



It's time to balance the books.....

The ninth edition of "Pulire" has ended with a very positive balance. This biannual edition takes place in Verona and puts on stage the most important actors of the cleaning industry.

This year **19.509** visitors attended the event, an increase in participation of **14.9%** compared to the 2007 edition.

The attention drawn was that of an exclusive event; "Pulire" stands out in the cleaning industry as a basin of interactions and exchanges of knowledge, experience, relations between the companies representing supply and demand and sharing the common interest in doing business.

The success of this edition, in such a difficult moment for economy, is to be attributed also to the consistent investments in communication and advertisement on daily newspapers, magazines, digital media and radio stations.

The extremely positive trend achieved in this edition has created a positive mood for future projects. The aim was to give and share optimism and to deliver the message that innovation and communication are important for a company's life. Facing competitors or simply other companies of the sector, is a vital instrument of growth. We've always explained how the fair is first of all a meeting place and an ideal platform for the exchange of ideas and for a continuous and positive confrontation. From this standpoint, "Pulire" has once again proved an ideal platform in which the networking activity during the four-day-fair has produced the greatest value.

Conferences and workshops on various interesting subjects have created further value and interest. The conference on School, those on Services, on perspectives and criticality, Clean Green, the round table with NAS, have stimulated considerations that will be object of future attentions on the market.

The aim was to place the format "Pulire" in a quality circuit; sensitize the companies of the sector towards new and efficient models of effectiveness and management of their application systems, developing synergies among the companies spurring them to take part to qualifying projects.

In this edition we celebrated the sixth edition of the "Innovation Award", an event inside the event supporting the companies willing to begin or continue an evolution process in the field of innovation. This year many companies have participated with machinery, products and equipment of very high quality. The winner of the "Innovation Award" was IPC with the machine "Highrise".

The jury of the technical press awarded prizes to the following companies:

- Arco Chimica, with the product Gynius Pack for the category "chemical products"
- Piazza BVBA with Purleve for the category "equipment"
- IPC e Ghibli respectively with Highrise and Contaresa in the category "machinery".

Once again the importance of the label was stressed – an important indicator for foreign companies, since it safeguards expectations and needs through the guarantee of high standards of quality. Furthermore, it's an important mean of promotion for companies granting visibility, a clear image and facilitating the choice of customers.

Numerous events took place during "Pulire", including "Demonstration Area, removal of chewing-gum and graffiti from Piazza Bra" . The following companies took part to this event: Johnson, Masterfluid, Lavorwash, Hinowa, Tecnovap, Cristanini, M.D.M.

Being a protagonist of "Pulire" means conforming to international quality standards; it means highlighting the company providing surplus value.

Afidamp, being the organizer, wanted to give a new opportunity and an opportunity to improve or create business activities in those areas which are now at the centre of emerging markets.

See you at the next edition of "Pulire" in May 2011.

Press Office
Afidamp Servizi
www.pulire-it.com