



Sustainable Solutions for health,
productivity and the environment.

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

New Proxi® Encap Carpet Cleaner Receives CRI Seal of Approval

September, 2015, Rochester, NY — Rochester Midland introduces Proxi Encap, the latest carpet cleaning technology using their patented hydrogen peroxide. Proxi Encap can be used in multiple applications – encapsulation, prespray, or bonnet cleaning. With very low moisture (VLM) after prespray, carpet cleaning can be done in less time with better results. Vacuuming after drying removes encapsulated soils to maintain and protect carpets.

Proxi Encap received Carpet & Rug Institute's (CRI) Seal of Approval as a Prespray Cleaner. CRI's Seal of Approval is a scientific program to test and measure the effectiveness of cleaning products and equipment. The results help consumers make informed decisions and manufacturers improve their products. So, carpets are cleaner, healthier and last longer.

Proxi Encap and Proxi Spray & Walk Away (CRI Seal of Approval certified spotter) provide building service contractors and in house facility providers with solutions to easily maintain carpets while protecting them longer.

Founded in 1888, Rochester Midland is a leading manufacturer of specialty chemicals for food sanitation, industrial cleaning and water treatment as well as housekeeping and restroom care programs designed for human health, safety, and the environment. RMC is a world leader in sustainable green cleaning programs for commercial and institutional facilities with over thirty 3rd party certified, biobased products and our Certified Green Housekeeping Training Program. We provide training and education 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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