



*Sustainable solutions for
health, productivity and the
environment.*
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FOR IMMEDIATE RELEASE

PRESS RELEASE

Get the 411 on Food Safety at Rochester Midland Booth #411 at AMI Expo

March 11, 2011, Rochester, NY—Rochester Midland Corporation (RMC) is introducing a new hydrogen peroxide-based foaming cleaner designed as a non-chlorinated alternative in food and beverage production cleaning operations at the AMI Expo in Chicago, April 13-16. F02-100 is very effective on protein soils, and is instrumental in the reduction of cleaning time. With no chlorine, F02-100 is safer to handle and has a more sustainable footprint. F02-100 can reduce sanitation time through more effective soil removal than traditional cleaners.

F02-100 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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