

KÄRCHER

GUEST RELATIONS

CLEANLINESS IS ALWAYS IN SEASON

Cleaning solutions for all areas
of your business. [karcher.com](https://www.karcher.com)

PROFESSIONAL | HOSPITALITY



THE PDIR CLEANING CONCEPT

PREVENTATIVE

Stop the dirt before it gets inside: almost all of the dirt in a building “walks” or “rolls” in through the various entrances, on the shoes of employees, suppliers and guests and on suitcases, trolleys and delivery trucks. Regular sweeping of the exterior, especially in front of the main entrances, significantly reduces the amount of dirt entering the building. A walk-off zone with appropriate floor mats additionally minimises the entry of dirt.

DAILY

Whenever and wherever necessary: promptly remove dirt from affected surface to avoid damage and stop the further spreading of dirt. This will keep the work involved in cleaning at a minimum, while at the same time ensuring visible cleanliness at all times.



PDIR is a strategic cleaning concept developed by Kärcher for the efficient and cost- and resource-saving cleaning of buildings. Keys to the concept are: minimising the entry of dirt into a building, stopping the spread of dirt inside a building as quickly as possible and the long-term planning and implementation of cleaning processes to maintain the value of the building.

PDIR stands for the four cleaning processes that make up the concept:

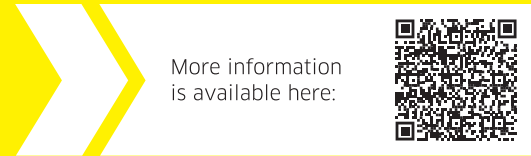
INTERIM

When the daily cleaning routine is no longer enough, it is time for more comprehensive, yet still resource-saving cleaning procedures. These will get your surfaces and floors back to their original, good cleaning properties and ensure that the daily cleaning routine has the desired effect. At the same time, interim cleaning protects the treated surfaces and reduces the need for resource-intensive deep cleaning.



RESTORATIVE

Deep cleaning is a must – and it is also part of the PDIR cleaning system. To restore floors and surfaces as close as possible to their original state, Kärcher supports you in this cleaning process with the right machines, tools and cleaning agents, that will allow you to work in the most resource-friendly and efficient way.





A PLACE TO MAKE A GOOD FIRST IMPRESSION

There is no second chance for a first impression.

A clean, well-maintained outside area is the beginning of a great stay, and it will be the first thing guests notice when they arrive. With our cleaning solutions you can keep any area, from a driveway or access road to a car park or underground car park through to a green area up to the entrance, neat and inviting - all year round and in all weather conditions.

Consistent cleaning of the outside area noticeably reduces the amount of dirt entering the building. Additional walk-off zones at all entrances complete the preventive protection against dirt.



Less dirt ingress has a direct impact on the cleaning needs inside the building. Wear marks on the floors are reduced, value preservation is increased and time freed up can be used for other (cleaning) tasks.



AN INVITING WELCOME





Lobbies and public areas are always in operation and yet these areas should also consistently meet the standards of your establishment and the expectations of your guests, especially in terms of cleanliness and hygiene. Your guests should feel comfortable at all times and in all areas: from the foyer and the lifts to the banquet area and the public sanitary facilities. For this you need effective and flexible cleaning solutions that can also be used during ongoing operations.

For a perfectly maintained ambience day and night, Kärcher offers you the right cleaning solution, comprising machines and manual cleaning equipment, accessories and detergents, as well as the right cleaning process for you - including training and services.





A PLACE TO FEEL COMFY

Meeting your guests' expectations is crucial. Surpassing them makes them regulars. This is especially true in the places where your guests want to feel particularly comfortable: the guest rooms and en route to the guest rooms.

Cleaning in these areas is primarily for the protection of guests and must be effective as well as flexible and feasible in confined spaces. With ergonomic machines and efficient processes, Kärcher helps you to achieve remarkable results here and shine with outstanding performance.



For cleanliness in record time and top ratings from your guests, we provide you with the right cleaning solutions – including consultation and application training.

