

ARCORA® INTERNATIONAL

UPDATE

Issue 04/18



Clean India, January 2018 at Mumbai

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Safety Datasheets ready for down-load

Dear Distribution Partners, dear Customers,

It took some time - but now all safety data sheets are available in English language and ready to be down-loaded – please open the down-load area under www.arcora-group.com. There you will also find lots of information, such as new product catalogues, standard product prices, ISO certificates, complaint and order forms, just to mention a few. Why don't you look at our website on a more regular basis to keep yourself up-to-date on ARCORA. Please feel free to provide us with your feedback – we are interested to learn, what we can improve! Your opinion is important to us and always welcome.

Please enjoy reading this latest issue of ARCORA International Update 4/2018,

Best regards,

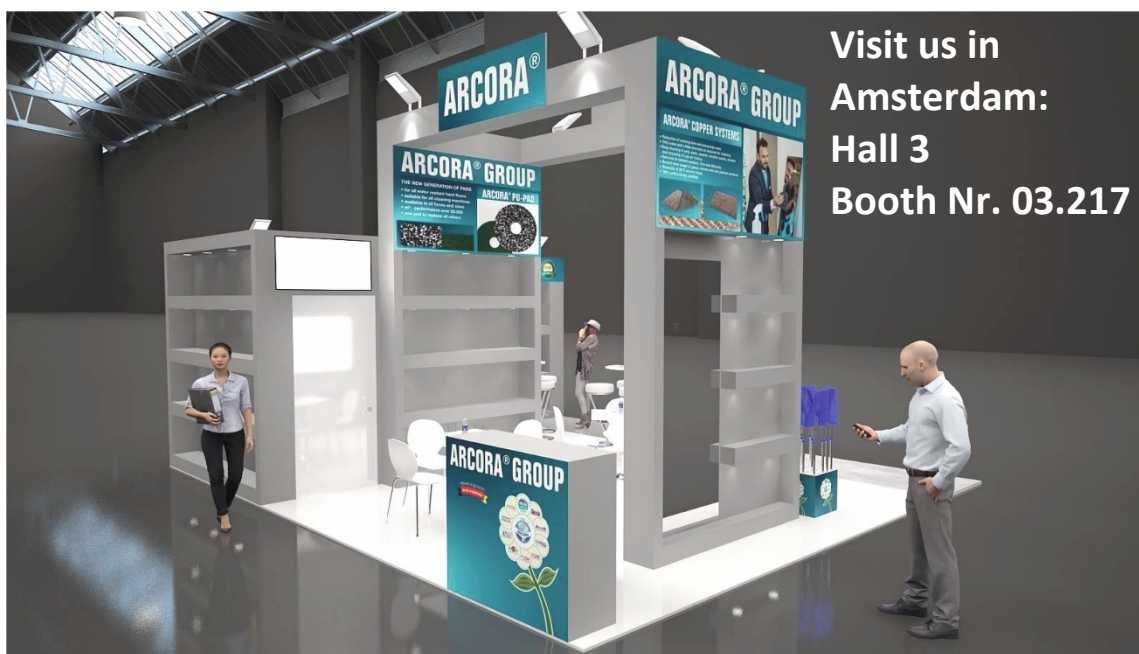
Your ARCORA Export-Team

Outlook on ISSA Amsterdam, May 15.-18.2018

What kind of ARCORA product high-lights are waiting for you in Amsterdam?

- PU-PAD → one pad for all others
- New BORA X-LINE TROLLEY
- COPPER SYSTEMS
- ARCORA® TENAS PRODUCTS WITH ENCAPSULATION SYSTEM
- ULTRA MOBILE Cleaning SYSTEM
- ARCORA® HOSPITAL HYGIENE MOPS IN 4 COLORS

The ARCORA Team looking forward to explain the attractive products during a personal consultation and of course you can test the products.



...did you already register for ISSA
Amsterdam? IF NOT; let us know,
we will provide you with tickets!



GettingTogether Dinner, May 16th

We are happy to
invite you for our
Dinner evening on
May 16th at 07:30
p.m.

