



BETCO NEWS

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This Week's FYI

Betco Sports Zone™ high performance sports floor coatings gives end-users the choice of selecting three different recoat systems. Not sure which one is right for your facility consult with one of Betco's Regional Mangers and they will help you select the most appropriate system for you.

**Chemicals
Equipment
Programs
Process**



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This Issue:

- ISSA Wrap-Up
- XT II and Betco Express™ Make Winning Combo
- Betco Strengthens Marketing Department

ISSA Show a High Rolling Success

Joanna Hunter, Brand Manager

The ISSA/Interclean USA 2005 in Las Vegas last month had the highest turnout in the show's history. Betco entertained hundreds of distributors, building service contractors and in-house service providers throughout each day at our booth.

This year Betco took a new approach to our booth layout by eliminating office space and opening the booth space to provide a welcoming atmosphere. Betco Express™ and the XTII Battery Burnishers captured much of the attention with show stopping demonstrations. A great deal of interest revolved around our Green Earth™ Program, and new Sport Zone™ High Performance Wood Coatings line as well.

A highlight of the show was receiving a Global Trades Award recognizing Betco as one of the Top Operating Companies in the cleaning industry for 2005-2006. Betco proudly displayed the award in the booth throughout the show.



Betco supported the ISSA's efforts to increase show floor excitement by participating in Happy Hour festivities, Product Fashion Show and demonstrating innovative products and processes.

At a time when most industrial tradeshow are in decline, ISSA deserves accolades for their tremendous ability to pull together the industry in four days of partnering, knowledge building and camaraderie. Betco will once again demonstrate the latest and greatest in industry products and technology at ISSA/INTERCLEAN in Chicago October 4-7, 2006. We hope to see you at the show next year!



Betco 2005 Booth at ISSA Show

A Winning Package

Curt Hitchner, Category Manager Floor Care

Betco can save facilities and contractors time on floor strip outs with our winning combination of chemicals and equipment. Saving time equals saving money and Betco can save you a bundle in material and labor costs when you use our productivity enhancing products. Check out the recent success of one of Betco's corporate account reps using the right mix of innovation and technology for floor maintenance:

Type of facility: Retail

Floor size (coat able): 20,000 sq. ft.

Materials required for strip out:

Competitor floor finish -	50 gallons	Competitor floor stripper -	45 gallons
Betco Express finish -	30 gallons	Betco Extreme stripper -	30 gallons

Material Savings:	34%		34%
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Labor Savings - 50% - Reduce contractors time from two nights to one night!

Maintaining the floor: Betco Express® floor finish has been down for 12 weeks and is burnished with Betco's XT Burnisher with a Betco HI-Shine Light burnish pad, and daily scrubbed with a Betco's PH 7 Ultra.



What this all means: Facility managers can stretch budget dollars further since less finish and stripper are needed to get the job done. Even more money on materials by extending the time between strip outs when floors are properly maintained. Contractors are given the opportunity to almost double profits because a two day job is now a one day job.

Contact your Betco Regional Manager or call customer service at 1-888-GO-BETCO to learn how the right mix of innovation and technology can save you a fortune.

Betco Reinforces Marketing Team

Requill Buchanan, Communication Coordinator



John Henson has joined the Betco team as the new Vice President of Marketing. In his new role he will be responsible for developing and implementing a successful marketing plan for the Betco Jan-San channel as well as the Basic Coatings wood floor distribution channel. He will also be accountable for designing and executing marketing plans for distribution and Betco's corporate accounts department. John has worked at Betco for the past three months as a consultant, to gain knowledge of the Jan-San industry. With his understanding of our industry and his years of marketing experience John will be a perfect fit into the Betco team.

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

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