

ECOLAB®

THE MARKET

Ecolab Inc. is the global leader in premium commercial cleaning, sanitizing, food safety, and infection prevention products and services. From North America to Latin America, Europe to Asia Pacific — and everywhere in between — customers in more than 160 countries worldwide depend on Ecolab solutions to help make their operations cleaner, safer, and healthier.

Headquartered in St. Paul, Minnesota, Ecolab innovations touch virtually every aspect of daily life, including foodservice, food and beverage processing, health care, hospitality, food retail, textile care, vehicle care, and more. Many of the world's most recognizable brands rely on Ecolab products and services to ensure product integrity, protect their brand identity, and provide a consistent customer experience.

ACHIEVEMENTS

With a company culture that values innovation, integrity, partnership, and responsible citizenship, Ecolab measures achievement by more than merely financial performance. While the company's steady financial growth is certainly impressive, so too are the many accolades it has received from industry sources and its own employees.

A long-standing commitment to innovation, for example, has resulted in Ecolab being awarded more than 4,000 industry patents for cleaning products, as well as packaging and dispensing designs. Ecolab's commitment to ethical and responsible business practices, meanwhile, has earned the company recognition as one of *CRO*



Ecolab has consistently been an industry leader in designing products and services that help customers operate their businesses more efficiently. The company invests millions each year in research and development to create products and solutions that not only meet government and regulatory standards, but that also help increase safety, minimize customers' water and energy use, and reduce waste.

magazine's 100 Best Corporate Citizens, one of *Ethisphere* magazine's World's Most Ethical Companies, and a place on *Forbes* magazine's America's Best Big Companies Honor Roll. And the company's employees consistently rate Ecolab one of the Best Places to Work in the Twin Cities,

as well as one of the 50 Best Companies to Sell For in the United States.

In addition, Ecolab has a strong history of contributing to the communities where its employees live and work. The company strongly believes this involvement benefits its overall economic and social vitality, and enhances the communities' attraction for employees and neighbors. Over the past 10 years, in fact, Ecolab has contributed more than \$36 million through its community giving programs, sponsoring everything from classroom grants to educational fund-raisers.

HISTORY

Throughout its 85-year history, Ecolab's approach has focused more on providing unique customer solutions rather than merely selling products. The company was founded in 1923 as Economics Laboratory, reflecting a mission to save customers time, labor, and money with economic solutions developed through laboratory research. One of its first products was Absorbit, a carpet cleaner that allowed hotels to clean carpet stains on the spot, eliminating the need to shut down while carpets were being cleaned.

In the 1930s, the company's sales force evolved into consultants who not only sold products but also fixed and maintained customers' dishwashers, trained kitchen employees, analyzed dishwashing procedures, and recommended ways to minimize dishware breakage. This consultative approach to "circle the customer" with solutions and service continues to be a hallmark of the Ecolab business model today.

Throughout the latter half of the 20th century, the company began to expand and diversify. The 1970s brought growth opportunities in Europe and Latin America. In 1981, the introduction of a patented, solid-form warewashing detergent — offering unprecedented control, safety, and cost savings — set the stage for a revolutionary line of solid products that continues to expand in other industries even today.



Ecolab also increased its ability to solve sanitation challenges in the dairy, institutional laundry, and food and beverage businesses by entering into new customer segments. Additional strategic acquisitions further increased penetration into quickservice restaurants, health care, janitorial services, pest elimination, and water care — rounding out its current full-service portfolio of offerings.

In 1986, the company changed its name to Ecolab Inc. and began trading on the New York Stock Exchange under the symbol ECL. A 1991 joint venture with German chemical manufacturer Henkel KGaA solidified the company's global presence, expanding its reach to Europe and beyond. Today, Ecolab serves more than 1 million customers, 24 hours a day, 365 days a year, all across the globe.

THE PRODUCT

Ecolab has consistently been an industry leader in designing products and services that help

REDUCTION IN PLASTIC PACKAGING



customers operate their businesses more effectively. The company invests millions each year in research and development to create products and solutions that not only meet government and regulatory standards, but that also help increase safety, minimize customers' water and energy use, and reduce waste.

In fact, long before sustainability became popular, Ecolab was actively developing products and services designed to conserve resources and help protect the environment. Ecolab's guiding philosophy has always been that all its products be developed with sustainability in mind — providing customers with the best results possible at the lowest total environmental impact. This approach includes following a product throughout its life cycle, from creation to disposal, and minimizing the environmental footprint it has on the earth.

