds in retail and sustainable practices, the founders swiftly established Made Blue as a transparent foundation, aiming to make a tangible impact. Their model, costing a mere 33 cents for 1000 liters of clean water, directs two-thirds to projects and one-third to supporting donors in communicating their impact. This efficient approach enables them to partner with businesses and individuals alike.

## PARTNERSHIPS FOR GLOBAL IMPACT

Over the last decade, Made Blue has provided 17 billion liters of clean water, benefiting 230,000 globally, with support from 500+ corporate ambassadors and a team of six. Partnering with brands like i-team Global, Quooker, and La Trappe, Made Blue's initiatives, including 'a liter for a liter', secure ongoing corporate backing. These collaborations extend into hospitality and hotels, broadening their impact.

## LOOKING FORWARD

Machiel van Dooren envisions expanding Made Blue's reach to provide access to clean water for millions more in the next five years. "Within five years, we aim to provide over 70 billion liters of water, granting clean drinking water access to approximately one million individuals, of whom three-quarters are children. Presently, 436 million children endure extreme water vulnerability. In a decade, our goal is to offer reliable water access to at least 10% of them, in partnership with our donors."

Similarly, Frank van der Tang aims to enroll major European hotel chains in water-saving initiatives, thus preventing further environmental degradation. Machiel van Dooren further elaborates that Made Blue "also invests 10% of incoming donations in water entrepreneurs in developing countries, for instance, by providing startup capital. This approach ensures guaranteed impact while also increasing the likelihood of reinvesting the funds in the future, thereby amplifying our impact even further."

Article appeared in its original form in [www.duurzaam-ondernemen.nl](http://www.duurzaam-ondernemen.nl).



# I-TEAM ON THE MOVE

## Revolutionizing Cleaning with Co-botic 45



**Martin Kristensen**  
Area Sales Manager

SUSTAINABLE  
BUSINESS



cleaner



### MARTIN'S FIVE TIPS

#### #1

Honesty first: Decline demos or sales of the Co-botic 45 if the machine isn't suitable for the customer's tasks or environment.

#### #2

Best use cases: Use Co-botic 45 in medium to large, open spaces like foyers and corridors where it performs best.

#### #3

Manual areas: Employ the imop Lite for detailed cleaning, edges, toilets, and areas where manual mopping prevails.

#### #4

Customer follow-up: Regularly check in with customers to ensure the robotic solutions are effective and provide necessary support and service plans.

#### #5

Support availability: Be ready and accessible to offer help and service, especially when customers face issues with cleaning robots.

**i-team is revolutionizing the cleaning industry with its innovative robot technology, leading with the Co-botic 45, a compact robot floor scrubber designed to meet the rising demand for automated cleaning solutions. This shift towards robotics is driven by the need for greater efficiency, competitive pressures, and recruitment challenges in the cleaning sector.**

#### EFFICIENCY THROUGH AUTOMATION

Robot technology enhances cleaning efficiency by allowing continuous operation, thereby freeing staff for more complex tasks and ensuring consistent, error-free cleaning results. The Co-botic 45, launched by i-team in 2023, symbolizes the collaboration between robots and humans, designed to support rather than replace cleaning staff by handling repetitive tasks, thereby improving workplace ergonomics and staff well-being.

#### DANISH EXPERIENCES WITH CO-BOTIC 45

Martin Kristensen from i-team Denmark shares positive feedback since the launch of the Co-botic 45: "Introducing the Co-botic 45 has been a great experience. It's been eagerly awaited and has lived up to expectations. Demonstrations invariably lead to orders due to its simplicity and effectiveness. Customers appreciate its ease of use and maintenance compared to other robots."

Key features valued by customers include data storage on a European Amazon server, absence of image capture for privacy, and independent 4G WiFi connectivity ensuring operation without local network constraints.

