

Performance Testing

How Mid South Labs LLC ensures your products are the best the can be

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MSL tailors performance testing to you

Every company must ensure the highest quality of effectiveness and efficiency before committing a product to market. MSL guarantees that the products they create, or that you bring to them, are performing up to your high standards. Here is an example of a product that was brought to MSL, improved upon, and performance tested with great results.

Laundry Performance and Proficiency

Company C tells MSL their target market and performance expectations, so that is heavily taken into account when deciding how to performance test. In this case, this product is marketed towards busy moms who instead of buying many cleaning products, can buy one concentrate that does everything!

To test the product, we take common household stains paired with common stains associated with children like baby formula, chocolate, markers, etc. See the pictures below for the before and after of MSL's product compared with a major Name Brand laundry detergent competitor.



To the left: T-shirt panel soiled with 16 different household stains. Some are intended to be completely removed and others not. The stains that are designed not to be fully removed ensure the test is not too easy to pass and gives us false positive results.



Left: Company C's product by MSL performance on soiled t-shirt panel.



Right: Major name brand performance on soiled t-shirt panel.

Automated Cleaning Test

To test the viability as an all-purpose cleaner, we apply a dirt based soil onto a cleaning char and compare against a name brand competitor.



Top left: soiled scrub chart before cleaning.



Bottom Left: soiled scrub chart after cleaning. The right side is MSL's product

As you can see, MSL's product cleans much more effectively than the competitor.

Killing and preventing mold

Common surfaces around the house we swabbed and then tested for mold before cleaning, after cleaning, and 1 hour after cleaning.

The mold colonies were counted from each location and MSL's not only removed the mold, but had less mold present 1 hour after cleaning showing inhibition of growth.

Carpet Spot Cleaner

Common soils were applied to a carpet square and were allowed to sit for 24 hours. MSL's cleaner was applied to each spot and allowed to sit for 5 minutes before being scrubbed clean. Results are seen below:

