



Visiting Finland

i-connect

No. 8

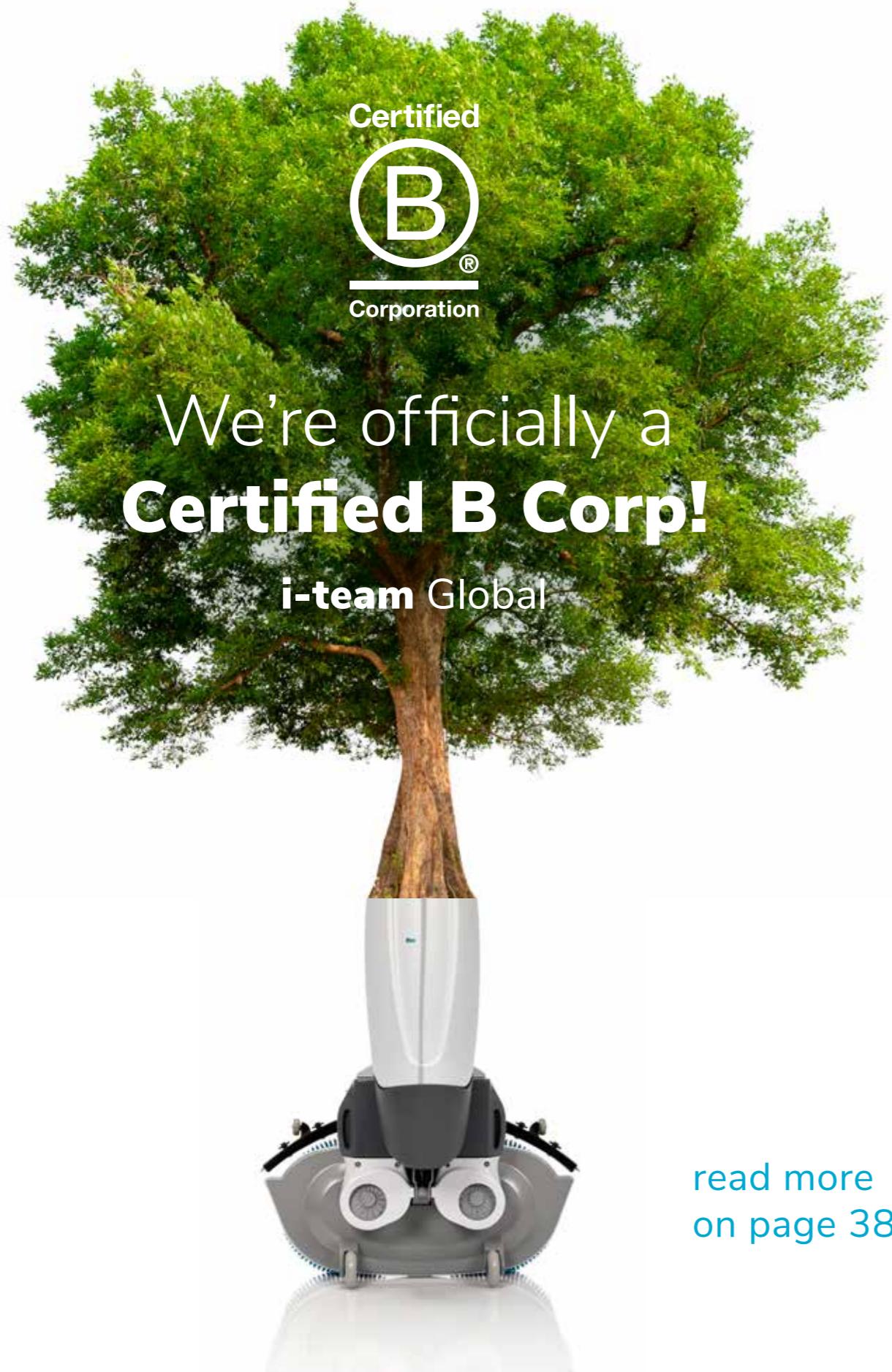
i-team Finland

CLEANLINESS IS HEALTH,
AND WE CREATE IT TOGETHER

**“OUR CUSTOMER
SERVICE AND
FLEXIBILITY SET
US APART.”**

**“A CLOSER LOOK
AT PROFESSIONAL
CLEANING IN FINLAND”**

Tarja Valkosalo, Propuhtaus



read more
on page 38

INTRODUCTION



What I admire about Finland is its quiet strength. There's a clarity to life here, shaped by nature, humility, and a sense of purpose. The Finnish way of being is calm and grounded. It's not loud or attention-seeking, but steady, thoughtful and true.

In Finland, silence is not something to be filled. It's something to be respected. Nature is not a backdrop. It's part of everyday life. And success is measured not by status, but by trust, consistency and collective care. You see it in how people work together. How they build, how they lead, how they listen.

"IT'S NOT JUST
A TASK. IT'S
A CRAFT."

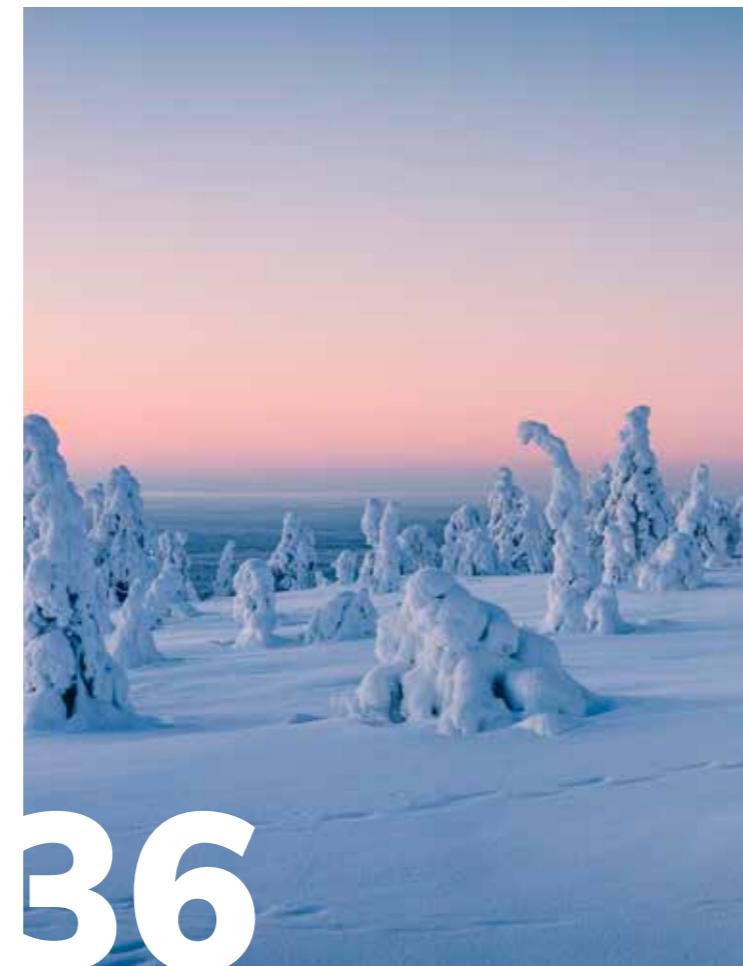
This quiet precision also defines the Finnish approach to cleaning. It's not just a task. It's a craft. A service to others, done with care and dignity. That's why i-team Finland fits so seamlessly into the bigger picture of what we stand for. Here, innovation doesn't shout. It solves. And sustainability isn't a slogan, it's a shared responsibility.

In this edition of i-connect, we invite you into that world. To meet the people behind the work. To see how they blend high standards with human values. And to explore how cleaning, when done with care, can truly make life better.

Tervetuloa. Welcome.

Ben van de Scheur

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Colophon

i-connect Magazine is a publication
of i-team Global

Frequency: 2 times per year

Concept & production:

Eveline Grin | Jaemie Teelen | Tibo de Groot

Feedback: i-connect@i-teamglobal.com

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Welcome to **Finland**

THE COUNTRY OF...

