



BETCO NEWS

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Upcoming Training:

**Equipment Service School
October 4-6**

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

**For more information contact
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CLEANING WITH MICROFIBERS

Barry Rosenthal, Category Manager

Much has been written about microfibers recently. They have been touted as the next great fiber due to their strength, liquid absorption, and ability to attract dust through strong positive charge. Claims are being made that microfiber cleaning is so effective that cleaners and disinfectants are no longer needed. Just like any other claim, we must investigate what is real and what is hype.

Microfibers are a collection of small fibers that have the ability to absorb particles of small micron size, so it is true that microfiber mops can trap and hold viruses, bacteria etc..., however, at that point the bacteria, viruses are not decontaminated but still remain viable. As the mop head is shaken or removed the microorganisms can be released back onto the surface.

Microfibers are excellent at trapping dirt; however, the fibers cannot penetrate stains, such as greases and oils. A degreaser or cleaner with surfactant is needed to penetrate into the soil to break up the particulate which allows the soil to be absorbed into the mop.

So what is the optimum use of microfibers? Microfibers are a perfect vehicle for cleaners and disinfectants. A study by Daniel's Associates¹ in Toronto showed using a microfiber flat mop with a disinfecting solution resulted in an additional 18% bacterial reduction over conventional mops with the same disinfecting solution. In addition, when using cleaners, there was a 10.9% reduction in labor time using a microfiber flat mop versus conventional mops. Because microfiber mops are lightweight, convenient to use, and highly absorbent; workers can clean more efficiently than using traditional mops

Microfiber mop heads are much more durable than traditional mop heads. They can withstand many more laundry cycles. Because they can be reused much more often than other mop heads, fewer of them end up in landfills, having a favorable environmental profile. A microfiber program in conjunction with Betco's Green Earth Cleaning program of environmentally preferable products will result in more effective cleaning, reduced impact on the environment and improved productivity. For more

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information on Betco's Green Earth Cleaning Program visit <http://www.betco.com/>.

¹Dean Goforth and Jeffrey P. Woodridge, "A System Based Approach" (online). American School and University, July 1, 2002. Available from World Wide Web: (http://asumag.com/mag/university_systembased_approach/)

Knuckle Under® Above Competition

Requill Buchanan, Communication Coordinator

Knuckle Under® HD Plus is a heavy duty hand cleaner that has the upper hand over its competition. Betco's sales team reports that Knuckle Under® and other industrial skin care products are repeatedly out performing our competitor's products in sales demonstrations.



One of our most noteworthy challenges took place in a city bus station garage. A Betco Regional Manager asked the foreman to have one of his mechanics test our product and a competitor's similar one. Needless to say, Knuckle Under® HD Plus upstaged the opponent. Within two weeks Betco was supplying the garage with all of their industrial skin care needs.

Betco's unique soy formulation in Knuckle Under® HD Plus cuts through the heaviest greases and oils better than the competition. End-users with a concern over facility plumbing capacity appreciate the walnut shell scrubber in our product, which float out with the water. It comes as no surprise to Betco that Knuckle Under is the choice for industrial hand care.

Restroom Partitions-Cleaning Made Easy

Kurt Bischoff, Technical Director

Much to our chagrin, we have recently discovered that some bathroom stall partitions cannot withstand the effects of butyl and similar water soluble solvents. We have encountered a few instances in which disinfectants that contain solvents have resulted in a blotchy appearance in the paint on these partitions. Go figure. These partitions seem tough as nails, designed to resist the most ardent graffiti aficionados and urinary artists that this country can spawn. Now we see their Achilles heel, they can be defaced by common cleaning products. The problem is most often associated with new installations (since old installations in men's rooms are generally beyond hope after only a few short months). Any product that contains butyl or butyl type solvents including AF79 RTU, Fight-Bac RTU, Speedex and Super Kemite has the potential to cause a problem. This has manifested itself on partitions from two separate manufacturers thus far.

We recommend that these surfaces be disinfected, as would any rational individual who has ever been forced into using a stall at a major sporting event or concert. Betco suggests that neutral, non-solvent products such as pH7Q, AF79 Concentrate or Quat Stat be used in this endeavor. In situations where graffiti removal is desired such as schools and detention centers, a butyl product can assist in the clean up effort. We recommend that you test the product in an inconspicuous area prior to use. Four to six applications without a rinse over the course of an hour will be a good indicator of whether or not the partition will be damaged by the cleaning product of choice. A damaged partition cannot be chemically restored so be sure to follow these simple recommendations to ensure that the restroom investment lasts for many years.

Rising Costs Hitting the Industry

Requill Buchanan, Communication Coordinator

Rising prices of raw materials have forced many chemical raw material suppliers and other manufactures to raise their product prices. Examples include escalations in prices for can liners and packaging. The rate and frequency of price increases have left many manufactures unable to offset these price increases through productivity enhancements. Distributors and end-users alike are both looking for the justification of this current trend.

The jump in raw material costs can be attributed to the surge in price for a barrel of crude oil. More than 4,000 petrochemical products are derived from this versatile substance. Some petrochemicals that are widely used in the manufacturing of cleaning chemicals are ammonia, ethylene, propylene, butadiene, benzene, and menthol. One of the more obvious uses of crude oil is to make fuels like gasoline and kerosene. These fuels are an essential energy source to many chemical manufactures.

There are numerous theories for why crude oil prices are increasing globally. Some blame the war in Iraq for the increases. Iraq supplies the United States with up to one-third of its oil. Fear of sabotage to Iraq's oil facilities might be one reason for climbing oil prices. Oil demands have also been growing globally because of its consumption in growing economies like China and India. And finally, crude oil refining capacity has remained relatively stable over the past decade, while the global demand for petroleum derived products has increased. This increasing demand in the face of a static supply has left refiners and petroleum- derived product producers with little option other than pricing action to contain demand. Whatever the reasons, our industry appears to be among those sectors experiencing the impacts of inflationary pressures on some key factors of production.

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