

NEWS RELEASE

Release Date: June 6, 2011

Contact: Mark Goldman
Global Communications
+1 (262) 631-2906 tel
news@proteus-solution.com

Proteus Solutions Introduces the Proteus™ Activator Washing System at The Clean Show

Company also Announces Installation of System at
Brady Industries Facility in Las Vegas

CINCINNATI, Ohio – June 6, 2011 – Proteus Solutions, LLC, a joint venture between Standard Textile Co., Inc. and Diversey, Inc. providing innovative cleaning and sanitizing products and solutions, debuts its first commercial offering, the Proteus™ Activator Washing System at The Clean Show in Las Vegas, Nevada. The Proteus Activator Washing System is an innovative cleaning and sanitizing system for laundries that delivers substantial operational and sustainability benefits while enhancing performance in the laundry process.

“We are seeing tremendous response to the Proteus Activator Washing System from our customers and our industry,” said Gordon Little, general manager, Proteus Solutions. “They clearly see the compelling benefits of the system to substantially improve the effectiveness, efficiency and sustainability profile of their operations.”

Brady Industries recently installed the Proteus Activator Washing System at its large-scale laundry facility in Las Vegas, Nevada. The facility serves hospitality customers, providing commercial laundering of a variety of textiles, including table linens, towels and uniforms.

“Our significant customer base throughout the Las Vegas area requires fast, effective laundering that delivers proven cleaning and sanitation results,” said Travis Brady, president and chief executive officer, Brady Industries. “We believe the Proteus Activator Washing System will enable us to maintain our high standards of laundry quality while improving efficiency and delivering on our commitment to operating our business more sustainably.”

The Proteus Activator Washing System combines a unique activator unit with proprietary chemistry to deliver a fully integrated laundry cleaning and sanitizing solution. The system’s consistent and reliable activator unit utilizes electro-chemically activated water to generate powerful cleaning agents that are combined with specially formulated chemicals. Designed to fit within a customer’s existing facilities, the system makes water work harder to clean fabrics as well as, or even better than, current methods. The system is also backed by Proteus Solutions’ deep knowledge of textiles and the laundry process to provide customers with a truly custom solution for their commercial laundry needs.

“The Proteus Activator Washing System enables customers to achieve exceptional laundry results with the confidence that it meets their stringent sanitation and hygiene standards,” added Little. “By delivering faster, more effective washing and drying cycles that utilize smaller amounts of chemicals and water, customers using the system are lowering their total cost of operation and improving the safety of their workers.”

Proteus Solutions is a joint venture between Standard Textile, an international leader in the design, development, manufacturing and distribution of textiles, decorative products and work apparel and Diversey, Inc., a leading global provider of commercial cleaning, sanitation and hygiene solutions. Proteus Solutions combines Diversey’s expertise in delivering superior performance in commercial cleaning and sustainability applications with Standard Textile’s unique capabilities in linen and laundry management, textiles and activated water. By jointly developing cleaning solutions using Proteus’s proprietary technologies, customers are benefiting from the two companies’ deep understanding of textile performance and the cleaning process.

Proteus Solutions is located at booth 3677 at The Clean Show at the Las Vegas Convention Center. More information on Proteus Solutions and its commercial offerings is available at: www.proteus-solution.com.

#

About Proteus Solutions, LLC

Proteus Solutions, LLC is committed to the pursuit of cost-effective, sustainable solutions for an array of commercial cleaning and sanitizing applications. A joint venture of Diversey, Inc., and Standard Textile, Proteus Solutions brings together the unparalleled knowledge and resources of two global leaders in cleaning and textile technologies. Its mission is to give customers around the world access to innovations that help them work smarter. Proteus Solutions, LLC is headquartered in Cincinnati, Ohio, USA. To learn more, visit proteus-solution.com.