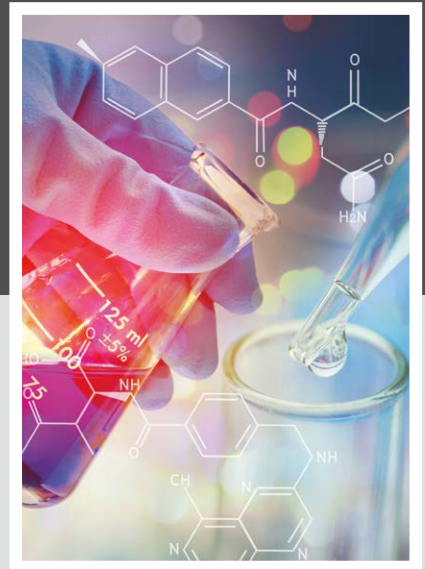




# PROFESSIONAL PERFORMANCE EVERY DAY





## OUR MISSION

Betco® is a privately held specialty chemical and equipment manufacturer, known for high-performing products and programs that help our customers win in the commercial cleaning industry.

## OUR VISION

*We aspire to be our customers' preferred choice.*

## OUR VALUES

### WE ARE CREATIVE


- We make high-performing products and solutions for our customers.
- We look for new ideas and invest in their growth.
- We're flexible in meeting customer needs.

### WE ARE OPEN-MINDED

- We value diversity: in people, opinions, and experience.
- We foster input from our team members, partners, and their customers.
- We learn from our setbacks.

### WE ARE ENTREPRENEURIAL

- We seize opportunities and think ahead.
- We focus on our customers, as individuals and as a company.
- We take ownership and embrace personal accountability.



Our customers choose Betco® to leverage our expertise in providing more powerful, reliable performance. Betco's commitments—to product performance, to valued expertise, to the future of clean, and to looking ahead, everyday—adds up to the greater whole of fulfilling our brand promise to our customers.

#### **PROFESSIONAL PERFORMANCE**

- Consistently superior products establish a competitive advantage.
- Breadth and depth of line accommodate all present and future needs.
- Relentless innovation drives mutual business growth.

#### **VALUED EXPERTISE**

- Expansive network of experts to support your growth.
- Turnkey programs for guaranteed outcomes.
- Solutions for every challenge.

#### **FUTURE OF CLEAN**

- Strong digital presence generates awareness, leads, and drives demand.
- iBet® resources bring facility maintenance into the digital age.
- Online training optimizes participation and engagement.

#### **LOOKING AHEAD, EVERY DAY**

- Continuous investment yields constant improvement.
- Never satisfied by the status quo.
- Endless capacity enables limitless potential.





# PROFESSIONAL PERFORMANCE

## QUALITY, CONSISTENCY, PERFORMANCE

Our solutions perform better than our competitors, but not just because we say so—they have been tested and proven time and time again.

Performance isn't only about the products, it's also about the Betco® team members. We help provide solutions that you can feel confident in.

## INNOVATION IS WHO WE ARE

Innovation is at the core of who we are. The unique, door-opening solutions we offer and the ways we deliver them differentiate us in the marketplace and allow us to provide value.

## BREADTH OF OFFERING

From chemistry to powered equipment, we have an unprecedented breadth of line, comprising a total solution bundle that solves any challenge.





100+

SALES,  
CUSTOMER  
& TECHNICAL  
SERVICE  
TEAM MEMBERS



VALUED  
EXPERTISE



**SUPPORT**

From our knowledgeable sales and service teams to our expansive network of distribution, we have the people power to help support your growth.

**COVERAGE**

We have distributors and sales representatives covering the country and beyond.

**EXPERTISE**

We are experts in our products and programs. If you have a challenge, we will help you solve it.