THE MATCHING (CLEANING) SOLUTION

1 OUTDOOR FACILITIES AND CAR PARKS

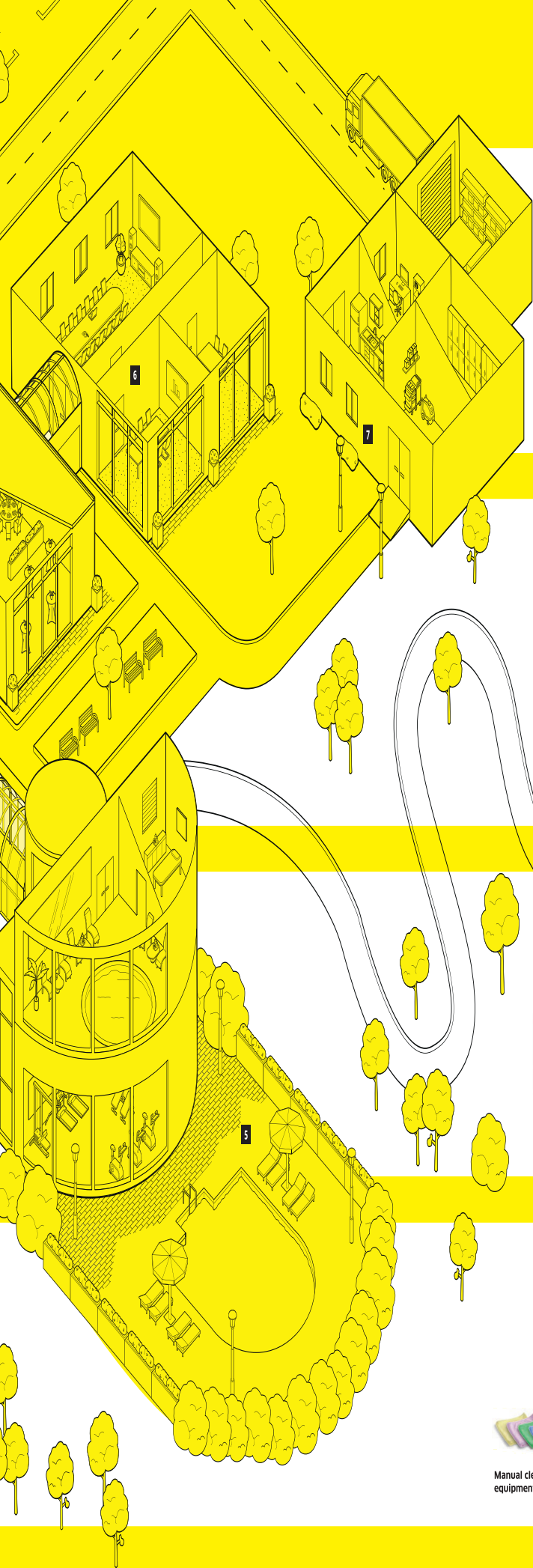


2 LOBBY AND PUBLIC AREAS



3 CORRIDORS AND GUEST ROOMS





4 KITCHEN AND RESTAURANTS



Manual cleaning equipment Wet and dry vacuum cleaners Scrubber dryers Vacuum cleaners Single-disc machines Steam cleaners/vacuum cleaners High-pressure cleaners Detergents

5 FITNESS, SPA AND WELLNESS



Air purifiers Water dispensers Manual cleaning equipment Detergents Window vacuum cleaners Vacuum cleaners Steam vacuum cleaners Scrubber dryers

6 BANQUET AREA



Air purifiers Water dispensers Detergents Window vacuum cleaners Carpet sweepers Scrubber dryers Cleaning trolleys

7 BACK-OF-HOUSE AREA



Manual cleaning equipment Detergents Wet and dry vacuum cleaners and vacuum cleaners Steam cleaners Scrubber dryers

A PLACE WHERE HYGIENE IS TOP PRIORITY





The F&B area plays a decisive role in shaping the reputation of your establishment. There should be no doubt whatsoever that hygiene is paramount in the kitchen, the bars and restaurants. Here too the Kärcher system offers you a solution that is perfectly tailored to your needs so that everything can be cleaned, from stainless steel surfaces to tiles and safety tiles through to the guest area, thoroughly and in accordance with all applicable regulations.





