



# The Cleaning Edge™

April 7, 2008

## AT A GLANCE



**New MRSA  
Claim**



**New Faces of  
Betco**



**Safety Tips**

## What's New?



### **OxyFECT™ H & G**

- OxyFECT™ H is the industry's first peroxide hospital disinfectant cleaner.
- OxyFECT™ G is ideal for use in any facility.
- Both are pH balanced and safe for glass, carpet, floors, and restrooms

## SAME GREAT PERFORMANCE-NOW KILLS MRSA\*

~Barry Rosenthal, Category Manager



[AF315](#) and [Betco Lemon](#) are simply the strongest deodorizer disinfectants on the market. The neutral pH makes them suitable for most environments, even in the most severe malodor situations. Now our most popular disinfectants also kill MRSA – (Methicillin Resistant



Staphylococcus Aureus). Use the following products as part of an overall MRSA control and prevention program to reduce the risk of MRSA in your facility.

## DISINFECTANTS

- [pH7Q/pH7Q Ultra](#) - Neutral Disinfectant Cleaner
- [Quat Stat™/Quat Stat™ SC](#) - Heavy Duty Disinfectant Cleaner
- [Green Earth® Daily Disinfectant Cleaner](#) - Environmentally Preferable Disinfectant Cleaner

## Product of the Month

- **AF79 Concentrate** - Restroom Disinfectant Cleaner
- **Fight Bac™ RTU** - Broad Spectrum RTU Disinfectant Cleaner
- **TB Plus Spray** - Heavy Duty Disinfectant Cleaner
- **AF315/Betco Lemon** - Disinfectant Deodorizers

## SKIN CARE

- **Clario™ Instant Hand Sanitizer**
- **Clario™ Healthcare Personnel Hand Cleaner**
- **Clario™ Soft Plus Skin Care Cream** - to prevent dryness.

With heightened awareness to MRSA and germs in the environment, use these products with confidence knowing they are backed with an EPA registered hospital disinfectant that has MRSA and other newly added claims. Please visit the newly enhanced [www.betco.com](http://www.betco.com) website for more information on Betco's complete line of disinfectant and skin care products.

**\*California MRSA claim pending**

## GROWING TO SERVE YOUR NEEDS

### ~Requill Buchanan, Communication Coordinator



Elizabeth Cotton

Betco's commitment to engineering innovative products that enhance productivity and reduce overall costs has led us to expand our marketing department. Elizabeth Cotton has joined the Betco team as the new Skin Care Product Manager. She will be responsible for developing and implementing products and programs for Betco's skin care customers that utilizes only the most advanced technology.



Curt Hitchner

Curt Hitchner has been promoted to Corporate Accounts Manager. In his new position, Curt will assist Ed Turner, Corporate Accounts VP, in driving sales at key accounts of Betco's products and services like Clario® Skin Care and the Genie™ APS.

Curt has been a Betco team member since 1996. After beginning his career as a Regional Manager his dedication and knowledge of the Betco brand moved him into the role of Category Manager of Floor Care in 2004.



### **Clario™ UltraBlue Antibacterial Foaming Skin Cleanser**

- Thick, rich, and luxurious
- Kills 99.99% of common germs that can cause disease.
- Leaves hands soft and fresh

## Did You Know?



The Betco Wall Chart program has been upgraded to include our recently added FastDraw® products. Distributors please visit the distributor only section of the newly redesigned [Betco.com](http://Betco.com) to download the

Betco's sales team has been expanded to better meet the needs of jan-san distributors and end-users. Three new Regional Managers have been added to Betco's customer orientated sales force. Jarrett Williams will service territories in the southern US that are located between Pensacola, FL and New Orleans, LA. Mike Stone will manage the Houston, TX area and Bryan Monroe will handle the entire states of Maryland and Virginia.



Mike Stone



Bryan Monroe



Jarrett Williams

They will be responsible for driving distributor's sales of Betco's innovative products and services like the new powerful peroxide cleaner OxyFect™, FastDraw® 4. Betco's newest Regional Managers have over 29 years of experience in the jan san industry. Their knowledge will help them build upon the Betco brand and provide unsurpassed support to Betco distributors and end-users.

## SAFETY TIPS TO LIVE BY!

~John Reed, Director of Training



Safety should be a top priority at all businesses. The following are ten tips that should help increase safety awareness at your facility.

1. **Don't combine chemicals** - Betco has already spent the time to manufacture quality products for specific applications.
2. Always dilute chemicals according to Betco **label instructions**. If a little does the job, a little more will not necessarily do better. Improper dilutions can harm surfaces and the user.
3. Always **read labels** for use precautions and proper protective wear.
4. Add the chemicals to the water, **not the water to the chemicals**. This will lessen the chance of a dangerous splash.
5. Never switch containers or put cleaning chemicals in an unmarked container and never store an

updated version so your end-users can take advantage of this value added benefit today.

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**unmarked container.**

6. Make sure all your **spray bottles** are clearly labeled per OSHA requirements. Betco has printed end user bottles and peel and stick labels available for applicable concentrated products.
7. **Avoid the use of bleach whenever you can.** It's an imposter. It may whiten things (or remove the color from things) but it doesn't necessarily remove the problem and it is very corrosive on many surfaces. **Betco Green Earth Peroxide Cleaner** is a much more user friendly product.
8. Store **hazardous chemicals** in a safe place. Learn your city or state rules for disposal of **hazardous waste**.
9. Ensure all employees know where the **MSDS sheets** and first aid items are located.
10. Each year the number of custodial injuries is rated in the top 10 of all professions. Take a few minutes to review this list and ensure you are not part of the statistics this year.

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

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