



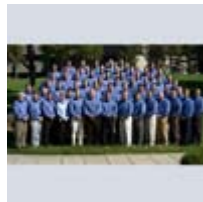
The Cleaning Edge™

July 2007 Edition

AT A GLANCE



**New! Peroxide
Dispenser**



**Betco Expands
Sales Force**



**Understanding
the CIMS**

What's New



GENIE™ APS

- Compact design provides maximum maneuverability
- Runs on a maintenance free battery with onboard charger
- Ergonomic design includes a fully adjustable handle

THE ULTIMATE GREEN CLEANING MACHINE!

~Barry Rosenthal, Category Manager

Introducing the FastDraw® Peroxide Dispenser, the simplest green dispensing program on the market, today! The dispenser utilizes [Green Earth Peroxide Cleaner](#), which is Green Seal* certified and versatile enough to clean practically anything including glass, carpets, floors, and bathrooms.

Each FastDraw® Peroxide Dispenser is labeled for the specific application with matching end user spray bottles and labels. The dispenser is already pre-tipped with the proper dilutions for each application. Plus, you get all of the features of the current Fastdraw 4:



- Corner Mount
- Lockable and tamper resistant
- Rugged Construction

The FastDraw® Peroxide Dispenser is available for immediate order! Get one product convenience for multiple

cleaning applications with Betco's newest innovation. Contact your Betco Regional manager or local Betco distributor to set up a trial.

**This product meets Green Seal's environmental standard for industrial and institutional cleaners based on its reduced human and aquatic toxicity and reduced smog production potential*

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. Butch Webber will service Maine, New Hampshire, Massachusetts and Rhode Island. Nick Ginnett's territory includes central and southern Illinois and St. Louis, MO. North Dakota, Minnesota, and Northwestern Wisconsin will be managed by Chris Call. Scott Durham is responsible for Southern California and Mike Standish will manage Dallas and the pan handle.



These managers will be responsible for driving distributor's sales of Betco's innovative products and services like the new Genie™ APS, FastDraw® 4, and QuickCoat® II. Betco's newest Regional Managers have over 50 years of jan-san sales experience. Their industry knowledge will help them build upon the Betco brand and provide unsurpassed support to Betco distributors and end-users.

CLEANING INDUSTRY MANAGEMENT STANDARD

Product of the Month



Velocity® RTU

- Quickly emulsifies oils and greases
- Instantly removes ink, marker, and graffiti
- No harsh caustics or butyl solvents

Did You Know?



John Reed is a certified CIMS expert. He can provide training and consulting on how to comply with the new Cleaning Industry Management Standard. Only 23 people in

~John Reed, Director of Training

The Betco Corporation is proud to support the ISSA Cleaning Industry Management Standard (CIMS). We participated in the development process and look forward to implementing this comprehensive industry management program with our Gold distributors and end-user customers.

The purpose of this Standard is to set forth the policies, processes, procedures and supporting documentation that guide cleaning professionals (building service companies and in-house providers) in establishing customer-centered organizations. The CIMS is similar to an ISO certification in that the process is certified, not the end result product.

The Standard consists of the following guidelines:

- **Quality System** - a general framework to ensure effective operations and continual improvement.
- **Service Delivery** - these customer-related processes include purchasing, staffing and handling unexpected events.
- **Human Resources** - the organization demonstrates that it efficiently and effectively manages "human capital" in a way that enhances organizational performance.
- **Health, Safety and Environmental Stewardship** - processes, systems and documentation to insure the safety, health and sustainability of a facility while insuring a positive impact on the built environment. This section addresses the need for green cleaning concepts.
- **Management Commitment** - demonstrate an organizations commitment to management systems to meet customer needs and expectations.

The Cleaning Industry Management Standard is different from other certification programs because it does not dictate specific products, equipment and procedures that must be used.

There are numerous benefits to certification for building service contractors and in-house service providers:

- Creates a framework for successful operations through standardization.
- Enhances the professional image within the industry and the organization.
- Creates a marketing advantage for BSCs to differentiate themselves.
- Promotes employee morale.
- Potential insurance and worker compensation rate savings.
- Can be used as a management monitoring tool.
- The Standard validates the quality of your

the U.S. hold this certification.

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service.

Betco is certified and qualified to explain the certification process to your organization. To pursue certification, visit www.ISSA.com/standard to register and receive more specific information.

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

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