FITNESS, WELLNESS, RELAXATION

Your guests rely on absolute hygiene and safety – especially in the fitness and wellness area, the spa and the pool area, where they come to relax, decompress and enjoy a carefree time.

With our steam vacuum cleaners and steam cleaners you can clean hygiene-sensitive areas effectively and

without chemicals. These can also be used for disinfection. Our innovative battery-powered machines for cleaning floors indoors and in outside areas, but also surfaces and ceilings, are flexible to use, thorough and fast.





A PLACE TO WORK AND CELEBRATE





In heavily frequented public areas with little time for cleaning, meetings, conferences and celebrations of all kinds present you with a wide range of cleaning tasks. Rooms of various sizes often have to be ready again quickly for the next event.

Kärcher also offers you a smart and coordinated cleaning system for the fast-moving, agile banquet area, helping you perform your cleaning tasks confidently and reliably. Battery-powered machines are particularly suitable here as they are especially quiet, powerful and manoeuvrable. Our air purifiers ensure good air quality during the various events - different filters can be used as required, for the benefit of your guests and staff.

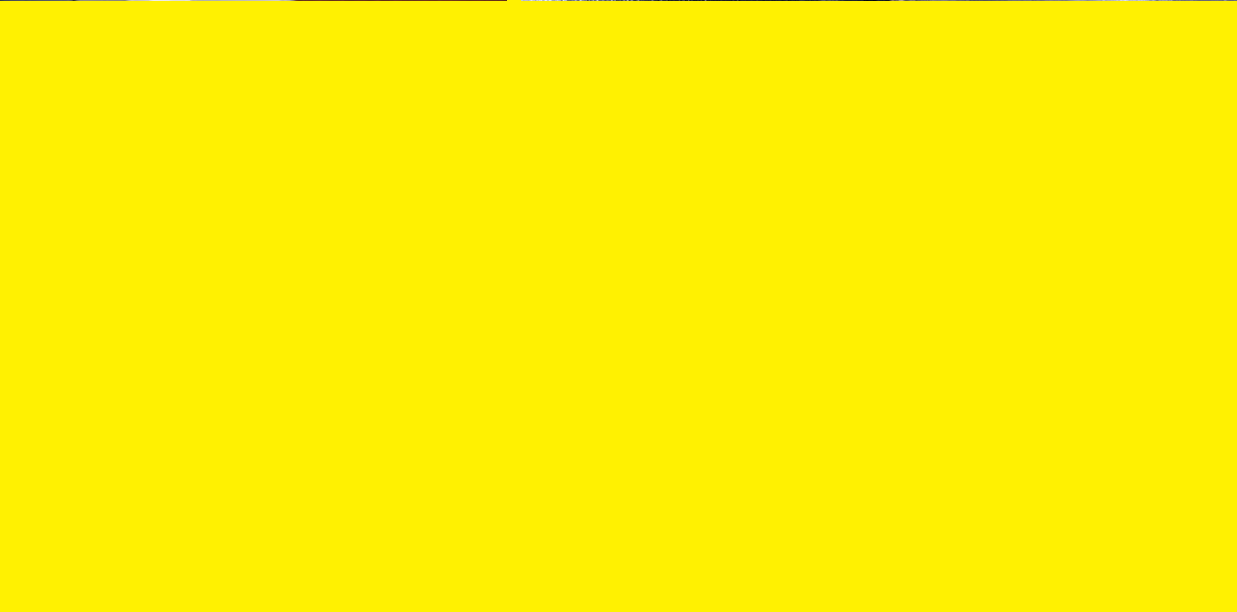




SPICK AND SPAN BEHIND THE SCENES AS WELL

Service and staff areas have special interior and exterior cleaning requirements. There are all types of floors and surfaces from the delivery entrance, the delivery and disposal areas to laundry facilities and storerooms through to the common rooms.

Cleanliness and safety are a top priority in the Back-of-House area, as this is where the heart of the house beats. To perform the wide range of cleaning tasks, you will find all the machines, accessories and detergents you need at Kärcher.



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