



RETAIL  
SUPERMARKETS

# Hoogvliet Supermarkets The Netherlands.

Case study



# ICE Robotics and Hoogvliet go for sustainable partnership

ICE is a leading brand in professional cleaning machines, and the manufacturer behind it boasts an experience of almost a century.

The company is established in EMEA, the USA and of course Asia. ICE Robotics EMEA operates from Hoofddorp in the Netherlands

The innovative cleaning machines are a solution for upgrading the hygiene on the supermarket floor. After an intensive test, Hoogvliet chose ICE i-Synergy scrubber driers for all its branches.



## THE CHALLENGE

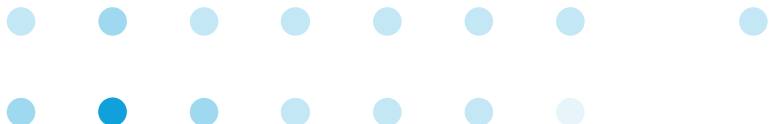
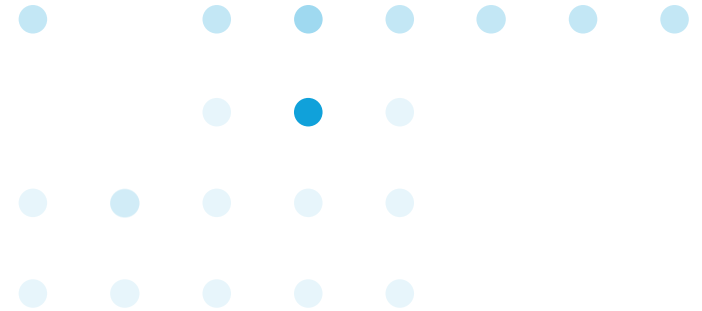
# Be Unique.

'We are very focused on changing the market. In the traditional industry you buy a cleaning machine and write it off in five years, only to trade it in for a new one after seven years,' says Rob Stokkel, director of ICE for the Benelux region. 'We do it very differently: we rent machines for a fixed, low monthly price, like operational leasing for cars and we call this subscription.

At the same time we take care of the complete service of the machine. We monitor the machine remotely and read all the technical specifications from a distance.

If there are any anomalies, we receive a message and can provide proactive service, even before the machine fails. As an example a blockage in a hose, which gives an abnormal value in the suction motor.

We call the customer, who can then check the hose or the suction nozzle himself.



i24BTL+

Cleaning path 61 cm

Capacity 2.500 m<sup>2</sup>/hour

Working time 3,5 hours

This avoids us having to pay expensive call-out fees to the customer just to remove a clog from the hose.

The system saves on all fronts: less time, less aggravation, less downtime.' For professional, intensive use, such as in the food industry and supermarkets, where cleaning is done every day, this rental/subscription concept is an ideal solution, says Stokkel, referring to the unburdening of the user.

For those who need a new cleaning machine, this subscription concept is the best solution.

Supermarkets have many different users, many part-timers, who have to operate the scrubber after work.





This makes the number of service requests in retail quite high. It involves a lot of maintenance and repair costs, because not everyone handles the equipment with the same care. They often don't clean it and aren't so keen on whether brushes and pads are still good. That's why we offer a full-service subscription, which eliminates high service costs for the retailer. We ensure that the machine remains in optimal condition. That makes it much more interesting for the supermarket.'



