



Sustainable Solutions for health,
productivity and the environment.

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Proxi[®] Spray & Walk Away Earns the *Seal of Approval* for Superior Cleaning from the Carpet and Rug Institute — Where “Only the Best Pass the Test”

August 9, 2011, Rochester, NY — Rochester Midland Corporation (RMC) has earned the Seal of Approval for Proxi Spray & Walk Away from the Carpet and Rug Institute (CRI), signifying that it effectively removes even the most difficult stains without any damage to the carpet. The CRI Seal of Approval is awarded to carpet-cleaning products that pass stringent tests administered by an independent, accredited laboratory.

Proxi Spray & Walk Away was tested on a carpet sample with some of the toughest known stains. They include yellow mustard, grape juice, hot black coffee, chocolate syrup, permanent marker, dirty motor oil and synthetic soil. Industry standard performance ratings are used to rate the efficiency of the stain removal and measure any color change or resoiling.

“Effective stain removal is critical to extending a carpet’s life and appearance. The Seal of Approval is proof that our product delivers. Our focus is on delivering value for our customers, and we are delighted to see our efforts recognized by CRI,” said Jim Bruno, Marketing Manager at Rochester Midland.

Independent testing has shown vast differences in the spot and soil removal capability of carpet cleaning products. Various spot removers clean no better than water. More seriously, they can leave a sticky residue that attracts soil at a faster rate.

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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