

bâtiment entretien

hygiène - propreté - multiservices - déchets

“Building Maintenance”

2024 MEDIA KIT

THE N°1 MEDIA FOR
PROFESSIONALS IN
THE FRENCH HYGIENE
AND CLEANING
INDUSTRY

- Print
- Buyer's Guide
- Marketplace
- Digital
- Online tradeshow
- Database
- 2024 Editorial Calendar



For further information, contact Marie-Pierre Serre
mps@batiment-entretien.fr or
info@batiment-entretien.fr
+33 6 80 00 16 62



The only media in the sector dedicated to the entire cleaning industry!

Penetration Rate

90 %

On all cleaning companies with > 20 employees.

The only magazine in the sector read by nearly all Cleaning Companies.

A targeted circulation 100% useful (only top managers and decision makers)!

N°1 in circulation

Average circulation per issue
July 1st 2022 to June 30th 2023

12.875
copies

The highest circulation in BtoB trade press. 55% in paid circulation, 45% in qualified circulation.

Certified circulation.

Bonus circulation during trade shows.

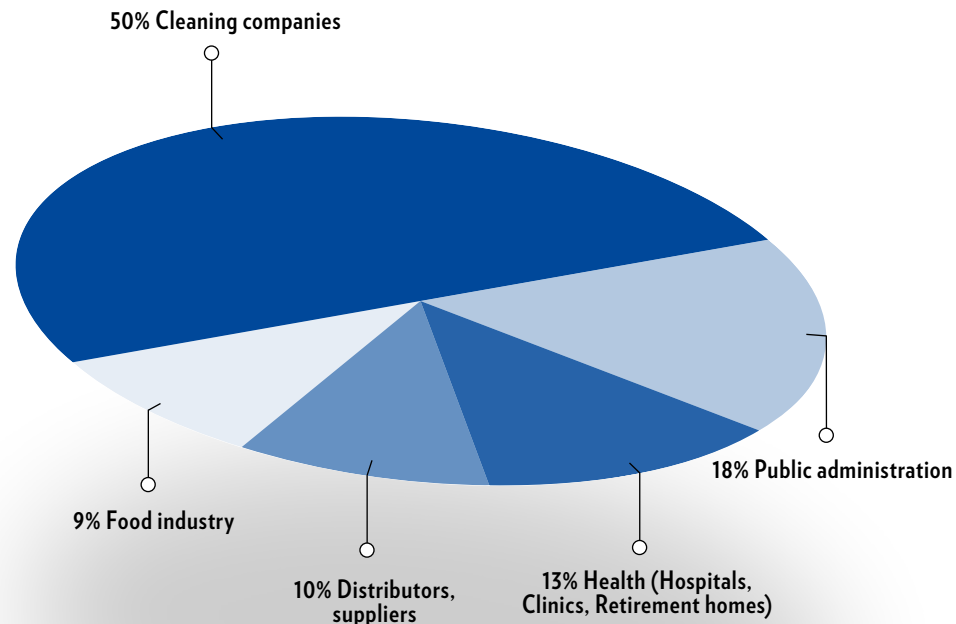
PRINT

N° 1 media brand on hygiene & cleaning!

Bâtiment Entretien «Building Maintenance» is the n° 1 communication medium for professionals in the hygiene, cleaning, multi-services, and wastes industries. It has provided a solution to your specific needs for over 45 years.

Bâtiment Entretien is the leading source of information for professionals in the hygiene and cleaning industry and assists cleaning companies, end customers, manufacturers and distributors in finding necessary practical and technical information.

Every 2 months a highly qualified team of journalists offer unique editorials about the latest and most comprehensive information on new products, the market status, contracting and purchasing, product launches, new technologies, exclusive interviews with major contributors in the sector, key decision makers, case studies. The only magazine 100% business and independent in the sector!



➤ The only magazine in the sector with such a significant, prominent circulation to both end customers and top management in Cleaning Companies!

➤ Circulation covers 65% of towns > 10.000 inhabitants!

➤ Circulation covers almost all the major Distributors!

➤ 61% of hospitals (public hospitals, private clinics,) read **Bâtiment Entretien**. And 70% of retirement homes.

