

KÄRCHER

GUEST RELATIONS

CLEANLINESS IS ALWAYS IN SEASON

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

PROFESSIONAL | HOSPITALITY

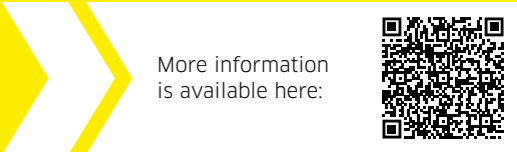


THE WORLD AS YOUR GUEST

Nowadays, people are more mobile and more interested in travelling than ever before, reaching the most remote places on earth. We offer cleaning solutions that – no matter where – meet the manifold demands of cleanliness and up-to-date hygiene.

THE PDIR CLEANING CONCEPT

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:

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.

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.





CLEANLINESS AND HYGIENE

CLEANING

Cleaning is the purposeful activity of removing soil and undesired substances from an environment or surface to reduce damage or harm to human health or valuable materials. Cleaning is the process of locating, identifying, containing, removing, and properly dis-

posing of unwanted substances from an environment or material. Standard cleaning is not intended to – and therefore does not – kill or inactivate microorganisms. But by removing them, cleaning lowers their numbers and the risk of spreading infection.

SANITATION

Sanitation is a process to reduce the volume of contaminants such as bacteria and viruses on a surface to levels deemed safe in accordance with public health requirements. Sanitation is sometimes also referred to

as “routine disinfection” – but please note the difference between sanitation and disinfection. Compared to disinfection and sterilisation, sanitation does not achieve a defined or complete reduction of germs.

DISINFECTION

Disinfection, also called “targeted disinfection”, is a method for killing or deactivating infectious fungi, bacteria and viruses (but not bacterial spores) on hard surfaces so that the disinfected surface or object no longer poses a risk of infection.

Important: disinfection without prior cleaning of the surface is not effective! Also: time is of the essence here – disinfectants need contact time to work properly.



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.

