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Kroff Well Services Inc. Shares Best Practices for Frac Fluid Efficacy and Reuse of Frac Water Flowback and Production Brines during Shale Gas Insight Conference

- Dave Kern to Participate in Panel Discussion with Other Industry Experts-

PITTSBURGH, September 4, 2012 – [Kroff, Inc.](#), a specialty chemical company focused on creative solutions for environmental, manufacturing and water treatment processes, is pleased to announce that Dave Kern, area manager of Kroff Well Services Inc. (KWS), will offer his expertise on water treatment procedures that allow for safe and effective reuse of frac water flowback and production brines, as well as, frac fluid designs that are effective when reusing water during a panel discussion at the Shale Gas Insight Conference (September 20-21, 2012 at the Pennsylvania Convention Center in Philadelphia, PA). Kern’s presentation as part of the forum is titled “Frac Water Reuse in High-Volume, High-Rate Shale Fracturing: Technology, Challenges & Practical Solutions.”

“Since Kroff attended the inaugural Shale Gas Insight Conference last year, gas exploration and drilling in the Marcellus and Utica Shale area has continued to increase at a rapid pace,” Kern said. “This growing industry brings with it new environmental rules and regulations for water use and reuse, and companies must demonstrate compliance and have the appropriate frac fluid designs for safe and effective reuse. At Kroff, we hope that conference attendees will benefit from our insights on best practices for the reuse of frac water flowback and production brines.”

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In his role with Kroff Well Services, Inc., Kern works to develop cost-saving and environmental solutions for the oilfield industry. He is a member of the Association of Water Technologists, Association of Iron and Steel Technology, Marcellus Shale Coalition, and the International District Energy Association.

Kroff Well Services, Inc. provides green frac fluid designs, water reuse optimization, and state-of-the-art laboratory confirmation to insure proper frac fluid designs when reusing flowback and produced waters.

Last year's inaugural Shale Gas Insight Conference included 1,800 attendees and more than 180 exhibitors. The Marcellus Shale Coalition has returned to Philadelphia's Pennsylvania Convention Center to host the Shale Gas Insight 2012 Conference. The conference brings together industry and policy experts, academia, and government officials to discuss the latest insights and analysis on state and federal policies, technological advancements in the industry, and opportunities for industry stakeholders to gain insight into techniques to advance best practices and shape public policy.

The Marcellus Shale Coalition (MSC) is an organization committed to the responsible development of natural gas from the Marcellus and Utica Shale geological formations, and the enhancement of the nation's economy that can be realized by this clean-burning energy source. The member companies of the coalition work with partners across the region to address issues with regulators; local, county, state and federal government officials; and communities about all aspects of producing clean-burning, job-creating natural gas from the Marcellus Shale.

For more information about Kroff, Inc., please visit www.kroff.com.

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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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