



# Brand Guide

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Brand, Messaging and Visual Identity Guidelines

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## Redefining human hygiene for a healthier, safer world.

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*Being an FDA regulated and SQF certified facility, Meritech's handwashing stations give us a great foundation to build upon in creating a safe food environment. They not only satisfy the requirements that are expected of us from government and industry auditors but also demonstrate a serious commitment and investment into our Quality Management System.*

*-- Lee Odom, Quality Assurance & Safety Manager  
ProAmpac*

# Introduction

At Meritech, we believe that in order to create a healthier and safer world, we must redefine human hygiene. The main challenge to ensuring consistent, effective hygiene is the variability of human behavior in the handwashing and hygiene process. We help others achieve improved hygiene by eliminating this variability of human behavior from the hygiene process with fully automated technology and handwashing awareness education.

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*The appropriate implementation of these guidelines will serve to protect the Meritech brand from inappropriate use, and keep its image consistent. If you have a need that is not addressed in this guideline contact the Meritech Brand Team and obtain approval. Please do not make any decision on your own.*





SECTION **1** Brand Identity

## Guidelines for using the Meritech logo

*The Meritech and endorsed brandmark must be reproduced with consistent high quality. Always use camera-ready artwork or approved downloadable files to reproduce the brandmark.*

### USAGE GUIDELINES

- The freestanding logos should only be used with a white, black, blue, or gray background. It may not be used on top of any other background color or image. When a logo must adjoin with any photograph or other background color, the brandmark on a solid color bar of white, black, blue, or gray should be used.
- Do not use brandmark with the relationship between the letters changed
- Do not use brandmark with poor reproduction
- Do not use brandmark with added graphic elements or special effects like drop shadows
- Do not distort or manipulate brandmark
- Do not use brandmark screened at any percentage
- Do not use brandmark with an outline
- Do not use brandmark with the letterforms altered
- Do not use brandmark with a gradation of tone
- Do not use brandmark with alignment of the letters changed
- Do not use brandmark in a headline or text copy

- Do not attempt to create brandmark in a substitute typeface
- Do not use brandmark with the letters stacked reading vertically
- Do not use brandmark in a bar or with rule reading vertically

### CLEAR ZONE

A clear zone, known as the control field, always must surround the freestanding logos. The width of the control field is determined by a measure equal to the width of one drop in the Meritech water spiral icon in any size of logos used. No graphic elements of any kind should intrude into this field.



*Minimum clear space is determined by the width of one drop of water in the Meritech spiral icon.*

## USING THE MERITECH LOGOS

- Never alter the Meritech logos in any way. Don't manipulate, condense, or change the orientation of the logos in any way.
- Always reproduce the logos in their primary color when possible. The logos may be reproduced in Black only in a one-color document.
- Do not reverse the logos out of a photograph or other background. The background should always be a solid white, black, blue, or gray. The exceptions are the Meritech landmark in a bar, which can bleed to images or other background colors as needed and the pipe treatment logos for the web, which may only be used on a white background.
- Do not attempt to recreate the logos with a standard typeface. The Meritech landmark is a custom piece of artwork that cannot be replicated with individual font characters.
- Use only one landmark on a page. There is generally no need to repeat the logos on every page of a multi-page document.
- Never use the landmark in a sentence, headline, or as part of a phrase. You may use the word "Meritech" in the same font as the other words in the sentence, headline, or phrase.
- The Meritech Spiral Icon may only be used as a graphic element or watermark when the Meritech logo is displayed in either its horizontal or stacked form somewhere else on the document. See guidelines for graphic elements.



# The Meritech colors

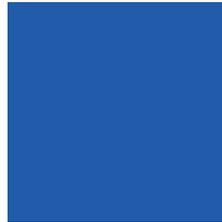
The primary colors are key indicators of the Meritech brand design and were carefully selected to portray purity, strength, and innovation across all communications.

## PRIMARY COLORS

The color palettes below are an overview of the primary Meritech brand colors. For offset print, CMYK colors should be used. Use RGB or Hex values when applied in digital media.

### **Meritech Blue**

C90 M64 Y0 K0  
R34 G91 B170  
#225baa



Sapphire  
#0f356e



Blue  
#225baa



Sky  
#709bd1



Powder  
#c8d9ed



Portland  
#f2f6f8

### **Meritech Slate**

C75 M62 Y49 K51  
R56 G62 B71  
#383e47



Slate  
#383e47



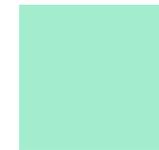
Grey  
#71828f



White  
#ffffff



Spearmint  
#22aa71



Hint of Mint  
#a3edce

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## Color usage guidelines

*The palette is flexible and made of bold, bright colors that create dynamic, expressive communications. Ample use of white space unifies the palette with contrast and vibrancy.*

### USING MERITECH COLORS

Meritech Blue is the only color that should be used in the Meritech Logo and is most often used for display header text and bold graphic elements.

Meritech Slate is most often used for body text and grounding elements like footers.

The calmer tones of Sky, Grey, Powder, and Portland act as supporting colors that can be used for backgrounds and design elements.

Design layouts should feature backgrounds with ample white space, large photography, or a flood of Meritech Blue to communicate boldness and purity.

The bright Spearmint color serves as the brand's designated accent and should never take up more than 5% of the entire composition. The Hint of Mint color provides a lighter tone of mint where added depth for the accent is needed.



## Meritech standard typefaces

Fonts and typography, when used consistently, unifies messaging and creates familiarity. The following guidelines will help ensure maximum legibility and reinforcement of the Meritech brand.

### PRIMARY TYPEFACES

Effra is used for headers and subheaders, chosen to reflect the boldness and dynamism of Meritech.

Roboto Light is used for paragraph text and captions, chosen to reflect the humanity and impact of Meritech.

When used together, Effra and Roboto help communicate Meritech's brand personality and core values of Accountability, Growth, Integrity, Laughter, and Empathy.

# Effra

#### Effra Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

#### *Roboto Light italic*

*abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)*

# Roboto

#### Roboto light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)



*After installing Meritech equipment, we have become SQF certified and that has opened new doors for our products. Our older CleanTech® 2000S handwashing unit is still passing all USDA and SQF inspections, and I cannot express how much we rely on the continued operation and service of this unit. The reliability and performance of our unit has surpassed our expectations. Keep up the great work producing great equipment!*

*-- William Johnson, Facilities & Equipment Manager  
Katadyn North America Foods*

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## Iconography

Meritech has standardized use of Font Awesome as our approved icons. Font Awesome has over 400 icons available for use and should be used when icons are needed in a web design.

