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Nr. 10

i-connect

THE ORIGINAL EDITION

UPDATES FROM OUR BUSINESS UNITS

Ask i-ris

Green meets Blue
Labels explained

CHINA NEWS

Embassy in the spotlight
i-team North America

i-mop
THE ORIGINAL
SINCE 2014

The original keeps moving
Meet the i-mop 46 MODULAR

Fewer pit stops.
Smarter service.
Freedom of movement.

WARRANTY 3 YEAR WARRANTY

PROTECTED BY 50+ **PATENTS**

The i-mop 46 MODULAR carries forward trusted i-mop XL performance in a smarter, more efficient platform. With more water capacity, fewer refill stops, a single-battery setup and a modular build, it is designed to reduce interruptions and make service easier.

The next generation of i-mops.

faster cleaner greener safer better

i-team®

THE PRODUCT THAT STARTED IT ALL

A word from Ben

THE ORIGINAL EDITION

When people think of i-team, one product almost always comes to mind first: the i-mop. Not just because it changed the way professional floors are cleaned, but because it represented something much bigger. It challenged the idea that "this is how it's always been done" and proved there was a better way.

That mindset is still at the heart of who we are today. Being original isn't about being first for the sake of being first. It's about having the courage to look at familiar challenges differently. To keep asking questions. To keep improving. To keep surprising ourselves and our customers.

Over the years, that way of thinking has shaped much more than our products. It's reflected in our culture, in our partnerships, in our people and in the experiences we create every day. From the ideas that come to life in China to the conversations at trade shows, from long-standing collaborations to new colleagues joining our i-family.

This edition celebrates what makes i-team original. The product that started it all. The partnerships that stood the test of time. The people who continue to shape our future. And the countless moments that make i-team unlike any other company.

I hope you'll enjoy discovering the many stories behind The Original Edition.

Ben van de Scheur
General Ambassador ITP

Colophon

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Eveline Grin
Jaimie Teelen
Tibo de Groot

Feedback:
i-connect@i-teamglobal.com

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Welcome to i-team Global

THE PLACE OF...

INNOVATION IN MOTION

There's always a new prototype, product, or project somewhere in the building. The only question is whether you're actually allowed to know about it yet.

Blue is not just blue

It's Pantone 312C. Our signature color is everywhere: on our machines, our walls, our clothing, and probably somewhere in your wardrobe by now.

APPLE PIE DIPLOMACY

Fresh apple pie has settled more meetings than PowerPoint ever could. Around here, good ideas usually come with whipped cream.

Experience Center on steroids

Not quite a showroom. Not quite a museum. More like Disneyland for professional cleaning. At i-team, "Have you seen the Experience Center yet?" is a dangerous question. It starts with an i-mop and somehow ends next to a KLM aircraft.

THE I-MOP SONG

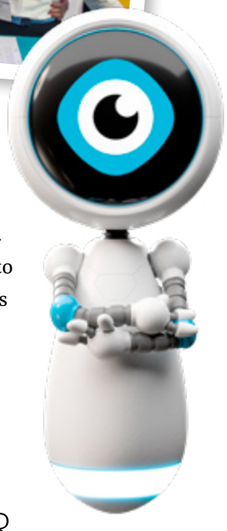
Love it or hate it, once you've heard it, it's living rent-free in your head. You're welcome.

Matching outfits everywhere

No matter where you are in the world, spotting an i-team shirt instantly feels like finding family.

ONE EYE SAYS IT ALL

You don't need a full face to become an icon. One eye is all i-ris needs.



THE BANANA BREAD EFFECT

Leave a freshly baked banana bread unattended, and you'll quickly discover how fast colleagues can move.

CLEAN WATER, WORLDWIDE

Thanks to Made Blue, every active i-mop helps provide clean drinking water somewhere else in the world. Cleaning with impact.

Trade show season

Our version of a family reunion, only with bigger booths, shinier floors and a whole lot of i-mops.

HOSPITALITY FIRST

Visitors don't just come by. They get a full tour, good coffee, great food and usually leave wondering if they accidentally booked a five-star hotel.

★★★★★

CHEF SPOTTING

Seeing a Michelin-starred chef walking through HQ? Around here, that's just another Tuesday.

Many imitate.
Only one innovates.

i-mop The Original

PROTECTED BY 50+ **PATENTS**

NOT JUST INVENTED **LEGALLY PROTECTED**

ERGONOMIC DESIGN
Reduces physical strain throughout the workday.

CONTROLS
Only 0.5 kg of pressure is needed to operate the controls.

MODULAR PLATFORM
Makes repairs, upgrades and part replacement faster and easier.

WATER TANKS
Positioned to place more weight over the brushes for better cleaning performance.

I-DOSE
Dispenses the exact amount of detergent every time. No measuring, no waste, no guesswork.

I-BALANCE
Adjusts to the operator for a more comfortable working position.

TWIN COUNTER-ROTATING BRUSHES
Deep scrub floors for a more effective clean.

BATTERY TECHNOLOGY
Delivers longer runtime with smarter energy management.

EASY CLICK SYSTEM
Replace blades, splash guards and wheels in seconds.

ADVANCED SUCTION
Leaves floors dry and safe to walk on almost immediately.

SELF PROPULSION
Helps the machine move forward, reducing the effort needed to clean.

Beyond the machine
Made Blue

**The i-mop was designed to use less water.
But what if every liter it saved could do even more?**

That idea became reality in 2015, when i-team founder Frank van de Ven met Machiel van Doorn from Made Blue Foundation during Interclean. The i-mop had just entered the market. So had Made Blue. A water-saving innovation met a water-giving mission, and the partnership has been growing ever since.

Today, every liter of water used by active i-mops is matched with one liter of clean drinking water for communities where access to safe water isn't a given. The numbers continue to grow every single day. As of September 2026, together with our customers and partners around the world, we've donated:

2,084,141,733
liters of clean drinking water

312.621
trees not logged

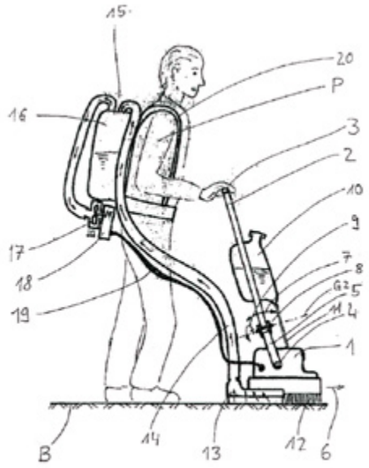
20.841
tons of plastic saved

28.550
people got access to a lifetime water supply

14.589
tons of CO_2 prevented

Reference date: September 2026

Timeline
The evolution of the i-mop



BEFORE
2011
IT STARTED WITH A BACKPACK

The earliest idea came from Rudolf Franke. His idea combined a twin-disc cleaning machine with a backpack system that could manage the water and leave the floor dry. It was the first step towards what would eventually become the i-mop.

2011
A BREAKTHROUGH IN DESIGN

In 2011, the concept took a major step forward. Instead of carrying the water system on the cleaner's back, the tanks and vacuum technology were integrated into the machine itself. This also placed more weight above the brushes, increasing pressure on the floor and improving cleaning performance. The basic architecture of the i-mop was born.

2011-2013
SHAPING THE I-MOP

Over the next two years, the concept was developed into the i-mop we recognize today. Female cleaners were involved in shaping its design, ergonomics and ease of use.

LATE
2013
A SECRET FIRST LOOK

The first i-mop concepts were shown behind closed doors at CMS Berlin and ISSA Las Vegas.

2014
THE BIRTH OF I-MOP

In May 2014, the i-mop made its official debut at Interclean Amsterdam, introducing a completely new way of cleaning hard floors. Compact, maneuverable and powerful, it challenged decades of traditional mopping.

2015
CLEANING WITH IMPACT

A meeting at Interclean between i-team founder Frank van de Ven and **Made Blue Foundation** founder Machiel van Doorn marked the beginning of a partnership that continues today. The water-saving i-mop became the starting point for a water-giving mission.

2019
GROWING THE FAMILY

The imop Lite joined the range, bringing the same cleaning philosophy to smaller spaces and making mechanized cleaning accessible to even more users.

2022
I-DOSE MAKES EVERY DROP COUNT

Introducing **i-dose**, a smart dosing system delivering the right amount of green detergent to the i-mop.

2023
SMARTER THAN EVER

A new generation of motors improved energy management and efficiency, while **i-link** introduced cloud connectivity, giving users real-time insights into machine performance, usage and maintenance.

2024
10 YEARS OF I-MOP

Ten years after its launch, the i-mop celebrated a major milestone at Interclean Amsterdam. The event also marked the introduction of the first modular i-mop 40 and the unveiling of i-walk, opening the door to robot-assisted cleaning.

AND ONWARD

2026
THE NEXT GENERATION

The i-mop family continues to grow with the modular i-mop 46 and upcoming additions such as the 30, 32 and 66. Different environments, different needs, but one shared philosophy. Making professional cleaning faster, cleaner, greener, safer and better.

A different way of thinking

More than a machine

For decades, cleaning hard floors meant a mop, a bucket, and a lot of physical effort. It worked, but it hadn't really changed. So instead of asking how to build a better cleaning machine, a different question emerged. What if we could replace the mop altogether?

The best of both worlds

The i-mop combined two worlds that had always been separate. It offered the freedom and maneuverability cleaners were used to from a mop, together with the mechanical cleaning power, water recovery and drying performance of a scrubber dryer.

That combination changed what was possible. Cleaners could move around obstacles, turn in tight spaces and clean areas that were difficult to reach with traditional machines, without falling back on a mop and bucket. At the same time, twin counter-rotating brushes provided the mechanical action needed to deep scrub the floor, while advanced suction recovered the cleaning solution and left floors dry and safe to walk on almost immediately.

