



BETCO NEWS

August 18, 2005

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This Week's FYI

Betco offers a full line of liquid, foaming and industrial-strength skin care products designed to meet all of your skin care needs. Check out our full line of skin care products on <http://www.betco.com/> or ask your Betco Regional Manager for more details!

Upcoming Training

August
Harrisburg 18
Minneapolis 31

October
Charlotte 6

September
Toledo 26-28

December
Toledo 12-14

For more information contact Kandy Warner (ext. 3616)

Chemicals
Equipment
Programs
Process



This Issue:

- New Product Spotlight: Hard as Nails™ Floor Finish
- Prevent Back Flow
- How to Take Care of Your Equipment

Introducing: Hard as Nails™ Floor Finish

Curt Hitchner, Category Manger Floor Care

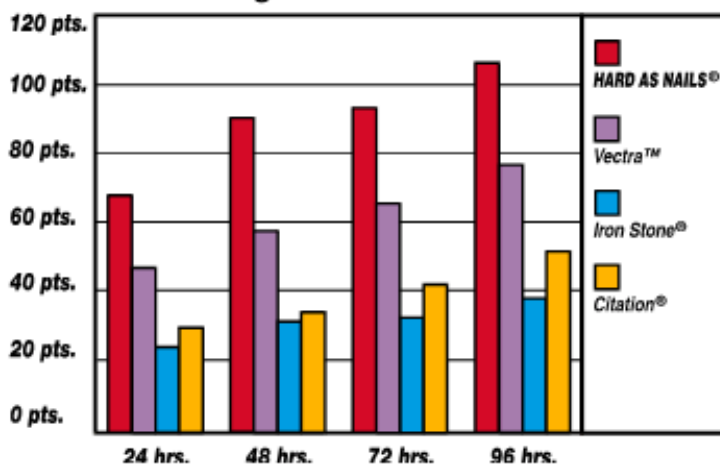
Once again, our persistence to be the leader in floor care has resulted in another break-through floor finish: *Hard as Nails™*.

Many facilities have reduced the labor and time dedicated to maintaining floor surfaces but still want a remarkable floor finish. Fortunately, Betco has the solution to this problem; *Hard as Nails™*, a hard film finish resulting in an extremely durable, long lasting floor finish. A hard finish provides superior scuff and scratch resistance, which requires less repair work to maintain a consistent high level of appearance.



We recommend this finish for low maintenance floor programs where very little time, if any, is spent on burnishing or buffing the finish. *Hard as Nails™* is best positioned against the following competitors: Vectra™, Ironstone®, and Citation® (see chart below). It is a perfect fit for educational facilities and building maintenance contractors.

***Koenig Pendulum Hardness Tester**



- ***50% harder film than other industry-leading finishes.**
- Less scuffing.
- Less scratching.
- Longer-lasting shine and durability.
- Less burnishing.

*This information is presented based on our research which we believe to be correct and objective. No guarantee is expressed or implied. Vectra™ is a trademark of SC Johnson. Iron Stone® is a registered trademark of Butcher's. Citation® is a trademark trademark of Nuclean International, Inc.

Let Hard as Nails™ drive down your floor maintenance cost!

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An Ounce of Prevention... (Chemical Management Systems)

Barry Rosenthal, Category Manager

You've spent weeks sometimes months testing and retesting your chemical management system. You've chosen your chemical and everyone from the cleaning custodian to the purchasing agent is satisfied. Weeks later, unbeknownst to you, Mr. Plumbing Inspector enters the facility and tells your end-user the entire system has to come down because it does not have the proper backflow prevention. All of your time and hard work are wasted and you are stuck removing equipment and chemical.



What could have saved this account? Prior to install, check your chemical management system to insure it has the necessary backflow approval. Many of the portable systems that have recently entered the market do not have a proper backflow device and will not be accepted by most plumbing inspectors. **All of Betco's chemical management systems, including our innovative FASTDRAW® system have both IAPMO (International Association of Plumbing and Mechanical Officials), CSA (Canadian Standards Association) and ASSE (American Society of Sanitary Engineers) approvals.** We have all the necessary documentation to keep on hand at the end-user account so you will not have to fear a visit from Mr. Plumbing Inspector. For more information on Betco's extensive chemical management systems contact our Customer service department @ 1-888-GO-BETCO or visit our website @ <http://www.betco.com/>.

Treat Your Tools With Respect

John Reed, Director of Training

How many times have you heard the comment that the mechanic's tools were dirtier than the motor? If a doctor or a dentist went to work on you with a stained smock or the restaurant served you on dirty dishes or a soiled tablecloth, you wouldn't be too happy and their credibility would be diminished.



Likewise, when we carry around or clean with items that are shabby, we look shabby, we do shabby work, we feel shabby and the bottom line is, we are shabby. There is no excuse for not keeping our equipment clean and in good working order. It takes only minutes and saves hours, as well as our image. We're judged by how our equipment looks and functions almost as much as by the actual work we do. And for the sales representatives, we need to insure our literature, demo materials, demo equipment, sample cases, etc. are clean and looking fresh to present a professional image.

Here are a few thoughts on maintaining your equipment and sample items:

- Buckets, pails and wringers - rinse after each use; keep casters clean and lubricated.
- Wet mops - rinse thoroughly and wring out before hanging up to dry. Label mops for specific uses - RINSE, FINISH, STRIPPER.
- Brooms - never store them with their bristles or fibers resting on the floor and keep them free of debris.
- Dust mops - vacuum or comb at the end of each shift and cover the head with a plastic bag to prevent oil stains in the janitor closet.
- Pads and brushes - clean after each use and hang up, don't store them on the machine and rest on the floor.
- Powered equipment - wipe down, rinse out tanks, wipe cords, inspect batteries as needed AND REPORT ANY PROBLEMS IMMEDIATELY.
- Sales representatives - keep your samples looking fresh, literature up dated and neat.

TAKE CARE OF YOUR EQUIPMENT AND IT WILL TAKE CARE OF YOU

Betco appreciates your feedback. Please send any questions or comments to:
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