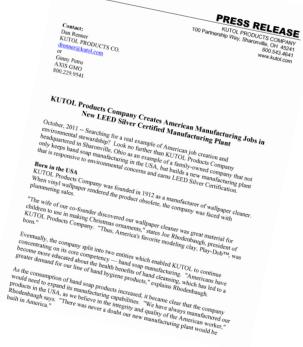
# KUTOL LEED Silver press release

Results Summary 1/6/2012





## Misc. Placements from NISSCO Award Release

http://www.topix.com/city/sharonville-oh

Sharonville TOPIX

link to CMM Article on Award:

http://www.cmmonline.com/sustainability/article/kutol-products-company-given-2011-sustainability-award

Cleanlink:

 $\underline{\text{http://www.cleanlink.com/news/article/NISSCO-Awards-Kutol-Products-} 2011-Sustainability-Award-13674}$ 

BSM:

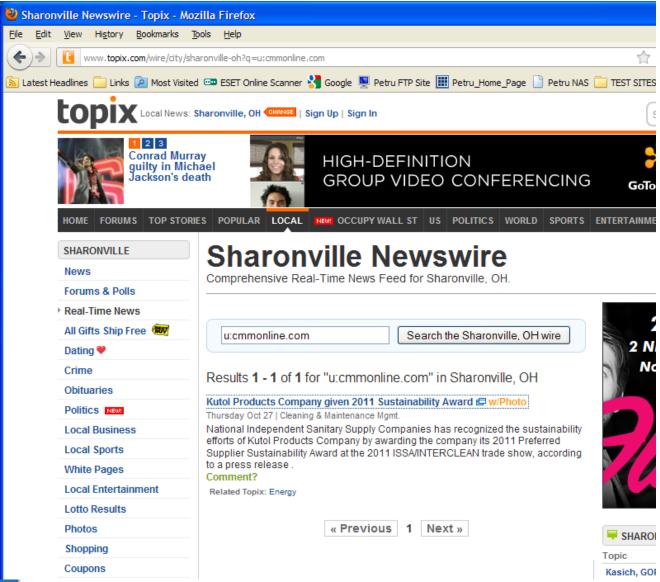
http://www.bsmmag.com/Main/

ISSA:

http://www.issa.com/?m=news&event=view&type=3&id=4802&page=1&lg=

and .. Waldens (Thursday, Oct .20 edition) http://www.waldenmott.com/ISSA/

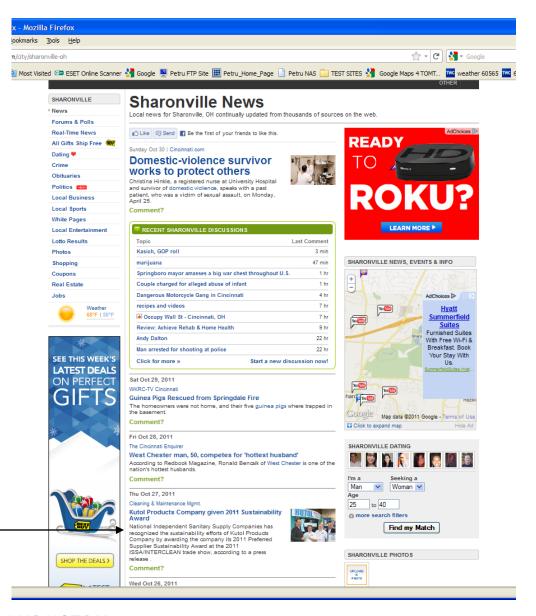






# Sharonville News: TOPIX

Page one, 11/10/11 with photo

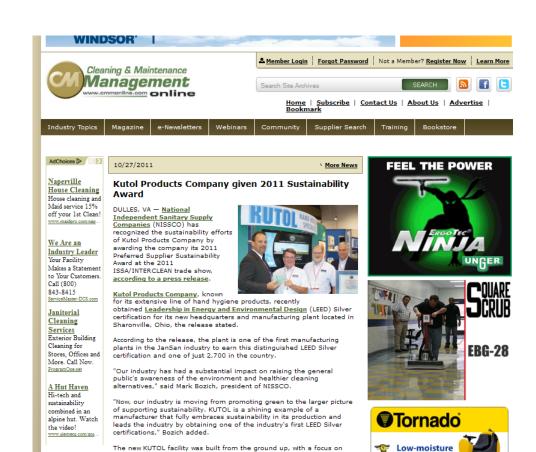




# CMM Online

Included in 10/27
Daily
News

Archived online



sustainability and the environment, and depends upon geothermal

release noted.