Built around the cleaner

Cleaning performance was only part of the equation. The way people actually use the machine has always played an important role in its development. The upright design allows the cleaner to work in a more natural position, while the machine itself does much of the hard work. On today's generation, self-propulsion helps move the i-mop forward and i-balance can be adjusted to the operator for a more comfortable working position. Even operating the controls requires only around 0.5 kg of pressure.

Putting weight to work

What not everyone knows, is that the water carried by the i-mop has a second purpose. By positioning the tanks on the machine, their weight creates more pressure over the brushes. Instead of adding to the physical load of the cleaner, that weight contributes directly to cleaning performance. Powerful mechanical action also means less reliance on water and cleaning chemicals. Compared with conventional wet mopping, the i-mop can reduce water and chemical use by more than 80 percent.

Designed to change

The basic idea of the i-mop remains recognizable, but the technology around it keeps changing. Smarter batteries improve runtime and energy management. i-dose takes the guesswork out of detergent dosing by dispensing exactly the right amount. i-link adds data and insights that help users understand how machines are being used and when they need attention.

The modular platform takes that philosophy even further. Parts that wear, break or become outdated can be replaced individually instead of replacing the entire machine. Blades, splash guards and wheels can be changed in seconds with the Easy Click system, while the wider modular design makes repairs and upgrades easier.

Professional cleaning is physical work. Making a machine easier to control, move and operate means reducing the effort required from the person behind it. **It can change their entire workday.**

Meet the modular i-mop family

Built to swap. Different sizes. One flexible system.

From one machine to a family

What started as one alternative to traditional mopping has grown into an entire family. Different models now bring the same basic idea to different environments and cleaning challenges. Smaller machines can work in compact spaces, while larger and more specialized models take the concept into demanding professional environments.

Beyond the i-mop

And increasingly, that thinking goes beyond the machine itself. The i-walk adds robot-assisted cleaning to the i-mop, while developments in co-botics explore how technology can take over repetitive work and allow cleaners to focus their time and skills where they add the most value. The original idea was to rethink the mop. Today, the question is much bigger. How can we keep making professional cleaning easier for the cleaner, more effective on the floor and smarter in the way resources are used?

STILL ORIGINAL. STILL EVOLVING.

More than ten years after its introduction, the i-mop is still instantly recognizable. But look closer and almost everything around that original idea has continued to evolve. Better ergonomics. Smarter technology. Less water and detergent. Easier repair. More data. New forms of automation.

The i-mop didn't change professional cleaning by standing still. And more than a decade later, neither does the thinking behind it.

The next generation of i-mops is here

Meet the i-mop 46 MODULAR

When the original i-mop was patented in 2014, it challenged one of the most familiar tools in professional cleaning. Why should cleaners have to choose between the freedom of a mop and the cleaning power of a scrubber dryer? The i-mop brought the two together and introduced a completely different way of cleaning floors.

More than a decade later, that original idea is still at the heart of what we do. But cleaning has changed. Teams need to cover more floor with fewer people, spaces rarely stand still and downtime can quickly become costly. So, we looked at how we could make the i-mop work even smarter. The result is the i-mop 46 MODULAR.

RETHINKING AN ORIGINAL

The clue is in the name. Instead of treating the machine as one fixed unit, the new modular platform makes key parts easier to diagnose, replace and exchange. If one part needs attention, there is no reason for the entire machine to stand still. It makes service more straightforward, can reduce downtime and helps keep the machine in use for longer. For larger fleets or multiple locations, exchangeable modules and swap units also create more flexibility to keep machines up and running.

FEWER PIT STOPS, PLEASE

The i-mop 46 MODULAR gives cleaners more capacity to work with. Compared to the i-mop XL, it carries more clean water and has more room for recovered dirty water. With 4.6 liters of clean water on board, cleaners can cover more floor between refills. That means less time walking back and forth to the water point and more time actually cleaning.

And once they're on the floor, the i-mop 46 MODULAR is designed to make the work easier too. A patented spring system reduces the weight in the hands from 3 kg to just 0.7 kg, making the i-mop easier and more comfortable to guide. Drive & Park support helps cleaners move and park with less effort, while the Easy lift kit and i-dose make everyday tasks like deep scrubbing and detergent dosing easier.

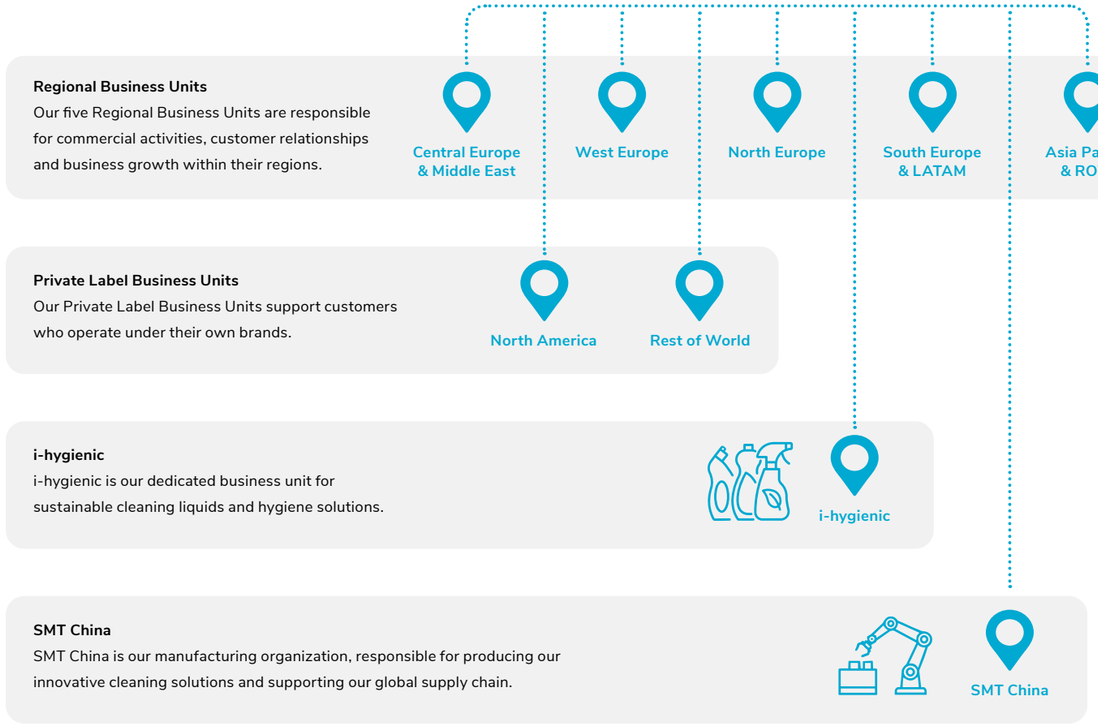
STILL AN I-MOP AT HEART

A lot has changed, but the original i-mop idea remains the same: combining the agility of a mop with the performance of a scrubber dryer. The i-mop 46 MODULAR cleans approximately 300 m² in just 11 minutes, uses only 1.7 liters of water for the same area and leaves floors dry in around 30 seconds. By scrubbing the floor and immediately recovering the dirty solution, it removes dirt instead of spreading dirty water across the floor.

But perhaps the most i-team thing about the i-mop 46 MODULAR is that none of these changes are there simply because we could add them. They solve real challenges for the cleaner, the service team and the business, while making smarter use of water, parts and resources throughout the machine's lifetime. The original i-mop changed the way we clean floors. More than a decade later, we're still finding ways to make a great idea better. The Original keeps moving.

Built to support every market
How we're organized

Behind our global network is an organization designed to support every market. To stay close to our customers and partners worldwide, i-team Global is organized into regional and specialized business units. Each plays a unique role, but all work towards the same goal: delivering the best possible i-team experience across the globe.



What have they been up to?

The latest from our Business Units

Every edition, we check in with our Business Units to see what's happening across i-team. From new partnerships and customer projects to growing markets and new opportunities, there's always plenty to catch up on. We asked our Business Unit Managers what has been keeping their teams busy, what they're most proud of and what they're looking forward to next.

Bas Dalm

Business Unit Manager
Central Europe & Middle East

What have been the biggest developments in your Business Unit over the past six months?
We've focused on building a strong foundation for growth. We reorganized the Business Unit, strengthened collaboration with our partners and introduced a clearer commercial strategy. Germany has been a major priority, where we're rebuilding trust and reconnecting with key accounts. We've also launched the i-hygienic range and expanded into new sectors including hospitality, cleanrooms and food service.

What are you most proud of?
The momentum we've created in a relatively short time. We've rebuilt confidence with partners and customers, re-engaged key accounts and created a clear direction for the team. We're already seeing stronger collaboration and new opportunities across the region.

Are there any projects or partnerships you're particularly excited about?
We've strengthened partnerships with key accounts, governments, hospital chains and major customers, particularly in Germany and Saudi Arabia. Several large building service contractors will soon transition to i-hygienic, while new initiatives with our partners are helping us improve service and grow i-mop sales.

Which product is performing particularly well in your region?
The i-mop remains our strongest performer, with customers increasingly looking for productivity, ergonomics and sustainability. The i-mop 36 and i-mop 40 are also opening up new markets, with the i-mop 40 currently our fastest-growing product.

What's next for Central Europe & Middle East?
We want to accelerate growth in Germany, win back key accounts and expand further into hospitality, cleanrooms and food service. We're also strengthening our partner network and investing more in marketing and lead generation. I'm looking forward to seeing those efforts turn into growth for both us and our partners.

What's a fun fact about your region?
Our Business Unit covers an incredibly diverse mix of cultures, languages and markets. But everyone speaks the language of clean.

When you think of i-team, what's the very first thing that comes to mind?
Innovation with purpose. We don't innovate for the sake of technology. We innovate to solve real customer challenges and make cleaning easier, smarter and more enjoyable.

