



BETCO NEWS

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How Betco Express® can enhance the productivity of your business

Betco named Vendor of the Year

Versatile offers Flexibility

Reviews from Betco University

This Week's FYI:

Betco's top three selling products in 2004 were:

- 1. HYBRID®**
- 2. AF315**
- 3. EXTREME®**

Time in a Bottle!

Curt Hitchner, Category Manager Floor Care

How many times have you heard - "If I only had more time"? How much money would time be worth if it were for sale? How would you like to be able to sell something to someone that really does give them more time to get other things done? Well, many Betco distributors have been doing just that recently.



Betco Express® finish is providing our customers with more time, each time this floor finish is applied. This new finish with Max-Cure Technology™ dries fast! Each coat dries in as little as 4½ minutes and is ready for another coat. That's why it is **"The World's Fastest Drying Floor Finish!"**. It really is amazing. How many times have you found yourself standing around waiting for finish to dry - in the middle of the night? There are only so many things you can talk about to custodial or housekeeping staff at 3:00am. No more. Jerry Hunt of Cleaning & Floor Care Services in Davenport, Iowa said, "On a normal night of scrubbing and recoating a retail store, it takes my three man crew 6-7 hours. Using Betco Express® and QUICKCOAT™, we were done in under four hours, and we use less finish."

Betco Regional Managers recently scheduled floor demonstrations with distributors across the country. More than 400 demonstrations have been performed in the past two months, which resulted in many new customers and new business for Betco Distributors. Betco Express® finish is designed for any facility where closing down a room or aisle way is challenging due to constant foot traffic (hospitals, nursing homes, retail stores). Using the Betco QUICKCOAT™ Applicator System with Betco Express® saves even more time and material with up to 5,000 sq. ft. coverage per gallon.

Betco Express® is truly an innovative and groundbreaking formula for our industry. If you haven't had a chance to see this finish on a floor yet -

**Chemicals
Equipment
Programs
Process**



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contact your Betco Regional manager for a demonstration.

Have fun selling time to your customers!

Betco Named Vendor of the Year by Johnston Paper

Requill Buchanan, Communication Coordinator

Johnston Paper in Auburn, NY named Betco as Vendor of the Year for 2004 last week. Charlie Elardo was presented the award on behalf of Betco by Mike and Kris May, owners of Johnston Paper. Mike and Kris May said "Mr. Elardo has demonstrated outstanding support on behalf of Betco enabling Johnston Paper to grow in all market areas. Mr. Elardo and Betco exemplify the term "partner" to Johnston Paper."

The recipient of this award was determined by Johnston Paper employees who made their selection based upon the following criteria: on time delivery, number of backorders, damage claims, billing accuracy, accounting issues, defective products, commitment of customer service, innovative product line, and marketing tools. Betco was selected over more than 20 other leading manufactures in the janitorial and paper industry.

Versatile, New Addition to Skin Care Line

Amy Thomas, Brand Manager Skin Care

Our industry is constantly evolving and Betco knows that to stay competitive and fresh we must stay one step ahead of the



competition. This culture of innovation is especially apparent in the recent additions to our Skin Care line of products.

The Versatile™ Bottle and Bracket Foam Soap System is simple, attractive and perfect for places where a more sophisticated look is

desired by the end-user. The Versatile™ System gives you the flexibility to wall mount or stand product upright on a flat surface.

This eye-pleasing, affordable bottle and bracket system is ideal in locations like hospital patient rooms, long term care facilities, health clubs and elementary classrooms - anywhere that traditional boxy soap dispensers seem just a little too "institutional."

All Betco Foaming Products are enriched with air to provide a thorough hand wash while using almost 50% less liquid than traditional liquid soaps. The luxurious foaming formulas encourage frequent use, and all products have a fresh, neutral fragrance that makes the usage experience even more enjoyable. The Versatile™ Bottle and Bracket Foam Soap System is available in the following formulas:

- Winning Hands® Foaming - Foaming Skin Cleanser with Emollients
- Winning Hands® Foaming Antibacterial - Foaming Skin Cleanser with Triclosan
- Winning Hands® Alcohol Free Foaming - Non-drying, Non-flammable Alcohol Free Foaming Hand Sanitizer.
- Winning Hands® Foaming Hair & Body - Foaming Hair & Body Shampoo
- Knuckle Under® Foaming - Foaming Hand Cleaner with Soy for Industrial Applications

Betco University a Success!

John Reed, Director of Training

The Betco University Regional trainings have started and are getting the following rave reviews from attendees:

- "This was a great opportunity to learn about new products and programs from Betco."
- "I like the concept of having multiple topics...everyone learned something."
- "The Sales Process training reminded me of things that have made me successful in the past."
- "Betco is the only supplier that makes the effort to bring real training to the distributor."

Below are the next scheduled Regional Betco Universities:

February	Toledo, 10 - 11
	Las Vegas, 24 - 25

March Boston, 8 - 9
Houston, 17 - 18

April Orlando, 7 - 8
Chicago, 14 - 15
Portland, 28 - 29

Topics that will be discussed at each Regional Betco University are:

- Green Cleaning and the Betco Green Earth Program - a new opportunity to pursue.
- Updates on Betco foam soap program and Fastdraw program.
- A workshop on resilient floor care to include product positioning, problem solving, productivity enhancing tips and hands on work with Betco Express - the fastest growing Betco floor finish.
- Discussions of the Industrial and Building Contractor markets so the DSR will be ready to pursue these opportunities.

BOTTOM LINE; EVERY ATTENDEE WILL TAKE AWAY SOMETHING THEY CAN USE TO INCREASE THEIR SALES!

For more information about Betco University or to register for upcoming dates please call Kandy Warner at 1-888-GO- BETCO ext. 3616.

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

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