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**Kroff Chemical Company, Inc. Hires Senior Sales Consultant for
New Business Development**

– Jeffrey Lazor Joins Kroff with Extensive Experience in Developing Technical Solutions to Meet Client Needs –

PITTSBURGH, May 19, 2011 – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, is pleased to announce the appointment of Jeffrey Lazor as senior sales consultant for Kroff Chemical Company, Inc. In this role, Lazor will work on new business development to build and drive sales growth for Kroff Chemical Company, a division of Kroff that provides custom-blended chemicals and processes for water and wastewater treatment.

“Jeff is a highly motivated and experienced sales professional who has a great depth and breadth of knowledge about the water treatment industry,” said Fred Potthoff, co-founder and co-owner of Kroff, Inc. “We’re pleased to have a results-driven professional like Jeff on our team as we continue to expand our business.”

Prior to joining Kroff Chemical Company, Lazor was a sales engineer for Chemtreat, Inc., where he sold an extensive line of water treatment chemicals and comprehensive consulting services. Before that, Lazor was a sales representative with Nalco Chemical Company, where he increased sales of water treatment chemicals and consulting services throughout a large geographic area. Lazor also served as a sales representative at NCH Corporation. He received a Bachelor of Science in biology and a Bachelor of Arts in communication from Allegheny College in Meadville, Pa.

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Kroff Chemical Company, Inc. Hires Senior Sales Consultant for New Business Development (cont.)

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For more information about Kroff, Inc., visit 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.

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