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The 3rd edition

May/ June 2006



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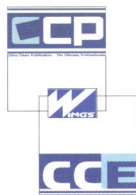
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海纳百川，有容乃大 A Sea Absorbs Be- fore What It Is

吴肖燕 —— 《中国清洁(卷)》编辑

Shine Wind - Editor Of China Clean Publication

中国的清洁行业经过十几个年头走到今天,其发展和进步有目共睹且令人欣喜。但不可否认的是,它和世界清洁市场水平比起来,还有一定的距离。纵观现在的中国清洁市场,充斥着来自世界各地的品牌。它们当中不乏全球知名品牌,也有价位适中、符合国情的品牌,而且每一个品牌在进入中国市场前都会告诉我们:他们来中国最主要的目的是开发这块潜力巨大的市场。可是为什么行业和市场的进步未如期待中那样大?

中国地域广袤,这就决定了它在拥有一个巨大市场的同时会存在许多由“大”而引发的问题:行业标准不规范、清洁理念不完善、知识产权意识薄弱——这一切都给这个市场的健康发展带来了一系列的困难。而这也正是清洁人士面临的大难题。部分清洁专家指出,要改变市场观念,提高清洁商家就清洁的正确理念,真正使中国清洁市场和国际接轨,还需要长时间的努力和沟通。这需要清洁传媒、清洁商家的共同努力。

刚刚过去的中国清洁博览会称得上是中国清洁行业的盛会,一系列数据表明,这项展会充分展现了中国清洁市场的国际化趋势,展会本身和专业清洁人士正通过这个平台慢慢成长起来。很多商家表示,产品、理念和服务的一线式专业建设是万本之本,是企业和清洁市场健康和长期发展的唯一可能。没有良好的市场大环境作为根本,仅仅靠产品的质量建设,是无法帮助中国清洁市场良好发展的。如今这已经是很多有识之士的共识。这好比是一株植物的生长,需要的不仅仅是土壤,还需要阳光、雨水、营养。

可喜的是,这种良好的趋势并非是一种愿望而已,我们已经看到有许多专业人士正致力于此。中国的清洁市场正在为世界打开大门,透过中国清洁博览会这扇小窗看世界,我们有理由相信,现今仍有斑斑缺陷的中国清洁市场,会在不久的将来茁壮成长。谨以题中八字向所有奋斗在清洁前沿的专业人士致敬,并示以美好的愿望。



Now China's clean industry has already over ten year's development with tremendous progresses witnessed by all, yet it is undeniable that there is still a big gap between this market and that of the world. Having a bird view of China's cleaning market, filled with world-class brands and brands that well fit into China's conditions, we may well raise a question: why this great market, with big potential as claimed by all, does not greet a rocketing advancement as expected?

China, enjoys a large territory, features a market that's both great and in disorder, lacking standards, concept, and protection of Intellectual property - this is a tough problem for all the cleaning professionals. Some experts point out that the connection to the world market is to be reached after long rather than overnight, with efforts in media, manufacturers, dealers, distributors, and related all.

The newly closed China Clean Expo (CCE) is by all means a cleaning feast for professionals. Statistics show clearer trends of globalization of CCE who is progressing together with all its exhibitors and visitors. Many believe that a favorable market environment is more than a foundation for company's development, and a systematic management of product, concept and service is the point for survival, much like the growth of grass needs not only soil, but sunlight, water, and nutrition as well.

Fortunately, systematic construction is practiced while trusted. Professionals are dedicating themselves to it. China's clean market is opening its door to the world. Having a look of the world through CCE as if out of a small window, I think myself well grounded to believe in its brighter future. The title of this article is dedicated to all at the frontiers of the industry, that they shall expand like a sea absorbs, their business, their belief, and their dream concerning the cleaning industry.

100

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欧洲清洁制造界再结联盟

EUUnited Cleaning Set Up In Brussels

2006年1月25日, 13家在国际知名公司于布鲁塞尔成立了EU (欧洲清洁联盟)。其成员定位为工商业领域的地面清洁和高压设备制造商。

来自德国Hako公司的Bernd Heilmann先生当选为该联盟主席。Winfried Brandt先生当选为总裁, 处理办公事务。

EU在当今清洁界正发挥越来越重要的作用。因此不断参与国际清洁事务——商业、统计、技术、标准化、EU宣传和各种公共盛会——将会对这个组织起到积极促进的作用。

EU的近期事务主要为宣传自己的方针标准、国际市场数据的分析和清洁技术文献专类词典的编撰出版。

据统计, 2005年欧洲在工商业领域产生的地面清洁设备和高压设备市场总额为14亿欧元。

At present, EU-legislation and the international standardisation have a major and growing impact on cleaning systems business. Therefore it's very important to strengthen international activities and build up a rep-

resentation of interests in all issues concerning Commerce, Statistics, Technology, Standardisation, EU Lobbying, Trade Fair Activities and Public Relations.

