



*Creating Integrated
Solutions
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News from ROCHESTER MIDLAND CORPORATION

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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 9th, 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.

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