



*Creating Integrated
Solutions
Since 1888*
www.rochestermidland.com

Corporate
Headquarters
333 Hollenbeck Street
Rochester NY 14621

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

New Patented Technology from Rochester Midland Quickly Removes Polymerized Oils

April 20, Rochester NY — Rochester Midland Corporation announces new, patented sanitation technology for the rapid removal of polymerized oils used in various markets, including Bakery, Snack Foods and Frozen Foods. Enhance O2 is a hydrogen peroxide-based product that has been stabilized. When used as an oxidative additive in caustic cleaning solutions, it is extremely effective in solving the new cleaning problems caused by the use of non-hydrogenated oils, which are polymerized at high temperatures. Used in conjunction with caustic cleaners, Enhance O2 offers break-through results in cleaning deep fat fryers. It can speed cleaning by reducing wash time from 15% to 30%, reducing downtime and increasing production. This new technology also provides environmental benefits as well as significant production and labor savings.

Reduces Environmental Impact

Enhance O2 is Nature's Scrub Brush[®]. It reduces impact on your waste stream by lowering caustic concentrations needed for cleaning. The principal by-products are oxygen and water. "Rochester Midland is committed to finding more sustainable cleaning methods while helping our customers improve their production process and lower their carbon footprint," said Jim Fifield, Senior Vice President, Food Safety Group.

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 many other bio-based products. For more information on the BrandGuard program, please contact Lauri Calarco @ 585-336-2310 or lcalarco@rochestermidland.com.

#