



Ecolab Introduces Car Wash Industry's Premier Sustainability Certification Program

ST. PAUL, Minn., Apr 08, 2008 (BUSINESS WIRE) -- Ecolab Inc. today announced the launch of Blue Coral(R) Beyond Green, the car wash industry's new premier sustainability program at ICA's Car Care World Expo in Orlando, April 7-10. Blue Coral(R) Beyond Green is an innovative, powerful program that will help transform the car wash industry, educate consumers and set the benchmark for environmentally preferred wash operations across North America.

Blue Coral(R) Beyond Green is "Hard on dirt. Easy on earth(TM)" and is aimed at helping assure regulatory compliance among car wash operators, as well as addressing the car wash consumer's desire for environmentally preferred options. Ecolab Vehicle Care looks beyond simply providing the best chemistry, taking a comprehensive approach to assisting their business partners in becoming more sustainable, focusing on four key elements: water reduction, waste reduction, energy savings and personal safety.

As an example, Ecolab takes its SolidPower cleaning products and concentrates them into small, seven-pound capsules. The solid form prevents spills, and with two capsules being equivalent to the cleaning power of a 55 gallon drum, the solid products also remove the risk of lifting injuries. Further, the small size drastically reduces the amount of packaging material required, as well as the amount of fuel used in shipping the solutions.

Additionally, the Blue Coral(R) Beyond Green program provides powerful merchandising that connects with the consumers and lets them know they can make an environmentally sustainable choice.

"Being a total business partner and consultant for our customers is where Ecolab truly excels," says Mark Miller, Vice President of Marketing for Ecolab Vehicle Care. "By providing advanced chemistry, unbeatable management assistance, and merchandising programs that connect with the end consumer, our customers consistently deliver results well ahead of the average car wash."

Over the past several months, Ecolab Vehicle Care has focused their research and development resources on one goal: to ensure every car wash product is more sustainable and meets or exceeds regulatory compliance standards in every corner of North America.

"Our innovative solutions are definitely a competitive advantage for us and our customers," states John Rolando, Research & Development Vice President of Corporate Technology, Services, and Emerging Businesses at Ecolab. "Sustainability is inherent in everything we do. It's simply the way Ecolab does business every day."

The Blue Coral(R) Beyond Green sustainability program is just the latest example of how Ecolab Vehicle Care continues to lead the industry and drive positive change. Miller concludes by adding, "Just like with Ecolab's previous success with Rain-X, we're changing the face of the car wash industry."

With sales of \$5.5 billion and more than 14,000 sales-and-service associates, Ecolab Inc. (NYSE: ECL) is the global leader in cleaning, sanitizing, food safety and infection prevention products and services. Ecolab delivers comprehensive programs and services to foodservice, food and beverage processing, healthcare, and hospitality markets in more than 160 countries. More news and information is available at www.ecolab.com.

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