



*Creating Integrated  
Solutions  
Since 1888*  
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## News from ROCHESTER MIDLAND CORPORATION

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***FOR IMMEDIATE RELEASE***

## PRESS RELEASE

### **RMC Exhibits Patented Technology at IBIE 2010 in Las Vegas Booth 719**

*August 31, 2010, Rochester, NY*, — Rochester Midland Corporation is exhibiting at the International

Baking Industry Exposition in Las Vegas, September 26-29. Rochester Midland will feature Enhance O2, a patented sanitation technology for the rapid removal of polymerized oils used in bakery applications. 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<sup>®</sup>. It reduces clean time thereby reducing water, energy use and the 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.

Enhance O2 is a component of RMC's BrandGuard<sup>®</sup> Food Safety program which gives you programs, products and dedicated people who work with you and your staff to design and implement the most effective food safety program available. BrandGuard helps you protect your brand.

The exhibition will showcase cutting-edge technologies, equipment and new products to help attendees from the grain-based foods industry strengthen their competitive position, uncover new opportunities and maximize profits. To register, go to [www.ibie2010.com/](http://www.ibie2010.com/).

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<sup>®</sup> 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<sup>®</sup>, 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](mailto:lcalarco@rochestermidland.com).

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