13 leading companies have established in Brussels on the 25 January 2006, the European Cleaning Machines Association - EUUnited Cleaning.

The presidency shall be taken over by Bernd Heilmann, Managing Director, Hako. The office of Managing Director shall be taken over by Winfried Brandt.

Main activities in the near future will be technical lobbying on EU Directives, Standardisation, implementation of International market statistics as well as publishing of EUUnited Cleaning lexicon for Technical Documentation.

Total European turnover of Floor Cleaning Machines and High Presfor professional and industrial was 1,4 Billion Euro in the year 2005.



EU最高领导管理层(自左到右)
Anthony Lenders, 副总裁 (Tennant)
Bernd Heilmann, 总裁 (Hako)
Markus Asch, 副总裁 (Karcher)
Winfried Brandt, 总裁 (EUUnited Cleaning)

Steering Committee EU, left to right:
Anthony Lenders, VP (Tennant)
Bernd Heilmann, president (Hako)
Markus Asch, VP (Karcher)
Winfried Brandt, MD (EUUnited Cleaning)

空调清洗技术会议于苏沪召开

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General Manager of ComStar China, Mr Chen Yi Feng, Certificated its exclusive dealer In Suzhou, a neighboring city of Shanghai

2006年3月10日, 由中国制冷空调工业协会制冷空调工程工作委员会主办、苏州苏暖中央空调系统服务有限公司承办, 并由美国Comstar公司、特灵快安佳公司协办的中国中央空调系统清洗新技术应用推广会暨美国Comstar清洗剂、特灵快安佳机器人清洗机产品展示会在苏州会议中心召开。近200名与会者分别来自物业管理、工程设计、空调清洗等相关行业。

首先, 中国制冷空调工业协会制冷空调工程工作委员会秘书长姚国琦致开幕词, 主任张耀良致贺词。行业知名专家范存养、李志浩均到会发表讲话。席间神鹰康星和特灵快安佳公司的代表就其清洁产品和药剂的用途进行了详细解说, Comstar中国总经理陈益锋先生还为其苏州总代理苏暖中央空调系统服务有限公司举行了授权仪式。整个过程中讲师与听众积极互动, 一起探讨和解决许多日常清洁中的常见难题。

2006年3月13日, 神鹰康星总经理陈益锋及Comstar产品技术总监Muhammad Ashraf更在上海科技馆举行了楼宇保洁和中央空调清洗技术讲座, 听众人数过半百, 并

对所讲述课题表现出十分的兴趣, 踊跃提问, 会场气氛十分热烈。

March 10th, 2006 the New Technique Promotion Conference Of Integral Air System Cleaning was held in Suzhou, organized by China Refrigeration And Air-conditioning Industry Association (CRAA), supported by Com Star and Dream from the US.

More than 200 professionals from the related industry joined the conference. At the start Yao Guoqi and Zhang Yaoliang from CRAA Air-conditioning Committee gave their opening speeches, thereafter representatives from Com Star and Dream addressed in detail on the new technique concerning air Duct clean.

Three days later, Com Star gave a professional lecture in Shanghai on office building cleaning, during which more than half hundred professionals showed great interest in the topic and discussed a lot.

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清洁船驶入中国海港

Barges to clean up China's ports

在未来一年里,中国所有的港口都将引进清洁船对海域进行清洁,以此减少沿海水域的水质污染,保护海上生态环境。这些清洁船将自动拾取海上漂浮垃圾,清除水域表层的油渍。据说,这些清洁船还将用于救火。

据新华社报道,首批清洁船已于日前抵达中国海港。

In a move to alleviate water pollution and protect the marine environ-

ment along the coast, cleaning barges are to be introduced into all China's ports over the coming year. They will be used to collect floating rubbish and clean up oil leaks automatically, and it is envisaged that they will also be employed for fire-fighting as required.

