SPORACTIV®
INDUSTRIAL AND INSTITUTIONAL

Formulation Support and Industry Expertise Drive Customer Success with SporActiv® Products

Background

A customer selling in the industrial, institutional, and consumer cleaning market came to Microbial Discovery Group (MDG) with a desire to incorporate microbial ingredients in their products. This customer had not used biological ingredients before, so they needed some education on the basics as well as support through product analysis and formulation. MDG provided all of this in the form of access to our team of experienced microbiologists, a service that all MDG partners have the option to utilize. With MDG's industry expertise and high-quality microbial ingredients from the SporActiv® product line, the customer was able to formulate products that perform well in the marketplace and see both short- and long-term success.

Process

Before the customer purchased any ingredients, they needed to understand the market and their competition. To accomplish this, MDG provided partnership in two major ways.
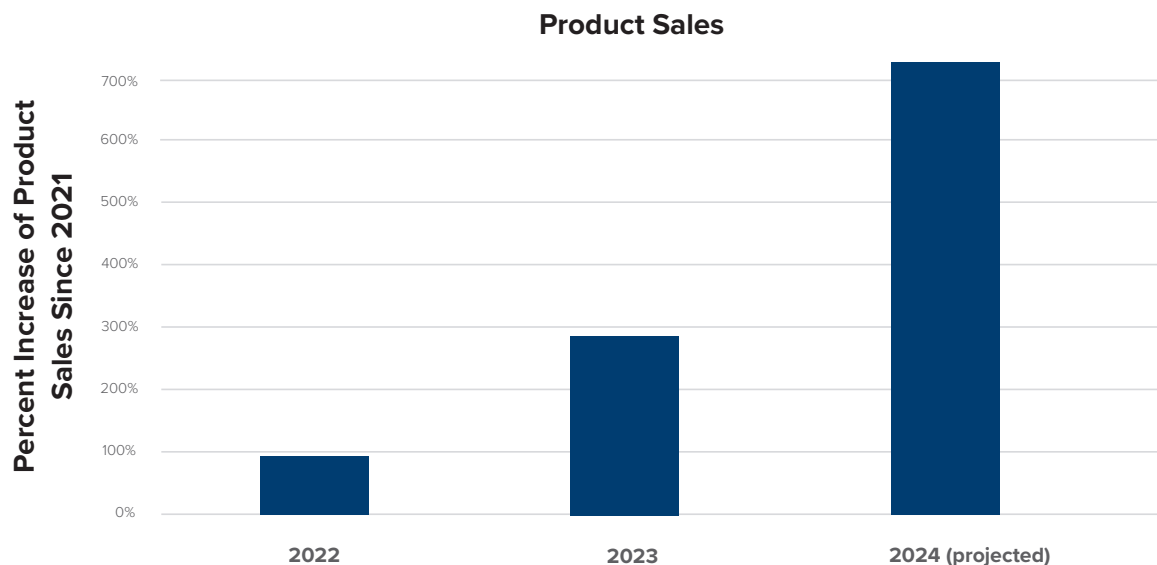
- **Formulation support**: This is an important step in creating a high-quality microbial product. Without an understanding of formulation best practices, there could be issues with product quality, such as spoilage or decreased effectiveness. With this in mind, MDG offered basic guidance on how to formulate with microbial products: what ingredients would be compatible with the customer's existing formulas, what pH range is best for microbial products, blending processes, etc. Additionally, MDG's microbiologists checked bacterial counts on some formulations to confirm that the customer's blending and formulation processes were adequate for the goals they were aiming to achieve.
- **Analysis of market-leading products**: Once the customer had a firm understanding of the basics of microbial products within their target market, MDG analyzed similar competitor products. MDG's analysis was thorough, providing the customer with robust product and industry knowledge. Using this information, the customer was able to make educated and informed decisions about which microbial ingredients to add to their product line.

MDG
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Results

This customer has since found great success with their products formulated with MDG's SporActiv® microbial ingredients. Their annual need for SporActiv® products has continued to climb, nearly doubling every year since 2021.

Product Sales

Y-axis: Percent Increase of Product Sales Since 2021 (0% to 700%)
X-axis: 2022, 2023, 2024 (projected)

Helping the customer succeed through:

- **Real Science**: Through hands-on formulation support and in-depth competitor analysis, MDG's microbiologists showed this customer the science behind microbial products. The knowledge and services MDG provided helped the customer create an effective microbial product line.
- **Trusted Process**: By partnering with MDG, this customer gained access to thorough education and industry expertise. Since the customer was set to enter a market that was new to them, MDG's knowledge of market data and current industry trends benefitted the customer while promoting and selling the new product line. MDG walked with the customer as they learned and grew in the marketplace, setting the customer up for success both in the present and the future.
- **Proven Success**: This is demonstrated in the results the customer saw, and continues to see, with MDG's partnership. As noted previously, the customer's yearly need for SporActiv® microbial ingredients is continually growing, meaning that their products containing MDG biology are in high demand.

Significance

Success stories like this one are what we strive for at MDG. With our lab support, extensive microbial product knowledge, and dedication to your growth, we can customize a partnership to your business's unique needs. We provide you with high-quality microbial ingredients from our SporActiv® line that help you scale and streamline without sacrificing product effectiveness.

Interested in learning more about SporActiv® and our IIC capabilities?

Explore our website or connect with us today to find out how you can partner with MDG.

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