



BETCO NEWS

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This Week's FYI

Betco's Versatile™ bottle and bracket foam soap system, is simple, attractive and perfect for places where a more sophisticated look is wanted. Sound interesting? Contact your Betco Regional Manager for more info.

Chemicals
Equipment
Programs
Process



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This Issue:

- **Betco's Line Up for ISSA 2006**
- **Muscle Added to FastDraw Offering**
- **Courtney Ryan Named Manager of Communication**

Windy City Hosts ISSA Show

Requill Buchanan, Communication Coordinator

Come see why Betco has been an industry leader for over 50 years, at this year's International Sanitary Supply Association (ISSA) show in Chicago. Betco has an amazing line up of cost saving innovations that you don't want to miss.



Visit booth #2105 at McCormick Place October 5-7 to be one of the first to see these new products:

- **QuickCoat® II Floor Applicator System** - The quickest way to finish floors!
- **FastDraw® 4** - Just when you thought a chemical management system couldn't get any easier!
- **XTIII** - The answer to propane burnishers!

Stop by booth #2105 to learn more about some of the most innovative products on the market today like:

- **Betco Express®** - "The Worlds Fastest Drying Floor Finish" dries in as little as 4 1/2 minutes!
- **Sports Zone™ High Performance Sports Coatings** - "Coat Today, Play Tomorrow" with this simple Clean-it, Glu-it, Coat-it system!

- **Green Earth® Peroxide Cleaner** - This versatile green seal certified product can be used almost anywhere!

For more information about Betco and our complete line of chemicals and equipment that meet every budget please call 1-888-GO-BETCO today!



FASTDRAW® ADDS SOME MUSCLE!

Curt Hitchner, Category Manager Floor Care

Two great new products have been added to the Fastdraw Chemical Management programs for your heavy duty cleaning needs:

Introducing **Daily Scrub SC** (18847-00):

- Heavy Duty Floor Cleaning - excellent for removing deeply embedded soils in high traffic environments.
- Scrub and recoat - economical option for removing top coats.
- Ideal for high speed burnish programs.



Introducing **Speedex** Concentrate (52847-00):

- Powerful spray and wipe cleaner - removes crayon, lipstick, marker and ink stains from a variety of surfaces.
- Industrial strength degreaser - removes oil and grease stains throughout the facility.
- Ideal for schools and industrial facilities. Both products are immediately available for shipment.



For more information contact Betco Customer Service @ 1-877-GO-BETCO.

Marketing Selects New Manager of Communication

Requill Buchanan, Communication Coordinator



Courtney Ryan

Providing Betco customers with quality communication pieces that convey Betco's philosophies in a favorable manner has led John Henson, VP of Marketing, to name Courtney Ryan the new Manager of Communication. In her new role she will be responsible for managing a creative staff to produce effective advertisements, brochures, trade show materials, direct mailings, and a variety of literature.

Courtney will also contribute to marketing initiatives and assist in the development of promotions. With 10 years of marketing experience, she will definitely be a welcomed addition to the Betco team. Please stop by booth #2105 at the ISSA show to meet the newest addition at Betco!

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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