



**FOR IMMEDIATE RELEASE**

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**Kroff, Inc. Expands Internationally, Establishes Operations in South America**

*– Kroff Chile - Tecnologías y Procesos Limitada Brings Water Treatment Solutions to Chile;  
Future Expansion in South America Planned –*

**PITTSBURGH, November 28, 2011** – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, is expanding internationally with the establishment of operations in South America and the creation of a new company called Kroff Chile - Tecnologías y Procesos Limitada. Based in Santiago, Kroff Chile - Tecnologías y Procesos Limitada is positioned to provide cost-effective custom-blended chemicals and processes for water and wastewater treatment to companies in a variety of industries in that country, including energy, power and mining.

“The Chilean market presents a tremendous growth opportunity for Kroff, Inc., and provides an entry-point for us to further expand our operations throughout South America,” said Fred Potthoff, co-founder and co-owner of Kroff, Inc. “Kroff’s new operations in Chile will enable the company to expand into a variety of markets including paper, mining, food processing, and steel.”

Kroff Chile - Tecnologías y Procesos Limitada provides industry-leading water treatment chemicals and services for boilers, cooling towers and wastewater, which helps maximize efficiency of operations and lowers the cost of operation. Kroff Chile - Tecnologías y Procesos Limitada comprehensive treatment programs focus on energy efficiency, regulatory compliance, waste minimization and water reuse, fully automated and integrated chemical applications, and a safety-conscious approach.

For more information about Kroff, Inc., please visit [www.kroff.com](http://www.kroff.com).

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## **Kroff, Inc. Expands Internationally, Establishes Operations in South America (cont.)**

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### **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 includes: **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; **Kroff International, LLC**, with projects in Japan, Europe, Africa and South America; and **Kroff Lab Services, Inc. (KLS)**, offering exceptional speed and precision in water analysis and the expertise of a doctoral-level analytical team. 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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