### DO

- Use icons to distinguish actions. Always have supporting copy/text link next to the icon.
- Use light icons on a dark background.
- Use dark icons on a light background.
- Use icons only in the approved Meritech colors.



### DON'T

- Stretch the icon.
- Change opacity.
- Overlap icons.
- Make icons either too big (larger than the header font size) or too small (smaller than body copy size).



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## Graphic elements

*These iconic elements can be included in a design layout to reflect the personality and tone of the Meritech brand.*

### THE WAVE

The wave is a unique design element used throughout the Meritech brand. Inspired by the strength and movement of a crashing wave, this element communicates the purity and boldness of the Meritech brand. The wave is most effective when used boldly and sparingly.



### THE SPIRAL

The water spiral icon in the Meritech logo may be used as a graphic element in some layouts, but may only be used in a tight-knit pattern or as a large watermark at less than 10% opacity.



### THE WATER

As seen in the divider pages of this brand guideline, flooding backgrounds with large images of water droplets presents a dramatic inverted color combination compared to the more commonly used layouts with open, airy white space.





SECTION **2** Product Lines

## Meritech product family

*Meritech designs and manufactures innovative automated hygiene technology that is clinically proven to remove more than 99.9% of harmful pathogens when used with Meritech Hygiene Solutions. Our technology is fully supported with industry-leading service and maintenance designed to ensure optimal performance at all times.*

The Meritech product family can be conceptualized in 3 main categories:



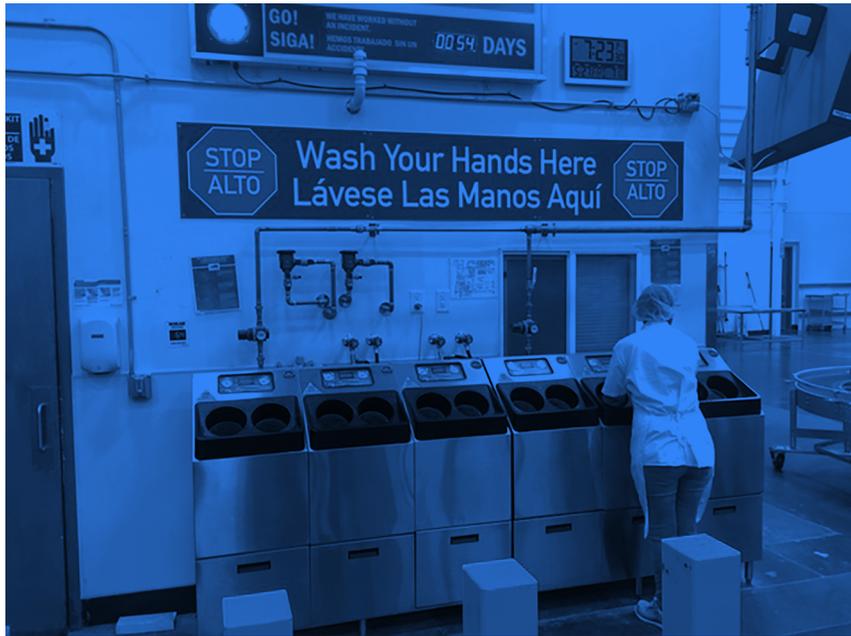
**CLEANTECH®**  
Automated  
Handwashing  
Stations



**MERITECH  
FOOTWEAR HYGIENE**  
Boot Scrubbers & Footwear  
Sanitizing Stations



**MERITECH  
HYGIENE SOLUTIONS**  
Uniquely Formulated  
Antimicrobial Solutions



## CleanTech® Automated Handwashing Stations

Meritech is the inventor and sole manufacturer of CleanTech®, the world's only fully automated handwashing technology. Proper presentation of the product line, individual products, and available feature enhancements for each is critically important in maintaining a consistent brand and customer experience.

### COMMERCIAL USE



#### CleanTech® ELF

- Up to 5 users per minute
- Smallest CleanTech® station
- Wall, table, and counter mounting option
- Ideal for healthcare and cleanrooms



#### CleanTech® ELF-C

- Up to 5 users per minute
- Counter mount
- Low profile stainless steel top
- Option for CIP friendly cabinet
- Great for all environments



#### CleanTech® 400

- Up to 5 users per minute
- Wall, counter, or table mount
- Optional faucet
- Optional foot pedal to operate faucet reducing touchpoints
- Meets FDA food code requirements



#### CleanTech® 500C

- Up to 5 users per minute
- Wall mount or counter mount options
- Low profile design
- Used in both commercial and industrial environments
- Smallest industrial station

## CleanTech® Automated Handwashing Stations

*Meritech is the inventor and sole manufacturer of CleanTech®, the world's only fully automated handwashing technology. Proper presentation of the product line, individual products, and available feature enhancements for each is critically important in maintaining a consistent brand and customer experience.*

### INDUSTRIAL USE



#### CleanTech® 500EZ

- High throughput, up to 5 users per minute
- Deeper cylinders wash beyond wrists
- Wall mount
- CIP friendly watertight stainless steel body
- Optional integrated air curtain dryer to remove excess water



#### CleanTech® 2000S

- High throughput, up to 5 users per minute
- Deeper cylinders wash beyond wrists
- Durable CIP floor mount housing
- Automatically runs self-cleaning cycle 1 x day
- Optional integrated air curtain, simultaneous footwear sanitizing pans, and/or controlled access turnstile



#### CleanTech® 4000S

- Extremely high throughput, up to 15 users per minute
- Durable CIP floor mount housing
- Each bay automatically runs self-cleaning cycle 1 x day
- Optional integrated air curtain, simultaneous footwear sanitizing pans, and/or controlled access turnstile

# CleanTech® product enhancements

## FOOTWEAR SANITIZATION

When combined with CleanTech®, our options for automated footwear sanitizing pans eliminate the risk of cross-contamination from footwear and provide a full cGMP employee hygiene protocol that is compliant with all food safety standards & regulations in one simple step and just 12 seconds.



