

PRESS RELEASES

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Ecolab Launches the Next Generation in Warewashing: Apex2

Revolutionary technology made simple delivers more control

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab Inc. (NYSE: ECL) today launched Apex2, taking the industry-leading Apex™ warewashing program to the next level. With automatic tracking of key performance metrics, an intuitive new dishmachine monitor and actionable reporting and alarms, Apex2 offers foodservice operators maximum control over their warewashing program results and total costs.

"To develop Apex2, we gathered thousands of data points by working with customers to understand their day-to-day warewashing challenges and how we can make the process better," said Nicolas Granucci, vice president, Institutional Foodservice Marketing. "The result is a program that offers dramatically improved simplicity, efficiency, and ultimately, superior results."

The innovative features of Apex2 allow operators to easily gain greater visibility into their dishwashing performance. Key metrics including wash and rinse temperatures, detergent levels and wash-tank change-outs are tracked automatically, making it simple to pinpoint where and when issues occur. Actionable alarms on the high-definition monitor show dishroom staff exactly what needs to occur to maintain peak performance.

The Apex2 program utilizes Apex™ solid chemistry for the dishmachine, along with an all-solid 3-compartment sink dispensed product line. The 99.7 percent phosphate- and phosphorus-free, concentrated formulas offer spill proof loading and reduced packaging waste, while delivering sparkling-clean, consistent results.

The combined Apex product and monitoring program also helps restaurants minimize their environmental impact by reducing packaging waste, and saving water and energy by reducing rewash.

Chefs and kitchen managers have already seen how Apex2 can help them run their dishrooms more efficiently and effectively. "The biggest benefit of Apex2 is that it provides information on what's happening, so we can identify issues," said Chef Dominic Batistella of Red Rocks Café, Huntersville, N.C. "Apex2 allows me to not have to worry about the dishmachine as much. We catch issues before they become problems with our guests, and that gives me peace of mind."

Executive Chef Eric Miller of the Sheraton Airport Hotel, Charlotte, N.C., agrees. "The Apex2 reports let me know the dishroom staff is staying on top of the chemicals, machine temperature and more. It's like having an extra set of eyes focused on the dishmachine, so I can stay focused on guest satisfaction."

"What Apex2 ultimately offers is even more control over warewashing programs, but in a more simple way," Granucci said. "It allows operators to ensure the best possible results at the lowest total cost."

Apex2 will debut at the National Restaurant Association (NRA) Show May 5–8, 2012, at McCormick Place, Chicago, Ill. To see videos about the development of Apex2, hear reactions from chefs and learn more about the features of Apex2, please visit www.whycleanmatters.com/apex2.

About Ecolab

With 2011 pro forma sales of \$11 billion and more than 40,000 employees, Ecolab Inc. (NYSE: ECL) is the global leader in water, hygiene and energy technologies and services that provide and protect clean water, safe food, abundant energy and healthy environments. Ecolab delivers comprehensive programs and services to the food, energy, healthcare, industrial and hospitality markets in more than 160 countries. For more Ecolab news and information, visit www.ecolab.com.

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