

RSC Bio Solutions Launches 'Every Spill Matters' Campaign

RSC Bio Solutions recently launched a new education campaign aimed at informing industry and the general public on the causes and dangerous effects of petroleum-based oil spills and leaks on both land and water. The campaign stresses the importance of adopting sustainable business and personal practices in protecting "The Three Ps"—People, Planet and Profits.

Headquartered in Charlotte, N.C., RSC Bio Solutions was founded in 2010 by the owners of Radiator Specialty Company (RSC), a 90-year-old company that houses, among others, the Liquid Wrench and Gunk brands.

In 2013, RSC acquired a majority

ownership interest in Terresolve Technologies Ltd., a leading manufacturer of readily biodegradable hydraulic fluids, gear oils and greases for both marine and land applications. Terresolve brought with it a 17-year track record and an extensive portfolio of lubricants products.

Besides its EnviroLogic branded technology, RSC Bio Solutions is also the exclusive North American licensee of SAF-ECARE, a line of cleaners and solvents for industrial markets.

The centerpiece of the "Every Spill Matters" campaign, which highlights key data and legislative requirements on these topics, is a new website: www.everyspillmatters.com. The site features

two new infographics: Every Spill Matters and The Future of Petroleum-Based Spill and Leak Regulations.

Other campaign components include bylined articles, speaking presentations and white papers. A revamped company website also provides new content focused on the company's mission to provide sustainable, high-performing solutions for unforgiving environments and meet the demanding needs of operations, while also reducing environmental and employee risk.

Lisa Clark, vice president of marketing and market development, said, "While there has been heavy media and regulatory focus on large marine-related spills and leaks, the rules and attention are far less for land-based and smaller spills, which are equally dangerous to the environment. As a biochemical, technological and environmental leader, we are committed to not only creating a better world by spearheading the development of sustainable technologies but also creating products that are cost-effective and allow for easy conversion. This campaign is an outward manifestation of that vision."

Besides outlining possible legislative changes and explaining safer alternatives to petroleum-based products, the website and infographics highlight these data points:

- While many believe marine pollution happens from marine sources, land-based and urban runoff sources con-

tribute more than half the pollution introduced into American coastal waterways each year;

- Industry spills alone contribute more than 9 million gallons of oil to U.S. land and groundwater resources each year; and

- A single hydraulic leak of one drop per second is equal to 420 gallons of oil per 12-month period.

The effort comes on the heels of the launch of RSC Bio Solutions' new FUTERRATM Ecolabel certified environmentally acceptable lubricant (EAL). This new fluid meets global sustainability requirements now and well into the future with enhanced equipment and fluid performance, essentially countering nearly all current barriers to EAL adoption. While the product launch was focused on marine operations, the company believes that by educating land-based operators on the dangers of even small spills, they will also be moved to take action.

"We've taken a quantum leap forward with the development of FUTERRATM, and, while we expect the industry will be very interested in learning what they can do to help protect the Three P's, we encourage everyone to use the online tools we've developed to better understand the true impact of this type of pollution and our common ability to improve our environment by making simple changes in the way we work, live and do business," said Clark.



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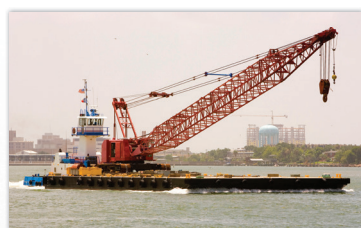
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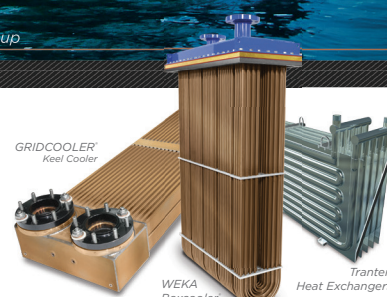


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