



INTERVIEW WITH THE FOUNDER OF PULEX, MR. GIULIO GUIZZI

For the occasion of Pulex's 60th anniversary, we are excited to share with you this interview with the founder, Mr. Giulio Guizzi, as well as AFIDAMP Ambassador and author of the book "La sporca storia del pulito" (1st edition was translated into English with the title "Cleaning and Sanitation: A Global History").

Could you tell us the story of the beginning of Pulex?

In 1963, together with my brothers Lamberto and Alfredo, I founded the company in Brescia. The goal was ambitious: to create a multi-service cleaning company, a cutting-edge concept at the time. We started as Pulindustria, but in 1965, we became Pulindustria Cimex SpA, distributing Cimex Ltd floor scrubbers in Italy. Years later, we joined forces with Bob Pond's Advance USA, further expanding our product range.

However, in the early 1980s, in 1981, we inaugurated a new, large facility in Mompiano, north of Brescia, where the name **PULEX (PUL from Pulindustria and EX from Cimex)** was adopted. In this new context, the company focused on the production of window squeegees, cloths, extensions, and various accessories, becoming a reference point in the window and floor cleaning product industry.

What have been the main achievements and challenges faced by Pulex?

Pulex has achieved significant milestones in the industry, such as becoming a founding member of the **IWCA** (International Window Cleaning Association), contributing to the growth of the international window cleaning industry. We were also the first Italian and European members of **ISSA** (International Sanitary Supply Association) and promoted the association in Italy. Furthermore, we were co-founders of **AFIDAMP**, promoting best practices in environmental sanitation and cleaning.

To what do you attribute Pulex's success in the cleaning equipment sector?

The success of Pulex is the result of several positive factors. First and foremost, the dedication to producing high-quality materials, such as rubber for window squeegees.

We have always ensured impeccable rubber mixing and cutting. Additionally, we provided customers with **technical literature support** beyond traditional sales promotion.

We have been **committed to sustainability**, reducing waste and recycling.

And finally, we have maintained **consistency in product quality over time.**

Could you share an interesting fact about Pulex?

One of the most fascinating facts relates to the porcelain "**Salvatore the Cleaner**" (of windows, of course!) statuette from Capodimonte. We would deliver it to our most important customers during the IWCA Convention in the United States, and the subsequent charity auction would raise thousands of dollars.

The proceeds were donated to the families of window cleaners who had lost their lives while working, a gesture that served as a reminder of the risks associated with high-rise cleaning.

