



*Sustainable solutions for health,
productivity and the environment.*
www.rochestermidland.com

Corporate Headquarters
333 Hollenbeck Street
Rochester NY 14621 USA

Tel: 585 336-2200
Fax: 585 467-4406

News from ROCHESTER MIDLAND CORPORATION

Rochester Midland Corporation
333 Hollenbeck Street
Rochester, NY 14621
Phone: (585) 336-2200

Media Contact: Liz Taylor
585-336-2358
ltaylor@rochestermidland.com

FOR IMMEDIATE RELEASE

PRESS RELEASE

AutoSanor[®] from RMC Gives Distributors Options for More Sales in the Restroom
Rochester, NY — (December 4, 2009) Rochester Midland offers distributors the new AutoSanor unit to clean and deodorize bathroom fixtures 24/7 as well as a flexible program providing a full service option of installation and maintenance by professional service personnel.

Why AutoSanor?

AutoSanor uses highly accurate valve technology to dispense AutoSanor fluid to give your customer around the clock continuous cleaning and lasting fragrance, making for a clean smelling restroom, 24/7. Unique foaming action cleans fixtures while fighting corrosion and inhibiting scaling. Cleaner and better smelling restrooms are healthier and more enjoyable — for both customers and employees.

Full Service, Hands Free Program

Professional service personnel install AutoSanor and change refills monthly, leaving your customers' staff available for other assignments.

Lower Maintenance Costs

AutoSanor extends staff cleaning cycles. Unique foaming action of the AutoSanor fluid provides around the clock cleaning of toilets and urinals, as well as prevents scaling and inhibits corrosion.

Fragrance Plus

Not only does the AutoSanor fluid clean, it also provides a pleasant fragrance, both from the fluid dispensed into the fixture, but also from a tray inside the unit. The fragrance permeates the room through the unit's specially vented cover.

More Sales For Distributors

Installation and maintenance by professional service personnel, means more sales for you. Why? Surveys indicate only 40% of self-filled units are filled on a regular basis. This is a major lost opportunity in fluid sales for you. RMC AutoSanor units, installed and maintained by service professionals, answer everyone's needs. Your customer receives reliable service, reliable dispensing, extended maintenance cycles and reduced complaints and, you sell up to 60% more fills, which means increased sales and better inventory turns. This definitely is a win-win situation.

Rochester Midland, founded in 1888, is a leading manufacturer of specialty industrial chemicals and personal care products. Its chemical divisions include Food Safety, Water Energy, Industrial, Sanor[®] and Institutional. Rochester Midland is a leader in Green Housekeeping and manufactures Enviro Care[®], an extensive line of environmentally preferable products for all markets. RMC manufactures the first Green Seal certified janitorial products.

#