



Sustainability Report 2010



sustainability
enough for all forever

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Rochester Midland Corporation 2010 Sustainability Report

Data for this report summarizes Rochester Midland Corporation's commitment to having a positive impact on the environment, improving individual quality of life and being cost effective. RMC is a privately held corporation.

what is Sustainability

In 1987 the Brundtland Commission of the United Nations defined sustainability as that which meets the needs of the present without compromising the ability of future generations to meet their own needs. At RMC we believe for anything to be considered sustainable, it must have a positive impact on the environment (Planet), improve individual quality of life (People) and be cost effective (Profit) — what some people call the Triple Bottom Line. To achieve sustainability we will need innovation, leadership and partnership. We believe that sustainability is the way of the future – for ourselves, our families, our communities and for our customers.

“RMC is truly committed to building sustainable solutions for our customers. We were pioneers in the green movement and are pioneers in the sustainability movement. We want to take our customers with us as we move forward and be there to support them,” said Mike Coyner, President/Office of CEO.

“Xerox believes that sustainable development is a race without a finish line.

Patty Calkins, V.P. Environment, Health & Safety, Xerox Corporation

sustainability at RMC

2010 was a formative year for RMC in its involvement in the sustainability movement. After formally linking ourselves to sustainability in 2008 by becoming a corporate partner with the Golisano Institute for Sustainability within the Rochester Institute of Technology (RIT), we began in earnest to formalize our processes this past year. Our company has long been a leader in certain elements of the movement. We were the first to introduce green chemistries all the way back to the 1980's. RMC's products were the first to receive Green Seal™ approval in 2002, and our leadership in this area has led us to multiple environmental related awards along the way, including two White House Closing the Circle awards.

In 2010, we promoted our leading expert on the movement, Owen Foster, to a formal position as VP of Marketing & Sustainability to lead our overall efforts. This individual has participated in multiple sustainability programs within RIT, including participation in a conference of world leaders on the subject to begin to define global sustainability standards in measures. We also hired Newton B. Green II, a board-certified environmental engineer and an expert in sustainability, who recently retired from the Golisano Institute of Sustainability at RIT. In his new position, he will be working with key customers to develop sustainable process improvements, guide the sales force in expanding their capabilities in sustainable services, initiate and develop new sustainable products and strategies, and provide engineering support to internal and external customers.

Our formal Mission Statement calls for us to bring value to all of our stakeholders. We recognize among these our customers, our employees, our shareholders, and the communities in which we operate. Our mission is well aligned with the 3 legs of sustainability.

We offer programs to our customers that positively impact their profitability, their impact on the environment, the safety of humankind in general as well as our customers' employees, and that minimize energy and water usage. We have formalized a program whereby we work to identify goals with our customers that have such positive impact. We call these JPIs (Joint Process Improvements). We are quantifying the financial and environment impact from these initiatives.

Our research efforts are creating new technologies that support our customers' own sustainability efforts. An example is the recent launch of dry product chemistries for water treatment purposes reducing water usage, freight fuel usage, labor involvement, and container manufacturing costs and waste. And we are continuing our strategy of developing products that can be certified green by a third party with the introduction of five such products in 2010, including GreenSeal™ certified RMC toilet seat covers.

Our practices and results bring value to our employees in ways that are also well aligned with the movement. Our safety focus and record has been exemplary. We offer training and programs to help employees advance their stations in life, that help them stay healthy, and that bring fulfillment for them while creating positive financial performance for the company. And as the company performs financially, they are directly linked through profit sharing programs that have been in place for many years.

Our shareholders are rewarded through our financial successes. We have paid dividends on an uninterrupted basis for many years. And we've seen nice gains in the value of our private stock over the last decade.

Our communities are impacted via programs we run for underprivileged youth in the neighborhood of our headquarters, through a leadership role in supporting the United Way, through donations made to multiple specific charities, time given to others by our leadership team and by other employees, and through our adoption of a local elementary school in Rochester to advance the learning of hundreds of youngsters at a critical time in their education. In 2010, we added a new benefit for our employee base giving an incentive for them to get involved in not for profit causes. We also practice in our manufacturing, distribution, and use of our products full compliance with environmental and other regulations—both to the letter as well as the spirit of all rules. We have taken these regulations and often have made them even tighter within our operations to be sure we do the right thing at all times for everyone with whom we contact, as well as for our planet and its resources.

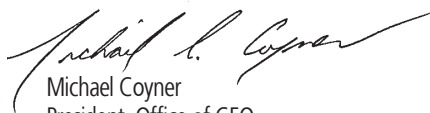
2011 will build on our past and current successes. We are moving our headquarters and primary manufacturing center to a new location where we will positively impact our carbon footprint, energy usage, and working conditions for all Rochester based employees with a LEED® certified facility. We have also purchased a new building on the west coast of the US to do much of the same thing to this important and growing part of our operations. We have begun the process of measuring our energy and water consumption with intent to see significant improvements as we relocate.

We have created a strong base within the sustainability movement through our long history, and have over the last few years taken this to new levels. We believe our company is uniquely positioned to positively impact the movement and plan to take a major step in 2011 to take what we're good at and what we know to even higher levels with our customers. Working with the Golisano Institute at Rochester Institute of Technology, we are developing a Sustainability Certification program that will help turn our field sales staff into experts on the elements of sustainability to assist our growing customer list with their own efforts. We intend to take this even further by offering the program to our customers to enable us to bring them to Rochester for personal certification as well.

Our company's 123 year history is rich in sustainability initiatives. 2010 brought all of this together into a more formal process. Our efforts were noticed early in the year as we were the focus of a television documentary highlighting our successes. But we feel this is only a beginning for us. Today, sustainability is at the forefront of all we do. We look forward to offering even more evidence of this as we report on our efforts and successes in the years to come.



