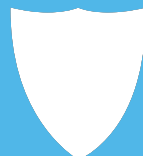


BRAND PROTECTION FOR BEVERAGE



Sustainable Solutions for Health,
Productivity and the Environment.



www.rochestermidland.com

Experts in Brand Protection for Beverage...

Is your plant in regulatory compliance? Are your customers demanding more from your Food Safety Program? Does your plant have a sustainable solutions program? Regardless of the type of beverage manufacturer, you have the same objectives which include improving your bottom line. BrandGuard will provide you with innovative sustainable cleaning solutions that increase automation, reduce labor expenses, reduced energy and water costs, improve training and reduce waste. We offer products such as our new non-silicone based dry lube that can drive sustainability in a beverage plant and significantly reduce water and chemical costs.

Controlling pathogens are also an absolute necessity or these and other opportunistic bacteria could result in the loss of lives and the forced closing of your company. Implementing a HACCP-based food safety program and following the principles of the Global Food Safety Initiative are necessary to control pathogens and meet the requirements of your customers. Increased shelf life and improved quality are also necessary in growing brand equity, increasing consumer confidence and increasing company profitability

The BrandGuard® Approach

Our HACCP-based BrandGuard Food Safety Program offers solutions to the beverage industry across all aspects of food safety including brand protection and sustainable solutions. AuditGuard, a component of BrandGuard, is a comprehensive program that prepares you to pass your SQF, BRC or similar audits by identifying program deficiencies before they negatively impact your brand, your customers and your profitability.

Our Food Safety Specialists will design a comprehensive program to meet your most difficult soil and microbiological challenges.

Our 31-Point Service Program identifies sustainable solutions to provide:



Improved worker safety



Chemical usage efficiency



Reduced water and energy use



For more information visit
www.rochestermidland.com
or call 1.800.836.1633 today.

