

eROI Customer Impact Counter

What is the eROI Customer Impact Counter?

- ▲ Our Exponential Value – what we call eROI – quantifies the impact our technologies have with our customers. The interactive eROI “counter” tracks specifically sustainable impact related to historical and forecasted water, energy, waste and air benefits delivered to customers through key Ecolab technologies.

How do we accurately measure the amount of savings?

- ▲ Our impact delivered by each technology is a calculated estimation based on historical and forecasted marketing and sales data such as quantity of units sold or number of sold sites. The estimation is updated on an annual basis. The savings delivered for a single year assumes net accounts started with the same relative baseline, typically a traditional program, at the beginning of the year.

What features does the counter provide?

- ▲ “Select an impact icon”
 By clicking on one of the environmental icons – water, energy, waste and air, an aggregated impact from all the technologies will be included in the counter under Resource Savings.
- ▲ “Select an application”
 At the top of the counter there is a drop down menu titled “select an application”. Click on the application desired and that counter will filter with relative technologies to view.
- ▲ “Select a technology”
 At the top of the counter there is a drop down menu titled “select a technology”. Click on the technology desired and the counter will replace the current view.
- ▲ “Select a unit”
 Directly below the numbered savings is a drop down menu titled, “select a unit”. Click on the unit desired, the amount of savings to be measured in and the numbers will automatically change to represent that unit. Units include: Gallons, Cubic Meters, Liters, People, BTUs, KWh, Therms, Pounds (CO₂E), Tons (CO₂E), Kilograms (CO₂E), Metric Tonnes (CO₂E), Trees, Pounds, Tons, Kilograms, Metric Tonnes
- ▲ “Select a savings period”
 Below the amount of savings, there is a spot reserved for the savings period. The savings period will default to the current year. There is a drop down menu titled “select a savings period”. Click on the savings period wanted to be displayed:
 - ▲ Current year: Savings year to date
 - ▲ From start of tracking: Savings since specific technology have been tracked
 - ▲ While you’ve been here: Amount of savings since clicked on the webpage
 - ▲ From previous year: A static view of savings from the previous year

Social Impact – A “Humanized” Unit

Each savings measure displays a “Humanized” unit such as trees and people. These units are found as the last option of the “select a unit” drop down menu.

- ▲ Based on 180 liters/person/day Source: Pacific Institute 201, domestic water use only
 People, based on 750 therms per person per year - EIA 2015, total primary energy consumption
- ▲ Energy savings is measured in “households”. The amount of households saved is calculated by energy consumption per average US household per year (conversion: 949

Therms or 27,812 kWh = 1 household). Source: US Energy Information Administration Average Consumption by Energy Uses, 2005 per household

- ▲ Air savings is measured in “trees”. Based on carbon sequestered by tree seedlings planted for ten years. Source: USEPA
- ▲ Waste savings is measured in people. Based on 1.2 kg per person per day. Source: World Bank 2015, Urban Waste Generation

Tips for using the eROI Customer Impact Counter

- ▲ The Reset button is available for use to take the viewer back to the default setting.
- ▲ Each technology has a separate page on the Ecolab website to learn more about it or its specific application. See below for listing of technologies.

Where can I go if I have any questions?

- ▲ For more information, contact sustainability@ecolab.com

The Technologies

Below is a comprehensive list of technologies the counter includes:

- ▲ **3D TRASAR™ Technology for Cooling Water**
Detects the upsets that precede scaling, corrosion and biofouling, determines corrective actions and then delivers the appropriate chemical response. The result is a balanced, efficient and safe cooling system.
- ▲ **3D TRASAR™ Solid Cooling Water Program**
3D TRASAR solid chemistry is packed in simple cardboard boxes that are easy to transport and are recyclable. The web-based data management platform allows you to efficiently optimize operation and maximize performance. And the technology automatically responds to any system problem and sends an alarm to you and your service representative. Water savings is based on improved cycles of concentration performance; energy, air and waste impacts are based on solids packaging and transportation benefits compared to traditional technology.
- ▲ **3D TRASAR™ Water Saver™ Technology**
Can reduce cooling tower blowdown by 80%, saving millions gallons of water. With this technology you can increase cycles of concentration and reduce system risk.
- ▲ **Nalco Boiler Treatment Technology**
Since changing conditions impact different parts of the boiler system...often very quickly...3D TRASAR Boiler Technology is your most effective defense. Nalco will do a complete audit of your boiler systems in order to understand the gaps and make recommendations specific to your operational goals.
- ▲ **HVAC Performance Services**
Cleaning cooling and heating coils using an innovative cleaning process in order to recover the heat transfer capabilities of the coils. Coil cleaning service is backed up by energy audits that document cooling capacity improvements, including energy saving and carbon footprint reduction due to improved heat transfer and increased airflow/lower pressure drop across the cooling/heating coils.
- ▲ **PARETO™ Mixing Technology**
Used to improve and optimize the delivery of retention aids and other process chemicals to paper machines and industrial processes,

