



Case Study

Over 23 Million Commercial Products Branded for Life

Rubbermaid Commercial Products® and Polyfuze®
Partner for Long-Lasting Label Solutions.



Executive Summary

Rubbermaid Commercial Products® (RCP), a leader in the commercial cleaning and utility industry, discovered the power of Polymer Fusion Labeling while working on a structural foam project for Home Depot. This partnership marked the beginning of a game-changing labeling solution for RCP. Since that initial project, Polyfuze® has produced over 23 million durable, high-quality labels for a range of RCP products, including their BRUTE® Heavy Duty Utility Carts, Rollout Containers, Slim Jim Containers, Step-On Containers, HYGEN™ products, and Lobby Pro® Dustpans. The implementation of Polyfuze's technology has significantly bolstered RCP's brand identity, product quality, and hygiene standards.

Background

Rubbermaid Commercial Products® is known for its comprehensive lineup of commercial cleaning and utility solutions. From BRUTE® Utility Carts and Rollout Containers to Slim Jim Containers and Step-On Containers, RCP's products are synonymous with quality and durability. Ensuring that the branding on these products could withstand the rigors of daily commercial use while maintaining high hygiene standards was essential. The introduction to Polyfuze's Polymer Fusion Labeling during the structural foam project for Home Depot marked a turning point. As one RCP engineer noted, "Sure enough, we stamped the Polyfuze Label, then I took a knife to it and it was fused in," emphasizing the exceptional bonding strength that secured the deal with Home Depot.

Problem Statement

RCP faced challenges in ensuring consistent, durable branding on products made from low surface energy polyolefin thermoplastics. Traditional labeling methods, reliant on surface adhesion, often failed to meet the high standards required for commercial products exposed to harsh environments. This posed risks not only to product aesthetics and brand representation but also to hygiene in healthcare and food service settings. Adhesive-based labels can harbor harmful bacteria, presenting a contamination risk, particularly in healthcare and restaurant environments.

Solution

Polyfuze® Polymer Fusion Labeling Technology was the innovative solution RCP needed. Unlike traditional adhesive-based labels that can create crevices where bacteria may thrive, Polymer Fusion labels are fused directly at a molecular level into the polyolefin thermoplastic, creating a seamless, hygienic bond. This technology ensured that labels could withstand exposure to harsh cleaning chemicals, UV light, and the physical demands of healthcare and restaurant environments without peeling, fading, or harboring bacteria.

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

After the success of the initial project, RCP expanded the use of Polyfuze's Polymer Fusion Labeling across multiple product lines, including:



BRUTE® Heavy Duty Utility Carts and Rollout Containers: Designed for waste management, these products now feature fused labels that maintain durability through continuous use and outdoor exposure.



Slim Jim Containers and Lids: Used in restaurant environments for waste and recycling, the fused labels withstand daily handling and harsh cleaning routines without risk of contamination.



Step-On Containers: Employed in healthcare settings, these containers benefit from the seamless, bacteria-resistant nature of polymer fusion, ensuring labels remain safe and intact even with rigorous sanitization protocols.



HYGEN™ Products: Essential for healthcare, these cleaning tools now feature labels that resist bacteria buildup, maintaining professional-grade hygiene and durability.



Lobby Pro® Dustpans: With fused labels that endure cleaning and usage, these dustpans maintain a high standard of durability.

Results

Polyfuze's Polymer Fusion Labeling provided RCP with a branding solution that exceeded expectations in durability, hygiene, and longevity. With over 23 million labels produced, RCP has maintained consistent, high-quality branding across multiple SKUs. The technology ensures that labels do not become potential contamination points, supporting hygiene and safety in environments such as healthcare and restaurants, reinforcing RCP's reputation for excellence.

Analysis

RCP's partnership with Polyfuze underscores the limitations of traditional labeling methods, especially in hygiene-critical settings. The benefits of Polymer Fusion Labeling—durability, seamless application, and hygiene compliance—demonstrate why this technology is essential for manufacturers committed to long-term product quality, safety, and regulatory alignment in industries that prioritize health and cleanliness.

Conclusion

By integrating Polyfuze's Polymer Fusion Labeling, RCP addressed the challenges of durability and hygiene while enhancing their brand's visibility. This innovative approach provided a permanent solution that aligned with RCP's high standards for quality and safety, ensuring their products remain dependable in the most demanding environments.