Thijs Stolwijk

Business Unit Manager
West Europe

What have been the biggest developments in your Business Unit over the past six months?
Interclean was a major focus, alongside bringing the i-mop 40 to the market and growing our i-hygienic business. We've also continued to welcome partners from across BU West to i-team Global together with their key customers, which is great for strengthening those relationships.

What are you most proud of?
Our team. Everyone is focused on getting our products into different markets and is genuinely proud to work for i-team. Seeing that enthusiasm throughout the team and among our partners makes me proud too.

Are there any projects or partnerships you're particularly excited about?
We've welcomed our first major dedicated i-hygienic partner in the UK, Foremost. We're also relaunching the i-bin together with Kim. On the customer side, recent highlights include NHS and ASDA supermarkets in the UK.

Which product is performing particularly well in your region?
The i-vac 1900 is a big hit. It helps customers deal with staff shortages, and our campaign combining it with a free i-vac 2.5B back vac is performing very well. The i-mop 40 Pro remains our best-selling product.

What's next for West Europe?
There's plenty coming up. We'll be building awareness around our plant-based i-hygienic range and introducing the i-bin. From October, the focus shifts to new innovations shown at Interclean, including the i-mop 46, i-carpet 46, i-mop XL Legacy, recyclable water tank and larger i-walk water tank. We'll also be at Kindvak and Gastvrij Rotterdam in the Benelux, with roadshows and an Innovation Day at Sodexo in the UK. And in December, we'll celebrate five years of our UK and Ireland embassies with our annual member event in Liverpool.

"IN THE COMING YEARS, WE EXPECT THE TEAM TO GROW FURTHER AND STRENGTHEN I-TEAM'S PRESENCE IN THE NORWEGIAN CLEANING MARKET."

Brian Bække

Business Unit Manager
North Europe

What have been the biggest developments in your Business Unit over the past six months?
For me, the first half of the year was about settling into my new role and getting closer to our markets. Together with the local teams, we've been working on our next strategic and organizational steps. One major development is i-team Norway. After many successful years as an independent i-partner, Norway is now fully part of i-team Global, with four dedicated team members working from the local embassy. In the coming years, we expect the team to grow further and strengthen i-team's presence in the Norwegian cleaning market.

What are you most proud of?
The commitment of our teams and partners across the region. Our colleagues in Denmark, Norway and Sweden are doing a fantastic job, while our partners in Finland and the Baltics continue to show great loyalty to i-team. Denmark also sold a record number of i-mops in the first half of the year. If that continues, we're heading for a new annual record despite stronger competition than ever.

Are there any customer projects or successes you'd like to highlight?
One large retail chain recently replaced more than 80 i-mop Lite machines with the new i-mop 40 Pro after three years of using the i-mop. We've also seen some major orders for the co-botic 1700 Drop & Go concept with trolleys, particularly for schools, day care and other institutions.

Which products are performing particularly well in your region?
The i-mop 40 Pro and co-botic 1900 really stand out. Both have been very well received in our local markets, and we're getting great feedback from the people using them. Cleaners love them! The i-mop 40 Pro is also our fastest-growing product, followed closely by the i-mop 36 and co-botic 1900.

What's next for North Europe?
Sweden will be an important focus. We're rebuilding the organization and planning a new home and showroom for our embassy in Stockholm. Q3 and Q4 will also be packed with customer visits, local trade shows in Denmark and Sweden, and groups from the Baltics visiting Eindhoven. And of course, we're looking forward to introducing the newest i-team innovations in Q4.

What's one fun fact about your region?
Summers are always magical in our region. The days are long, in some places the sun doesn't even go down, and people enjoy the weather and nature. This year has been no different. What made this summer memorable is Norway's success at the World Cup. Norwegians are proud people and the whole nation was behind Erling Haaland and the boys. And they taught us all how to "ro"... a summer to remember!

Daniele Puglia

Business Unit Manager
South Europe & LATAM

What have been the biggest developments in your Business Unit over the past six months?
A major focus has been showing customers the benefits of staying with the original vertical scrubber dryer, the i-mop. Despite new competitors entering the market with similar machines, we've maintained and even grown our sales network.

Are there any new partnerships you're particularly excited about?
We've welcomed a new partner in France, a large group focused on cleaning solutions. They'll be working with branded machines, with a particular focus on important market segments.

Which product is performing particularly well in your region?
The i-mop 36 is currently our best-selling product. It offers a very competitive price while keeping the key qualities of the i-mop. The i-mop 36 and i-mop 40 are also our fastest-growing products.

What's next for South Europe & LATAM?
Our priority is to launch the new models presented at Interclean Amsterdam and support our network with local training. We also want to grow our partner network and help the team work with an even clearer focus. Two major events are coming up as well, with HIGIEXPO in São Paulo in October and EQUIPHOTEL in Paris in November.

When you think of i-team, what's the very first thing that comes to mind?
The starting point in 2014. The vision, perseverance, integrity and clarity of our message, which has remained the same from the very beginning.

"SEEING NEW PRODUCTS SUCCEED IN ESTABLISHED MARKETS."

Kenneth Arntzen

Business Unit Manager
Asia Pacific & ROW

What have been the biggest developments in your Business Unit over the past six months?
We've gained a much deeper understanding of the different markets, cultures and regional challenges across Asia Pacific & ROW. That's helping us strengthen relationships with partners and customers and identify new opportunities. We've also successfully introduced several new machines into the market, with very positive results.

What are you most proud of?
Seeing new products succeed in established markets. A great example is a recent tender where we introduced the i-mop 36 for the first time and won the contract. It shows that our broad range of specialized upright cleaning machines is creating real value for customers.

Are there any projects or partnerships you're particularly excited about?
There's a lot happening, particularly in Japan and Australia. We've also welcomed a new partner in Bangladesh whose strong focus on sustainability fits very well with i-team. Together, we're exploring opportunities with environmentally conscious organizations and introducing both our liquids range and equipment portfolio.

Which products are performing particularly well in your region?
The i-mop XL remains a strong performer, while we're seeing impressive growth with the new i-mop 40 Modular. Customers value the flexibility and adaptability of the modular concept. The i-mop 36 is currently our best-selling product and we're also seeing growing interest in co-bot solutions.

What's next for Asia Pacific & ROW?
Some of what's coming is still confidential, but we'll be preparing our partners for future opportunities and making sure they're well trained for what's next. I'll also continue traveling across the region to train new partners and help existing ones discover new concepts, applications and business opportunities. Most of all, I'm looking forward to seeing partners across countries share ideas and experiences and create new opportunities together.

What's one fun fact about your region?
Some of the world's happiest countries are found within our region, and it shows when you live here. Maybe it's because they get so much sunshine!

When you think of i-team, what's the very first thing that comes to mind?
Hospitality and innovation, always with people in mind. Whether it's customers, partners or end users, there's always a strong focus on creating solutions that make work easier, smarter and more enjoyable.

Ken van der Wende

Business Unit Manager
Private Label | North America

What have been the biggest developments in your Business Unit over the past six months?
We've made good progress in getting a large portion of our import tariffs returned. Those tariffs had a significant impact on our margins and our ability to grow the business, so this is an important development for us.

What are you most proud of?
The progress we've made in cleanrooms. Our marketing and sales efforts have created a strong pipeline of leads, which we're now steadily converting into sales. Cleanroom sales currently account for close to 50% of our sales this year.

Are there any projects or partnerships you're particularly excited about?
We're moving forward with Contec as our exclusive marketing and sales partner in North America for our cleanroom product portfolio. Their culture and strong customer focus align very well with i-team. We're also continuing to strengthen our relationship with Tennant.

Which product is performing particularly well in your region?
The 1900 continues to attract a lot of attention, particularly in hospitality. Its navigation and powerful vacuuming really make it stand out. It's both our fastest-growing and best-selling product.

What's next for Private Label North America?
Our focus is on maintaining the progress we've made in our work processes, team morale and reducing costs, while continuing to grow the business. We'll also keep strengthening our partnerships with Contec and Tennant. And in November, we'll be at ISSA in Las Vegas with an improved booth presence and a keynote address.

What's one fun fact about your region?
The US commercial and residential cleaning sector employs more than 3 million people and generates around $140 billion, yet large franchise companies account for only about 10% of total industry revenue. It's a huge but very fragmented market.

When you think of i-team, what's the very first thing that comes to mind?
A team that cares. For its people, its customers, its communities and the environment.

Ben van de Scheur

Business Unit Manager
Private Label | Rest of World

What have been the biggest developments in your Business Unit over the past six months?
We've made good progress in growing our private label business through several new and expanded partnerships. By working with strong partners and their existing sales networks, we can bring our products to new customer segments and markets.

Are there any new partnerships you're particularly excited about?
There are three I'd highlight. We've started a new partnership with N3 in Norway, Sweden and Denmark, successfully introducing the co-botic 1900 under the N3 brand. We're also expanding our existing partnerships with Tennant and IPC into additional markets, and we've introduced the i-mop 46 with our existing partner SOCAF in Italy.

How are these partnerships performing so far?
The first market feedback on the co-botic 1900 with N3 has been very positive, and we see opportunities for both additional volume and cross-selling. While the i-mop remains an important focus within our private label partnerships, the success with N3 shows that there are opportunities for other high-volume products too.

What's next for Private Label Rest of World?
We're currently finalizing a new private label partnership in one of Europe's largest markets. The launch is planned for Q4 2026 and will focus on strengthening our position in healthcare, elderly care and the public sector. The details are still confidential, but it's an exciting next step for the Business Unit.

What makes Private Label an important part of i-team's business?
Private label partnerships help us reach customers and markets that might otherwise be difficult to access. By combining our products with the established sales networks of strong partners, we can grow our reach while focusing on our strengths in product development and production. As we like to say, "people buy from people."