Harlan Calkins
Chairman, Office of CEO



Michael Coyner
President, Office of CEO

mission & values

Mission

Our mission is to build value for all of our stakeholders. These include our customers, our employees, our shareholders, and the communities in which we operate.

Customers

We will build exceptional customer loyalty by participating in our customers' success. We will develop relationships that continuously identify their needs, design quality solutions to meet their challenges, and contribute to their profitability.

Employees

We will create a work environment that protects the safety of all employees and which allows every individual to reach his/her full career potential. We will strive to create fulfillment for all employees by being sure each is clear on his/her team's mission, and his/her personal goals. We will provide adequate and proper performance feedback, and strive to help each person gain the rewards from work that are most important to him/her. We will provide adequate and timely support to eliminate barriers to the achievement of high performance levels.

Shareholders

We will provide continuous growth in earnings and create exceptional return on our shareholders' equity.

Community

We will be responsible corporate citizens and protect the environment, natural resources, and safety of our neighbors at all times. We will participate in community programs to improve the lives of our fellow citizens.

Values

Safety

We will maintain a safe workplace environment. We will make our own personal safety a top priority by eliminating/avoiding hazards and dangerous practices. We will obey both the spirit and the "letter of the law" of every safety regulation. Safety considerations will come before all others, including customer or other demands.

Ethics

We will always do the right thing. We will obey all laws and err on the side of "the right thing" when judgment is called for. We will be driven by the idea that we would be comfortable seeing anything we do made public in tomorrow's newspaper.

Accountability

We will meet our commitments and each of our individual goals. We will take personal responsibility for doing so, and not look for excuses if we fail in any one case. Instead, we will modify our own actions to succeed in our next endeavor.

People

We will strive to maintain the family environment that RMC Corporation has been known for. We will develop our employees to reach top performance levels and to eliminate the need for going outside the Company for future leaders. We will hire people with a passion for life and for success. We will treat each other, our customers, our suppliers, our neighbors, and all others with whom we have contact with respect at all times. We will reward our employees commensurate with their contributions and level of performance.

The Company

Our Company will come first over the needs of any of its parts. We are one team and will do everything we do for RMC regardless of its impact on any single Division, Group, Region, or Department. We will live the 1RMC vision!

"We selected RMC ...
because of the positive environmental and
health impacts their products have on our
workers and the community."

Maggie Brooks, Monroe County Executive, Rochester, NY

sustainability highlights

Associations

Cleaning Industry Research Institute (CIRI) Members

APPA Business Partners

Golisano Institute for Sustainability

Certifications

Products and programs that are safer for people to use and for the environment cover all three elements of sustainability. We continue to invest in third party certification of our products for several reasons. The rising interest and demand for sustainable programs has inevitably increased the amount of "green washing" in the marketplace. The extensive testing, documentation and official certification eliminates any confusion about our products and gives our customers peace of mind.

2010 Certifications

GreenSeal certification of Toilet Seat Covers

RMC received Green Seal certification for Rest Assured® Toilet Seat Covers. Certified by Green Seal under the GS-1 standard, Rest Assured Toilet Seat Covers are made from 100% recycled paper, with 20% post consumer waste and are biodegradable. They help facilities reduce cleaning costs and paper usage.

First restoration products received EcoLogo™ certification

PRS Water Damage PreClean and PRS Water Damage PostClean received EcoLogo™ certification. This is the first time products of this type have been certified. 3rd party certification through EcoLogo is another step in RMC providing the safest, greenest and most innovative cleaning technologies for disaster restoration professionals.

AquaPro

On August 5, 2010, RMC acquired Aqua Pro Water Management, Inc. of Martinez, CA. Aqua Pro, a 16-year-old family owned business that services water treatment customers in California, merged with the Water Treatment Group of RMC that provides cooling, boiler and closed loop water treatment and services.

New Buildings

We purchased two new buildings; one in Rochester (Town of Ogden) and one in Riverside, CA. Both buildings will be instrumental in helping us meet our water and energy goals in 2011 and beyond. We are just finishing the redesign of the Rochester building and will be applying for LEED certification.

- 
- 1986 Introduction of Enviro Care® line of commercial facility cleaning products
 - 1993 7 Step Green Implementation Process developed
National Performance Award
 - 1996 New Biobased Technology – USDA
National Reformulation
Award – North American Hazardous
Materials Assoc.
Presidential Green Challenge from EPA
 - 1997 White House Closing the Circle Award
 - 2002 1st Green Seal certified cleaning products
in the world
Skilcraft brand partner National Industries
for the Blind
 - 2003 White House Closing the Circle Award
 - 2004 RMC Green Housekeeping Professional Certification
 - 2005 First Ecologo certification
 - 2007 Began Healthy Schools sponsorship as a Green
Team Supporter
First third party certified green floor care program
 - 2008 Rochester Business Journal Environmental
Leadership Award
Founding corporate partner of Golisano
Institute for Sustainability at RIT
U.S. EPA Designed for the Environment's
Program Safer Detergents Stewardship
Initiative Partner
 - 2010 First restoration products receive third
party green certification; Toilet Seat Cover
GreenSeal™ certification
Joined Cleaning Industry Research Institute (CIRI)
APPA Business Partners

global

Founded in 1888, we are a family-owned, privately held company. Our worldwide headquarters are in Rochester, NY, USA. We export to fifty countries, and have a network of global partners around the world. From our production facilities in the United States, Canada and the United Kingdom, to joint ventures in South Africa, partnerships and alliances in Europe, Saudi Arabia, India, New Zealand and Australia, we not only provide products, but also methods of application, equipment design and application, problem solving, and process improvement ideas to our customers.

Our plants in Canada and the UK are ISO certified and we are certified under the Code of Conduct in the UK.

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Dynachem G.P. (Pty) Ltd.

