



BETCO NEWS

July 8, 2004

Volume 3, Number 1

This Issue:

Spray away pesky insects

Betco welcomes new VP of Operations

A 50 year honor

QuickCoat triggers productivity

**Chemicals
Equipment
Programs
Process**

BETCO®

Building Your 'Bee's-ness'

Griff Crammond, Director of Marketing

Trouble comes in many forms and many sizes. We all recognize trouble when it runs us over like a truck, but what about those smaller sources of trouble? Flying and crawling insects in a food processing or production area can spell big trouble. Or perhaps it is a chronic wasp or hornet infestation near entry-ways or access points to a facility. In all cases, pests such as these transfer disease, create sources of illness, or are the cause of stinging wounds. Right now is the time to present your Betco solution for those end-users with a pest situation. Betco offers three fast-acting insecticides and a companion product-offer of two herbicides to quickly end those insect situations.

- Indoor-Outdoor Insecticide: aerosol for use in food handling establishments, hospitals, hotels, office buildings and supermarkets. Contains a broad spectrum active ingredient for both flying and crawling insects. The pleasant cherry fragrance is suitable indoors.
- Residual Insecticide Spray: Kills a variety of crawling and flying insects, including roaches, mosquitoes, ants, silverfish and flies. With a flushing action that drives pests from their nests and a residual action for prolonged kill times. The two-way valve allows a spray or stream of powerful insecticide to reach out of the way places. Aerosol.
- Wasp and Hornet Insecticide: An aerosol that kills wasps, hornets and yellow jackets. For use on screens, doors, cracks, crevices, patios, windows and frames. This insecticide works on contact, offers a jet spray effective up twenty feet, is non-conductive up to 47,300 volts and has residual activity to keep killing as the insects return to the nest.
- Scorch plus RTU: Use this herbicide around buildings, drainage ditch banks, fence-lines, fuel tanks, guard rails, or other rights-of-way. The convenient formula requires no mixing and is non-selective, providing total kill from the plant tops to the roots. Controlling vegetation contributes to the control of insects.

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- **Scorch Plus 1021:** Use this herbicide around buildings, drainage ditch banks, fence-lines, fuel tanks, guard rails, or other rights-of-way. Fast acting, you may use this concentrate with diesel fuel, fuel oil, or weed oil for faster action and more effective top-kill. Controlling vegetation contributes to the control of insects.

For more detailed information, refer to the 2003-2004 Betco Resource Catalog (page 81) or go on-line and follow this link at our website:

http://www.betco.com/Frameset.asp?pageID=chem&Product_Class=C8540&title=Insecticides

Betco Receives 50 Year Recognition from ISSA

Joanna Hunter, Manager, Communication and Branding

Betco has been recognized by International Sanitary Supply Association for our 50 years of support as a member. Since 1954, only 4 years after Betco was established, founders Carl and Ann Betz joined the fledging association. To this day, Betco shares ISSA's enthusiasm for bringing together distributors and manufacturers for the betterment of the janitorial industry. Betco is happy to be a part of the over 4,700 members making a cleaner and healthier difference around the world.



Betco Still Investing in Great People

Jim Betz, Vice President and General Manager

As Betco grows, we continually have the need to upgrade our processes, invest in new equipment and technology, and add new personnel with different skills. As an example, new personnel in sales and marketing have allowed us to focus on increased corporate account sales, adding new distribution, and developing significant new products in floor care, skin care, dilution control, industrial, and equipment.

We recently became aware of an opportunity to add a very talented individual to operations at Betco. We are pleased to announce that effective July 1st, Dennis Kalnas will be joining Betco as VP of Operations. Dennis has over 15 years of manufacturing, distribution, and supply-chain management experience in the chemical business. For the past six years, Dennis has served as Director of Operations for JohnsonDiversey's Ohio Valley plants. Dennis can make a significant contribution to our already strong and talented team as we continue to grow Betco and particularly as

we continue to be the strongest supply partner in the industry.

Increased Productivity Is Right At Your Fingertips...

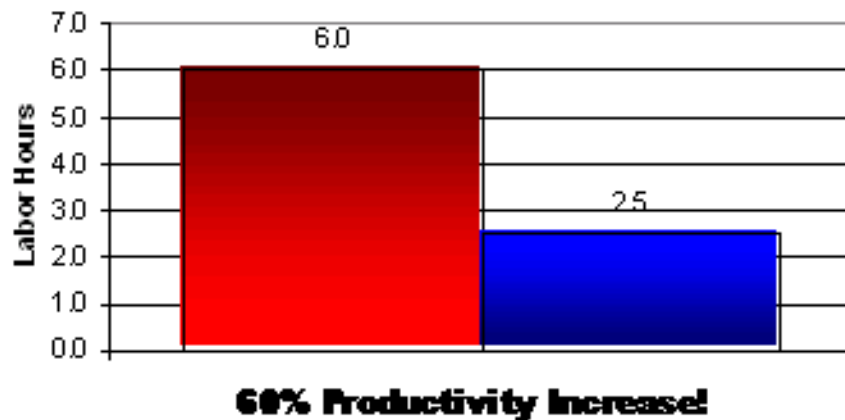
Chris Keene, Category Manager-Floor Care

Betco's QUICKCOAT™ Finish Applicator System has without a doubt proven its value as a cost saving alternative to the traditional method of applying floor finish with a mop and bucket. From schools to hospitals and all types of facilities in between, QUICKCOAT™ customers are realizing increased productivity and reduced floor care costs.



Increased productivity is literally right at your fingertips as QUICKCOAT™ now features a new trigger actuator that provides precision control and enhanced operator comfort. The concept is simple; by eliminating the mop and bucket you achieve higher productivity and gain greater per gallon product coverage. And with the NEW Trigger Actuator applying finish has never been easier!

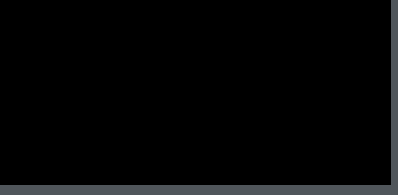
Mop & Bucket Method vs. QUICKCOAT



QUICKCOAT™ is truly different from other floor finish application systems. It has consistently shown its ability to improve productivity, in most cases floor care costs

can be reduced by 50% or more. Combine QUICKCOAT™ with our award winning patented BetcoBest® Floor Finishes and start counting the savings!

Contact Betco Customer Service today for more information on QUICKCOAT™, the industry's leading floor finish application system.



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