



BETCO NEWS

September 28, 2005

Volume 5, Number 3

This Week's FYI

Betco will be in booth #1759 at this years ISSA show in Las Vegas, Nevada. For more information on ISSA please visit <http://www.issa.com/>

Upcoming Training

October
Charlotte 6

December
Toledo 12-14

For more information contact Kandy Warner (ext. 3616)

Chemicals
Equipment
Programs
Process



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Special Edition :

- Betco Awarded for Being Industry Leader
- Meet and Greet with Betco at ISSA
- Don't Miss Betco on the Runway at ISSA

Betco Recognized as Industry Leader

Joanna Hunter, Brand Manager

Betco Corporation has been honored with a Global Trades Award at the ISSA/Interclean 2005 event, the premier and single largest trade show in the world for the cleaning industry. This award recognizes Betco as one of the Top Operating Companies in the cleaning industry for 2005-2006. Betco was one of nine exhibitors selected from a field of more than 40 applicants. The criteria for the award focuses on: investment potential; work environment; customer retention; customer satisfaction; employee contentment and community service.



"Clearly the strength of our company is the people. Each individual, regardless of their role at Betco, is focused on bringing new ways to improve our customers' productivity. We are thrilled to be recognized for our efforts," states Paul Betz, CEO.

ISSA/Interclean 2005 was honored with a Global Trades Award as "Industry Show of the Year". The award winners will be promoted at the 2005 ISSA Show in Las Vegas as the top companies in the world from the cleaning industry.

Betco's company profile will be featured in the special program, Clean Zone, which will be airing on televisions during ISSA/INTERCLEAN, October 18-21. The show will be highlighted in Hilton, Paris, Bally's, and Flamingo hotel rooms, as well as in the registration and seminar lobbies, and at the ISSA Zone on the tradeshow floor.

Please stop by booth #1759 to see why Betco has been an industry leader for over 50 years.

You're Invited to our Encore Reception!

Joanna Hunter, Brand Manager



Please Join Betco at the end of the day at this years ISSA show in Las Vegas for hor'dourves and beverages from:

2pm - 5pm Wednesday, October 19th
2pm - 4pm Thursday, October 20th
VISIT US AT BOOTH #1759!

Request an encore performance of one of our featured products like:

- The AMAZING Betco Express®, "The World's Fastest Drying Floor Finish" You won't believe it until you see it!
- XTII™ Battery Burnisher, "The Revolutionary Answer to Propanes" Experience this hands on demo!
- Introducing Our Newest Star Betco Sports Zone™, The industry's MVP line of sport floor coatings

Or just enjoy the camaraderie!

Fashion and Innovation Collide at ISSA

Requill Buchanan, Communication Coordinator

Don't miss Betco on the runway at ISSA's first annual Innovation Fashion Show on the tradeshow floor. Professional models will be escorting some of the most innovative products in our industry down the runway for distributors, building service contractors, and in-house service providers to decide what's hot and what's not.

Look for Betco to exhibit products in the chemical, and power equipment segments of the show. In the chemical category we have entered Betco Express® floor finish which utilizes highly durable, internally cross-linked polymers specially blended to minimize drying and cure times. Formulated with Max-Cure Technology, each coat of finish dries and can be recoated in as little as 4 1/2 minutes making **Betco Express® the Fastest Drying Floor Finish in the World!**

In the equipment category we are featuring our **XT II™ "The Next Generation of Battery Burnisher"**. Utilizing state of the art technologies, the XT II™ will **RE-CHARGE** your floor maintenance program! A precision onboard computer controller is synchronized with a powerful maintenance free motor to deliver the high level burnish response demanded by today's high speed floor finishes. Achieve longer lasting performance vs. a traditional battery burnisher and reduce operating costs as much as **82%** vs. a propane burnisher!

If you would like to see demonstrations of both of these products and the many other innovative products that Betco offers stop by **booth #1759** on the tradeshow floor.

Please don't forget to vote for your favorite products at the end of the Innovation Fashion Show for a chance to win a hotel stay and airfare on United or Ted Airlines, for ISSA/INTERCLEAN USA 2006, in Chicago, IL.

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