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Gauteng, South Africa

Schevaran Laboratories Pvt. Ltd. India

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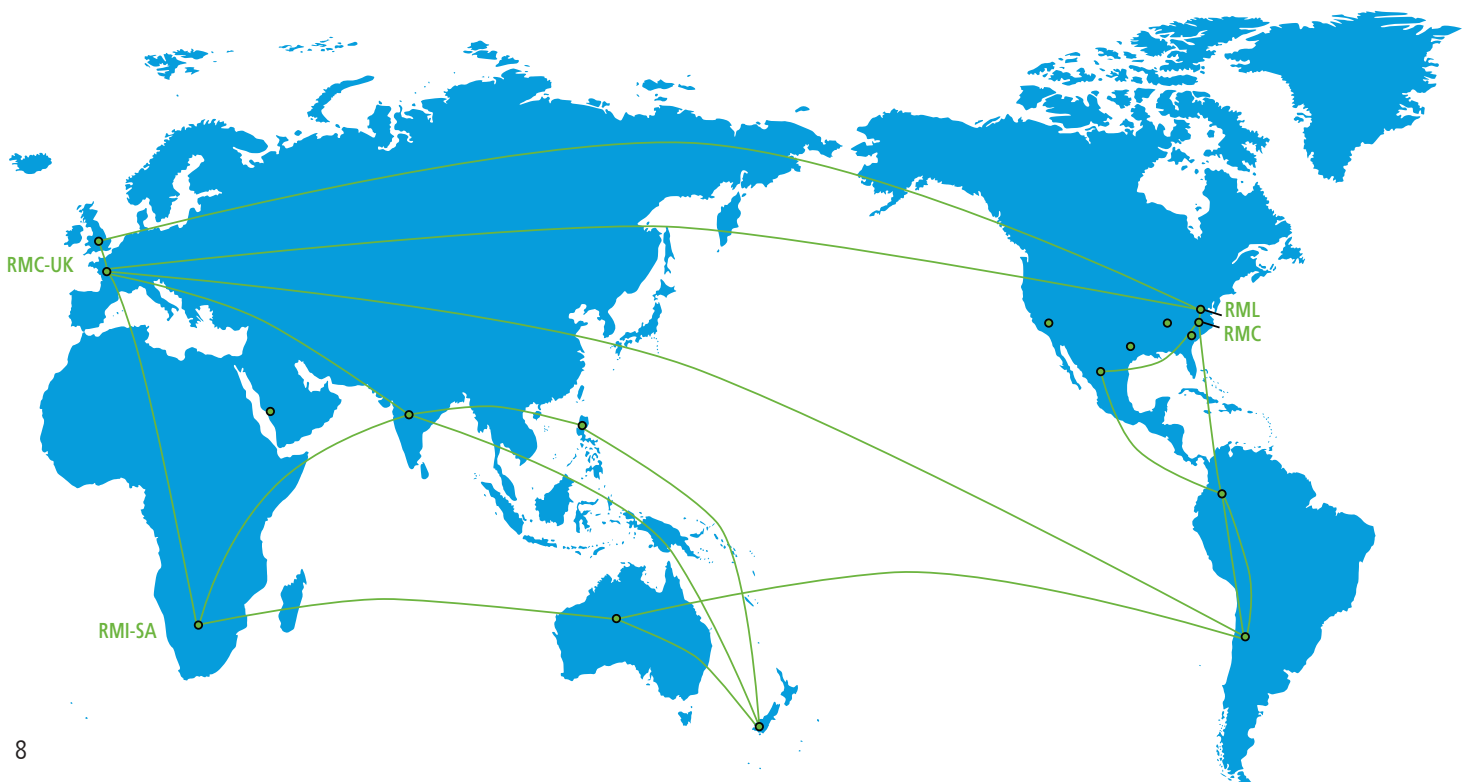
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Reza Hygiene

Alireza Tower
Jeddah, Saudi Arabia



our stakeholders

EMPLOYEES

The success of the Corporation is a reflection of its people. If our people succeed in their efforts, we will succeed.

Individual success requires certain abilities, but an atmosphere which provides personal challenge and opportunity is equally important. RMC maintains such an atmosphere through the eligibility for transfer or promotion of all RMC personnel. We are an equal opportunity employer, and, therefore, decisions related to individual qualifications, job requirements, and on-the-job actions will not be affected by a person's race, religion, color, gender, age, national origin, marital status, veteran status, sexual orientation, or disability.

Employee Development

We strive to create fulfillment for all employees by being sure each is clear on his/her team's mission, and his/her personal goals through the use of The Leader/Manager program that involves meeting with each employee every 90 days to set goals, review past goals by building communication and evoking images of success. Also discussed is what's working or not working and any positive feedback received, all in a one-on-one approach. We work to help each person gain the rewards from work that are most important to him/her.

RMC believes in providing education, training and methods for counseling for all employees. Our Employee Assistance Program (EAP) offers free counseling and referral services for employees, spouses, live-in companions, children, and parents or siblings who are residing with the employee.

The associated EAP Program also offers a full range of online training courses for both personal and professional development. Courses range from "Balancing Work and Family" to "Becoming an Effective Team Leader."

We hold ourselves to the highest level of social responsibility through our code of ethics and affirmative action statement. No operations have known risk for child labor, forced labor, or have any employees covered by collective bargaining. We also hold our suppliers and partners to the highest level of social responsibility.

We strive to maintain the family environment that RMC has been known for. We work to develop our employees to reach top performance levels and to eliminate the need for going outside the Company for future leaders. We will hire people with a passion for life and for success. We treat each other, our customers, our suppliers, our neighbors, and all others with whom we have contact with respect at all times. We will reward our employees commensurate with their contributions and level of performance.

