



Sustainable Solutions for health,
productivity and the environment.

www.rochestermidland.com

Corporate Headquarters
155 Paragon Drive
Rochester, NY 14624 USA

Tel: 585.336.2200
Fax: 585.467.4406

PRESS RELEASE

Media Contact: Liz Taylor
585-336-2358
ltaylor@rochestermidland.com

FOR IMMEDIATE RELEASE

RMC Introduces a New Generation of Durable Green Floor Finish

December 19, 2011, Rochester, NY, — Rochester Midland Corporation (RMC) announces a new generation of Green floor Finish, Enviro Care[®] Novus. Enviro Care Novus is a high gloss, low maintenance finish that is also EcoLogo^M certified, VOC/CARB compliant and metal free.

Because it is third party certified, Enviro Care Novus is a good addition to any facility's sustainability program. Novus is also especially appropriate for facilities concerned with IAQ because of vulnerable populations — schools, nursing homes and health care facilities. "We have had excellent results with Novus in high traffic areas because of its high durability," reported Jim Bruno, Marketing Manager, Rochester Midland.

Enviro Care Novus is a second generation green floor finish using the latest generation of green polymer which provides a high gloss finish and excellent durability for low maintenance floor care programs.

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.

#