



New Universally Understood Labels

Company Rolls Out New PLUS Label System

For Immediate Release

Athens, TN – April 2018 – Midlab is proud to announce its new PLUS Label System (patent pending). This new system was created around the belief that cleaning products should be simple, safe and efficient. The PLUS Label System ensures that Midlab’s “Everything Clean” promise is upheld through all stages of the cleaning process. We incorporated this system into our largest product line to help keep your world safe and sparkling clean.



The PLUS Label System is now available exclusively on Maxim products. Integrating the new PLUS Label System into the extensive Maxim product line makes their products much safer, easier to use and more efficient.

In order to clean correctly, proper product usage is critical. Research shows that 80% of cleaning professionals misuse cleaning products. However, 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. Misusing cleaning products increases the chance that your crew will be exposed to harmful chemicals, hazardous spills and more. With the PLUS Label System, your crew will feel confident choosing and using any PLUS-labeled cleaning product.

For maximum efficiency, the PLUS Label System also shortens training time for staff members. By using both text and visual elements on the labels, PLUS-labeled products clearly demonstrate proper usage steps for all team members. This ease in training saves valuable time and money and will revolutionize the way people think about cleaning.

When using PLUS-labeled products, simply look for the product type on the top of the label. Next, find the set of numbers and follow them in sequential order from top to bottom. Then, locate the icons next to each step as a visual guide on how to use the product. Finally, look to the icon descriptors under each image for further guidance on correct product usage.

**About Midlab**

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 facilities, technologies and processes to support growth. The “Everything Clean” mission serves as the driving force behind Midlab’s approach to business, customer relationships and quality products. Additional information about Midlab is available at <https://www.midlab.com/>.

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