

## Innovative Products and Systems

- Floor Care
- Wood Care
- Carpet Care
- Food Service
- Restroom Care
- Disinfectants
- Dilution Control
- Cleaners and Degreasers
- Customized Formulas
- Competitive Product Assessment

## Proprietary Packaging Options

A large variety of proprietary labeling and packaging is available for your selection:

- Round quarts, gallons and pails
- F-style 1 gallon, 2.5 gallon and 2-liter bottles
- Secondary labels and trigger sprayer bottles
- Customized packaging options

## Regulatory Assistance

- Ensure and maintain regulatory compliance
- Customized Safety Data Sheets
- UL Listing of private brand floor finishes, seals, restorers and select cleaners to show a UL mark on your label
- Sub-registration of private brand disinfectant products, which are subject to federal and state regulations
- Green Seal™ Certification available for various private brand cleaners and floor care products

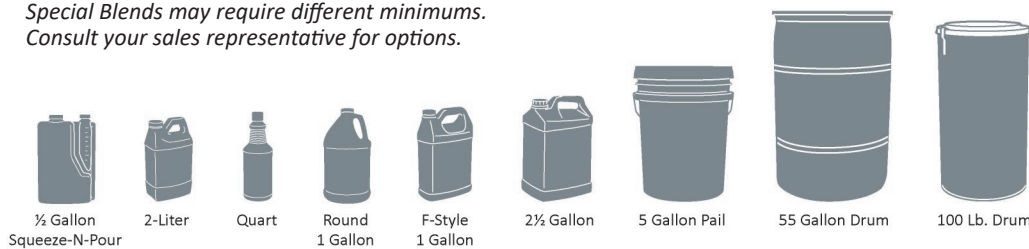
# PRIVATE BRAND Opportunities



## Private Brand Minimum Order Quantities

(36) 4 x 1 Gallon Round Case	(28) 12 x 1 Quart Case	(36) 5 Gallon Pail	(51) 4 x ½ Gallon Squeeze-N-Pour Case
(52) 4 x 1 Gallon F-Style Case	(32) 6 x 1 Quart Case	(5) 30 Gallon Drum	(36) 2 x 2½ Gallon F-Style Case
(30) 4 x 5-Liter F-Style Case	(12) 4 x 2-Liter Case	(2) 55 Gallon Drum	(12) 4 x ½ Gallon Case

Special Blends may require different minimums. Consult your sales representative for options.



Essential Industries is a family-owned business that traces its history back to 1898. Essential has grown from a regional private brand supplier to an international manufacturing organization and a full-service provider of maintenance solutions.



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For more information on our outstanding Private Brand Program, please scan the qr code.



# PRIVATE BRAND Opportunities



## WE MAKE IT EASY FOR YOU

# PRIVATE BRAND Opportunities

Essential Industries makes it easy for you to differentiate yourself from the competition by creating a unique image and improving your market presence and profit margin with your own brand!



## Why choose Essential Industries?

- We design, invent and manufacture our own acrylic, urethane and polyethylene polymers which gives you higher margins on custom cleaners, finishes and wood coatings
- Innovative products to give our customers a unique advantage in the market place
- Proprietary packaging options
- Experienced sales representatives provide expert product knowledge
- Hands-on training seminars and product demonstrations
- Customized maintenance programs
- Technical support and regulatory guidance



## DEVELOP YOUR OWN PRIVATE BRAND PROGRAM WITH ESSENTIAL'S SIMPLE 4-STEP PROCESS:



1

### Create YOUR brand look:

Our talented design team will work closely with you to create a unique look that rivals national brand labels and sets you apart from the competition. We will create YOUR image, establish YOUR market presence and increase YOUR profit margin.



2

### Choose YOUR products:

Our product line is YOURS! Essential will help you choose products based on the needs of your customers. Our strong commitment to research and development allows us to offer systems of products that reduce end-user maintenance costs and are innovative and profitable to sell.



3

### Set up YOUR program:

Our in-house design and marketing teams will personally and professionally design everything you need for your program including labels, sell sheets, brochures, wall charts, reference cards and training manuals.



4

### Implement YOUR program:

Our experienced sales representatives will support you in implementing your program with their expert knowledge, literature, training materials and end-user application assistance.



**JUST LIKE THAT! YOU NOW HAVE A UNIQUE SYSTEM THAT NO ONE ELSE HAS.**