➤ The highest circulation in cleaning companies > 20 employees!

➤ A readership of + de 42.500 readers, with 3.3 readers per issue!

An exclusive audience not available elsewhere!

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PRINT

An editorial environment to maximize your exposure and build brand awareness



L'actu



Paredes et Orapi : un mariage à plus de 400 M€!
L'OPRA - amical - que le groupe Paredes prévoit de lancer est autonome sur Orapi. Ce sera donc rattaché au modèle français de l'opérateur fournissant deux entreprises familiales, industrielles complémentaires et... sponsores!

«G» La COBRA, spécialiste en facturation, a été rachetée par le groupe Paredes. Le mariage est officiel. Le groupe Paredes a racheté la COBRA, spécialiste en facturation, pour 400 millions d'euros. Le mariage est officiel. Le groupe Paredes a racheté la COBRA, spécialiste en facturation, pour 400 millions d'euros. Le mariage est officiel.

LE CHIFFRE 5 M D€
Le chiffre d'affaires de la COBRA en 2015.

TRAVAILLEZ AVEC LA FIP
Le groupe Paredes a racheté la COBRA, spécialiste en facturation, pour 400 millions d'euros. Le mariage est officiel.

LES RESSOURCES
Le groupe Paredes a racheté la COBRA, spécialiste en facturation, pour 400 millions d'euros. Le mariage est officiel.

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Le groupe Paredes a racheté la COBRA, spécialiste en facturation, pour 400 millions d'euros. Le mariage est officiel.

The **NEWS SECTION**, all available information on the latest deals, bids and contracts, the cleaning business, buyouts, mergers, standards, social and regulatory monitoring, market developments, nominations, agendas... ending with an interview with a leading player in the market.

dessin



Hôtels et locations saisonnières Hygiène et propreté montent en gamme!
L'hygiène et la propreté sont devenues des enjeux majeurs pour les hôtels et les locations saisonnières. Les clients exigent un niveau de propreté toujours plus élevé. Les entreprises doivent donc investir dans des équipements et des produits de haute qualité pour répondre à ces exigences.

dessin Hôtels et locations saisonnières



L'externalisation a le vent en poupe!
L'externalisation des services de nettoyage est devenue une tendance majeure dans le secteur de l'hôtellerie et des locations saisonnières. Les entreprises cherchent à réduire leurs coûts et à améliorer la qualité de leur service en faisant appel à des prestataires spécialisés.

THE SPECIAL FEATURE, a general topic, cross-cutting issues in the sector, strategies, unresolved issues. The opportunity to step back and focus on a particular topic, responding to customer needs and questions from Cleaning and Hygiene companies and end clients.

technique Après-vente

Les experts de l'après-sinistre doivent assurer!
Les équipes de maintenance spécialisée dans l'après-sinistre sont confrontées à une double exigence : intervenir vite pour sauvegarder et/ou réhabiliter, et accompagner les victimes ou leurs clients dans des moments particulièrement difficiles. Danser la technique, la formation et l'organisation qui sont déterminantes pour réussir un travail de qualité. Les professionnels doivent se préparer à une réglementation toujours plus stricte et à des procédures de plus en plus complexes.

Une expertise technique
Les équipes de maintenance spécialisée dans l'après-sinistre sont confrontées à une double exigence : intervenir vite pour sauvegarder et/ou réhabiliter, et accompagner les victimes ou leurs clients dans des moments particulièrement difficiles. Danser la technique, la formation et l'organisation qui sont déterminantes pour réussir un travail de qualité. Les professionnels doivent se préparer à une réglementation toujours plus stricte et à des procédures de plus en plus complexes.

Une formation diplômée unique
Les équipes de maintenance spécialisée dans l'après-sinistre sont confrontées à une double exigence : intervenir vite pour sauvegarder et/ou réhabiliter, et accompagner les victimes ou leurs clients dans des moments particulièrement difficiles. Danser la technique, la formation et l'organisation qui sont déterminantes pour réussir un travail de qualité. Les professionnels doivent se préparer à une réglementation toujours plus stricte et à des procédures de plus en plus complexes.