The first barge was launched recently, according to the Xinhua News Agency.

我国清洁洗涤市场发展前景可观

China's Clean Market Enjoys Favorable Prospect

随着人们的生活节奏更加快速,典型的家庭清洗活动如洗衣、洗头、洗面、洗脚等,今后也逐步从家里转到专业的机构去完成。一些洗地板、厨房、卫生间、玻璃等各种家庭清洗和保洁活动,也会更多地请专业的清洗和保洁公司来做,这种比例会越来越大。

我国清洗业起步相对较晚,即使在北京、上海、广州等经济比较发达的城市,清洗业还处于初期阶段。所幸的是,清洗服务业属于国家保护的产业之一,尽管我国加入WTO,国际大牌公司也很难拿到入场券,这给民族产业带来机会,谁及时把握住了这一契机,谁就能率先夺得这块蛋糕。

根据清洗范围的不同,目前通常将清洗分为民用清洗和工业清洗两类。民用清洗即在日常生活中,与个人与家庭生活密切相关的清洗,包括衣物清洗、人体皮肤、头发清洗、家庭用品、房屋的清洗等。小本创业主要是投资衣物洗涤、厨房浴缸、抽油烟机、家具、冰箱、空调清洗业等和锅炉管道、建筑物墙壁、门窗、玻璃等一般工业清洗。

由于该行业正处于发展阶段,许多地方是卖方市场,因此,它有着广阔的市场前景,据信息产业部的统计,我国每年潜在着3000亿元的专

业清洗需求,是世界上最大的专业清洗市场。

With the rapid development of people's living standard, household washing and cleaning in China will gradually become commercial, thus creating a considerable market in this field.

Cleaning industry in China is not as developed as in oversea countries. Fortunately, cleaning industry has been taken into protected industry in China, and the entrance of many world-class brands will help this market to grow rapidly.

Clean can be both household and industrial oriented. Household cleaning includes clothes wash, kitchen cleaning, and furniture cleaning. For industrial use it covers all commercial and industrial cleaning.

Since the industry has just emerged, the market will, to a certain extent, controlled by the sellers rather than by the buyers. It is estimated that the potential volume of the cleaning market for professionals in China is over 300 billion/year.

NCL 发布地毯清洁新方案

NCL Release New Carpet Care Solutions

2006年5月, NCL公司将推出全新的地毯清洗方案。其中包括两项专有的产品密封技术: ECT 和 EPT。

这项地毯清洁方案的出炉旨在帮助用户解决最棘手的地毯清洁难题,并使地毯清洁的效果更为出色和持久。

60多年来, NCL产品在清洁领域出色的表现一直为清洁人士称赞和信赖。NCL公司自创始便一直致力于地面清洁产品和系统研发,到现在为止,其产品研究和开发已经覆盖硬地面、橡胶地面、和地毯等各个领域,全面提供地面保养方案。

National Chemical Laboratories announces the introduction of Carpet Care Solutions, a complete line of carpet care products incorporating

two exclusive encapsulation technologies - premium crystal ECT and powder EPT.

Carpet Care Solutions will solve your most challenging carpet maintenance problems and help keep your carpets even cleaner and longer!

For nearly 60 years, sanitary maintenance professionals have trusted the performance and value provided by product systems from National Chemical Laboratories. From our beginnings in the creation of superior floor care systems to more recent introductions for natural stone surfaces, rubber surfaces, and now Carpet Care Solutions, NCL is dedicated to providing our customers with complete maintenance systems.



NCL 地毯维护系列, 全面解决地毯清洁中的“大难题”

NCL Carpet Care Solutions solve the “headaches” in your carpet cleaning

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凯驰华东区酒店、保洁经销会议在沪召开 Karcher Hotel Dealers' Meeting



