



Brand Protection

EcoSure partners with global brands to create an end-to-end brand protection strategy. Through a collaborative approach to on-site visits, coaching and industry best practices, we create a unique program that encompasses the critical components of any operation. The results are real-time insights and actionable steps that mitigate brand risk and optimize guest experience.

A Brand Protection strategy focuses on the critical components of your operation.



Guest Experience

Front-of-House Condition	Guest Surveys
Point-of-Purchase	Wait Time
Exterior Condition	Staff Demeanor



Brand Standards

Product Merchandising	Inventory & Stock
Product Displays	Marketing
Front-of-House Decor	Staff Uniforms



Food Safety

Cooking Temperatures	Beverage Stations
Food Safety Knowledge	Hot/Cold Holding
Contamination Prevention	Food Prep, Storage



Public Health

Hand Hygiene	Facility Cleanliness
Health & Illness Policies	HVAC Maintenance
Biohazard Preparedness	Pest Activity



Product Quality

Product Appearance	Order Accuracy
Service Sequencing	Recipe Building
Date, Expiration Labeling	Equipment Checks



Workplace Safety

Fire Prevention	Chemical Storage
Safety Awareness	Vehicle Checks
Slip, Trip & Fall Prevention	Ladder Safety



Sustainability

Composting	Recycling
Waste Management	Energy Use
Receptacle Labeling	Water Use

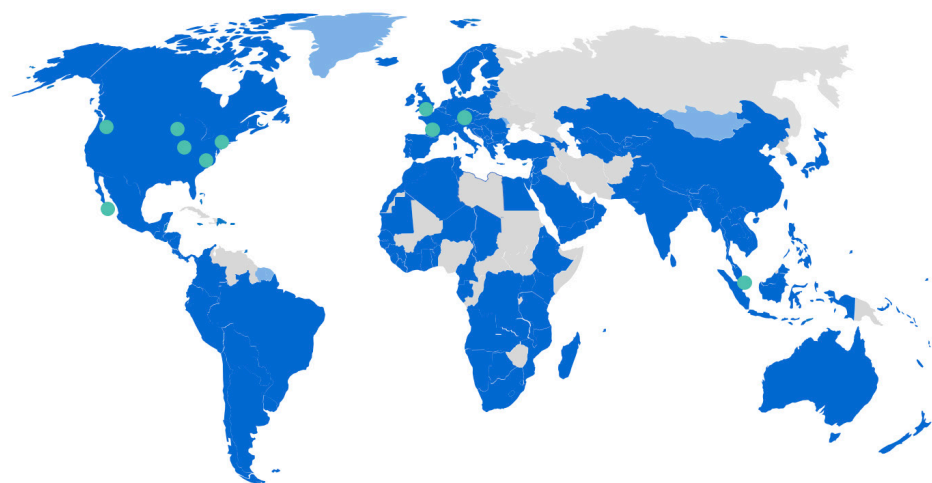
Contact your EcoSure representative

- ▶ email: ecosure@ecolab.com
- ▶ visit: ecolab.com/ecosure

EcoSure partners with you to:

- Determine Program Priority Areas
- Customize Program Design
- Conduct Onsite Assessments
- Discover Actionable Insights
- Recommend Program Enhancements

EcoSure conducts more than 500,000 on-site visits annually in 130+ countries around the world. We speak over 40 languages, including Spanish, French, German, Mandarin and Portuguese.



- Current EcoSure Presence
- Opportunity for EcoSure Presence
- EcoSure International Leadership Team

EcoSure Brand Protection Advisors are selected for their industry experience, education and coaching ability. Our team is agile and flexible to deliver calibrated results without disrupting your operations.

Field Specialists' Credentials

North America:

- CP-FS
- HACCP
- OSHA
- ISO
- CPHI
- REHS

Global:*

- CP-FS
- CIEH
- HACCP
- ISO
- BRC
- FSSC
- SQF

**Dependent on local regulatory requirements*

The Benefits of a Brand Protection Strategy

► End-to-End Program Management

The EcoSure team is responsible for program buildout, execution and data analysis.

► Consistent Employee Performance

Our approach is centered around training, coaching and corrective action at the unit level, which helps to build an employee culture that emphasizes safety, accountability, knowledge retention and empowerment.

► Actionable Insights

Our on-site visits offer insight into everyday operations so our team can make recommendations specific to your brand.

► Exceptional Client Experience

EcoSure's unique all-inclusive agreement structure is transparent, creating the opportunity to build a collaborative partnership and focus on driving program results.



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