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productivity and the environment.

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## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **New Gel Cleaner from RMC Removes Carbonized Soils Quickly**

*March 12, 2012, Rochester, NY* — Rochester Midland Corporation (RMC) introduces Power Gel ALS, a gel-like cleaner for soft metal surfaces that enhances cleaning ability and significantly reduces cleaning time. Designed specifically for cooling tunnel and freezer tunnel coil cleaning, the unique formula of Power Gel ALS uses thin film technology and is aggressive without high levels of caustic.

Power Gel ALS is particularly effective on difficult soils like non-hydrogenated oils, cleaning quickly with less manual scrubbing, saving labor and time. “Many customers have commented on how well Power Gel ALS cleans difficult –to-reach areas like cooling and freezer coils, saving them time and improving food safety,” said Jim Fifield, Senior Vice President, Food Safety Group, Rochester Midland.

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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