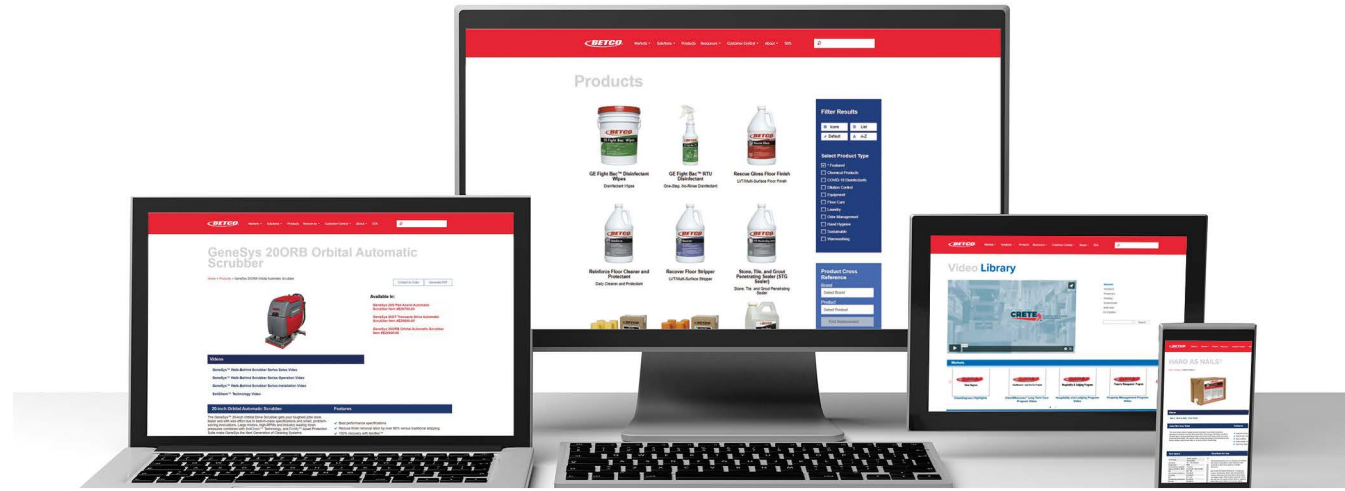
▶ **SIMPLIFIED PROGRAMS,  
GUARANTEED OUTCOMES**

We are experts in understanding the specific needs of different channels and facilities, and we optimize solutions accordingly for better results. Our turnkey programs simplify cleaning processes, leading to enhanced facilities and guaranteed outcomes.

▶ **WE CREATE SOLUTIONS  
FOR EVERY CHALLENGE**

We understand the challenges in the marketplace, and we work to create solutions for each one, including reducing cost, increasing productivity, standardizing processes, and enhancing cleanliness.





# FUTURE OF CLEAN

## DIGITAL LEADER

From demand generation to program support, Betco® continues to lead the industry with our digital presence.

Increasingly, buyers will research online first when looking for cleaning solutions. Betco will continue to make investments in our digital presence to ensure that we create awareness, generate leads, and drive demand.

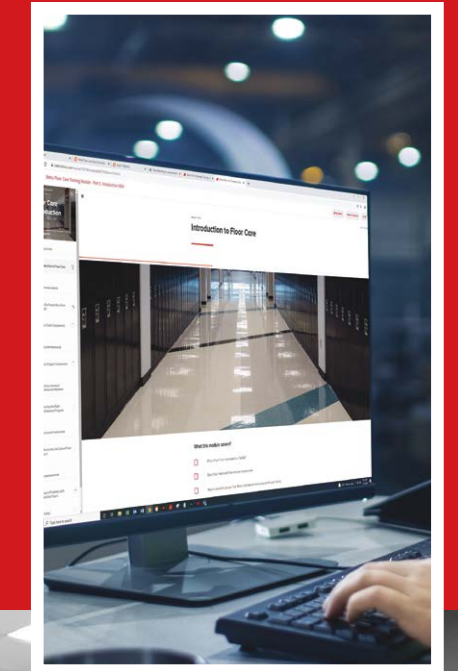
Because Betco is also dedicated to being a provider of processes that embody "The Future of Clean," the learning tools on Betco.com, such as product information, SDS, expert blogs, and videos, are all available 24/7.