This event had been
organized for you,
our dear
Distribution Partners
at the Indonesian
Restaurant **Sampurna**,
near the Centre of
Amsterdam.

There are still some
seats available,
so please let us
have your confirmation.



New Product Highlights & Applications

PU - PAD

ARCORA PU-PAD - the new generation of polyurethane pads for maintenance cleaning. The new pad is the innovative development extension of conventional cleaning pads.

Due to the composition of polyether and polyester the pad is very tough and unbreakable.

Features

- higher material density per m³ which increases the durability by about tenfold and improves the efficiency
- cleaning performance of over 50.000 m²
- wide range of application, usable on all hard floors from tiles, stone floors, porcelain stoneware, concrete floors up to vinyl flooring, PVC and linoleum
- particularly suitable for use in public institutions, airports, shopping malls, hotels, restaurants, offices, etc.
- usable on both sides; PU -side as well as green back-side

Advantages

- higher water absorption than common pads
- applicable on all water resistant hard floors
- suitable for all cleaning machines
- 100% environmentally friendly by exclusive use of recycled materials

Benefits

- excellent price-performance ratio
- reduced No source of error due to the use of the wrong pad
- excellent cleaning results



ARCORA PU-PAD



ARCORA PU-Handpad

BORA X-LINE TROLLEY

The new line of Trolleys, specially adapted to the ARCORA X-LINE system for professional mop preparation.

Features

- equipped with garbage bags- with storage space for mop-preparation boxes
- maximized storage options thanks to aluminium construction

Advantages

- very robust and practical
- many storage options
- ergonomic working
- facilitates the cleaning tasks

Benefits

- saves time and money
- adapted to the individual needs on site



ARCORA COPPER SYSTEMS

The copper products ensure gentle cleaning of pots, sinks, pans, enamel, glass, ceramic glass and stainless steel. Lime scale, cement and adhesive residues, and silicone – no problem!

Features

- removes persistent dirt
- cleaning with water or only very little chemicals

Advantages

- scratch-free usage on glass, mirrors and non-painted- surfaces
- washable at 60 °C several times
- 100 % antibacterial due to the use of pure copper

Benefits

- environmentally friendly because of no/low chemistry
- reduces working time and personnel costs

Copper Cloth - small



Copper Sponge



Copper Cloth - large



Copper Cloth - loose



TENAS ENCAPSULATION SYSTEMS



TENAS 3IN1

The Encapsulation System - TENAS 3IN1 takes care of the former known three main functions in carpet cleaning. One product for the precleaning & stain removal treatment, extraction cleaning and the cleaning procedure known as the Bonnet-System.

Features

- suitable fibre depth cleaning of stubborn dirt
- the Encapsulation System makes sure that the dirt is broken, bound and encapsulated
- protects the carpet fibres and leaves a pleasant fragrance

Advantages

- through the incorporated polymer the soiling and greying process will be reduced
- short drying times

Benefits

- time saving, cost and space reduction



TENAS GRANULES

The innovation for dry carpet cleaning based on the encapsulation system.

Advantages

- it is possible to completely remove road pollution, food and drink stain or even fat and shoe cream
- no residues

Benefits

- immediately after the cleaning the floor is walk-on-able
- environmentally friendly
- saves time and money

Features

- deeper dirt is no problem
- consists of 100% natural and renewable raw materials
- biodegradable and pH-neutral

TENAS HAND-BRUSH

Features

- shampooing hand brush for quick and easy stain removal on carpets and upholstery
- suitable for cleaning corners and difficult to reach areas
- foam will be evenly distributed
- brushes generate the necessary mechanical friction for cleaning



Advantages

- easy and very quick application
- flexible cleaning of corners and places hard to reach
- easy chemical dosage directly into handle

Benefits

- reduces working time and personnel costs
- targeted for spot and stain removal
- only stain removal necessary instead of a basic cleaning

Stain and spot removal



Step 1: Remove TENAS hand brush



Step 2: Fill cleaning chemistry up to dosage mark



Step 3: Dilute with water up to the water mark.
Screw brush head on to dosing handle



Step 4: Press the dosing handle to dose and mix the chemistry

ULTRA MOBILE SYSTEM

The newly designed mobile cleaning system, which ensures ergonomic working with an integrated dosing bottle. Economical cleaning of surfaces that are difficult to access with cleaning trolleys.

