

News release



For Immediate Release

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Johnson Controls announces the appointment of Becker Arena Products as Icemax distributor

MILWAUKEE – Nov. XX, 2011 -- Johnson Controls, the global leader in delivering energy efficiency solutions, announced today the appointment of Becker Arena Products Inc. as its distributor in the United States for the ice inducer additive, Icemax™.

[Icemax](#) is a biological product used in the ice rink industry to create a superior ice surface while lowering energy and water use. The Icemax additive allows water to freeze at higher-than-average temperatures and extends the longevity of equipment such as chillers, pumps, water heaters and dehumidifiers by lowering the hours of operation and the amount of energy they use. The additive is a naturally occurring protein that is safe for people and the machinery used in making ice.

“Becker Arena Products, with its strong presence in the ice rink industry, is positioned to help us to promote and grow this novel product line,” said James Voskuil, general manager, Snow, Building Efficiency for Johnson Controls. “The Johnson Controls team will continue to support Icemax ice inducer with ongoing research and development and product improvements.”

“The Ice Rink Operational Supply & Equipment Division of our company is solution-based through the use of innovative products and that is why Icemax is such a perfect fit for us,” said Jim Becker, president of Becker Arena Products. “Icemax can be a solution to help the many ice rinks that are struggling with energy costs.”

For more information go to the Johnson Controls website at johnsoncontrols.com/icemax or Becker Arena Products at beckerarena.com/icemax

About Becker Arena Products, Inc.

Becker Arena Products Inc. was founded by Jim Becker in December 1988 (known then as Becker and Associates). The company started with the Olympia Ice Resurfacers Dealership, a few ice rink supplies and dasher board sales for a local dasher board manufacturer. With great success and a few new ideas Becker Arena Products, Inc. began manufacturing dasher boards in 1994. Since that time Becker Arena Products has become America's No.1 source for rink supplies and equipment and has helped to build and support hundreds of facilities worldwide.

About Johnson Controls

Johnson Controls is a global diversified technology and industrial leader serving customers in more than 150 countries. Our 154,000 employees create quality products, services and solutions to optimize energy and operational efficiencies of buildings; lead-acid automotive batteries and advanced batteries for hybrid and electric vehicles; and interior systems for automobiles. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. Through our growth strategies and by increasing market share we are committed to delivering value to shareholders and making our customers successful. In 2011, Corporate Responsibility Magazine recognized Johnson Controls as the #1 company in its annual "100 Best Corporate Citizens" list. For additional information, please visit johnsoncontrols.com/.

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