



PRESS RELEASE

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FOR IMMEDIATE RELEASE

RMC Exhibits New Technology at IBIE 2016 in Las Vegas Booth 11309

September 21, 2016, Rochester, NY, — Rochester Midland Corporation (RMC) is exhibiting at the International Baking Industry Exposition in Las Vegas, October 8-11. RMC will feature new products that improve sanitation time. RMC's Free Sustainability Audit will assist in identifying sustainable solutions in the bakery operation to reduce chemical use, improve safety and generate water and energy savings.

Proper sanitation is key to extended shelf life and timely production with both greatly affecting profitability. RMC products were designed specifically for difficult to clean bakery equipment. RMC's BrandGuard® Food Safety program gives bakeries the programs, products and dedicated people to design and implement an effective food safety program that provides real savings by identifying sustainable solutions.

The exhibition will showcase cutting-edge technologies, equipment and new products to help attendees from the grain-based foods industry strengthen their competitive position, uncover new opportunities and maximize profits. To register, go to www.ibie2010.com/.

RMC, 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 as many other bio-based products. For more information on the BrandGuard program, please contact Lauri Calarco @ 585-336-2310 or lcalarco@rochestermidland.com.

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