

NEWSletter

2nd Qtr 2016



TECHNICAL COMMITTEE NEWS

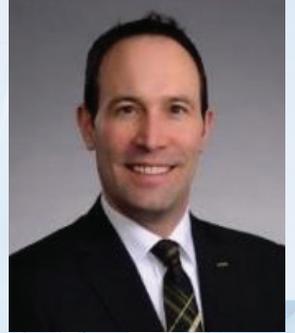
The AACEM TC plays an important role because it's the vehicle by means of which our association both monitors and influences industry technology trends, regulations, and standards for performance and product safety.

The AACEM TC also operates the Technical Advisory Group (TAG) which under the auspices of the American National Standards Institute (ANSI) is the official U.S. representation on IEC subcommittee (SC) 61J. SC 61J is responsible for the international standards for performance and safety of commercial cleaning equipment. ISSA is the TAG Administrator. For more info contact: Gary Weidner, TAG advisor: gweidner@mchsi.com.

WHY I'M A MEMBER OF AACEM

Hannes Säubert, President & CEO Region North America of Kärcher

I joined the Executive Board of AACEM about two years ago. Kärcher and I personally have benefitted in multiple ways since then. I believe it is important that cleaning equipment manufacturers in North America join forces in an institutionalized way to better represent our industry and speak with one voice. By reviewing industry statistical data we are able to draw relevant conclusions. We discuss important market and technology trends in our industry. Leveraging the strengths of our organizations and the experience of its members, we are better prepared to tackle the challenges in a dynamic market environment.



It is a strong statement that the "who is who" members of our industry are part of AACEM. We developed a strategic framework to provide guidance and are continuously improving our professionalism as an industry association. Personally, I was definitely able to expand my own network in the industry since joining the Board. So far, it has been insightful, enriching, and stimulating to foster a regular exchange with this fine group of colleagues. Last but not least, we are having a lot of fun!

RECENT TRENDS

The AACEM has a strong history of tracking and reporting on macro trends such as market size for cleaning machines in North America. In the upcoming year, it plans to report on technology trends as well. The AACEM has a broad array to choose from, including trends in battery technology, "smart" products, and flooring and carpeting materials.

MEMBER NEWS

AACEM Growth

We are proud to announce that our membership has more than doubled over the last 4 years. This growth is due to a refocused strategy and targeted recruiting efforts, which has energized our Executive Committee.

Highlights over the last 6 months include two new members, the launch of a new website, as well as new marketing initiatives.

Recognizing a TRUE LEADER

Recently, **Matt Wood**, former CEO of ProTeam Vacuums, stepped away from his role as leader of one of the top vacuum manufacturers in our industry to pursue other interests. As a selfless industry leader, Matt served in Board positions at both AACEM and ISSA. Matt was instrumental in helping shape the future of AACEM, and we will always be in debt for his vision, counsel and friendship to those in our group. Replacing Matt on our AACEM counsel, will be another Matt: **Matt Reimers**, Vice President & General Manager. We look forward to Matt carrying on the tradition of ProTeam being an important contributing member of AACEM.

WELCOME NEW MEMBERS

AACEM is proud to welcome Taski, the cleaning equipment division of Sealed Air, as the newest member of our association. Taski recently celebrated its 50th anniversary of making high quality, innovative floor surface solutions. Joining AACEM as principle lead is **Todd Hunsucker**, Vice President, Business Development. Welcome aboard Todd, we're excited to have Taski as part of the expanding team at AACEM!



DID YOU KNOW



AACEM members have been anonymously reporting sales data by category to a third party aggregator since the group's inception. This provides a unique insight into industry market trends.

AACEM.ISSA.COM

AACEM is a subsidiary organization of ISSA. Join Our Growing List of Members. For membership information, contact Bill Balek: bill@issa.com

TRADE SHOWS

Mark your calendar for the
ISSA/INTERCLEAN
 Chicago, IL Oct. 25-28