Wellness Program

In 2010 we created a Wellness Program designed to nourish the most essential attributes that make our employees individuals. The program was designed to create the state of being healthy in body and mind. It emphasizes preventing illness and prolonging life. We created a Fit for Life Team composed of employees from across the company. The team is supported by a pledge signed by the senior management team promising to fully support and participate in the new wellness program. In a smaller, but no less important way, the team's vision is that a successful wellness program, meaning high participation levels with positive results in lifestyle improvements, will afford us the opportunity to eventually offer more robust health coverage options. Logic (as well as statistics) tells us that, the healthier the participants of a health plan are, the less medical attention that is needed. This equals lower increases in healthcare costs, since premiums are directly tied to healthcare claims. Lower healthcare premiums mean more employees will be able to afford this important benefit.

SAFETY

Providing a safe workplace is a focus area for RMC. Our Safety Policy is provided to, publicized and lived by all employees. RMC implemented a tobacco free policy in 2010 for all North American facilities. We also recognize employee performance with respect to safe operations through annual awards and safety awareness days throughout our facilities.

RMC's Risk Management Team exists to formally monitor and address any situations that pose risk to our employees, customers, community or general public.

In 2010 we began a new safety campaign – "Safety is as simple as ABC, Always Be Careful." The campaign name came from an employee competition.

OUR SHAREHOLDERS

We provide growth in earnings and create an excellent return on our shareholder's equity. RMC hosts an annual Shareholder's Meeting at our corporate headquarters in Rochester each spring. The purpose of the meeting is to update our shareholders on the performance of the company, including a review of our sustainable solutions programs for all our stakeholders. This information is also included on page 5 (Sustainability at RMC) in this Sustainability report.

our stakeholders

OUR COMMUNITIES

Our corporate values include a commitment to be responsible corporate citizens and protect the environment, natural resources, and safety of our neighbors at all times. We support the communities where we live and work with participation in community programs to improve the lives of our fellow citizens. Our commitment includes employee and corporate donations of time, money and product.

Here are a few of the organizations we helped this year:

One Community

United Way of Greater Rochester

Big Brothers Big Sisters of Greater Rochester Area

James P.B. Duffy School #12

Red Cross Blood Drive

Mercy Flight

Toys for Tots

Boy Scouts

Daffodils for Cancer

Rochester Philharmonic Orchestra

NeighborWorks

Seneca Waterways Council, Boy Scouts of America

The Humane Society of Greater Rochester at Lollypop Farm

This year our employees have volunteered a total of 11,854 hours of time for community organizations.

RMC has a policy which provides a memorial donation according to the wishes of the family when an employee's close family member passes away. The charitable organizations benefitted by this policy include, for example, United Way, American Diabetes Association, the National Multiple Sclerosis Society, the March of Dimes (U.S. and Canada), American Lung Association, American Heart Association, American and Canadian Cancer Societies, the Leukemia & Lymphoma Society, SickKids Foundation (Canada), Cystic Fibrosis Foundation, and various hospices, hospital and research foundations, churches, assisted living and rehabilitation facilities, military veteran organizations, international aid groups, volunteer fire and ambulance corps, animal shelters, and libraries.

One Community



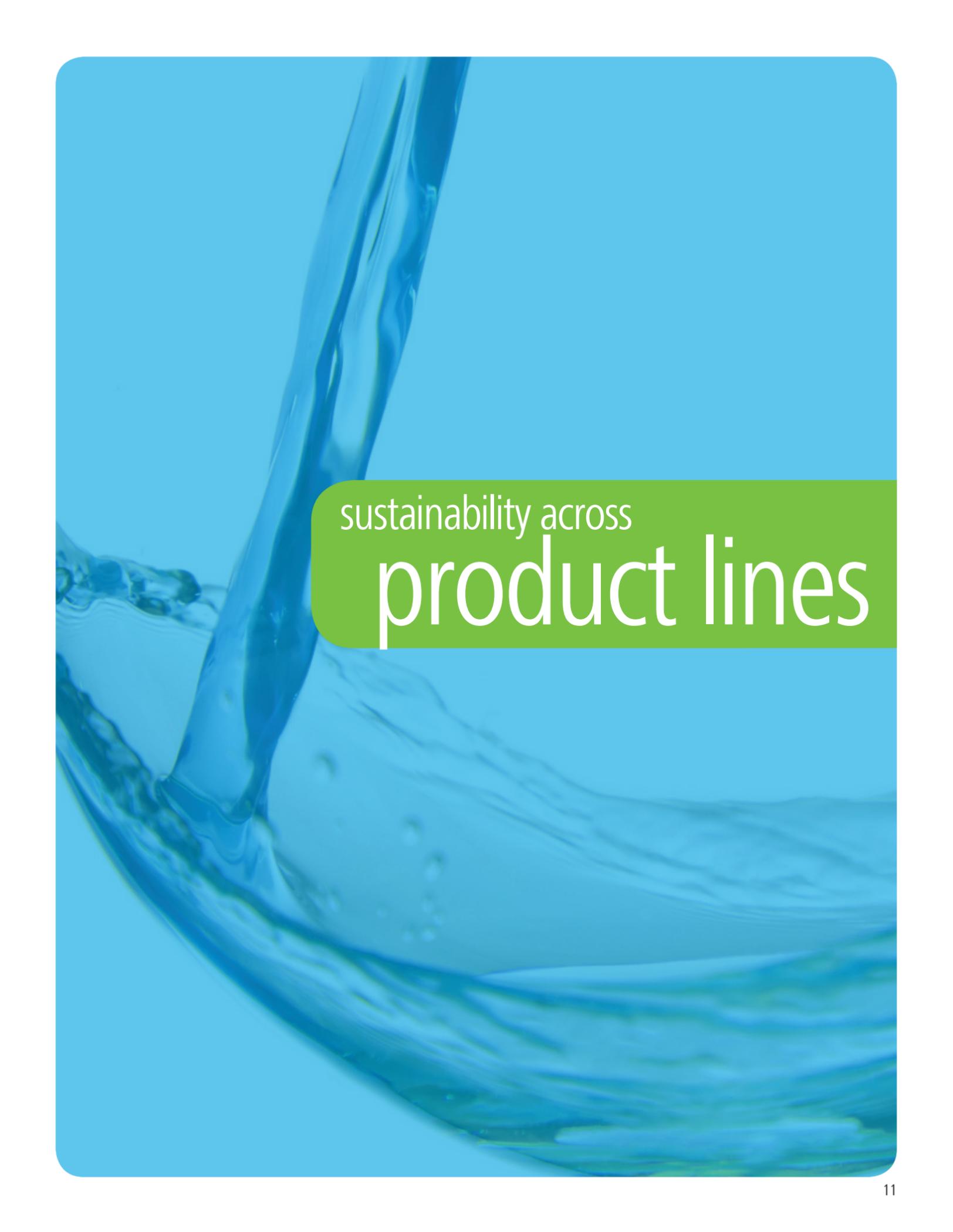
Six years ago our employees banded together with employees from several neighboring companies to create a summer program for neighborhood children. During the months of July and August when school is out, every Thursday afternoon volunteers gather with the children on our front lawn and play games or participate in special events. This year we had Zoo Day, Safety Day, Bug Day, Carnival Day, all culminating in Back To School Day where each child got a new backpack filled with school supplies.

