

## PRESS RELEASES

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### Nalco Named Most Preferred Paper Industry Supplier for Fourth Consecutive Year

ST. PAUL, Minn.--(BUSINESS WIRE)-- For the fourth consecutive year, Nalco, an Ecolab company, has been selected as the most preferred paper industry supplier by readers of Pulp & Paper International (PPI) magazine, a leading industry trade publication.

Results of PPI's 2013 Brand Awareness and Preference Study among pulp, paper and paperboard manufacturers around the world indicated that more readers anticipated buying products and services from Nalco in the next twelve months than from any other supplier in five categories of chemical programs. Survey respondents identified Nalco as the most preferred supplier of biocides, retention/drainage aids, high filler concepts, boiler and steam systems, and cooling system programs.

"Nalco innovation delivers value. By carefully designing solutions to align with our customers' key business drivers, we deliver significant economic and environmental benefit to the paper industry," said Jeffrey Bullscheck, senior vice president and general manager, Global Paper, Nalco. "This recognition reinforces Nalco's leadership position in the global paper industry and highlights the value our innovative technologies and service-driven experts deliver."

The annual Brand Awareness and Preference Study is conducted by PPI publisher RISI. RISI is an information provider for the global forest products industry, including the pulp and paper, wood products, timber, biomass, tissue, nonwovens, printing and publishing industries.

#### About Ecolab

Nalco is an Ecolab company. 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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