

## PRESS RELEASES

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### Ecolab Introduces New Cleaning Formulations for Clean-in-Place (CIP) for Food and Beverage Producers

New cleaning formulations reduce salt load in effluent for customers; improved efficacy reduces carbon footprint associated with distribution

ZURICH--(BUSINESS WIRE)-- Ecolab Inc. today introduced Mip™, a product line of ten new cleaning formulations that deliver maximum cleaning efficacy and optimal environmental performance in the Food and Beverage industries. The new range is intended to completely replace Ecolab's current caustic-based clean-in-place (CIP) cleaners and will be available throughout Europe, the Middle East and Africa (EMEA) during the fourth quarter 2011.

The new formulations cover all CIP applications such as tank, pipe and process equipment. In addition, they meet all REACH requirements and new Chemical Labeling and Packaging (CLP) regulations. These innovative formulations also have a unique, patent-pending composition that optimizes environmental performance as they are used within the processing environment.

"Ecolab creates products that deliver the highest cleaning and food safety results, along with optimal sustainability performance. The new Mip™ products set a new benchmark for CIP in terms of optimized use concentrations and performance for these specific applications. The new formulations also demonstrate how we at Ecolab use our expertise in research, development and engineering to enable our customers to achieve their cleaning and sustainability targets," said Andreas Weilinghoff, senior vice president and general manager, Food and Beverage, EMEA.

The product range reduces hard complexing agents, such as EDTA, in most formulations whilst maintaining optimal water hardness compatibility. The formulation changes are anticipated to reduce salt load in effluent by over 30 percent and yield an estimated 15 percent carbon footprint improvement in comparison to the existing products.

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](http://www.ecolab.com).

(ECL-P)

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