

BETTER CITY, BETTER LIFE... BETTER IPC GANSOW

The Shanghai 2010 Expo opened its doors on May 1. The statistics promise a record Expo with an expected 70 million participants and visitors during the six months of the event covering 5.28 km² of display area with 260 countries and organizations present.

With 11,000 m² of space packed with excellence and traditions, Italy is one of the leading protagonists, attracting more than 30,000 visitors per day.

The common denominator for all the initiatives is the City of Man for a journey of discovery through Italian excellence. The central role of the individual, quality of life and respect for the environment are the strategic messages Italy is transmitting in China, communicating the capabilities, imagination, design and innovation of the Italy system in an Expo with the theme "a better city, a better life".

Built entirely from Italian materials, the pavilion bears the signature of architect Giampaolo Imbrighi. His design combines the Italian ability for good living and feel for managing the traditional spaces for socializing (squares, alleyways and small villages) with the innovation of scientific research ever more interested in the use of eco-compatible materials, in respect of the environment and projected towards the future. It consists of a genuine miniature city with a single narrative model, where the concepts of Better City and Better Life find common ground for dialogue not just in sustainable engineering and town planning and environmentally friendly infrastructure and architecture, but also through certain peaks of Italian excellence which celebrate the quality of life... of living the Italian way. Tradition and technological innovations throughout the entire Italian manufacturing process, from violin making, to high quality furniture, design, eco-sustainable architecture and the culture of cleaning, making excellence in production and excellence in cohabitation possible and giving concrete form to the concept of Better City, Better Life.

The 11,000 m² Italian pavilion (the second largest in the whole Expo, divided into three floors) will in fact be cleaned by machines made by IPC Gansow, a company in the IPC Group whose mission is based precisely on that centrality of the individual, that quality of life, that respect for the environment and that tradition of craftsmanship combined with the most advanced technological innovation which are at the heart of this Expo.

This harmony of intent was made possible thanks to perfectly coordinated team play. Through its sales manager, Oliver Hanoz, IPC Gansow made contact with the Italian Expo Commission, while Klenco China, the local IPC distributor, worked closely with the personnel of the Italian Pavilion advising them on the selection of the right equipment and the right cleaning contractor. In the end, ISS Shanghai, the China branch of the international cleaning contractor ISS was selected. The Commission and ISS signed an agreement for cleaning the Italian pavilion, enhancing its guiding concept with added value through the use of made-in-Italy machines, the perfect way to emphasize the best of Italian excellence as a whole.

IPC Gansow has supplied ISS with four battery powered walk behind and ride-on scrubber driers with different cleaning widths able to satisfy all requirements in terms of type of floor, size of area and use, all with top efficiency, toughness and work capacity, in respect of operator safety and environmental protection.

Excellence of excellence, the CT 40 ECS scrubber drier, absolute leader in its segment, a concentrate of technological innovation and eco-sustainability, with a prestigious pedigree, winner of the Innovation Prize at Pulire2009 and runner up in the Issa Interclean 2010 Innovation Award.

The CT 40 ECS machine is fitted with the exclusive Micro Scrub system with microfibre pad, for top quality cleaning while saving more than 80% of water compared to traditional scrubber driers, thanks to pioneering technical features including high revolutions (600 rpm, three times the normal speed) to exploit the cleaning power of millions of microfibres; very low pressure with the pad lightly skimming the floor, improving oxygenation of the fibres and thus increasing their capacity to attract and remove the dirt, and minimum water flow, just 0.15 litres per minute of water are sufficient to achieve results better than traditional systems.

The Micro Scrub system enables up to 45,000 litres of water to be saved, incredible but true, confirmation of IPC Gansow's sensitivity, reflecting the philosophy of the entire IPC Group on the most topical themes of environmental sustainability, with respect for the planet's most precious resources. Together with sensitivity to the environment and its protection in general, attention to water and the inescapable need to reduce consumption is one of the elements characterizing the leadership of IPC and its companies. Although the production and sale of machines is the company's core business, the group nevertheless considers implementing a policy of environmental sustainability and indicating the way ahead for the whole industrial cleaning system to be a categorical imperative.

In this context, IPC Gansow's ECS scrubber driers not only reduce water consumption to a minimum, but also obtain savings of up to 600 litres of detergent, avoiding the need to dispose of 60 detergent bottles per year. They are in fact fitted with a detergent micro-dosing system controlled by the exclusive "Chem Dose" device, reducing use of detergent by 90% compared to traditional machines. In addition, thanks to the "Energy Save" technology, while in operation the energy absorption of the ECS machine is about 15% lower and the battery charging system, as well as saving on precious cycles, also reduces the amount of energy taken from the electricity mains by up to 30%.

It is generally held that respect for the environment means compromising on results. It is said that green cleaning means poorer performance, as you have to renounce on the greater cleaning power offered by the discovery of chemical cleaning products, and that lower water and electricity consumption means a less effective cleaning action. In short, "green" cleaning may be virtuous, but the effects are virtual.

With the ECS system, IPC Gansow demonstrates that this conviction is unfounded. Through research and the skills and tenacity of its engineers, IPC Gansow has produced a system which fears no comparison. Maximum respect for the environment, maximum savings on non-renewable sources, maximum protection for operators and the users of the rooms and maximum cleaning results. IPC Gansow has shown that you can achieve the objective of "Better City, Better Life". And it confirms this every day to the whole world in the Italian pavilion at the Expo.