### Wetted Boot Dip

#### *Automated Footwear Sanitizing Pan*

- Soles-only configuration for all footwear types
- Automatically maintains required kill concentration of sanitizing chemical
- Ensures effective contact time of sanitizing chemical on bottom of footwear
- Provides simultaneous hand and footwear hygiene in just 12 seconds
- Great for industrial manufacturing environments where wet cleaning is suitable
- Available with CleanTech® 2000S, CleanTech® 4000S



### Sole Clean Low-Moisture Pan

#### *Automated Footwear Sanitizing Pan*

- Unique alcohol-quat blend sanitizing solution effectively kills pathogens and then evaporates quickly post-application to reduce moisture accumulation
- Soles-only configuration for all footwear types
- Automatically maintains required kill concentration of sanitizing chemical
- Ensures effective contact time of sanitizing chemical on bottom of footwear
- Provides simultaneous hand and footwear hygiene in just 12 seconds
- Great for industrial manufacturing environments where dry or semi-dry cleaning is preferred
- Available with CleanTech® 2000S, CleanTech® 4000S

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## CleanTech® product enhancements

### ADDITIONAL ENHANCEMENTS

We offer a number of options to support a comprehensive hygiene zone designed to support efficient throughput and optimal contamination control.



#### **Integrated Controlled Access Turnstile**

This turnstile will remain closed until the successful completion of a hand wash cycle, thus guaranteeing a proper hand hygiene event prior to entering a controlled zone. The compact design and CIP-friendly stainless steel housing makes it extremely versatile and easy to clean and maintain. Option available with CleanTech® 2000S Series. May also be combined with either footwear sanitizing pan.



#### **Integrated Air Curtain**

At the end of every wash cycle, a curtain of air blows air on to the hands to partially dry them, reducing paper towel waste. Ideal for companies seeking a “greener” footprint while maintaining sanitary standards that other dryers can’t match. Option available with CleanTech® 500EZ, 2000S, and 4000S Series.

## CleanTech<sup>®</sup> product feature comparison

	# OF USERS PER MINUTE	APPLICATION	SIZE	MOUNTING OPTIONS	ENHANCEMENTS
	<b>5</b>	Commercial	Compact	Free-standing, in-cabinet, wall-mount	
	<b>5</b>	Commercial	Compact	In-counter	
	<b>5</b>	Commercial	Medium	Free-standing table, in-cabinet, wall-mount	
	<b>5</b>	Commercial	Compact	Wall-mount or in-counter	Air Curtain
	<b>5</b>	Industrial	Medium	Wall-mount only	Air Curtain, Sole Clean, Boot Dip, Controlled Access
	<b>5</b>	Industrial	Large	Free-standing	Air Curtain, Sole Clean, Boot Dip, Controlled Access
	<b>15</b>	Industrial	Large	Free-standing	Air Curtain, Sole Clean, Boot Dip

# CleanTech® product by industry

	FOOD PROCESSING	CLEANROOM & PHARMA	RETAIL & FOOD SERVICE	HEALTHCARE & MEDICAL	TRAVEL & LEISURE	EDUCATION	MILITARY & GOVERNMENT	CANNABIS
 ELF		✓		✓		✓		
 ELF-C		✓	✓	✓	✓	✓		
 400	✓	✓	✓	✓	✓	✓	✓	✓
 500C	✓	✓	✓	✓	✓	✓	✓	✓
 500EZ	✓	✓	✓	✓	✓	✓	✓	✓
 2000	✓	✓					✓	✓
 4000	✓	✓					✓	✓

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## CleanTech® ELF standard product descriptions



### 1 LINE

Compact unit for low volume traffic areas

### 25 WORD

Compact in both size and design, this system is our most cost-effective solution to your hygiene challenges.

### 50 WORD

The CleanTech® ELF is best for lower-volume traffic areas in dry, small spaces like hospitals, cleanrooms, break rooms, doctor's offices and public wash stations. Compact in both size and design, this system is our most cost-effective solution to your hygiene challenges. It offers our advanced hand hygiene technology while maintaining an extremely small footprint for easy installation and minimal utility costs. Plus, the CleanTech® ELF's versatile configuration allows for wall mount, countertop or even a stainless-steel table mount design.

### 100 WORD

The CleanTech® ELF is best for lower-volume traffic areas in dry, small spaces like hospitals, cleanrooms, break rooms, doctors offices and public wash stations. Compact in both size and design, this system is our most cost-effective solution to your hygiene challenges. It offers our advanced hand hygiene technology while maintaining an extremely small footprint for easy installation and minimal utility costs. Plus, the CleanTech® ELF's versatile configuration allows for wall mount, counter top or even a stainless steel table mount design.

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## CleanTech® ELF-C standard product descriptions



### 1 LINE

Compact unit that may be installed in any counter surface

### 25 WORD

Designed for counter installation where space is limited, the ELF-C features a low-profile top and can be mounted directly into any counter surface.

### 50 WORD

Designed for counter installation where space is limited, the CleanTech® ELF-C features a low-profile top and can either be housed in stainless-steel CIP-friendly housing or be mounted directly into any counter surface. Meritech can customize your ELF-C installation by providing cabinet options and design in a variety of materials to match your required décor and look.

### 100 WORD

Designed for counter installation where space is limited, the CleanTech® ELF-C features a low-profile top and can be either housed in a stainless-steel CIP-friendly housing or mounted directly into any counter surface. The streamlined stainless-steel design with low profile aesthetics fits any cabinetry design making it perfect for use in restaurants and other public use areas where custom branding is used. Like all CleanTech® automated handwashing stations the ELF-C features automatic cycle count tracking and uses an infrared photo-optical sensor to begin the 12-second hand wash and rinse cycle.

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## CleanTech® 400 standard product descriptions



### 1 LINE

Station with optional faucet when dual use sinks are needed

### 25 WORD

Designed for medium sized operations and where there could be the need for heavy debris removal. The CleanTech® 400 station features an optional faucet for convenience when dual use sinks are needed.

### 50 WORD

The CleanTech® 400 Series is an automated handwashing system designed for medium-sized operations and for facilities where the ease of CleanTech® is desired but there could be the need for heavier debris removal. The 400 station features an optional faucet for convenience when dual use sinks are needed. Designed for frequent use, the CleanTech® 400 holds two, 4 Liter containers of hand hygiene solution allowing for 1,500 hand washes before change is needed.

