



HEADLINE NEWS

INNOVATIVE CLEANING TECHNOLOGIES

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Earth Day Edition 2010

From Green to Sustainable Cleaning

By John Reed, Director of Sustainability and Training

The idea of green cleaning has been around for 20 years. In the last 10 years, green cleaning has gained acceptance in all market segments of our industry. The concept has grown from just trying to use "greener chemicals and equipment" to a total concept of **sustainability**.

Betco commenced our sustainability journey in 1990 with the introduction of our Green Earth dispensing and chemical program. From this time on Betco has continually improved our product offering to provide items that are healthier for the user and building occupants and kinder for the environment.

A simple definition of **sustainability** is meeting present needs without compromising the ability of future generations to meet their own needs. In other words don't use up all our resources today so our kids will have a chance in the future.



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DID YOU KNOW



Betco Corporation is a member of the [U.S. Green Building Council](#). The

The concept of **sustainability** is measured in 3 ways, economic, environmental and social. This is commonly referred to as the "**triple bottom line**". Manufacturers, distributors and facility service providers must ensure that selection and use of products are done in a way that are sustainable and simultaneously address all 3 components of the triple bottom line.

- **Economic** - businesses must make a profit but at the same time be aware of the impact on employees, customers and the community. Products must do the job; it can't be more difficult to clean. **Examples** - dilution control, concentrated products, matting, larger automatic scrubbers.
- **Environment** - people and companies must strive to lessen the negative impact on the environment, in-door and outdoors. The key components are to reduce the use of energy, water, use more renewable resources and produce less waste. **Examples** - auto flush valves, peroxide cleaners, packaging from recycled materials.
- **Social** - be good stewards of our current resources. Make the public aware of the positive practices our industry has, cleaning for health, environment and appearance. **Examples** - use less water, HEPA filtration, lower VOC chemicals.

Betco has numerous resources on www.betco.com to assist with your efforts to reduce your impact on the environment. Remember, sustainability is a journey, not a destination. Start out small to help improve the health of users, building occupants and visitors and the environment, indoors and outdoors.

New Green Seal® Certifications

By Ken Sensel, Product Manager



U.S. Green Building Council is the nation's foremost coalition of leaders working to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible healthy and prosperous environment that improves the quality of life.

Distributor Training



Betco believes that training is a crucial element in our mutual success and growth. Please click here to view our [2010 Betco U training schedule](#) and to see [course descriptions](#). All sessions are held in our Toledo training facility.

Upcoming Training

May 11- 13 Sports Zone Betco U
Must register by April 23

PRODUCT OF THE MONTH

Betco® received updated GS-37 certification for three of our Green Earth® branded products:

- [Green Earth® Peroxide Cleaner](#)
- [Green Earth® Glass Cleaner](#)
- [Green Earth® Daily Floor Cleaner](#)

Betco® is a leader in the green cleaning movement and these updated certifications come just in time to celebrate Betco's 20th Anniversary for the Green Earth® brand.

Green Seal® updated their certification requirements for industrial and institutional cleaners on August 28, 2009 to include additional criteria for these products. The standard includes product performance requirements and environmental and health considerations for vulnerable populations in institutional settings such as schools, day-care facilities, nursing homes, and other facilities.

These three products and every Betco® Green Seal® certified products say "This product meets Green Seal® environmental standard for industrial and institutional cleaner based on its reduced human and environmental toxicity and reduced volatile organic compound content," right on the label.

Green Seal's website has been updated to reflect our new 2009 standard certifications for these three products. For a complete listing of all of Betco's Green Earth® products please visit www.betco.com or contact our friendly Customer Service staff at 1-888-GO-BETCO.

Green Earth® Webcast Successful

By Requill Buchanan, Communication Coordinator



GREEN EARTH® VELOCITY®

Neutral Non-butyl degreaser

- Received recognition from Environmental Protection Agency (EPA) Design for the Environment (DfE) program.
- Neutral cleaner that quickly dissolves inks, oils, grease, and fats from a variety of surfaces.
- Formulation is as aggressive and effective as alkaline and butyl degreasers.

What's New



Betco's webcast on sustainable cleaning practices in honor of Green Earth's 20th anniversary was a huge success! It was Betco's largest attended webcast. Participants learned in depth about the triple bottom line, product advances, sustainable procedures vs. conventional procedures, and how they could help reduce their impact on the environment. They even got to ask John Reed, Betco's resident CIMS and LEED Accredited Professional, questions specific to their organization or business that pertained to green and sustainability cleaning practices.

Did you register but were unable to attend or wish you could have participated in this informative session? Don't worry both the recording and PowerPoint are available for download at www.betco.com or by clicking the links below.

[Sustainable Cleaning Webcast April 19, 2010](#)
[Sustainable Cleaning PowerPoint](#)

Have questions you need answered about sustainable or green cleaning practices?

Email greencleaning@betco.com and John Reed will respond personally and promptly.

Betco's dedication to cleaning for a healthier environment keeps us focused on engineering more products that have a reduced impact on the environment and providing customers with resources to achieve a higher level of clean. Launching Green Earth® 20 years ago was just the beginning! As a steward of sustainability you can expect Betco® to continue to exceed expectations and the competition in the level of service and products we provide that help save our planet. Please



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Super Concentrated Dish and Pan Detergent

- Provides stable suds yet never streaks.
- Quickly removes baked on food and grease from pots and pans.
- Ideal for use with Sink Station, FastDraw® 1 or FastDraw® Freedom chemical management systems.

contact your Betco Regional Manager to find out how Betco can help your organization institute sustainable cleaning practices.