



*Creating Integrated
Solutions
Since 1888*
www.rochestermidland.com

Corporate
Headquarters
333 Hollenbeck Street
Rochester NY 14621

Tel: 585 336-2200
Fax: 585 467-4406

News from ROCHESTER MIDLAND CORPORATION

Rochester Midland Corporation
333 Hollenbeck Street
Rochester, NY 14621
Phone: (585) 336-2200

Media Contact: Liz Taylor
585-336-2358
ltaylor@rochestermidland.com

FOR IMMEDIATE RELEASE

PRESS RELEASE

Rochester Midland Recognized as Environmental Leader

Rochester, NY, December 2008 — Rochester Midland Corporation was recently recognized as an SDSI Partner through the EPA's Design for the Environment (DfE) Program Safer Detergents Stewardship Initiative (SDSI). SDSI Partners were recognized for significant accomplishments towards the use of safer surfactants.

Through the Safer Detergents Stewardship Initiative (SDSI), EPA's Design for the Environment (DfE) Program recognizes environmental leaders who voluntarily commit to the use of safer surfactants. Safer surfactants are surfactants that break down quickly to non-polluting compounds and help protect aquatic life in both fresh and salt water. Nonylphenol ethoxylates, commonly referred to as NPEs, are an example of a surfactant class that does not meet the definition of a safer surfactant.

Bill Balek, ISSA Director of Legislative Affairs noted that out of the fifty or so companies recognized under the SDSI program, the vast majority were ISSA members. Balek said, "This type of positive recognition from EPA speaks highly of the cleaning industry and ISSA member companies in particular as environmentally progressive."

As Leaders in Green Housekeeping, Rochester Midland is committed to using safer surfactants in our Enviro Care® family of biobased products, many of which are 3rd party certified. Rochester Midland's products and programs are designed to help customers develop sustainable solutions focused on health, productivity and the environment. For more information, contact Jim Bruno, 585-336-2422 or jbruno@rochestermidland.com or www.rochestermidland.com.

#