### 100 WORD

The CleanTech® 400 Automated Handwashing Station is designed for medium-sized operations and for facilities where the ease of automatic handwashing is desired but there could be the need for heavier debris removal. The CleanTech® 400 station features deep cylinders to wash up to the elbows and an optional faucet when dual use sinks are needed. The optional faucet may also be operated by food pedal to reduce touchpoints. Designed for frequent use, the CleanTech® 400 holds two, 4 Liter containers of UltraPure Hand Hygiene Solution allowing for up to 1,500 hand washes before change is needed. Like all CleanTech® automated handwashing stations the 400 features a soap out indicator and uses an infrared photo-optical sensor to begin the 12-second hand wash and rinse cycle.

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## CleanTech® 500C standard product descriptions



### 1 LINE

Most affordable & compact system with wall-mount and in-counter options

### 25 WORD

Featuring a stainless steel cabinet that is designed for wall mount or counter mount for locations where durability is important and space is a factor.

### 50 WORD

The CleanTech® 500C Automated Handwashing Station is our most versatile system, and can either be housed in a durable stainless steel cabinet or any custom cabinet design to reflect your unique brand or requirements. Compact and easy to install, the 500C is a great option for commercial and public use.

### 100 WORD

The CleanTech® 500C is durable, versatile handwashing station that features a stainless steel cabinet with NEMA 4x electronics housing and is designed for wall or counter mount. Like all CleanTech® models, the 500C uses an infrared photo-optical sensor to begin the 12-second hand wash and rinse cycle. Compact and easy to install, the 500C is a great option for commercial and public use. Let CleanTech® serve as an extension of your brand promise and commitment to guest health and safety with the 500C.

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## CleanTech® 500EZ standard product descriptions



### 1 LINE

Wall-mounted industrial handwashing system

### 25 WORD

Our most popular CleanTech® station, the 500EZ is designed for wall mount in high-use areas and is ideal for industrial production environments that require durability.

### 50 WORD

The CleanTech® 500EZ Automated Handwashing Station, our most popular system, features a stainless steel, watertight cabinet designed for wall mount in high-use areas and is ideal for industrial production environments. Very durable and made to withstand frequent use in the most difficult environments. Deep cylinders provide effective handwashing beyond wrists to forearms.

### 100 WORD

Our most popular model, the CleanTech® 500EZ is ideal for industrial production environments like those in food processing, packaging, and cleanrooms and features a stainless steel, watertight cabinet designed for wall mount in high-use hygiene areas. The CleanTech® 500EZ uses a durable stainless-steel design with NEMA 4X electronics housing for CIP use and is made to withstand frequent use in difficult environments. Like all CleanTech® automated handwashing stations, the 500EZ has a soap out indicator and uses an infrared photo-optical sensor to begin the 12-second hand wash and rinse cycle. Deep cylinders provide effective handwashing beyond wrists to forearms.

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## CleanTech® 2000S standard product descriptions



### 1 LINE

Floor mount station for high volume and high frequency handwashing

### 25 WORD

Ideal for industrial environments where constant compliance is regulated. This station incorporates a self-cleaning feature in an industrial stainless steel, floor mount housing that is extremely durable and can be hosed down for easy external cleaning.

### 50 WORD

The CleanTech® 2000S Automated Handwashing System is ideal for environments such as food processing, cleanroom, and pharmaceutical manufacturing where effective hand hygiene is critical. This automatic handwashing station includes a self-cleaning feature and is housed in a stainless steel, floor-mount housing that is extremely durable.

### 100 WORD

The CleanTech® 2000S Automated Handwashing System is ideal for environments such as food processing, cleanroom, and pharmaceutical manufacturing where fast and effective hand hygiene is critical. This industrial automated handwashing station includes a self-cleaning feature and is housed in a stainless steel, floor-mount housing that is extremely durable and CIP friendly. Designed to exceed regulatory requirements, the CleanTech® 2000S features a hand wash compliance monitor to automatically track the number of hand wash cycles with an optional resettable counter to make compliance documentation effortless.

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## CleanTech® 4000S standard product descriptions



### 1 LINE

Multi-bay station for high volume industrial areas

### 25 WORD

Featuring three hand wash bays in a single stainless steel, water-resistant housing. Designed for high-volume, high-frequency handwashing. Includes compliance monitor and self-cleaning feature.

### 50 WORD

The CleanTech® 4000S Automated Handwashing Station features three hand wash bays in a single stainless steel, water-resistant housing. Designed for high volume, high frequency handwashing, the 4000S can support up to 15 users per minute and features deep cylinders for effective washing past the wrist and forearm, a compliance monitor, and self-cleaning feature.

### 100 WORD

The CleanTech® 4000S Automated Handwashing Station features three hand wash bays in a single stainless steel, water-resistant housing and can support up to 15 users per minute. Designed for high volume, high frequency handwashing in industrial environments, the 4000S features deep cylinders for effective washing past the wrist and forearm and an automatic self-cleaning feature. Designed to exceed regulatory requirements, the CleanTech® 4000S features a hand wash compliance monitor to automatically track the number of hand wash cycles with an optional resettable counter to make compliance documentation effortless.

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## Product naming and phrasing standards

### PRODUCT COMPONENTS

**Bay** — The area where one individual washes their hands. In the image to the right, there are two cylinders and one Wetted Boot Dip Pan per bay.

**Station** — The entire system unit is referred to as a station. The CleanTech® 4000S is an automated handwashing station that features three bays.

**Enhancement** — Any additional feature or customization of a core CleanTech® product. The Wetted Boot Dip footwear sanitizing pan is a CleanTech® enhancement.



### HANDWASHING VS. HAND WASH

When used in noun form, “hand wash” should be treated as two separate words. When used as a gerund, i.e. in describing the type of automated technology the CleanTech® line includes, “handwashing” should be treated as a single word.

### STATIONS VS. SYSTEMS

When referring to a branded product name, the term “station” should be used to describe the technology (i.e. 500EZ station). Otherwise, “system” and “station” may be used interchangeably in descriptive copy.

