FRIDAY UPDATE | M2 PROFESSIONAL

Why Randmar is building around M2

M2 helps Randmar resellers move from isolated cleaning items to a coordinated professional assortment supported by official product content, images and practical Canadian inventory.

ONE PROFESSIONAL-CLEANING BRAND, MANY CUSTOMER NEEDS

M2 gives resellers a focused Canadian professional-cleaning line across floor care, washroom care, waste handling, carts, microfiber and facility tools. The opportunity is larger than a one-for-one product replacement: one familiar item can open the door to an entire M2 family.



LARGE-AREA SWEEPING

BA-3000
16-inch Hercules angle broom with flagged bristles and a metal handle.



DAILY PICKUP

DP-H614
Heavy-duty 12-inch polypropylene dust pan with a fine-line edge.

MICROFIBER FLOOR CARE

MFP-5536
A washable 36-inch microfiber dry pad with looped fringe for large commercial areas.

A broader story than replacement

Many resellers already know how to sell individual brooms, dust pans, mop systems and facility tools. M2 makes it easier to connect those familiar needs into a broader assortment for offices, schools, warehouses, hospitality, property management and food-service operations.

Why M2 is a practical ecommerce brand

The catalogue has official product images, detailed descriptions, UPCs and current product data that can support reseller websites, quotations and marketplace listings. That gives partners the building blocks to present a more credible assortment instead of relying on thin or inconsistent listings.

ASSORTMENT ADVANTAGES

- Multiple professional-cleaning categories under one brand
- Products suited to commercial, institutional and facility customers
- Official images and structured content for reseller listings

WHERE TO BEGIN

- Start with products customers already recognize and reorder
- Add related M2 tools to build a complete cleaning solution
- Use the Randmar conversion guide to identify the next logical category

RANDMAR ANGLE

The strongest M2 opportunity is not simply replacing one Globe item with one M2 item. It is using a familiar cleaning need to introduce a complete, better-presented professional assortment. Ask your Randmar representative for the full Globe-to-M2 conversion guide.

Sources: Randmar MCP active M2 catalogue and Laval inventory reviewed October 30, 2026; official M2 product descriptions and images supplied to Randmar. Featured products: BA-3000, DP-H614 and MFP-5536. Availability may change; refresh inventory before posting. Do not share costs, margins, customer information or private order data.