



HEADLINE NEWS

INNOVATIVE CLEANING TECHNOLOGIES

Volume 5 Issue 8

ISSA EDITION

ISSA INVITE

By Requill Buchanan, Communication Coordinator



In This Issue

[FastDraw Complete](#)

[Skin Care Updates](#)

[Updates to Equipment Line](#)

[Solids Myth Buster](#)

[What's New](#)

[Product of the Month](#)

MYTH BUSTERS

It's almost hard to believe that ISSA is right around the corner! Many exhibitors will be present at the 2009 ISSA show in Chicago but only Betco will be demonstrating the innovative cleaning technologies that save you time and money. Make sure you **visit booth #3605** to experience our brand new interactive stations.

- See [FastDraw® Freedom](#) in action.

- Try our [Clario™](#) and [Triton™](#) Skin Care Products.
- Hear how quiet our brand new [Stealth™ Series Automatic Scrubbers](#) really are!

During the celebration of our newest innovations we will be hosting happy hour. Please join us at booth #3605 for drinks, food, and fun on:

- **Wednesday, October 7th 3:30pm - 5:30pm**
- **Thursday, October 8th 2:30 - 4:30 pm**

You don't want to miss this! **We will also be giving away two \$500 American Express® gift cards.** We look forward to seeing you in Chicago!

FASTDRAW® COMPLETE PROGRAM - ONE SIZE FITS ALL!

By Barry Rosenthal, Category Manager

Chemical Management is extremely easy with Betco's Fastdraw® Complete Program. Whether it's one product, four product or portable dispensers, Betco's Fastdraw® package fits them all! The innovative Fastdraw® package features in bottle dilution tips, spill proof design, complete product evacuation and the bottle is made from recycled materials. With 31 unique products, Betco's Fastdraw® program always has the right solution:



"A higher solids floor finish is more durable."

Solids are whatever is left on the floor after the coating cures. Solids are usually expressed as a percentage of weight. A coating with 50% solids will be half gone after it dries. To put it simply, the higher the solids, the more coating you will have left on the floor after it dries. Solids can be anything that does not evaporate during the curing process. As you know, the word "anything" can apply to all sorts of stuff. You have to look at what makes up the solids and what each of them does. Merely comparing finishes by percentage of solids is not an adequate test of their capabilities and performances.

Finish solids are often a blend of several ingredients-each having a specific purpose. Many of these have nothing to do with how long a finish will last. These various ingredients help the finish resist scuffs, reduce bubbling, improve adhesion, alter clarity, improve slip resistance, and last but not least, determine overall durability.

[NEW!!! Fastdraw® Freedom](#)

- Small size goes anywhere.
- Fills mop buckets, automatic scrubbers, bottles and even sprays foam.
- Simple operation - just hook up the hose, turn the dial to the desired application, no tubes to connect, metering tips to install or dispensers to mount.



Ingredients used to improve slip resistance or to control bubbles may add to the solids, but they do nothing for the durability. The chemistry used in Betco's floor finish has improved to the point that solid content really does not matter. We use superior polymers, plasticizers, and waxes that combine to form incredibly durable finishes like Hard as Nails. So the next time that you decide to compare finishes make sure you are comparing apples to apples.

[Click here](#) to download this myth buster as a technical bulletin.

[Fastdraw® 1 Dispenser](#)

- Small size can mount practically anywhere.
- Instant bottle docking requires no special priming.
- Extremely simple to change products.
- Dispenser installs in minutes.



[Fastdraw® 4 Dispenser](#)

- Features the industry's first corner mount design.
- 4 product dispenser for both bucket and bottle fill operation.
- Lockable unit prevents tampering or theft.

WHAT'S NEW

Be sure to **visit booth #3605** to receive information on each at the 2009 ISSA Show!

NEW SANITIZER SIZE - AVAILABLE SOON!