CUSTOMERS

- Creation of globally recognized 3rd party certified green/sustainable products using the Organization for Economic Cooperation and Development (OECD) metrics.
- Increased focus on development of new products using biobased or renewable ingredients that are safer to use and are effective.
- Continued reduction in packaging and utilization of packaging that is recyclable.
- Use of recycled materials in both packaging and non-chemical products.
- Use of super concentrates and dry products thereby reducing package size and freight.

“RMC helped us identify the chemistry in our systems. . . they taught my staff to do testing.”

Catherine Ahern, Director Engineering, Rochester Institute of Technology

A dynamic background image showing a splash of water in shades of blue and green, with a green rectangular overlay containing the text.

sustainability across
product lines

Restroom Care



People

- Reduced cross-contamination with RMC HandsFree® restroom fixtures
- Sanor® systems clean continuously, extending staff cleaning cycles and providing consistent fragrance for a more pleasant restroom experience



Planet

- Domestic seat covers are made from 100% recycled, 20% post consumer waste paper, and packaged in 100% recycled sleeves
- All seat covers are 100% biodegradable and septic safe
- Liners are all 100% biodegradable
- Feminine hygiene products are packed in vending boxes made from 100% recycled material



Profit

- Reduced water consumption of up to 70% with Automatic Faucets
- Water consumption reduction of up to 50% with DualFlush

Green Seal Certification for Rest Assured® Toilet Seat Covers



Rest Assured Toilet Seat Covers are made from 100% recycled paper, with 20% post consumer waste. Third party certification of green products gives the customers assurance that the product is truly green, not “green washed”.



Food Safety

We recognize that the single most important business issue for today's food processor is the protection of the company brand. We developed our BrandGuard® Food Safety Program to solve food safety issues in a plant on a daily basis. The environmental, social and financial legs of sustainability are built into our BrandGuard Program.

People

- Training programs focus on employee safety, food safety, and application training
- Sanitation verification and control offers protection against food recalls
- Product quality protects the customer against negative health risks
- Automation reduces exposure of chemicals and reduces waste

Planet

- EnviroGuard® was created to meet strict human health and environmental criteria
- Through automation, there is less environmental impact because waste is eliminated
- Continuous program auditing maximizes efficiencies
- Reduction in hot water, energy and waste will lower the carbon footprint

Profit

- Production improvements result in less scrap or waste
- The use of less water results in water savings, fuel savings and reduced waste discharge
- Increased automation results in labor savings and less waste

Case Study

Sustainability Benefits

People

Improved Worker Safety
Improved Productivity

Planet

Reduced Chemical Usage
Reduced Water Use

Profit

Reduced Cleaning Times
Reduced Energy Costs
Brand Protection

Industry

Food processing - potato processor - french fries and potato products

Challenge

This potato processing plant had an unusually high level of manganese in their plant water supply. Heating it in the Energy Recovery System (ERS) had caused the manganese to settle in areas that could not be accessed in any way but to circulate a solution through it.

Solution

Since direct application of undiluted Enhance O2 was successful in eliminating manganese on the floors and stainless steel equipment. A 1:2 dilution of Enhance O2 was prepared with warm water and

re-circulated for 1 hour through the ERS by capturing it in a surge tank and recycling it through the ERS.

Results

Use of Enhance O2 literally erased the manganese stains off the floor and equipment where it leaves the potential for a biofilm to form or clog machinery.

This same process provided for the removal of the manganese and greatly improved the efficiency of the ERS by removing the insulating quality of the manganese on the interior surface of the ERS which had built up over 20 years.

Products Used

- Enhance O2 (caustic additive)
- BrandGuard Brand Protection

Program Benefits

- Highly effective in the removal of protein and carbonized soils
- Reduced caustic concentrations minimizing the impact on the waste stream
- Enhanced cleaning, which reduced down time thereby increasing production and labor savings
- Expertise of RMC sales staff to provide innovative solutions
- Process improvements which increased worker safety, reduced chemical usage and allowed for re-allocation of labor

Facility Maintenance



People

- Training on proper use of chemicals, testing and control
- Portion controlled, closed dispensing system to reduce chemical contact risk
- Reduced VOCs and improved indoor air quality for building occupants
- Non reactive cleaning products – worker safety
- Infection control and hand hygiene programs to reduce risk of microorganisms
- CARB (California Air Resources Board) VOC compliant floor care products



Planet

- 3rd party certified, readily biodegradable, non-toxic, biobased cleaning products
- Recyclable packaging
- Secondary packaging containing minimum 60% post consumer recycled content. Primary packaging containing 20% pre consumer recycled content
- Highly concentrated materials and reusable bottles reduce packaging, transportation and waste
- Floor finish contains no heavy metals, PFOS, PFOA, styrene, or formaldehyde
- Floor stripper contains no 2-butoxyethanol or alkyl phenol ethoxylates
- Durable floor finish requires less frequent strip cycle – reduced materials for maintenance



Profit

- Highly concentrated materials and proportioning systems. Reduced end use cost
- Reduced transportation and storage costs
- Automation assures accurate dosage rate for optimum efficiencies
- Durable floor finish requires less frequent strip cycle – less material and labor costs

Case Study

Sustainability Benefits

People

Improved indoor air quality.
Staff training and certification.
Elimination of aerosols.

