



# Dulevo News



Monthly News

**TRAINING HUGE SUCCESS FOR THE FIRST HYDRO POWER TRAINING COURSE IN SPAIN**

## First day of school for Hydro Power

*The training for the Spanish HP technicians begins at the headquarters of the dealer Cardina*

At the end of September, Marco Bardini (Hydro Power Technical Assistance Superintendent) held the first technical training course on the Hydro Power floorwashers, which took place at the headquarters of the dealer **Cardina** in Saragossa in the presence of technicians, commercial employees and a group of managers from all over Spain.

The course has given the chance to introduce once again the new Dulevo H610 washer-dryer, the latest creation between the man-driven machines and the smallest specimens of its category: Thanks to its performance, noiselessness, and user-friendliness, the machine has already been welcomed by global audience with huge enthusiasm.

The group also had the chance to make a brief guided tour of the touristic sites of Saragossa, enjoying the local cuisine and sharing together important moments of training and fun. Thanks to the work done by the Spanish Superintendent for Floorwashers, Santiago Puertolas, and the Aragonese dealer Cardina, Dulevo had the opportunity of giving space to the first course on washer-dryers on Spanish soil: A relevant initiative, which yielded great success - with the wish that from a great initiative, it might develop into a charming and useful tradition.



**DULEVO INITIATIVES THE NEW 2010 CALENDAR IS READY**

## 12 good reasons to choose Dulevo

*Great success after the first "official" presentation*



Dulevo reiterates also this year the usual initiative of the corporate calendar. After last year's rewarding experience, connected with the fund-raising for the "CASA HOGAR EL REFUGIO" Foundation in Xalapa, Mexico, this year Dulevo has decided to go back to the old traditions, introducing a new calendar dedicated to the product and its various declinations. After the year 2009, whose calendar dealt with sale and its connected strategies, this year - month by month - Dulevo has opted for the colors and the features of the promotional and commercial activities that characterized the company in recent years. The result has a great visual impact, because it is colorful, product-oriented, and will be a good companion for clients, dealers and friends throughout 2010, with its monthly enunciation of satisfactions and triumphs. If you are interested in receiving a copy of the calendar, please send your request to the Marketing and Communication Department ([c.peterlini@dulevo.com](mailto:c.peterlini@dulevo.com)) by **1<sup>st</sup> December**, so as to receive your copies in time.

**PRESTIGIOUS TRIALS IN NEW YORK, THE FIRST TESTS HAVE BEGUN**

# Italian is spoken not only in Little Italy *Dulevo lands on the USA and tests the 5000 at the "Sanitation Dept. of New York"*

It is with a certain degree of pride that Dulevo is pleased to announce, for the first time in its history, that the company has been invited to present its model 5000 Evolution (made in Mexico) at the "Sanitation Department of New York".

Upon arrival of the machine (a 5000 Evolution model equipped with third brush, water, tube and GORE® filter), the dealers have attended a training course focused on the technical features of the Italian sweeper and on the first maintenance activities. The sweeper will remain in New York for 60 days, during which it will be studied and tested in the most extreme conditions. In the meantime, a calm atmosphere reigns at the plant of Fontanellato: No worries at all for this long testing, thanks to the consciousness of the unrivaled qualities and the flawless service that the Emilian company and its products can offer to both clients and dealers.



**EXHIBITION IN LERIDA, THE 15<sup>TH</sup> EDITION OF MUNICIPALIA HAS COME TO AN END**

## Maliv & Dulevo: The tradition of Municipalia knows no crisis

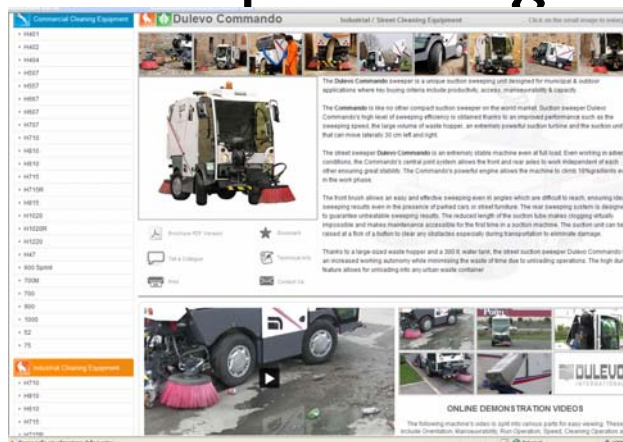
Also this year, **Maliv**, Dulevo's Catalan dealer, has successfully joined in the Municipàlia Fair in Lerida, which took place from 20<sup>th</sup> to 23<sup>rd</sup> October. On an exhibition area equal to 700 m<sup>2</sup>, all of the Dulevo new street machines have been introduced: The would-be 7000 Vacuum, the 5000 Zero (for the first time on exhibition in Spain), the 5000 Combi (feather in the fair's cap) along with the 200quattro, the Commando and the 850. The fair – one of the most relevant exhibitions in Spain as far as urban hygiene is concerned – has been an important occasion to introduce, for the first time in an official manner in Spain, the jewels of the Dulevo street machines' range. These are machines that everywhere in the world are by now synonym of trustworthiness and great performance. In this respect, we suggest you don't miss next month's reportage on the eleven machines

(eight 5000 Hydro, two 5000 Zero, and one 5000 Evolution) delivered to Cespa according to the contract stipulated with the city of Barcelona.



**TECHNOLOGY THE NEW VIDEOS ON-LINE ON OUR WEB SITE**

[www.dulevo.com](http://www.dulevo.com)  
keeps on dazzling



The Dulevo Web site is up and running since by now five months and is under continuous updating. The intent is to provide dealers and clients with a trustworthy instrument capable of giving information and details on the machines as well as to supply retailers with an effective and extremely powerful tool. In this respect, the Web site has recently been updated through the introduction of illustrative videos for the various models. Four videos have been shot for each machine in order to trace out the main features of each item: manoeuvrability, profile, details and – obviously – cleaning performances. Thanks to the so-called embedded technology, all of the videos can be viewed in real time, without having to download them. This is an important commercial instrument within reach of everyone. Would you like to insert these videos in your Web site? Well, all you need to do is ask our Marketing and Communication Department for the masters at this address:

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