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## CleanTech® branding

*Meritech is the inventor and sole manufacturer of CleanTech®, the world's only fully automated handwashing technology. Proper presentation of the product line, individual products, and available feature enhancements for each is critically important in maintaining a consistent brand and customer experience.*

### THE CLEANTECH WORD MARK

CleanTech® is a registered trademark of Meritech Systems, LLC. In graphic layouts and digital media, the CleanTech® wordmark should be used. When included in paragraph text, the CleanTech® name should always have the letters 'C' and 'T' capitalized, and a superscripted '®' registered trademark copyright symbol should always be displayed after the name. CleanTech should always be written as one word, and a space should never be allowed between 'Clean' and 'Tech.'

**CLEANTECH®**  
Automated Handwashing Systems



## CleanTech® messaging

*Meritech is the inventor and sole manufacturer of CleanTech®, the world's only fully automated handwashing technology. Proper presentation of the product line, individual products, and available feature enhancements for each is critically important in maintaining a consistent brand and customer experience.*

### VALUE PROPOSITIONS

The following value propositions communicate benefits that are enabled by each product in the CleanTech® line.

#### **Increases compliance**

The enjoyable sensation of a CleanTech® hand wash plus its quick 12-second cycle time makes hand hygiene quick, easy, and fun

#### **Sustainable & eco-friendly**

CleanTech® is extremely energy efficient and uses up to 75% less water & produces up to 75% less waste than a traditional sink

#### **Clinically validated**

We've conducted over 50 clinical laboratory studies to prove greater than 99.9% pathogen removal with each wash

#### **Demonstrates a commitment to quality**

Meets and exceeds SQF, GFIS, BRC, CDC, USDA, FSMA, ISO & FS209E standards and requirements

#### **Consistently effective**

Eliminates the risk associated with poor handwashing by removing the variability of human behavior and standardizing the hygiene process

#### **Promotes healthy skin**

UltraPure, our uniquely formulated hand hygiene solution, removes harmful pathogens while leaving skin feeling soft and healthy

### NOTE

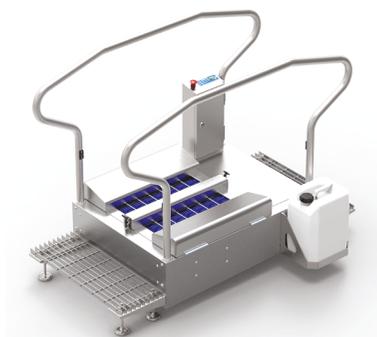
We have consistently proven an efficacy of greater than 99.9% pathogen removal across 50 clinical laboratory studies when testing CleanTech® in use with Meritech Hygiene Solutions. This efficacy is delivered by a unique washing process that is enabled by CleanTech® ONLY when used with Meritech Hygiene Solutions. It is incredibly important that the value proposition of greater than 99.9% pathogen removal is assigned to both the technology and the hygiene solutions within.

# Meritech Automated Footwear Hygiene Stations

Meritech automated boot scrubbers and walk-thru footwear sanitizing systems address the need for more effective boot washing programs in the most demanding environments.

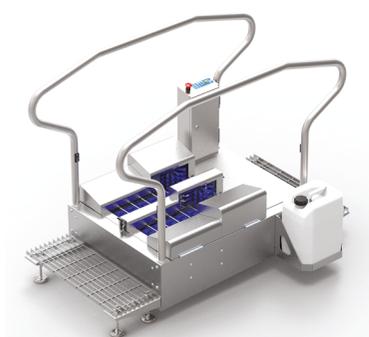
## THE MBW LINE

The MBW line of Meritech Boot Scrubbers offers a series of compact, CIP-friendly boot washing stations designed to scrub and clean the sides and bottoms of various styles of footwear and are ideal for wet-industrial environments.



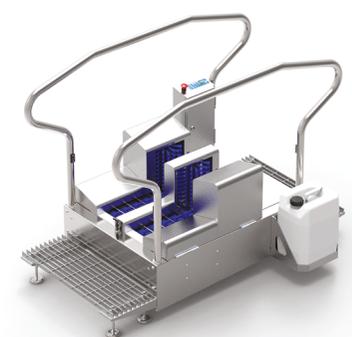
### **MBW Soles-Only** *Automatic Boot Washing Station*

- Up to 7 users per minute
- Most compact boot scrubber
- Washes and sanitizes the soles of footwear, even those with laces
- Ideal for wet, industrial environments



### **MBW 3000** *Automatic Boot Washing Station*

- Up to 7 users per minute
- Washes and sanitizes the soles of footwear without laces
- Scrubs the sole and up to 3" vertical inches of the sides of boots
- Ideal for wet, industrial environments



### **MBW 9000** *Automatic Boot Washing Station*

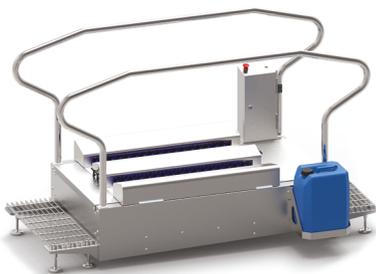
- Up to 7 users per minute
- Washes and sanitizes the soles of footwear without laces
- Scrubs the sole and up to 9" vertical inches of the sides of boot
- Ideal for wet, industrial environments

# Meritech Automated Footwear Hygiene Stations

Meritech automated boot scrubbers and walk-thru footwear sanitizing systems address the need for more effective boot washing programs in the most demanding environments.

## THE XBW LINE

The XBW line of Meritech Boot Scrubbers offers a more robust option to support a higher throughput of footwear scrubbing and sanitizing prior to entering production zones and are ideal for wet-industrial environments.



### **XBW Soles-Only**

#### ***Automatic Boot Washing Station***

- Up to 15 users per minute
- Washes and sanitizes the soles of footwear, even those with laces
- Ideal for wet, industrial environments



### **XBW 3.0**

#### ***Automatic Boot Washing Station***

- Up to 15 users per minute
- Washes and sanitizes the soles of footwear without laces
- Scrubs the sole and up to 3" vertical inches of the sides of boots
- Ideal for wet, industrial environments

## WALK-THRU COMBO SANITIZATION

The ProTech XV offers a unique way of quickly sanitizing hands and footwear for high throughput.



