



Sustainable Solutions for health,
productivity and the environment.

www.rochestermidland.com

Corporate Headquarters
155 Paragon Drive
Rochester, NY 14624 USA

Tel: 585.336.2200
Fax: 585.467.4406

PRESS RELEASE

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

FOR IMMEDIATE RELEASE

RMC Exhibits New Technology at SNAXPO 2014 in Dallas, Booth #1101

February 5, 2014, Rochester, NY — Rochester Midland Corporation (RMC) is exhibiting at SNAXPO 2014 in Dallas, March 1-4. RMC will feature new patent-pending technology that improves sustainability in the cleaning and sanitation process. Power Kleen eliminates the need to use caustic for CIP cleaning, significantly improves worker safety, and does not require a pH adjustment to wastewater.

Power Kleen is a component of RMC's HACCP-based BrandGuard® food safety program, which provides support for GFSI. BrandGuard specializes in providing sustainable solutions through process improvements, multi-location standardization of food safety programs, innovative products, high intensity training, and protection against product recalls and/or failed audits.

RMC is offering a free audit that focuses on identifying areas to reduce chemical use, improve safety, and generate energy and water savings as part of our commitment to sustainability.

The SNAXPO exhibition will showcase cutting-edge technologies, equipment and new products to help attendees strengthen their competitive position, uncover new opportunities and maximize profits. To register, go to <http://www.snaxpo.com/index.php>.

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.

#