



“Everything Clean” means a Sparkling New Identity for Midlab

Company Announces New Branding as Part of its Growth Strategy

Midlab today announced the evolution of a new corporate brand identity as part of the marketing strategy for this Tennessee-based company that has grown to become a global manufacturer and distributor of cleaning solutions.

Founded in 1980 as a regional provider of specialized cleaning products, Midlab has grown consistently through the introduction of national and private brands, vertical integration, acquisition, and strategic investment in capital, facility, technologies and processes to support its growth.

The new brand identity reflects recent growth initiatives that allow Midlab to streamline and capitalize marketing and manufacturing efficiencies. The contemporary logo and a brand symbol are both designed to work across digital and online channels that have emerged in importance. The company wanted the new identity to perpetuate its brand equity with established clients. Therefore, the color scheme and strong, capitalized letters were preserved to carry forward the brand’s history.

“The new brand strategy reflects our evolution in an industry of cleaning products to innovate better solutions. Midlab has been on a path of continual growth with the vision of establishing a leadership position on a national scale. It is time for our brand message to convey the company that Midlab has become, now and in the future,” stated Matt Schenk, President.

Along with cleaning up the logo, the company simplified its taglines from two phrases down to two words: “Everything Clean” and added a “sparkle” icon. The sparkle icon symbolizes the “sparkle” of clean. It also suggests the chemical combination of key elements to create customized cleaning solutions that work in the variety of places that have specific requirements. The simple sparkle that goes with “*Everything clean*” says that, “*Everywhere* you go in life, from the hospitals and stores to the classrooms and restaurants, Midlab helps keep your world safe and sparkling clean,” Schenk adds.

“The overwhelming volume of marketing messages and number of SKUs in our industry make the decision process burdensome. We want to make it easier for our customers to find the solutions they need while we simplify the processes that make our business more effective and responsive. This will be integrated throughout our marketing process.”

Midlab’s recent announcement comes on a wave of growth milestones that began almost as soon as it opened its doors in 1980. The company quickly established itself with the introduction of national brands and the development of customized formulas that met the growing demand for “green cleaning” products. The acquisition of Taylor Labs and its growing R&D capacity soon necessitated the move to a larger facility in nearby Athens, Tennessee. Since then, the company has had two more major

expansions, added packaging and printing technologies, and it has built a new FDA-certified production area where R&D has more resources for its in-house expertise to develop the products that meet complex requirements in a fast-changing world. The company that began in Sweetwater, Tennessee 37 years ago has become a worldwide leader in manufacturing cleaning chemical product lines for commercial facilities. “Now, our new identity captures that vision.”

Final Version – Matt Schenk – 4/7/17