Planet

Waste reduction with super concentrates.
Biobased cleaning products

Profit

Controlled usage with accurate measurements.
Reduced usage of cleaning products.

Business Profile

Government Medical Center

Industry

Health Care
Hospitals

Challenge

With approximately 2 million square feet of space to keep clean, the Chief of Environmental Management Services was concerned about making both campuses as safe as possible for patients. Many patients staying at the hospitals suffer from respiratory issues, so chemicals used in their cleaning program needed to maintain good indoor air quality for patient health.

Since hospitals are busy 24 hours a day and experience constant foot traffic, the hospitals require a well-trained staff with an efficient cleaning program in place.

Solution

Working closely with Wexford Labs, Inc., who currently services over 55 Medical Centers in 25 states, RMC Certified Green Housekeeping professionals presented a two-day course to the hospital's cleaning staff designed to help improve indoor air quality and the health, safety, and environmental impact of the hospitals. The program focused on educating supervisors and workers about cleaning for health, improving current cleaning standards, understanding green products and equipment, and identifying areas for improvement.

Results

After completing basic training and completing the required open book test administered by RMC, the staff are recognized as Certified Green Housekeepers.

The hospital no longer uses aerosols. Squirt caps are used on bottles to reduce the introduction of harmful particulates into the air. This Medical Center has also been highlighted at the ASHES Conference (American Association for Healthcare and Environmental Services, part of the American Hospital Association). The hospitals are considered a leader, and many Environmental Services managers at other hospital campuses are interested in implementing a 'green' cleaning program.

In 2010 we sold enough Enviro Care Floor Finish to adequately cover more than 10,000,000 square feet of commercial flooring.

That's enough to cover more than 181 football fields!

This removes 75 pounds (34 kilograms) of zinc from the waste stream in the future, as well as provides a low maintenance, durable, EcoLogo[®] certified floor finish that will require less maintenance, and frequency of stripping and recoating, compared to other conventional and green floor finishes.

Intec



People

- Training on proper use of chemicals, testing and control
- Automation for less labor or manual work and improved safety
- Monitoring and testing coolants – reduced dermatitis risk



Planet

- Recycled drums then recycled again
- Readily biodegradable cleaners
- VOC compliant products
- No Phosphates



Profit

- Highly concentrated materials and proportioning – reduced end use cost and reduced transportation and storage costs
- Automation assures accurate dosage rate for optimum efficiencies
- Energy savings – lower temperatures in wash stages of surface cleaning
- Cleaning time and labor



Water Energy



People

- Training on proper use of chemicals for safety
- Automation for less labor or manual work and less chemical exposure
- Training on proper testing and control for safety and savings
- Legionella Risk Minimization plan improves health



Planet

- Solid chemical products do not spill
- Reuse of reused drums
- Series use or recycle of processed water reduces water use
- Less chemicals discharged into environment



Profit

- Save money on fuel and water
- Clean heat transfer surfaces save electricity, fuel and money
- Proper corrosion control extends equipment life and saves capital
- Series use or recycle of processed water saves on total water expense
- Heat recovery saves fuel and money

Case Study

Sustainability Benefits

People

Fewer chemicals used equals less handling which reduces the chances for lifting injuries.

Improved worker safety by introducing less hazardous solid treatment chemistry.

Planet

Increased boiler cycles saves on water usage and reduces chemical discharge.

Reduced number of chemical drums to dispose of.

Profit

Annual energy cost savings.

Industry

Higher Education

Challenge

This large state university located in the Commonwealth of Massachusetts was looking to RMC for innovative ways to reduce their operating costs.

Solution

RMC conducted a detailed water management system-wide survey to determine areas for potential savings. This Joint Process Improvement (JPI) survey found savings opportunities in their boiler and closed loop systems. It was determined that savings could be realized by increasing the boiler cycles of concentration and better monitoring of the optimum

chemical levels. In addition, switching to solid chemical treatment for their closed loops would reduce labor time as well as lower the chance for a lifting injury to occur.

Results

With approval to proceed, RMC took action and implemented the plan for improvement. Based on the proposed changes, significant energy savings will be realized annually.

Products Used

- A combination of RMC BFW-35, CS-875, BSC-30 and RLT-280 products maintains boiler efficiency
- CLT-7000STX solid treatment for closed loop maintenance

Program Benefits

- The boiler treatment program maintains clean heat exchange surfaces for more efficient heat transfer
- By increasing boiler cycles of concentration, less makeup water and chemicals are needed
- Solid treatment products are light in weight and may reduce the chances of a lifting injury



Pulp & Paper



People

- Training on proper use of chemicals for safety
- Automation for less labor or manual work and less chemical exposure
- Training on proper testing and control for safety and savings
- Legionella Risk Minimization plan improves health



Planet

- Reuse of reused drums
- Series use or recycle of processed water reduces water use
- Less chemicals discharged into environment



Profit

- Save money on fuel and water
- Clean heat transfer surfaces saves electricity and money
- Proper corrosion control extends equipment life and saves capital
- Series use or recycle of processed water saves on total water expense

Case Study

Sustainability Benefits

People

Improved worker safety – no hazardous chemicals to handle or apply. Improved productivity

Planet

Environmentally friendly solution – less likely for a spill to occur

Less fumes emitted to the atmosphere

Profit

Reduced labor costs

Machine downtime reduced 50% - can produce more product to sell

Industry

Paper mill

Challenge

The mill manufactures napkins, towels, and wrapping tissue entirely from 100% recycled materials. To produce quality paper, a manual, labor-intensive, batch felt cleaning program was in place. In order to clean the felts the mill personnel were dressing in full safety equipment and then filling up designated 5-gallon containers with cleaning chemical. The personnel would then carry these containers to a mixing tank that pump the chemical solution onto the paper machine felt. This whole process would take approximately 30-40 minutes to perform.