"PRIVATE LABEL PARTNERSHIPS HELP US REACH CUSTOMERS AND MARKETS THAT MIGHT OTHERWISE BE DIFFICULT TO ACCESS."

Marcel in het Veld

Business Unit Manager
i-hygienic

What have been the biggest developments in your Business Unit over the past six months?
It's been an incredibly dynamic period. We're working intensively on i-dispense, a new concept with exciting potential for the hospitality industry. We've also completed a major overhaul of our production facilities, investing in technology, automation and the overall production environment. This allows us to manufacture to high market standards and welcome customers and partners for factory tours and product experiences. And behind the scenes, R&D is already working on what's next.

What are you most proud of?
What we've achieved with a relatively small and highly committed team. In a short time, we've introduced a completely new professional product range through the international i-team organization. But I'm especially proud of the collaboration between our Business Units, partners, customers and everyone involved. Bringing all that expertise together is what makes the i-team model so powerful.

Are there any projects or milestones you're particularly excited about?
Absolutely. We're currently producing around 1.5 million air-propelled spray cans with cleaning and care products for Action under the adidas brand. In terms of volume, it's one of the largest single purchase orders we've ever processed. It brings together product innovation, large-scale manufacturing and the requirements of two major international brands.

Which product is performing particularly well?
Our descaling technology has been particularly well received, especially in hospitality. The combination of plant-based ingredients, sustainability and strong performance is still very different from what many markets are used to. This has also led to the introduction of the i.20 Kettle & Appliance Descaler, which allows hotel-room kettles and other appliances to be descaled safely and easily. Our i.4 Toilet Cleaner is currently our best-selling product.

What's next for i-hygienic?
Execution. We've invested heavily in our products, production capabilities, R&D and several new concepts. Now the focus is on bringing those developments successfully to market, completing the projects already underway and preparing innovations such as i-dispense for the next phase. I'm particularly looking forward to doing that together with our team and partners.

When you think of i-team, what's the very first thing that comes to mind?
The constant drive to innovate and differentiate. There's a genuine ambition to challenge how things have traditionally been done and keep looking for a better solution. That combination of innovation, entrepreneurship and collaboration is what makes i-team stand out.

"THERE'S A GENUINE AMBITION TO CHALLENGE HOW THINGS HAVE TRADITIONALLY BEEN DONE AND KEEP LOOKING FOR A BETTER SOLUTION."

Where ideas become reality

A closer look at i-team China

Every i-team innovation starts with an idea. A sketch, a market need, a problem waiting to be solved. But turning that idea into a machine that actually works? That's where i-team China comes in. With 95 people, a 13,500 m² manufacturing facility, and a brand-new Experience Center taking shape, China has become an essential part of bringing i-team ideas to life.

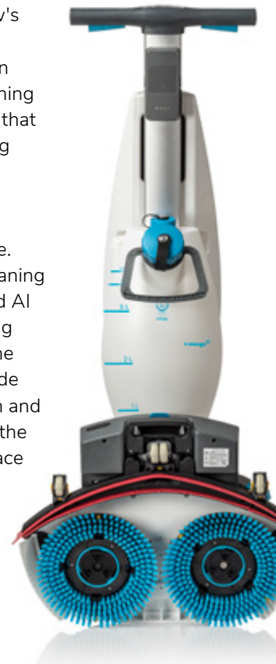
We spoke with Shiew Man Yih, General Manager of i-team China, about the people behind the operation, the family feeling behind the factory doors, and what the future holds for i-team China.

Employee number one
Few people have seen that development as closely as Shiew Man Yih. Shiew joined SMT in 2005 as its very first employee. Working alongside Frank van de Ven, he helped establish and run the manufacturing operation in China. Twenty-one years later, he is General Manager of i-team China and leads a team that has grown to 95 people.

A lot has changed along the way. The company was established in 2008 and moved into its current facility in 2011. Partnerships have grown stronger, production has evolved, and the technology coming through the doors looks very different from what it did in the early days. But ask Shiew what makes him proudest today and his answer isn't a machine or a production number. "We have successfully built a team with a family feeling," he says.

Turning concepts into cleaning machines
China plays a very specific role within the global i-team organization. In Shiew's words, it's about turning "the concept of the cleaning machine from Eindhoven [and] market needs into a working cleaning machine in a limited timeframe." Doing that requires engineering and manufacturing expertise, but also something Shiew repeatedly emphasizes: speed.

And the work itself continues to change. What once centered on mechanical cleaning machines is increasingly moving toward AI and co-botics. For i-team China, keeping pace means continuously developing the facility too. Recent improvements include new digital workstations for production and upgrades to the main building, helping the team work more efficiently and keep pace with technological developments.



One team. One dream. One mission.
Behind all that technology is a team Shiew describes in three words: bonding, caring and family. That family feeling doesn't stop when the working day does. Colleagues look out for each other professionally and personally. "The caring is not limited to work, but extends to personal life too," Shiew explains. Staying healthy and having fun together are part of the culture as well. Twice a week, anyone who wants to join can take part in a game of badminton. Team outings combine sightseeing and team building with a good dinner, preferably accompanied by a live band.

Shiew sums up the team's shared mentality simply: "One Team, One Dream and One Mission."And if there's one thing he would want colleagues visiting from another region to experience for themselves? "The team spirit and the speed of China."

Bringing the i-team experience closer

Soon, visitors will have a completely new place to experience both. A new 2,777 m² Experience Center is taking shape in China, designed to bring the kind of support and experience partners know from Eindhoven much closer to Asia and Australia. Instead of traveling halfway around the world, regional partners and their customers will be able to meet, learn and experience i-team closer to home.

But it won't simply be a place to display products. The Experience Center is intended to become a meeting point for the region. A place to exchange ideas about what cleaning could look like in the future. It will welcome i-team partners and their customers as well as university students studying fields ranging from engineering to hotel and real estate management. i-gatherings, product launches, product and staff training and supplier conferences will all find a home there. Most of all, Shiew wants visitors to leave with a sense of the commitment and passion behind the products they see.

"A PLACE TO EXCHANGE IDEAS ABOUT WHAT CLEANING COULD LOOK LIKE IN THE FUTURE."

Built for what's next

For Shiew, the future role of China within i-team Global is clear: "the backbone of i-team Global." To fulfill that role, the team focuses on what it does best: speed, service and cost, while continuing to strengthen partnerships and respond quickly to new ideas and market needs. Sustainability is part of that future too, from material and supplier choices during product development to using the new Experience Center to inspire partners to make more sustainable choices.

"IDEAS MAY START SOMEWHERE ELSE. IN CHINA, THEY BECOME REALITY."

I-TEAM CHINA BY THE NUMBERS

2008
i-team China established

95
team members

2011
operations started at the current facility

Twice a week
badminton with the team

13,500 m²
manufacturing facility

2,777 m²
new Experience Center

Market trends

AROUND THE WORLD

What's changing in professional cleaning?

The cleaning industry doesn't move at the same pace everywhere. New technologies take off faster in some markets, while changing customer needs, labor challenges and local developments shape others in completely different ways. So, we asked our colleagues around the world what they're seeing in their market right now.

China
From automation to intelligence

China's professional cleaning market is moving beyond mechanization toward intelligent automation, with robots becoming increasingly capable of navigating complex environments, responding to their surroundings and working alongside human cleaners. The shift is becoming increasingly established. Since May 2026, China has had its first national standard specifically for commercial cleaning robots, setting requirements for cleaning performance, movement, safety and user experience.

But perhaps the most interesting development isn't simply the rise of robots. It's how their role is changing. AI is opening the door to new forms of collaboration, where machines take on repetitive tasks while people focus on work that requires greater judgment and flexibility.

It's a shift i-team China is experiencing firsthand. Shiew describes the team's own evolution as going "from making mechanical cleaning machines to AI co-botics."

Central Europe & Middle East
From ownership to flexibility

Across Central Europe and the Middle East, cleaning companies are under pressure to do more with less. Labor shortages and rising costs are increasing the need for productivity, while economic uncertainty is making companies more careful about investing in new equipment.

That is also changing how customers want to access cleaning technology. Rental, leasing and subscription models are becoming more attractive, offering greater flexibility and predictable costs without a large upfront investment. And customers increasingly expect more than just the machine. Service, training, digital support and measurable results are becoming part of the package.

That creates a natural fit for full-service concepts, where equipment and ongoing support come together in one solution. Instead of simply owning a machine, customers get the equipment, service and support they need, with more predictable costs and a greater focus on keeping everything up and running.

West Europe
Mechanization moves into smaller spaces

Mechanization and co-botics continue to grow across West Europe. But as cleaning technology develops, machines are no longer limited to large, open spaces. Smaller and more flexible solutions are making it easier to bring mechanized cleaning into tight, busy and obstructed environments too.

That opens up more cleaning tasks to technology, helping organizations deal with staff shortages while making cleaning more efficient. At the same time, it changes what cleaners need to know. As more technology enters the workplace, the demand for easy and accessible digital training is growing too.

The result is a cleaning environment where people increasingly work alongside machines and co-bots, even in places where traditional automation once had little room to operate.

Asia Pacific & ROW
Beyond the machine

Across Asia Pacific & ROW, customers are increasingly looking beyond individual cleaning machines. The focus is shifting toward complete cleaning solutions that combine equipment, sustainability, ease of use and consistent results.

International customers and standards are also raising expectations around cleaning quality and operator well-being. A machine needs to do more than clean well. It should be easy to use, help improve productivity and support people in their daily work.

This is creating more demand for system cleaning, where different products and technologies work together as one solution. In Australia and New Zealand, for example, combining different cleaning technologies into one concept is already showing strong results. The opportunity is no longer just to find the right machine for the job, but to build the right system around it.

