



## Case Study

# Over 23 Million Commercial Products Branded for Life

Rubbermaid Commercial Products® partners with Polyfuze® to increase brand recognition and profitability through improving label quality.



# Executive Summary

Rubbermaid Commercial Products® (RCP), renowned in the commercial cleaning industry, partnered with Polyfuze® to address their branding challenges. This collaboration has successfully branded over 24 million products, profoundly impacting RCP's corporate identity and market approach.

## Background

RCP is a key player in the commercial cleaning industry, known for its wide range of products including mop buckets, waste containers, and janitorial carts. However, RCP faced a significant challenge with a structural foam product intended for Home Depot. The inability to find a durable labeling solution put their partnership with Home Depot at risk, potentially losing a crucial deal for this specific product. This standstill highlighted the need for an innovative and effective solution to maintain and enhance their brand identity in a competitive retail space.

## Problem Statement

RCP's existing label technology was inadequate, suffering from issues in durability, quality, and scrap reduction, which significantly undermined their brand identity. Traditional labeling methods, relying heavily on adhesion or bond strength to low surface energy polyolefin thermoplastics, proved ineffective for RCP's needs. These conventional approaches failed to the challenging material surfaces, jeopardizing the accurate representation of RCP's corporate image with a quality, multi-colored logo. A robust and reliable solution was urgently needed to address these challenges and ensure the longevity and visibility of their brand identity.

## Solution

Polyfuze's Polymer Fusion Labeling Technology offered a revolutionary approach. Unlike traditional methods, it fused labels to polyolefin thermoplastics at a molecular level, ensuring long-lasting brand representation.

*“Sure enough, we stamped the Polyfuze Label, then I took a knife to it and it was fused in there! That blew me away! You couldn't do that with a heat transfer... I can say that our scrap rate, using Polyfuze versus heat transfers, is far less... Once you start using it, it sells itself.”*

- Rubbermaid Engineer



The Problem: Traditional Methods



The Solution: Polymer Fusion Labeling

## Implementation

Initial trials on a structurally challenging product demonstrated the ease and effectiveness of Polymer Fusion Labeling. The technology passed

## Results

Impressed with the results, RCP implemented Polymer Fusion Labeling across 90 SKUs. This move fortified their partnership with Home Depot and solidified their brand image across a wide range of products.

## Analysis

Polymer Fusion Labeling proved superior to traditional methods, ensuring long-term durability and maintaining brand integrity. Over 23 million products now proudly feature the RCP logo, testament to the labeling technology's success.

## Conclusion

The partnership between Rubbermaid Commercial Products and Polyfuze exemplifies how innovative labeling technology can significantly enhance product quality and profitability, as evidenced by the successful application of durable, polymer fusion labels to over 23 million commercial products, ensuring a lasting brand identity for an already globally respected company.