TECHNICAL SUPPORT, EQUIPEMENT, CLEANING PRODUCTS, FACILITY MANAGEMENT... in each issue, an extensive article on trade practices, technical support, and feedback from Cleaning Companies and end clients to advise our readers in their daily decision making.

quel de quel? Que proposent les fabricants?



Une solution de mobilité au service des entreprises de propreté
Les entreprises de nettoyage cherchent à améliorer leur efficacité et à réduire leurs coûts. Les fabricants proposent de nouvelles solutions de mobilité pour répondre à ces besoins.

Questions & Réponses
Les entreprises de nettoyage cherchent à améliorer leur efficacité et à réduire leurs coûts. Les fabricants proposent de nouvelles solutions de mobilité pour répondre à ces besoins.

NOUVELLE GAMME
Les entreprises de nettoyage cherchent à améliorer leur efficacité et à réduire leurs coûts. Les fabricants proposent de nouvelles solutions de mobilité pour répondre à ces besoins.

In **WHAT'S NEW**, all new products, launch, the latest trends and developments on the market.



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 mps@batiment-entretien.fr or
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PRINT

2024 Print Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover Front-Back	Front 100 x 195 / Back 100 x 297	6.150 €
On Cover Front-Back	Front 210 x 180 / Back 210 x 297	6.980 €
1st Cover	180 x 180	6.350 €
2nd Cover	210 x 297	4.900 €
3rd Cover	210 x 297	4.500 €
4th Cover	210 x 297	5.120 €
Page	210 x 297	4.500 €
1/2 Page	Horizontal: 181 x 126 / Vertical: 91 x 257	3.100 €
1/4 Page	91 x 124	1.750 €
Special Advertising Section	210 x 297	4.750 € (Layout and editorial: 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.500 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.700 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.400 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	660 € 995 € 1.655 €

SPECIAL OFFERS

Post-it
Adhesive sample
Banderole
Memento
Facsimile
Flap on 1st cover
Customized Buyer's Guide
Customized Directory
Bookmark

Contact us

BI MÉDIA PACK

Print + Digital - 5 %

TRADESHOW PACK

Take advantage of **Bâtiment Entretien's** large number of e-communication tools to be better positioned at tradeshows, generate more visitors and contacts, benefit from our converged media services to highlight your new products and product presentations!

1/2 Page 4 color + Editorial (tradeshow Special Feature)

- + Top Banner web site batiment-entretien.fr 1 month before tradeshow date
- + Top Banner Marketplace e-batiment-entretien.fr 1 month before tradeshow date
- + Top Banner annuaire-proprete.fr 1 month before tradeshow date
- + Button e-newsletter 1 month (2 nd-newsletter) before tradeshow date

-50 %
3.400 € instead of 6.800 €

NEW PRODUCT & SERVICE PACK

New product or service to launch on the market? **Bâtiment Entretien** offers an effective, customized tool to ensure a successful launch!

- 1/2 Page 4 Colour + What's New Editorial in magazine
- + What's New e-newsletter with a direct link to your product on Marketplace e-batiment-entretien.fr
- + Your product listed for 1 year on the online e-salon-proprete.fr
- + Top Banner on e-salon-proprete.fr for 1 month

-35 %
4.446 € instead of 6.840 €

Special Position: +10% - B&W and 2 colors = 4 color -20% - Payment terms: 30 days - Policy Regulation on www.batiment-entretien.fr
Mechanical Requirements: High resolution 300dpi (jpeg) or Adobe Acrobat files (pdf) - Color proof required - Provide a 5 mm overflown.

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PRINT + DIGITAL

The MarketPlace + Annual Buyer's Guide bi-media offer: generate more demands and contacts for your products!



The combined offer **MarketPlace + Annual Buyer's Guide** allows you to properly showcase your products to buyers in the sector, whether digitally or on paper. This bi-media exhibition allows you to fully cover the market with these two media.

The Annual Buyers' Guide, with its complete technical data sheets, filed by topics, is sent to all subscribers (12.875 copies) with November issue and distributed on trade shows where we are media partner.

As for the **MarketPlace e-batiment-entretien.fr**, it is the 1st Hygiene & Cleaning MarketPlace in France.