North America
Smart, but secure

Robotics continue to gain ground in North America, although traditional cleaning methods are proving hard to replace. As more autonomous technology enters the market, another question is becoming increasingly important. What happens to all the data these machines collect and share?

Connected cleaning technology can provide useful information about performance, usage and cleaning results. But sending that information to remote systems or third parties can also raise security concerns. For some customers, especially in more security-conscious environments, connectivity isn't automatically seen as a benefit.

It creates an interesting balance for the industry. Customers want the productivity and insights that smarter technology can bring, but they also want control over their information. The next step in smart cleaning isn't only about what technology can do, but also about how securely it can do it.

South Europe & LATAM
People, planet and profit

Across South Europe and LATAM, sustainability is important, but it has to remain affordable. Customers are looking for solutions that reduce environmental impact without adding unnecessary cost.

In fact, the basic customer need hasn't changed much over the past decade. Cleaning technology is expected to deliver on three fronts. People, by making cleaning easier and less physically demanding. Planet, by reducing water use and using greener cleaning solutions. And profit, by saving time and consumables while still delivering better cleaning results.

What is changing is the technology available to achieve that balance. One of the opportunities ahead is a wider shift from traditional horizontal walk-behind scrubber dryers to more compact vertical alternatives, bringing those three benefits together in a different way.

North Europe
From manual to autonomous

Even in 2026, a surprising amount of professional cleaning in North Europe is still done manually. But that is changing. The focus is increasingly shifting toward mechanical cleaning, with vertical scrubber dryers becoming more common and more brands entering this growing part of the market.

At the same time, the next shift is already underway. Recruiting people into the cleaning industry is becoming more difficult, increasing the need for smart solutions that can help teams maintain productivity and cleaning quality with fewer available workers.

That is creating more room for autonomous and co-botic cleaning. Rather than replacing cleaners, these technologies can take over repetitive floor-cleaning tasks and help existing teams work more efficiently. For many organizations, the journey from mop to machine is still happening, while the journey from machine to co-bot has already begun.

A trend seen by i-hygienic
From green to healthy

Sustainability in professional cleaning is no longer only about reducing environmental impact. The health and safety of the people using cleaning products every day is becoming just as important.

Customers are paying more attention to the chemicals employees and guests are exposed to and looking for safer alternatives that still deliver professional cleaning results. At the same time, they don't want to compromise on price or ease of use. The expectation is increasingly clear. Cleaning solutions need to be effective, sustainable, safe and affordable.

That is broadening the meaning of sustainable cleaning. It's not only about using fewer resources or reducing environmental impact, but also about creating healthier working environments for the people doing the cleaning every day.

#ask i-ris

Every edition, I answer a question from the i-team community. This time's question:

"What is the Sinner Circle and how does it work?"

i-ris answers

Every cleaning job depends on four things. Mechanical action, time, chemical action and temperature. Together, they form what is known as the Sinner Circle.

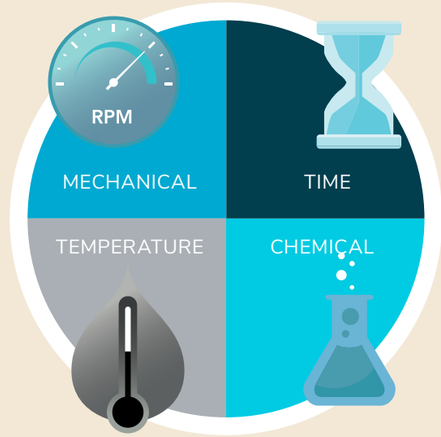
The clever part is that these four factors work together. If you increase one, you can often reduce another. More mechanical action, for example, can mean you need less time, water, chemicals or heat to achieve the same cleaning result.

Think about cleaning a dirty pan. You could let it soak for a long time. You could use hotter water or stronger detergent. Or you could scrub it. Different approach, same four factors. Professional cleaning works in much the same way. The challenge is finding the right balance for the job.

At i-team, we put a lot of focus on mechanical action. The i-mop is a good example. Its high brush speed, counter-rotating brushes and weight distribution create strong mechanical action on the floor. That helps clean effectively while reducing the need for water and chemicals.

So, the Sinner Circle is about understanding which forces you can adjust to get the best result. And just like that, you'll never look at cleaning the same way again.

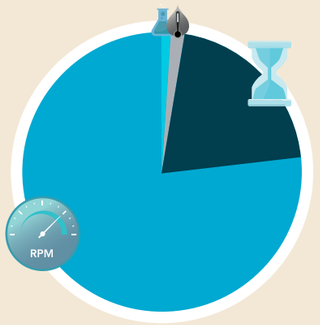
– xo –
i-ris



More mechanical action changes the balance. Less time needed. Better results achieved.

WET MOP

Low mechanical action means more time, more effort, and a higher risk of redistributing soil.



I-MOP + WATER

More mechanical action means faster cleaning and better soil removal, even with water alone.

I-MOP + I-HYGIENIC

The cleaning agent loosens soil faster, while the i-mop scrubs and removes it in less time.

i-team NORTH AMERICA

Embassy spotlight

i-team North America

Big country, big ambitions. Across North America, a team of around ten is working hard to grow i-team's presence and introduce more customers to a smarter way of cleaning. And there's plenty happening. New markets are opening up, the partner network is growing, and the Experience Center in Holland, Michigan, is welcoming more customers through its doors. Time to cross the Atlantic and see what's happening at i-team North America.

Building the North American presence

Until 2025, there was hardly a dedicated sales team, and almost all sales came from microfiber products. Today, the picture looks very different. The team is growing its sales and marketing activities, spending more time with customers, and working more closely with partners across the region. As Regional Ambassador Ken Van Der Wende puts it, the focus is shifting from "transactional fulfillment to relationship-based value selling."

And that new approach is opening doors. Cleanrooms and hospitality are becoming important new markets, helping grow sales beyond microfiber into machines and devices. Products such as the SAFE-T-IMOP family and i-fibre 1900 are often the starting point, introducing customers to more of what the i-team portfolio has to offer.

Global strength, local relationships

North America shows why i-team's glocal approach works. The market is huge, and needs can differ from one region or even one state to another. Most products aren't sold directly to end users but through a large network of representatives, distributors, and dealers. And as more of these companies join forces, strong relationships with local partners are becoming even more important. That's where global and local work together. i-team Global brings the innovation and broad product range, while the North American team stays close to partners and customers, listens to what they need, and helps find the right solutions for their market.

Opening the doors in Holland

The Experience Center in Holland, Michigan, is becoming a much more active part of i-team North America. In previous years, it was rarely used for customer visits. Today, that's changing. The team is welcoming more customers for events, demonstrations, and meetings, creating a place where visitors can discover the products, meet the team, and experience i-team hospitality for themselves.

And this is only the beginning. Ken's ambition is to eventually welcome customers every week, making the Experience Center a place to connect, learn and build lasting relationships.

Meet the ambassador

Ken Van Der Wende

Ken Van Der Wende joined i-team North America in January 2025, but cleaning has been part of his life for much longer. He grew up in a family cleaning business in New Jersey, started his own cleaning company while studying, and later built an international career spanning Dow Chemical, BISSELL, Celanese, and health technology company Velatura.

We asked Ken about building i-team North America, the opportunities he sees in the market, and why this stage of the business feels very familiar to him.

You describe i-team North America as being, in many ways, a start-up. What excites you about that?
I am passionate about starting new businesses and growing them. I've successfully done so more than 100 times throughout my career. In many ways, our Americas business is a start-up. A key to this is my focus on strategy, implementation plans, work processes, and, importantly, people.

What do you love most about working with the North American team?
I get energized by starting new businesses and accelerating the growth of young businesses. We have a team that is passionate about growing sustainably and profitably. Everyone is willing to do whatever they can to 'get it done'.

If you had to describe i-team North America in three words, what would they be?
Innovative, growing, and caring. For our customers, communities, and each other.

What does a typical workday look like for you as Regional Ambassador?
Spending time aligning our regional strategy with our corporate strategy, helping to build local implementation plans, developing our local team and unique culture, influencing key decisions across our functions, and communicating locally and with Eindhoven.

What do you see as the biggest opportunity in the North American cleaning industry?
The industry is still in its infancy of focusing on cleaning efficacy, the cleaner, and total cost. Many other parts of the world are much more advanced. With our increasing robotic line of products and focus on making cleaning easier for the cleaner, we have a great opportunity.

What is one i-team product or innovation that you find particularly exciting, and why?
Of course there is the i-mop/i-scrub, which put us on the map and which we continue to develop, including with i-walk. But our growing portfolio of robotic and wireless products is truly at the forefront of our changing industry. The co-botic 1900 is best in class in every way.

What is your vision for i-team North America?
Like the position and reputation of i-team Global, we will become known as 'the' most innovative cleaning company in North America, known for our commitment to customer success.

And when you think of i-team, what's the first thing that comes to mind?
We don't just talk about customer commitment and hospitality; we live it every day. And it's not just marketing and sales associates; it's everyone. I think of our people.

MEET THE TEAM

The people behind i-team North America

James Daniels
Konnie Staat
Lesa Nienhuis
Curt Shosten
Chad Harmsen
Mike DeBoer
Matthew Krause
Lauren Sinila
Patrick Cronin

James Daniels

Commercial Ambassador

What does your daily work involve?
I oversee our commercial activities across sales, marketing and customer support. That means working closely with our sales team, supporting Chad with customer communications, helping Lauren with our marketing and local branding, and working with Mike and Ken on strategy and new market opportunities.

How did you join i-team North America?
This is actually my second chapter with i-team. I was previously Regional Ambassador for Asia Pacific, working with partners throughout Asia and Oceania. I returned in November 2024 to help grow our business in the Americas. I've always admired i-team's vision, passion and innovation.