For example, in the 1980s, Ecolab's patented solids technology revolutionized the cleaning industry by replacing heavy, awkward five-gallon pails with lightweight, compact, and highly concentrated bricks — increasing convenience, improving dispensing control, minimizing waste, and reducing packaging by more than 95 percent. More recent innovations such as no-rinse floor cleaners in the foodservice industry have directly reduced the amount of water Ecolab customers use on a daily basis.

Meanwhile, the company's integrated dispensing systems further control the amount of product utilized at a facility. Shape- and color-coded solid products help with correct usage and enhance the protection of a customer's employees by minimizing product spills. Finally, advanced technology systems such as handheld PC tablets and on-site monitoring equipment

allow Ecolab sales-and-service specialists to act as business consultants, helping customers monitor the performance, efficiency, and environmental impact of their entire operation.

RECENT DEVELOPMENTS

A passion to provide consistent, global solutions for customers all around the world has continued to drive Ecolab's steady growth. The recent establishment of a new Europe, Middle East, and Africa (EMEA) headquarters near Zurich will further that goal by providing a central hub for the strategic leadership and management of the region.

Recent acquisitions have also broadened Ecolab's expertise, particularly in the health-care and water-care arenas. The 2007 purchase of Microtek Medical Holdings Inc. complemented Ecolab's existing skin-care, disinfectant, and central sterile capabilities with infection control barriers, fluid control products, and operating room cleanup systems for health-care and acute-care facilities.

In 2008, the acquisition of Ecovation Inc. enhanced Ecolab's offering to its food and beverage customers with renewable energy solutions and effluent management systems designed to be more environmentally responsible while simultaneously reducing operating costs.

Moving forward, Ecolab will continue to pursue sustainable, long-term global growth objectives that support its position as the world leader in cleaning, sanitizing, food safety, and health protection.

PROMOTION

Playing an active role in industry associations, tradeshow events, and sponsorships affords Ecolab the opportunity to reach out to hundreds of thousands of customers annually — educating prospects on Ecolab solutions and

services, while keeping an open dialogue with industry experts and existing customers regarding their ever-evolving needs.

With that in mind, Ecolab is actively involved in a wealth of associations serving every industry it touches. In fact, several Ecolab associates are members of industry advisory boards, including the Women's Foodservice Forum, University Enterprise Laboratories Inc., and the International Foodservice Manufacturers Association, to name just a few.

Ecolab also maintains a significant annual presence at over 400 industry conferences, tradeshows, and exhibitions. Some of the most prominent include the National Restaurant Association's Restaurant Hotel-Motel Show, the Worldwide Food Expo, the International Hotel/Motel & Restaurant Show, and the Healthcare Foodservice Management (HFM) Conference.

The company also sponsors a number of educational and industry special events and training seminars that allow Ecolab the opportunity to educate new and experienced industry professionals on how Ecolab supports their goals and needs. One of the most successful Ecolab-sponsored events is the Nation's Restaurant News Food Safety Symposium that occurs every September as part of National Food Safety Month.

BRAND VALUES

To its customers, Ecolab is a global company dedicated to helping make the world a cleaner, safer, healthier place — and a true partner, committed to helping them succeed.

Customers believe that by working with Ecolab, they have a partner that is always there for them, delivering around-the-clock personalized consultation services from the world's best-trained service specialists who are completely committed to the success of their business — no matter where that business is located.

Its proactive solutions deliver on the very unique business goals for each customer. Ecolab also follows sustainability principles and practices, passing on those ideas to help customers achieve operational efficiencies in their own locations.

All this and more lead Ecolab's customers to feel like they are taken care of personally, and secure in knowing that their customers and businesses aren't at risk.



THINGS YOU DIDN'T KNOW ABOUT ECOLAB

- Every day, Ecolab products are used to clean more than 250 million dishes, 75 million hands, 42 tons of laundry, 8,000 miles of dairy pipeline, and 3 million hotel rooms.
- Since its first introduction in 1981, Solid Power®, the first product in Ecolab's revolutionary line of solid concentrates, has saved more than 190 million pounds of plastic.
- The average amount of water saved by customers using Wash 'n Walk® no-rinse floor cleaner is 7,000 gallons annually.
- Ecolab customer service reps average 175,000 orders, 248,000 text messages, and 355,000 calls every month.