



FOR IMMEDIATE RELEASE

Grignard DIRRECT Power™ Industrial Cleaner Recognized by the U.S. EPA for Direct Release to the Environment

Industrial-strength cleaning product meets strictest DfE standards for direct release into sensitive aquatic environments

Rahway, N.J., April 8, 2011—Grignard Company, LLC, a leading manufacturer of innovative industrial cleaning and corrosion protection products for onshore and offshore applications, today announced it has completed a partnership agreement with the U.S. Environmental Protection Agency (EPA) under its Design for the Environment (DfE) program recognizing Grignard's DIRRECT Power™ Blue industrial cleaner as a qualifying product for direct release to the environment, including sensitive aquatic environments.



To be named a qualifying product for direct release, DIRRECT Power™ Blue met the strictest DfE environmental criteria for low aquatic toxicity. Qualifying direct release products can be released directly to the environment, bypassing wastewater facilities, provided the materials being removed meet EPA direct release criteria. No disposal permits or washwater containment are required.

“Grignard recognizes the need for industrial cleaners that meet the strictest standards for environmental safety, without having to compromise cleaning power and efficiency,” said Etienne Grignard, Managing Director of Grignard Company. “We developed DIRRECT Power™ Blue to meet the toughest cleaning challenges in outdoor or marine applications where washwater collection and treatment is impractical or impossible. We are extremely pleased that the EPA has recognized our achievement of this goal with the DfE direct release designation.”

In independent testing by NSF International, DIRRECT Power™ Blue demonstrated cleaning efficiencies greater than 96%. DIRRECT Power™ Blue was tested safe on a variety of materials, according to ASTM test standards, and will not harm most metals, plastics, rubber, painted surfaces, and 3M decals. DIRRECT Power™ Blue is low foaming, non-flammable, non-corrosive, with no phosphates or free alkaline. It can be applied using a variety of methods, including hot or cold pressure sprayer, at dilutions up to 1:200 for exceptional cost-effectiveness.

DIRRECT Power™ Blue is part of Grignard's complete line of industrial products formulated for direct release, including DIRRECT Power™ Green (non-emulsifying cleaner) and DIRRECT Power™ Yellow (salt/efflorescence/scale remover).

About Grignard Company

Grignard Company develops, manufactures and supports a diverse range of innovative, high-performance products for industrial cleaning, corrosion protection, and lubrication. Founded in 1963, our legacy of innovation goes back more than a century to our ancestor, Victor Grignard (1871-1935), Nobel Prize laureate in Chemistry for his pioneering breakthrough known as “the Grignard reagent.” Grignard Company combines the service and attention of a small specialty firm with the robust product development, production and delivery capabilities of a major supplier. We also provide customized, cost-effective private label solutions for high-performance consumer and industrial cleaning and lubrication products. **Learn more at www.Grignard.com**

For more information about our DIRRECT Power™ industrial cleaners, contact Etienne Grignard at (732) 340-1111.