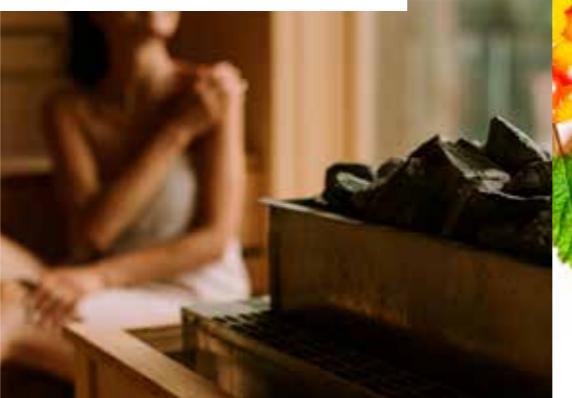


REINDEER CROSSING

Yes, they're real. Yes, they roam freely. No, they don't all work for Santa.

COFFEE CHAMPIONS

Finns drink more coffee per capita than any other nation. Strong, black, and always with pulla (sweet bread). *Santé!*



SAUNA STATE OF MIND

There are over 3 million saunas in Finland. That's more saunas than cars. Clothes optional. Silence required.

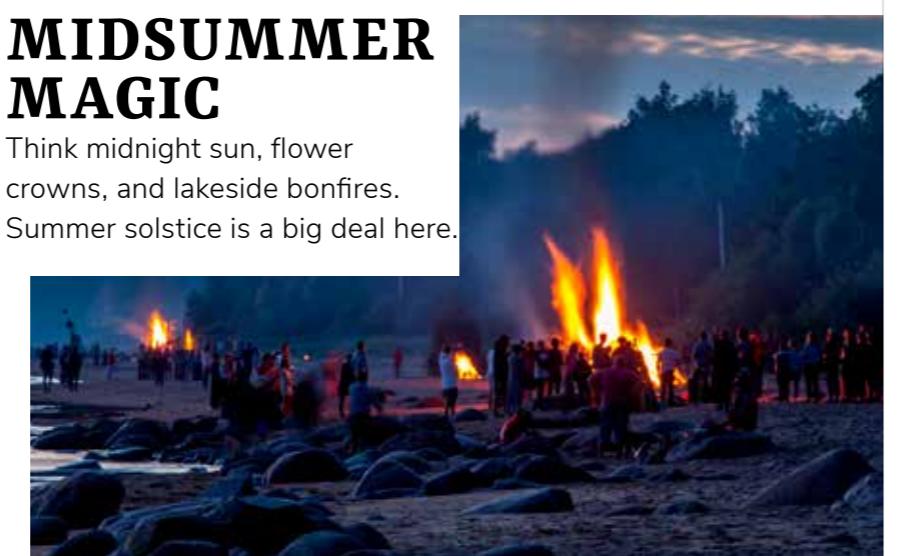


BERRY WILD

Blueberries, lingonberries, cloudberry. Just pick and eat. Finland's forests are nature's supermarket.

MIDSUMMER MAGIC

Think midnight sun, flower crowns, and lakeside bonfires. Summer solstice is a big deal here.



ICE, ICE, BABY

Frozen lakes, icy roads, and cold plunges after sauna. Winter's not a season. It's a lifestyle.



SNOW-HOW

Snow doesn't stop life here. It just means better skiing, sharper tires, and maybe a kick sled commute.



NORTHERN LIGHTS

The ultimate light show, courtesy of the Arctic sky. Best viewed wrapped in ten layers of clothing.



DESIGN DNA

Clean lines, timeless function. From Alvar Aalto to Marimekko, Finnish design is pure minimal magic.



SISU SPIRIT

Grit, resilience, quiet strength. You can't translate it, you have to live it. That's sisu.



LAND OF A THOUSAND LAKES

Correction: 188,000+ lakes. And probably just as many cabins to escape to.



NATIONAL SILENCE

In Finland, silence isn't awkward, it's sacred. Small talk is optional. Peace and quiet, essential.



ELVES EVERYWHERE

In Finnish homes, the tonttu keeps watch all December long.

KIPPIS!

Cheers in Finnish. Usually followed by a shot of Salmiakki or a cold beer from the fridge.



**Clean 300m²
in just 1 minute
of your time,
with the i-walk**



Level up your cleaning routine

Combine powerful, modern co-botanic technology with the unmatched cleaning performance of the i-mop XL.

With the i-walk, upgrading any existing i-mop XL is effortless. In less than a minute, the machine is operational and you can get on with other tasks.



Faster

It takes less than 1 minute to get the i-walk to work, which saves time for other tasks.



Cleaner

The i-walk offers co-botization combined with the i-mop cleaning performance.



Greener

Uses 70% less water and chemicals compared to manual cleaning, thanks to its advanced recovery system.



Safer

Super dry floor reduces slip accidents because of the advanced suction technology.



Better

Improves the lives of cleaners by doing the repetitive work.



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

 **i-team®**

Meet the team

Behind every success story is a team of passionate professionals. At i-team Finland, each member brings their own expertise, energy, and vision to the table. From technical ambassadors to sales strategists, they work together to redefine cleaning.

Let's meet the team!





Anniina Nieminen

What is your role at i-team Finland?
Ambassador with a focus on robotics, development, training and sustainability.

What does your daily work involve?
My workdays are never the same. Most of my days revolve around robotics: presenting robots, planning and discussing robotics implementation and related matters with customers, supporting deployment, and providing various trainings. In addition, I do a lot of training on different topics within the cleaning services industry. I also work on matters related to sustainability.

How did you join i-team Finland, and what attracted you to this company?
I have been collaborating with Kristall Pro for a long time, and with their support, I was able to create Finland's first local qualification unit related to robotics. In February 2025, they reached out to me and asked if I would like to become part of their team.

What do you love most about working in this team?

What I love most about working at Kristall Pro is the team spirit and shared passion for innovation. Everyone is genuinely motivated to make a difference: whether it's through promoting sustainable cleaning solutions, introducing robotics, or supporting customers in their daily challenges. We inspire and learn from each other every day, and that energy makes the work both meaningful and enjoyable.

What is one i-team product or innovation that you find particularly exciting, and why?

For me, the co-bot 45 is especially exciting, as it's the first cleaning robot in Finland that has been part of a local qualification unit within vocational education in the cleaning services industry. It's a great example of how robotics and education can come together to develop new skills and prepare professionals for the future of cleaning.

If you could describe i-team Finland in one sentence, what would it be?
i-team Finland is a forward-thinking, customer-focused team that brings innovation, robotics, and sustainability together to transform the future of professional cleaning.

What's a fun fact about you that your colleagues might not know?

A fun fact about me is that I've been part of event production and even hosted backstage at music and entertainment events: a completely different world from cleaning robotics, but one that has taught me a lot about teamwork, creativity, and keeping the energy high!

“EVERY DAY IS AN OPPORTUNITY TO GROW, IMPROVE, AND MAKE A REAL DIFFERENCE.”

If you could give one piece of advice to someone new in the cleaning industry, what would it be?

Be curious and open-minded. The cleaning industry is evolving fast with new technologies, robotics, and data-driven tools, so keep learning, ask questions, and don't be afraid to try something new. Every day is an opportunity to grow, improve, and make a real difference.

Juuso Saari

What is your role at i-team Finland?
I work as a Regional Ambassador.

What does your daily work involve?
I support our partners with product demonstrations and provide hands-on technical support when needed.

How did you join i-team Finland, and what attracted you to this company?
I already knew the founders of i-team Finland, and they approached me because of my technical background. I was drawn in by the high-quality products and the friendly atmosphere.

What do you love most about working in this team?
The people. It's a great team to be part of.

What is one i-team product or innovation that you find particularly exciting, and why?

Definitely the i-walk. It takes everything that's great about the i-mop and brings it to the next level.

If you could describe i-team Finland in one sentence, what would it be?
i-team Finland is an innovative, close-knit community that's always looking ahead.

What's a fun fact about you that your colleagues might not know?
My middle name is Toivo, which means hope in Finnish. So let's hope that hope never dies.