What do you love most about working with this team?
I'm especially proud of our small and humble team here in Holland, Michigan. There's a genuine care for each other that you don't find everywhere. Everyone has their own role, but when something needs to get done, we come together and do whatever it takes.

Which i-team innovation are you most excited about?
Robotics and AI. I believe both will continue to grow, and early adopters will have an advantage. Our i-walk and co-botic 1900 are already creating a lot of excitement here in the Americas because they're simple to use and deploy while delivering high-performance cleaning and automation.

What's something your colleagues might not know about you?
Between my time with i-team in Asia and returning to i-team in the USA, I took a few years off and converted a retired school bus into a custom RV, complete with cherry hardwood floors, a full kitchen, walk-in shower, solar power and even Starlink Wi-Fi. Then I took it on the road to explore the natural beauty of the USA.

When you think of i-team, what's the first thing that comes to mind?
Frank. How could it be anything else? He has been the vision and inspiration behind i-team from the beginning. He has woven a DNA throughout our company culture that I haven't seen anywhere else. His influence is everywhere, and his energy seems endless.

"WHEN SOMETHING NEEDS TO GET DONE, WE COME TOGETHER AND DO WHATEVER IT TAKES."

Curt Shosten

Lead Operations Ambassador

What does your daily work involve?
No two days look the same. My role covers everything from purchasing, supply chain and inventory planning to facilities, IT support and shipping. I also help prepare for trade shows, customer tours and team-building activities, and jump into the warehouse whenever needed. I definitely get to wear a lot of hats.

What attracted you to i-team North America?
I was drawn to a growing company with tremendous potential and the opportunity to really make an impact. What I didn't realize at the time was how fortunate I'd be to work alongside such incredible people, both here in the United States and in the Netherlands.

What do you love most about working with this team?
Without a doubt, it's the people. I get to work with outstanding colleagues in Holland and Eindhoven every day. Their talent, dedication and collaborative spirit make i-team a truly special place to work.

What's your favorite part of i-team?
The Innovation Center in Eindhoven. Visiting it feels like going to Disney. It's memorable, inspiring and a little magical. To me, it represents the creativity, innovation and vision that define i-team, and it's something we can continue striving toward as we grow in the United States.

What's something your colleagues might not know about you?
I've been involved in youth ministry for 30 years. I've been doing it long enough that I'm now working with the children of students I mentored 25 to 30 years ago. It's incredibly rewarding to see those relationships continue across generations.

Matthew Krause

Warehouse Ambassador & Chef

What does your daily work involve?
I make sure orders are picked and shipped on time, while keeping the warehouse organized and running smoothly. And when we have guests? I swap the warehouse for the kitchen and become the team chef.

How did you join i-team North America?
About three years ago, Curt sent me a text saying he could really use some help at his company. I didn't even know what the company was or what they did, but I knew I'd be happy to help him out. And here I am!

What do you love most about working with this team?
I love how we celebrate success and really make time for team building.

That's something I'd never experienced at any other company before.

Which i-team product are you most excited about?
The co-botic 1900. I think it's a great addition for any business, big or small, and I believe it can really help drive things forward for us.

What's something your colleagues might not know about you?
I own an absurd number of Nerf guns.

"AND WHEN WE HAVE GUESTS? I SWAP THE WAREHOUSE FOR THE KITCHEN AND BECOME THE TEAM CHEF."

Konnie Staat

Operations Facilitator

What does your daily work involve?
My days can look completely different depending on where I'm needed. Sometimes I'm helping out in the warehouse, other days I'm supporting the team in the office.

How did you join i-team North America?
The position became available and seemed like a great match for my interests, so I decided to go for it.

What do you love most about working with this team?
Easy: the awesome people.

Which i-team product are you most excited about?
The co-botic 1900. I love how convenient it is.

What's something your colleagues might not know about you?
I'm secretly addicted to Nestlé Smarties Lollies. And I love going to horse pulls.

"SOMETIMES I'M HELPING OUT IN THE WAREHOUSE, OTHER DAYS I'M SUPPORTING THE TEAM IN THE OFFICE."

Chad Harmsen

Inside Sales and Customer Relations Facilitator

What does your daily work involve?
I spend a lot of my day talking to customers and following up on leads. I also work closely with our outside sales reps, making sure they and our customers have the product information they need. Every day brings something new, which I absolutely love.

How did you join i-team North America?
I'd already worked with a couple of cleaning equipment companies before i-team. In 2009, I joined a microfiber company here in Holland, Michigan, which eventually partnered with i-team. With my background in both microfiber and equipment, I love seeing how the two can work together, especially now that innovations like robotics are entering the mix.

What do you love most about working with this team?
We're a close, incredibly hard-working group. Everyone is willing to help wherever they can. We grow together, learn from each other and inspire each other.

Which i-team product are you most excited about?
I've always loved the i-remove. It's such a simple concept, but it never fails to impress customers with what it can do.

What's something your colleagues might not know about you?
I'm a big tennis fan and have been lucky enough to watch the US Open in Flushing Meadows. But I also really love movie theater popcorn. I've been known to go to the theater, buy popcorn... and leave without watching a movie.

Lauren Sinila

Marketing Intern

What does your daily work involve?
My days include everything from creating social media content and working on the i-team USA website to market research and data analysis. Every day is a little different, which keeps things interesting and gives me plenty of opportunities to learn something new.

How did you join i-team North America?
I joined i-team this past winter, during a snowstorm! I actually had to reschedule my interview because of the weather. Everyone was incredibly understanding and put safety first. Right away, I loved how welcoming everyone was, and it quickly felt like a family atmosphere.

Which i-team product are you most excited about?
The co-botic 1900. The way it can self-map and document is incredibly useful and forward-thinking. It's exciting to see how technology is shaping the future of cleaning.

What's something your colleagues might not know about you?
I recently studied abroad in London! It was an amazing experience and gave me the opportunity to explore new places and perspectives.

When you think of i-team, what's the first thing that comes to mind?
Innovation with purpose. Every product is designed to solve real cleaning challenges in a smarter, more efficient way. And beyond the products, it's the people. There's a collaborative and supportive culture where everyone is working toward the same goal: making cleaning better.

Lesa Nienhuis

Finance & HR Facilitator

What does your daily work involve?
I support both our finance and HR functions in Holland. That covers everything from daily finances, reporting and payroll to employee support, benefits and process improvements. Every day is a little different, which keeps things interesting!

What do you love most about working with this team?
The people. We have a supportive team that's always willing to help one another. I also enjoy being part of a company that's continuously innovating and looking for better ways to serve our customers.

Which i-team product are you most excited about?
The co-botic 1900. It's exciting to see how this little robot can make cleaning more efficient and effective.

What's something your colleagues might not know about you?
If I'm not working, there's a good chance you'll find me on our farm with my family and mini Goldendoodle, or working on my latest house project.

When you think of i-team, what's the first thing that comes to mind?
Continuous improvement. Whether it's our products, processes or how we support our customers, we're always looking for ways to get better.

Mike DeBoer

Regional Business Development Ambassador

What does your daily work involve?
I bring innovative cleaning solutions to customers and potential customers across four states in the Midwest.

What attracted you to i-team North America?
i-team has shown time and again that it's a leader in product and system design and innovation within the cleaning industry. That's what attracted me to the company.

What do you love most about working with this team?
The people and culture are fantastic. Everyone enjoys working together toward a common goal, and we all see the potential for significant growth here in the Americas.

Which i-team product are you most excited about?
The co-botic 1900. It's a well-designed product with excellent navigation and cleaning performance. I see a bright future for robotic cleaning solutions that can improve the health, safety and well-being of building occupants.

What's something your colleagues might not know about you?
I don't speak a lick of Dutch...

Patrick Cronin

Consultant, TCG Solutions

What does your daily work involve?
I spend much of my time networking and connecting with contacts who could benefit from i-team Global solutions.

How did you start working with i-team?
I first consulted with Frank in 2019-2020, working with Tennant to grow i-mop sales and expand distribution. Frank later saw an opportunity to use TCG's industry and marketing knowledge to help grow larger opportunities around the world.

What do you enjoy most about working with i-team?
The innovation and the marketing.

Which i-team products are you most excited about?
Besides the i-mop and i-scrub, I think the co-botic 1900 and i-remove can be real game changers.

What's something your colleagues might not know about you?
I love hunting for new business, especially when there's a new innovation involved.

When you think of i-team, what's the first thing that comes to mind?
Frank's marketing genius. There has never been anyone quite like him in the cleaning business. He's the PT Barnum of the cleaning industry.

THE NEW GENERATION of carpet care

Meet the i-carpet 46

The royal carpet treatment

Product launch on 30 October 2026

Carpet maintenance made remarkably easy.
Fast. Agile. Low-moisture.

Through the years

BOMA: Celebrating more than 30 years of partnership

For more than three decades, BOMA and i-team have been working together to make professional cleaning smarter, simpler and more effective. What started with private label vacuum cleaners has grown into a long-standing partnership built on innovation, entrepreneurship and a shared ambition to keep challenging the industry.

For this edition of Through the Years, we spoke with Luc Bresseleers, CEO of PFS Group, the holding company behind BOMA, about memorable milestones, the early days of the i-mop and why the entrepreneurial spirit is still stronger than ever.

Where it all began

When people in the cleaning industry hear the name BOMA, many immediately think of one of the leading facility solution providers in the Benelux. But the company's story began much more modestly. "What started in 1974 as a supplier of brushes (BOrstels) and mats (MAtten) has grown into a solution provider for the broader facility market, with leading positions in the Benelux and a growing presence in France," Luc explains.

The relationship between BOMA and i-team goes back even further than many people realize. "Our collaboration started more than 30 years ago, back in the private label days when Frank was producing vacuum cleaners for BOMA and our customers."