Click here to read the complete release.

energy generated from an adjacent pond to conserve energy costs, the

floor care

Cordless,



### CleanLink

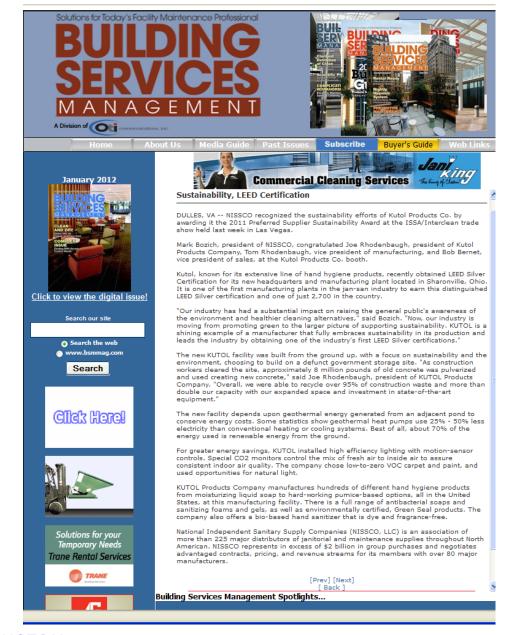
Included in newsletter and Archived online





# Building Services Management

Archived online





## **ISSA**

**Published** 10/26/11 and Archived online

ISSA/INTERCLEAN Buyers' Guide

TRADE SHOWS | MEMBERSHIP | WORLDWIDE | EDUCATION | REGULATORY | EVENTS





News

Home > News > Awards & Recognitions > News Detail

## Kutol Receives NISSCO Sustainability Award

October 28, 2011 — Kutol Products Co. was awarded the National Independent Sanitary Supply Companies' (NISSCO) 2011 Preferred Supplier Sustainability Award.

Kutol was recognized by NISSCO for its focus on sustainability and the environment in building its new headquarters and manufacturing plant. The U.S. Green Building Council (USGBC) recently awarded Kutol Leadership in Energy and Environmental Design (LEED) Silver Certification for its plant's design.

About Kutol Sharonville, OH- based Kutol Products manufactures a variety of hand hygiene products, including antibacterial soaps and sanitizing foams. For Hand Hygiene Specialists more information, visit www.kutol.com.

#### About NISSCO



NISSCO is an association of more than 250 major distributors of janitorial and maintenance supplies throughout North America. NISSCO represents 715567 in excess of US\$2 billion in group purchases and negotiates advantaged contracts, pricing, and revenue streams for its members with over 100 major manufacturers. For more information, visit www.nissco.com.

To return to ISSA News, click here.



# Walden's Convention Daily

Page One: 10/20/11 and archived online

# **AXIS** FOR THE JANSAN

# Walden's CONVENTION DAILY



Exhibit Booth 2779

Las Vegas Thursday, October 20, 2011

#### Saalfeld Announces Partnership with Golden Star

Saalfeld Redistribution announces a strategic partnership with mop manufacturer Golden Star . The partnership allows Golden Star customers to pur-

chase its products directly from Saalfeld giving their customers access to all the other JanSan products available through Saalfeld's nine distribution centers across the United States

"Through this eartnership, Golden Star customers now nave the ability to mix and match up to 18,000 unique stock keeping units (SKUs) we have available," said John Siegel, director of marketing, Saalfeld. 'Also, they'll have a smaller freight prepaid minimum available when they order

through Saalfeld." Continued on page 30

commercial

ncreased savings, and



Earl D. Julo, President and Treasurer, Steve Lewis, President, and Mike Nitto, Manager, Microfiber Division are greeting customers in booth 1555.

