December 2025 | Edition 1
proactivesolutionsusa.com

the Catalyst

EDUCATE. EQUIP. COLLABORATE. ENGAGE. INSPIRE.

A ProActive Solutions USA newsletter showcasing the expertise, innovation, and impact that embody what it means to be ProActive and uphold the *Benchmark of Excellence* in food safety and sanitation.

EDUCATE · The Key to Customer Success

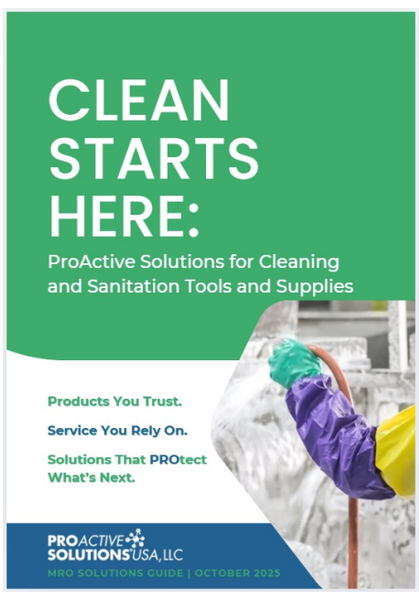
Uncovering Hidden Opportunities: How Education Turned a Routine Validation into a Major Win

A routine CIP validation turned into a major win when Chemical Steve uncovered unseen programming gaps that were preventing an entire section of the system from being cleaned.

Through on-site education and collaboration, the team corrected the issue, strengthened food safety, and empowered the plant to troubleshoot confidently.

Read the Full Validation Story

EQUIP · Products, Programs & Innovation



Empowering Efficiency with the Right Tools

At ProActive Solutions USA, chemical manufacturing for food safety and sanitation is at the heart of what we do — but we know that having the right tools matters just as much.

That's why, in partnership with ProCleaning Solutions, we developed our MRO Supplies Catalogue, featuring a curated selection of the top brushes, PPE, liners, gloves, and facility essentials trusted across the industry.

Explore the full catalogue and find everything you need to keep your operation efficient, compliant, and future-ready.

View the Catalogue

PCS Pro Cleaning Solutions USA

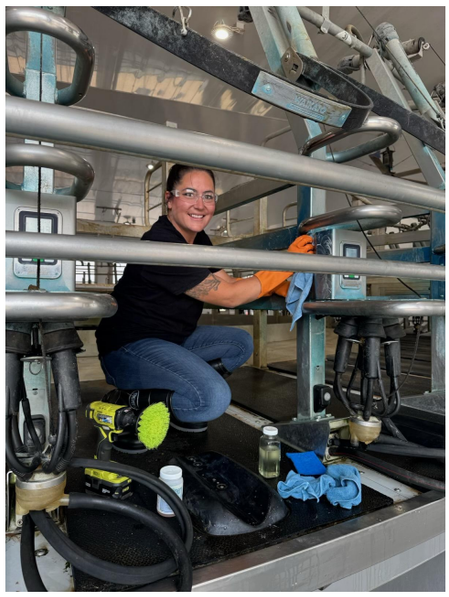
COLLABORATE · From the Lab to the Farm

Driving Innovation Through True Collaboration

We bridge the gap between lab science and on-farm realities through a ProActive, early-stage collaboration.

By aligning with customers from the start and validating solutions in real environments, we ensure our products perform, add value, and strengthen every partnership.

Learn More About Our R&D Approach



ENGAGE · Connecting Through Industry Events

See You on the Road in 2026

Thank you to everyone who connected with us at tradeshows and conferences throughout 2025. Your engagement helps strengthen our presence across the industries we serve.

2026 Lineup:

- **CheeseExpo** – Milwaukee, WI
- **PEAK** – Minneapolis, MN
- **Food Safety Summit** – Rosemont, IL
- **World Dairy Expo** – Madison, WI
- **MWFPA Convention** – Wisconsin Dells, WI

Follow us on social media for updates throughout the year, and explore the links to each show for event details and schedules.

INSPIRE · Why We Do What We Do

Guided by purpose. Driven by values. Focused on what's next.

At ProActive Solutions USA, our work is driven by a clear purpose — to establish sustainable partnerships with our employees, customers, suppliers, and community, and to exceed expectations through exceptional service, communication, teamwork, and continual improvement.

Guided by our Vision to be recognized and respected as the Benchmark of Excellence in the industries we serve, we proudly live our Core Values every day.

These values shape how we work and who we are — driving every partnership, every innovation, and every solution that helps our customers operate safely, efficiently, and confidently.

— Michelle Delke, VP of Human Resources

Discover more about our Mission, Vision, and Core Values

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