

PRESS RELEASES

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Ecolab's Smart Care® Program Wins 2013 Kitchen Innovation Award from the National Restaurant Association

Program provides comprehensive commercial kitchen equipment service to help decrease downtime, save energy and extend equipment lifespan

ST. PAUL, Minn.--(BUSINESS WIRE)-- The Ecolab Smart Care® program was awarded a 2013 National Restaurant Association Kitchen Innovations Award, which honors the most promising and cutting-edge advancements in kitchen equipment for the foodservice industry. Smart Care offers comprehensive commercial kitchen equipment service to help foodservice operators improve food quality, save energy, decrease downtime and extend equipment lifespan.

"We work as a true partner with our customers to keep their kitchen equipment running at peak performance and help ensure food quality and safety," said Mike Goede, vice president of Sales and Service for Ecolab's Equipment Care division. "This recognition from the National Restaurant Association validates our efforts to provide foodservice operators with best-in-class equipment care solutions every day."

Ecolab Smart Care offers proactive service for commercial cooking, refrigeration, warewashing and other specialty foodservice equipment. Through customizable solutions, the program provides pre-scheduled maintenance checks, same-day repair service, online asset management tools, equipment cleaning and sanitation products.

"This year's Kitchen Innovations Awards recipients address today's leading commercial kitchen equipment challenges with advancements in energy efficiency and sustainability, online tools for tracking and monitoring, intelligent controls, as well as versatility to conform to diverse restaurant layouts," said Jeffery W. Davis, convention chair for NRA Show 2013 and CEO of the United States Beef Corporation. "These innovations will have a substantial impact on the efficiency and success of restaurant kitchens, as well as the profitability of the restaurant itself."

An independent, expert panel of judges selected Kitchen Innovations Award recipients to be showcased in the interactive Kitchen Innovations Pavilion booth – #2440 – at the 2013 National Restaurant Association Restaurant, Hotel-Motel Show, May 18-21 at Chicago's McCormick Place. The Smart Care program also will be featured at the Ecolab booth – #4000 – during the show.

To learn more about the features and benefits of the Ecolab Smart Care program, visit <http://equipmentcare.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 44,000 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.

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