

## FOR A CLEANER WORLD



Summer, you know, carries new tendencies around: those of 2019 revive the consciences of environmentalists and neophytes who are opening their eyes on the climatic issue. However, which business accommodation, in the middle of tourist summer boom, still think about the environment?



This is, for instance, the case of the *Tibu-Ron Castelldefels* beach bar in Barcelona, who launched an original initiative in order to try to reduce local beaches pollution: for every glass full of stubs the vacationers give, they offer, in turn, a free glass of beer<sup>1</sup>.

An authentic environmental campaign involving everyone, from residents to tourists, from young people to adults and that works not only on the attractiveness of a free cerveza but also on data that makes people think: a single stub is able to contaminate up to 3 litres of seawater and contains toxic substances which, in contact with water, take 5 to 20 years to disintegrate, though representing a serious risk for marine species.

The Legambiente initiative “Spiagge e fondali puliti – Clean beaches and depths”<sup>2</sup> is calling for volunteers from all over Italy which to collect garbage bags along the coast, answering to the motto “Il mare ha bisogno di te – Sea needs you”.

In line with the recent trend of the last years, in increase after the global strikes for the climate, Allegrini team selected some **products able to reduce the environmental impact** and which are particularly suitable not only for the restaurant businesses on the beach like **beach clubs, bathing establishments, kiosks and bars**, but also for those who owns **boats, yachts, campers and caravans**. We have to remember that protecting the environment is important, but without sacrificing cleaning and hygiene.

<sup>1</sup> For more information, please refer to the article “Birra gratis a chi porta un bicchiere pieno di sigarette raccolte sulla spiaggia”:  
<https://www.greenme.it/informarsi/rifiuti-e-riciclaggio/birra-gratis-bicchieri-sigarette-raccolte-spiaggia/>

<sup>2</sup> For more information, please refer to the Legambiente initiatives on its website: <https://www.legambiente.it/le-iniziativa-di-spiagge-e-fondali-puliti-2019/>.

## FOR A CLEANER WORLD

### #1 Let's say no to plastic, and welcome to washable crockery

Some people are already abandoning disposable plastic, in advance on the European Union decision to definitely abandon it. In support of these plastic-free opinion-leaders and of those who will eliminate plastic disposable products by 2021, Allegrini proposes **Ecodish LF**: LF stands for Low Foam because this detergent contains surfactants of natural origin that produce small quantity of foam, and they are high biodegradable too. It's an eco-friendly product that efficiently degreases dishes, crockery, cutlery, pots and working surfacing safeguarding the environment. It easily rinses releasing a green apple scent. Furthermore, it's ideal as a space-saving solution: it's available together with a wall bracket.



Choose **Ecodish Lf** !

### #2 Cleaning ecologically



Choose **Ecolabel Vetri** !

With the heat and holiday mood, beach-bar staff find it harder to clean tables and surfaces. If you consider that there are plenty of stains and steaks already in the middle of the day, the surfaces become quickly full of dirt and saltiness. For combining practical and effective cleaning necessities with the environmental safeguard, **Ecolabel Vetri** is the right product: referred to as all-purpose cleaner for every surface, in particular way for polished ones. The surfactants of natural origin used in the formulation dissolve dirt, cleaning without leaving streaks. Furthermore, Ecolabel Vetri is fragrance free, allowing its utilization even in working hours.

Ideal also for the bathroom and vessels portholes.

### #3 Be careful with water waste

Often, in bathing establishments, no attention is devoted to the usage of both salt and running water: suffice to say that water consumption is 70.000 litres a year per capita. Small everyday actions would make it possible to reduce the consumption. But is it possible to wash your hands without water?

The answer is **Primagel Plus**. It's a transparent gel that ensures hands disinfection without using water. Dermatologically tested, it's a medical surgical device product non-irritating to the skin. A practical and quick solution: it dries in few seconds and does not stick. It is available in different formats: in the case of frequented places like the beach club, the ground-based electronic dispenser with photocells is suggested.

For small rooms the practical wall bracket with 500ml dispenser is perfect. Moreover, you can take the 50ml tube with you in your pocket.



Choose **Primagel Plus** !

And you, did you start thinking about a cleaner world?