A bold idea

Luc still remembers hearing about the very first ideas behind what would become the i-mop. "We were immediately enthusiastic. We even contributed to parts of the original design." But it wasn't only the product that caught BOMA's attention. "When we learned that the i-mop would be introduced through an entirely new company, i-team, we became even more excited. It was special to be part of that journey from the very beginning."

Growing together

Both companies have changed significantly over the past decade. Yet according to Luc, the most important thing hasn't changed at all. "Both organizations have grown tremendously, but the entrepreneurial mindset and the drive to keep innovating are still very much alive." BOMA's mission is to make cleaning simple, smart and fun. At i-team, that same philosophy lives on in the promise of making cleaning Faster. Cleaner. Greener. Safer. Better.

A gamble worth taking

One story still stands out when Luc looks back on the launch of the i-mop. "When the i-mop was launched, BOMA was offered exclusivity for the Benelux if we committed to selling 120 machines during the first year." At first, that already sounded ambitious. "I thought, that's a challenge, but we'll make it happen." Then came the surprise. "It turned out Frank meant 120 machines for Belgium and another 120 for the Netherlands." Fortunately, they decided to take the leap. "In the end, we sold more than 700 i-mops in that very first year."

BOMA everything for cleaning & hygiene

i-team®

Looking ahead

For Luc, the future of cleaning remains full of opportunities. "The biggest opportunity is continuing to make cleaning simpler, smarter and more enjoyable by developing intuitive machines, materials and concepts that require little to no training while delivering maximum efficiency." He believes the industry still has a long way to go in mechanization and robotics, making innovation just as important over the next decade as it has been over the last.

Finally, we asked Luc what comes to mind first when he thinks of i-team. His answer came without hesitation: "The i-mop."

Green meets Blue

Business Dialogues

What role can businesses play in creating a better future? That's the central question behind Business Dialogues, a podcast series hosted by Frank van de Ven, CEO of i-team Global, and Leen Zevenbergen, entrepreneur and co-founder of B Lab Europe. Together, they sit down with leaders from a wide range of industries to explore leadership, innovation, sustainability and the choices organizations make to create value beyond profit.

Each episode offers a different perspective, but they all have one thing in common: honest conversations that challenge assumptions, share practical insights and inspire new ways of thinking.

In this edition of i-connect, we highlight two recent episodes featuring **Ben Cohen**, co-founder of Ben & Jerry's, and **Jeroen van Hooff**, CEO of Koninklijke Jaarbeurs.

Curious to hear all the conversations? Click the QR code and explore all episodes of Business Dialogues.

Can a company stay true to its values as it grows?

Guest: Ben Cohen (Co-founder of Ben & Jerry's)

When a company grows, staying true to its mission becomes increasingly challenging. In this conversation, Ben Cohen reflects on how Ben & Jerry's evolved from a small ice cream company into a globally recognized activist brand, and why values should never depend on the people who founded the company.

Together with Frank van de Ven, he explores how purpose becomes part of everyday decisions, why governance matters when protecting a company's mission, and how businesses can use their voice to create positive change.

Click to listen

"The most powerful tool a business has is its voice."

- Ben Cohen

Bringing people together in a hybrid world

Guest: Jeroen van Hooff (CEO Koninklijke Jaarbeurs)

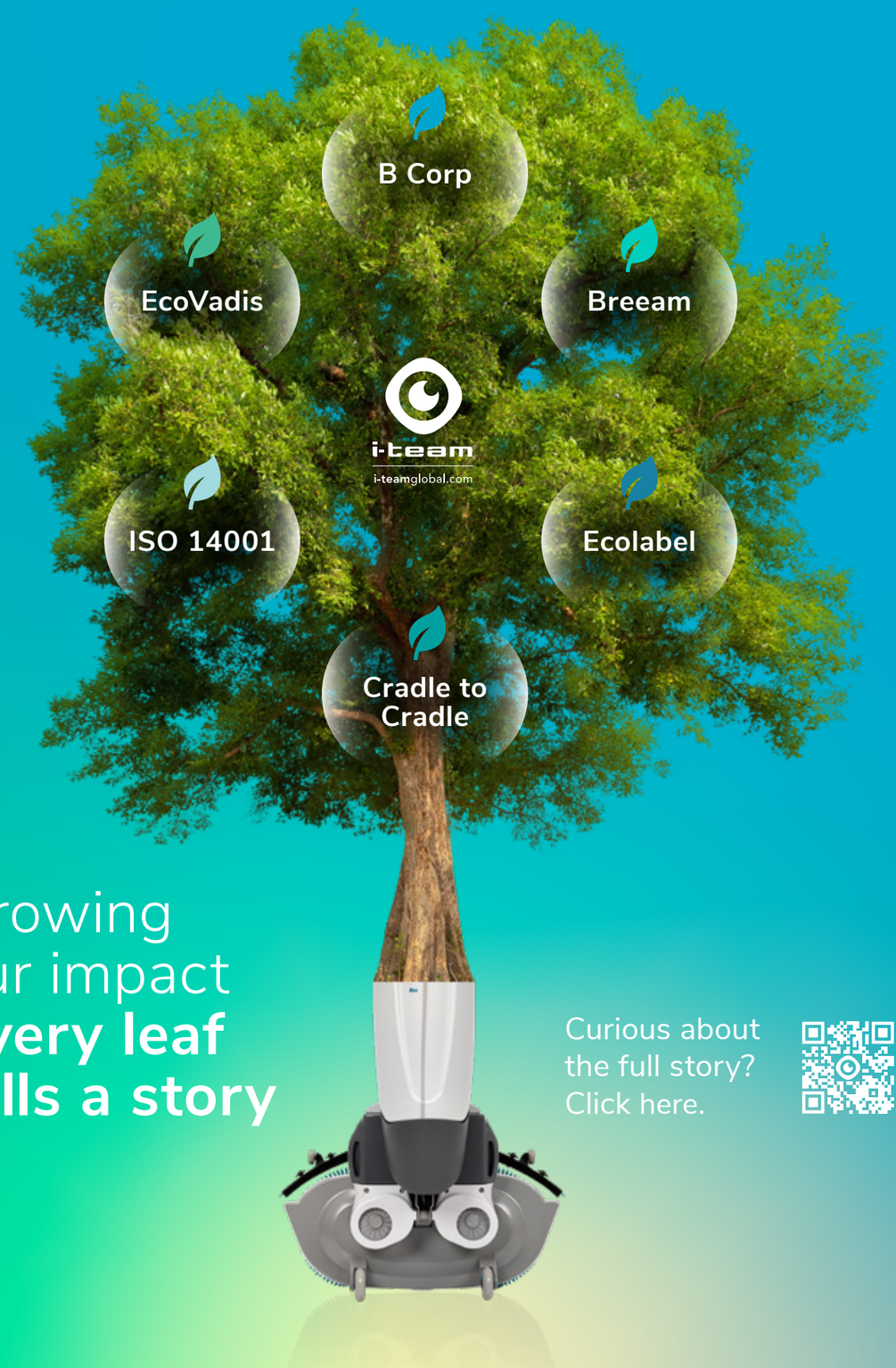
In a world where almost everything can happen online, why do people still choose to meet in person? Jeroen van Hooff believes the answer isn't scale. It's value. Together with Frank van de Ven, he discusses how physical interaction is changing. Trade shows are becoming more intentional, experience centers are creating deeper learning experiences, and organizations are expanding through regional hubs that bring customers and partners closer together.

The conversation explores how meaningful connections, sustainability and local presence are shaping the future of business.

Click to listen

"People don't come anymore because it's a big event. They come because it needs to add value to their life or business."

- Jeroen van Hooff



Growing our impact **Every leaf tells a story**

Curious about the full story? Click here.

A quick guide to the sustainability labels and standards behind i-team

Sustainability can sometimes feel like a world full of logos, labels and complicated terminology...

There is no single label that tells the whole story.
Some certifications focus on our products. Others look at our buildings, the way we work with suppliers, or how we manage our environmental impact as a company. Together, they help us measure our progress, challenge ourselves, and continuously improve.

Think of them as different pieces of the same puzzle.
Each piece tells a part of the story. Together, they show how i-team is building a more sustainable future.

ISO 14001

Better environmental management
An international standard that helps companies reduce and manage environmental impact.

Cradle to Cradle

Less waste
A design approach focused on reducing waste by reusing and recycling materials.

B Corp

Better business
A certification for companies that care about people, planet and the way they do business.

Breeam

Smarter buildings
A sustainability certification for buildings. Our Flight Forum HQ is designed to save energy, water and reduce environmental impact.

EU Ecolabel

Cleaner products
A European label for products with a lower environmental impact throughout their lifecycle.

EcoVadis

Responsible business
A sustainability rating that measures how responsibly a company operates and works with suppliers.

By Jaimie Teelen
Guest at the
WE-support Charity Dinner

An evening where every seat makes a difference

WE-support dinner

On June 19, i-team Global proudly welcomed 200 guests to the fourteenth edition of the annual WE-support Charity Dinner. With a sold-out event, an exceptional culinary lineup, live entertainment, and the support of countless volunteers, partners, and sponsors, the evening raised an incredible €68,737 for five remarkable charities. But beyond the impressive total, it was an evening defined by generosity, connection, and the power of people coming together for a shared purpose.

Before the first toast

The first guests arrive while the Experience Center is still unusually quiet. Although the WE-support Charity Dinner officially begins later that evening, for a select group the experience starts a little earlier. The annual Walk & Talk offers an exclusive look behind the scenes of i-team Global. Guided through the Experience Center, guests discover the many environments where innovation comes to life. They stroll through a fully recreated Jumbo supermarket, a Spar convenience store and even a McDonald's restaurant. Every space has been designed down to the smallest detail, allowing visitors to experience products exactly where they're intended to be used.