- The industry's only platform, connecting buyers and sellers!
- In your customer zone the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- Your products and videos are regularly highlighted throughout the year on this site and on the magazine's companion site.
- You present as many products as you want, you can modify them during the year whenever you want!
- Starting € **220 only** per product for this bi-media offer!
- A complementary platform to your own merchant site.

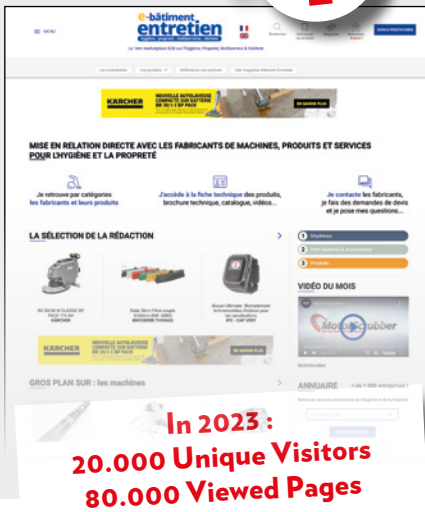
The MarketPlace + Annual Buyer's Guide 2025 bi-media (1 year, including reporting, modifications, administration)

PER PRODUCT	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	440 €
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DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th Cover Page	148 x 210 mm	4.400 €
1/2 Page	148 x 210 mm	3.250 €
	148 x 100 mm	2.450 €

Top Banner home page - 1 month	728 x 90 pixels	1.200 €
Banner (all pages) - 1 month	728 x 90 pixels	1.800 €



THE MAGAZINE'S BUYER GUIDE

The Magazine's Buyer Guide is a very practical section at the end of the magazine which provides complete, referential support and enables our readers to quickly locate a supplier by main category. A regular, inexpensive press coverage with your logo and contacts! For a very low cost, you will systematically be seen by our 45.500 readers. We connect you with a highly targeted audience. Your clients and prospects will easily find you. An inexpensive, complementary communication tool that enhances and maximizes your visibility in the sector.



The Magazine's Buyer Guide (Price not discountable)

6 issues - 1 year	Module 40 x 43 mm with logo, text and contacts	1.150 €
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PRINT + DIGITAL

The most comprehensive listing in the sector!



CLEANING COMPANIES DIRECTORY

In January 2024 **Bâtiment Entretien** will edit the Cleaning Companies Directory, listing the 1.000 main Cleaning Companies on the market with their professional contact details. Sent to all subscribers with the January 2024 issue.



DISTRIBUTION DIRECTORY

In January 2025 **Bâtiment Entretien** will publish The Distribution Directory, almost 1.000 distributors listed with their professional contact details, classified by geographical regions. Sent to all subscribers with the January 2025 issue.

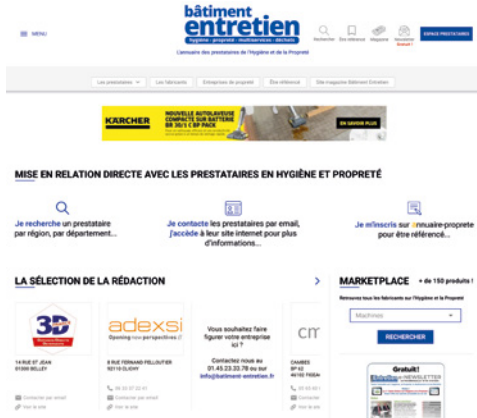
+ Bonus Trade fair circulation on Europropre 2025!

Both Directories are available all year on the site annuaire-proprete.fr

You will have a higher visibility in these directories with your framed logo + text at a very low cost.



annuaire-proprete.fr



Directories 2024 Advertising Rates (€) Cleaning Companies Directory Distribution Directory

(Price not discountable)

PER COMPANY (Price not discountable)	In the paper Directory + 2 years on web site annuaire-proprete.fr	220 €
	In the paper Directory + 2 years on web site annuaire-proprete.fr + framed logo + text	330 €

For higher visibility!

DISCOUNT: 2 to 3 products -25% - 4 products and more -50%

4th cover	148 x 210 mm	4.400 €
Page	148 x 210 mm	3.250 €
1/2 Page	148 x 100 mm	2.450 €

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DIGITAL

A global, digital information offer, available on all terminals!