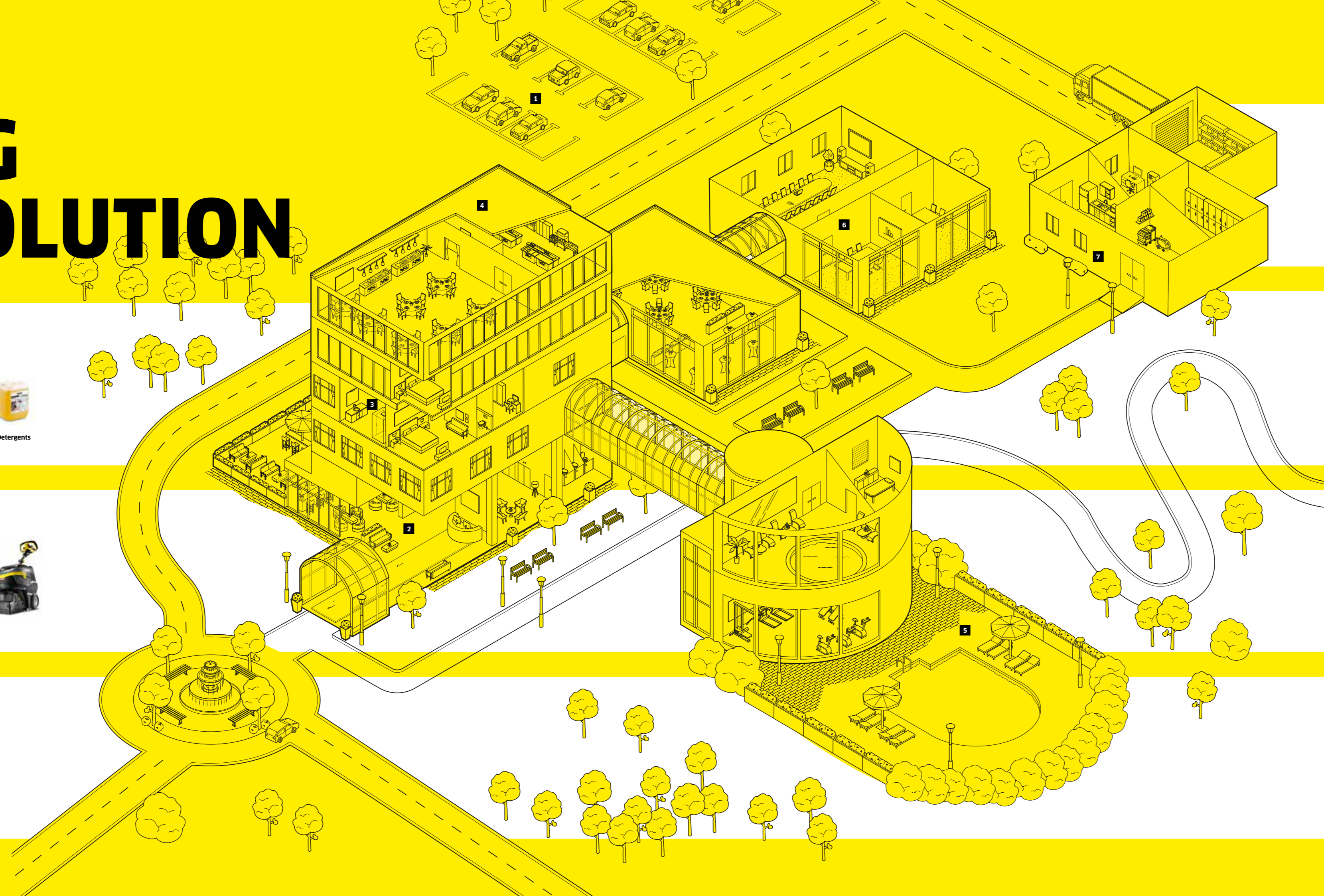


PDIR

The key concept of the PDIR system is to specifically incorporate preventative cleaning routines in the cleaning schedule, optimise daily routines and carry out more thorough intermediate cleaning in good time so that the focus is not on resource-intensive deep cleaning.

Thus, the 4 consecutive cleaning cycles and our comprehensive selection of machines, detergents, accessory parts and service offers provide you with the perfect basis for impeccably clean rooms, sustainable value preservation, and satisfied guests and employees.

THE MATCHING (CLEANING) SOLUTION



1 OUTDOOR FACILITIES AND CAR PARKS



Leaf blowers Chewing gum removers Sweepers Wet and dry vacuum cleaners High-pressure cleaners Detergents

2 LOBBY AND PUBLIC AREAS



Air purifiers Water dispensers Manual cleaning equipment Detergents Carpet sweepers Vacuum cleaners and electric brooms Scrubber dryers

3 CORRIDORS AND GUEST ROOMS



Air purifiers Manual cleaning equipment Vacuum cleaners with HEPA filter Scrubber dryers Steam cleaners