Their challenge to RMC was to reduce machine downtime, keep employees safe and clean the felts.

Solution

A Joint Process Improvement (JPI) program was designed by RMC to automate the batch felt cleaning process. RMC provided chemical feed pumps and timers for the automation. The timers were hardwired into a watertight electrical panel by the mill electricians. After the installation of feed pumps and timers, the operators now just have to push the start buttons on the pumps to feed the chemical directly to the paper machine.

Results

There is no handling of any batch felt wash chemicals thus reducing exposure to potentially harmful chemicals. The machine downtime has been reduced by 50 percent to 15-20 minutes to complete a full batch wash cycle.

This automation has worked so well that the mill has requested that RMC install the same system on another unit.

Joint Process Improvements (JPI)

- Machine downtime reduced 50%
- Significant annual savings
- Production increased

Products Used

- Feed pumps on automated timers

Benefits

- Less labor time spent on cleaning felts
- Eliminated chemical handling – decreased the chance for an accident or injury
- Machine downtime to clean felts cut in half
- Improved productivity

“We were able to reduce the amount of water in our process by over 90%.”

Paul Mallet, V.P. Operations, APC Paper Company

operations

Because this is the first sustainability report issued by Rochester Midland, the calendar year 2010 will serve as the baseline year against which further reductions and improvements will be measured. 100% of chemical manufacturing and blending in the United States occurs in two plants – Rochester, NY and Aurora, IL. Therefore, metrics from both plants have been compiled and are reported below. It should be noted that the metrics for the Rochester, NY plants include the existing facilities on Hollenbeck Street as well as the new facility in Ogden.

Metric	Units	NY	IL	Total
Electricity Consumed	KWH	1,750,900	437,777	2,188,677
Natural Gas Consumed	Therms	129,022	42,101	171,123
Wastewater Generated	Gallons	1,644,000	709,000	2,353,000
Hazardous Waste Shipped	Pounds	70,365	20,000	90,365
Universal Waste Shipped	Pounds	2,000	441	2,441

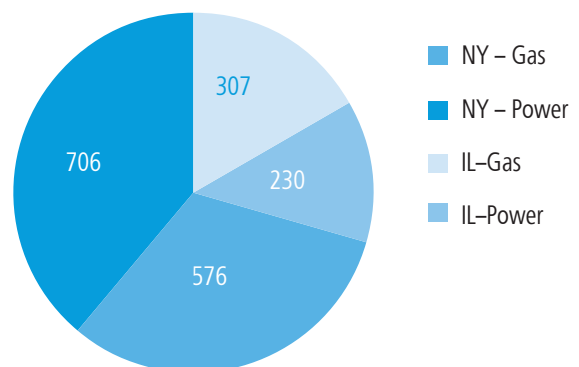
Hazardous waste and universal waste shipments were considerably larger in 2010 than in prior years. This was a direct result of preparing for the move to the new Ogden facility. A significant amount of product in finished goods inventory has been disposed of in order to free up more working space in the new facility. This will also eliminate the difficulties associated with moving this older product from the old facility. Rochester Midland is committed to utilizing raw materials with recycled content and increasing recycling of raw material by-products in production facilities:

- 100% of cardboard is recycled in production facilities
- 100% of empty totes, drums, and pails are recycled
- Raw material packaging for feminine care products is reused
- Corrugated outer packaging for products contains 60% post-consumer recycled content
- Plastic bottles are constructed with materials containing 20% pre consumer recycled content
- Toilet seat cover paper products contain 20% post-consumer recycle content
- All chemical products are shipped in recyclable HDPE #2 packaging and may be part of drum or tote recycling programs provided by Rochester Midland and our partners

Rochester Midland is continuing to reduce energy consumption in North American production and distribution facilities by installing energy-efficient lighting and ballasts, hands-free restroom fixtures, and new boiler systems. As a direct result of Rochester Midland's dedication to sustainable manufacturing practices, excellent worker safety programs, and proactive compliance programs, we are proud to report that the company had no reportable spills in 2010, and incurred no regulatory fines nor penalties in 2010.

As indicated above, Rochester Midland will be moving a significant portion of its operations to more sustainable facilities in 2011. Therefore, the company expects that reductions in energy use and water consumption from the baseline year of 2010 will be achieved. Similar reductions in emissions of waste materials (solid and hazardous waste, wastewater, and air emissions) are also anticipated. As the company continues to adopt and sell more green products, less hazardous chemicals will be used in production, and thus discharged as waste materials.

Finally, Rochester Midland has estimated its carbon footprint from its U.S. blending and chemical manufacturing facilities for 2010 using the Climate Leaders Simplified GHG Emissions Calculator (SGES) available from the Environmental Protection Agency's website. As a first step towards calculating the company's carbon footprint, direct carbon emissions from natural gas combustion are estimated as well as indirect carbon emissions from consumption of electricity. In subsequent years, the carbon footprint calculation will be expanded to other facilities around the world as well as other activities, such as employee commuting and product transport. During 2010, Rochester Midland generated 1,819 CO₂-eq metric tons from combustion of natural gas and electricity consumption in U.S. chemical manufacturing facilities as shown in the pie chart below.



“Sustainability will be essential to life as we go forward.”