## TRAINING RESOURCES

Whether in a classroom setting at our state-of-the-art headquarters, onsite at your location, in an online learning center, or even right in the palm of your hand, Betco® offers a training platform that enhances results and safety.

Betco University certifies in over 20 different topics, from disinfection and floor care, to sustainable cleaning and OSHA requirements. End users & distributor sales professionals can get access to interactive learning modules, videos, and more by signing up on Betco.com.





# TOTAL TRAINING SOLUTIONS



## DISTRIBUTOR TRAINING AT YOUR LOCATION

### Category / Market Expertise

Distributor sales partners enhance their expertise by taking a deep dive into specific categories, including why Betco, end user needs, and sales/demo strategies.

### Detailed Instruction

This is not a PowerPoint lecture—it's an exchange of ideas to engage and further understanding of solutions in vertical markets.

### Certification

After passing an exam, attendees earn a certificate of completion.

## HANDS-ON TRAINING AT YOUR LOCATION

### Proper Execution

Training imparts critical success factor knowledge to execute on the proper systems and procedures.

### Full Customization

Based on challenges or subjects of greatest interest, Betco will develop a personalized curriculum then teach it at the facility!

### Scalability and Coverage

With 100+ representatives across North America, trainers can come wherever needed at any time of day or night.

## E-LEARNING COURSES AND VIDEO LIBRARY

### E-Learning Courses

- Engaging content
- Intuitive navigation
- Unparalleled flexibility
- Comprehension and certification

### Video Library

- 100+ free training videos

### Free Required Annual OSHA Training

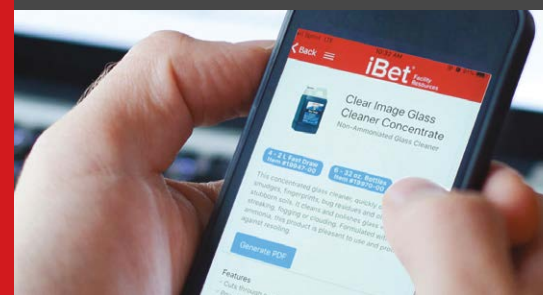
- Turnkey solution



## LEARN, TRAIN, AND DEVELOP ON THE GO

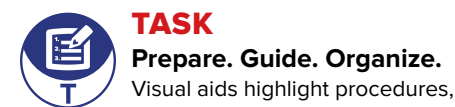
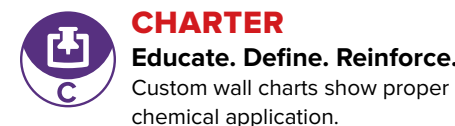
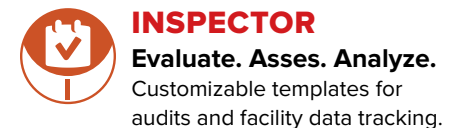
Conveniently navigate the intuitive, high-speed app interface with select offline capabilities right at your fingertips.

- E-learning courses
- Video library
- Inspector mobile
- Product information
- Product cross-reference



## TWO TIERS OF SOFTWARE TO FIT ANY BUSINESS

Deliver expert services with 2 tiers of cloud-based software.