## Tips & Tricks

FOR DEMO/PRESENTATION:

**Customer expectation alignment:** Ensure the customer's expectations match the capabilities of the Co-botic 45, and clearly outline optimal usage scenarios versus areas where a flexible floor scrubber is more appropriate.

**Preparation and planning:** Dedicate ample time for a comprehensive site inspection and map creation. Ensure a distraction-free environment for accurate mapping and route planning. Emphasize the importance of creating the map independently for efficiency.

**Detailed demonstration:** Conduct detailed walkthroughs of the machine, including its maintenance and cleaning processes. Allow the customer to try operating the machine and testing various functions under your guidance.

**Interactive engagement:** Involve the customer in the process, from mapping and scheduling to hands-on operation. Ensure they understand how to navigate and maintain the machine effectively.

**Complementary cleaning solutions:** Introduce and demonstrate the imop Lite for areas requiring detailed cleaning that the Co-botic 45 cannot address.

**Follow-up and testing:** If extended testing is necessary, make sure the customer is prepared to use the machine optimally over several days.

**Time allocation:** Account for at least half a day to cover all aspects of the demo/presentation thoroughly at the customer's location.



"EVEN DURING THE TOUGH WINTER MONTHS WITH SNOW AND SALT, WE CAN SEE AN UPLIFT IN CLEANING QUALITY".

**Customer case:** Office building for a telecom company

**Customer's motivation:** The customer wanted to free up resources from floor cleaning to service coffee machines, toilets, and other tasks. Increase cleaning frequency to achieve cleaner and tidier floors for the enjoyment of employees and visitors.

**Usage:** Entrance, hallway, cafeteria, and office/hallway areas, across three floors.

**Area covered per day:** Approximately 750 m<sup>2</sup>.

**Frequency:** 5 days/week.

**Customer feedback:** "Co-botic runs for 2-3 hours every day without any downtime since day one.

We have noticed an improvement in cleaning with Co-botic 45. The machine operates very well and does a very fine job. Even during the tough winter months with snow and salt, we can see an uplift in cleaning quality. We have freed up a lot of time for other tasks, which we can now handle much better, and it's noticeable.

So for us, it's not just about saving time and money. We have raised the quality and experience for our customers. We provide more value now as a facility provider."

**FLEXIBLE CLEANING SOLUTIONS AND CUSTOMER RECOMMENDATIONS**

The partnership with imop Lite offers a comprehensive cleaning strategy: Co-botic 45 for large, open areas and the imop Lite for detailed cleaning tasks. "Customers appreciate the flexibility, especially our click-on battery system and the machine's mobility across different locations," Martin explains. He recommends using the Co-botic 45 for extensive areas while deploying the imop Lite for edges, toilets, and detailed cleaning, ensuring an efficient division of tasks and an enhanced cleaning experience.

"Since September 2023, the machine has been running every day from 5 am to 7 am, cleaning approximately 800 square meters spread across two floors. We can see that the machine is soon reaching 300 operating hours. The customer is very satisfied.

They have transitioned from washing the floor 1-2 times a week to now washing it every day, and they have achieved significantly better cleaning results. They can see that there is less dirt in the reception area and in the hallways and on the stairs. Overall, they experience less dirt in the building, despite it always being more challenging to keep surfaces clean during the winter."

# Tips & Tricks

FOR EFFECTIVE IMPLEMENTATION:

**Collaborative mapping:** Develop maps of all necessary areas with the customer, establish starting points for routes, and define the frequency and coverage areas for the machine's use.

**Practical run-through:** Test and verify the functionality of the maps, making any required adjustments after initial trials to ensure optimal performance.

**Training and troubleshooting:** Provide comprehensive training on common issues, cleaning, and maintenance procedures. Introduce relevant staff to support resources, such as instructional videos available on the designated website.

**Customer empowerment:** Conduct a thorough handover to enable independent operation by the customer. Encourage the documentation of challenges through video to facilitate effective support.

**Continuous support:** Schedule a follow-up after 3-4 weeks to assess progress and address any issues. Be prepared to provide additional on-site assistance during the initial phase.

