

PRESS RELEASES

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KAY Program Provides Effective Cleaning Solutions for QSR Upscale Décor Surfaces

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab introduces the KAY[®] Lobby & Décor Program to address the unique cleaning needs associated with the upscale décor surfaces now being utilized throughout the quick service restaurant (QSR) industry. The new program features six cleaners, a convenience caddy, no-scratch cleaning pads and microfiber cloths, developed specifically to help clean a wider range of surfaces.

"Many QSR locations are upgrading their interiors to improve customer comfort and enhance store ambience, and doing so can add a variety of cleaning challenges," said Jesse Whitehead, vice president of Marketing, Ecolab Global QSR. "The new KAY Lobby & Décor Program makes cleaning easier and more effective by matching the right cleaning solution to the right surface."

Lobby and décor surfaces in today's QSR locations range from tile, metal, glass and LCD flat-screen televisions and monitors, to laminate, wood, vinyl and leather seating, acrylic panels and graphics. The KAY Lobby & Décor Program is designed to address the needs of these surfaces and includes KAY Specialty Cleaner & Polish, KAY Premium Seating Cleaner & Conditioner, KAY Glass & Multi-Surface Cleaner, and KAY Graffiti Remover. Cleaning tools include the KAY Microfiber Cloth, KAY NO-SCRATCH™ Pad, KAY Power Pad and the Ecolab Convenience Caddy.

The QSR industry is making significant investments in creating special dining environments. "Restaurant owners can spend more than a million dollars to enhance the décor of their facility," said Darren Jahnke, vice president of RD&E, Ecolab Global QSR. "Consumers are becoming more selective in their dining experience, and our new cleaning program helps meet rising customer expectations while helping restaurant owners protect their décor investment."

For more information on the KAY Lobby & Décor Program, visit the [KAY Lobby & Décor Program page](#) at [Ecolab.com](#) or call (800) 529-5458.

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.

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