



BETCO NEWS

September 22, 2004

Volume 3, Number 6

In This Edition:

**Pace Setter
Recipients Honored**

**Green Earth Goes
to School**

Car Wash Solutions

**Personal Benefits of
Enhancing
Productivity**

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)**

**Chemicals
Equipment
Programs
Process**

Pace Setters Awarded by Betco

Requill Buchanan, Communication Coordinator

Betco's Best were honored Wednesday evening at the annual Pace Setter Awards. This year's ceremony was held in Big Sky, Montana during Betco's National Sales Meeting. The Pace Setter Award is presented to individuals of Betco's sales force that have achieved phenomenal sales success. This year's recipients are Regional Managers Tom Owen, Carlos Lastres, Curt Hitchner, Jeff Satterfield, and Corporate Accounts Manager Ed Turner. Paul Betz, CEO, and Greg Chesnutt, COO and President, were among the many individuals applauding them for setting the pace in our industry.

Betco would like to congratulate all of the Pace Setter Award winners. It is team members like Tom, Carlos, Curt, Jeff, and Ed that keeps Betco ahead of the competition.



Tom Owen



Carlos
Lastres



Curt Hitchner



Jeff
Satterfield



Ed Turner



©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/>

BACK TO SCHOOL

Barry Rosenthal, Category Manager

Large universities and colleges have begun to embrace our newly launched "Green Earth" Cleaning Program and Chemical Management Systems. Betco offers the following distinct advantages that address the challenges these end users face on a daily basis:

1. Superior cleaning products – Benchmarked to leading competition, our "Green Earth Products" were designed to be on par with our leading "conventional" cleaners.
2. Fastdraw™ Chemical Management Systems – The benefits to worker safety, controlled chemical usage, and minimum water consumption.
3. Training – With our top quality wall charts, literature sheets and RPM training program, you can be assured your customers have all the necessary and simplified training tools to perform their cleaning tasks effectively.
4. Support Materials – Certificates for our Green Seal products are available, along with professional product and system brochures, number and color coded bottles and labels.
5. Field Support – our dedicated team of regional managers, along with a comprehensive customer service group to help you secure, and keep these large accounts.

By offering more than just chemical and equipment, you are providing the complete "Betco Bundle" which will insure you more satisfied and loyal end user accounts.

Drive More Sales!

Griff Crammond, Director of Marketing

Fleet vehicles require specialized cleaning and maintenance systems to keep them on the road and looking great! Betco® has the solution for school bus garages, local or regional transportation services, and others that require a vehicle to look great all the time!

Betco® CTW501 Car and Truck Wash is your answer for automated car washes, brush washing, hand washing and pressure spray applications. The cleaner quickly breaks down soils and suspends dirt, dust, grime, insects and road film. CTW501 won't dull, water-spot or streak painted surfaces windows or chrome and it rinses away easily. The high-sudsing

properties help keep brushes well lubricated and aid in their efficiency. Packaged in cases, pails, drums and totes meeting the needs of all end-users.

The Right Tool for the Job Saves Time

Griffith Crammond, Director of Marketing

In my spare time, I enjoy restoring old cars to 'new life.' On Saturday I had a few hours free from household chores and take-home activities from the office. It was the ideal time to change the oil and adjust the valves on the old beast in the garage.

The oil change and valve adjustment went off without any trouble. With the oil change and valve adjustment completed, there was plenty of time left to clean the small oil deposits from the garage floor, along with cleaning the grease and grime from my hands. Both these jobs can take as long as the oil change and valve adjustment—so I was glad I had the extra time.

Out came the Knuckle Under® HD Plus for the greasy and oily hands. A quarter-size squirt into the palm with a little water to disperse the soap and I was soon rinsing away the grit and grime! Even the normally difficult area around the nail and cuticles was clean without the use of a nail brush or cuticle brush. Now you guys out there will agree that we don't often talk about how soft or smooth our hands can become, but I admit that I noticed my skin didn't feel rough, dry or agitated. They weren't baby soft either, but they didn't start the project that way.

With my hands back to 'dinner-table' readiness, tackling the floor was next. A quick mix of Factory Formula™ NB Ultra at 1:20 dilution from a spray bottle was quickly applied to the floor where I had some previous oil droppings (old cars don't leak oil, they just 'mark' their spot) along with that day's little mess. I agitated the area with a hand-held deck brush. The garden hose and a squeegee moved it to the floor drain. Five minutes later as the floor dried, there were no remaining oil spots or deposits on the floor.

My Saturday project was completed with time to spare—which my wife quickly filled with chores from the 'job jar.' So much for the 'personal benefits' of enhancing productivity...

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.