



Sustainable Solutions for health,
productivity and the environment.

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

RMC Exhibits Listeria Fighting Programs at United Fresh Booth 2179

May 14, 2014, Rochester, NY — Rochester Midland Corporation (RMC) is exhibiting at United Fresh at McCormick Place in Chicago, June 10-13. RMC will feature its FloorGuard® and DrainGuard® programs to help keep floors and drains free from Listeria.

FloorGuard and DrainGuard are components of the RMC BrandGuard® Food Safety program, a comprehensive, HACCP-based food safety program that supports GFSI. It is designed to provide sustainable solutions through process improvements, multi-location standardization of food safety programs, quality products, high intensity training, and protection against recalls and failed audits.

“RMC is highlighting its BrandGuard floor and drain programs at United Fresh because those are critical areas often overlooked in the food safety process, says Jim Fifield, Senior Vice President of Food Safety.”

The exhibition will have more than 900 trade show exhibitors; supermarket, restaurant and produce business leaders and is the largest gathering anywhere of new tools and technologies in food safety, packaging and distribution for the fresh supply chain. To register, go to <http://www.unitedfreshshow.org/>

RMC’s commitment to food safety goes well beyond products, and instead focuses on an entire program that is designed around improved safety, sustainability and profitability. Visit us at Booth 2179 to find out more about RMC’s comprehensive food safety program.

RMC, 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 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 bio-based products. For more information on the BrandGuard program, please contact Lauri Calarco @ 585-336-2310 or lcalarco@rochestermidland.com.

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