



FOR IMMEDIATE RELEASE

## UNX INDUSTRIES LAUNCHES INITIAL PHASE OF REBRANDING AND PRODUCT REDESIGN

**Greenville, N.C.** (Dec. 21, 2020) – UNX Industries, Inc., a leading innovator in commercial cleaning solutions, is embarking on a company-wide rebranding focused on simplifying product design and messaging. Elements of the redesign will include a refreshed web and social media presence, updated product and packaging labels, and the launch of an innovative new SimplePour bottle. The rebranding efforts will begin rolling out January 2021 across their extensive housekeeping product line, followed by additional product lines over the subsequent 18 months.

“We are in the clean business, so our new branding is designed to be clean in look and style,” said Adam Zwyer, UNX director of marketing. “Our goal is to simplify not only our product design, but how we do business.” Customers will also notice some name changes. For example, the popular MG4 product line will be simplified to UNX Housekeeping to help provide clarity to customers and end users. “Less text, easier-to-read information and more descriptive labels are all designed to improve user confidence in choosing and using our products,” added Zwyer.

“In late 2019 and early 2020 we introduced a new logo and an initial website refresh. In January 2021 we are excited to introduce this extensive rebranding effort,” said Josh Lilley, president of UNX. “These launches are part of a structured marketing strategy we developed that is focused on modernizing and streamlining our brand look and message. I am very proud of our marketing and sales teams who have worked extremely hard to make this happen and look forward to future initiatives that will continue to expand and define our brand in the competitive commercial cleaning space.”

One such initiative is the January launch of the new UNX SimplePour bottle, which will sport the company’s new branding design. SimplePour provides an easy-to-use, highly concentrated dispensing option especially beneficial for customers with limited storage space and moderate to low chemical usage. The SimplePour bottle will be available exclusively for select products in the newly-redesigned UNX Housekeeping line which offers 16 products across seven categories ranging from air fresheners to general purpose cleaners to sanitizers and disinfectants.

The UNX rebranding will eventually extend to include support tools such as updated product pages, brochures and product images. End users or distributors with questions about the redesign or UNX’s extensive housekeeping, laundry, warewash and wet cleaning product lines can visit the company website or contact a member of the national sales team.

### **About UNX**

[UNX Industries, Inc.](#) is a privately owned company specializing in commercial quality cleaning chemicals for the laundry, housekeeping, warewash and wet cleaning markets; helping customers get things clean the first time, every time. Products are backed by custom designed dispensing equipment and unmatched service from a team of industry experts. UNX provides you ‘A Better Clean.’

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