Features

- ultralight cleaning device
- universal cleaning equipment for floor and window cleaning by means of easy to exchange attachments

Advantages

- ergonomic working without towing
- multi-use, attractive cleaning method
- also suitable for window cleaning

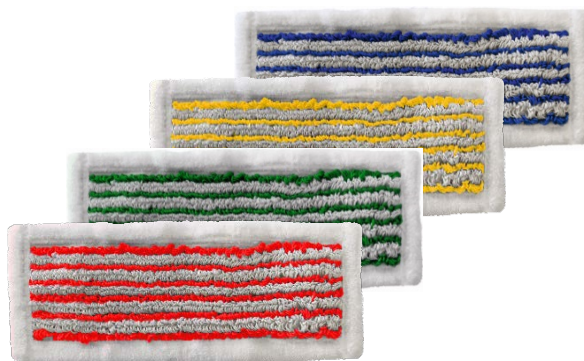
Benefits

- cost and time savings to ease of application
- easier cleaning of difficult to clean areas such as staircases, corners, etc.



HOSPITAL HYGIENE PLUS MOPS IN 4-COLORS

Optimized system for usage in the different cleaning areas.



Features

- mops available in four colors
- especially for use in hospitals and healthcare
- special mix of yarn (4 different fibers)

Advantages

- effort-saving working process
- high m² - performance
- no likelihood of confusion based on color-coding

Benefits

- hygienic cleaning result
- no cross contamination due to the 4-color system

ARCORA MOPS - and why Kentucky or Spaghetti Mops are dangerous



What's wrong with this mop and how cleaning results and hygiene can be improved drastically?

Apart from its high deadweight, not to mention when it is used wet, the weight of it doubles or even triples, achieves almost everything except a professional and hygienic cleaning result. The dirt is absorbed very badly and will be spread from one corner to another and will be dispersed across the cleaning area. In addition, this mop is just cleaning superficial what is resulting in badly cleaned corners. Therefore, a high probability of survival of microorganisms is the consequence and in addition, they feel very comfortable at certain temperatures, as the factor of multiplication is very high. The objective is to achieve hygienic cleaning results, without a chance of survival for microorganisms.

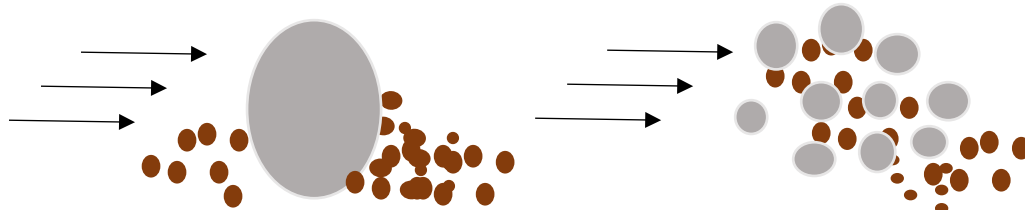


So why not a mop which is less heavy, with better dirt absorption, easy operating in corners, and gliding much easier on the floor compared to the so-called Kentucky mop. This will insure an ergonomic, effort-saving and comfortable handling during the cleaning process?

The ARCORA MOPS provide many advantages and light years ahead of the Kentucky Mops. Maximum water absorption, long life cycle, excellent cleaning performance are only a fractional part of the positive properties of ARCORA MOPS. ARCORA is one of the few manufacturers in the world that produces its own cotton and microfibre mops. Cotton flat mops, microfibre flat mops and mixed fabric mops are part of the ARCORA product range.



A particularly effective cleaning can be achieved by the combination of cotton and microfibre. The microfibre works as a magnet and picks up the dirt especially well, due to higher surface for dirt pickup provided. Cotton makes the mop gliding easily over the floor and distributes the cleaning chemistry solution in the best possible way.



