



Sustainable Solutions for health,
productivity and the environment.

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Rochester Midland Launches Powerful Non-Trans Fat Oil Cleaner at AMI Expo

April 5, 2012, Rochester, NY—Rochester Midland Corporation (RMC) is showcasing Power Gel NHO at the AMI Expo in Dallas, May 1-3, Booth #1515. Power Gel NHO is a heavy duty alkaline cleaner that uses new thin film technology to rapidly remove carbonized non-hydrogenated oils. Power Gel NHO offers sustainable benefits by enhancing the cleaning effect to reduce the cleaning time and save resources through its exceptional penetration of difficult to remove carbonized soils.

Power Gel NHO is one of several gel products built around new thin film technology recently introduced by Rochester Midland. The family of products was designed to support the needs of their growing customer base who manufacture with non-trans fat oils.

Power Gel NHO is a component of RMC's BrandGuard®, a program made up of 7-steps which are all critical components of a HACCP-based consultative and effective food safety program.

BrandGuard protects brands by tailoring each sanitation program to the needs of the customer. Various elements of BrandGuard include in-plant seminars, employee hygiene practices, process control improvements, and other GMP related topics.

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 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 @ 585-336-2310 or lcalarco@rochestermidland.com.

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