Owen Foster, SR VP Marketing & Sustainability, Rochester Midland Corporation

2011 sustainability goals



Targets for our specific metrics are under development as part of our partnership with RIT and the Golisano Institute for Sustainability (GIS). We plan to define these targets by the end of 2011 as part of our Sustainability Certification program. We have developed a program that has its base in the Marketing Resources Department as the custodian. We are continuously expanding and improving our approaches for both internal company improvement and customer improvement for all 3P's of sustainability.

Our internal sustainability goals for 2011 are:

- To gain LEED* Certification for our Rochester (Town of Ogden), NY facility
- Develop our carbon foot print calculation for the new plant
- Complete the development of, and initiate training for, our employees in the first Sustainability Certification program we are developing through RIT's Golisano Institute for Sustainability
- Work to establish goals in 2011 to go into effect 2012

Working with our customers, our goal is to build a database for RMC and for our customers that quantifies our contribution to improving the 3P's of sustainability for our stakeholders. This database will be developed, in cooperation with RIT as the report card for our positive impact of each initiative. Our objective is to not only improve the profitability, productivity and quality of life for all our stakeholders but also to have that same positive impact for every one of our customers who elects to participate in our Sustainable Solutions program.

The long-term positive impact of these initiatives has yet to be determined since we are just designing the metrics and systems to manage the data. The opportunities are huge, both at RMC and with our stakeholders. Our customers are very interested in learning more about how they can improve their sustainability programs and they are looking to us to help them. This is a major opportunity to build or strengthen our partnership with our customers as well as to add more customers who are looking for sustainable solutions.

*LEED - Leadership in Energy & Environmental Design, U.S. Green Building Council

“Rochester Midland Corporation has a long history in providing sustainable programs within their industry, and we are excited to have them join us as an Affiliate Partner.”

Nabil Z. Nasr, Ph.D., Director, Golisano Institute for Sustainability



sustainability FAQ's

- Q What is "Sustainability"?
- A Sustainability is a broad set of standards utilizing the benchmarks and standards for "Green" as part of the environmental leg of the program. But to be sustainable, a program must be green, financially viable and add social value for the user and the community.
- Q How is Sustainability different from green programs?
- A The focus of sustainability is to create programs/products that are based on a "creation to reinvention" approach so that the waste generated is minimal to non-existent. Green programs focus on products that are healthier to use and safer for the environment.
- Q What is an example of a green program that is really not sustainable?
- A Measured against green standards, hybrid and hydrogen fuel cell cars are great, but when measured against sustainability standards, they fail miserably. The large batteries require replacing every 5 years and are limited in their ability to be recycled. The hydrogen cell contains many exotic and toxic metals that cannot be reclaimed and must be disposed of as a hazardous waste about every 5 years.
- Q How is RMC using sustainable practices?
- A We are using third party certified products in our facilities to improve health of the employees doing the cleaning and those working in the cleaned areas. We have recycling programs active in all facilities so that we reuse as much as possible. The quality of our wastewater discharge has been improved and the quantity of wastewater has been reduced in all plants. The addition of energy saving windows and a more efficient boiler and air conditioning systems at the Rochester facility have also reduced our carbon footprint. Our new facilities in Rochester and California are being engineered with energy efficiency in mind.
- Q How can RMC programs improve our customers' sustainability?
- A Our Institutional, InTec, Water Energy, Sanor and Food Safety product lines all work to improve our customers' sustainability. When feasible, we are having more of our products certified by a third party in our continuing effort to have more of our chemistry certified "green". In addition, we are improving the economics and reducing environmental impact of all our programs by working with our customers to identify opportunities for better return on investment that include such things as heat transfer efficiency, reduced water use, and improved wastewater treatment efficiency to name a few.
- Q How do I measure value?
- A Each one of the legs on the sustainability stool can be quantified in terms of money, either helping to make more money or to save money. Some intermediate measures are saved labor, saved water, saved heat, improved productivity, and less absenteeism.
- Q What are some specific examples of sustainable programs provided by RMC?
- A RMC and a major midwest hospital partnered to create a sustainable facility HVAC operations program. Through training and automation, they reduced employee chemical exposure and improved safety—no lost time accidents, reduced chemical usage, and reduced chemical discharge to the sewer. The program used less water and fuel. Overall savings were \$151,000 per year. This project resulted in less product usage, cleaner heat transfer surfaces, more efficient use of resources and multiple benefits for labor, environment and production. People - Planet - Profit.

GRI/G3 content index

Profile

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Environmental Indicators

We continuously invest in improving energy efficiency in our operation and use environmentally responsible and sustainable resources to meet the needs of our customers and of our operations .	EN3, EN5, EN6, EN7, EN26	12-17, 18
Product development is focused on products using biobased or renewable ingredients.	EN26	10
We use recycled packaging material and dispensing methods that reduce waste.	EN2	
We formulate super concentrated products reducing package material and transportation resources.	EN4, EN16	12-17
We work hard to minimize environmental impacts of our products through any discharges or spills.	EN27, EN21	18

Economic Indicators

We invest in research and development to create products that meet the Organization for Economic Cooperation and Development (OECD) metrics.	EC-1	10
We provide sustainable solutions that save our customers money.	EC-1, EC9	12-17
We invest in our employees through benefits, training and wellness program.	EC1, EC3	9

Social Indicators

We are committed to protection of the environment, natural resources and safety of our community at all times and we support the communities where we live and work with charitable giving and community involvement.	SO1	10
We will always do the right thing in business and meet our commitments.	SO1, SO5, SO8	6, 18
We provide our customers with services and products that help protect the safety and health of their employees and customers by offering extensive training, product information and emergency assistance.	PR1, PR2, PR3, PR4, PR6, PR7, PR9	12-17, 18
We create a work environment that is safe for all employees, that provides fulfillment for all employees and eliminates barriers to achievement.	LA8, LA11,	6, 9



Sustainable solutions for health, productivity and the environment.



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