



BETCO NEWS

March 2, 2006

Volume 5, Number 9

This Week's FYI

Do you need to access past issues of Betco News? All issues are archived on our website at <http://www.betco.com/> under our overview section.

Upcoming Training

March
Atlanta 3/14

April
Spring Valley 4/4
Las Vegas 4/20

Space is limited. Reserve your spot today by contacting Kandy Warner (ext. 3616)

Chemicals
Equipment
Programs
Process



©2005 Betco Corporation
1001 Brown Ave
Toledo, OH 43607-0127
Phone: 1-888-GO-BETCO
Fax: 485-555-0122
email@betco.com
<http://www.betco.com/>

This Issue:

- Crewman™ Added to Value Line
- Betco Travels to UK
- Solution for Ice Melt Residue
- Five New Regional Managers Join Betco's Team

Big Performance at a Big Value

Chris Keene, Category Manager Equipment

New to Betco's value line of products, our Crewman™ Heavy Duty Floor Machines are ready to help you tackle those tough jobs without tacking your maintenance budget!

Ruggedly durable, these floor machines are constructed with heavy duty components including a tough roto-mold base and a powerful 1.5 hp motor. This provides you with the versatility to perform a wide variety of demanding procedures including scrubbing, stripping, carpet bonneting and sanding.

Crewman™ Floor Machines are precision balanced to deliver smooth operation every time. A fully adjustable handle and anti-fatigue handle grips further enhance operator comfort. In addition, its extra wide wheel base design makes transporting from job to job easy.

Contact Betco and put a Crewman™ to work for you today! For more information visit <http://www.betco.com/Lit/E83014.pdf>



Betco Arrives in United Kingdom

Par Ricketts, VP of Corporate Accounts



Representatives from Britannia Services Group, a large national building service contractor based in the United Kingdom, were recently educated on the benefits of Betco Express® "The World's Fastest Drying Floor Finish" and Betco's QuickCoat® floor finish applicator system. The training session was held at the Redingsians Rugby and Football Club in Reading, England. The session and facility were set up by Terry Walters, Cleaning & Waste Contracts Manager for Woolworths, UK. Terry is a longtime member and officer of the club.

Betco's Corporate Accounts team hopes to replicate the success and positive reception that Betco Express® experienced in the United States in the United Kingdom. Many large retail and grocery chains have reaped the benefits of faster drying and curing times from our Betco Express® floor finish. It's a challenge for 24/7 retail operations to find the time to perform "wet work" but with Betco Express® users can scrub an area, apply 3-4 coats and have customers walking on it, in less than an hour. Even in non 24/7 retail settings, stockers can appreciate the quick turnaround time that Betco Express® provides. Betco Express® is a "winner" in many markets but provides unmatched advantages in RETAIL!

Each coat of Betco Express® dries in as little as 4 1/2 minutes, letting your facility get back to business faster. To find out how much time your facility could be saving by using Betco Express® contact your Betco Regional Manager or Betco's Corporate Accounts department today. Learn more about Betco Express® by [clicking here](#).

M.A.D. OVER ICE MELT RESIDUE?

Barry Rosenthal, Category Manager

It's that time of the year again; old man winter tarnishes your beautiful shiny floors. Ice melt and dirt are tracked in the entryways and over time it becomes too difficult for the normal floor cleaner to handle. In these tough environments, we have the perfect product which some of you have used for years in other applications. Product #135, M.A.D., Mild Acid Detergent is ideal for removing salt residue (5 oz./ gal.) and neutralizing floors after intense strip jobs (3 oz./ gal.). Our laboratory has tested the product extensively and has found these precise dilutions will provide the results you need. We relabeled M.A.D., Mild Acid Detergent/Floor Neutralizer and have very specific directions for removing salt residue and neutralizing floors. MAD is also terrific for removing water spots from glasses, rust stains, and cleans and brightens most metals including aluminum and stainless steel. The product also is very economical to use with dilution use up to 2 ounces per gallon. You already know we have the best floor finishes, now keep them shiny longer even during those tough winter months. For more information, please visit <http://www.betco.com/Lit/135.pdf>.



Betco Strengthens Sales Team

Requill Buchanan, Communication Coordinator

Five Regional Managers have been added to Betco's sales team to better meet the needs of jan-san distributors and end-users. Myles Johnson will manage Western Canada from Victoria, British Columbia to Winnipeg, Manitoba. Allen Halstead's territory includes Eastern Upstate New York, Vermont, Western Massachusetts, and Connecticut. Jeff McCarter is responsible for Eastern Tennessee and Jon Muth will manage Arizona, Southern Nevada, and San Diego, CA. Brian Schreiner, who has been promoted from Corporate Accounts Field Specialist will work South Carolina.

These managers will be responsible for driving distributor's sales of Betco's products and services. Betco's newest Regional Managers have a combined average of over 40 years of jan-san sales experience. Their industry knowledge will help them build upon the Betco brand and deliver phenomenal sales results.



Myles Johnson

Allen Halstead

Jeff McCarter

Jon Muth

Brian Schreiner

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

This information is offered for the confidential use of Betco authorized distributors. It is presented based on our research which we believe to be correct and objective. No guarantee is expressed or implied. Please provide your own evaluation prior to drawing any conclusions.