#### Georgia-Pacific Professional Offers Comptemporary White Design for Several of its Washroom Dispensing Solutions

Innovative Product Lines Now Available In Translucent White

Georgia-Pacific Professional is committed to providing our customers proud to announce the latest design enhancement for 13 of its innovative washroom dispenssolutions. Beginning September, towel, tissue and skin care dispensers from Georgia-Pacific Professional's en Motion ® SofPull®



Compact® product Michael C. Dunn, Group VP and GM Washroom Solutions, lines will be available Eric Jungslager, Category Director Skin Care, and Nick in translucent white, Trainer, VP and GM, Tissue Washroom and Wiper Solutions

providing a clean, In booth 1830. sophisticated look for any facility. The new translucent white offering will also enable customers to purchase a uniform washroom product bundle or pick and choose from options to easily coordinate with existing fixtures in a facility.

"Georgia-Pacific Professional is

with a wide range of quality, hygienic solutions that can also improve the look and utility of any facility," said Bill Sleeper, president of Georgia-Pacific Professional. "While our products' durable construction will continue to

Continued on page 30

#### Changing the Way the World Views Cleaning

Focus on improving human health, reducing environmental impact, and positively influencing facilities' and members' bottom lines

ISSA is launching a multifaceted new endeavor designed to help members gain greater acceptance of the positive impact of cleaning and assist in navigating the ongoing challenges facing the industry.

and other health issues continue to reshape the scope and impact of the global cleaning industry.

To help members address these issues. ISSA is rededicating its resources



meant to reflect the forward direction its members are taking each day to provide state-of-the-art cleaning processes and products, change perceptions of cleaning and protect public health. This focus is reflected in multiple new programs as well as ISSA's new logo and tagline -"Advancing Clean, Driving Innovation,"

Ongoing market consolidations, cost

ifecycles). The objective is to ensure facility decision makers take full advantage of the measurable impact cleaning can have on both their operational and financial success, and to ensure they - and the world - view cleaning not as an expense to be minimized, but as the vital investment it

Moreover, ISSA is improving upon

#### NISSCO AWARDS KUTOL PRODUCTS COMPANY SUPPLIER PARTNER SUSTAINABILITY AWARD

National Independent Sanitary Supply Companies (NISSCO) recognizes the sustainability efforts of Kutol Products Company by awarding the company its 2011 Preferred Supplier Sustainability Award. The presentation will be made by Mark Bozich, president of NISSCO to Joe Rhodenbaugh, president of Kutol Products Company and Bob Bernet, vice president of sales, at the ISSA Show in the Kutol Products Company booth 1887 on Thursday, October 20 at 10:30 a.m.

Kutol Products Company, known for its extensive line of hand hygiene products, recently obtained LEED Silver

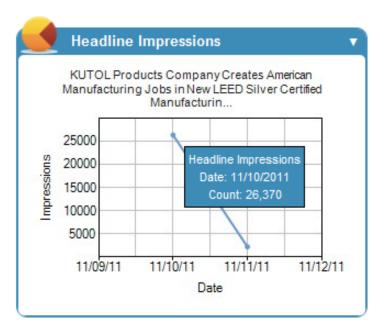
its members rely on to help drive their business, stay on top of the latest trends the communications, tools, and advocacy and innovations, and best serve their

Certification for its new headquarters and manufacturing plant located in Sharonville, Ohio. It is one of the first manufacturing plants in the JanSan



industry to earn this distinguished LEED Silver certification and one of just 2,700 in the country.

