



BETCO NEWS

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Upcoming Trainings

May

Toledo 9-11

For more information contact Kandy Warner (ext. 3616)

This week's FYI

Did you know our terrific concentrated stripper Extreme® Ultra is now available in Fastdraw™!

**Chemicals
Equipment
Programs
Process**



This Issue:

- Increase the longevity of your linoleum and vinyl floors with Betco's LV System
- Versatile™ bottle and bracket system receives accolades
- Join Betco in congratulating two outstanding salesmen

LV Floor Care System Ensures Floors Longevity

Curt Hitchner, Category Manager Floor Care

Betco's LV Floor Care System was created to lengthen the life of your linoleum and vinyl floors. This complete maintenance program can be used on all types of commercial linoleum and vinyl. The Betco LV Floor Care System is a unique three product system for coating these specialty floors. Linoleum has some special properties which make them very sensitive to harsh chemicals and cleaners. Traditional floor strippers and degreasers can cause irreparable damage.

Characteristics and features of linoleum:

- Contains natural ingredients including: linseed oil, rosin, cork dust, limestone and wood flax.
- Jute type backing.
- Hypo-allergenic
- Shock absorbing
- Available in vibrant colors

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The LV Floor Care System includes:

LV Stripper: Safely removes existing coatings

LV Sealer: A permanent 2-component chemical resistant sealer.

LV Finish: High solids, durable and maintainable finish.

Using the LV Floor Care System will protect the floor to insure the longevity and optimal appearance.

For more information on how Betco's LV Floor Care System can extend the life of your linoleum and vinyl flooring please contact your Betco Regional Manger today or call 1-888-GO BETCO.

Users Pumped Up Over Versatile™

Amy Thomas, Product Manager Skin Care

When Betco introduced Versatile™, a bottle and bracket foam soap system, we described it as an eye-pleasing dispenser that is ideal in locations like hospital patient rooms, long term care facilities, health clubs and elementary classrooms because it is simple, attractive and perfect for places where a more sophisticated look is wanted by the end-user.



Since Versatile's introduction, we have had some great success stories. Nick Alread, a Distributor Sales Rep for Pollock Paper, listed the following advantages of Versatile, based on his experience selling to a contract cleaner who services an Air Force Base.

- Great product with a great foam
- Strong cost savings vs. traditional liquids

It's so easy to change out bottles (labor savings)

- Liked getting a new pump and bottle every time
- Liked that the system is available in multiple products – can have one system throughout the whole base, but use the appropriate product in the appropriate place

Now that you can see in practice why Versatile is such a great product, we encourage you to call your Betco Regional Manager today to see these benefits for yourself.

Two of Betco's Best Honored by Industry

Requill Buchanan, Communication Coordinator

Betco trains all members of our sales team to exceed expectations. This is why in the past six months, four of Betco's best have been honored by the jan san industry. Greg Gangelhoff and Al Hollis are the two latest honorees.

Clark Products in Twin Cities, MN has named Greg Gangelhoff "Vendor of the Year" on behalf of Betco. Stephen Brach, Sales Manager announced Mr. Gangelhoff was the recipient of the award at a dinner held earlier this month.

Mr. Bach said, "Greg has helped us in all areas of our janitorial business. He has a very good grasp of Betco's equipment line, and has been responsible for multiple sales. Greg has been a key part of our all round janitorial sales." Mr. Gangelhoff credits his success to the phenomenal employees at Clark Products and the introduction of innovative products such as Betco Express® "The World' Fastest Drying Floor Finish" and the newly introduced XT series of cordless electric battery burnishers that rival the performance of propane equipment.



Pollock Paper in Dallas, TX recently presented Betco team member Al Hollis with a plaque naming him "Vendor Representative of the Year".

Mr. Hollis received the plaque at Pollock Paper's Spring Banquet from Branch Manager, Al Hemmelgarn. The recipient of the award was determined by votes placed by members of Pollock Paper's sales staff, customer service team, and purchasing department. He attributes his success to unquestionable support from Betco's sales, purchasing and customer service departments. "Betco has a true partnership with this distributor," Mr. Hollis commented.

Betco is not only a leading supplier of chemicals, equipment, programs and process, but an industry leader in quality of service as well. Please join Betco in congratulating Mr. Gangelhoff and Mr. Hollis.

Betco appreciates your feedback. Please send any questions or comments to: rbuchanan@betco.com

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