

Maid2Clean Franchise Ltd
Caiden House
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Tel. 0845 257 0677



3 Maid2Clean Trademarks For Success

Have you ever wondered why some franchises succeed and others fail? Those that succeed have the ability to differentiate themselves in the marketplace from the competition in a way that customers understand. Those that fail to do that fall by the wayside.

Maid2Clean is a successful management franchise in the domestic cleaning industry and has been successful since 1993. With 100 plus franchises throughout the UK, Ireland, Canada and Australia, Maid2Clean has been able to replicate its success on the national and global level

Mike Hanrahan (MD) stated *“Our branding, logo and trademarks have been critical in enabling us to become unique and distinct in service offerings to our clients. For instance our company logo has been through several iterations over the last 18 years. This was one of the very first things that we trademarked. The feedback we’ve received from our customers, franchisees and the public in general is that we have one of the most distinctive brands that stands out in the marketplace. We provide a service that reflects what our logo says on the tin i.e. we provide a Maid to clean.”*

The Maid2Clean logo is shown here



A second unique service that Maid2Clean created for its clients was an ingenious *“Our trademarked “Check-in checkout” system enables clients to have the security of guaranteed hours worked at no further cost to them. When the cleaners check in and out, this provides assurance to our clients that their workers are present, safe and accounted for and working requested hours”* affirms Graeme Pirie, Maid2Clean Operations Director.

The check-in check-out logo is shown here



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Not being satisfied with just two trademarks, Maid2Clean developed a third to further articulate and differentiate its product offering to the marketplace called Sweep2Left. *“The Sweep2Left” model instantly enables the marketplace to see at a glance what makes Maid2Clean different in the marketplace. All companies need to do something different to survive and thrive. Whilst there’s clearly room for players in the market to charge £20 plus per hour, we believe that the majority of the population would prefer to Sweep2Left when it comes to choosing the domestic cleaning services they need”* commented Mike Hanrahan.

The Sweep2Left logo is shown here



Further details can be obtained from Mike Hanrahan on 0845 257 0677 or on <http://www.maid2clean.co.uk/> or by e-mailing sales@maid2clean.co.uk