

## Nilfisk-Advance offers “Total Care” for contract cleaners

**A new and unique program for contract cleaners combines the right mix of products and services with service level assurance and a tailored financing solution. Nilfisk-Advance has developed the “Total Care Program” to give its contract cleaning customers a true competitive advantage.**

Nilfisk-Advance, world leading manufacturer of professional cleaning equipment, is setting new standards within the contract cleaner business by introducing a unique concept making it easier for its customers to choose the right machines, fully utilize resources and determine the most efficient set-up for the cleaning site, combined with new service agreements and customized financial solutions.

The new concept is called the “Nilfisk-Advance Total Care Program” and is designed to address the challenges contract cleaners face, such as ensuring the availability of cleaning equipment to get the job done.

The Total Care Program has three main elements:

- **Cleaning Excellence** helps determine the most efficient set-up for the cleaning site. Customers can expect to save time and money from the initial evaluation, all the way through to day-to-day operation including fleet management services. Cleaning Excellence looks at a comprehensive range of variables such as labor costs, time allowances and spatial parameters, to determine the most cost-effective solutions based on Nilfisk-Advance’s industry-leading machines and expertise.
- **Financial Flexibility** enables the customer to select the ideal financing solution for their specific situation: machine purchase, financial leasing, long-term rental and short-term rental are all options.
- **Service Level Assurance** is about backing the products Nilfisk-Advance provides with superb industry-leading service and support. The goal is to keep customers’ downtime to an absolute minimum and their profits up.



“The Total Care Program was developed to give our customers a competitive advantage. Our experience working with contract cleaners across the world have given us invaluable know-how on the cleaning business. We have listened to feedback from our customers and worked with them to develop a unique set of offerings that will help them deliver job-winning results as smoothly and cost-efficiently as possible,

### About Nilfisk-Advance

Nilfisk-Advance is one of the world’s leading manufacturers of professional cleaning equipment. Based on a century of cleaning expertise, we develop and manufacture high quality products that represent the latest technology and innovation and offer the broadest product portfolio in the industry. Nilfisk-Advance is headquartered in Denmark and has sales companies in 44 countries around the world and dealers in more than 70 countries. We have our own production facilities in 8 countries and we are a total of 5,200 employees dedicated to *enabling sustainable cleaning worldwide to improve quality of life*. Nilfisk-Advance is a part of the NKT Group and has an annual turnover of EUR 871M (2012).

which is a cornerstone in our efforts to become the Customers' Preferred Choice," says Anders Terkildsen, EVP of EMEA Sales and Service at the Nilfisk-Advance Group.

The program has been developed based on extensive internal and external market research, and tested with customers in several markets in order to identify the optimal program that meets the needs of contract cleaners, including a series of unique and detailed studies covering buying patterns and user behavior, identifying the complete needs of contract cleaners.

So far, the Total Care Program is available for customers in Germany, The Netherlands, United Kingdom, and Denmark. Roll-out is planned for Iberia, Italy, Turkey and the Czech Republic.

The Total Care Program is presented and demonstrated at the international trade show CMS Berlin, September 24-27, 2013. Visit Nilfisk-Advance in Exhibition Hall 1.2, stand 205 and 206.

**Press contact, Total Care Program:**

Michael Mortensen  
Director, Service & Strategic initiatives, EMEA  
T: +45 4323 8260  
E: [michael.mortensen@nilfisk-advance.com](mailto:michael.mortensen@nilfisk-advance.com)

**About Nilfisk-Advance**

Nilfisk-Advance is one of the world's leading manufacturers of professional cleaning equipment. Based on a century of cleaning expertise, we develop and manufacture high quality products that represent the latest technology and innovation and offer the broadest product portfolio in the industry. Nilfisk-Advance is headquartered in Denmark and has sales companies in 44 countries around the world and dealers in more than 70 countries. We have our own production facilities in 8 countries and we are a total of 5,200 employees dedicated to *enabling sustainable cleaning worldwide to improve quality of life*. Nilfisk-Advance is a part of the NKT Group and has an annual turnover of EUR 871M (2012).