



**FOR IMMEDIATE RELEASE**

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**Industry Veteran Named to the Post of General Manager for  
Kroff Chemical Company, Inc.**

*– Timothy Laube Brings Innovative Leadership Solutions to New Position –*

**PITTSBURGH, March 10, 2011** – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, is pleased to announce the appointment of Timothy Laube as general manager for Kroff Chemical Company, Inc. In this role, Laube will manage a team of sales professionals for Kroff Chemical Company, a division of Kroff, Inc., that provides custom-blended chemicals and processes for water and wastewater treatment.

“As our business continues to grow, we are pleased to add smart, experienced and driven individuals like Tim to our team,” said Fred Potthoff, co-founder and co-owner of Kroff, Inc. “Tim has an impressive background in strategic development, customer relations, sales and management. All of these attributes made him an ideal fit for this position and a welcome addition to Kroff Chemical Company.”

Prior to joining Kroff Chemical Company, Laube was the owner of The Entropy Group, a sales consulting company that specialized in chemical formulation sales and distribution, and water treatment consultation. Before that, Laube held various leadership positions, including vice president of sales and marketing, with Plymouth Technology, Inc., where he worked for more than 12 years. Laube’s career also includes positions with Nalco Chemical Company, Clean Harbors Environmental Services, Inc., and OM Group Inc. He received a Bachelor of Science in chemistry from John Carroll University.

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**Industry Veteran Named to the Post of General Manager for  
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For more information about Kroff, Inc., visit [www.kroff.com](http://www.kroff.com).

**About Kroff, Inc.**

Kroff, Inc. is one of the fastest-growing, full-service water treatment companies in the United States. With patented chemistry, experienced consultants and a commitment to innovation, Kroff engineers solutions for clients that ensure environmental compliance and save money. The company has six distinct business units: **Kroff Chemical Company, Inc. (KCC)**, providing custom-blended chemicals and processes for water and wastewater treatment; **Kroff Facilities Services, Inc. (KFS)**, enabling companies and organizations to outsource their water treatment services; **Kroff Process Technologies, Inc. (KPT)**, providing process cleaners and lubricants to support the metals production and fabrication industries; **Kroff Well Services, Inc. (KWS)**, offering remediation of flowback waters and production brines for frac water reuse; **Kroff Materials Reprocessing, Inc. (KMR)**, which enables companies to reuse and recycle industrial manufacturing byproducts, including oil; and **Kroff International, LLC**, with projects in Japan, Europe, Africa and South America. Kroff partners with companies in primary metals, manufacturing, health care, and energy and more. Founded in 1988, Kroff is headquartered in Pittsburgh, PA. For more information, visit [www.kroff.com](http://www.kroff.com).

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