If you could give one piece of advice to someone new in the cleaning industry, what would it be?
Be open to new innovations, and don't be afraid to challenge traditional methods.



Jyrki Murtomäki

What is your role at i-team Finland?
I concentrate mainly on marketing and visuals, but I also help at the warehouse or wherever help is needed.

What does your daily work involve?
Designing all kinds of print and online materials. Trying my best to keep our image fresh and make us stand out in the field.

How did you join i-team Finland, and what attracted you to this company?
I guess I was born with it. I mean, Sirkku is my mother.

What do you love most about working in this team?
Definitely our family-like atmosphere.

What is one i-team product or innovation that you find particularly exciting, and why?

I trust in classics, so I gotta go with i-mop here.

If you could describe i-team Finland in one sentence, what would it be?
Maybe something like "a merry group of professionals from the cold north".

What's a fun fact about you that your colleagues might not know?
I'm learning Dutch on Duolingo, and my favorite word so far is neushoorn. That's just too funny.

If you could give one piece of advice to someone new in the cleaning industry, what would it be?
Always keep your eyes and mind open for new innovations and solutions.

What is one i-team product or innovation that you find particularly exciting, and why?

I trust in classics, so I gotta go with i-mop here.

Pauliina Poikonen

What is your role at i-team Finland?
Customer Service & All-Round Support

What does your daily work involve?
I handle customer service, warehouse tasks, purchasing, and basically anything else where I'm needed.



What does your daily work look like?
A mix of answering emails and phone calls, processing orders, and keeping things running smoothly behind the scenes.

How did you join i-team Finland, and what attracted you to this company?
I used to work for one of our co-partners. Just a few days after I resigned, an old colleague happened to visit Kristall Pro. Sirkku mentioned they were short on staff, and my name came up. Since I already knew Kristall Pro through my previous work, I was excited to join the team.

What do you love most about working in this team?
My colleagues are the absolute best. I've had moments here where I laughed so hard I cried.

Which i-team product or innovation do you find most exciting, and why?

The i-bin. It may seem like a simple product, but it solves major issues with odor and waste, making a cleaner's job much more manageable. I really hope the development continues. We need a bigger version!

If you could describe i-team Finland in one sentence, what would it be?
Together, we rock the cleaning industry!

What's a fun fact about you that your colleagues might not know?
I wish I could fly.

What advice would you give to someone new in the cleaning industry?
Trust yourself and be proud of the work you do. It matters.

Sirkku Murtomäki

What is your role at i-team Finland?
Entrepreneur and ambassador

What does your daily work involve?
My daily work revolves around customer contact, communication, and meetings with key figures in the cleaning industry. I also stay closely connected with designers and machine end-users, to ensure we always stay grounded in the real-world needs of the sector.



How did you join i-team Finland, and what attracted you to this company?

At the 2014 Interclean fair, I immediately saw how the i-mop could revolutionize the cleaning industry. I fell in love with its potential. As a long-time developer in the field, I felt inspired to introduce a completely new method to Finland.

What do you love most about working in this team?

Our team truly feels like a family. There's a shared drive, mutual trust, and a warmth that carries us through even the toughest challenges. We work hard, together, and the Finnish market recognizes that. Our expertise is both respected and trusted.

Which i-team product or innovation do you find most exciting, and why?

The i-walk. I believe it has the power to spark another transformation in how we approach maintenance cleaning. It combines productivity and efficiency with improved ergonomics, truly supporting long-term well-being at work. A brilliant innovation with massive potential.

If you could describe i-team Finland in one sentence, what would it be?

Cleanliness is health and we deliver it together, efficiently and productively. Our dream? To make Finland the cleanest country in the world.

What's a fun fact about you that your colleagues might not know?

I write poems and I keep a diary.

What advice would you give to someone new in the cleaning industry?

Be brave and dare. The future is yours!

Mikko Rokka

What is your role at i-team Finland?
Customer service and maintenance coordinator.

What does your daily work involve?

My work includes customer service, coordinating maintenance, warehouse operations, machine demonstrations, and user guidance. Every day is a mix of phone support, helping service partners, handling logistics, and more.

How did you join i-team Finland, and what attracted you to this company?

Sirkku and Petri are former colleagues, and when Sirkku found out I had left my



Petri Porkola

What is your role at i-team Finland?
Entrepreneur and ambassador

What does your role at i-team Finland involve?

I co-lead the company together with our management team. My focus lies in product and method expertise, customer relationships, training and support.

What does your daily work look like?

Planning operations, supporting our team, sharing knowledge and always staying close to the customer.

How did you join i-team Finland, and what attracted you to this company?

In late 2012, Sirkku and I founded Kristall Pro Clean Oy. After visiting Interclean in 2014 and witnessing the launch of the i-mop, we immediately knew we wanted to join the i-team family, and we did.

What do you love most about working in this team?

We work openly, with trust and respect. Everyone brings real expertise, and we're proud of the recognition our team has built within the Finnish cleaning industry.

Which i-team product or innovation do you find most exciting, and why?

The i-mop and its companion, the i-walk. These unique innovations boost both productivity and profitability, while also improving ergonomics and long-term wellbeing on the job.

If you could describe i-team Finland in one sentence, what would it be?

"Cleanliness is health". Let's build it together.

What's a fun fact about you that your colleagues might not know?

I've spent my whole life on the sea... but I'm actually not a strong swimmer.

What advice would you give to someone new in the cleaning industry?

Always stay true to yourself and be honest with others, too.

"OUR DREAM? TO MAKE FINLAND THE CLEANEST COUNTRY IN THE WORLD."

previous job... that's when it all started. It felt like coming home, to an i-home.

What do you love most about working in this team?

Definitely the people. Amazing colleagues, great customers, and truly innovative products.

Which i-team product or innovation do you find most exciting, and why?

Still the i-mop, the original version and all its evolutions.

If you could describe i-team Finland in one sentence, what would it be?

Cleanliness is health and longevity.

What's a fun fact about you that your colleagues might not know?

I'm actually quite shy.

What advice would you give to someone new in the cleaning industry?

Be bold and trust yourself. You can go anywhere.

Tuula Tuominen

What is your role at i-team Finland?
Operations Manager

What does your daily work involve?
Purchasing, financial tasks and reporting, co-partner support, and internal strategy planning, making sure everything runs smoothly. These days, I work 2-3 days a week.

How did you join i-team Finland, and what attracted you to this company?
I knew my colleague Sirkku, who invited me to join Kristall Pro. That was over 10 years ago. The company was just starting out, and I was excited by the opportunity to help shape things from the ground up, even though I had no prior experience in the cleaning industry.

What do you love most about working in this team?
The independence of the role,

combined with the support of a wonderful and professional team.

What is one i-team product or innovation that you find particularly exciting, and why?

The i-mop, of course. But I'd also like to highlight the i-walk. It's a fantastic product for meeting today's productivity and efficiency demands.

If you could describe i-team Finland in one sentence, what would it be?
A leading supplier of the most innovative cleaning products, with a strong reputation across Finland

What's a fun fact about you that your colleagues might not know?
I'm addicted to British detective TV series.

If you could give one piece of advice to someone new in the cleaning industry, what would it be?

This industry isn't old-fashioned at all, quite the opposite! If you join the right company, you'll find yourself in a forward-looking, innovation-driven field.



Fredrik Lindholm

What is your role together with i-team Finland?
Sales Ambassador

What does your daily work involve?
Contact with Kristall Pro, Support for getting answers when they have questions that need to be solved. Sales support in all terms.

How did you join i-team Finland, and what attracted you to this company?
I joined i-team Global in 2020 and was immediately drawn to the brand. The products, the energy, the clear sense of purpose. As part of my role, I began working closely with Kristall Pro, which I'm still very grateful for.

What do you love most about working in this team?
That it truly is a team. The people are lovely, and the team spirit is something special. Not just at i-team Global, but also in our partnerships. It's rare, and it works.

What is one i-team product or innovation that you find particularly exciting, and why?

