



PRESS RELEASE

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FOR IMMEDIATE RELEASE

**RMC Exhibits AuditGuard® at IPPE 2017 in Atlanta Booth C49**

*January 18, 2017, Rochester, NY, —* Rochester Midland Corporation (RMC) is exhibiting at the International Production & Processing Expo (IPPE) in Atlanta, January 31-February 2, 2017. RMC will feature AuditGuard® which protects food manufacturers by identifying food safety program deficiencies before they negatively impact their products and brands. A key component of the HACCP-based BrandGuard® program, AuditGuard is used by a trained specialist to conduct a variety of specialized audits to support GFSI compliance.

Rochester Midland Corporation's BrandGuard® program is a HACCP and GMP-based food safety and sanitation program designed to support SQF, BRC and other GFSI standards. We partner with food and beverage manufacturers looking for a comprehensive and quality sanitation program that is focused on innovative chemical cleaning options, process improvements, training, technical support, sustainable solutions, and safety.

2017 International Production & Processing Expo focuses on innovation and is the largest annual trade show for the poultry, meat and feed industries.

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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[www.rochestermidland.com](http://www.rochestermidland.com)

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