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Contact: Brittany Baker
740-548-1645, ext. 113
brittany.baker@mindson.com

Kroff Food Services, Inc. and Xgenex Join Forces to Offer Green Solutions to Food-Processing Industry

– Companies' sustainability solutions also offer operating efficiencies and cost savings –

PITTSBURGH (Oct. 6, 2014) – Both public demand and federal regulations for more sustainable practices have food processors rethinking the way they operate. It's not an easy task. Products, processes, and people all need to change, while food safety needs to remain a top priority. It's a challenge Kroff Food Services and its strategic partner Xgenex are confronting head-on.

"A good example is the beef industry, where there is a global [roundtable](#) establishing new systems and practices to produce truly sustainable beef," said Jim Byron, CEO of Xgenex, a food safety technology company committed to developing innovative sustainable solutions. "It's one of many initiatives that will change the food industry as we know it. Together, Xgenex and Kroff Food Services are helping lead the change with chemical solutions that promote food safety and enable social responsibility through green, sustainable, and organic-approved technologies."

Tim Laube, Kroff Food Services general manager, adds that the food industry needs fast, affordable, sustainable solutions now. The importance of social responsibility, the growing influence of social media, and government regulations are driving food companies to look for new and better solutions, which is leading the industry to look for new service providers with fresh thinking.

"The food industry is looking to Kroff Food Services to help them be good stewards of their resources – including water and energy. They also need help responding to the growing demand for environmentally friendly products and practices that meet EPA, FDA, USDA and international regulatory standards, and are safe and compliant with organic, Kosher, Halal, and other special requirements," said Laube.

Kroff Food Services has solutions for all of these industry requirements through its chemicals, biologics, and sanitizers, as well as through its custom technologies. Kroff's intervention technologies enable food producers to confidently control Listeria, Salmonella, E. coli and other bacteria that cause food-borne illness and food spoilage.

Its water and energy technologies help conserve energy, reduce water consumption, and better manage wastewater, including odor control, waste stream composting, and lessening the strain on public infrastructure.

Solutions for energy conservation include boiler and water-cooling systems optimization to enhance equipment useful life and reduce energy use.

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Positive financial benefits also come from sustainability gains, including product shelf-life extension, reduced food waste, lower water and energy bills, optimized performance, and even increased consumer sales. Laube says Kroff customers can save 50 to 60 percent on their water bills alone, sometimes saving up to \$1 million per year.

In the end, Byron says companies are recognizing consumer demand and partnering with providers such as Kroff Food Services who can help them successfully navigate complex social, regulatory, and financial challenges.

“Consumers are smart and they are demanding more sustainable practices, safer food, and more social responsibility. Companies that produce safer, greener products will attract loyal customers and will be better prepared for growth in a continually changing and dynamic marketplace,” said Byron.

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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; 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. www.kroff.com

About XGenex

Xgenex is recognized by the food industry as a leader committed to developing solutions today that will deliver immediate and long-term value. By the year 2050, the world population will require 100% more food and 70% of that food must come from efficiency – improving technology. These sobering facts define our future and the challenges we face. These facts also define the opportunity that Xgenex is dedicated to helping our industry address. At Xgenex we recognized that the old, established, and outdated methods used in food production have served us well until now but will not be adequate for us to meet the challenges we will face soon and in the future. Advancing sustainability and green technologies are the core values that define our business. Technology of the future will move food to markets faster. Food will have longer shelf life and will offer more information to the consumer at the point of sale. Flavor, taste, nutrition, and ethics will dominate food production decision making. Companies that produce safe, responsible product at a fair profit will gain consumer confidence and displace those that are less prepared for a new and dynamic marketplace. Developing and advancing the new technologies that enhance our future is our mission at Xgenex. Founded in 2012, Xgenex is headquartered in Ponte Vedra Beach, Florida. www.xgenex.com