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**Kroff Chemical Company, Inc. Launches Corporate
Sales Strategy Focused on New Account Development**

– Company Adds Corporate Sales Specialists to Roster of Business Development Staff –

PITTSBURGH, June 19, 2012 – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, has launched a new corporate sales strategy focused on new account development at Kroff Chemical Company, Inc. To lead the initiative, Kroff created new corporate sales executive positions for Alicia Hartley and Craig Malagise. The pair will be charged with accelerating the sales process for Kroff Chemical Company by generating new account activity.

“This corporate sales strategy is a calculated cultural shift within our organization that’s designed to aggressively grow our business,” said Tim Laube, general manager of Kroff Chemical Company. “We already have the best sales team in the business. With this new tactic and the addition of Alicia and Craig, we’re taking our operation to the next level.”

Prior to joining Kroff, Hartley served as business development manager for Tetra Tech, Inc., where she worked to diversify and expand the company’s client base, identify new markets and attract new clients. With more than 12 years of sales and marketing experience, she has also worked with Dynecol, Inc. and Philip Services, Inc. She holds a B.S. in ecology from Michigan Technological University.

Malagise, who most recently served as corporate sales manager for ChemTreat, Inc., is a sales specialist with more than 17 years of experience. His career started at HRP Metals, Inc., where he held several leadership roles, and progressed to positions with BetzDearborn and Ashland Specialty Chemical – Drew Industrial. He holds an M.S. in environmental health and toxicology from the University of Pittsburgh and a B.S. in environmental science and biology from Allegheny College.

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“Alicia and Craig are uniquely qualified to take on the challenge of generating new accounts and penetrating new markets based on Kroff Chemical Company’s best-in-class service and renowned expertise,” Laube added.

Kroff Chemical Company provides industry-leading treatment services for boilers, cooling towers and wastewater within an array of industries. With advanced chemistry and innovative processes, Kroff Chemical Company maximizes equipment efficiency, reduces costly downtime and ensures regulatory compliance. The company’s comprehensive treatment programs, laboratory services and technical experts enable customers to focus on core operations.

For more information about Kroff, Inc., please 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 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; **Kroff Lab Services, Inc. (KLS)**, offering exceptional speed and precision in water analysis and the expertise of a doctoral-level analytical team; and **Kroff Chile - Tecnologías y Procesos Limitada**, which provide cost-effective custom-blended chemicals and processes for water and wastewater treatment to companies in that country. 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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