

A Press Release from Vileda Professional

VILEDa PROFESSIONAL AND VERMOP

TWICE THE COMMITMENT, DOUBLE THE CLEAN

At InterClean 2024 Freudenberg Home and Cleaning Solutions unveils the strength of two unified brands, Vileda Professional and Vermop: Leading solutions, integrated services, groundbreaking technology and inspiring insights, all centered at the heart of a greener planet. This redefinition of the status quo is all about empowering customers around the world to set new standards in sustainability and cleanliness for a brighter and cleaner future. Or as we say: **Twice the Commitment, Double the Clean**. Meet us at InterClean 2024, booths 05.205 and 05.307.

Double the Innovation.

Meet the best of two leading brands, the complete ranges of cleaning solutions with that special edge: From integrated floor cleaning systems to the next level of surface cleaning, from trolleys to cleaning machines, from digital cleaning technology to sensor-based cleaning, from virgin fibres to 100% recycled and recyclable materials. Here are a few examples:

- The new Max Mops – made to maximize cleaning performance with sustainability in focus (available for UltraSpeed, CombiSpeed and Express Pro floor-cleaning solutions)
- The sustainable Vermop Green Line mop range – made from up to 80% recycled materials
- The one fits all mop, Universal One - effectively combines dry and wet cleaning
- The new r-MicroTuff family – up to 100% recycled cleaning performance driven to the top
- The new PURmicro Active range – the perfect all-rounder
- The VERMOP ONE software solution for professional cleaning
- The unmatched evidence-based cleaning technology EviSense®

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Double the Know-how: The premiere of V-Talks.

How to avoid a hygiene crisis? Professional cleaning will change, but how? Want to visit the world's dirtiest hotspots? These topics and many more will be presented and discussed for the first time at V-Talks, the streamlined conference format designed to tackle the future. Inspiring presentations highlighting innovation, engaging conversations to learn from industry leaders and solution demos to experience new horizons in cleaning. All right at the booth, designed to unlock the full potential of the future.

Back at the Healthcare Cleaning Forum 2024: Vileda Professional.

How can AI add value to professional healthcare cleaning? What are the dangers of misuse and overuse of disinfectants? Vileda Professional returns to the ultimate destination for professionals with many inspiring topics. Join Paul Harlemen, Global Application Manager, as he explores the latest research, discusses best practices and looks at the critical role of cleaning in infection control.

Welcome to the new world of Vileda Professional and Vermop: **Twice the Commitment, Double the Clean.** We would be delighted to offer you a complimentary entrance ticket through our customized registration [link](#), as your attendance is our priority.

About Vileda Professional

Vileda Professional offers innovative products and systems for professional cleaning in areas of application such as commercial cleaning, healthcare, cleanrooms and the hotel-restaurant-catering sector. Sustainable cleaning solutions with outstanding ecological properties are a core component of the portfolio. With subsidiaries in nearly every country in Europe and an extensive network of sales representatives, Vileda Professional offers products worldwide. Vileda Professional employs just under 350 people and generated sales of just under EUR 173 million in 2022. Vileda Professional is a division of Freudenberg Home and Cleaning Solutions.

About Freudenberg Home and Cleaning Solutions

Freudenberg Home and Cleaning Solutions is a leading global supplier of branded cleaning systems as well as household and laundry care products whose advanced solutions make the lives of millions of

2 / 3

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consumers around the world easier. The portfolio includes brands like Vileda®, Vileda Professional®, O'Cedar®, Oates®, Gimi®, Gala®, Wettex® and Marigold®. With a leading market position in almost all of the countries in which it operates, the company generated sales of more than EUR 1.2 billion and employed about 3,300 people in 2022. New, effective products and distribution channels, technical innovations and a strong customer focus have been the company's key success factors for many years. They are supported by extensive market and customer research on an international basis, innovation centers and production plants around the world and a distribution network in more than 35 countries.

About Vermop

Founded in 1927, today Vermop is an international company with a comprehensive range of cleaning equipment, systems and accessories for professional users. Since March 2020, this has also included the portfolio of cleaning machines from HEFTER Cleantech GmbH. Headquartered in Gilching near Munich and with production facilities in Wertheim in Baden-Württemberg, Germany, Vermop employs nearly 330 people, has sales offices in 10 countries in Europe and generated sales of EUR 46 million in 2022. The company's success factors are a high level of innovation coupled with the highest standards of customer service as well as the high functionality, efficiency, reliability and ergonomics of its solutions. The future cooperation with Vileda Professional will create a strong national player in professional cleaning for Freudenberg Home and Cleaning Solutions.

Contact at Vileda Professional:

Web address: www.vileda-professional.com

E-mail: vileda.professional@fhp-ww.com