

Cleaning up the market



For the past thirty years, the Bibiano family has been operating Klindex SRL, manufacturer of one of the world's top systems for grinding and polishing natural stone. Based in central Italy, Klindex is an innovator of floor cleaning machines that incorporate technology which improves ease of operation and is safe to use on a variety of surfaces. With its impressive product line, Klindex, which was built from the ground up, has nowhere to go but in the same upward direction.

In 1988, the Bibiano brothers began selling and producing cleaning machines for marble and granite surfaces. This was the start of Klindex SRL, so named because of how the word "clean" sounds, as well as 'export.' Little did the Bibiano brothers know what a self-fulfilling prophecy their company name would become. Today, exports account for an impressive 80% of Klindex's sales. Success was not immediate, however, and the company had to overcome mistrust, as its machine design was different to the established model of the time. Klindex's products eventually won over its sceptics though, and it was not long after that, that the company saw international success. Today, Ercole Bibiano remains owner and D.COM of Klindex, and his children are also employed at the company. All operations are conducted from its headquarters in the central Italian town of Manoppello, where the company is currently expanding its factory.

Area Sales Manager Marco Innamorati has been with Klindex for twelve years, and the boundary-pushing thinking the Bibiano brothers embraced years ago is what continues to captivate him today. "There is always work to be done in R&D, and there are always new things to discover and new challenges to face," Mr. Innamorati enthuses. Klindex really gained international attention when its UNIKA machine was shortlisted for the Innovation Award at Amsterdam's Interclean trade fair in 2000.

UNIKA is a mono rotary cleaner that can be paired with several different accessories to provide an easy-to-use solution. It's products like this and other unprecedented machines that make up Klindex's core business. "We owe a lot of our success to the passion that Mr. Bibiano puts into his business. He loves this company and has helped ensure its success by investing in innovative ideas from the beginning. We put a lot of power into research and development," highlights Mr. Innamorati.

Klindex offers a wide range of machines, which includes a mix of cleaners and industrial grinders. The manufacturer even has a grinder weighing 1,300 kg with an operational range of 1 m. Klindex's grinding machines are able to grind cement and concrete using a new system, Super Concrete, that replaces the old, less effective resin system. "We have a catalogue, and for specific markets we customize our products according to the needs and requirements of our clients. We have clients who

Klindex SRL
5 Tiburtina Valeria
65024 Manoppello (PE)
Italy
☎ +39 085 859546
☎ +39 085 8599224
✉ info@klindex.com
🌐 www.klindex.com



Klindex's AutoPilot program is used in machines such as the Expander grinder

are producers and distributors of construction or building machines who want something customized," Mr. Innamorati explains.

Klindex also sticks closely to its roots with its line of cleaning machines. "Our bestsellers are Kroma, a robust mono brush with powerful motors up to 4 bhp. This product is handy for those who not only need a cleaner, but must also do other jobs, such as crystallization, for example. Another one of our bestsellers is the Levighetor, which is first and foremost a grinder. Created on the basis of a powerful mono brush, this tool has a patent for its ball wheels, which makes going backwards and forwards easier and lighter," points out Mr. Innamorati. Maxi Orbit is another groundbreaking product that has a mono brush and is roto-orbital, enabling it to work with extreme ease. It is very user-friendly and any operator can handle this machine without prior experience. Other products include steam cleaners, vacuum cleaners and dyes made to colour floors. Moreover, Klindex has developed

programs such as its AutoPilot system, which allows the operator to program the machine route.

Klindex is proud of its non-traditional products and the improvements it has developed for them over time. "In the mechanical parts of the gears, we use steel gears that are thermally hardened, which allows for extended machine life," notes Mr. Innamorati. "The tools continue to be improved. We are always looking for ways to make our products better," he adds. In the same way that the Italian firm wants to stand out, Klindex's clients are primarily cleaning companies and international distributors that want to have an added edge and set themselves apart from others. In order to maintain a high standard of quality assurance, Klindex makes sure its customers know how to use the products properly, to get the most out of them. "We offer regular training sessions and give a certificate to participating clients who represent cleaning companies or are external resellers. We also have a team of experts who travel to each country

to perform demonstrations for clients and resellers," Mr. Innamorati underlines.

Although Klindex is already known across the globe, it continues to do a lot to attract new customers and maintain its competitive edge. A dedicated market research team ensures new customer groups are explored, keeps the company connected through its website, Facebook and Instagram. Additionally, participation in international trade fairs such as DOMOTEX in Hanover, Germany, Marmomac

in Verona, Italy, and World of Concrete in Las Vegas helps keep Klindex ahead in the European and American markets. In the future, Mr. Innamorati intends to keep the 'ex'in Klindex in the foreground and would like to see the firm become even stronger in the foreign markets, which have produced great results in the last few years. The company is a true story of hard work, persistence and success, and if Klindex continues on its current trajectory, its story is nowhere near ending.



The AutoPilot program enables Klindex's machines to self-clean, and operators must only change different accessories



The Klindex head office is located in Manoppello, Italy



Klindex demonstrates how to use its cleaners on construction company Mapei's Ultratop surface