# Initial First-day Results: SEO Posting on PR web, 11/11/11

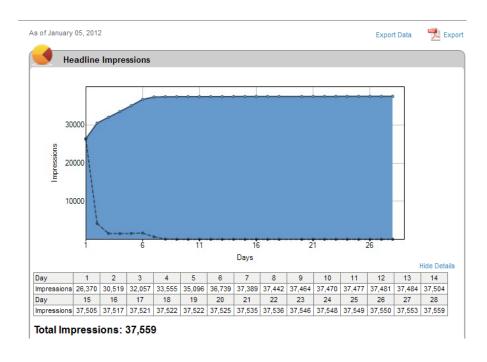




26,370 headline reads on first day, 752 full page reads or downloads

Results from individuals actively searching on one of our keywords, actively interested in content

# Initial Results: SEO Posting on PR web, 11/11/11

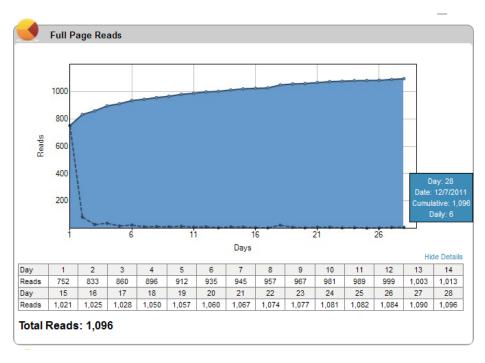


### As of 12.7.2011:

37,126 News Feed Impressions
433 onsite impressions



# Initial Results: SEO Posting on PR web, 11/11/11



As of 12.7.2011:

1,096 people loaded a full version of the news release



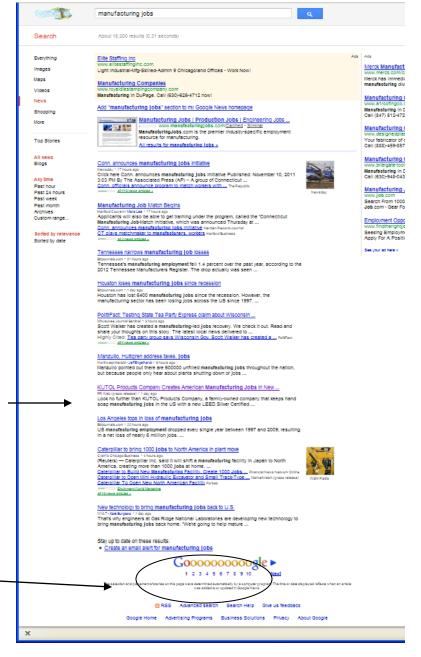
# Initial Results: Posting PR web

#### GOOGLE NEWS SEARCH:

Page 1: on 11/11/11.

On keyword search of:

Manufacturing Jobs



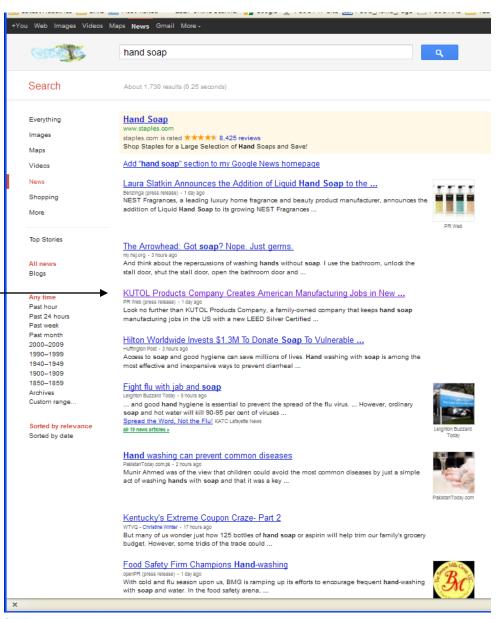


# Initial Results: Posting PR web

#### **GOOGLE NEWS SEARCH:**

Page 1: on 11/11/11.

On keyword search of: Hand Soap





# Results: Posting on 24/7

**140,333 Impressions generated** ... the number of times the press release headline appeared on the 24-7 Press Release website and RSS aggregators carrying 24-7 news headlines.

The **full release** was viewed **473 times** on the 24-7 press release website ... this does not include views on any post outside of the 24-7 website.

