

## Kärcher UK Unveils Educational Campaign 'Partners in Shine'

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World-renowned cleaning provider Kärcher UK has announced its latest educational campaign, [Partners in Shine](#). Highlighting the combined power of sweepers and scrubber dryers used together, the campaign will empower cleaning teams to deliver safer, smarter and more effective floorcare in professional environments.

The campaign reinforces best practice: sweeping first, then scrubber drying, to improve cleaning performance while helping to protect equipment and extend its working life.

At the heart of Partners in Shine is the message that great results come from the right partnership. Sweepers are essential for capturing fine dust and dry debris generated by pallet handling, packaging materials, vehicle traffic, and floor wear; reducing airborne dust and preparing the surface for efficient scrubbing and protecting the investment in your machines by minimising slurry formation and premature wear on parts such as brushes and pads. By clearing debris prior to wet cleaning, scrubber dryers can operate more efficiently, producing a higher quality finish.

The campaign also spotlights the effectiveness of Kärcher scrubber dryers, which deliver first-class results across the hard floor surfaces most commonly found in industrial warehousing and logistics environments, including sealed, resin coated, polished concrete floors. With powerful brushes and an integrated vacuum system, these machines provide instant deep cleaning, improving hygiene standards, enhancing safety and increasing speed and efficiency in professional settings.

Kärcher UK offers an extensive range of floorcare solutions designed to provide the complete cleaning solution. For smaller spaces, push sweepers and compact scrubber dryers provide an ideal match. For areas up to 300m<sup>2</sup>, walk-behind models such as the [KM 85/50](#) offer thorough, manoeuvrable performance. In larger-scale environments like warehouses and industrial sites, ride-on and heavy-duty options including the [KM 100/120](#) and [KM 105/180](#) come into their own, tackling tough dirt build-up while maximising

comfort and productivity. From a scrubber dryer perspective, Kärcher offer a range of top-tier machines – from the ride on [KM 90/60 R](#) to the compact class [KM 70/20](#) to the industrial [KM 130/300](#).

Partners in Shine also provides guidance on choosing the right machine-pairing for different environments. In transport hubs, warehouses and materials handling, ride-on equipment is often the most effective choice, allowing teams to cover large surface areas quickly and ergonomically.

For warehouses, workshops and transport hubs with heavy footfall, a robust sweeper paired with a ride-on scrubber dryer ensures debris is removed efficiently before ingrained stains such as oil, grease and tyre marks are tackled with powerful scrubbing action.

Tom Daniels, Product Manager – Floorcare at Kärcher UK commented: “It is vitally important that we arm cleaning teams and businesses with the tangible benefits of sweeping before scrubber drying in professional environments. Partners in Shine is designed to show how the right two-step approach can safeguard employee health, protect equipment investment and deliver best-practice cleaning standards.”

For more information on the Partners in Shine campaign, please visit <https://www.kaercher.com/uk/professional/partners-in-shine.html>