



BETCO NEWS

March 31, 2005

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Upcoming Trainings

Regional Betco University Dates:

April

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

May

Toledo 9-11

For more information
contact Kandy Warner
(ext. 3616)

**Chemicals
Equipment
Programs
Process**



This Issue:

- **Betstone® the Newest Floor Care Innovation at Betco**
- **Betco's Best Named Vendor Rep of the Year**
- **Your Opportunity to Attend Betco University**

Introducing: Betstone® Sealers

Curt Hitchner, Category Manager Floor Care

Betco Corporation has just introduced two new products to help you with your floor care program. As the leader in floor care, we want to provide you with a comprehensive package of floor care products to address your maintenance concerns. The Betstone® products address the concerns for maintaining natural stone surfaces like Terrazzo, Quarry Tile, Ceramic Tile, Slate, Marble, Grouting and more. Our unique fluorochemistry formula enables these products to achieve maximum penetration into the surface for unsurpassed protection.

#669 Betstone® Penetrating Sealer:

- Maintains natural appearance
- Provides outstanding stain protection
- Low odor
- Easy application



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 BETCO
 Fax: 485-555-0122
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 http://www.betco.com/

#668 Betstone® WB Gloss Sealer

- Adds gloss appearance
- Provides stain protection
- Prevents odors from absorbing in
- Superior adhesion



Consider applying these products in difficult to maintain areas such as: Restrooms, Cafeterias, Commercial kitchens, Locker rooms, Entrances and Lobbies.

Please visit our web site at www.betco.com or contact our customer service team at 1-888-GO-BETCO for more details on these new products.

**Treated/ Untreated
 BETSTONE®
 PENETRATING SEALER**



**Treated/ Untreated
 BETSTONE® WB GLOSS
 SEALER**



Betco's Best Honored by Industry

Requill Buchanan, Communication Coordinator

Betco's sales team is known for their paramount service and knowledge of the industry. One of Betco's best was honored recently for his exceptional sales efforts. Mike Jacobs was recognized as Vendor Representative of the Year by Massco in North Kansas City, MO. Jason Walton, General Manager of Massco, presented Mr. Jacobs with the award for going above and beyond what other manufacturer reps did for Massco last year as a branch.



Mike Jacobs

Mr. Jacobs was presented the award during a building service contractor seminar on high-performance floor care in which he was the featured speaker. He

attributes his success to offering training and demonstrations to end-users that ensure that Betco's products are as effective as possible. Betco sufficiently trains all members of their sales team to meet a higher standard. This is why Betco's sales representatives continue to lead the industry in the quality of service that they offer.

Turn Your Sales Force into a Selling Force

John Reed, Director of Training

Do you ever feel as though the fast-paced world we compete in is preventing you from receiving or providing valuable training? Betco will assist you and your associates in turning these challenges into selling opportunities.

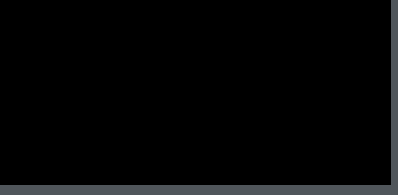


Sales representatives with at least three years of field experience should not miss the opportunity to attend Betco University in Toledo, OH from May 9-11. Some of the program highlights will be the positioning of floor finishes, strippers and maintenance products, hands-on workshops for resilient flooring, carpeting and wood flooring, discussion of specialty flooring types, appropriate products and maintenance procedures, demonstration of productivity enhancing equipment, and selling techniques to close more sales.

After attending Betco University you will have the ability to discuss end-user needs and provide productivity enhancing solutions, capability to direct each day's selling activity into sales results, exposure to the latest and "hottest" industry products, and increase of personal productivity on each call.

Space is Limited! Contact your Betco Regional Manager today for more details and an event application or contact Kandy Warner for more information 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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