The press release was **forwarded to an individual** via the **email article** function **150 times** from the 24-7 web site and/or emailed to journalists that subscribe to 24-7 news release email.

#### 24-7 Press Release

http://www.24-7pressrelease.com/press-release/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.php

#### **World News Report**

http://www.einnews.com/247pr/245736



#### San Francisco Chronicle

http://finance.sfgate.com/hearst?Account=sfgate&Page=MEDIAVIEWER &GUID=19932298

#### **Houston Chronicle**

 $\frac{\text{http://markets.chron.com/chron?Page=MEDIAVIEWER\&GUID=1993229}}{8}$ 

#### **Chicago Daily Herald**

http://finance.dailyherald.com/dailyherald?Page=MEDIAVIEWER&GUID =19932298

#### The Miami Herald

http://studio-

 $\underline{\text{5.financial} content.com/mi.miamiherald/?Page=MediaViewer\&GUID=199}}{32298}$ 

#### **NewsOK Oaklahoma News**

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#### SignOnSanDiego

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5.financialcontent.com/sandiego/?Page=MediaViewer&GUID=19932298

#### **Social Picks**

http://markets.socialpicks.com/socialpicks/?Page=MediaViewer&GUID= 19932298

#### **Restaurant News Articles**

http://restaurantnewsarticles.com/restaurants articles/20 11/11/kutol-products-company-creates-americanmanufacturing-jobs-in-new-leed-silver-certifiedmanufacturing-plant-245736.htm

#### **Restaurant PR News**

http://restaurantprnews.com/restaurants articles/2011/1 1/kutol-products-company-creates-americanmanufacturing-jobs-in-new-leed-silver-certifiedmanufacturing-plant-245736.htm

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#### **Food and Beverage News**

http://foodandbeveragenews.com/food and beverage a rticles/2011/11/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.htm

#### **Construction News Articles**

http://constructionnewsarticles.com/building and construction articles/2011/11/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.htm

#### **Construction PR News**

http://sonstructionprnews.com/building\_and\_constructio articles/2011/11/kutol-products-company-createsamerican manufacturing-jobs-in-newdeed-silver DUSTRY certified manufacturing-plant-245/36.htm

#### **HR News Articles**

http://hrnewsarticles.com/human resources articles/2011/11/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.htm

#### **Human Resources PR News**

http://humanresourcesprnews.com/human resources articles/2011/11/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.htm

#### **Environment News Articles**

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#### **Economy News Articles**

http://economynewsarticles.com/economy\_articles/2011/11/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.htm

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#### **Business News Articles**

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#### **HR PR News**

http://hrprnews.com/human resources articles/2011/11/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.htm

#### **Corporation News Articles**

http://corporationnewsarticles.com/corporations\_articles/2011/11/kutol-products-company-creates-american-manufacturing-jobs-in-new-leed-silver-certified-manufacturing-plant-245736.htm

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http://corporationprnews.com/corporations\_articles/2011/11/kutol\_products-company-creates-american-manufacturing-jobs-innew-leed-silver-certified-manufacturing-plant-245736.htm

#### **EIN Presswire**

http://www.einpresswire.com/247pr/245736



#### **Industry News Articles**

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#### **Patents & Trademarks Today**

