



BETCO NEWS

March 10, 2005

Volume 4, Number 5

This Week's FYI:

"Betco's Green Earth Glass Cleaner" and "Green Earth Daily Floor Cleaner" are fragrance free. These products are perfect for healthcare!"

Upcoming Trainings

Regional Betco University Dates:

March

Houston 17-18

April

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

May

Toledo 9-11

For more information contact Kandy Warner (ext. 3616)

This Issue:

- **Betco Express® sets record to become the "World's Fastest Drying Floor Finish"**
- **Betco selects industry pace setters from sales team**
- **Learn how the Betco Bundle can dramatically improve your results**

"Breaking Records"

Curt Hitchner, Category Manager Floor Care

Some world records you might be familiar with:



- *Fastest Man - Tim Montgomery (USA) - 22.9 mph. Sept. 14, 2002
- *Fastest Land Mammal - Cheetah - 62 mph.
- *Fastest Production Car - McLaren F1 240.1 mph. March 3, 1998
- *Fastest Land Speed - Thrust SSC, 763.035 mph. Oct 15, 1997

*Source - Guinness World Records 2004

Fastest Drying Floor Finish - Betco Express® - 4 ½ minutes Nov. 1, 2004

That's right. Betco Express® can dry as fast as 4 ½ minutes. How much time are you and your staff wasting watching floor finish dry for 30 minutes, 45 minutes, or even 1 hour?

Call your local Betco Regional Manager or our Customer Service

department at 1-888-GO-BETCO to see the "Worlds Fastest Drying Floor Finish".

**Chemicals
Equipment
Programs
Process**



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Pace Setters Awarded by Betco **Requill Buchanan, Communication Coordinator**

When Betco seeks team members to share the responsibility of growing our company, we look for someone who is willing not only to work for us, but work for our distributors and end-users as well. This year's recipients of the Pacesetter Award did an exceptional job giving expert advice to end-users and identifying qualified sales leads for our distributors all while growing Betco's business.



Tom Owen



Al Hollis



Greg Maxwell



Jeff Satterfield



Ed Turner



Scott Brown

The Pacesetter Award recognizes those team members who led their division in sales and leadership. This year's recipients are Regional Managers Tom Owen, Al Hollis, Greg Maxwell, Jeff Satterfield, Corporate Accounts Manager Ed Turner, and Division Manager Scott Brown. Paul Betz, CEO, and Greg Chesnutt, COO and President applaud these outstanding individuals for setting the pace in our industry.

The Pacesetter Award is the most celebrated award that can be earned by a member of Betco's sales team. In addition to achieving phenomenal sales success, this year's honorees worked diligently increasing the sales opportunities for Betco Distributors. These six have consistently delivered above quota sales and set an example for others to follow. Please join Betco in congratulating all of the Pacesetter Award winners.

For information about Betco's products and services contact customer

service @ 1-888-GO BETCO or visit <http://www.betco.com/>

The Power of the Bundle

Chris Keene, Category Manager Equipment

Having the right combination of products makes all the difference when you have a challenging job to do. At Betco we have worked very hard to develop the best bundle of products and resources available to address these challenges head on.

Here is a recent example of how the right bundle of Betco products dramatically improved both results and productivity:

- **The Customer:** Major Auto Parts Retailer and a National Building Service Contractor.
- **The Job:** Multiple store locations with 15-20 coats of floor finish in place. Most of the store's had not been stripped in more than 2.5 years.
- **The Products:**
 - ES-30 Propane Stripping Machine
 - Extreme® Stripper
 - Hybrid® Floor Finish
- **The Result:** The stores have never looked better! The ES-30 Strip Machine and Extreme Stripper accomplished in 2 hours a job that previously took 6-8 hours.

BEFORE

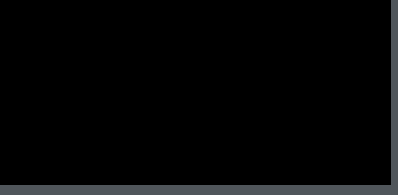


AFTER



Contact Betco at 1-888-GO-BETCO today for details on what our bundle of products can do for you!

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



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