



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



Brand Standards

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



Food Safety

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



Public Health

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



Product Quality

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



Workplace Safety

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



Sustainability

Composting
Waste Management
Receptacle Labeling
Recycling
Energy Use
Water Use

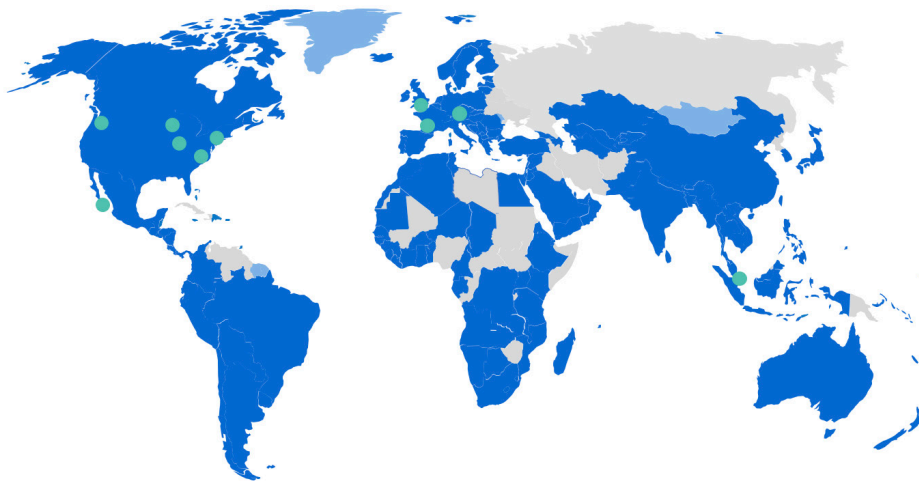
Contact your EcoSure representative

- ▶ 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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