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**Kroff Chemical Company, Inc. Appoints
Industry Veteran as Sales Associate**

– William Bluethmann Brings Vast Experience to New Position –

PITTSBURGH, June 21, 2012 – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, is pleased to announce the appointment of William Bluethmann as sales associate for Kroff Chemical Company, Inc. In this position, Bluethmann will identify conversion and penetration sales opportunities and manage accounts representing a diverse customer base, including power generation, primary metals, automotive, food and beverage, and pharmaceutical.

“As we continue to provide leading services and penetrate new markets, we are excited to add driven and experienced people like William to our team,” said Tim Laube, general manager Kroff Chemical Company, Inc. “William’s vast experience in water treatment has given him knowledge in many aspects of the industry, including management, sales and engineering. With all of these qualifications, he is the ideal fit for this position and a welcome addition to Kroff Chemical Company.”

Prior to joining Kroff Chemical Company, Bluethmann worked for almost 15 years at Nalco, where he increased revenue and customer reach as senior account manager and account manager. In addition, he worked as district representative and applications engineer, where he ensured the company’s system protection by improving reliability and efficiency. Before that, Bluethmann worked as project manager for C&C Industrial Maintenance Corporation, providing management services on environmental projects.

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Bluethmann received a master's degree in environmental science at the University of Oklahoma School of Civil Engineering and Environmental Science, and a bachelor's degree in movement and sports science from Purdue University.

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., visit www.kroff.com.

About Kroff, Inc.

Kroff, Inc. is one of the fastest-growing, full-service specialty chemical 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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