



Sustainable Solutions for health,
productivity and the environment.

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

New Enzyme Based Products from RMC Designed to Clean Biofilm Soils

September 5, 2012, Rochester, NY, — Rochester Midland Corporation (RMC), in partnership with Realzyme, is launching a family of enzyme based products that are specifically designed to clean difficult biofilm soils and are fully efficient when combined with an EPA-approved sanitizer. The new products are enzyme based to provide safer alternatives to traditional sanitation cleaners and are 100% biodegradable.

The new enzyme products clean effectively in hard to reach places and are safer to use than traditional caustic cleaners because of their lower pH, typically in 7 to 9 range. The enzyme based products work faster than traditional bacteria based cleaners and can actually help biological waste treatment streams.

“Enzymes support RMC leadership in sustainability because they are effective on difficult soils, safer to use for plant personnel and break down into 100% biodegradable material,” says Jim Fifield, SVP of Food Safety at Rochester Midland. “Further, they provide labor, energy and water saving benefits. Realzyme is a perfect partner for us.”

Realzyme, a subsidiary of Belgium headquartered Realco, is a market leader in enzyme cleaning. REALCO, based in the Parc Scientifique of Louvain-la-Neuve, has been specializing for more than 40 years in environmental biotechnology, developing cleaning products based on enzymes and green technology.

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

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