

PRESS RELEASES

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New Ecolab Whiteout™ Power Foam Cleaning System Boosts Meat Room Food Safety; Cuts Utility, Labor Costs

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab introduces Whiteout™ Power Foam, a new cleaning and sanitizing system developed for food retail meat rooms that delivers high performance while reducing labor, water and energy use. In tests, Whiteout Power Foam, with Ecolab's proprietary low-temperature chemistry, removed 45 percent more soil at 100 degrees Fahrenheit than a traditional foam system at 130 degrees Fahrenheit.

"Two-thirds of the costs associated with cleaning a food retail meat room are tied to labor, water and energy," said Carl Anderson, vice president of Global Corporate Accounts, Ecolab Food Retail Services. "Our new Whiteout Power Foam system will help retailers drive significant food safety and operational improvements while reducing labor, water and energy costs." In addition to creating safer cleaning environments with less steam and reduced risk of scalding, in-store time studies demonstrated labor savings of 22 percent on average, and water and energy savings of 69 percent.*

Ecolab pioneered the power foam platform for the food retail market in 2007. Since then, insight gained from the use of thousands of units in retail meat rooms has contributed to a simplified design that requires 70 percent fewer parts and uses stainless steel for all components that come in contact with chemistry. Safety features include a stainless back plate, a 15 amp fuse on the incoming power line, and a Ground Fault Circuit Interrupter (GFCI)-protected power cord.

One notable addition to the system is Whiteout Power Foaming Degreaser, which clings longer to vertical, angled or inverted surfaces. Whiteout Power Foam Degreaser leverages a patent-pending blend of specialty surfactants and a higher chlorine formulation for removal of tough-to-clean protein- and fat-based soils, at lower temperatures.

"The wide-fan application of our Degreaser allows users to cover more area, more quickly and reduces repeat cleaning because users can easily see what they have already cleaned," said Anderson. "Users can clean faster and at lower temperatures."

For more information about the new Whiteout Power Foam system is available at www.ecolab.com/whiteout-power-foam.

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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**Labor savings estimates based on in-store time studies. Utility savings estimates are based on flow rate comparisons and national average water, gas, and electrical costs. Utility savings assume 42 percent of water heaters are electrical based on a survey of 500 food retail locations conducted in November and December of 2013.*

(ECL-P)

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