



Sustainable Solutions for health,
productivity and the environment.

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

New Technology from RMC Will Be Launched at Interbev 2012

October 2, 2012, Rochester, NY — Rochester Midland Corporation (RMC), will feature new non-silicone dry lube technology at Interbev 2012 in Las Vegas, October 16-18, 2012, Booth #5827. The benefits to using the new non-silicone dry lube are: up to 90% chemical reduction; increased quality; elimination of unsightly silicone soil build-up; enhanced safety; and reduced water and energy use. As one of many sustainable solution programs that RMC offers, the new dry lube technology improves your bottom line.

RMC is committed to developing programs that provide sustainable solutions for health, productivity and the environment. The dry lube technology supports that endeavor.

Rochester Midland, founded in 1888, is a leading manufacturer of specialty chemicals for food sanitation, industrial cleaning and water treatment as well as specialty institutional cleaning and personal care products. Our HACCP-based BrandGuard[®] Program offers sanitation solutions to food manufacturers across all aspects of food safety including brand protection and sustainable solutions. Rochester Midland is the leader in Green Housekeeping and manufactures Enviro Care[®], an extensive line of environmentally preferable products for all markets, as well as many other biobased products. For more information on the BrandGuard program, please contact Lauri Calarco at 585-336-2310 or lcalarco@rochestermidland.com.

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