



Sustainable Solutions for health,  
productivity and the environment.

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## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **Rochester Midland Invited to Lead Green Housekeeping Training in Saudi Arabia**

*April, 2012, Rochester, NY*— Rochester Midland Corporation (RMC) was welcomed to Saudi Arabia by Reza Hygiene from April 1st to April 5th, 2012 to present workshops to leading Saudi Arabian organizations on Green Housekeeping and Sustainable Industrial Cleaning. Select members of Reza Hygiene also participated in Rochester Midland's Certified Green Housekeeping Professional training program.

Green Housekeeping Workshops were conducted in Al-Khobar and Jeddah, and a Sustainable Industrial Cleaning Workshop was held in Al-Khobar. The workshops covered topics related to health and environmental impact of cleaning products, ways to improve productivity in institutional and industrial facilities, and demonstrations of green housekeeping and industrial cleaning products. Over 200 people attended the workshops, including notable organizations like Aramco, Saad Hospital, British Aerospace, Kingdom of Saudi Arabia Ministry of Interior, Kingdom of Saudi Arabia Sea Ports Authority, and Saudi Diesel Equipment Company.

Rochester Midland also trained and certified 13 members of Reza Hygiene's sales team as Certified Green Housekeeping Professionals. The two day certification program focused on the importance of green housekeeping, steps to improve health, safety, environmental impact and productivity in commercial facilities, and tools for Reza to train and certify their customers and facilities. With third party authentication from Franken LeDrew Consulting, Rochester Midland's Certified Green Housekeeping Professional program is the most thorough in the industry.

Reza and Rochester Midland are excited about their partnership and opportunity to bring new Green Housekeeping and Sustainable Industrial Cleaning programs to Saudi Arabia, Bahrain, United Arab Emirates and Qatar.

#### **About Reza Hygiene:**

Reza Hygiene is a division of Reza Investment Co. Ltd, part of the Alireza Group of companies. The division was established in 1998 with a focus on cleaning & disinfection products and services for critical areas in the Healthcare, Institutional & Food Processing industries and has 3 offices in Saudi Arabia as well as offices in Bahrain, Qatar, Dubai and Abu Dhabi.

**About Rochester Midland:**

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 [jbruno@rochestermidland.com](mailto:jbruno@rochestermidland.com) or [www.rochestermidland.com](http://www.rochestermidland.com).

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