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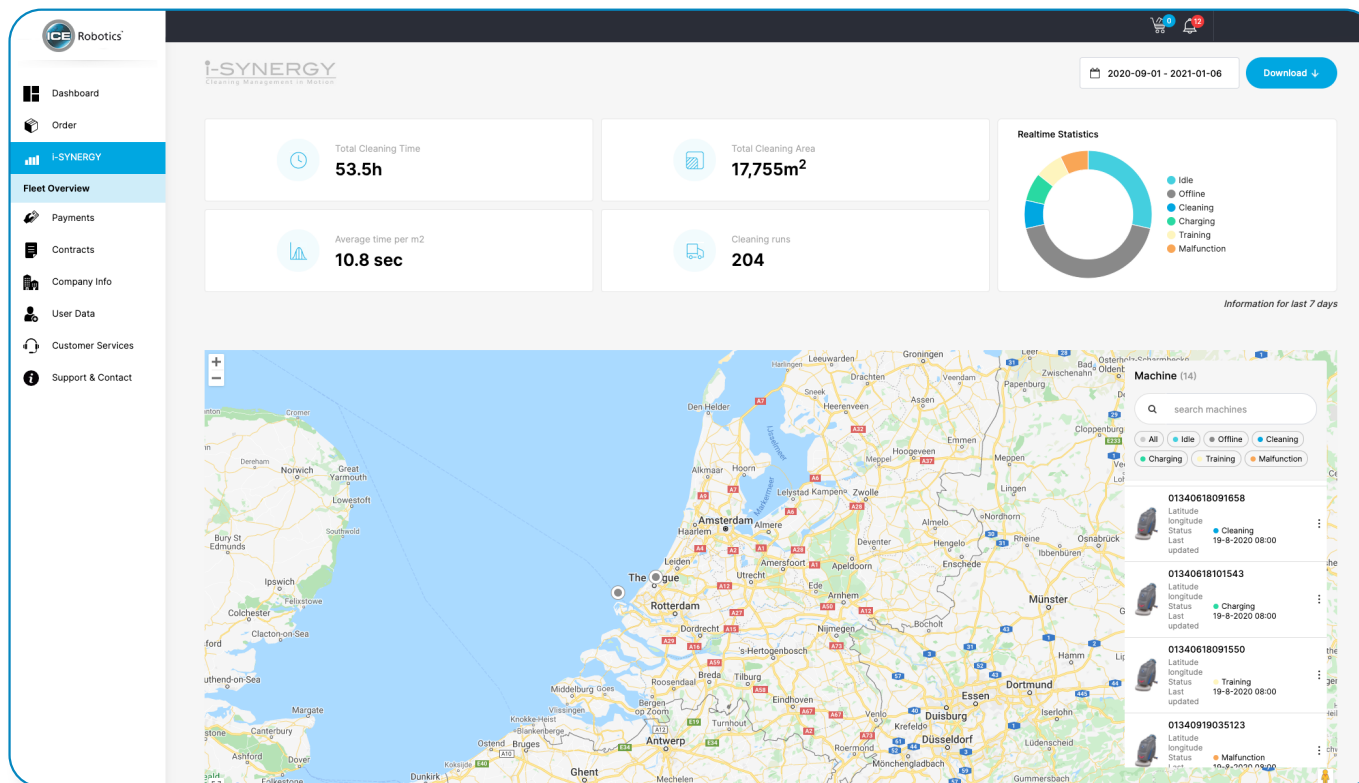
## REMOTE TECHNICAL MONITORING