I have to say the i-walk. We already have the most efficient scrubber-dryer with the i-mop, and to now see it evolve into a robotic platform is incredible. I see so much potential, both now and in the future.

If you could describe i-team Finland in one sentence, what would it be?
Loyal, hardworking, effective and incredibly friendly.

What's a fun fact about you that your colleagues might not know?
Not sure if it's "fun," but once I start eating snacks... I can't stop. Also: I dream of doing the Vasaloppet cross-country ski race. But given my skiing skills, that may stay a dream.

If you could give one piece of advice to someone new in the cleaning industry, what would it be?

Be open-minded. It's a conservative industry in some ways, but there's always space for progress. The key is to show people how new technology can make their work easier and more effective.

The Finland network

i-partners:

- Clean Key
- Finntensis
- Surmet
- Velimark



i-team Finland



i-team Finland (Kristall Pro)

Cleanliness is health, and we create it together

When you think of Finland, you might picture snow, saunas, and silence. But for the i-team family, Finland also means a team that blends deep cleaning expertise with innovation, training, and heart. Get to know i-team Finland, also known as Kristall Pro, and discover how this northern powerhouse is shaping the future of cleaning.

- **Number of team members:** Eight employees, complemented by part-time workers as needed
- **Location:** Helsinki
- **Top 3 i-team products sold:** i-mop (all models), 'old' co-bot 1700 and i-scrub 21
- **Number of customers:** 16 i-partner locations with several thousand customers within Finland
- **Target group:** Cleaning and property services and catering services
- **i-team set-up date:** 2012
- **Size (m²) of the i-team Finland home:** 800m²
- **Number of i-partners:** 4: Velimark Oy, Clean Key Oy, Finntensid Oy and Surmet
- **Key milestones achieved by the i-home in Finland:** i-team Finland has achieved a prestigious position in the Finnish cleaning and property services market
- **Any other interesting information:** The company operates as a pioneer in the industry and as a strong expert organization. i-home Finland is a popular destination in Finland.

From dream to reality

i-team Finland was born in 2012 when two seasoned professionals, Sirkku Murtomäki and Petri Porkola, turned a shared dream into a business. They combined consulting, training, and sales into one agile, impact-driven company. In 2014, they joined the i-team Global family at the FinnClean fair. "Just three days later, the first order of i-mops came in," they recall. "Sirkku nearly drove off the road from excitement!"

What sets Finland apart

Unlike many partners, i-team Finland focuses solely on i-team products and takes pride in knowing every detail inside and out. "Training is at the heart of everything we do," the team says. "We don't just sell machines, we empower people." With lightning-fast customer service and a deeply experienced team, they're known for solving even the toughest challenges, often beyond the product itself.



A wide, wild country

From Helsinki in the south to Lapland in the north, Finland spans over 1.250 km and borders over 1.300 km with Russia. That scale brings unique logistical challenges, but also a strong local presence. The embassy supports partners across the country with on-site trainings, joint events, and roadshows, while their own i-home in Helsinki offers a warm welcome for in-depth demos, trainings, and Finnish hospitality.

Growing the Finnish way

i-team Finland isn't just expanding reach, they're also reshaping the conversation. With innovations like the "digital cleaner" (digisiivoja), they focus on productivity, social responsibility, and sustainable development. From trade shows to tailored partner trainings, they stay visible and valuable.

New spaces, new ideas

The team is now building dedicated i-team display zones at co-partner locations and continuing to develop their i-home in Helsinki, making the brand even more accessible and experiential.

A close connection with HQ

Finland works closely with the i-team Global headquarters and Nordic representatives. "Each part of our operation has its own contact person at HQ, which makes collaboration smooth and effective." They also make full use of Eindhoven's tools and platforms.

"WE WANT TO SUPPORT DECISION-MAKERS IN MAKING SMARTER, FUTURE-PROOF CHOICES."

What's next?

The team expects moderate growth in 2025, given Finland's economic climate, but sees an important mission: helping customers understand what economically sustainable cleaning really means. "We want to support decision-makers in making smarter, future-proof choices," they say.

Preparing for what's ahead

With an aging population and labor shortages on the horizon, the future of cleaning in Finland is shifting fast. Public cleaning is being outsourced, and work hours are increasingly compressed. i-team Finland is tackling these issues head-on, with data-driven productivity tools and smarter workflows that support cleaners and clients alike.

By Tarja Valkosalo, Propuhtaus

A closer look at professional cleaning in Finland

CLEANING AS A PROFESSION

In Finland, cleaning is a recognised profession with high standards and strong structures. The country counts over 7.300 cleaning companies, most of them small and locally rooted. Altogether, Finland spends around €3.5 billion each year on property cleaning. The sector employs 77.000 people. Two-thirds work for private companies, while the rest are employed in public services or by companies owned by local governments.

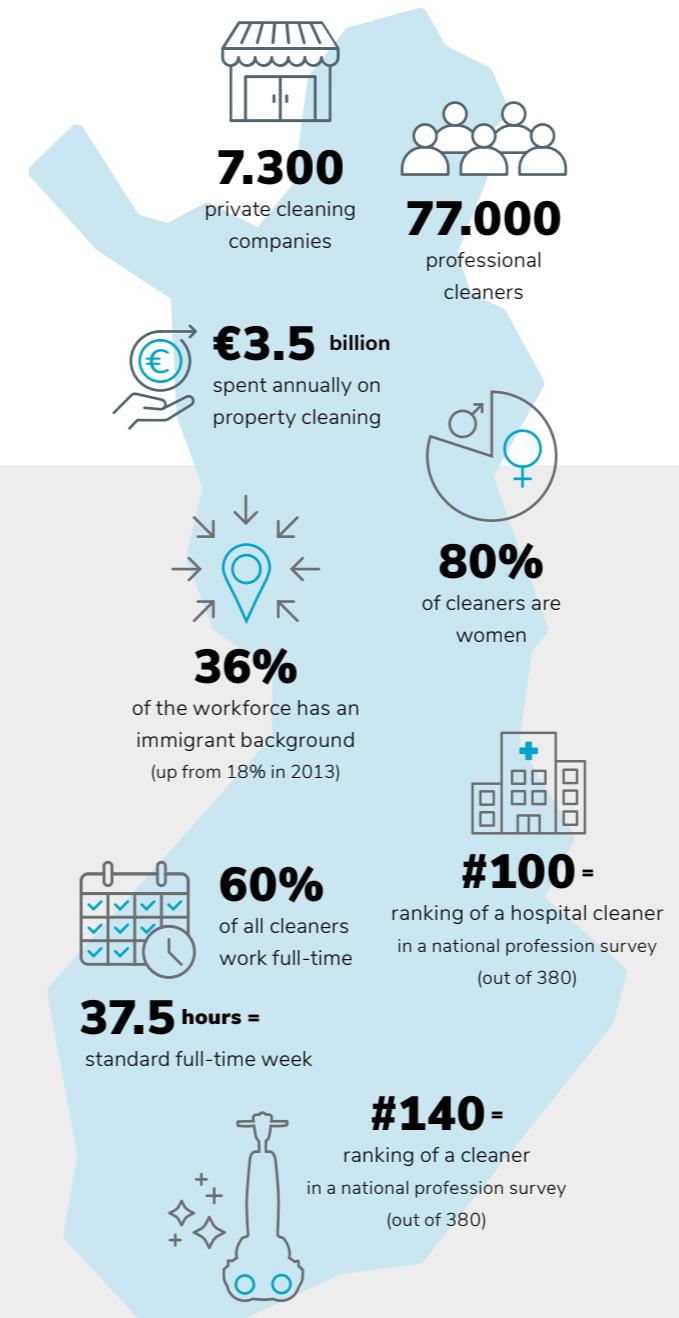
It's vital work, yet not always valued as such. In a recent national survey, cleaners ranked around 140th out of 380 professions. Hospital cleaners scored somewhat higher, closer to 100. At the same time, the industry is becoming more diverse. The share of immigrant workers has doubled over the past decade, rising from 18% in 2013 to 36% in 2023.

