



BETCO NEWS

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This Week's FYI

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This Issue:

- The Cleaning Edge™ Betco's NEW Tagline
- Sports Zone™ Products Score NEW Names
- How Much Do You Know About Bird Flu?

The Cleaning Edge™ Unveiled as Betco's New Identity

Requill Buchanan, Communication Coordinator

Betco Corporation's (Betco) new identity, The Cleaning Edge™, encompasses the idea that Betco's people, products and performance has allowed them to leverage it's capabilities to meet customers needs.

The Cleaning Edge™ statement will be incorporated on all communications, marketing collateral and packaging. This new tagline is a reflection of Betco's transition over the past 56 years.



Betco has evolved from a leading private label supplier to a nationally recognized brand name in institutional cleaning. By adding equipment to the product offering eight years ago, and the recent acquisitions of PowerBuff Inc. and Basic Coatings LLC, Betco can focus its business and culture to leverage the science of cleaning. This enables Betco to broaden market base, help grow distributor profits and meet operational challenges within facilities.

"The innovation that Betco has introduced to the sanitary supply industry has been a result of our incredible resources and commitment to being a leader in the advancement of floor care, equipment, chemical management and skincare," said Paul Betz, CEO. "It is our intent to continue pioneering new technologies that are focused on making a revolutionary impact on enhancing cleaning productivity. The Cleaning Edge™ tagline achieves a strategic identity associated with the way facility service providers perceive our company."

For more information about our newest products please contact your Betco Regional today or visit www.betco.com.

New Names, Same Game Plan

Curt Hitchner, Category Manager Floor Care

Sports Zone™ High Performance Sports Floor Coatings experienced tremendous success during their first year on the market. Several hundred new wood sports floors were coated this year alone!

To maintain the momentum, we are making it even easier to communicate and sell our high quality, water-based and oil modified wood coatings. Starting in December, you will see new names on the packaging as well as the new brochure and literature.

The CGC (Clean it, Glu it, Coat it™) System will now feature the exclusive TyGlu™ bonding agent, formerly known as Tykote, which allows customers to clean and coat sports floors without the dust, mess and labor of traditional screening. The chart below lists all the Sports Zone™ name changes:



New Sports Zone™ Names	Former Names
GT Cleaner™	Squeaky
PK Cleaner™	PreKote
TyGlu™	Tykote
SS Gym Coat	Streetshoe
HP Gym Coat	HP CenterCourt
LP Gym Coat	LayUp
EZ Gym Coat n Seal	Emulsion
Clean it, Glu it, Coat it™ (CGC)	Tykote System

For more information on the complete Sports Zone™ line-up call customer service at 1-888-GO-BETCO and request a Sports Zone™ Catalog or visit www.betco.com. Contact your Betco Regional Manager today for a demo.

The Truth About The Bird Flu

Barry Rosenthal, Category Manager



With the prevalence of Avian Influenza in the media, many questions are being asked about the virus. What is it? What can I do to prepare myself? What, if any products are efficacious against it?

The most important thing to realize is that all evidence shows the virus has only been found in birds. There have been very few cases reported and to date no cases have originated in any other animals and or humans.

Per a notice that the United States Environmental Protection Agency issued in June 2006, unless a company has a product specifically intended for use in poultry facilities or farm premises, Avian Influenza label claims are not permitted. Even if a product is marketed for poultry or farm premises, the specific H5N1 strain is not permitted to be listed.

The EPA believes that Avian Influenza A is a problem that needs to be controlled only in poultry facilities and/or farm premises. The EPA is not aware of any information that shows Avian Influenza to be a problem that needs to be controlled in other sites such as pet shops, bird housing, or healthcare settings.

Due to virulence, the specific H5N1 strain is not available for testing by general industry. Industry cannot make a specific label claim against H5N1, the strain which has been the cause of all of the Avian Influenza outbreaks. The EPA will only allow a label claim against Avian Influenza A.

As always, a good disinfection and hand washing program is the best defense against the spread of disease. For more information about Betco disinfectants and skin care products, please visit www.betco.com.

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

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