



# BETCON NEWS

July 26, 2004

Volume 3, Number 2

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October 4-6**

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

**For more information  
contact Kandy Warner  
(ext. 3616)**

**Chemicals  
Equipment  
Programs  
Process**

## Dealing with Circuit Load

**Chris Keene, Floor Care Category Manager**

A few months ago, I had the opportunity to troubleshoot a situation dealing with “tripped” circuit breakers in a facility that was using our Foreman™ 2000 High Speed Burnisher. There are a few things that should be considered before holding the machine at fault. In general, if a machine has a circuit breaker (internal or external) that is being tripped, it is possible that the machine may have a problem. In this case an authorized repair center should thoroughly check the machine out. However, I have found that in most cases it is the circuit breaker in a facility that is the culprit, so we need to start by investigating the facility.

First a little background on the two quality control test methods we use at Betco to measure the amp draw on our Foreman™ Cord Electric Burnishers:

1. Amp draw “with no load” – This involves measuring the amp draw on the machine by operating it with the pad off of the floor.
2. Amp draw “with load” – This involves measuring the amp draw on the machine by operating it with the pad on the floor.

For your records, here are the amp draw ratings on our Foreman™ Cord Electric Burnishers:

- Foreman™ 1600
  - With no load: 9-10 amps
  - With load: 13-15 amps
- Foreman™ 2000
  - With no load: 12-13 amps
  - With load: 16-18 amps

Many of the facilities we deal with tend to use 20 to 25 amp circuits. Under normal operating conditions this will not pose a problem for either of our Foreman™ Burnishers. It’s the abnormal conditions that begin to cause problems and need to be investigated:



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1. Many times facilities have a history of easily tripping breakers, be sure to inquire about this. Once a breaker has been tripped multiple times it can become hyper-sensitive causing it to trip prematurely.
2. Do they have additional draw on the circuit that the machine is being operated on? Items such as refrigerators or drinking fountains can throw the amp draw too high resulting in a tripped breaker. If this is the case move the power cord for the machine to a separate circuit.
3. Are they high speed spray buffing? Typically I do not recommend spray buffing with high speed equipment, however if they must, I suggest using our Foreman™ 1600. As you can see by the amp draw ratings above, the 1600 pulls a much lower rating. This will help compensate for the extra draw caused by the spray buff product.
4. Are they burnishing properly cleaned floors? I know, I know, but I had to ask. Soils can build up on the pad and cause excessive load on the machine.

For the record, in this particular situation the answer to the tripping breaker was #2. A simple switch to another circuit and problem solved.

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## Green Seal Certified Cleaning Program

**Barry Rosenthal, Category Manager**

Betco has added another Green Seal (GS-37) approved product, Green Earth® Daily Floor Cleaner. Our comprehensive offering of Green Seal certified products now includes the following:

- 535 Green Earth® Glass Cleaner
- 536 Green Earth® Daily Floor Cleaner
- 336 Green Earth® Peroxide Cleaner

With these three products we now have a complete green facility cleaning program.

- Green Earth® Daily Floor Cleaner – can be used daily to remove light soil and maintain the high shine on finished floors.
- Green Earth® Glass Cleaner – for glass cleaning and light duty surface cleaning.
- Green Earth® Peroxide Cleaner – basically for everything else, bathroom and shower cleaning, all purpose spray and wipe cleaning, and carpet prespray applications.

LEED (Leadership in Energy and Environmental Design) is an important opportunity for the Green Earth® Program. LEED, <http://www.usgbc.org/>

[LEED/LEED\\_main.asp](#) , is a self-assessing system designed for new and existing commercial, institutional and high rise residential buildings. LEED encourages building owners to earn credits for satisfying certain criteria. LEED certified buildings are recognized for providing a healthier environment for building occupants and saving money by using more efficient resources. As part of LEED, building owners receive points for Green Housekeeping. Several building service contractors are marketing themselves as – LEED -Accredited Cleaners. By adopting a Green Cleaning program, a building owner can receive up to 12 points towards LEED certification (26 points is required for certification) and provide a superior cleaning program.

The Green movement is continuing to grow. With our Green Earth® Program and official Green Seal certifications, Betco has the tools and support to be a valuable resource to our customers in addressing the challenges of environmentally responsible facility maintenance. For more information visit our website @ <http://www.betco.com/> and click on “Green” Products in the chemical section.

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## Are Your Print Resources Being Neglected?

**Joanna Hunter, Manager of Communications and Branding**

During a visit with one of our distributors I came across literature racks containing supplier brochures and product flyers. Thinking I could get away with a small competitive comparison, I confidently began my review only to be aghast by what I had found. There were hundreds of copies of dingy and dated printed materials cluttering sacred sales territory. I was even more disappointed that I couldn't locate any of Betco's most recent print pieces. Fortunately, the collateral damage was evident with all the companies. It's no surprise that the literature or sample room rarely gets the attention it deserves, but this site hadn't received it in YEARS!

Being married to the business, (literally, my husband is a DSR), I understand the value of a four color presentation when making a sales call or creating a proposal. 100% of distributor sales representatives use literature to influence their customers. Everyone can share in the frustration of not having an explanation, a picture or a price for something you are interested in selling, buying or using. Having information accessible, organized and fresh contributes to effective and efficient selling.

Here are a few tips to giving literature the attention it deserves:

1. Assign someone in-house to be responsible for the area. This person should work closely with sales and manufacturing representatives to

maintain organizations and inventory. Be sure that the person is receiving mailing announcements from manufacturers as well.

2. Hold your manufacturing reps responsible for their own areas. Have your internal person touch base with the rep periodically to review new and discontinued items.

3. If it can be printed from a web site, consider posting a web address instead of having copies of everything. In the case of my visit, over 50 racks were cluttered with outdated product literature sheets. Most companies, including Betco, make these available on their website. By printing them from the web you are getting the most updated information as well as saving space for the high-end presentation pieces such as catalogs and market specific and product specific brochures.

Facility Service Providers can put this same philosophy toward their own catalogs, product updates and MSDS.

Betco offers some of the best print resources in the industry. Each piece is designed to be a selling tool for distributors and an information tool for facility service providers. Below is a list of brochures and item numbers that should be on hand at all times:

Reorder #	Description
90211	Betco Resource Catalog
90904	BetcoBest® Brochure
91118	BSC Brochure (Building Service Contractors)
*91099	Education Brochure
*91111	Factory Formula™ Industrial System Brochure
91060	FastDraw™ Chemical Management System
*91115	Food Service Brochure - Direct Effect
*91117	Green Earth® Program Brochure
*91114	Knuckle Under™ - Industrial Skin Care Brochure
90995	QuickCoat™ Sell Sheet
90923	RPM Training Library Brochure

\*91097

Winning Hands® Foaming Skin Care  
Brochure

*\*Indicates NEW items*

For more information or orders please contact customer service or your Betco Regional Manager.

*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.*