THE COMPANION WEBSITE, **batiment-entretien.fr**

More than 18.000 individual visitors monthly, 65.000 pages viewed every month, the companion website, batiment-entretien.fr, is clearly and by far the 1st professional web portal in terms of audience, on the subject of cleaning, hygiene, and multiservices. With its News updated on a daily basis, its archives (accessible to paying subscribers only), the Special Features, the tradeshow agenda, the classified ads, new products, and links to different **Bâtiment Entretien** sites (directories, online tradeshow...), batiment-entretien.fr has definitely become the best, most dedicated website in the cleaning sector!

18.000 individual visitors monthly

25.000 subscribers

AVERAGE OPENING RATIO: 30,51%
AVERAGE CLIC RATIO: 5,49%
AVERAGE RESPONSE RATIO: 19,58%
(Average ratio between Jan & June 23)

THE E-NEWSLETTER

The only bi-monthly newsletter in the sector, keeping our readers closely connected, more efficient, breaking news... the **Bâtiment Entretien** e-newsletter is sent to more than 25.000 subscribers. This quick pace and top quality exclusive business information (many of you have congratulated us on the quality of our articles!) makes this an ideal source of web communication.

NATIVE ADVERTISING

Native advertising is a type of advertising online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as an article produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word «native» refers to this coherence of the content with the other media that appears on the e-newsletter or web site. Available on News or What's New section, for more efficiency!



- Website**
- e-Newsletter**
- Linked in**
- Marketplace**
- e-Directory!**

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DIGITAL

2024 Digital Advertising Rates (€)

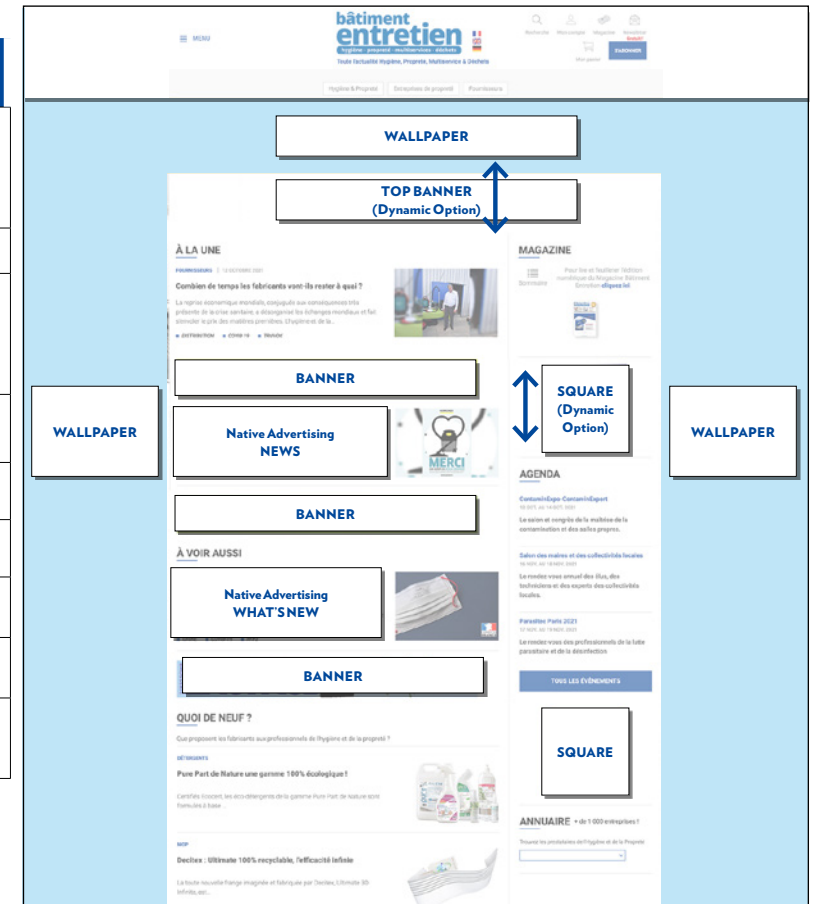
(rotating)