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

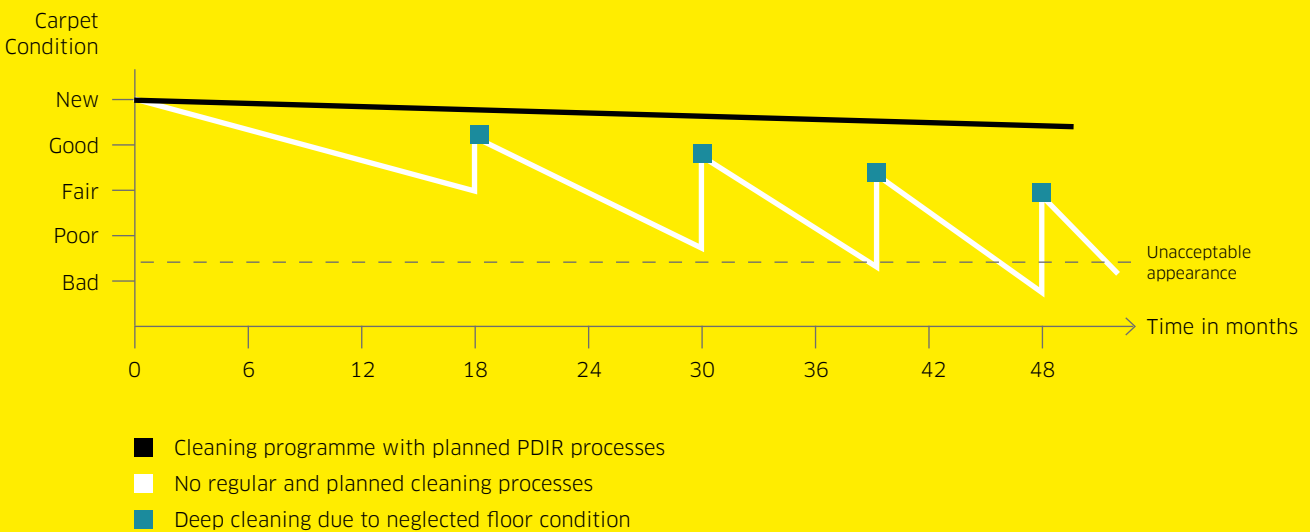
CLEANLINESS - INNOVATIVE AND SYSTEMATIC

We help you evaluate current cleaning processes based on the PDIR Principle, with the aim of saving time and money.

	Preventative	Daily	Interim	Restorative
Process	Preventing dirt from entering the facility and/or from spreading further through removal or containment	Removing loose and adhesive dirt daily to minimise damage to carpets and hard floors	Maintaining a high level of appearance with minimal labour, chemicals and water	Deep cleaning designed to restore the carpet or finish as close as possible to its original state
Typical investment amount	Very low	Moderate	Very low	Very high 100%
Recommended investment amount	Low	High	Low	Very low 90%

ADVANTAGE OF A FLOOR CLEANING PROGRAMME

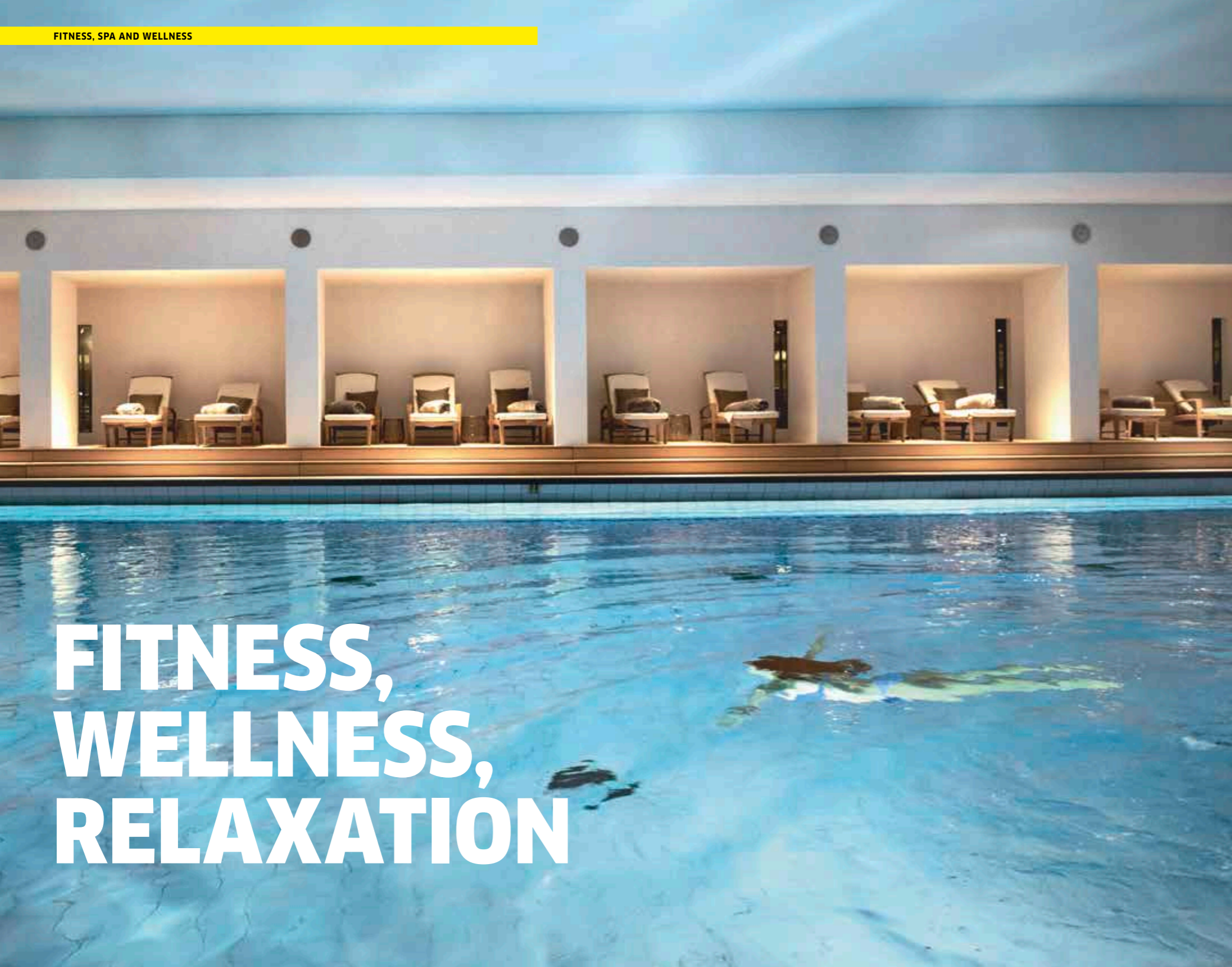
By having a regular maintenance programme you can keep the condition of your floors “as new” for a longer time.