STRUCTURE, STANDARDS AND WORKING LIFE

In Finland, cleaning is a profession with structure. Collective agreements between employers and unions set clear rules around pay, hours and working conditions, across both public and private sectors. Salaries are linked to the complexity of the work, and a full-time week typically counts 37.5 hours. Around 60% of cleaners work full-time.

Still, challenges remain. Like many sectors, cleaning isn't immune to undeclared work. Tackling this 'shadow economy' remains a key priority. To keep things fair and healthy, Finland has been utilizing method and time standards. These help define what a realistic workload looks like, and guide task planning. Cleaning ergonomics and methods have been studied and developed a lot in Finland. One result is dividing wiping and mopping methods into four categories: dry, damp, moist and wet, for removing different types of dirt, while also managing the workload.

The Finnish cleaning sector at a glance



A NATIONAL FOCUS ON LEARNING

Cleaning is taken seriously, and so is the training behind it. Professional qualifications for cleaners and supervisors are developed in close collaboration between employers, unions, and schools. They're funded by the government, which means the basic training is free for both the student and the employer.

There are three levels: basic, further, and specialist vocational qualifications. The learning process is tailored to each individual: previously acquired skills are taken into account. Students complete their certification through real-life demonstrations at work.

Most learners follow an apprenticeship model, combining classroom lessons with hands-on training at a workplace, often with a salary. Depending on the qualification, training is available at 36 to 65 institutions across the country. These schools are usually owned by municipalities or foundations, with quality oversight from the Ministry of Education and Culture.

UPCOMING TRENDS

The cleaning industry in Finland is quickly evolving. Robotic scrubbers and co-bot vacuum cleaners are already used in many places. And with them come new job titles, like digital cleaner, who works alongside smart machines, and digital director, who manages the use of technology.

This change comes at the right time. Many cleaners in the public sector are expected to retire soon. New tools, robotics, artificial intelligence and extra training will help fill the gap. Not to replace people, but to support them.

At the same time, the industry keeps focusing on responsibility. From reducing physical strain to using fewer resources, there's a strong drive to make cleaning smarter, safer and more sustainable. It's not just about what we clean, but how we value the people who do it.

A conversation with i-ambassadors
Anniina Nieminen and Juuso Saari

Glocal innovation in Finland

At i-team, the power of local expertise within a global framework is more than just a concept, it's a daily reality. We sat down with Regional Ambassadors Anniina Nieminen and Juuso Saari to explore how i-team Finland operates at the intersection of innovation, education, and real-world impact.



From different paths to the same mission

Anniina Nieminen brings over 15 years of experience in the cleaning and facility services sector, from cleaner and supervisor to product manager and teacher. Her journey shows just how wide-ranging the cleaning industry can be, and how important continuous learning is. In 2025, after years of collaboration, Kristall Pro invited her to officially join i-team Finland.

Juuso Saari's path was different. With a background in mechanical engineering, he entered the industry with no previous cleaning experience. But after a call from founders Petri and Sirkku, he joined the team in early 2020 and quickly became a vital force in demos and technical support.

What makes i-team Finland unique?

"Our strength lies in expertise," says Anniina. "We understand the industry inside out and help customers even beyond our product range. Training is essential. It's a daily part of our work."

Juuso agrees: "We also respond fast. Our customer service and flexibility set us apart."

A day in the life of a Regional Ambassador

No two days are alike. Anniina focuses on robotics; demos, planning, implementation, and training. "I also work on sustainability and lead broader training programs in the sector." Juuso's days mix product presentations - mainly i-mop and robotics - with hands-on technical support. "Problem-solving is always part of the job."



The i-walk in action

photo by Krista Jokela

Glocal in practice

How does i-team Finland apply the "glocal" philosophy? By blending i-team Global's guidelines with local context. "In Finland, distances are long," says Juuso. "We drive 50.000-60.000 km a year to bring i-team to our customers. That's how we localize."

The Finnish cleaning market: challenges & potential

The industry faces aging workers, labor shortages, and growing demands for transparency and efficiency, often under tight budgets. But with Finland's strong education system and openness to tech, there's room to lead. "There's real momentum," Anniina says. "Cleaning is gaining recognition as a strategic part of facility management. The shift from cost to value opens the door for smarter work, better tools, and meaningful careers."

A different kind of market

Unlike many European countries, Finland boasts a highly educated cleaning workforce, including professionals with university degrees. Another difference: cleaning usually happens during daytime, supporting work-life balance and teamwork in shared spaces.

Sustainability meets action

i-team Finland aligns with i-team Global's sustainability goals but also addresses specific local themes, from environmental responsibility to cleaner well-being. "We merge global vision with local priorities, such as environmental impact, social responsibility, and the long-term well-being of cleaning professionals," says Anniina.

The future: education, responsibility, and pride

For i-team Finland, the vision is clear. Lead through expertise, invest in education, and uphold both environmental and social responsibility. "We want to be pioneers," Juuso adds, "and carry our part of the responsibility for the sector and society."

Innovation as a bridge

"Innovation is more than new tools," says Anniina. "It's about smarter, safer, and more sustainable ways of working." At i-team Finland, innovation is always paired with practicality: helping clients adopt technology that truly works in the field, backed by training, data, and human-centered design.

Their role goes far beyond selling technology, they act as a bridge between innovation and real-world application. By working closely with clients, piloting new tools, and supporting education, i-team Finland ensures that every solution delivers measurable value on the ground.

The i-mop effect

The i-mop entered the Finnish market in 2014 and quickly became a household name across sectors. From retail and industry to hospitals and schools. It's everywhere.

Three words to describe i-team Finland?

Innovative. Human-centered. Impactful.

"THREE WORDS TO DESCRIBE I-TEAM FINLAND? INNOVATIVE. HUMAN-CENTERED. IMPACTFUL."



photo by Krista Jokela

Advice to forward-looking businesses?

Start by viewing cleaning as a strategic investment. "Clean environments influence everything, from health and safety to perception," says Anniina. Then, bring in innovation: robotics, data, and smart tools don't replace people, they empower them.

"Pilot. Test. Learn. Every building is different. Success comes from people, training, and using data to guide your decisions," Juuso concludes. "That's how you make operations more efficient, more sustainable, and ready for the future."

Sustainability, purpose, and the power of people

What I love most about i-team is how local stories reflect our global purpose. Reading about i-team Finland, I was reminded once again: sustainability is not a project or a product. It's a mindset. A way of doing business that values people, long-term thinking, and doing the right thing, even when no one is watching.

That's what being a B Corp means to me. And I see that same mindset in the way the Finnish team works, with deep expertise, a strong sense of responsibility, and true care for their partners, clients, and the future of our industry. They don't just deliver machines. They build trust, offer knowledge, and make cleaning smarter, safer, and more sustainable.

The cleaning industry is changing fast. Labor shortages, aging workers, and rising expectations are challenges we all face, but they're also a call to action. A chance to redesign the way we work, empower the people behind the job, and create better systems for everyone involved.

To me, sustainability starts with respect. Respect for the cleaners who show up every day. Respect for our planet. Respect for progress, even if it takes time.

That's why I'm proud of how we grow. One local story at a time. From Helsinki to Eindhoven, the future is not something we wait for. It's something we clean for, care for, and build. Together.

Frank van de Ven
CEO - i-team Global



Read our full story

Scan the QR code to explore our Sustainability Magazine, including the steps behind our B Corp certification and what's next on our journey to do better.

Powerful & precise co-bot^{ic} 1900

The **Co-bot^{ic} 1900** elevates robotic cleaning, specifically designed for small to medium spaces like hotels and commercial environments.

With a vacuum motor, dual brush rolls, and a larger dustbin, it delivers an unmatched clean, with the added option of vacuum bags for easier maintenance.



Enhanced cleaning capabilities

Equipped with dual brush rolls and a powerful vacuum motor, the Co-bot^{ic} 1900 delivers deeper, more thorough cleaning on all surfaces. The larger dustbin and i-power batteries ensure extended operation, maximizing efficiency.



Faster

Efficiently cleans large areas with minimal downtime.



