PRESS RELEASES

Oct 24, 2001

Ecolab Announces New Service Relationship with Laundries

St. Paul, Minn. - To better align its sales organization with the needs of customers, Ecolab recently restructured its laundry business. "Ecolab has had two separate sales organizations serving the laundry industry since 1987 when Ecolab acquired several companies to form the Textile Care Division," says Doug Baker, senior vice president, Institutional Division. "Laundry size was a key factor in determining which sales organization serviced a customer. But with so many technological advances in the industry and a higher demand for specialized service, we saw a need for our sales organization to be segmented by laundry market rather than laundry size."

The Textile Care Division will now focus its sales and R&D resources exclusively on the needs of "for-profit" laundries: commercial laundries and shirt laundries. Leading the division in this new focus is recently appointed Vice President and General Manager Jim Franklin. A 24-year Ecolab veteran, Franklin has served in many management capacities, most recently Vice President of Ecolab's Latin America business.

Textile Care's Commercial Laundry Specialists (CLS) are trained specifically for the challenges of commercial laundries, such as extreme soil removal and energy-saving wash formulas with increased washaisle efficiency. Product development will have a similar focus. In the past months, for instance, the Textile Care Division has introduced a new category of laundry chemical for commercial laundries, TurboFleXtraTM Visco-conditioner. This new product captures the key benefits of both a powder and liquid conditioner, resulting in a 15% improvement in cleaning and whiteness performance.

Textile Care Shirt Laundry Specialists will provide service to shirt laundries that buy Ecolab product through distributors. Ecolab's EXEC 120º line of low-temperature products was developed specially for this market to minimize fabric damage and reduce energy costs.

The Institutional Division will service all on-premise hospitality, healthcare and institutional customers. "Since the Institutional Division was primarily serving on-premise laundries, product development was approached differently than for commercial laundries," says Baker. "Our solids technology and compact liquid systems were introduced for space savings and employee ease of handling. While these offerings have been very successful, Institutional Territory Managers can now offer larger hospitality and healthcare laundries a broader line of products, including technology developed by the Textile Care Division."

"For most of our customers, the change will be invisible," explains Baker. "Both divisions will draw on Ecolab's corporate technology and talent to maintain and build their respective leadership positions in the market."

Ecolab is the leading global developer and marketer of premium cleaning, sanitizing, pest elimination, maintenance and repair products and services for the hospitality, institutional, food and beverage, and industrial markets. For the year ended December 31, 2000, Ecolab reported sales of $2.3 billion; including Henkel-Ecolab European joint venture sales, Ecolab's global sales coverage was $3.1 billion. Ecolab shares are traded on the New York Stock Exchange and the Pacific exchange under the symbol ECL.

Ecolab news releases and other investor information are available on the Internet at www.ecolab.com and by telephone at 1-800-FACT-ECL.

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