THE COMPANION SITE, batiment-entretien.fr

THE MARKETPLACE e-batiment-entretien.fr

THE ONLINE DIRECTORY annuaire-proprete.fr

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTHS
Top Banner Dynamic Option (Desktop & tablet only. Your banner remains always visible when the user scrolls)	728 x 90 et 320 x 100	2.500 € Dynamic 2.800 €	1.850 € Dynamic 2.000 €	1.200 € Dynamic 1.300 €
Banner	728 x 90 et 320 x 100	2.150 €	1.650 €	1.060 €
Square Dynamic Option (Desktop & tablet only. Your square remains always visible when the user scrolls)	200 x 200	1.300 € Dynamic 1.420 €	950 € Dynamic 1.040 €	700 € Dynamic 770 €
Wallpaper (Desktop & tablet only)		4.650 €	3.380 €	2.310 €
Native Advertising News Linkedin post included!		3.350 €	2.575 €	1.750 €
Native Advertising What's New Linkedin post included!		2.600 €	2.050 €	1.465 €
Pop-Up (Desktop & tablet only)		2.300 €	1.900 €	1.270 €
Interstitial (Mobile only)		2.300 €	1.900 €	1.270 €
VideoAd Top banner & Banner (We do not host your video)	420px – 2 Mo	+900 €	+ 800 €	+500 €



BI MÉDIA PACK

Print + Digital - 5%

DIGITAL PACK

2 Digital - 5% (ex : E-newsletter + Companion Site)

3 Digital - 10%

4 Digital - 15%

5 Digital - 20%

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DIGITAL

2024 Digital Advertising Rates (€)

THE E-NEWSLETTER (Watch out! Limited advertising space!)

	PIXELS (l x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	640 x 200	4.300 €	2.880 €	2.000 €
Banner	640 x 200	3.355 €	2.355 €	1.725 €
Square	200 x 200	2.460 €	1.830 €	1.300 €
Native Advertising News <i>Linkedin post included!</i>		4.700 €	3.300 €	2.450 €
Native Advertising What's New <i>Linkedin post included!</i>		4.110 €	2.880 €	2.100 €

BI MÉDIA PACK

Print + Digital - 5%

DIGITAL PACK

- 2 Digital - 5% (ex : E-newsletter + Companion Site)
- 3 Digital - 10%
- 4 Digital - 15%
- 5 Digital - 20%

The screenshot shows the layout of the 'e-news' newsletter. At the top, there is a 'TOP BANNER' section. Below it is a 'À LA UNE' section featuring an article about 'Entreprises de Propriété' with a photo of a person in a lab coat. This is followed by a 'BANNER' section. The 'ACTUALITÉS' section contains two articles: 'Pères à l'école en Suisse' and 'Écoles Services ouvre sa crèche'. Below this is another 'BANNER' section. The 'QUOI DE NEUF ?' section features a 'Native Advertising QUOI DE NEUF' for 'Dégraissant' with a product image. This is followed by a 'BANNER' section. The 'CARNET' section includes a profile of 'Mathieu Agniet' with a photo. At the bottom, there is a 'CARRÉ' section and an 'AGENDA' section.

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DATABASE



The most up to date, qualified, targeted base to maximize your multichannel marketing!

Thanks to its wide base of online users, (prospects, subscribers and those registered to the e-newsletter), **Bâtiment Entretien** provides you with its client file.

As our database is continually updated during the year by phone, you can contact Cleaning Company managers, distributors in the Hygiene Industry, as well as managers in charge of hygiene in the Public Health services, Hospitals, Clinics, Retirement homes and the Food Industry.

13.000 nominative postal addresses and 25.000 nominative emails.



