

PRESS RELEASES

May 15, 2014

New KAY QSR Managed Water Filtration Program Helps Protect Beverage Quality

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab introduces the KAY[®] QSR Managed Water Filtration Program to address the increasingly complex beverage demands of quick service restaurants (QSR). The comprehensive program aligns cutting-edge technology with industry-leading service and expertise to provide high-quality water, the foundation for beverage quality.

"A vast majority of U.S. consumers purchase a beverage away from home at least twice a week," said Jesse Whitehead, vice president of Marketing, Ecolab Global QSR. "They expect consistent quality. The KAY QSR Managed Water Filtration Program helps ensure that impurities are removed from the water, delivering the foundation for a great-tasting beverage."

Many of today's QSR locations have expanded beverage offerings to include soda, tea, coffee and other specialty beverages. The KAY QSR Managed Water Filtration Program delivers high-quality water to these beverages through patented hollow carbon technology and cyclone flow design, which reduce chlorine and chloramines, cysts and sediment. The program also includes automatic annual filter change-outs and unit level water testing and reporting.

"Filtration efficiency is based on two factors: contact time and surface area," said Darren Jahnke, vice president of RD&E, Ecolab Global QSR. "Our patented technology increases filtration surface area and contact time, resulting in a high-capacity system that can deliver odorless and tasteless water to any beverage application." This technology, combined with KAY QSR service and expertise, provides the perfect water filtration solution for every QSR beverage offering, helping to protect the customer's brand.

For more information about the KAY QSR Managed Water Filtration Program, 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 2013 sales of \$13 billion and 45,000 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 Ecolab news and information, visit www.ecolab.com. Follow us on Twitter [@ecolab](https://twitter.com/ecolab) or Facebook at facebook.com/ecolab.

(ECL-P)

□

Ecolab Inc.

Roman Blahoski, 651-293-4385

MediaRelations@Ecolab.com

Source: Ecolab Inc.

News Provided by Acquire Media

[Back to Press Releases](#)