

PRESS RELEASES

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Ecolab's New Cleaning Caddy Wins Kitchen Innovation Award

Eliminates Need to Outsource Restroom Cleaning for Foodservice and Hospitality Operators

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab Inc. announced that the Ecolab Cleaning Caddy, a new cleaning system that allows foodservice and hospitality operators to achieve superior restroom cleaning and disinfecting on a daily basis, has won the National Restaurant Association's 2011 Kitchen Innovation Award.

The Ecolab Cleaning Caddy's smart design brings together pre-measured product dispensing, a pressure spray wand, an on-board wet vacuum and a rechargeable battery, all contained within the footprint size of a standard mop and bucket.

The new product was officially launched this month. Customers note that the Ecolab Cleaning Caddy eliminates the cost and hassle of outsourcing restroom cleaning, while tests show it improves the overall cleanliness of restrooms by more than 50 percent over traditional cleaning methods. A large chain customer saw a 20 percent improvement in customer surveys measuring restroom cleanliness when they brought the cleaning process back in-house using the Ecolab Cleaning Caddy from an outsourced, once-a-week cleaning service.

"We are extremely excited about the positive feedback customers are providing us and with the validation that the new system is helping our customers improve their guests' satisfaction and their bottom line," said Nicolas Granucci, vice president of Foodservice Marketing at Ecolab.

Using in-house labor to clean restrooms rather than hiring outside service providers saves restaurants money and delivers daily cleaning and disinfecting.

"Weekly contractors do a nice job once a week," added Granucci. "In comparison, the Ecolab Cleaning Caddy allows operators to achieve the best results on a daily basis. It's critical for restaurants to offer guests a clean restroom on every visit. Many employees don't want to clean restrooms by hand, so the Ecolab Cleaning Caddy eliminates this problem and makes cleaning fast and easy."

To view a video on restaurant guests' opinions on restroom cleanliness, as well as a video on the features and benefits of the Ecolab Cleaning Caddy, please visit www.ecolab.com/cleaningcaddy.

With sales of \$6 billion and more than 26,000 associates, Ecolab Inc. (NYSE: ECL) is the global leader in cleaning, sanitizing, food safety and infection prevention products and services. Ecolab delivers comprehensive programs and services to foodservice, food and beverage processing, healthcare, and hospitality markets in more than 160 countries. More news and information is available at www.ecolab.com.

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