

Mayzon Case Study

Company Reaps Benefits from Product Experience Center



Safety. Science. Transformation.™

Mayzon uses UL Solutions' unique service to improve products, increase customer satisfaction and achieve commercial goals.

Since the company's inception in 1929, Mayzon has relentlessly pursued innovation and quality in their manufacture of bath and home products. The company's achievements include the first-ever over-the-toilet bathroom storage furniture, the first fabric shower liners and the first laboratory-certified 100% blackout window curtains in the U.S. market.

But the retail world has changed, the market is growing tighter, consumers have higher expectations and competition is increasingly fierce. Today, more brands are trying to get more products in the same outlets to reach broader markets. Any dip in quality or innovation could lead to substantial losses.

In this intense environment, the New York-based Mayzon needs to maintain their high level of quality while continuing to bring innovative solutions to everyday consumer issues — all while working to improve their products' sustainability.

That's why Mayzon has been working with UL Solutions for more than 20 years, recently taking advantage of an innovative service offering called the Product Experience Center. The UL Solutions facility, located in Bentonville, Arkansas, gives Mayzon stakeholders wide-ranging insight into how consumers evaluate and engage with their products. The laboratory empowers Mayzon leaders with an understanding of how their products work in the real world. They can make sure instructions are clear, their products are easy to assemble and they perform to consumer expectations.

"The information we've derived from the Product Experience Center has been incredibly valuable," said Ben Scanlon, vice president of product development at Mayzon. "I would describe our work with UL Solutions as insightful, powerful and validating."



The importance of improving star ratings

In Mayzon's industry, little margin exists for a decline in quality or consumer experience — a difference of a half-star rating on a retailer's website can equal millions of dollars in sales.

This brings Mayzon stakeholders to the Product Experience Center, where they can observe consumers assessing and reviewing their products in real time. The service provides insights into consumer behaviors through:



- Product assembly review – A participating consumer follows the instruction manual to assemble the product, then provides feedback based on their experience.
- Instruction manual review – Consumers and UL Solutions staff review instruction manuals for overall content, including good grammar, completeness, clear steps and illustrations.
- Video recording of active assembly projects – This service allows stakeholders to watch participants as they attempt to assemble a product, either via live video feed or via recording after the session.
- Consumer feedback surveys – Participants complete a survey regarding their experience at the end of an assembly project.
- Findings report – At the end of the process, UL Solutions issues a report containing the details of the project, potential deficiencies and consumer feedback.

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CASE STUDY



Utilizing the Product Experience Center has provided real-world insights into the applications of Mayzon products, Scanlon said.

“In one session, we had people assemble the old version of a product and then the new version, and then we rated them against each other,” he said. “That allowed us to validate that these upgrades were actually positive for the consumer, because one of our greatest challenges is that, sometimes, we’re just too close to these products and we can’t see issues that everyday users might have.”

He continued, “For instance, we can watch how someone interacts with the instructions, and we can see, ‘Wow, he spent 10 minutes on step five — he really had trouble with that one.’ So, we know we need to figure out a better way of instructing that step — maybe it needs to be two steps, or maybe we need to change the image or the formatting. So, the insight is incredibly valuable.”

Scanlon noted an enhancement was made to a product after the team watched participants engage with it in the laboratory. As a result of these changes, the product’s return rate dropped by nearly 50%. “That’s a very substantial figure,” he said.

In addition to the insights provided by the Product Experience Center, Scanlon noted the UL Solutions imprimatur adds a high level of credibility to the company’s products while also telling the retailer that the company cares deeply about quality. “Having this direct feedback from consumers and third-party validation from UL Solutions makes the sell much easier because the merchant has much more confidence in our product,” he said.

Bringing UL Solutions credibility to product testing

This type of engagement is why UL Solutions created the Product Experience Center, said Josh Warren, VP and GM, Retail and Consumer Products, UL Solutions.

“We’ve been working with consumer products for decades, and we’ve always put the consumer at the center of the work we do. This service is just another way that UL Solutions can improve the user experience, quality, safety and performance of the products we test on a daily basis,” Warren said.

“The Product Experience Center enables a company to say, ‘Our products have undergone rigorous and objective third-party testing by UL Solutions.’ So, it can be a big differentiating factor for businesses.”

Agreed Scanlon: “Buyers appreciate the fact that we are taking this extra step to help the consumer and we are always working to improve our own products — improve the experience, safety and star ratings, as well as reduce the return rates,” he said. “It’s nothing but a positive to them.”

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*Josh Warren, VP and GM,
Retail and Consumer Products,
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To learn more about the Product Experience Center, please visit us at: UL.com/services/product-experience-center



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