



The Cleaning Edge™

Innovative Cleaning Technologies For Healthier Indoor Environments

July 2008 Issue

Top Ten Reasons to Visit Betco.com

By Requill Buchanan - Communication Coordinator

The newly enhanced Betco.com is the most comprehensive manufacturer's website in the jan-san industry. The redesigned website provides users with multiple resources and information to enhance productivity and deliver results. There are endless reasons to visit Betco.com, but here are just the top ten.



1. **Print on demand** - Need a brochure, MSDS, or literature sheet? You have the power to print it when you need it, 24 hours a day.

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[Betco.com Top 10 Features](#)

[Training Resources on Betco.com](#)

[Green Gallons Now Available](#)

Quick Links

www.betco.com

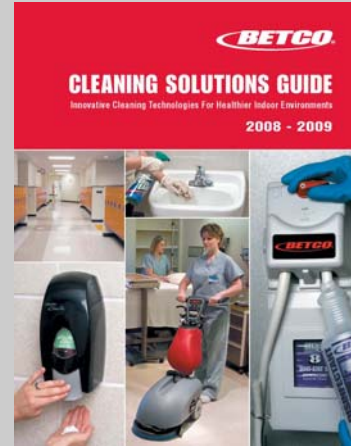
[What's New @ Betco](#)

[About Betco](#)

2. **What's New** - Want to know what new innovations Betco has available? Visit the What's New page to stay up-to-date.
3. **Improved key word search results** - Find what you need fast and easy.
4. **User-Friendly layout** - Large, bright crisp graphics guide you throughout the website.
5. **Training on demand** - Watch training videos, read training workbooks, and take online exams when it best fits your schedule, 365 days a year.
6. **Increased individual product information**- Every Betco products usage, size, features, and technical information is available. Making it easier to select the right product for your job.
7. **Video demonstrations** - Want to see how easy it is to work a Genie™ or the proper way to recoat a gym floor using Betco's exclusive TyGlu™ system? View them in our video library.
8. **Google translator** - Betco.com can be viewed in multiple languages like English, Spanish, and French allowing Betco to deliver information abroad.
9. **Improved Betco Store** - We updated the look and product offering of the Betco store. Click on the link from the homepage to purchase your very own Betco apparel and other great gifts.
10. **Distributor Only Section** - Helpful resources like the Facility Estimator Program and Wall Chart Program are available for free as downloads to Betco Gold distributors to assist in creating solutions for end-users.

Betco.com is a great resource for all your cleaning needs. Visit www.betco.com to experience all the upgrades and enhancements firsthand.

What's New



[Betco Cleaning Solutions Guide](#)

- Simple icons explain product application methods.
- More guides to help you select the appropriate product for your task.
- Benefits and features are listed for everyone of Betco's innovative products.

Increase Productivity and Savings

By John Reed - Director of Training

Time is one of our most valuable assets, no one has enough time and today we all must accomplish more in less time. One of the best practices to increase our productivity to meet the challenges of the time crunch is the use of Betco training tools.

I know most of you have visited the updated Betco.com and have seen the new look and many new features. Today I would like to take a few minutes of your time to review the updated training sections so you can become more productive.



General website

Training Section

- **On-line exams** - End-users and distributors have the ability to take exams on-line. Submit your results and receive a certificate of completion.
- **Training Library Workbooks**- All workbooks are on-line and available for download in PDF format.
- **Frequently Asked Questions (FAQ)**- Commonly asked questions by product category.
- **On-Line Library** - Available for download in PDF format
 - Training video
 - Training workbook
 - Training exam

Distributor Only Section

Training Updates

- **Betco University schedule**
- **Sales Builder Conference Calls** - Monthly webcast on current industry topics

Product of the Month



Genie™ APS

- Can go anywhere a mop and bucket can go.
- Ideal for schools, retail facilities, hospitals or any place that wants a better clean!
- Onboard charger with maintenance free gel battery.

Resource Center

- **Facility Estimator Program** - Quickly justify new equipment purchases, accurately recommend Betco products and appropriate staffing levels.
- **Wall Chart Program** - Create customized wall charts to support the Betco chemical management systems.
- **Cleaning Task Card program** - Customize your own task cards with Betco product and equipment for specific locations and job tasks.
- **Betco GymShow materials available for download.**
- **Betco Equipment Resources available for download.**

Also take note of new materials available in Spanish. Please don't hesitate to call me if you have any questions or comments at 419-725-3822.

Green Earth® Skin Cleansers Available in Gallons

By Elizabeth Cotton - Skin Care Product Manager



Betco has expanded its green skin care products to include [Green Earth® Foaming Skin Cleanser](#) and [Green Earth® Lotion Skin Cleanser](#) in gallon sizes.

These environmentally preferred products cleanse your hands but do not

contain any harsh irritants. Green Earth® Foaming Skin Cleanser is a thick, luxurious foaming cleanser that leaves your hands refreshed. Green Earth® Lotion Skin Cleanser is fresh, smooth and conditioning, making it ideal for daily use. Both Green Earth® Skin Cleansers in gallons can be used to refill bulk dispensers or refillable dispensers. They are ideal for use in offices, educational and healthcare facilities.

Did You Know?



Betco now offers a rust resistant stainless steel Wire Wall Bracket designed specifically for the 550 ml Clario™ Bottles! This light weight, durable wall bracket is perfect for areas where a countertop application is not feasible. It is rust resistant and easy to install. This new Wire Wall Bracket is available for order now.

As part of Betco's Green Earth program, Green Earth® Skin Cleansers were formulated to have a reduced impact on the environment while still maintaining superior performance. Contact your Betco Regional Manager to have a green program designed specifically for your facility.

