



Sustainable Solutions for health,
productivity and the environment.

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

VisionClean – a New Generation of Restroom Odor Control

March 1, 2012, Rochester, NY, — Rochester Midland Corporation (RMC) introduces VisionClean, a new generation of products for restroom odor control developed in partnership with Hygiene Vision, a leader in odor control technologies in Europe. Rochester Midland offers the VisionClean program with full service programs or easy self-service options.

The VisionClean system features the Biogienius™ drip system and Biogene fluids. The Biogienius drip system offers revolutionary technology, easy installation, programming for 30, 60 or 90 days, and a booster fan option to extend fragrances. Because one system offers cleaning and complete room deodorizing, fewer products are needed to address restroom odors.

Biogene fluids come in convenient, ready to use bags in contemporary Green Melon, Country Berry and Springtime fragrances. They clean and descale toilets and urinals while providing complete room deodorizing. And Rochester Midland's common scents approach to odor control provides a full family of complimentary restroom odor control products to accompany VisionClean.

Smell the difference today. Visit www.rochestermidland.com/promo/hv for more information.

Founded in 1888, Rochester Midland is a leading manufacturer of specialty chemicals for food sanitation, industrial cleaning and water treatment as well as housekeeping and restroom care programs. RMC is a world leader in sustainable green cleaning programs for commercial and institutional facilities with over thirty 3rd party certified, biobased products and our Certified Green Housekeeping Training Program. We provide training and education programs for workers and building occupants. Rochester Midland is committed to developing sustainable solutions for health, productivity and the environment. For more information, contact Jim Bruno, 585-336-2422 or jbruno@rochestermidland.com or www.rochestermidland.com.

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