Cleaner

Dual brushes and a powerful vacuum motor deliver a superior clean.



Greener

Designed to be eco-friendly with optimized energy usage.



Safer

Advanced sensors and battery operation eliminate trip hazards and ensure safe navigation.



Better

Designed for simplicity with a standard charging station - no extraction station required, making it easier to maintain and operate.

Optimized for large spaces

With advanced sensors and connectivity options, including 2.4 GHz and 5 GHz WI-FI networks and SIM card compatibility, the Co-bot^{ic} 1900 navigates large areas with precision and efficiency.

Durable and efficient

Powered by i-power 8.7 and 10.5 batteries, the Co-bot^{ic} 1900 is designed for extended cleaning sessions, minimizing the need for frequent recharges. Additionally, with swappable i-power batteries, the unit can operate 24/7.

A smarter way of cleaning. Join the revolution.





STARTER

LOHIKEITTO

TRADITIONAL FINNISH SALMON SOUP

Creamy, delicate,
and deeply satisfying.

Ingredients for 4 people:

- 400 g fresh salmon fillet, skinless
- 500 g potatoes, peeled and diced
- 1 large carrot, peeled and sliced
- 1 leek, thinly sliced
- 1 litre fish stock or water with bouillon
- 200 ml heavy cream
- 1 tbsp butter
- Salt and pepper to taste
- Fresh dill, chopped

INSTRUCTIONS

1. In a large pot, melt the butter and lightly sauté the leeks.
2. Add potatoes and carrots, then pour in the stock. Simmer for 10-15 minutes until vegetables are tender.
3. Cut the salmon into bite-sized chunks. Add to the soup and cook gently for another 5-7 minutes.
4. Lower the heat and stir in the cream. Season with salt and pepper.
5. Garnish with fresh dill before serving. Best enjoyed with a slice of rye bread.



MAIN COURSE

MAKARONILAATIKKO

A FINNISH MACARONI CASSEROLE

A beloved
everyday classic

Ingredients for 4 - 6 people:

- 400 g elbow macaroni
- 400 g minced beef or mixed minced meat
- 1 onion, finely chopped
- 3 eggs
- 700 ml milk
- 1 tsp mustard (optional)
- Salt and pepper
- Butter or oil for frying
- Grated cheese for topping (optional)

INSTRUCTIONS

1. Cook the macaroni in salted water until al dente. Drain and set aside.
2. In a pan, sauté the onion in a little butter or oil. Add the minced meat and cook until browned. Season with salt, pepper and mustard.
3. In a bowl, whisk together the eggs and milk.
4. Mix the cooked macaroni with the meat and transfer to a greased oven dish.
5. Pour the egg-milk mixture over it. Top with grated cheese if desired.
6. Bake at 200°C for about 40-45 minutes, until the top is golden and set. Let cool slightly before serving.



DESSERT

LEIPÄJUUSTO

FINNISH SQUEAKY CHEESE WITH CLOUDBERRY JAM

Mild, chewy, and
traditionally served warm

Ingredients for 4 people:

- 400 g Finnish squeaky cheese (leipäjuusto or bread cheese)
- 200 ml cream or full-fat milk
- 4 tbsp cloudberry jam (or substitute with apricot or raspberry)

INSTRUCTIONS

1. Cut the cheese into small triangles or cubes.
2. Heat gently in a pan with the cream or milk until warm and slightly soft. Don't boil.
3. Serve immediately with a generous spoon of cloudberry jam on top.

Optional: For a festive twist, serve with a drizzle of honey and crushed nuts.



Päijät-Häme Central Hospital

i-walk in hospital cleaning

At Päijät-Häme Central Hospital, cleanliness isn't just a matter of hygiene, it's a matter of health. With over 120.000 visitors and 2.900 staff, the facility runs like a finely tuned machine. So does its cleaning operation, thanks to Päijät-Hämeen Laitoshuoltopalvelut Oy, the in-house service provider.

The team had already embraced co-botics and i-mops to automate and streamline daily cleaning. But certain areas, like patient rooms, office corridors, and café corners, remained tricky to clean efficiently. That's where the i-walk came in.



The challenge

Smaller spaces, higher demands

While robots like the co-bot 45 and 65 are ideal for large open areas, hospital cleaning also means dealing with narrow aisles, beds, desks, and under-table zones. Places where larger machines can't easily reach. The team needed something more agile, yet compatible with their existing fleet.

The solution

One step further with i-walk

i-team's Finnish partner, Kristall Pro, introduced the i-walk as a compact, manoeuvrable solution to complement the hospital's co-botics and i-mops.

"The i-walk is more agile in smaller areas than larger robots or combination machines,"
- Iris Huurne-Leppänen, Service Supervisor at PHKS

Thanks to the detachable i-mop XL unit, cleaners can also reach under furniture or along edges without switching devices. It's a seamless fit into the team's day-to-day operations.

"THE I-WALK IS MORE AGILE IN SMALLER AREAS THAN LARGER ROBOTS OR COMBINATION MACHINES."

How it works

Machines working together

At PHKS, cleaning staff use all machines flexibly across different zones. While co-botics handle larger halls and open areas, i-mops and i-walks are the go-to tools for smaller aisles, empty patient rooms, and office spaces.

The i-walk's joystick control makes it easy to move between rooms. A key advantage in busy healthcare settings.

The results

Real impact, real feedback



Higher cleaning quality

Patient rooms are cleaned more frequently and more thoroughly.



Greater flexibility

The detachable XL unit helps tackle hard-to-reach areas quickly.



Data-driven optimization

Usage data is collected and shared with partner ATOP to support planning and standardization.



Staff satisfaction

Initial hesitation gave way to enthusiasm. The i-walk is now in daily heavy use, praised for its ease and ergonomics.

Editor of the European Cleaning Journal, Michelle Marshall, takes us on a journey across the continent to explore what's happening in the professional cleaning industry. From green policies to political shifts and quirky new trends, here's what 2025 has brought us.

European cleaning

SECTOR NEWS



1 CMS BERLIN IN GERMANY

In September the professional cleaning exhibition CMS took place in Berlin, Germany and ECJ correspondent Katja Scholz reported from the event. The Federal Association of Contract Cleaners (BIV), was again this year one of the sponsoring associations supporting the Berlin Messe as organiser and helping the event to get off the ground.

"If people say after the fair that they enjoyed it and have taken away from it some innovations, ideas and suggestions - then we've done our job". With these words, federal guild master Thomas Dietrich summed up the significance of CMS Berlin in a nutshell. And this proved to be so: the fair did indeed show the direction in which the cleaning sector is moving - and which subjects are going to dominate the market in the coming years. The top trends are obvious: artificial intelligence, digitalisation and sustainability.

The expert forums were particularly well attended, said Dietrich during the fair, and interest in new product innovations was high. We find ourselves in Germany and central Europe in a situation where new technologies, robotics and AI are ready to launch on the market while at the same time tough requirements are set for sustainability and efficiency and for environmental standards for packaging, cleaning agents, etc. This presents complex problems for manufacturers and service providers. It became very clear at the fair: sustainability is no longer an optional extra, it's a must.

The high salary and associated costs in Germany make automation and digitalisation attractive but this is counteracted by the lack of qualified staff encountered every day which affects all levels. As so often happens, the solution lies somewhere in the middle, since qualified staff are needed both for and in spite of high-tech.

Furthermore, the subject of efficiency is particularly controversial at the moment with rising energy prices, high operating costs and the necessary investment in new technologies. While large firms are able to invest in automation, this is more of a problem for smaller companies. They are battling with scarce capacity and are therefore often reluctant to make changes - whether for reasons of cost or lack of resources - factors which are not independent of political discussions and decisions.

In the special trade fair podcast Thomas Dietrich rated the new government's first few months as disappointing from the contract cleaning sector's point of view. "I hope there will be a shake-up and a move to actually tackle the necessary reforms free from any ideology and to act like a pragmatic alliance."