来自全国各地的130多位行业人士出席了此次会议

More than 130 professionals from the industry present at the meeting

2006年4月3日下午,凯驰(上海)清洁系统有限公司第二届酒店与专业保洁行业经销商会议在浦东中油大酒店举行。

来自全国各地的130多位行业人士出席了此次会议。北京奥运、上海世博以及非典、禽流感等负面因素,给中国酒店业既带来了新的机遇,又增加了新的挑战。中国酒店清洁业应如何发展?中国酒店清洁理念与标准将如何完善与更新?中国酒店清洁业巨大的潜在市场如何与鲜活的营销模式相结合?未来中国酒店保洁的发展空间在何处……各种范围广阔、观点鲜明的主题都深深吸引着与会者。会上,凯驰上海公司总经理马宏先生就当今中国酒店清洁业的现状及发展做了精彩的分析与介绍,指出中国酒店业清洁的未来,不仅仅需要二维平面的简单保洁手段,更需要三维立体的全新保洁体系和方案。而专程从德国总部赶来的Mr. Troff,凭借凯驰在全球极高的品牌知名度、齐全的产品系列、优质的产品与服务,也给与会者全方位介绍了当今国际酒店与专业保洁领域的需求与标准,及与之配合凯驰产品的最新清洁方案。通过他的精彩介绍,与会者不仅了解了中国酒店清洁行业的现状,更深刻的体味了国际酒店清洁行业的前沿科技。此次,凯驰还特地邀请了全球著名清洁剂供应商—

康艺公司,跟大家共同就如何正确使用清洁剂进行了深刻地探讨。

相信,通过此次会议,中国酒店保洁业将面临新的市场机遇,获得全新的市场空间,凯驰的合作伙伴将获得更大的利润空间!

April 3rd, 2006, The second hotel cleaning dealers' meeting 2006 was hold in Zhongyou Plaza, Pudong by Karcher Shanghai. About 130 delegates participated in the meeting to share the bright viewpoint and the new ideas from Kacher.

The Olympics, Sars and so on have both taken the opportunity and the challenges to the development of china hotel industry.

During the meeting, Mr Hong Ma, the GM of Karcher shanghai, has given the delegates a wonderful speech on the future of china hotel cleaning market. And Mr Troff who comes specially from the head office in Germany has raised out a new standard of international hotel cleaning.

We believe it will bring new opportunity for china hotel cleaning.

澳大利亚研制可自动清洁瓷砖的涂料 Self Clean Painting In Development

近日,澳大利亚新南威尔士大学功能性纳米材料ABC中心的罗斯·阿马尔教授和他的研究小组正在研制一种新型涂料,他们希望这种新型涂料广泛用于家庭和医院墙面、地砖的自动清洁。今后,人们再也不用自己动手清洗浴室的瓷砖、玻璃了。

这种涂料采用直径只有20个纳米的二氧化碳微粒子,它可以吸收紫外线激活电子,使之具有比漂白用的氯还强大的氧化能力,从而可以杀死细菌,并分解车辆和工业牌坊的有机成分。

Recently, research group in New South Welsh University are developing a kind of new painting that can clean the ceramic. If this painting can be successfully developed and widely used in household and public constructions, clean is covered easily wherever painted.

The particle of this painting absorbs ultraviolet rays to kill bacteria, and is able to decompose organic constituents.

艺康投资250万开发新技术 Ecolab Invests \$2.5 M On New Tech

艺康公司是一家跨国公司,主要从事食品和健康等清洁产品的研发。

据艺康公司公关经理莫纳汗先生称,4月底该公司收购了明尼苏达州Apprise科技公司25%股份,位列Apprise科技董事会。

“我们欢迎艺康作为持股人和合作伙伴加入公司新技术的研发。”Apprise公司总裁兼CEO欧文先生如是说。

莫纳汗先生表示,艺康对Apprise公司给皂机设备的传感器技术颇感兴趣。而艺康投资的公司多为小公司,因此这笔投入对艺康而言不是太大。

从Apprise科技有限公司的网站上统计得出:该公司研发的专利多达50多项。

Ecolab, a multinational provider of cleaning, food safety and health protection products, has bought a minority interest in Apprise Technologies Inc. of Duluth.

In a deal finalized last week, Ecolab invested \$2.5 million in the Duluth company for a 25 percent interest

and the right to a board seat, said Michael Monahan, Ecolab's vice president for external relations.

"We welcome Ecolab as a minority shareholder and as a partner in new technology development," said Christopher Owen, Apprise president and CEO, in a statement.

Ecolab has been interested in Apprise's sensors for dispensing soaps in laundries and similar uses, Monahan said.

Ecolab invests in small companies, Monahan said. He emphasized that the Apprise investment is a small one for his company.

The Apprise research and development group has filed more than 50 patents, according to the company's Web site.

