



REBRANDING NEWSLETTER



Introducing Our New Brand

4Sons Cleaning Services

To all of our loyal customers and partners, we are excited to announce the official launch of our new brand identity, 4Sons Cleaning Services, formerly known as LP Cleaning Services.

As we leave the old LP Cleaning name and branding behind, we will continue to reflect the following core values: **reliability, affordability, sustainability, and innovation**. A brand that builds trust and treats your home with the upmost respect, care, and professionalism.

4Sons brand represents more than just a name or a logo — it embodies our passion for delivering an exceptional cleaning service tailored to our customers and partner's needs.

4Sons Cleaning Services (formerly LP Cleaning) was built on the shared vision of four "brothers"; Kojo, Daniel, Elio, and Bernie. As first & second-generation immigrants from Ghana and the Dominican Republic, we bring with us the values of hard work, family, and community. Our journey began with a simple idea: to fill a gap in the cleaning industry by offering a service rooted in care, reliability, and trust.

Our name, 4Sons, represents more than just the four of us. It's a tribute to the discipline and love instilled in us by our mothers. That foundation allows us to treat every client's space with the same care and respect as we would our own. When you welcome us into your home or business, you're not just hiring a cleaning service, you're trusting a family that is committed to lightening your load.

Key Features of Brand Identity

4Sons Cleaning Services

- **Modern Logo:** Grounded in professionalism, a sleek, contemporary design that symbolizes our commitment to cleanliness, and takes on a reliable and forward-thinking mindset.
- **Core Elements:** Two clean fonts in the primary logo, including a cleaning spray in the shape of the number '4'. We're here to be your personal cleaning spray, a helping hand ready to wipe out all dirt, dust, and bacteria.
- **Vibrant Color Palette:** Fresh colors that convey cleanliness, calm energy, trust, and eco-friendliness.
- **Clear Messaging:** A renewed focus on clear, concise, & transparent communication and meaningful engagement.
- **Customer-Centric Approach:** Cleaning solutions and services tailored to meet the evolving needs of our audience..

Our Mission & Vision

4Sons Cleaning Services

Our mission is to fill a gap in the cleaning industry by offering a home cleaning service rooted in care, reliability, and trust. At 4Sons we aim to deliver easy booking and professional cleaning services that empower individuals, along with their homes and businesses, in order to reach their full potential.

At the heart of our new brand is a powerful vision: to provide easy booking and clean your home, while setting new standards of excellence in the cleaning service industry. We will strive to inspire positive cleaning habits in the lives of our customers in a way that will hopefully enrich our customer's lives with peace and homes with tranquil.

As we continue to expand within our cexisting leaning services, our goal is to establish a foundational trust, tailor our services to your cleaning needs, and then get into your home or space to tackle the toughest dirt & grime. Where we will prioritize the customer and treat your home and all cleaning areas with **repsect** and **integrity**.

What This Means for Stakeholders

4Sons Cleaning Services

This rebranding initiative underscores our dedication to growth, sustainability, and long-term partnership with our easy online booking & commitment to excellent quality of home cleaning services.

Our new 4Sons identity may reflect home and residential cleaning, but we will continue to offer commercial/office & short-term rental cleaning services because our partnerships matter to us.

All new & existing customers, employees, and partners can expect the same unwavering commitment to cleaning quality, with enhanced promotions, offerings, complimentary products and an even greater focus on delivering value.

Looking Ahead

4Sons Cleaning Services

As we embrace this exciting transformation, we invite you to join us on our journey. Explore our new website, connect with us on social media, and experience the difference our new brand brings.

For media inquiries, interviews, or additional information, please contact:

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Stay tuned for upcoming promotions, events and initiatives as we continue to redefine what's possible in the cleaning service industry.

