

## PRESS RELEASES

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### Nalco Completes 20,000th Installation of Innovative 3D TRASAR Water Technology

*Milestone system installed at Nestlé Waters North America bottling facility in Hawkins, Texas*

ST. PAUL, Minn.--(BUSINESS WIRE)-- Nalco, an Ecolab company (NYSE:ECL), has completed installation of its 20,000<sup>th</sup> 3D TRASAR<sup>®</sup> technology system for cooling water, boiler water and membrane operations, helping customers around the world conserve water and energy use and increase production efficiency. The 20,000<sup>th</sup> 3D TRASAR technology system was installed at the Nestlé Waters North America bottling facility in Hawkins, Texas.

3D TRASAR technology measures key system parameters, detects upsets and takes corrective action to maximize operating efficiency in cooling water, boiler water and membrane systems. Since the first installation in 2004, 3D TRASAR technology has helped customers save an estimated 438 billion gallons (1.66 trillion liters) of water, enough to provide for the annual water needs of more than 17 million people.

"3D TRASAR technology combines chemistry, remote services and sophisticated monitoring and control to improve a range of industrial operations and help our customers achieve their sustainability goals to reduce water use, improve energy efficiency and lower total cost of operations," said David Flitman, Ecolab executive vice president and president, Global Water and Process Services.

"Nestlé Waters North America is committed to sustainable water management, and we are proud that the company is utilizing 3D TRASAR technology to help achieve their sustainability goals," said Flitman during a presentation at the Hawkins facility. "By helping to reduce water and energy use and total cost of operations, 3D TRASAR technology is providing Nestlé Waters North America sustainable business value (eROI) with both environmental and economic benefits."

3D TRASAR cooling water technology has been recognized with a United States Presidential Green Chemistry Award. To learn more about 3D TRASAR technology, visit [www.nalco.com/3DTRASAR](http://www.nalco.com/3DTRASAR).

#### **About Nestlé Waters North America**

With 36-years of experience with healthful hydration in the bottled water segment, Nestlé Waters produces six regional spring water brands in the U.S., three international brands and Nestlé Pure Life, its nationally distributed purified bottled water. Sales for Nestlé Waters North America topped \$4 billion in 2011. The company's dedication to quality, employee development, seeking to bring shared value to communities, and its commitments to environmental stewardship, especially in the areas of water use, energy and packaging, has led Nestlé Waters to the number one bottled water position in the U.S.

#### **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. Nalco, an Ecolab company, specializes in industrial water, energy and air applications, helping customers reduce natural resource consumption, enhance air quality, minimize environmental releases and improve productivity. Ecolab delivers comprehensive programs and services to the food, energy, healthcare, industrial and hospitality markets in more than 160 countries.

For more news and information, visit [www.ecolab.com](http://www.ecolab.com) or [www.nalco.com](http://www.nalco.com).

The eROI value program is the Ecolab approach to documenting and communicating the environmental and financial results we deliver to our customers.

(ECL-P)

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