



# BETCO NEWS

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### This Week's FYI

Betco has five products that have earned Green Seal certification:

1. Green Earth® Floor Finish
2. Green Earth® Floor Stripper
3. Green Earth® Peroxide Cleaner
4. Green Earth® Glass Cleaner
5. Green Earth® Daily Floor Cleaner

For more information about Betco's Green Earth® Program please contact Betco at 1-888-GO-BETCO.

Chemicals  
Equipment  
Programs  
Process



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### This Issue:

- Betco and NuSource Form Partnership
- [Big Bertha™](#) Powerful and Productive
- Betco Expands Sales Team
- [Crewman™](#) Electric Burnisher Best Value in the Industry

## Betco and NuSource Partner

Betco and NuSource Corporation have formed of a long term, strategic partnership encompassing shared product development, sourcing, sales and marketing resources. This expanded agreement formalizes a five year relationship between the two companies. The companies will share resources in areas such as product development and sourcing but will continue to operate independently marketing and selling their respective equipment lines through their respective channels & distributors.

"I am excited at the formalization and expansion of our already successful relationship with NuSource and specifically with Dan Giddings and George Keene", said Paul Betz, CEO of Betco. "The expertise that Dan and George bring to our equipment business is unsurpassed and is founded in their 40 plus years of success in the category." Their expanded involvement in our business will be an asset to Betco and our distribution partners."

"Our relationship with Betco has been instrumental in the growth of NuSource over the past few years", added Dan Giddings, President of NuSource. "We look forward to building a stronger working relationship and utilizing Betco's strengths to continue to grow our business in partnership with our NuSource distributors."

NuSource Corporation is a manufacturer of equipment for sale in the janitorial supply distribution channel in North America. NuSource is located in Holland, Michigan.

## Power and Productivity!

Chris Keene, Category Manager Equipment

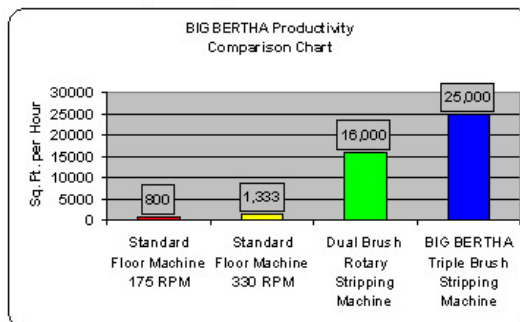


Looking for a machine to tackle the big stripping jobs? One that will quickly and easily handle large areas? Even areas with multiple layers of finish?

Look no further! Betco's [BIG BERTHA™](#) stripping machine was built for these types of applications. Featuring an all steel frame and powerful 17 hp Kawasaki engine, [BIG BERTHA's](#) triple counter rotating brushes will help you strip up to 25,000 sq.ft./hour!

Perfect for contractors who specialize in stripping and refinishing floors, this machine is also great for school systems and rental programs.

### Productivity Comparison



Comparison results based on industry standards and testing done by Betco Corporation. Results may vary.

Contact Betco today at 1-888-GO-BETCO for more information on [Big Bertha™](#) today!

## Betco Adds Three to Sales Force

**Requill Buchanan- Communication Coordinator**

Three new team members were added to Betco's sales force to better meet the needs of distributors, end-users and Betco's corporate customers. Derek Taylor was named Vice President of Corporate Accounts. He will drive corporate sales of Betco's innovative products in Canada while current Corporate Accounts Vice Presidents Ed Turner and Phillip A. Ricketts will grow corporate sales in the U.S. Jared Parseghian will provide field support for Par, Ed, and Derek in his new position as Corporate Accounts Field Specialist.

Dee Hobbs, Betco's newest Regional Manager, will be working with distributors in Northern Illinois and Southwestern Wisconsin to deliver productivity enhancing solutions to end-users.

Collectively Derek, Jared, and Dee possess over 30 years of sales experience. Their industry knowledge will help them build upon the Betco brand and accomplish phenomenal sales results.



Dee Hobbs



Jared Parseghian

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## More Burnish for your Buck!

**Chris Keene, Category Manager Equipment**



Now available from Betco, [CREWMAN™](#) electric high speed floor burnishers. These are the newest additions to Betco's value line of high quality floor maintenance equipment. Offering incredible value and delivering consistent, superior performance, these machines are built with heavy-duty components including a powerful 1.5 hp motor, flexible pad driver and durable roto-mold base. Precision balanced for easy operation, the handle assembly is fully adjustable in a floating or locked position.

Perfect for maintaining high speed floor finishes in a wide variety of applications including the education and healthcare markets. Ruggedly durable and highly dependable, [CREWMAN™](#) burnishers are supported by Betco's leading 10/3 warranty making them the **BEST VALUE** in the industry!

**Contact Betco and put a [Crewman™](#) to work for you today!**

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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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