



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

Corporate Headquarters      Tel: 585 336-2200  
333 Hollenbeck Street      Fax: 585 467-4406  
Rochester NY 14621 USA

## 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**

## **RMC Features Sustainable Housekeeping and Restroom Care at ISSA 2010**

*Rochester, NY* — Rochester Midland Corporation (RMC) is exhibiting at ISSA 2010 in Orlando, Florida, November 9-12. RMC will feature sustainable housekeeping and restroom care programs. Stop by Booth # 1901 and experience the RMC Spa Experience.

New programs in Restroom Care include a new fluid for Sanor® odor control, Green Melon, which is biodegradable, non skin sensitizing and was created using DfE (Designed for the Environment) CleanGredients list. All of the elements found in Green Melon fluid were selected for their environmental benefits. Also new in Restroom Care is a complementary fragrance program for Scentury Aire, Sanor Breeze urinal screens and Sanor drip systems.

We have continued to add third party certifications to our housekeeping family of products and will introduce Enviro Mix, a convenient and accurate alternative to dispensing systems for our Green Housekeeping products. It is more economical than pouches and removes guesswork from mixing correct amounts. And RMC is sponsoring an ISSA education seminar entitled “Green Marketing in the Age of Transparency,” on Tuesday, November 9<sup>th</sup>, at 2:45 pm.

Rochester Midland offers housekeeping and restroom care programs designed for human health, safety, and the environment. Rochester Midland is the leader in Green Housekeeping and their programs utilize third party certified, biobased cleaning products, along with education and training programs for workers and building occupants. Rochester Midland is committed to developing sustainable solutions for health, productivity and the environment. For more information, contact Jim Bruno, 585-336-2422 or jbruno@rochestermidland.com or www.rochestermidland.com.

# # #