

PRESS RELEASES

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Ecolab Introduces Performance™ Industrial Laundry Program

Patented formulation addresses unique cleaning and sustainability needs of industrial laundries

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab introduces the Performance™ Industrial Program, which addresses the high-performance cleaning needs of industrial laundries while helping to minimize environmental impact.

To improve operational sustainability and align with EPA efforts to promote alternative ingredients, many healthcare and hospitality laundries have reduced or eliminated the use of formulations with ingredients such as Nonylphenol and Nonylphenol Ethoxylates (NPEs). Given their extraordinary cleaning challenges, industrial laundries have found it challenging to find effective, NPE-free alternatives.

The Performance Industrial Program is a three-product system that uses patented NPE-free chemistry to effectively remove the heaviest industrial soil—and to meet growing industry expectations for sustainable operations.

"The Ecolab Performance Industrial Program redefines industrial-strength cleaning for today's efficiency-driven, sustainability-minded era," said Mike Johannsen, Ecolab's senior vice president and general manager, Global Textile Care. "Ecolab has spent years developing the next generation of high-performance sustainable chemistry as part of our ongoing effort to deliver the solutions textile services operators need."

The program's distinctive blend of surfactants, conditioner and soil suspension agents effectively removes petroleum, oil and grease and delivers an exceptional level of whiteness. Currently in use with multiple industrial laundries, the Performance Industrial Program delivers soil removal and whiteness results comparable to detergents using NPE chemistry.

In addition to its enhanced cleaning performance and more sustainable formulation, the Performance Industrial Program delivers operational savings to industrial laundries through first-pass cleaning and easier rinsing; shortening wash cycles, reducing rinse steps and helping customers to conserve water and energy. The program is projected to save one industrial laundry customer three million gallons of water a year.

For more information, contact your Ecolab representative or email laundry@ecolab.com.

About Ecolab

A trusted partner at more than one million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With 2012 sales of \$12 billion and 41,000 associates, Ecolab delivers comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and energy use and improve operational efficiencies for customers in the food, healthcare, energy, hospitality, commercial laundry and industrial markets in more than 170 countries around the world. For more Ecolab news and information, visit www.ecolab.com.

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