



Sustainable Solutions for health,  
productivity and the environment.

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## PRESS RELEASE

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### **RMC Speaks at Sustainability Workshop in Qatar**

*October 7, 2011 Rochester, NY*, — Rochester Midland Corporation (RMC) participated in a workshop on sustainability and green cleaning solutions in Qatar, organized by Reza Hygiene, a leading distributor of green cleaning products based in Jeddah, Saudi Arabia. Reza Hygiene brought in a number of sustainability experts from cleaning companies and major service providers in various sectors to explain to officials how they can be environmentally responsible while still maintaining healthy profits. The workshop featured presentations on sustainability and practical green solutions for the facility care industry, focusing on techniques and products which can be used widely in hotels, healthcare facilities, universities, schools, commercial buildings, shopping malls, sports stadiums, industrial buildings and airports.

One of the workshop presenters, Paul Woolfrey, Corporate Vice President of Distributed Products at RMC, discussed the benefits of sustainable cleaning and gave a number of practical suggestions on how attendees can implement changes locally. “Sustainable cleaning is not a fad - the logic that supports this trend is conclusive and real,” he argued. “Our industry can sell products which make things look and smell clean, or our industry can sell things which improve people’s health, make people more productive, do not harm the environment and make things look and smell clean,” he explained, asking “which of these worlds do you want to work and live in?”

Hall Delano Roosevelt, the director of business development for Reza Investment Company, praised the participation of a wide range of different companies at the workshop, and stated “Sustainability has made it to a point where it is now recognized by the Fortune 100 companies as something they cannot afford not to do.”

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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