Kentucky Mop

ARCORA MOP



Review 2017

2017 marked another successful year in ARCORA history. One major event in May had been the 25th Anniversary of ARCORA. More than 200 local customers as well as selected international distribution partners had been participating and celebrating together with all ARCORA employees in Munich/Germany.

For ARCORA Year 2017 had very much to do with focus on development and expansion of the international business. This was mainly driven by introducing new product introductions, such as Copper-Line, Texas 3 in 1 or the new PU – Pad, which is revolutionary in m²- performance as well in its cleaning results provided.

These new innovations together with the existing product portfolio are providing a strong basis for sales success in any kind of cleaning application. ARCORA is heavily focused on providing value – for money products to outpace competition. The own manufacturing sites had been extended and modernized as well as new ones are under construction. Increased production volumes are key to decrease delivery times and increase flexibility at the same time to improve the overall service for ARCORA distribution partners -AND deliveries directly from ARCORA as the manufacturer guarantees competitive prices for the business partners.

Successful participations in several national as well as international exhibitions helped to further increase the brand recognition in the key-markets as well in support of the distribution partners. India became a new target and in preparation of the market launch, ARCORA started an extensive advertising initiative, which will continue throughout 2018.

Amongst many other improvements, the information gathering had been further improved through on-the-spot retrieval via www.arcora-group.com

Last but not least and very important for future business expansion had been the successful certification for DIN ISO 9001 and DIN ISO 14001 in September 2018.



Clean India Pulire – January 2018 in Mumbai

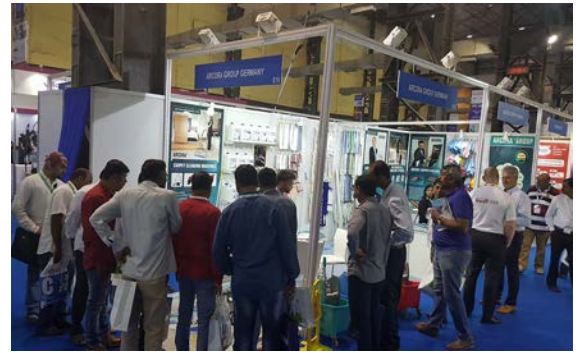
ARCORA looking at India – or why is India on the priority list when it comes to long term strategies?



One country is undoubtedly drawing global attention, especially that of the cleaning and hygiene segment, is India. In keeping with the country's agenda of establishing a clean India by 2019, companies are looking at India as a destination to do cleaning and related businesses. And so, does ARCORA. India is one of the most challenging and demanding markets and the available ARCORA portfolio of quality-driven, cost-effective and user-friendly products, tools and machines are tailored to provide a wide range of cleaning and hygiene solutions.

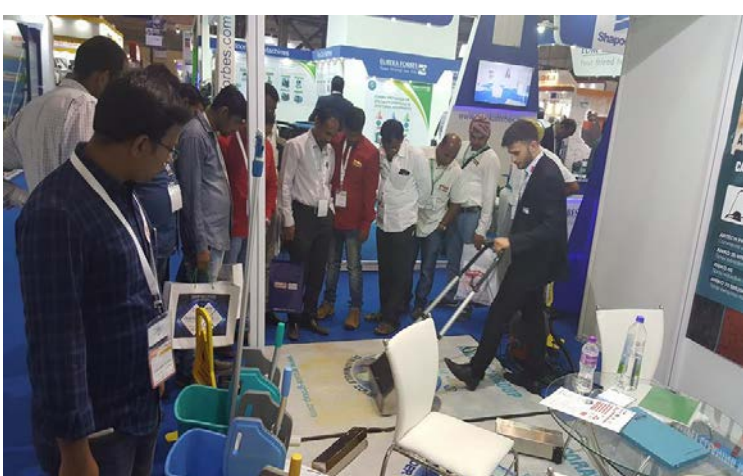
To prove the above and getting in touch with potential customers and interested future distribution partners, ARCORA participated in the Clean India Exhibition in January in Mumbai.