With its new sponsored e-mailing offer, **Bâtiment Entretien** allows you to publish an e-mailing using the magazine's brand, for an interview, a white paper, a file, or the presentation of a new product. Includes a 1 year online publication on the magazine's website and a 1 month digital push via its e-newsletter (Square)

E-MAILING	Fixed cost: 250 €
25.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	2.800 €
E-mailing with follow-up (1 month maxi after 1st campaign)	3.900 €
Bâtiment Entretien sponsored e-mailing (Interview/Expert advice, White paper, News/Technical file, What's New) Included 1 year on the site + 2 push (e-newsletter Square for 1 month)	4.500 €
The prices include: bulk emailing with one visual «ready to send» by client, format HTML or 1 image PDF, JPEG, GIF, price not discountable. Graphic design from self provided elements: 450 €	

MAILING	Fixed cost: 250 €
One time rental 13.000 nominative addresses Targeting not available (price not discountable)	3.900 €

2024 EDITORIAL CALENDAR

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**IF YOU WISH
TO INTERVENE
ON A SUBJECT,
DO NOT HESITATE
TO CONTACT US.**

⊙
We can then work
with you on a joint deal
editorial/advertising which
will increase your exposure
and achieve your goals
within your budget.

N°	TECHNIQUE, EQUIPMENT, PRODUCT	SPECIAL SECTION	DEADLINE
Jan/Feb	2024 CLEANING COMPANIES DIRECTORY (sent with Jan/Feb issue n° 350)		Dec 14
N° 350 Jan/Feb	TECHNIQUE: Siding, roofing and signs cleaning EQUIPEMENT: Cleaning trolleys PRODUCT: Stone floor products MULTISERVICES: Green spaces maintenance	TOP 50 CLEANING COMPANIES SPECIAL SECTION! Regional cleaning companies offensive!	Dec 14
N° 351 Mar/Apr	TECHNIQUE: Water consumption control EQUIPEMENT: Battery vacuum cleaners PRODUCT: Dosing systems MULTISERVICES: Trade fairs & events services	CFIA SPECIAL SECTION Media Partner - Bonus Exhibition circulation! Hygiene & food safety	Feb 12
N° 352 May/Jun	TECHNIQUE: Indoor air quality EQUIPEMENT: Small equipments & accessories (brushes,...) PRODUCT: SANTEXPO & SF2H SPECIAL SECTION Media Partner - BBonus Exhibitions circulation! Biocleaning goes green! MULTISERVICES: Vehicule cleaning	INTERCLEAN SPECIAL SECTION Media Partner - Bonus Exhibition circulation! AI & Robots	April 14
N° 353 Jul/Aug	TECHNIQUE: Waterproofing & flat mop cleaning EQUIPEMENT: 2 nd hand machines PRODUCT: Windows & Stainless steel cleaning products MULTISERVICES: On-site fast food	Industry hygiene & cleaning	Jun 18
N° 354 Sept/Oct	TECHNIQUE: EQUIPHOTEL SPECIAL SECTION Media Partner - Bonus Exhibition circulation! Bedbugs EQUIPEMENT: Microfibres PRODUCT: URBH BIO CLEANING DAY SPECIAL SECTION Media Partner - Bonus Exhibition circulation! Spray surface desinfectants MULTISERVICES: Moss removing & roof maintenance	Cleaning & new forms of work organisations in offices	Aug 13
Nov/Dec	2025 ANNUAL BUYER'S GUIDE (Sent with n° 355 Nov-Dec issue)		Oct 15
N° 355 Nov/Dec	TECHNIQUE: Cleaning datas EQUIPEMENT: LOCAL MAYORS & COMMUNITIES EXHIBITION SPECIAL SECTION Media Partner - Bonus Exhibition circulation! Street sweepers PRODUCT: Deodorants and odour neutralizers MULTISERVICES: Site clean-up and rehabilitation	salon des maires et des collectivités locales LOCAL MAYORS & COMMUNITIES EXHIBITION SPECIAL SECTION Media Partner - Bonus Exhibition circulation! Urban cleaning innovation	Oct 15
Jan/Feb	2025 DISTRIBUTION ANNUAL DIRECTORY (Sent with n° 356 de Jan-Feb issue)		Dec 10
N° 356 Jan/Feb	TECHNIQUE: Sports equipment cleaning EQUIPEMENT: Ozonised & pure water systems PRODUCT: SIRHA SPECIAL SECTION Media Partner - Bonus Exhibition circulation! Kitchen degreasing MULTISERVICES: New concierge services	DISTRIBUTION Distributors & environmental challenge	Dec 10