所谓“绿色分解”有误导人之嫌？

Green Incineration Claims Misleading

名为地球朋友(Friends of Earth)的环保组织最近发表一项申明,他们声称,据调查研究,一些符合英国“废物回收”能源标准的“绿色、可回收”产品燃烧排放的二氧化碳远比石油来的多,足可以和垃圾堆里的塑料比美。

这项独立研究表明:

回收后的燃烧物制造能量放出的“温室效应”气体,比一般的石油多出1/3。而就是说产生每单位电能,它都要比石油燃机多放出33%的二氧化碳。

而这种情况在未来还会恶化。因为以后石油(甚至是煤)的燃烧利用率会上升,但回收后的燃烧物释放出的二氧化碳却会由于其内部含有的塑料成分的增加而逐渐上升。到2020年,回收技术在世界范围内将更为普及,而回收能源燃烧的二氧化碳排放量将和新煤无异,而比石油燃机高出整整78%,这对整个世界带来的影响可想而知。

Friends of the Earth hit out at major waste companies for claiming that incineration produces 'green, and 'renewable' energy', after new research, published yesterday,

shows that a standard British waste-to-energy incinerator produces more carbon dioxide from fossil fuels (such as plastics in rubbish) than a gas-fired power station.

The independent study shows that:

Waste incinerators that generate electricity emit a third more greenhouse gases for the electricity they produce than gas fired power stations. Currently, electricity-only incinerators produce 33% more fossil fuel derived CO2 per unit energy generated than a gas fired power station.

The situation will get worse in the future, as power generation from gas (and even coal) becomes more efficient, while carbon dioxide emissions from incinerators are predicted to increase due to a higher percentage of fossil-fuel containing plastics in the waste they burn. By 2020, with increases in recycling and improved technology, these incinerators will be almost as polluting in terms of CO2 emissions as new or refitted coal fired power stations, and 78% worse than new gas power stations.

德高洁 2006 年度经销商会议召开

DIGCHER Stages distributor Meeting For 2006

德高洁公司 2006 年度经销商大会于 2006 年 4 月 15——16 日在北京龙强大酒店顺利召开。

上午九时整,大会准时开始,由大会主持人致开幕词。然后由德高洁公司董事长李毅光先生做报告。报告内容分三个部分:德高洁公司的发展历程及发展规划,清洁清洗行业的现状及发展前景和德高洁公司经销商政策解析。在整个报告中,李毅光对经销商的政策、条件、利益保护、管理、支持和奖励等等做了详解。接着,德高洁技术部主任吴友泉(高级工程师)就焊接烟雾及工业粉尘,抽吸净化设备在工业领域中的运用做了介绍,对工业粉尘、烟雾的危害性,控制工业粉尘、烟雾的常用方法和措施,德高洁公司工业吸尘、除尘、烟雾、油污等净化设备的性能、特点、优越性做了详解。

然后德高洁公司技术部工程师对高压、超高压水射流清洗设备的结构、原理及应用做了介绍,重点介绍了德高洁高压及超高压水射流清洗设备在工业领域中应用的实例。

同日一点十分整,代表们兴高采烈地前往德高洁公司的组装厂参观考察。下午两点,设备现场演示正式开始。一系列的现场设备演示,让众多的同行、朋友、来宾眼花缭乱,一

些同行按捺不住兴奋,亲自跑到演示场地进行操作试验。

Digcher stages its distributor's meeting in Beijing, capital of China, on April 15th and 16th. At nine the chairman declares open and the meeting gets started. First MD Digcher, Mr. Li Yiguang, gives a report consisting of three parts: history and plan of Digcher, Present and future of clean industry, and the policies for distributors. Mr. Li elaborates especially on the policies and management of its distributors to promote an active development.

Thereafter technicians and experts from the Digcher give an introduction of the significance of dust, fog, and grease removal.

In the afternoon all the attendees are invited to Digcher's factory to have a closer look of the machines through demonstration. Many showed great interest in the machines, especially the high pressure washers.

They have a date to gather next year for a mutual development.

展会快报

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经销商们和德高洁工作人员在公司厂房前合影留念
All distributors and Digcher staff in front of Digcher's factory

聚焦

第五届中国清洁博览会

2006年3月28日至30日 · 上海国际展览中心

Show Review

The Fifth China Clean Expo

March 28 to 30, 2006, Intex Shanghai, China



展会集锦

Show Shot



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德国展团展位鸟瞰
Birdview on the booth of German Pavilion in CCE

来自世界各地的专业观众
Professional visitors from around the world

