



# BETCO NEWS

August 9, 2006

Volume 5, Number 13

## This Week's FYI

**Daily Scrub SC** is a super-concentrated cleaner designed for floors frequently burnished. One quart sized bottle makes 256 gallons!

### Check It Out

Have you had a chance to read Betco's Green Cleaning Tip for the Month of July on CMM online? [Click here to view.](#)

### Distributor Training

Betco Facility Estimator Program training will be held via phone conference on Friday August 18 at 8:00am ET and 10:30am ET for information on how to join please email [jreed@betco.com](mailto:jreed@betco.com)

Chemicals  
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## *This Issue:*

- **NEW! QuickCoat® II Saves you Time and Money**
- **Betco Facility Estimator Program Successful**
- **Gary Martin Joins Marketing Team**

## NEW QuickCoat® II Fastest Way to Finish Floors

**Curt Hitchner, Category Manager Floor Care**

Apply floor finish without the hassles of a mop and bucket with Betco's NEW [QuickCoat® II](#) Finish Applicator System:

- **FAST** and **EASY** Application
- New **LOWER** product cost
- **ELIMINATES** finish waste
- **EASY** clean up



The new QuickCoat® II features include:

- Ergonomic swivel trigger
- Non-clogging exterior tubing
- E-Z Flow bag connector
- Comfort backpack
- 24" Swivel applicator head
- Tri-Port Dispensing for even finish distribution
- Custom looped micro-fiber mop head

New & Improved QuickCoat® II packaging features an easy flow re-sealable pull-top cap. This means no complicated valve to interrupt the finish flow. The 2.5 gallon package is convenient and easy to handle. New and improved QuickCoat® II packaging also means new lower cost.

**QuickCoat® II** is the perfect finish system for both small and large areas with so many advantages over the traditional mop and bucket. Be the first to introduce this new system to your accounts for all of their floor finish applications. Please contact your

Fax: 485-555-0122  
[email@betco.com](mailto:email@betco.com)  
[www.betco.com](http://www.betco.com)

Betco Regional Manager for details or to schedule a demonstration.

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## THE BETCO ESTIMATOR WORKLOADING PROGRAM IS A HIT!

**John Reed, Director of Training**

Finally there's a workloading program that's effortless and useful. Betco's Facility Management Estimator Program is a simplified workloading program that distributors and end users will actually utilize. The Estimator program consists of a labor module, an equipment justification module and a product comparison module.



Each of the estimator modules allows the user to run "what if" scenarios to make informed decisions, quickly determine whether a piece of equipment is a sound investment, work load a building in less time than it takes to learn a complicated work loading program and run side-by-side comparisons of current products and procedures versus recommended products and procedures.

**Read what people are saying about the program: School District in Texas** – "The Facility Management Estimator Program helped me build my budget for labor and products".

**University in Tennessee** - "This program is user friendly and practical to use."

**Distributor Representative** - "The estimator program gives my customers more information to make the best decision for their facility."

Distributors who use Betco's Facility Management Estimator Program can help end-users make better business decisions, justify facility budget requests, increase end-users productivity levels, and so much more. To view additional benefits of the Facility Management Estimator Program [click here](#).

The Facility Management Estimator Program is available to Betco gold distributors for free at [www.betco.com](http://www.betco.com). End-users contact your local Betco Authorized distributor to gain access to this great program. If you have any immediate questions call me (John Reed) at 1-800-333-2156, EXT. 3822 or email [jreed@betco.com](mailto:jreed@betco.com).

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## Marketing Gains New Team Member

**Requill Buchanan- Communication Coordinator**

Betco's commitment to engineering innovative products that enhance productivity and reduce overall costs has led us to expand our marketing department. Gary Martin has joined the Betco team as the new Manager of Business Development. In his new role he will be responsible for developing and implementing successful marketing programs for Betco customers.

Gary will also be accountable for the development, consolidation and execution of key product lines for distribution



and Betco's corporate accounts department. With ten years of experience in the jan-san industry, Betco is positive he will be an asset to the team.

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**Betco appreciates your feedback. If there are any topics you would like us to cover please send your ideas to: [rbuchanan@betco.com](mailto:rbuchanan@betco.com)**

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