http://patents.einnews.com/247pr/245736

#### **International Employment Today**

http://employment.einnews.com/247pr/245736

#### **Consumer News Today**

http://consumer.einnews.com/247pr/245736

#### **News Blaze**

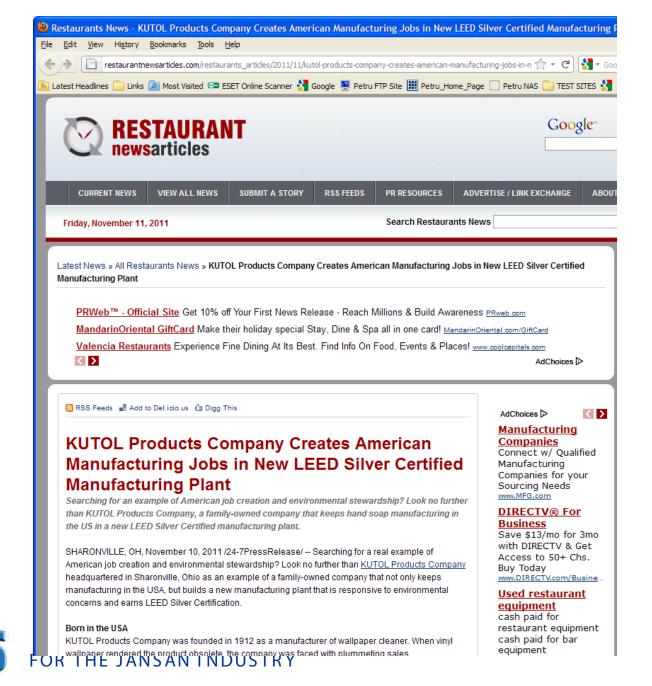
http://newsblaze.com/story/2011111008353000033.tf/topstory.html

These are sites where journalists and bloggers subscribe to and go to for information, as well as integrating into overall SEO where individuals may find information. The release remains archived on the site.

The follow is just a sampling of the screen shots for these results.

# Initial Results: Posting 24/7 – select samples





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#### **KUTOL Products Company Creates American** Manufacturing Jobs in New LEED Silver Certified Manufacturing Plant

Searching for an example of American job creation and environmental stewardship? Look no further than KUTOL Products Company, a family-owned company that keeps hand soap manufacturing in the US in a new LEED Silver Certified manufacturing

SHARONVILLE, OH, November 10, 2011 /Restaurants PR News/ -- Searching for a real example of American job creation and environmental stewardship? Look no further than KUTOL Products Company headquartered in Sharonville, Ohio as an example of a family-owned company that not only keeps manufacturing in the USA, but builds a new manufacturing plant that is responsive to environmental concerns and earns LEED Silver Certification.

#### Born in the USA

KUTOL Products Company was founded in 1912 as a manufacturer of wallpaper cleaner. When vinyl wallpaper rendered the product obsolete, the company was faced with plummeting sales.

"The wife of our co-founder discovered our wallpaper cleaner was great material for children to use in making Christmas ornaments," states Joe Rhodenbaugh, president of KUTOL Products Company. "Thus, America's favorite modeling clay, Play-Doh, was born."

Eventually, the company split into two entities which enabled KUTOL to continue concentrating on its core competency -- hand soap manufacturing. "Americans have become more educated about the health benefits of hand cleansing, which has led to a greater demand for our line of hand hygiene products," explains Rhodenbaugh.

As the consumption of hand soap products increased, it became clear that the company would need to expand its manufacturing capabilities. "We have always manufactured our products in the USA, as we believe in the integrity and quality of the American worker," Rhodenbaugh says. "There was never a doubt our new

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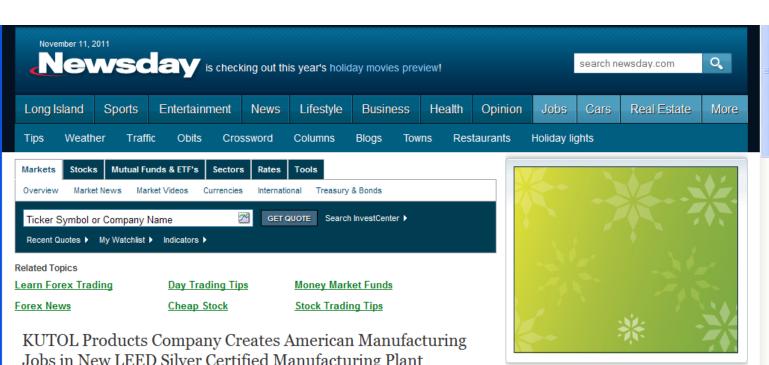
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FOR THE JANSAN INDUSTRY



Jobs in New LEED Silver Certified Manufacturing Plant

By: Press Release and Top News From 24-7 Press Release Newswire



Posted on November 10, 2011 at 02:00 AM EST

SHARONVILLE, OH, November 10, 2011 /24-7PressRelease/ -- Searching for a real example of American job creation and environmental stewardship? Look no further than KUTOL Products Company headquartered in Sharonville, Ohio as an example of a family-owned company that not only keeps manufacturing in the USA, but builds a new manufacturing plant that is responsive to environmental concerns and earns LEED Silver Certification.

