

IMPROVED PERFORMANCE. IMPROVED PERFORMANCE. IMPROVED EFFICIENCY. OPERATIONAL EFFICIENCY. OPERATIONAL EFFICIENCY. SUSTAINABLE IMPACT. eROISM

EXPONENTIAL VALUE.

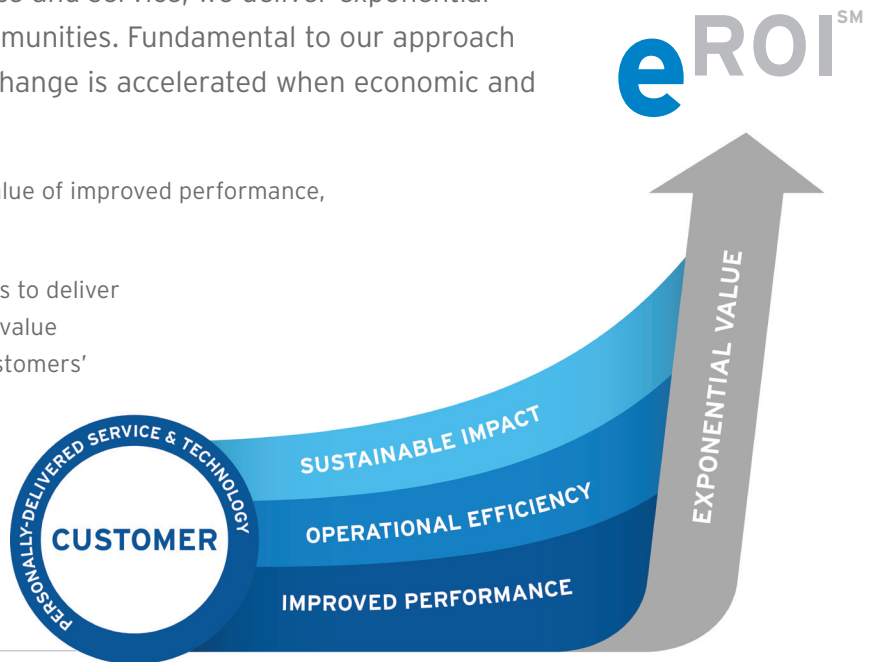
Delivering Exponential Value

Our solutions help customers achieve ambitious business and environmental goals. With an unparalleled combination of science and service, we deliver exponential outcomes that benefit customers and communities. Fundamental to our approach is an understanding that real and lasting change is accelerated when economic and environmental benefits align.

We call this our eROISM outcome: the exponential value of improved performance, operational efficiency and sustainable impact.

Measurement is a critical component of our process to deliver exponential outcomes. Using our proprietary eROI value approach, we measure our impact and quantify customers' return on investment.

We start with what matters most to our customers – performance – and link performance outcomes to environmental and social metrics and cost savings to demonstrate the triple-bottom-line benefits of sustainability.



SUSTAINABILITY INDICATORS



SAFETY

We strive to create cleaner, safer and healthier operating environments for employees and customers.



WATER

Our solutions conserve water and optimize water quality.



ENERGY

Our solutions save energy by enabling more efficient operations, or help produce more energy by uncovering oil and gas reserves.



AIR

We manage GHG emissions and improve indoor and outdoor air quality.



WASTE

Our solutions help keep waste out of landfills.



ASSETS

Our programs and services improve asset use and increase asset life.

How We Use eROI to Quantify and Communicate Exponential Value:



Our eROI value approach quantifies what matters most to our customers:

- ▲ **Improved Performance:** We help customers achieve system assurance and ensure clean, safe and healthy environments. We make sure these outcomes increase over time.
- ▲ **Operational Efficiency:** We identify ways to improve efficiency and outcomes to ultimately reduce total cost of operations.
- ▲ **Sustainable Impact:** We help customers minimize impact on the environment to reach their sustainability goals. We measure the sustainable impact of our solutions against a set of sustainability indicators that align with customer key business drivers across a diverse set of industries.

eROI Framework in Action:

The outcome of this process is a clearly defined value that aligns with customers' key performance indicators. Across all sectors and solutions, Ecolab delivers measurable Exponential Value.

eROI Examples

BACKGROUND			eROI OUTCOMES		
SECTOR*	CHALLENGE	TECHNOLOGY	IMPROVED PERFORMANCE	OPERATIONAL EFFICIENCY	SUSTAINABLE IMPACT
Healthy Environments: Healthcare (CH-1572)	Prevent healthcare-associated infections from surgical equipment	OptiPRO Instrument Reprocessing Program and DI Bottle Exchange	Met instrument cleanliness needs with chemistry and training program	Saved capital expenditure on new equipment	Reduced packaging, optimized current asset and water use 
Healthy Environments: Hospitality (CH-1553)	Optimized select service hotel laundry operation	Aquanomic Laundry Program	Ensure consistent, clean, white and soft results to help with guest satisfaction	Saved \$1,500 per year from water and energy costs	Reduced water and energy/CO ₂ e use by 242,000 gallons and 610 Therms (3.1 tons/ CO ₂ e) 
Safe Food: F&B (CH-1613)	Maintaining environmental hygiene in Meat Processor Plant	Advantis™ FC Cleaning Program	Consistent Total Plate Count (TPC) data, minimizing food safety risks and protecting brand	Increased production by 208 hours; decreased energy costs by \$23,000 per year	Energy saving from thermal efficiency (95 million BTUs) and electrical consumption (17,000 kWh); minimize employee hazards 
Industrial Water: F&B (CH-1503)	Dairy producer's wastewater operation	DAF Optimization Program	Maintained wastewater operation within equipment design limits	Reduced sludge hauling costs of \$200,000	Reduced sludge going to landfill by 46% 
Industrial Water: Primary Metals (CH-938)	Steel producer cooling water operations	3D TRASAR™ Automation	Maintained product quality and production uptime	Avoided \$150,000 capital expenditure	Reduced water (179 million gallons), energy (2.3 million kWh) and waste (410 tons of sludge), additional impact with assets and air 
Industrial Water: Paper (CH-962)	Graphics Paper Mill in Brazil process water	PARETO™ Mixing Technology	Maintained machine speed and product quality	Saved \$20,000 in associated water costs	Reduced 10 million gallons of water 
Energy: Downstream (CH-893)	Texas Refinery's cooling water system	3D TRASAR™ Technology for Cooling Water	Maintained cooling water operations and production uptime	Saved \$4 million per year	Saved 1 billion gallons per year 

*For more information about each example, refer to relevant case studies. All statements surrounding eROI claims comply with Ecolab's marketing principles – truthful, not misleading and substantiated.

Delivering on Our Promise

Through eROI outcomes, we quantify and communicate the exponential value of our solutions to customers and help customers measure progress toward their internal goals.

Simply put, eROI is the outcome of doing business with us.

Contact your local sales associate to learn more about Ecolab's eROI value approach.

<http://www.ecolab.com/sustainability/eroi-value-approach>

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