



Custom Chemical Formulators, Inc.

## HOW TO MULTIPLY YOUR BRAND'S VALUE

If you're like most companies, finding ways to increase the value of your brand is a priority. The use of clear messaging in your communications and delivering superior quality products at a fair price are both excellent ways to increase your brand's value. But very few companies are working on ways to multiply ( $>1x$ ) the value of their brand.

Multiplying your brand's value is easier than you might think. To do this successfully, you must first establish trust. This is accomplished by understanding what your customer values above all else. Is it lower prices? Higher quality? Better service? When you understand what your customers value, you can relate to them on an emotional level by satisfying their innate needs.

**We are going to give you 4 things you can do to multiply your brand's value.**



1

## Anticipate Your Customer's Needs

One of the keys to multiplying the value of your brand is to offer products to your consumers before they know they need them. If your company only offers one or two different types of products, then chances are, you are missing out on growth opportunities.

For example, if you own a business that sells laundry detergent, you can anticipate what your customer's need by offering a fabric softener as well. This fulfills their need for fabric softener before they have a chance to look elsewhere. Consumers who are already buying your original products are more likely to buy the additional ones. And consumers who haven't bought your original products will see more and more products from your brand, making it more trustworthy.

This also shows that your company is growing and becoming more knowledgeable about your particular market. By consistently adding more products and value to your brand, your company can keep up with the competition.

2

## Sell Products that Highlight Your Service

By selling your own product you can multiply your brand's value. For example, a plumbing company offers services to unclog drains and pipes throughout your home. If they offer a liquid solution that you can pour down your drains once a week to keep your drains running smoothly, it complements their services. By doing this they add value to their brand as a well-rounded, all-in-one type of business, all while increasing their profit margin.

3

## Stop Selling Other People's Products

Stop selling other people's products and offer your own line of products to add legitimacy to your brand. When you offer your own products it shows that your business is growing and is knowledgeable in a variety of areas.





## Remain Consistent

When adding products to your product line, it can be tempting to go off-brand, but this can dilute your brand. When choosing products to private label or adding to your existing product line, they should complement each other and go hand in hand. For example, Dollar Shave Club started off selling razor blades. Now they sell shaving cream, shower gels, shampoos, etc. All of these products are bathroom products, making them stay true to their brand.

## Ready to multiply the value of your brand?

[Click here to read our Guide to Private Label Success >](#)

### WHAT WE'RE CAPABLE OF...

CCFI is a certified blending facility for FDA, EPA, NSF, Kosher, OMRI, USDA and maintains a US Drug Manufacturing License.

- Agriculture
- Automotive
- Biologicals
- Boat Care
- Carpet Care
- Dairy health
- Commercial & Retail Laundry
- Commercial & Retail Plumbing
- Food Processing
- Fruit & Vegetable Wash
- Industrial Cleaning
- Janitorial Supply
- Life Sciences
- Metal Finishing
- Products for Export
- Retail Cleaning
- Soldering Solutions
- Veterinary Care

#### LIQUID CHEMICAL BLENDING

Our state of the art liquid chemical blending facility contains many tanks of various size and make up to meet your individual needs.

#### POWDER CHEMICAL BLENDING

We are one of the largest powder manufacturing facilities in Southern California. With multiple powder chemical blending tanks we can offer flexibility in batch size to meet your needs.

#### CONTRACT LABELING & PACKAGING

We have invested in a high-speed filling line enabling us to maintain control of the entire process from manufacturing to filling and chemical packaging. A 4000-gallon storage tank is connected to our high-speed line to maintain a closed system. We also possess several gravity-filling lines to provide flexibility in batch size.

**AT CCFI, WE HAVE A  
MOTTO THAT WE LIVE BY**

# 123SQP

It stands for Safety. Quality. Productivity. In that order, at all times, without exception. By keeping these priorities in mind throughout every step of the process, we are able to provide our customers with the highest quality of products that are effective, safe, and easy to use.

**SAFETY** - We maintain a work environment that promotes employee wellness and reduces the potential for injury to a minimum by identifying potential risks and taking action to prevent unwanted results from occurring.

**QUALITY** - We provide our customers with consistent and predictable results the first time, every time, and relentlessly search for ways to improve our processes and our results.

**PRODUCTIVITY** - We get things done as efficiently as possible, but never at the expense of quality or safety, and we continually strive to increase our productivity to bring the maximum value to our stakeholders.



## LOCATED IN THE HEART OF SOUTHERN CALIFORNIA

We provide many Mid-Western and East Coast companies the advantage of transportation cost savings, reduced finished goods inventory levels, and better service to their western US and international customer base. In addition, we offer many local companies the benefit of a large scale production facility without the capital investment required to manufacture products on their own.



Custom Chemical Formulators, Inc is a family owned premier industrial chemical company. We offer a range of services including liquid chemical blending, powder chemical blending, contract labeling and packaging, chemical product development, and repackaging. Our FDA approved state of the art facility located in Los Angeles can handle all of your toll blending needs. We have the ability to source and store raw materials, have a strict Quality Control process, and have warehousing and distribution capabilities.

The products we formulate are regulatorily approved, delivered on-time, on-budget, and meet strict quality control testing with no effort required by you.

### TO OUR CUSTOMER

We pledge quality products and superior service. We will strive to understand your requirements and to satisfy your expectations 100% of the time.

### TO OUR COMMUNITY

We will provide responsible membership. We will be a good neighbor committed to protecting our environment and participating in community, professional, and service organizations. We are committed to reducing our hazardous waste.

### TO OUR EMPLOYEES

We pledge a quality workplace recognizing that our people are the means to our success. CCFI will provide the facilities, training, and resources that will promote safety, opportunity, fulfillment, and productivity.



*Safety, Quality, Productivity.  
In that order, at all times, without exception.*

**Custom Chemical Formulators, Inc.**  
8707 Millergrove Drive  
Santa Fe Springs, CA 90670

**Phone:** (562) 699-5070  
**Toll-Free:** (877) 344-2436  
**Fax:** (562) 699-8953

**Email:** [info@customchem.com](mailto:info@customchem.com)  
[www.customchem.com](http://www.customchem.com)