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Posted on November 10, 2011 at 02:00 AM EST

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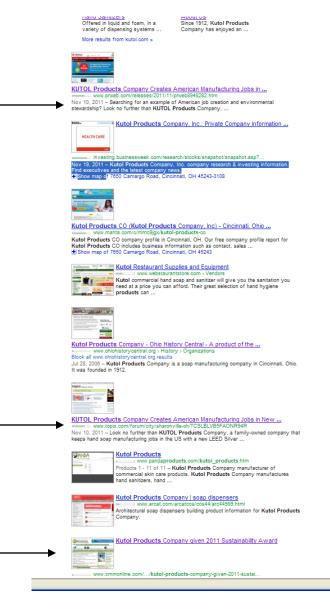
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Page one: Kutol Products, three placements of press release activity





# **Exhibitor Profile: CMM ISSA Issue**

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#### ISSA/INTERCLEAN exhibitor profile — Kutol Products Company

Booth 1887

#### Kutol: 100 Years Of American Hand Soap At Its Sustainable Best



Kutol Products Company has a winning trifecta for success product ingenuity, American-made manufacturing and cost-effective environmental practices.

\*Throughout our 100 years in business, we have successfully adapted to changing markets." states Joe Rhodenbaugh, president of Kutol Products Company

"Some might say we have had some very extreme market challenges."

Founded in 1912 as a manufacturer of wallpaper cleaner, the company transformed its product into America's favorite modeling clay, Play-Doh, to revive sales after vinyl wallpaper rendered it obsolete.

The company evolved again as it expanded its hand soap manufacturing. As the need for hand cleaners grew, so

#### Made In America

Since all Kutol soap products are manufactured in the United States, the increased manufacturing space.

to build a new facility from the bottom up.

'In building our new headquarters, we placed a tremendous amount of importance on being as environmentally sensitive as possible," says Rhodenbaugh. "Every step in construction considered its ultimate environmental

Because construction was approached in this manner, the new Kutol headquarters earned Leadership in Energy and Environmental Design (LEED) certification at the Silver level - a

designation just over 2,700 facilities in the country can claim.

Kutol is one of the first manufacturing plants in the JanSan industry to earn LEED certification.

#### Unconventionally Sustainable

The large pond adjacent to the headquarters is more than just a "water-front view." Underneath the water is a system of

pipes that comprise a geothermal system - a process that uses the Earth's consistent temperatures to create heating and out the facility in both the office area and cooling energy.

Some statistics show geothermal heat demand for its products required a larger pumps use 25 percent to 50 percent less electricity than conventional heating or It was clear the company would need cooling systems with about 70 percent being from renewable energy.



The building also uses natural light and high-efficiency lighting with motion-sensor controls.

Water is conserved with low-flow faucets electronic dual-flush fixtures and a mechanism to carture rainwater for re-use in irrigation.

As Kutol demolished the previous government storage site for its new headquarters, huge dumpsters separated wood, plastic and metal for recycling.

The biggest recycling effort was the expansive concrete pad.

'As we cleared the site, approximately 8,000,000 pounds of old concrete was pulverized and recycled for new concrete," states Rhodenbaugh. "Overall, we were able to recycle over 95 percent of con-

Recycling did not end with construction, as recycling containers are found throughon the manufacturing floor

From this new headquarters, the company manufactures hundreds of different hand hygiene products from moisturizing liquid soap to hard-working pumice-based

> There is a full range of antibacterial scaps and sanitizing feams and gels, as well as environmentally certified foam and liquid products.

> Kutol's line of Green Seal-certified foam and liquid hand cleansing products includes Foaming Dye & Fragrance-Free hand soap for allergen-sensitive users.

