



BETCO NEWS

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How to Protect Yourself During the Cold and Flu Season
2005 Schedule for Training Classes

Betco Blurb:

Superior Sanitation Supply has opened its first Superior Solutions Center in Barrie, Ontario. This 3000 sq. ft. center has a full training center and shelves stocked with product to cater to their walk-in clientele. Superior Sanitation Supply plans on opening centers in London, Vaughn, and Ottawa, Ontario during the 2005 fiscal year.

Innovative Company Offers Innovative Machines

Requill Buchanan, Communication Coordinator

The fusion of Betco a leading provider of chemicals, equipment, programs, and process with PowerBuff, a leading manufacture of floor care equipment equals greater innovation for end-users and distributors alike. PowerBuff's advanced engineering has allowed them to manufacture floor care machines that consistently out performs the competition.



The XT, an innovative battery electric burnisher is available with a 21 or 27 inch pad. This modern marvel gives end-users an incomparable ultra wet shine that is equivalent to that of a propane machine. The XT utilizes a smart watering system for batteries and can run for over four hours. Low noise and high productivity makes the XT an excellent choice for users.

Together Betco and PowerBuff have a complete line of quality floor care chemicals and equipment that can help you tackle any job big or small. You can look forward to articles on Betco's and PowerBuff's entire floor care equipment line in future issues of Betco News.

For more information on the XT and other floor care equipment contact your Betco Regional Manager or call 1-888-GO-BETCO (1-888-462-3836).

This Weeks FYI:

With Betco Express® Floor Finish you can lay 4-6 coats of finish in one hour. Don't believe us call your Betco Regional Manager for a demonstration today.

**Chemicals
Equipment
Programs
Process**



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Call to Action

Griffith Crammond, Director of Marketing

Around this time of year, many of us look forward to the movie "It's a Wonderful Life" starring Jimmy Stewart and Donna Reed. In this Frank Capra classic, Clarence the angel reminds the despondent George Bailey that we each touch so many lives. Imagine the number of lives that **have touched you** today and the disease and illness those lives carry...



The source of the contacts include: the change you received when paying for your morning beverage, the computer screen and keyboard that you share with other team members, the door knobs and push-plates you used to enter the building, the refrigerator door at home or in the lunch room, the water fountain, the pen you borrowed, the copy machine you were leaning upon while discussing the sports scores, the conference table or desk at your last customer call or the seat armrest on the cross-country commercial flight you took over the holidays.

During the cold and flu season, we are all susceptible to illness and could do so much more than we do to protect ourselves. The single most important item we can do to enhance our protection and the protection of those around us to wash our hands more frequently. Most studies indicate that hands are the usual route of disease transmission and as much as 80% of illness results from this route of entry.

Betco offer's our Winning Hands® Alcohol Free Foaming Hand Sanitizer in a variety of packages. Winning Hands Alcohol Free Foaming Hand Sanitizer kills 99.99 % of most common germs in as little as 15 seconds. It provides hand sanitizing without the need for water, towels or hand driers and can be used effectively throughout the day in any facilities.

The one action step that I would ask each of you to undertake is simple and effective; invest in the health of your associates by placing a 50 mL bottle of Winning Hands into the hands of each team member in your facility. Allow them to experience immediate hand sanitization with a pocket sized bottle and a conveniently placed wall-mounted dispenser of the industries best product and dispenser. You will certainly help them, but as importantly you will certainly help your self. As Clarence said in the movie, "...we each touch so many lives."

2005 Distributor Sales Rep Training

John Reed Director of Training

Do you ever feel as though the fast-paced world we compete in is preventing you from receiving or providing valuable training? Betco offers comprehensive training throughout the year to help dsr's enhance jansan acumen, improve their ability to meet facility service provider's challenges and increase selling opportunities. Schools are held at our corporate training facility in Toledo. This year we have added regional training sessions in select cities across the nation.

Betco Universities have been so successful in the past few years that we have decided to take the show on the road. We have chosen 9 cities across the nation to host Betco training sessions. The following is a list of cities and dates for our 2005 regional training:

- January** — Kansas City, 20 - 21
Nashville, 27 - 28
- February** — Toledo, 10 - 11
Las Vegas, 24 - 25
- March** — Boston, 8 - 9
Dallas, 17 - 18
- April** — Orlando, 7 - 8
Chicago, 14 - 15
Portland, 28 - 29

Each training session will offer something for every attendee. Highlights of the training will include the following:

- "Green Cleaning" and why it is an opportunity to pursue. How the Betco Green Earth program will support your "green cleaning" efforts.
- Recent Betco Skin Care and Fastdraw enhancements and updates.
- Resilient floor care - Betco Express, the latest productivity enhancement from Betco. A workshop on product positioning and problem solving.
- Recent Betco equipment introductions that will differentiate you in the market.
- Discussions of the Building Contractor and Industrial markets to include market description, defining the opportunity and how to pursue the opportunity.
- A presentation of the BetcoBest Sales Solution Process. This Sales Process will help you identify accounts faster, bring them to close faster and retain them longer.

Attendees should have at least one year of jan san industry experience. Contact your Betco Regional Manager for more details about locations, costs and availability.

Below is a listing of Betco Universities and curriculum that will be held in Toledo:

May 9, 10, 11

September 26, 27, 28 — Floor Care

The training will include a review of basic resilient floor care techniques, equipment, product positioning, how to enhance end user productivity, problem solving techniques and information concerning other hard floor surfaces. Each session will also contain a section to enhance selling skills. The attendee should have at least 3 years of experience in our industry.

November 7, 8, 9 — Equipment Service School

This training school will provide the equipment technician with more productive ways to service our equipment line. Items covered will be basic trouble shooting, machine operation, motor and gearbox information, component replacement and warranty information. The attendee should have at least 1 year of equipment repair experience.

Contact your Betco Regional Manager for more details, costs and application form.

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

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