



News Release

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ECOLAB 3D TRASAR™ CIP PROGRAM NAMED PRODUCT OF THE YEAR BY ENVIRONMENTAL LEADER

*Solution detects and corrects clean-in-place system variances in
food and beverage processing plants*

ST. PAUL, Minn. – April 8, 2015 – Ecolab Inc., the global leader in water, hygiene and energy technologies and services, has been recognized with a Product of the Year Award from Environmental Leader magazine for its 3D TRASAR™ CIP (Clean-in-Place) technology. 3D TRASAR CIP is an integrated program that utilizes advanced sensors, cleaning chemistries and analytical software, combined with Ecolab CIP expertise and service, to provide in-depth visibility into the critical factors that drive efficient, safe and effective CIP processes in food and beverage processing plants.

“The complexity of food processing results in large amounts of data that can be difficult for companies to analyze and quickly act upon,” said Nels Anderson, Ecolab global marketing platform leader for 3D TRASAR CIP. “The 3D TRASAR CIP program provides actionable insight to help optimize cleaning processes and protect food safety and quality. By pairing 3D TRASAR technology with Ecolab's analytical and service teams, we accelerate our customers' ability to detect and correct CIP operational issues.”

3D TRASAR CIP technology utilizes advanced sensors to monitor traced chemistry in CIP systems and detect system variances. Ecolab experts then work with customers to determine the corrective actions needed to improve CIP operational efficiency, enhance productivity and help ensure safe, high-quality food.

The Product of the Year recognition from Environmental Leader was awarded by a panel of independent judges that evaluated products based on their innovative approach, impact on the industry and novel innovation integral to the product offering.

One member of the judging panel commented, “The data presented is extremely powerful, notably the table showing individual wash performances, and actually shows the financial savings potential broken down into individual parameters. Hats off to Ecolab for acknowledging that most business people want to know what the monetary numbers are as well as gallons of water and downtime reduced. Looking at the potential savings across the different parameters measured, it's obvious the potential across the entire food processing industry is huge.”

(more)

“This award is a testament to the transformational power we can provide our customers to improve their operations when we combine information, technology and our people to help them take action,” said Jill Wyant, Ecolab executive vice president and president, Food & Beverage. “It is an honor to be recognized as a leader in helping the food and beverage industry achieve both environmental and economic progress.”

This year's Environmental Leader Product of the Year submissions encompassed dozens of innovative products and projects from a variety of top companies. The full list of 2015 recipients is available [online](#) and is featured in the April 1, 2015, Environmental Leader Product and Project Awards Report.

For more information about the 3D TRASAR CIP Program, visit www.ecolab.com/3dtrasar-cip.

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 2014 sales of \$14 billion and 47,000 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.

About Environmental Leader

Since 2006, Environmental Leader's website and daily email newsletter have provided the definitive and objective voice in reporting on business-related energy, environmental, and sustainability issues. Visit: www.environmentalleader.com.

About the Environmental Leader Product & Project Awards

The Environmental Leader Product & Project Awards recognize excellence in products and services that provide companies with energy and environmental benefits or in corporate projects that improved environmental or energy management and increased the bottom line. For the complete list of award winners, visit www.environmentalleader.com/environmental-leader-product-project-awards/.

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