

## PRESS RELEASE

### **EHMA PARTNERS WITH DIVERSEY TO SUPPORT HOTEL SAFE REOPENINGS AFTER COVID-19 EMERGENCY**

The European Hotel Managers Association and the pioneer company in revolutionary cleaning and hygiene technologies together are ready to resume business



*“When travel will finally resume and hotels will reopen, customers will be like never before sensitive to cleaning standards. Cleaning processes that so far have been necessary but invisible will take center stage”, explains Ezio A. Indiani, EHMA President and General Manager of the Hotel Principe di Savoia in Milan. “Hotels are upgrading their standard procedures to face the new situation to a degree that other accommodation types like home-sharing will not be able to match. That’s why the Association has partnered with Diversey, a company with over 95 years of expertise that provides cleaning, sanitation and maintenance products, systems and services that efficiently integrate chemicals, machines and sustainability programs, based on the implicit belief that cleaning and hygiene are life essentials”.*

Diversey has developed an **integrated program** for hotel reopenings after Covid emergency and has produced an **Enhanced Cleaning and Disinfection Guide** in order to achieve a very high level. Basically, before the reopening it is essential to ensure that the hotel creates a healthy and welcoming environment, for which Diversey has some deep cleaning recommendations. The program also advises to add a **2-step cleaning approach for enhanced cleaning**; next to the standard cleaning approach an extra step for disinfection with operational guidance is foreseen. Both for reopenings as of day 1 and afterwards, Diversey has created **materials to enrich guest experience** with purposeful communication and to help hotel employees to adapt to the “new normal” for their protection.

The **innovative tools** provided by Diversey include: **unique chemical systems**, i.e. innovative, cost-saving and sustainable dosing solutions and cleaning chemicals; the **ultimate cleaning machines**, designed to deliver cleaning excellence and reduced operating costs; **TASKI tools and workstations** to increase cleaning performance, level of quality and productivity; **training & support materials**, i.e. comprehensive cleaning procedures and staff training aids to be used in initial training of new sites/staff and ongoing training sessions.

The partnership with Diversey dates back to 2011: **EHMA and Diversey have been promoting sustainability** for many years and annually present an **award for the best sustainability project** successfully implemented by hotel members. EHMA itself goes a long way back, having been established in Rome in 1974. The Association is made up of general managers of 4- and 5-star luxury hotels in Europe and currently has **421 members in 27 European countries**, corresponding to **a share of approx. 10% of the luxury market**.

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