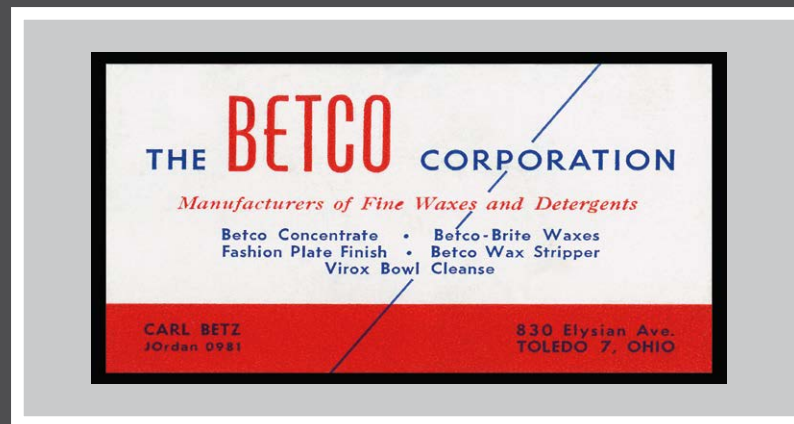
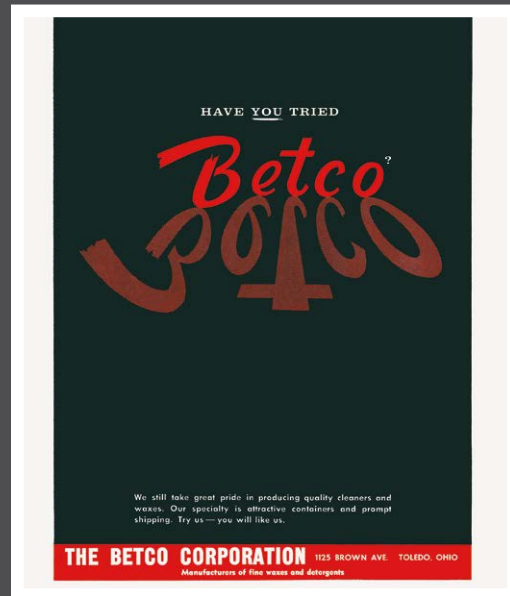
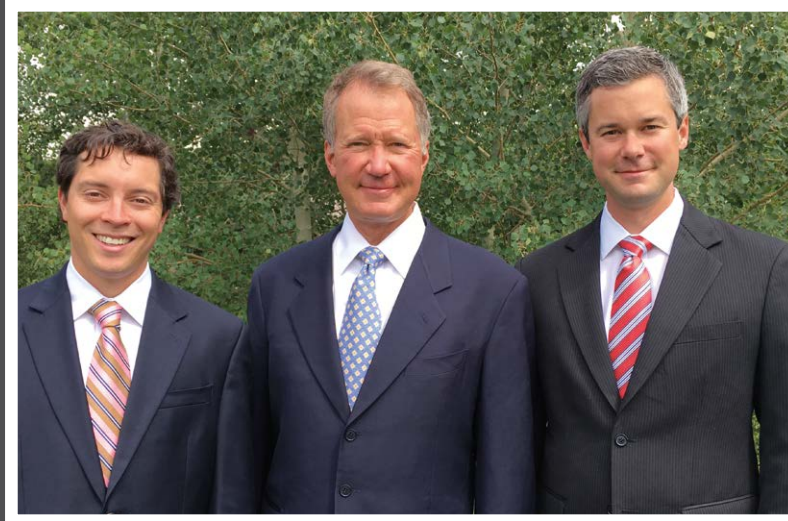


- QR codes track service and performance
- Fully integrated inspections provide feedback
- Work loading and bidding share expectations
- Time tracking with geo-fencing and facial recognition



## HISTORY AND FUTURE

Betco® has a legacy of Looking Ahead, Everyday. Founded in 1950, Betco continues to be professionally managed and family owned. From the past and into the future, Betco will continue to innovate, invest, and improve. Recent acquisitions, innovations, and facility investments are examples of this commitment to continuous improvement. We are never satisfied with the status quo. We are always becoming better.



# LOOKING AHEAD EVERY DAY



## OPERATIONS

Betco's new state-of-the-art facility is located in Northwest Ohio and sets a higher standard in operational efficiency, quality control, and production capacity.

### ▶ TECHNOLOGY

Leading-edge production capabilities for excellence in quality and consistency of products.

Meeting the most stringent regulatory and compliance needs.

### ▶ CAPACITY

500,000 square feet of manufacturing and distribution space.

Inventory always on hand to ensure fast restock.

### ▶ GROWTH

Our recent additional facility investments in fermentation are just another example of looking to the future of cleaning technologies.







888-GO BETCO | [betco.com](http://betco.com)

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02/2023