

# LABEL RE-BRANDING



## Evans rebranded labels - our vision

We have recently started to send out some of our products with newly branded labels. Following customer feedback, we wanted to clarify what that will mean to you and the reason behind the changes we are making.

The newly branded professional hygiene labels look dramatically different to our traditional style. Previously, we branded our products with the emphasis on where we thought they were used most often, sectioning them into areas such as catering or washroom. The re-brand has given us the opportunity to rethink our approach. Our labels will now be coloured based on function, for instance a degreaser or disinfectant. This means that a product can be used wherever it is needed, whether that is in an office or a washroom. This will make it easier for users to search for and identify the type of product they need.

Our e:dose range of products, however, will remain within their own super concentrate range. The individual colourings of these products and their labels will not change.

There will also be a selection of products featuring 'peel and reveal' multi-language labels, helping to improve training and communication of health and safety information to a wider audience. These labels will be phased in once we have redesigned the majority of our labels in English.

This is, of course, a huge undertaking and will take time to complete, as we co-ordinate stocks of existing labels, to minimise waste. Please bear with us while these changes are taking place.

## What will the new labels look like

As an example, Est-eeem cleaner sanitiser, shown below, was previously branded within our catering hygiene range. However, in essence, this is just an unperfumed disinfectant, so can be used on any surface that needs to be disinfected. Therefore, it now lives in the disinfectant function and has been re-coloured accordingly.

### Old style labels



### Re-branded labels



The formulations have not changed in our new-look products; they all still deliver the same great performance.

If you require any further information, please contact your Evans Area Sales Manager.