# No Worries.

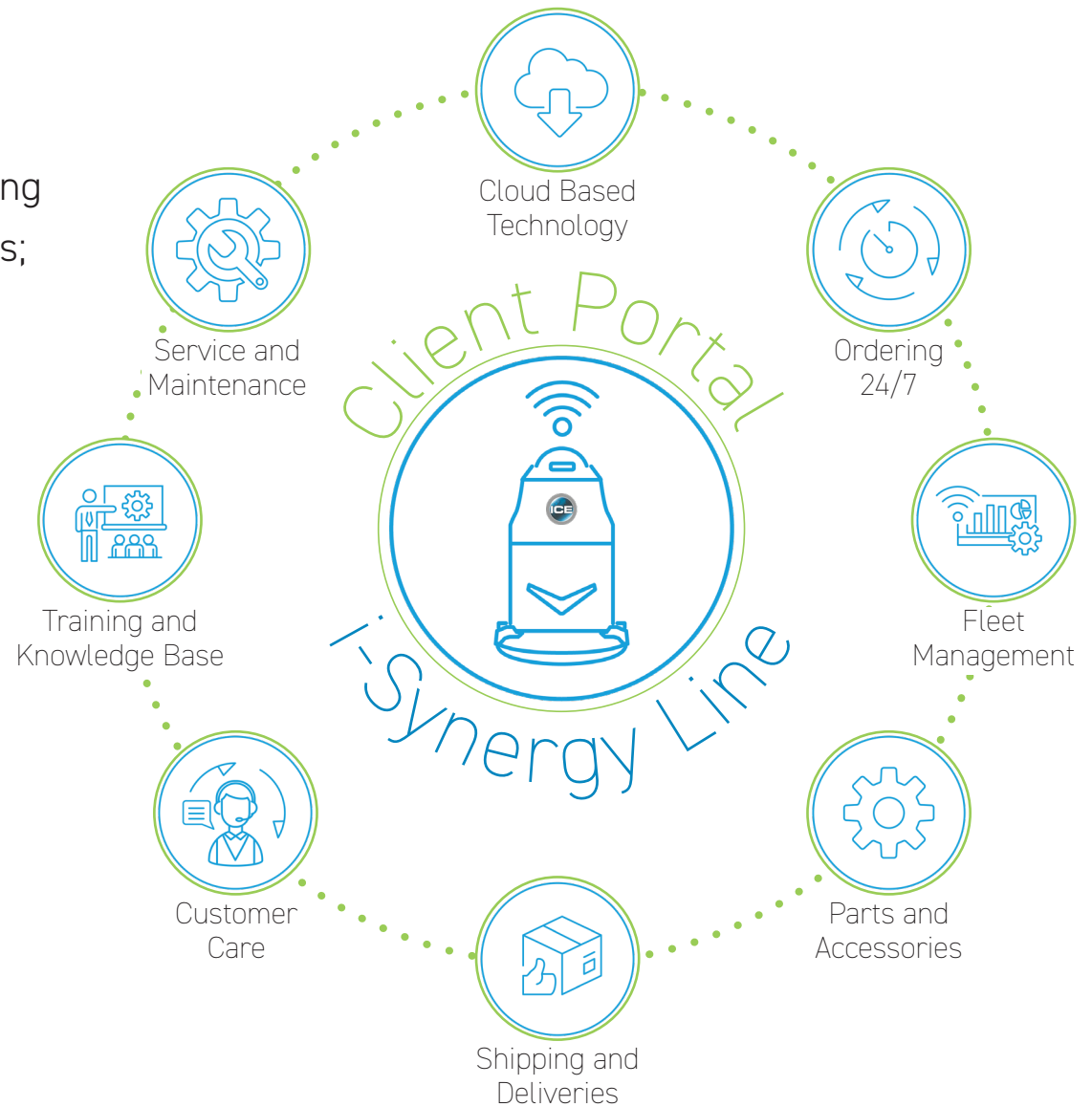
By remotely monitoring the machines with smart technology, ICE Robotics can provide the machines with timely maintenance, avoiding many unnecessary costs. We know when a vacuum motor or carbon brushes need to be replaced; we can read that from the number of hours of operation.

In this way we can deploy the service very finely. A mechanic who is working in the region can then immediately perform a periodic maintenance in the vicinity.

This saves us having to drive back and forth. We might replace that part a week or a month too soon, but that is our risk. But by keeping the machines in top condition, we can in turn reduce our own costs.'



To keep maintenance costs low, ICE Robotics works against the trend by using strong machines with a long service life. We are going against the market with this; cleaning is a closing entry and the market therefore offers increasingly cheaper machines, which require more maintenance and wear out sooner. Our machines are also robust, equipped with strong Li-ion batteries and they are easy to use. That, too, helps prevent breakdowns.





Cloud Based  
Technology



Fleet  
Management



Lithium-ion  
Battery



Data-proof  
Cleaning



Pro-active  
Maintenance

## SMART CLEANING

# Data Driven Cleaning.

ICE i-Synergy is the name of the unique data driven cleaning concept with which ICE Robotics helps the food retail and food industry to reduce cleaning costs.

Various supermarket operators have already opted for ICE i-Synergy, the Dutch supermarket chain (Hoogvliet, 70 machines) that implemented ICE cleaning machines with i-Synergy. We share the data from our machines with our customers. The branch company can then remotely compare the cleaning data of different



branches and, for example, establish that in view of the size of a particular branch relatively little cleaning might take place', continues Stokkel.

This chain is going to make hygiene a priority in the coming years, and this is a fantastic tool. It is important, because customers stay longer in a clean store and show different behavior.







Smarter Cleaning. Brighter Future.

ICE Robotics EMEA

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