This had been the start of “learning” the new market, getting to know it's people in the industry as well as collecting lots of useful feedback for the next development steps. The interest of all visitors had been enormous, and it had been a surprise, that many of them expressed the interest in Quality Products from Germany! At current, the follow-up activities are under way to start the first serious new distribution partnerships to start serving the market.



Throughout the year, ARCORA will be present in Clean India Journal with advertisements as well as product- and application outlines monthly. In addition, the activities are prepared to support new distribution partners with product and application know-how through on-site training as well as tailored activities.

ARCORA Booth at Clean India in Mumbai



Quality & complaint management at ARCORA GROUP

ARCORA endeavors to continuously apply, improve and update its quality and environmental management measures to its operation. Customer Satisfaction, product quality, use of environmentally degradable resources, failure reduction as well process improvements play important roles. Amongst others, complaint management is key within the quality management process as it is directly impacting customer satisfaction.

ARCORA strives for long-term and successful business collaboration and therefore wants to respond to customer feedback and needs. As stated in ISO 9001:2015, complaint management as an important component of the quality management of the ARCORA GROUP, has been completely revised and established to meet the requirements of customers, suppliers and employees. The aim is to reduce complaints and increase customer satisfaction.

For you as ARCORA distribution partner or customer this will result in:

- fast processing of potential complaints
- openness and transparency, complaints should not get lost
- complaint tracking by claim number, related documentation & pictures
- reduction of failures and improvement of product quality
- collection of inputs and constant evaluation of statistics
- root cause analysis, communication and closing of the complaint

To facilitate the complaint handling, this process is now based on a complaint form - please see www.arcora-group.com/download . Please use only this form in case of any product or process related complaint and Email it to customerservice@arcora.de

Of course, you can also call us, but in any case, we need to produce the form for correct complaint tracking and clear communication. The given complaint number is used to identify the complaint at any time and to check the actual status.

On a regular basis, ARCORA employees are being trained on quality and complaint handling process to enable continuous improvement and reach even higher levels in customer satisfaction.

Please do not hesitate and provide us with any feedback at any time by using above addresses.

Please find the complaint form in the download area under www.arcora-group.com/download

Introduction of new Distribution Partners

Krzysztof Gawor set off the first sales point with ARCORA products in Szczecin in December 2013. Due to remarkable effectiveness of chemical goods as well as durability of microfibre and cotton manufactures they got approved by customers very well. Consecutive phase was opening the next point of sale in Poznań and including hygiene measures in their range. Currently, Krzysztof Gawor and his wife Ewa are running company named Chemiashop Sp z o. o. in Poznań. They provide congeneric supply in things essential to keep installations clean. They supply cleaning companies, public funded institution and individual customers with ARCORA products. The Chemiashop company gives priority to high-quality customer service, technical consulting and after-sales support. They aren't afraid of new challenges and mess which their customers meet in the cleaning process. The main channels of distribution are the stationary wholesaler, online shop and deliveries accomplished with their own car fleet.



Business Focus 2018

BUSINESS GROWTH – WHAT ELSE?

There are no hidden secrets about ARCORA strategy and focus in 2018. As mentioned already above as one example, ARCORA will be working on streamlining its product portfolio and services to better support its international distribution partners in their ARCORA-related business.

This will be through the following main tasks:

- opening-up new distributor ships and new markets, i.e. India, Baltic states, Balkan region,
- strengthening existing partnerships
- providing improved information access on up-dated and state-of-the-art website
- selecting specific products to focus individual markets to reduce complexity
- providing on-site product-and application training on demand
- participating in local exhibitions, jointly with its local distribution partners
- providing improved documentation, i.e. safety data sheets, product catalogues, etc.
- planning regular visits to agree on strategies and product focus
- working towards an agreed distribution plan incl. development targets
- by means of improved inputs from its partners getting better insight of local markets
- continuously drive for new product innovations
- continue to improve processes and product quality

2018 business objectives are part of a long-term business strategy and ARCORA is very much interested, to align its distribution activities and partnerships based on available market revenue potentials.

Thanks for your interest in this ARCORA Update. We are happy to receive any feedback or recommendation to improve our information and communication flow!

Your ARCORA Export Team

