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**Kroff Chemical Company, Inc. to Create Custom-Formulated
Water Treatment Solutions for University of Michigan Facilities**

– Company Awarded Five-Year Contract Based on Ability to Customize Treatment –

PITTSBURGH, January 28, 2013 – [Kroff, Inc.](#), one of the fastest-growing water treatment companies in the United States, is pleased to announce a five-year agreement with the University of Michigan to provide custom-formulated water treatment solutions for the university’s Central Power Plant and North Campus Research Complex. Kroff Chemical Company, Inc. – a Kroff, Inc. company – will provide chemical water treatment, testing, monitoring and consulting services for the boilers, cooling towers and cooling loops in those areas.

“What differentiated our company during the bidding process was our ability to demonstrate that Kroff creates custom-formulated water treatment services,” said Tim Laube, general manager Kroff Chemical Company, Inc. “Our experience and expertise is unmatched in the industry, and the university recognized that Kroff doesn’t apply a one-size-fits-all solution to every problem but approaches each challenge individually.”

More than 58,000 students and nearly 9,000 instructors inhabit the University of Michigan. The physical infrastructure includes more than 500 major buildings, with a combined area of more than 712 acres of both urban and rural property in and around Ann Arbor.

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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 facilities 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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