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.

WHAT IF THE FUTURE OF CLEANING CHANGES TOMORROW?

No matter how radically your business changes, we can help you to keep up with the challenges ahead. Just reach out to us to reach for the stars. **Nothing can stop you. With Kärcher Services.**

-  cleaning consulting
-  financial solutions
-  rental
-  all brands service
-  service packages
-  service app
-  original spare parts
-  visual remote support



MORE INFORMATION

Our support for your success: we are your reliable partner when it comes to cleaning.

More information about our top services can be found at [karcher.com](https://www.karcher.com)

SUSTAIN- ABILITY MAKES THE DIFFERENCE

At Kärcher, sustainability is an aspiration and a driving force.

This is why we not only offer impressive, powerful cleaning systems but also take responsibility for the environment, our products, the supply chain, society and our staff.

BE THE DIFFERENCE!

Our actions focus on sustainable business development based on people's needs:

we want to create value – for our customers, staff and the company. This is based on our long-term sustainability strategies, which we have been consistently pursuing for several years.

Our 2025 sustainability objectives include CO₂-neutral production, raw material recycling and the reduction of plastic packaging. Sustainability is also deeply embedded in our global supply chain. When it comes to social and societal issues, we concentrate on value preservation.



ZERO EMISSIONS

Setting the course for climate protection. As a leading, climate-friendly company in our industry, our production facilities have been CO₂-neutral since the start of 2021. We use green electricity in our factories and offset the remaining emissions by supporting climate protection projects. Many factories generate their own electricity with photovoltaic systems and can largely cover their electricity requirement. Business trips are also CO₂-neutral. We are focusing more on digital conferences and basing our fleet on electric vehicles with zero local emissions.



REDUCE, REUSE, RECYCLE

Focus on conserving resources. We design our cleaning systems so that they are as environmentally friendly as possible, from manufacture and use right through to disposal. The aim is to reduce the use of primary raw materials. For this, we rely on material procurement from sustainable sources, an increase in the amount of recycled plastic in products, and durable machines. We are working on sustainable packaging and a pilot production programme for avoiding plastic waste. We are also committed to reducing and reusing ocean plastic.



SOCIAL HERO

Responsibility is our compass. In our supply chain, we also value environmentally friendly behaviour, long-term relationships, strict social standards and transparency. We follow clear criteria against which we measure ourselves and our partners. We are aware of our social responsibility and contribute in this area by supporting organisations and people who campaign for the preservation of nature, culture and society, including in SOS Children's Villages, by preserving historic buildings and in water conservation.

KÄRCHER

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