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**Kroff, Inc. Laboratory Enhances Speed and Accuracy of Water Testing**

*– Specialized Equipment Detects Purity of Drilling Water and Other Production Fluids Within Minutes –*

**PITTSBURGH, May 2, 2011** – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, has added new capabilities to the company’s laboratory services by enhancing the speed and accuracy of water testing. Kroff scientists are using a total organic compound (TOC) analyzer to detect the purity of water within minutes, instead of hours or days with older equipment. The process enables Kroff to provide fast service and environmental compliance for drillers in the Marcellus Shale and other industries that rely on production fluids.

“As our company moves beyond water treatment and grows to include materials reprocessing, process technologies and well services, Kroff, Inc. continues to dedicate more and more resources to developing innovative ways to serve our customers,” said Keith Kronk, president and co-founder of Kroff, Inc. “We have assembled the best analytical team in the industry and surrounded them with cutting-edge equipment. They are working everyday to provide our customers with exclusive products and services.”

The company’s TOC analyzer quantifies the amount of organic material that is present in production water, which enables Kroff analysts to identify the most efficient processes to remove impurities. The ability to measure organic compounds in water quickly and accurately enhances Kroff’s services throughout several industries, from oil and gas drilling to metal fabrication, and wastewater treatment. In addition, the use of a TOC analyzer helps the scientists at Kroff’s lab with product development for specialty chemicals and other applications.

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Kroff's laboratory facility offers exceptional speed and precision in water analysis. The lab features state-of-the-art analytical test equipment, including an ICP analyzer, a Mutek charge analyzer, multiple Parr pressure reactors, a UV-VIS scanning spectrophotometer, digital viscometers, advanced scale modeling software, and a doctorate-level analytical team.

For more information about Kroff, Inc., please 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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