



Simplifying Use of Maxim Cleaning Products

Cleaning is a dangerous job, ranking fifth for on-the-job deaths in 2016, according to the latest data from the Census of Fatal Occupational Injuries. Occupational safety and health magazine, *EHS Today*, points to the improper use of cleaning solutions as one reason for this high ranking.

The new **PLUS Label System**[™] (*PLUS stands for Proper Label Usage System*) – available exclusively on Maxim cleaning products – features a revolutionary label design that simplifies product usage and greatly reduces the misuse of cleaning products. The label system was created around the belief that cleaning products should be simple, safe and efficiently keep everything clean. The PLUS Label System ensures that Midlab’s “Everything Clean” promise is upheld through all stages of the cleaning process.

Current Challenges of Commercial Cleaning Products

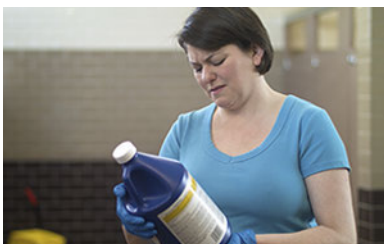
Making the use of cleaning products safer is often hindered by the following dynamics of the commercial cleaning industry.



Cleaning processes can be complex, yet no formal training is required. Although staff hired to work in commercial cleaning aren’t required to have educational degrees, they are constantly challenged to learn about and properly handle new equipment, chemicals, and complex cleaning techniques. In addition, staff must be able to understand and execute customized cleaning services based on varying facility or industry standards.



The commercial cleaning industry is comprised of a diverse staff. Approximately 40% of commercial cleaning professionals are Hispanic or Latino, which is double the average across all other industries. Since less than half of Latinos in the U.S. are bi-lingual, English-only labels can make understanding and using cleaning products difficult, dangerous, and inefficient in terms of both time and money.



Existing labels are difficult to read and understand. Most countries do not have specific labeling guidelines. As a result, font sizes may be as small as one-tenth of an inch on commercial cleaning labels, making readability difficult. Language barriers can also hinder a staff member’s ability to comprehend product instructions without difficulty.

Maxim's Approach: The PLUS Label System

Research shows that the use of visual communication will continue to grow, reaching more than 80% of marketing messages this year.

Visual representations of an action, often referred to as icons, represent a universal language that diverse workforces can refer to and use with ease. With universal recognition and no translation required, pictures become useful communication tools that simplify work in industries such as commercial cleaning.

How the PLUS Label System Helps

With the PLUS Label System, end users must simply find four key elements on the label:

- A Product Type** - the PLUS Label System uses a large font on the front of the package to easily identify the type of cleaning product. This improvement reduces frustration when deciding which cleaning product to use.
- B Numbered Steps** - sequential steps are boldly outlined to ensure correct product use and avoid dangerous or wasteful mistakes.
- C Icons** - icons help eliminate language barriers by providing clear, easy to understand visual representations of each step in the product usage process.
- D Icon Descriptors** - simplified product instructions describing the icons are provided in multiple languages to avoid confusion and limit the misuse of products.



Feedback about the PLUS Label System

Observational usage research was conducted across several industries, including lodging, retail, non-profit, and contract cleaning to gauge reaction to the new PLUS Label System and its performance versus the current labeling system.

Results show the PLUS Label System has several advantages for product users. For instance, labels can be read quickly and were described as easy to understand. When referring to the labels, one person said, **"the labels are great. I don't need any other information."** Another person commented that they, **"wouldn't add or change a thing"** about the labels.

Furthermore, bilingual instructions were easily apparent to Spanish-speaking product users, who did not require any additional clarification or direction.

Overall, participants with access to the PLUS Label System used the products faster and more efficient than those with the current label.

Customer Benefits of the PLUS Label System

The PLUS Label System, available exclusively on Maxim cleaning products, helps customers in several key areas:

Less Training Time

Easy to follow, numbered instructions shorten the time needed to explain and demonstrate product usage to team members.

Decreased Product Misuse

Currently cleaning professionals misuse cleaning products 80% of the time. A recent study revealed products featuring the PLUS Label System lead to cleaning products being used correctly 4 out of 5 times, thus cutting down on waste and helping to avoid workplace injuries.

Reduced Product Waste

Finding ways to control facility cleaning costs is an ongoing concern for most companies. Having clear directions ensures cleaning solutions are used appropriately, with the correct amount and application technique, every time.

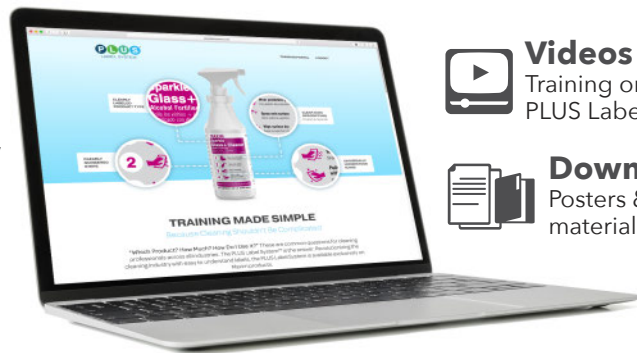
Higher Employee Satisfaction

Clear product instructions reduce staff frustration and simplify cleaning processes for an improved sense of morale. With four in ten building service providers facing turnover of 50% or more, removing the stress associated with product usage can help with retention.

The PLUS Label System: Training Support

To support use of the PLUS Label System, there is a menu of training materials available online, including posters, product information, icon glossary and training videos.

Maxim customers will have access to all support materials either via phone or the PLUS Label System online portal.



Videos
Training on using the PLUS Label System

Downloads
Posters & training materials

The PLUS Label System for Maxim Cleaning Products: *A Solution for Commercial Cleaning*

With the patent pending PLUS Label System for Maxim cleaning products, product usage will be significantly simpler, thus reducing frustration, workplace injuries, product waste, and time spent training.

The PLUS Label System... a real "plus" for commercial cleaning.

Visit PlusLabelSystem.com to find out more!