At every stop, conversations pause for a moment. People look around, point out details and ask questions. For many, it's not just the scale of the Experience Center that's impressive, but the realization that this isn't a temporary showroom. It's a permanent environment where products are tested, stories are told and customers from around the world experience i-team in action.

The iconic KLM aircraft immediately captures everyone's attention. Even for returning visitors, it's one of those features that never loses its impact. Tonight, it forms the backdrop of an elegant dining room, where beautifully dressed tables await 200 guests gathering for a shared purpose. Soon, the quiet gives way to the sound of arriving guests.

A warm welcome

As the first guests arrive, they're welcomed by smiling hostesses with a glass of champagne in hand. Elegant amuse-bouches begin circulating through the room while familiar faces reconnect and new introductions are made. The atmosphere is relaxed from the very beginning.

Conversations flow easily as colleagues, partners, entrepreneurs and friends come together for an evening many have marked on their calendar months in advance. It's clear this has become much more than an annual fundraiser. It's an evening people genuinely look forward to.

A menu with a mission

Soon the first course makes its way from the kitchen. Every plate reflects the creativity and craftsmanship of an exceptional team of chefs who once again volunteered their talent for the evening. This year's culinary experience is created by renowned chefs Casimir Evens, Dick Middelweerd and Jermain de Rozario, while Bart Haans welcomes guests with an impressive selection of refined amuses.

Throughout the evening, guests are treated to an extraordinary six-course menu. Deep-sea prawn with yuzu kosho. Cod with eggplant and ginger. Seasonal asparagus paired with Pata Negra and Perigord truffle. Dick Middelweerd's rich interpretation of Boeuf Stroganoff. Jermain de Rozario's delicate pavlova with strawberry, elderflower and pandan. To round off the culinary journey, an impressive cheese trolley makes its way through the Arena, offering guests a remarkable selection of cheeses. Every dish is paired with carefully selected wines that perfectly complement each course.

It's the kind of dinner that would feel at home in any Michelin-starred restaurant. Yet tonight, every bite carries an extra layer of meaning. Every chef, every supplier and every volunteer has contributed their expertise to support something far greater than the menu itself.

As the evening unfolds

As courses follow one another, the atmosphere evolves naturally. The conversations become livelier. New connections are made across the tables while old friendships are strengthened over shared stories and laughter. Glasses are raised, ideas exchanged and memories created.

Throughout the evening, ROOX Live Dinner Show provides the live entertainment. What begins with elegant dinner music gradually builds in energy, and before long many guests have left their seats for the dance floor.

5 stories that matter

As memorable as the food and entertainment are, everyone knows this evening is about something bigger. One by one, representatives of the five charities take the stage. Each brings a different story, but together they paint a powerful picture of the many ways people can make a difference.

Stichting Vrienden van Bambanani celebrates twenty years of creating opportunities for children in South Africa through education, nutrition and sports. As founder Ed Rakhorst says, every visit still feels like coming home.

De Zonnebloem reminds everyone that loneliness can be eased through something as simple as genuine human connection. One volunteer has dedicated more than four decades to visiting people who would otherwise spend much of their week alone. Her story is a powerful reminder that time and attention are often the greatest gifts of all.

At **i-support**, the focus is on helping children discover confidence in themselves. Through initiatives like Playing for Success, young people learn that believing in their own abilities can shape the rest of their lives.

For **Made Blue**, every donation helps provide access to clean drinking water where it's needed most. The long-standing partnership demonstrates how sustainable choices can create meaningful change far beyond our own communities.

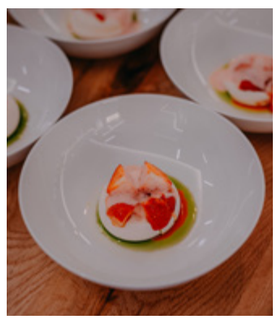
Perhaps the most touching story comes from **Stichting Kinderoncologische Vakantiekampen**. A young girl who arrived at camp wearing a wig found the confidence to take it off after being encouraged by children who truly understood her experience. She never put it back on. It's a small moment that perfectly illustrates the impact these camps can have.

More than a fundraiser

By the end of the evening, an incredible €68,737 has been raised for five remarkable charities. But perhaps the evening's greatest achievement can't be expressed in numbers. It's found in the volunteers who donate their time. The chefs who share their talent. The partners who continue to support the cause year after year. The conversations around the table. The music. The laughter. The dancing. And the countless people who leave inspired, knowing they've helped make a real difference.

Because when great food, great people and a shared purpose come together, something remarkable happens. Not just for one evening, but for the thousands of lives that will be touched long after the final toast has been made.

Watch the aftermovie >>



Original Flavors

Some things at i-team have become classics for a reason. And luckily, Chef Bart Haans is willing to share his secrets. He picked three favorites from the i-team kitchen and gave us the recipes, so you can recreate them at home. Banana bread, tuna salad or chocolate chip cookies. Which one are you making first?

BANANA BREAD WITH RAISINS AND PECANS

Soft, nutty and comforting

INGREDIENTS

- 200 g wheat flour
- 20 g cornstarch
- 180 g fine granulated sugar
- 8 g baking powder
- 2 g salt
- 3 ripe bananas
- 3 eggs
- 120 g neutral oil, such as sunflower oil
- 1 tsp cinnamon
- 1 tsp vanilla extract
- A pinch of Maldon Sea salt
- 100 g raisins
- 100 g pecans, roughly chopped

INSTRUCTIONS

1. Preheat the oven to 160°C using conventional heat.
2. Grease a 25-30 cm loaf tin and, if desired, line the bottom with baking paper.
3. Combine the flour, cornstarch, sugar, baking powder and salt in a bowl.
4. Mash the bananas until smooth.
5. Lightly beat the eggs and mix with the bananas, oil and vanilla extract.
6. Add the wet mixture to the dry ingredients and mix briefly.
7. Add the cinnamon and a pinch of Maldon Sea salt.
8. Fold the raisins and pecans into the batter.
9. Pour the batter into the loaf tin.
10. Bake for 60 to 70 minutes.
11. Check with a skewer. The banana bread is ready when the skewer comes out with just a few moist crumbs.
12. Leave to cool in the tin for 15 minutes, then transfer to a wire rack to cool completely.

Bart's tip

Save a handful of pecans and sprinkle them over the batter before baking for a beautiful finish.

BART'S CHOCOLATE CHIP COOKIES

Thick, chewy and irresistible

INGREDIENTS

Makes approximately 20-22 cookies of 60 g each

- 280 g butter, at room temperature
- 220 g granulated sugar
- 200 g light brown sugar
- 2 tsp vanilla extract
- 1 tsp salt
- 2 eggs, at room temperature
- 420 g flour
- 1½ tsp baking soda
- 300 g white chocolate, roughly chopped
- 100 g dried cranberries

INSTRUCTIONS

1. Beat the butter, granulated sugar and light brown sugar together until light and creamy.
2. Add the vanilla, salt and eggs and mix until smooth.
3. Add the flour and baking soda and mix briefly until a firm cookie dough forms.
4. Fold in the white chocolate and cranberries.
5. Refrigerate the dough for at least 1 hour.
6. Divide the dough into balls of approximately 60 g and place them well apart on a baking tray lined with baking paper.
7. Bake for 11 minutes at 175°C.
8. Remove from the oven when the edges are golden brown but the centers still look soft.
9. Leave the cookies to cool on the baking tray for 10 minutes, then transfer them to a wire rack.

Bart's tip

- Shape the dough balls taller rather than wider for extra-thick bakery-style cookies.
- Leave the dough to rest overnight in the refrigerator for even more flavor.
- Sprinkle the warm cookies with a little sea salt immediately after baking.

The ultimate tuna salad: fresh, creamy, crunchy, and lightly spicy, delivering a delicious burst of flavor in every bite.

TUNA SALAD FOR 4 GENEROUSLY FILLED SANDWICHES

Fresh, creamy and delicious

INGREDIENTS

- 3 cans tuna in water, drained, approx. 300-350 g
- 1 crisp, tart apple
- 4 sweet-and-sour pickles
- 2 shallots
- 2 celery stalks
- ½ sweet pointed pepper
- 3 tbsp fresh chives
- 3 tbsp mayonnaise
- 2 tbsp sour cream
- 1½ tbsp ketchup
- 1-2 tsp sriracha
- 1 tsp paprika
- Pepper to taste
- Salt to taste

INSTRUCTIONS

1. Finely chop the apple, pickles, shallots, celery and pepper.
2. Flake the tuna into a bowl.
3. Add all the finely chopped ingredients.
4. Mix in the mayonnaise, sour cream, ketchup, sriracha, and paprika.
5. Season with salt and pepper.
6. Refrigerate for at least 1 hour for the best flavor and texture.

Bart's tip

The finer you chop everything, the smoother and tastier the salad becomes.

Faster
100 m² in just 3.5 minutes.
Cover more floor in less time,
without asking cleaners to work harder.

Cleaner
Measurably cleaner: 40 RLU vs. 400 RLU with a spaghetti mop.* Scrubs and recovers dirty solution instead of spreading dirt across the floor.

Greener
Just 0.6 L of water per 100 m².
Use less water, while a modular, serviceable design helps extend product life and reduce waste.

Safer
Microban® protection.
Helps inhibit bacterial growth on the recovery tank surface, supporting a more hygienic cleaning routine.

Better
Reduces handle weight from 3 kg to just 0.7 kg.
Patented spring support makes the i-mop lighter to guide and helps reduce physical strain.

WARRANTY 3 YEAR WARRANTY

PROTECTED BY 50+ **PATENTS**

i-mop 46 MODULAR

Built to swap. Made to last.

- ✓ Replace parts individually
- ✓ Extend product lifetime
- ✓ Reduce unnecessary waste
- ✓ Support smarter service
- ✓ Keep machines working longer

i-team®

The next generation of i-mops.