> The company also offers biobased hand sanitizers that are also dye and fragrance-free. CM

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# Formatted Press Release for posting on KUTOL website



#### PRESS RELEASE

KUTOL PRODUCTS COMPANY 100 Partnership Way, Sharonville, OH 45241 800.543.4641 www.kutol.com

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#### KUTOL Products Company Creates American Manufacturing Jobs in New LEED Silver Certified Manufacturing Plant

October, 2011 -- Searching for a real example of American job creation and environmental stewardship? Look no further than KUTOL Products Company headquartered in Sharonville, Ohio as an example of a family-owned company that not only keeps hand soap manufacturing in the USA, but builds a new manufacturing plant that is responsive to environmental concerns and earns LEED Silver Certification.

#### Born in the USA

KUTOL Products Company was founded in 1912 as a manufacturer of wallpaper cleaner. When vinyl wallpaper rendered the product obsolete, the company was faced with plummeting sales.

"The wife of our co-founder discovered our wallpaper cleaner was great material for children to use in making Christmas ornaments," states Joe Rhodenbaugh, president of KUTOL Products Company. "Thus, America's favorite modeling clay, Play-Doh™, was born."

Eventually, the company split into two entities which enabled KUTOL to continue concentrating on its core competency — hand soap manufacturing. "Americans have become more educated about the health benefits of hand cleansing, which has led to a greater demand for our line of hand hygiene products," explains Rhodenbaugh.

As the consumption of hand soap products increased, it became clear that the company would need to expand its manufacturing capabilities. "We have always manufactured our products in the USA, as we believe in the integrity and quality of the American worker," Rhodenbaugh says. "There was never a doubt our new manufacturing plant would be built in America."



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#### KUTOL PRODUCTS COMPANY RECEIVES 2011 NISSCO SUSTAINABILITY AWARD

Recognizes KUTOL LEED SILVER Certification; One of Industry's FIRST



National Independent Sanitary Supply Companies (NISSCO) recognized the sustainability efforts of Kutol Products Company by awarding the company its 2011 Preferred Supplier Sustainability Award at the ISSA Show, recently held in Las Vegas.

Mark Bozich, president of NISSCO congratulated Joe Rhodenbaugh, president of Kutol Products Company, Tom Rhodenbaugh, vice president of manufacturing, and Bob Bernet, vice president of sales, at the Kutol Products Company booth.

Kutol Products Company, known for its extensive line of hand hygiene products, recently obtained LEED Silver Certification for its new headquarters

and manufacturing plant located in Sharonville, Ohio, it is one of the first manufacturing plants in the JanSan Industry to earn the distinguished LEED Sliver certification and one of approximately 100 manufacturing plants in the country with this designation.

'Our industry has had a substantial impact on raising the general public's awareness of the environment and healthler cleaning alternatives," points out Bozich. "Now, our industry is moving from promoting green to the larger picture of supporting sustainability. KUTOL is a shining example of a manufacturer that fully embraces sustainability in its production and leads the industry by obtaining one of the industry's first LEED Silver certifications."

The new KUTOL facility was built from the ground up, with a focus on sustainability and the environment, choosing to build on a defunct government storage site. "As construction workers cleared the site, approximately 8,000,000 pounds of old concrete was pulverized and used creating new concrete," points out Joe Rhodenbaugh, president of KUTOL Products Company, "Overall, we were able to recycle over 95% of construction waste and more than double our capacity with our expanded space and Investment in state-of-the-art equipment. \*

The new facility depends upon geothermal energy generated from an adjacent pond to conserve energy costs. Some statistics show geothermal heat pumps

use 25% - 50% less electricity than conventional heating or cooling systems. Best of all, about 70% of the energy used is renewable energy from the ground.

For greater energy savings, KUTOL installed high efficiency lighting with motion-sensor controls. Special CO2 monitors control the mix of fresh air to inside air to assure consistent indoor air quality. The company chose low-to-zero VOC carpet and paint, and used opportunities