**Staff training and superuser:** Ensure that all necessary staff are trained and encourage the customer to appoint a dedicated superuser for ongoing Co-botic 45 management and learning.



## AREAS FOR WHICH I-TEAM DENMARK AND I-PARTNERS HAVE SOLD CO-BOTIC 45:

- |                |              |
|----------------|--------------|
| SCHOOL         | OFFICES      |
| KINDERGARTEN   | COMPANIES    |
| RECEPTION AREA | HIGH-TECH    |
| HOTEL          | WAREHOUSE    |
| HOSPITAL       | BANK HQ (NEW |
| TOWN HALL      | HEADQUARTERS |





Leen Zevenbergen

# THE WORLD IS CHANGING RAPIDLY NOW

SUSTAINABLE BUSINESS



greener

One doesn't need to read all the newspapers to realise that many changes are going on in the world. And these changes are not always for the better.



What do you actually want for yourself? What do people in general want? Well, that is not so very different all over the world. People want a relatively stable, safe, healthy, and good life with their friends and family, their loved ones. And just that seems to be under scrutiny nowadays.

## UNDERSTANDING SUSTAINABILITY

This piece of text is supposed to be about sustainability. Well, if you think the above has nothing to do with sustainability, you have the wrong concept of what sustainability means.

Trying to live a healthy life in a secure environment, with fair distribution of wealth, schooling for you and your children, affordable housing, and breathing clean air are all aspects of a sustainable world. A world where we do not try to save the planet, but try to save humanity. So, basically, all human beings play an important role in creating a sustainable world. You play an important role, too.

## I-TEAM GLOBAL'S COMMITMENT

At i-team Global, we are committed to creating a good and healthy life for cleaners, and there are many cleaners all over the world. The latest estimate is that more than 20 million people in the world work as cleaners. And that is a lot.

These are mainly people who cannot make a good living with just one job; they need two or three. These are people whom we unfortunately look down upon, and we do not want to pay high wages to them. Improving the lives of these 20 million people is the main reason for being at i-team Global. It is in our genes. And this is sustainability.

## A SUSTAINABLE PHILOSOPHY

So, at i-team Global, there is no need to explain why sustainability is necessary because we exist for that very reason. That's why we are increasingly instilling this broader view of sustainability, this comprehensive definition of it, among all of our employees and partners.

It will differentiate us from all others to our clients and to all cleaners in the world. This vision inspires people; it inspires other companies; it energizes all of us.

So, as we move towards a rapidly changing world, we at i-team Global try to stick to our ambition and reason for being. Because it's fun, and it's necessary.

**“WE ARE COMMITTED TO CREATING A GOOD AND HEALTHY LIFE FOR CLEANERS”**





# Spray it Does it!

## Why i-fibre<sup>pro</sup>?



### Faster

By using precisely the right amount of water, you enjoy a continuous flow of clean water for consistent cleaning. The convenient water tank can be prepared in advance and exchanged on the go.



### Cleaner

The fiber bursts with cleaning power thanks to the unique trio-split technology. The secret? Integrated dirt removal channels that capture small dust particles even while sweeping dust.



### Greener

The super-concentrated i-dose liquids are precisely measured, so waste is a thing of the past. Moreover, our formulas meet cradle-to-cradle standards for environmentally friendly cleaning.



### Safer

With i-fibre pro, you can also clean hard-to-reach places, ensuring even kitchens and sanitary spaces are hygienically clean.



### Better for everyone

Thanks to the ergonomic design of the upper handle and the lightweight, the i-fibre is easy to use by anyone.



**Underdose**= floors don't get cleaned properly, germs remain

**Overdose**= slippery floors, residue remains and attracts germs, waste of detergent (harmful for the environment) and budget.



SCAN ME



### Microfibre pads

Used for low to heavy soil levels.

Features mesh backing for a quick saturation time.

Designed for pre-treating in 4D cleaning systems.