2 RESPECT IN THE UK

ECJ's correspondent in the UK meanwhile, was calling on those who work in the cleaning sector to take pride in what they do. Lynn Webster was tackling the need for respect. Cleaning operatives are so often thought of as the invisible labour force, she said: unseen, overlooked and undervalued only until something negative occurs or it all goes wrong.

Cleaning teams can be considered expendable, purely a functional necessity without any thought for the people involved - leaving those who work in the cleaning industry feeling overlooked despite their essential worker status and importance. The various cleaning industry associations are becoming more publicly aware of the need for RESPECT.

The narrative is clearly changing, recognising and appreciating the members of our cleaning teams as no longer "just a cleaner" - a phrase that diminishes a person's worth. We are now replacing that with our own positive messages and behaviours.

There is tremendous work being done. For example the Clean Start initiative from the Cleaning and Support Services Association (CSSA). A finalist in the recent European Cleaning and Hygiene Awards, this is a campaign to change the way young people perceive cleaning and to encourage them to consider the cleaning industry as a worthwhile career move with the many facets and roles it has to offer. Breaking the stereotypical vision of cleaning and promoting the opportunities available.

Furthermore, there is the focus, the voice, from the British Cleaning Council on actively challenging the perception of cleaning as low skilled or in fact as not being skilled at all. It continues its work to gain official recognition from government and the public for the vital role cleaning plays in society.

Most recently there has been significant collaboration established between the Worshipful Company of Environmental Cleaners and the British Institute of Cleaning Science (BICSc). Both organisations founded by Eric Hill are coming together in a new and exciting collaboration.

With the growing success of the Chartered Practitioner status provided through Royal charter status of the Livery, and with well over 50 people now on the register, BICSc is supporting those who are on their chartership journey. The opportunity to be recognised for your achievements is open to all those who meet the criteria of the five pillars: General Knowledge, Skills, Communication, Leadership and Professional Commitment. Visit: wc-ec.com/chartered-practitioners to find out more.

3 WORLD CLEANUP DAY IN FRANCE

In France, the equivalent of 200 million bin bags are still discarded in the environment every year, reported Christian Bouzols. Faced with this alarming reality, World Cleanup Day - France organised a major mobilisation bringing together citizens, businesses, associations, schools and local communities during a week in September, as part of the world's largest civic and environmental action.

While this initiative transcends borders, it is worth noting that in 2024, more than 140,000 French people donned gloves and collected rubbish from public roads alongside 23 million volunteers in 190 countries and territories. This was an unprecedented mobilisation... but it is still not enough to curb the proliferation of litter.

World Cleanup Day is not just for large organisations: it belongs to everyone, and thanks to local initiatives across the country, every citizen was able to join a clean-up near their home during the third week of September. Businesses, local communities and associations also mobilised their teams around the project. As for schools, many of them took advantage of this week to raise awareness among the younger generation, who are the real agents of change.

And there is much work to be done: every year, nearly one million tonnes of litter are abandoned in France. Plastics, cigarette butts, cans, tyres, bulky items... All these pollutants are left along public roads or in illegal dumps in rural areas.

And while picking up litter is not a solution in itself - local authorities are increasingly cracking down on offenders - it is the most active and probably the most effective way of raising awareness of the need to reduce our waste at source.

According to the initial figures available, 125,000 people took part in Operation 2025. Four thousand 'clean-up events' were recorded.

The organisation behind World Cleanup Day France is committed to ensuring that cleanup operations are a catalyst for behavioural change while raising awareness among individuals to adopt more responsible practices in terms of production, consumption and waste management.





CHANGING THE WAY IN ITALY

Cleaning machines was the subject being addressed by Italy reporter Anna Garbagna, because this is an area of significant development. Machinery manufacturers are investing in R&D to respond to new market demands: greater efficiency, reduced energy consumption, ergonomics for operators and attention to environmental impact. The result is a new generation of equipment that is changing the way professional cleaning is conceived.

Optimisation of working times and reduction of operating costs: these are the two key features. Thanks to more efficient motors and electronic control systems, energy and water consumption is reduced, ensuring a high standard of hygiene: modern floor scrubbers and sweepers adapt to different surfaces and dirt conditions, working faster and with fewer passes. Optimising consumption is not only an economic advantage for businesses, but also contributes to the sustainability objectives increasingly required by European regulations and end customers.

Another strong point is ergonomics: operators spend many hours using heavy or noisy equipment, with the risk of fatigue and musculoskeletal disorders. The answer has been lighter, more manoeuvrable solutions with intuitive controls. Adjustable seats, digital control panels and driver assistance systems reduce physical effort and improve safety. Noise reduction is also key: quieter machines allow operation in sensitive environments such as hospitals, schools, hotels or offices without disturbing daily activities.

The new generation of machines is not only more efficient, but also smarter. The introduction of sensors and monitoring systems allows real-time data to be collected on usage, consumption and maintenance conditions.

Some models offer IoT connectivity, allowing companies to plan interventions predictively and manage machinery remotely. This reduces machine downtime, improves operational continuity and ensures consistent cleaning standards. Robotics is another rapidly growing frontier: autonomous robots for cleaning large surfaces are becoming increasingly common.

And of course sustainability is now a key element. New commercial cleaning machines use recyclable materials, systems that reduce the use of chemical detergents and technologies that minimise waste: an approach in line with ESG regulations and the growing awareness of businesses towards environmental impact.



SCHOOL CLEANING IN DENMARK

School cleaning was in the spotlight in Denmark. Usually, cleaning is not a priority for local government politicians when juggling the budgets, reported Lotte Printz. Therefore, this September's budget deal for the Municipality of Copenhagen may come as a bit of a surprise. Allocating DKK 80 million (around €11 million) to school cleaning over a four-year period until 2030, this deal hopefully enables kids at schools, nurseries and kindergartens in the Danish capital city to enjoy cleaner washroom facilities.

Although, the main amount is earmarked for refurbishments, DKK 7.3 million is allocated to educational initiatives, hygiene interventions and extra cleaning at the Copenhagen schools in 2026 as well as DKK 5 million annually in 2027-2029. Nurseries and kindergartens can look forward to DKK 4.5 million annually for these purposes.

This is not only good news for the kids and from a cleaning and FM sector perspective, but can prove highly beneficial both health wise and in the monetary sense for these educational institutions where high-touch surfaces, shared equipment and washrooms serve as common culprits in the transmission of illness.



Recent studies in American elementary schools, reported by James Kim, PhD and senior vice president of American Cleaning Institute (ACI), on cleanlink.com, show that targeted surface disinfection protocols reduced student absenteeism due to illness by 50 per cent. Cleaning also had a significant positive impact on staff absence, which may otherwise 'require costly substitute coverage and disrupt continuity in instruction' as Kim points out. On top of that, high hygiene standards improved staff morale.

Enhanced focus on evidence-based cleaning is key to Kim in this respect as it goes beyond routine schedules and visual inspection. It relies on measurable outcomes, data-backed procedures and validated products and technologies.

"By staying informed on research, embracing innovation and advocating for evidence-based standards, professional cleaning executives can shape healthier, safer learning environments (...) an evidence-based approach is not just best practice, it is a competitive advantage," he says.



STANDARD TERMINOLOGY IN THE NETHERLANDS

John Griep at VSR in the Netherlands has been telling us about a system that standardises sector terminology, which he says is a quietly powerful lever for improving safety, efficiency and commercial clarity. In the cleaning industry the Standaard Informatie Systeem-Terminologie (SIS-T) performs that role: an alphabetical, maintained list of cleaning-industry terms with agreed descriptions so that stakeholders - clients, contractors, facility managers and auditors - use the same words to describe the same things.

Before the 2025 refresh, Dutch terms like 'dagelijks onderhoud' (daily maintenance) and 'dagelijks reinigen' (daily cleaning) were often used interchangeably in tenders and work programmes, yet interpreted differently in scope and frequency. The SIS-T now explicitly equates these terms and anchors them to a measurable parameter; minimum once per week, which improves comparability across offers and contracts.