### **ProTech XV**

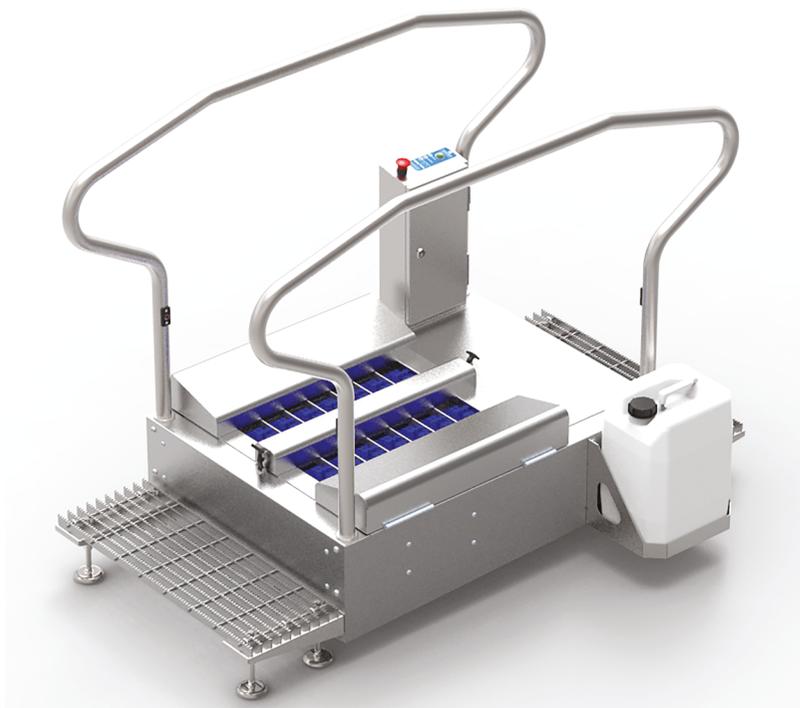
#### ***Walk-Through Hand & Footwear Sanitization System***

- Up to 15 users per minute
- Sanitizes hands, gloved hands, street shoes, and full rubber boots simultaneously
- Continuous walk-thru system provides simultaneous hand and footwear sanitization and supports high throughput
- Designed to be used post-handwashing event

## Footwear hygiene product comparison

	# OF USERS PER MINUTE	APPLICATION	SIZE	MATS / BRUSHES
 <b>MBW Soles-Only</b>	7	Industrial	Compact	Encased brushes
 <b>MBW 3000</b>	7	Industrial	Compact	3" vertical brushes
 <b>MBW 9000</b>	7	Industrial	Compact	9" vertical brushes
 <b>XBW Soles-Only</b>	15	Industrial	Large	Encased brushes
 <b>XBW 3.0</b>	15	Industrial	Large	3" vertical brushes
 <b>ProTech XV</b>	15	Industrial	Large	Walk-Thru mat + hand sanitizing bar

## MBW Soles-Only standard product descriptions



### 1 LINE

Compact boot scrubber for the soles of work shoes

### 25 WORD

Compact automated boot washing station that scrubs and sanitizes the soles of footwear, even those with laces.

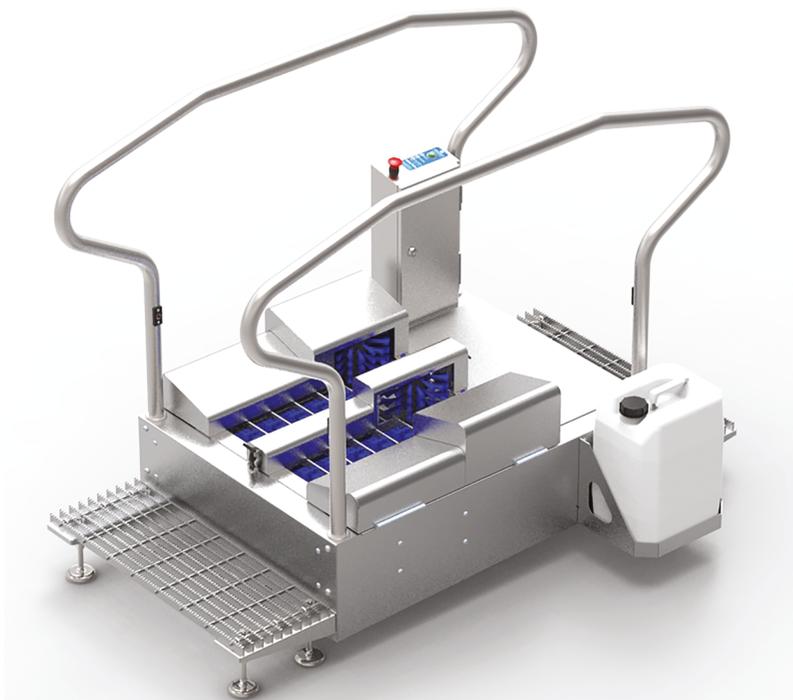
### 50 WORD

The MBW Soles-Only Automated Boot Washer scrubs and sanitizes the soles of work shoes and boots, even those with laces, providing cross-contamination control between processing operations. Designed for wet, industrial environments, MBW Soles-Only boot scrubber is compact in design, CIP Friendly and easy to install. Provide cross-contamination control between processing operations with the MBW Soles-Only.

### 100 WORD

The MBW Soles-Only Automated Boot Washer scrubs and sanitizes the soles of work shoes and boots, even those with laces, providing cross contamination control between processing operations. Designed for wet, industrial environments, the MBW Soles-Only is ideal for use in specialty markets like dairy, wet food production environments, and agricultural applications. This MBW boot scrubber continuously applies a strong sanitizing solution to boots through a series of high-pressure nozzle jets, ensuring complete sanitizing. Compact in design, Meritech's MBW Soles-Only boot scrubber is easy to install and easily fits in tight spaces. Constructed in heavy-duty stainless steel, the MBW Soles-Only is easy to clean – brushes can be removed effortlessly in minutes for quick cleaning or replacement.

## MBW 3000 standard product descriptions



### 1 LINE

Compact boot scrubber for the soles and up to 3 inches of boots

### 25 WORD

Compact automated boot washing station that scrubs and sanitizes the soles and up to three inches of the sides work shoes and footwear without laces.