By Elizabeth Cotton, Skin Care Manager

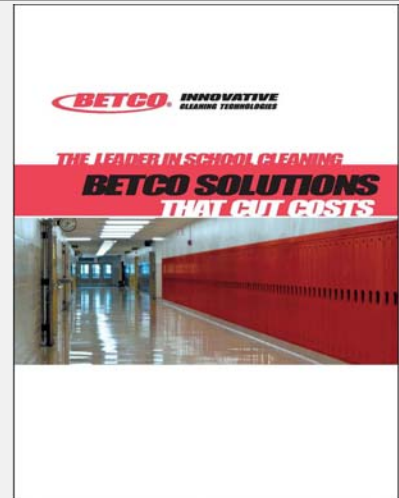
Did you know that germs on a door knob can live from 20 minutes up to 2 hours or more?!

Did you know that when a person sneezes, small particles are expelled from the nose at over 100 mph and can cover a three-foot radius?!

It is now more important than ever before to prevent the spread of germs and diseases. The Centers for Disease Control and Prevention (CDC) are anticipating the 2009 H1N1 virus to continue to spread during this flu season. The best way to stay healthy is to wash your hands with soap and water frequently. If soap and water are not available, instant hand sanitizers can be effective against spreading germs in between handwashing. Betco is committed to creating a clean and healthy environment. To support this initiative, **Betco will be offering a new convenient 16 oz countertop bottle size of Clario Instant Hand Sanitizer next month!**

**Clario Instant Hand Sanitizer -
77669-00: 16 oz bottle - 12/cs.**

- NEW 16 oz countertop bottle COMING SOON!!
- 16 oz countertop bottle is great for setting on desks, countertops and other areas where a wall mounted dispenser are not accessible.
- Kills 99.9% of common germs that can cause disease.
- Contains 62% ethyl alcohol.
- Evaporates quickly with no sticky residue.



[Cost Cutting School Solutions Brochure](#)

- Outlines all the products and programs that Betco offers to maximize school facilities financial resources.
- Learn how to reduce school maintenance costs by up to 50% and increase labor savings up to 66%
- Redesigned to include diagrams of school areas with recommended products to clean them.

PRODUCT OF THE MONTH

- Leaves your hands refreshed.

Please visit our website, www.betco.com, for up-to-date information on the H1N1 virus and additional products that will help you stay clean and healthy.

EQUIPMENT INNOVATIONS

By John Mitchell, Equipment Manager

Betco's equipment line has added several new and exciting pieces to make cleaning easier. These new machines were engineered to exceed customer's expectations and needs.

Betco's new [Stealth™ Series of Automatic Scrubbers](#) are "The World's Quietest Automatic Scrubbers". They utilize Betco's Noise Reduction Technology and are 4x quieter than other automatic scrubbers.



NEW INNOVATION!

Scrubbers". exclusive Technology than other The double

sound insulated vacuum keeps noise from the large motor to minimum of 58 dBA at operator position - **that's 400% less than the competition.** It's so quiet and so efficient it is perfect for day cleaning during business hours! [Click here](#) to see the entire Betco Automatic Scrubber line. Be the first to demo the soon to be launched Stealth Rider Scrubber at this year's ISSA show.



Betco's [Genie™ B APS](#) is now available in a convenient Cord Electric version. Simply plug it in for an unlimited power supply and unsurpassed cleaning performance. Use the [Genie™ CE APS](#) everywhere you'd use a traditional mop and bucket to **get floors 10x cleaner.** The 40 pounds of pad pressure and 140 RPM cleans floors in record time. Can't decide which Genie™ to implement into your current floor care program? **Visit booth #3605** to see them both in action.

Not only did Betco add new pieces to the equipment line we also made some updates to the equipment catalog and



[Optima QT High Speed Propane Burnishers](#)

- Available in 21", 24" and 27" sizes with optional centrifugal clutch and emissions package.
- Features new ergonomically designed handle for enhanced operator comfort and reduced fatigue.
- The Kawasaki 585 CC V-Twin 17 HP engine delivers the necessary power to maintain high speed while burnishing floors.

manuals. Visit the equipment section of www.betco.com to download the updated materials today.