When linked to VSR-KMS inspections, the defined scope becomes auditable rather than a matter of interpretation. In regulated environments (eg, food production), pairing SIS-T terminology with VSR practice guidelines/food audits supports consistent verification against agreed methods and acceptance criteria. Embedding SIS-T references in tender texts and cleaning programmes therefore turns vague labels into enforceable, auditable specifications.

SIS-T provides the common vocabulary but its real value emerges only when those terms are linked to practical instruments. VSR practice guidelines require that terminology be translated into work instructions and quality criteria, while the VSR Quality Measurement System (VSR-KMS) offers standardised methods for audits. In addition, verification techniques such as ATP or UV testing are recommended to objectively assess cleaning outcomes. In this way, terminology becomes not just consistent but also verifiable in practice.

SIS-T is actively maintained by sector organisations and saw its most recent update in 2025. The refreshes keep the vocabulary aligned with evolving practice and ensure procurement documents, operational work programmes and training materials rely on precise wording that prevents misinterpretation.

The renewed SIS-T list is publicly accessible via an alphabetical search function on the VSR website and is intended for everyone involved in the sector.

For all industry news visit
www.europeancleaningjournal.com

Three regions. One unforgettable country.

From its frozen north to vibrant coastal cities, Finland is a land of quiet contrasts. Here, wild nature meets world-class design. Time slows down. Silence speaks volumes. And even the simplest moments, like a stroll in the forest or a sip of hot coffee, become something special. Here are four snapshots that reveal just how diverse this country really is.

LAPLAND WHERE WINTER REIGNS

Snow, silence, and northern lights. Finland's northernmost region is pure magic, especially in winter. It's home to the Sámi, Europe's only Indigenous people, and to the kind of landscapes that belong in fairy tales. Want reindeer? Ice hotels? Or a sleigh ride under the aurora? Lapland delivers. And with 24/7 daylight in summer and near-total darkness in winter, the seasons feel like different worlds.

HELSINKI NORDIC COOL WITH A TWIST

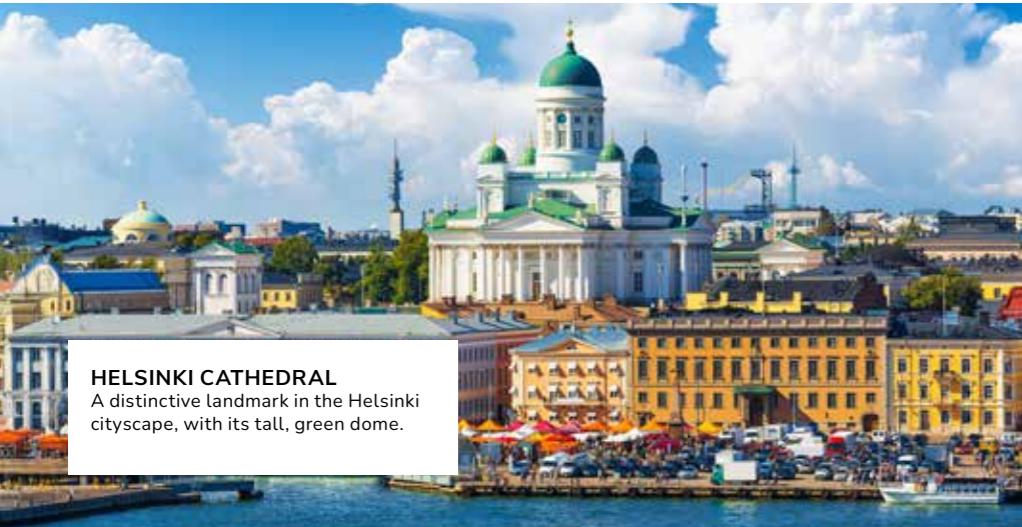
Finland's capital is where tradition meets edge. One moment you're walking through neoclassical streets, the next you're sipping oat milk lattes in a minimalist café. Helsinki is known for its bold design (think Marimekko, Alvar Aalto), its clean sea air, and its love for public saunas - from historic wooden bathhouses to chic urban spa-bars. And don't be surprised if you see people swimming in the sea... in January.



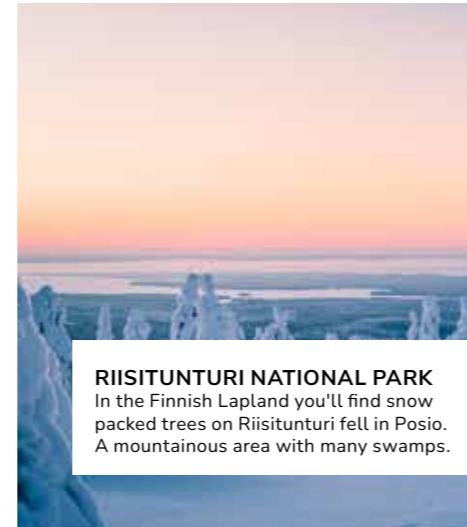
NORTHERN LIGHTS
In Lapland, Finland



REINDEER WITH SLEDGE
In winter forest in Rovaniemi, Lapland, Finland



HELSINKI CATHEDRAL
A distinctive landmark in the Helsinki cityscape, with its tall, green dome.



RIISITUNTURI NATIONAL PARK
In the Finnish Lapland you'll find snow packed trees on Riisitunturi fell in Posio. A mountainous area with many swamps.



LAKE SAIMAA
With a surface area of approximately 4,279 square kilometres, it is the largest lake in Finland.

WE'RE B CORP PART OF OUR DNA

From the very beginning, we've believed that cleaning should be better. For the people doing the work and for the world we live in. That means using less water. Wasting fewer parts. Making tools that last. And giving cleaners the comfort, dignity and support they deserve. We design everything with that in mind. And now, we've made it official.

What does it mean to be B Corp?

In July 2025, i-team Global became a Certified B Corporation. That means an independent organisation has checked how we run our business, from our supply chain to our governance to our impact on people and the planet. We're proud to say we scored 91.5 points out of the 200 points.

The minimum to certify is 80. Our 91.5 score shows we're already doing many things right (and that there's room for further improvement). The total of 200 points is just the full range on paper. In real life, not every question fits every company, so no one can reach all 200.

Certified



Corporation

Why B Corp fits us perfectly

The B in B Corp stands for Benefit. Benefit for all stakeholders, not just shareholders. That means:

- Treating people well
- Minimising environmental harm
- Being transparent about how you work
- Always striving to improve

This is exactly how we've always operated. We believe innovation should make life better. We build machines that save time, water and energy, and that keep getting better over time. We work hard to support the people who use them. And we hold ourselves to high standards, even when nobody's watching.

It doesn't stop here

Becoming a B Corp isn't a one-time win. It's a commitment to ongoing progress. Every three years, we'll go through a new assessment, with new standards, new questions, and higher expectations.

That's how it should be. Because sustainability isn't static. Neither are we.

Want to discover more?

Check out our brand new sustainability magazine. Scan the QR-code on the next page →



Our sustainability journey

Raising the bar

Read our
sustainability
magazine





The best scrubber-dryer for small, occupied spaces

High-performing, reliable, ergonomic.

The **i-mop 40** redefines compact cleaning with high performance, reliability, and ergonomic design. Built with and for cleaners, it minimizes strain and maximizes efficiency through modular construction and intuitive operation.

The **i-mop 40 Pro** takes it a step further and is built for the toughest environments. From high-traffic areas to chlorine-heavy wellness spaces, it delivers unmatched durability and precision.

Technical specifications



Run time
71 minutes
on rough flooring
81 minutes
on smooth surfaces



Practical performance
960 m²



Brush speed
350 RPM



Scan the QR-code

and watch the video of the i-mop 40



Faster

Cleans 75% faster than traditional mops and 20% faster than similar-sized scrubber-dryers.



Cleaner

Counter-rotating brushes make surfaces 90% cleaner than manual mops, proven by ATP tests.



Greener

Efficient use of water and cleaning agents, lowering environmental impact by 75%.



Safer

Dries floors almost instantly which significantly reduce slip and fall hazards.



Better for everyone

Less strain on cleaners' bodies and a cleaner, healthier environment for everyone.