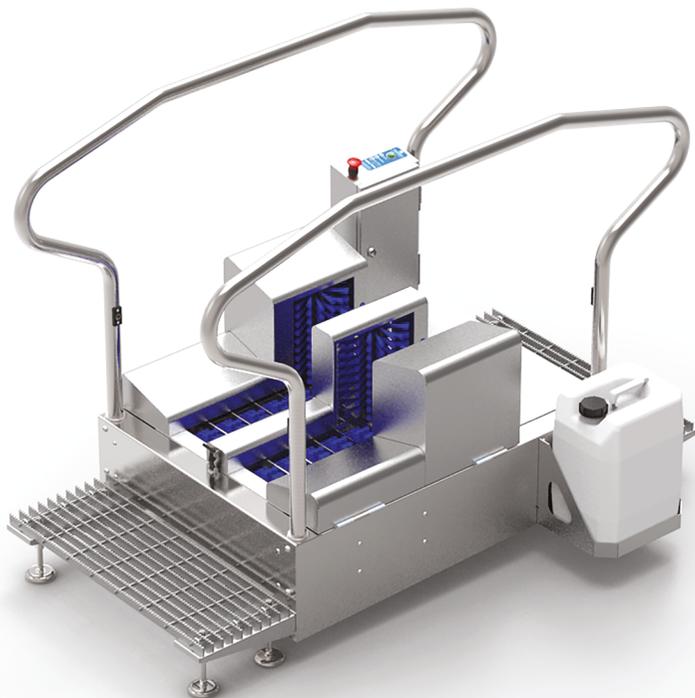
### 50 WORD

The MBW 3000 Automated Boot Washer scrubs and sanitizes the bottoms and up to three inches of the sides of rubber boots and other footwear without laces. Best used with ankle-high boots, or where scrubbing and sanitizing is not required for the entire boot. Designed for wet, industrial environments, the MBW 3000 is easy to install and CIP Friendly. Provide cross-contamination control between processing operations with the MBW 3000.

### 100 WORD

The MBW 3000 Automated Boot Washer scrubs and sanitizes up to three inches of the sides of rubber boots and other footwear without laces. The MBW 3000 boot scrubber is designed for use with ankle high boots, or where washing and sanitizing is not required for the entire boot. Designed for wet, industrial environments, the MBW 3000 boot scrubber cleans boots at plant entrances and provides cross contamination control between processing operations. The MBW 3000 compact boot scrubber is efficiently designed, easy to install, and easily fits in tight spaces. Constructed in heavy-duty stainless steel, the MBW boot scrubber is easy to clean – brushes can easily be removed for quick cleaning or replacement.

## MBW 9000 standard product descriptions



### 1 LINE

Compact boot scrubber for the soles and up to 9 inches of boots

### 25 WORD

Compact automated boot washing station that scrubs and sanitizes rubber boots and other footwear without laces, scrubbing the soles and up to nine inches of the sides of boots.

### 50 WORD

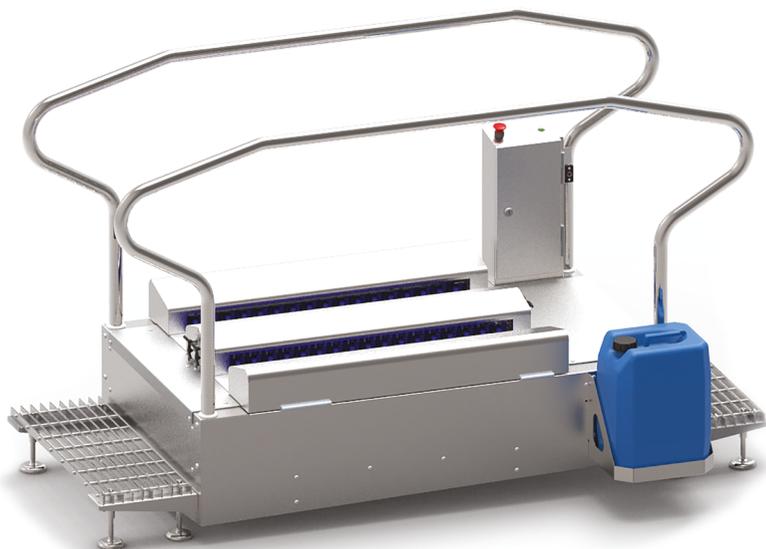
The MBW 3000 Automated Boot Washer scrubs and sanitizes soles and up to nine inches of the sides of rubber boots and other footwear without laces. Designed for wet, industrial environments, the MBW 9000 is easy to install and CIP Friendly. Provide cross-contamination control between processing operations with the MBW 9000.

### 100 WORD

The MBW 9000 Automated Boot Washer scrubs and sanitizes the soles and up to nine inches of the sides of rubber boots and other footwear without laces. Designed for wet, industrial environments like food processing facilities, the MBW 9000 boot scrubber cleans employee boots at plant entrances and provides cross contamination control between processing operations. Easy to install, Meritech's MBW 9000 compact boot scrubber easily fits in tight spaces. The MBW 9000 compact boot scrubber is efficiently designed, easy to install, and easily fits in tight spaces. Constructed in heavy-duty stainless steel, the MBW boot scrubber is easy to clean – brushes can easily be removed for quick cleaning or replacement.

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## XBW Soles-Only standard product descriptions



### 1 LINE

Industrial boot scrubber for the soles of work shoes and boots

### 25 WORD

High-throughput industrial automated boot washing station that scrubs and sanitizes the soles of footwear, even those with laces.

### 50 WORD

The XBW Soles-Only Automated Boot Washer scrubs and sanitizes the soles of work shoes and boots, even those with laces, and is designed for high throughput supporting up to 12-15 users per minute. This system continuously applies a strong sanitizing solution to soles using a series of high-pressure nozzle jets. CIP friendly & designed for wet, industrial environments, select the XBW Soles-Only to prevent cross-contamination from footwear.

### 100 WORD

The XBW Soles-Only Automated Boot Washer scrubs and sanitizes the soles of work shoes and boots, even those with laces, and is designed for high throughput supporting up to 12-15 users per minute. This industrial boot scrubber continuously applies a strong sanitizing solution to soles using a series of high-pressure nozzle jets. Designed for wet, industrial environments, the XBW Soles-Only boot scrubber cleans boots at plant entrances and provides cross contamination control between processing operations. The XBW Soles-Only industrial boot scrubber is constructed in heavy-duty stainless steel and is easy to install, easy to clean, and easy to use!

