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PRESS RELEASES

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Ecolab's New KAY® QSR Super Contact Cleaner Clings to Vertical and Inverted Surfaces for Easier, Faster Clean

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab introduces KAY® Super Contact Cleaner, the first super contact cleaner for the quick service restaurant (QSR) industry that clings to vertical and inverted surfaces for faster and easier removal of tough kitchen soils.

"Cleaning angled surfaces such as oven interiors and the inverted areas of grill and oven hoods is a consistent challenge for the foodservice industry," said Jesse Whitehead, vice president of Marketing, Ecolab Global QSR. "KAY QSR Super Contact Cleaner is versatile and can be used for effective pre-treatment or restorative cleaning."

Build-up of soil on a food contact surface prevents proper sanitization and can increase the risk of foodborne illness. The longer-lasting cling of KAY QSR Super Contact Cleaner provides greater surface contact time, which helps increase the efficacy of the cleaner and helps reduce scrubbing and overall cleaning time, even on carbonized grease. The longer cling also helps prevent drips and run-off, reducing the amount of product required to properly clean an angled surface.

"Once KAY QSR Super Contact Cleaner is applied, it penetrates and breaks apart the soil, lifting it off the surface," said Jeremy Finison, principal chemist for Ecolab Global QSR and a developer of the product. "After five to ten minutes, the soil can be easily wiped away with a sponge, cloth or paper towel."

KAY QSR Super Contact Cleaner is safe to use on aluminum surfaces and does not require use of personal protection equipment (PPE). For more information, call (800) 529-5458 or visit www.ecolab.com/SuperContactCleaner.

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 and industrial markets in more than 170 countries around the world. For more news and information, visit www.ecolab.com.

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