



BETCO NEWS

December 1, 2004

Volume 3, Number 11

In This Edition:

How Betco's Fast Drying Floor Finish Enhances Productivity

Betco Regional Manager Honored

Choosing the Correct Vendor for You

Productivity Enhancing Innovations

**Chemicals
Equipment
Programs
Process**



©2004 Betco Corporation
1001 Brown Ave
Toledo, OH 43607-0127
Phone: 800-GO-BETCO
Fax: 485-555-0122
email@betco.com
<http://www.betco.com/>

Life In The Fast Lane

Chris Keene, Category Manager



Reducing the time it takes to perform cleaning and maintenance tasks is not a new idea... at least not for Betco. For years we have been committed to developing and bringing to market new and innovative products that reduce maintenance costs without sacrificing performance. Our BetcoBest® Floor Finishes and Toughman™ Orbital Strippers are great examples of how new technologies can make life much easier in our fast paced maintenance world.

We recently introduced a new product that once again has changed the way floors are finished. Betco Express® Floor Finish is specially designed to minimize the drying and curing process. Formulated with our exclusive Max-Cure Technology™, each coat of Betco Express® dries and can be recoated in as little as 10 minutes. That's right...10 minutes! This is a big advantage for facilities where minimal down time is crucial to their daily operation such as in healthcare and 24/7 retail and convenience stores. In addition to those applications, the fast curing properties of Betco Express® make it more suitable than conventional finishes in applications where high humidity or other conditions exist that challenge dry times.

Other performance benefits include:

- Up to 5,000 sq. ft. per gallon coverage.
- Can be used through Betco QUICKCOAT Applicator System.
- Can accept immediate airflow to further accelerate dry time.
- Reduced down time, floors are back into service faster.
- Can be burnished between coats if desired.
- Excellent gloss, durability and burnish response.

BETCO EXPRESS® per Coat Dry Time Comparison

		20 - 30 Minutes	
		Conventional Finish	
10 - 15 Minutes			
BETCO EXPRESS®			

Contact us today for more information on how this exciting new floor finish can enhance your maintenance program.

Please note – Betco Express® Floor Finish was previously named MachSpeed. For reasons outside of our control changing the name was a necessary action. Rest assured that the exclusive formulation remains the same and the change was in name only.

Betco's Best Honored by Industry

Requill Buchanan, Communication Coordinator



Betco's sales team is known for their paramount service and knowledge of the industry. One of Betco's best was honored recently for his exceptional sales efforts. Kirk Wulff was recognized as Sales Representative of the Year by Greenwood Cleaning Systems. Mr. Wulff was presented this award for his exemplary performance in developing Greenwood Cleaning Systems chemical and equipment business in 2004.

Jeff Stanger, sales representative for Greenwood Cleaning Systems, said that Mr. Wulff's efforts should be a benchmark for all other representatives in the Jan San industry to achieve. Betco sufficiently trains all members of their sales team to meet a higher standard. This is why Betco's sales representatives continue to lead the industry in the quality of service that they offer.

Selecting the Best Vendor

John Reed, Director of Training

In previous articles we have **Identified** strategic ideas from the “30,000 foot level” to manage our territories, businesses or facilities more effectively. We have also **Identified** profiled customers to pursue or employees to hire. This article will assist us in **Identifying** the best vendor to work with.

As a distributor you normally have multiple vendors for different product lines, i.e. paper, liners, chemicals, equipment, etc. Each of the manufacturers have specific capabilities such as pricing flexibility , exceptional quality, industry expertise or niche products which will be needed to pursue selected end user accounts. The distributor should determine the needs of the end user customer and then **Identify** the best vendor to satisfy these needs. Different situations will require different vendors. The key is to learn the customer’s needs and select the best vendor to help you satisfy them. **YOU CAN’T WORK WITH EVERY VENDOR!**

In a similar fashion the end user facility manager normally has multiple distributors to choose from for needed product lines. Some distributors may provide competitive pricing, others supply higher quality products and others provide specialty products for specific needs. The facility manager must decide which distributor offers the best value in satisfying their needs. Learn what your distributors can do and then hold them accountable for satisfying your needs. **YOU CAN’T BUY FROM EVERY DISTRIBUTOR!**

Using the BetcoBest Process will assist us in **Identifying** a profiled end user customer to pursue or **Identify** the profiled employee. Now we have **Identified** the best vendor to satisfy our needs. Next we will discuss a specific plan for each end user customer or for better management of our employees. Proper use of the Identification step will assist us in managing our territories or facilities and not letting them manage us.

Now That's Innovation

Griffith Crammond, Director of Marketing

Your and my reaction to a great new idea is probably similar. Especially when the idea is so good that we wish we had thought of it ourselves. A broad smile crosses our face as we begin creating images in our mind of how and where this innovation can be used. We begin to form thoughts and words to describe our discovery...**‘it’s about time,’** we might remark.

Well, in our industry the best ideas that have surfaced recently are precisely those that are all **‘about time...’** enhancing productivity, better use of time-on-task, and creating more opportunities that enhance the work day life of sanitary maintenance workers everywhere. That’s precisely why the Betco booth at ISSA was so well attended. Our recent introductions and innovations are all **‘about time.’**

From the **revolutionary** Betco Express® fast drying and fast curing floor finish (imagine laying up to six coats of floor finish in less than one hour), to our cordless-electric burnishers that **rival** the performance of propane equipment (without the noise or odor) to our disposable Versatile™ instant-lather skin care system that is as at home in a wall bracket as it is on an elegant marble sink basin in a fine club; Betco provides answers to end-user needs in ways that improve and enhance productivity that others only wish they had thought of.

Future issues of Betco News will explore the “it’s about time...” theme more deeply. We will look at enhancing productivity by innovative use of chemicals such as Betco’s new Green Earth® program, the new Knuckle Under® Industrial skin care and Factory Formula™ degreasing systems, and of course the Betco Express® fast dry and fast cure floor finish program. We will also explore enhancing productivity with innovative equipment such as the new Toughman™ oscillating stripper machines, the new BPS 26 sweeper, and the nimble Watchman 17 walk behind automatic floor scrubber. And of course we will discuss how Betco training programs have enhanced productivity by providing our industry with over 11,000 certified workers since we began the program.

But in the mean time, sit back, smile and practice saying “**It’s about time, it’s all about time and Betco has the productivity enhancing solution.**”

Betco appreciates your feedback. Please send any questions or comments to: rbuchanan@betco.com

This information is offered for the confidential use of Betco authorized distributors. It is presented based on our research which we believe to be correct and objective. No guarantee is expressed or implied. Please provide your own evaluation prior to drawing any conclusions.