



Creating Integrated  
Solutions  
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## News from ROCHESTER MIDLAND CORPORATION

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**FOR IMMEDIATE RELEASE**

### PRESS RELEASE

## RMC Demonstrates Biological Cleaning at RIA's 2011 Annual Convention

February 13, Rochester, NY, — Rochester Midland Corporation (RMC) is exhibiting at the Restoration Industry Association 2011 Annual Convention in Colorado Springs, CO, March 8-11. RMC will feature its Professional Restoration Series (PRS) line of biological cleaners, the first EcoLogo<sup>M</sup> certified restoration cleaners in the industry. The products are safer for workers and building occupants. Stop by Booth #709 for an odor control demonstration.

The PRS program utilizes innovative biological technology. The products start working immediately digesting odors, continuing to work after you leave, and reducing callbacks. RMC will also demonstrate the carpet spotter, Proxi Spray and Walk Away. Proxi breaks down organic soils with no scrubbing or blotting. Just spray and walk away.

The 66<sup>th</sup> Annual RIA Convention will be held March 8-11 at The Broadmoor, Colorado Springs, CO. Attendees will have the opportunity to participate in interactive and extended 90-minute sessions, allowing presenters and attendees to move beyond the simple ABC's of topics and get into the heart of matters, bringing the concept of networking to a new level. For more information go to:  
<http://www.restorationindustry.org/content/2011-convention>

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 3<sup>rd</sup> 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 [jb Bruno@rochestermidland.com](mailto:jb Bruno@rochestermidland.com) or [www.rochestermidland.com](http://www.rochestermidland.com).

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