



*Sustainable solutions for
health, productivity and the
environment.*
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FOR IMMEDIATE RELEASE

PRESS RELEASE

Rochester Midland Introduces Solid Treatment Chemistry as Sustainable Solution

February 25, 2010, Rochester NY — Rochester Midland introduced Solid Water Treatment Chemicals as a sustainable solution for optimum performance of boilers, cooling towers and closed loop systems. Environmentally friendly EnviroGuard® products ensure you the same chemical ratios every time a solution is made up, delivering consistent results.

Shipped in recyclable 1-gallon containers that weigh under 15 pounds, the new solid chemical containers are easy to carry, contain no liquids to spill and will reduce employee chemical exposure. Package size and weight reduce your shipping costs. You save money on water and fuel usage. And the new solid chemical program may be used to qualify for LEED® certification.

When asked what excites customers most about the new offering, Dirk Dunbar, Senior VP of the Water Energy Group replied, “Have you ever carried a 55 pound container up a 50’ cooling tower?”

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. 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 bio-based products. For more information on the new solid treatment chemistry program, please contact John Kratzert @ 585-336-2310 or jkratzert@rochestermidland.com.

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