PARETO™ focuses on the many variables that impact quality in modern papermaking, delivering optimization of key system inputs and improved machine efficiency.

- ▲ **FLOCMASTER Mixing Technology**
 Enhances the traditional polymer program by incorporating patented mixing technology along with Nalco's leading chemistries and dosing systems to achieve the dewatering of sludge to meet environmental and TCO goals for waste water operations. For more information on waste water operations, please click [here](#).
- ▲ **Solid Power XL**
 Demonstrates powerful cleaning with improved safety over liquids, automatic dispensing provides proper dilution and controlled costs and the out-of-product alarm system alerts you when to add more formulas.
- ▲ **3D TRASAR™ Technology for Membranes**
 Offers many of the same benefits from the 3D TRASAR™ brand with proactive on-line monitoring, control and support. In addition, 3D TRASAR Technology for Membranes provides a new level of value in the membrane application area leveraging advanced analysis and trending performed Nalco 360 Experts.
- ▲ **APEX Warewashing Program**
 Solves the biggest warewashing problems with automatic tracking of key performance metrics, an intuitive new dishmachine monitor and actionable reporting and alarms. This technology offers foodservice operators maximum control over their warewashing results and total costs.
- ▲ **Wash 'n Walk™ Program**
 Wash 'n Walk is the most effective floorcare cleaning solution geared to break down dangerous grease build up. The patented, enzyme-based formula attacks and eliminates "grease banks" that cause slipping. Wash 'n Walk's no rinse floor cleaner provides safety and sustainability in one simple solution.
- ▲ **Pure Comfort™ Mineral Program**
 Generating chlorine from a gentle saline solution, the Pure Comfort™ Mineral System creates silky soft water. Guests avoid excessive dry skin, strong chlorine odors and eye irritation. There is no need for bulk storage of sanitizer on-site and it helps eliminate risk of mixing incompatible chemicals such as bleach and muriatic acid.
- ▲ **Aquanomic™ Laundry Program For Lodging**
 Aquanomic™ is an innovative laundry system that delivers exceptional Clean, White & Soft linen results, while reducing water and energy consumption by up to 40%. It's a total system proven to optimize your laundry operation while helping to make the world cleaner, safer and healthier.
- ▲ **Oasis Platform**
 Ultra-concentrated products provide high-end housekeeping cleaning performance and an integrated dispensing system for consistent efficiency and training.
- ▲ **DryExx™ Program**
 A complete program of conveyor lubricants, including EPA-registered in-floor conveyor sanitation and a low temp lube for use in coolers and freezers. DryExx™ dry lubrication systems are silicone-based and can reduce lube system water use by up to 97%.
- ▲ **Water Recycling System**

Ecolab antimicrobial treatment solutions are specifically designed to help provide maximum food safety while maintaining optimal product quality. Benefits include reduced pathogenic bacteria on meat poultry and seafood and reduced opportunity for cross contamination, helping to minimize product spoilage and helping to improve finished product quality. For more information on antimicrobial food tissue treatments, please click [here](#).

▲ **3D TRASAR™ Technology for CIP**

Provides visibility to operational issues with 24/7 monitoring and corrective action recommendations. Uses advanced sensors that monitor traced chemistry. The program provides process visibility with actionable data and is supported by Ecolab's industry-leading expertise and service. This technology provides optimal sanitization results while helping assure food safety, quality and consistency across your operations.

▲ **Exelerate CIP Technology**

Exelerate CIP is a chlorinated alkaline CIP detergent. It is the premier CIP detergent within our portfolio. Major benefit of Exelerate CIP against standard and/or commodity is its rinsibility. Customers typically see a 25% reduction in time and water per CIP cycle. For more information on food processing equipment cleaning and sanitation, please click [here](#).