



Sustainable solutions for health,  
productivity and the environment.

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## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **RMC Demonstrates How AuditGuard Prepares Food Manufacturers to Pass Audits at IAFP Show**

*July 15, 2011, Rochester, NY* — Rochester Midland (RMC) will feature AuditGuard® at the IAFP Show in Milwaukee, WI, July 31 through August 3 at Booth #735. AuditGuard, a component of BrandGuard®, is a HACCP-based comprehensive food safety program, which prepares food manufacturers to pass their BRC, SQF or similar audits. Through AuditGuard, program deficiencies are identified before they negatively impact a food manufacturer's products, customers or profitability.

Increased governmental regulations, microbiological concerns, customers requesting certifications, and increased price pressures requiring operational efficiencies are putting competitive and resource demands on food manufacturers. Through AuditGuard, the Food Safety Specialist and the RMC Micro SWOT Team will work as partners to provide a solid auditing and food safety program that includes joint process improvements and sustainable solutions.

Rochester Midland, founded in 1888, is a leading manufacturer of specialty chemicals for food sanitation, industrial cleaning and water treatment as well as specialty institutional cleaning and personal care products. Our HACCP-based BrandGuard® Program offers solutions to food manufacturers across all aspects of food safety including brand protection and sustainable solutions. Rochester Midland is the leader in Green Housekeeping and manufactures Enviro Care®, an extensive line of environmentally preferable products for all markets, as well many other biobased products. For more information on the BrandGuard program, please contact Lauri Calarco @ 585-336-2310 or [lcalarco@rochestermidland.com](mailto:lcalarco@rochestermidland.com).

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