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## XBW 3.0 standard product descriptions



### 1 LINE

High-volume industrial boot scrubber for up to 3 inches of boots

### 25 WORD

High-throughput industrial automated boot washing station that scrubs and sanitizes the soles and up to three inches of the sides work shoes and footwear without laces.

### 50 WORD

The XBW 3.0 Automatic Boot Washer scrubs and sanitizes the soles and up to 3 inches of the sides of of work shoes and boots without laces, and is designed for high throughput supporting up to 12-15 users per minute. This system continuously applies a strong sanitizing solution to soles using a series of high-pressure nozzle jets. CIP friendly & designed for wet, industrial environments, select the XBW 3.0 to prevent cross-contamination from footwear.

### 100 WORD

The XBW 3.0 Automatic Boot Washing Station scrubs and sanitizes rubber boots and footwear without laces and is designed for high throughput supporting up to 12-15 users per minute. This industrial boot scrubber continuously applies a strong sanitizing solution to soles using a series of high-pressure nozzle jets. Designed for wet, industrial environments, the XBW 3.0 cleans boots at plant entrances and provides cross contamination control between processing operations. The XBW 3.0 industrial boot scrubber is constructed in heavy-duty stainless steel and is easy to install, easy to clean, and easy to use!

## ProTech XV standard product descriptions



### 1 LINE

Walk-through hand & footwear sanitization system

### 25 WORD

For high throughput food production and processing facilities, ProTech XV sanitizes hands, gloved hands, street shoes & full rubber boots on a continuous walk through system.

### 50 WORD

For high throughput food production and processing facilities, the ProTech XV automatically sanitizes hands, gloved hands, and all footwear on a continuous walkthrough station. Designed to be used post-handwashing to sanitize hands or gloves. Quick to start up and easy to clean, this walk through system was developed for fast throughput and ease of use.

### 100 WORD

For high throughput food production and processing facilities, the ProTech XV automatically sanitizes hands, gloved hands, and all types of footwear on a continuous walk through system. As a users walk through the system, the ProTech XV continuously sprays hand hygiene solution onto the hands and automatically maintains the effective volume and chemical concentration (PPM) of hard surface sanitizing solution in the footwear pan with continuous traffic flow. The ProTech XV station is designed to be used post-handwashing and intended to sanitize hands or gloves. Quick to start up and easy to clean, this walk through system was developed for fast throughput and ease of use.

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# Product naming and phrasing standards

## BRAND STANDARDS

- A dash should always be included between 'Soles' and 'Only' and the 'S' and 'O' should always be capitalized in the MBW Soles-Only and XBW Soles-Only product names
- A space should always be included between 'MBW' or 'XBW' and the number value in the product name, i.e. "MBW 3000" and not "MBW3000"
- In the "ProTech XV" product name, 'P', 'T', 'X', and 'V' should always be capitalized

## BOOT WASHERS VS. BOOT SCRUBBERS

When referring to a branded footwear hygiene product, the term "boot washer" should be used to describe the technology (i.e. MBW 3.0 boot washer or "boot washing station.") Otherwise "boot washer" and "boot scrubber" may be used interchangeably in descriptive copy.

## STATIONS VS. SYSTEMS

When referring to a branded product name, the term "station" should be used to describe the technology (i.e. 500EZ station). Otherwise, "system" and "station" may be used interchangeably in descriptive copy.



## Meritech Hygiene Solutions

Our complete line of proprietary hygiene solutions are specifically formulated for optimal pathogen reduction when used in CleanTech® Automated Handwashing Stations and Meritech Automated Footwear Hygiene Stations.



### **UltraPure** *Hand Hygiene Solution*

This unique antimicrobial hand hygiene solution is clinically proven to remove more than 99.9% of harmful pathogens and contains added skin conditioners, leaving skin feeling soft and healthy after each wash.



### **BootCleaner XP** *Footwear Hygiene Solution*

Meritech's Boot Cleaner XP is formulated for optimal pathogen reduction and cost-effectiveness by maintaining a higher pH at the appropriate chemical concentration (PPM) and effectively sanitizing footwear with only half the solutions consumed compared to alternative door-foaming and boot-cleansing methods.



### **SelfClean** *Equipment Hygiene Solution*

Specifically designed to sanitize the interior of our high-throughput industrial CleanTech® models, this high pH surface cleaner automatically runs throughout the system three times per day to provide low-maintenance prevention for the growth of dangerous pathogens in the system and facility.



### **Sanifect D2** *Surface Cleaner & Sanitizing Solution*

This evaporating, no-rinse, ready-to-use, EPA registered sanitizer is approved for use on food contact surfaces and ideal to use in water-sensitive areas. It is a combination of isopropyl alcohol and a powerful quaternary ammonium compound which eliminates 99.9% of detectable pathogens on hard, nonporous surfaces.

# Meritech Hygiene Solutions

*Our complete line of proprietary hygiene solutions are specifically formulated for optimal pathogen reduction when used in CleanTech® Automated Handwashing Stations and Meritech Automated Footwear Hygiene Stations.*

## VALUE PROPOSITIONS

The following value propositions communicate benefits that are enabled by each product in Meritech line of hygiene solutions.

### Promotes healthy skin

UltraPure, our uniquely formulated hand hygiene solution, removes harmful pathogens while leaving skin feeling soft and healthy

### Clinically validated

We've conducted over 50 clinical laboratory studies to prove greater than 99.9% pathogen removal with Meritech Hygiene Solutions

### Safe for all hands

Dye-free  
Fragrance-free  
Triclosan-free

### Demonstrates a commitment to quality

Meets and exceeds SQF, GFIS, BRC, CDC, USDA, FSMA, ISO & FS209E standards and requirements

### Safe for the environment

Vegan  
No animal byproducts  
Biodegradable

## BRAND STANDARDS

Any product in this line should be referred to as a 'hygiene solution' and never as a 'soap.'

We have consistently proven an efficacy of greater than 99.9% pathogen removal across 50 clinical laboratory studies when testing CleanTech® in use with Meritech Hygiene Solutions. This efficacy is delivered by a unique washing process that is enabled by CleanTech® ONLY when used with Meritech Hygiene Solutions. It is incredibly important that the value proposition of greater than 99.9% pathogen removal is assigned to both the technology and the hygiene solutions within.



**MERITECH**

Your Partner in Hygiene Excellence



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