



BETCO NEWS

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In This Edition:

Learn why Betco's Roadshow® is so successful

Information on Betco's Letter of Guarantee

Is Foam soap better than liquid soap

Betco trainings for the month of October

Upcoming Training:

**Equipment Service School
October 4-6**

**Betco University-Selling to the Industrial Market
October 18-20**

For more information contact Kandy Warner (ext. 3616)

Betco Roadshow® Quite the Selling Event

Requill Buchanan, Communication Coordinator

What is the Betco Roadshow®? It's a selling event that is producing extraordinary sales for Betco and their gold distributors. Kirk Wulff, a member of Betco's sales team, had a recording breaking selling event thanks to the usage of the Roadshow. Mike Sell testified that through the aid of the Roadshow he was able to sell Betco's products and equipment to a large school system that used our competitor's products for over 25 years. "They could not get over that we had it all," proclaimed Mr. Sell.

Why is the Betco Roadshow® so successful? In addition to being a selling event the Betco Roadshow® also offers informative seminars. Enhancing productivity is a favorite topic among end-users. In this seminar Betco's sales team demonstrates to end-users the cost savings and capacity potential of the Betco Bundle. The convenience of setting up demonstrations is yet another reason for the success of the Roadshow. The sales force does not have to ask the client to provide equipment to strip a floor or clean a carpet, because it's all on the trailer. End-users that are not necessarily looking for equipment, will either purchase a piece after seeing the results that Betco's sales team accomplished with the equipment or they will remember the piece the next time they are looking to purchase. It's a win-win for Betco and the distributor.

**Chemicals
Equipment
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We Guarantee You Will Like This One

Candice Rushton, Regulatory Affairs Manager

Betco's Regulatory Affairs department offers a tremendously helpful service with respect to food handling establishments that you and your end users probably do not know about.

The United States Department of Agriculture (USDA) ceased their prior approval process for non-food compounds for the food processing environment in 1998. The process consisted of a ratings based system by which a letter and a number were assigned to correspond with specific use instructions applicable to the specific category of chemical. This process was abandoned and changed to a performance based system to be used in conjunction with a facility's **Hazard Analysis Critical Control Point (HACCP)** system.

Years after the fact, many companies are still grappling with how to determine if a product is appropriate for an application in a food processing plant or similar facility in the absence of the prior approval system.

While the ultimate determination of the appropriateness of a product for use in a food processing environment is up to the individual establishment, the "**Letter of Guaranty (Guarantee)**" is an ideal tool for assisting an establishment in making assessments/ and documenting those decisions. The letter will indicate the name and address of the manufacturer, the product name and number, the date of issuance, the intended use of the product, and any specific use instructions associated with product use in a food processing environment.

Any food processing, food service, or grocery establishment requiring a "Letter of Guaranty" can send requests directly to Betco Corporation Regulatory Affairs - or by fax (419) 725-4833. Requests should include; the name and address of the requesting facility, an email, fax, or mailing address for the facility, and the specific products for which a letter of "Letter of Guaranty (Guarantee)" is needed.

Is Foaming Soap really a better deal than Liquid? Let's do the Math...



We all know that many of our customers prefer using foaming soaps. They have a great, premium usage experience and can even give a better hand wash because the soap spreads around so much more quickly. But...are they really a better deal when the cost per gallon is often higher than the cost per gallon of a traditional pink liquid soap?

Well, what's interesting about foaming soap is that while the cost savings aren't always apparent on a \$/gallon or \$/mL basis, it is more obvious when you break out \$/hand wash - which a truer measure of what an end-user will have to spend on soap each year.

Let's do the math...

	1 Gallon of Traditional Pink Lotion Soap	1 Gallon of Betco® Winning Hands® Foaming Skin Cleanser
mL's Dispensed per Push	1.5	0.4
Avg # of Pushes per Use	2	2
Avg # of mL's per Hand Wash	3.0	0.8
# mL's per Gallon	3,786	3,786
# Hand Washes per Gallon	1,262	4,733

That's almost 4x's more Hand Washes per Gallon! With this many hand washes in one gallon of Betco® Winning Hands® Foaming Skin Cleanser, the cost savings opportunities are clear! Most end users will see an average dollar savings of around 40% - 70% per hand wash for refillable gallons! Contact your Betco Regional Manager or your authorized Betco Distributor to see how you could generate these savings opportunities in

your facility.

Betco Offers the Training You Need

Requill Buchanan, Communication Coordinator

It is Betco's pleasure to extend an invitation to you for an exciting month of training at Betco. There are two fantastic trainings scheduled for this upcoming October. The first training is targeted at service technician and repair personnel who are interested in staying ahead of the competition. This Equipment Service Technician School will be held October 4-6. The training will take place at the Marriot Courtyard Hotel in Toledo, OH. This comprehensive training will cover: basic troubleshooting, machine operation, motor and gearbox introduction, component replacement, general adjustments, and warranty programs. With meals and two nights of hotel accommodations (double occupancy) cost is \$250 per person.

For all of the savvy sales representatives with at least three years of experience in the industry we offer Betco University - The Industrial Market training from October 19-20 . At this training you will: define and describe the "industrial market" (manufacturing and food service), discuss the competition, review basic product chemistry and why certain products work better on certain soils, how to address this market and sales tools to support your selling efforts, discuss and demonstrate appropriate cleaning and dispensing equipment, and a workshop to put your new knowledge to use in the field. Cost is \$350 which includes lodging for two nights at the Marriot Courtyard in Toledo, OH (double occupancy), meals, and all training materials.

Betco prides its self on being an industry leader of innovative training. These trainings promise to be helpful and informative. For an application contact your Betco Regional Manager or call Kandy Warner at 1-800-333-2156, Ext. 3616.

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