

NEWS ALERT



Getting the Pulse of the Cleaning Industry at Interclean



It was a great time for our [Bionetix®](#) team to be at Interclean, May 14th-17th in Amsterdam! As one of the biggest cleaning shows in the world, Interclean Amsterdam is an excellent place to take the pulse of the cleaning industry and meet new clients.

This year our team noticed an increasing acceptance of probiotics in every field—not just cleaning products, but also cosmetics and health care. Interest in our new line of enzyme concentrates, which can be used in a broad range of industries—from laundry to paper recycling to ethanol production—was also strong, and several companies have already requested samples.

While Diana Di Marco, Tonya Dectero, and Mathias Benitez mostly encountered European cleaning industry professionals, they also met attendees from the US, Latin America, the Middle East, Turkey, and Africa. Some individuals scheduled future meetings with Bionetix® on the spot. Others met with Bionetix® during and after the conference. It was a special honor to get better acquainted with a few visitors who came back to the booth to chat almost every day.

Attending Interclean provided a fresh perspective on the market, confirming that our biological products are highly competitive and that Bionetix® is very well positioned in the current market. We look forward to seeing exciting developments as the team follows up on Interclean leads and continues to release more enzyme concentrates.

[Contact Bionetix® to learn more about how biologicals fit into the cleaning industry!](#)

Keywords: cleaning industry, Interclean Amsterdam, probiotics, cleaning industry trends, how are enzymes used, enzyme suppliers, enzymes for laundry, enzymes for paper, cleaning in the healthcare industry, Bionetix



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