



The Cleaning Edge™

January 2008 Edition

AT A GLANCE



**Product
Launches**



**New Division
Manager
Named**



**Literature
Library
Additions**

What's New



[Clario™ Green Earth® Foaming Skin Cleanser](#)

- Green Seal® Certified
- Rich foaming cleanser has a refreshing, botanical fragrance
- The perfect choice for LEED Certified Buildings or any facility looking to go "Green"

2007 Product Introduction Highlights

~Requill Buchanan, Communication Coordinator

During 2007, Betco took our chemical and equipment line to the next level. We introduced some of the most innovative products in the jan/san market. The successful launch of the following products only solidified Betco's spot as a true industry leader:



- [Genie APS™](#)
- [Clario™ Skin Care Program](#)
- [Triton™ Industrial Skin Care Program](#)
- [FastDraw 4](#)

Product of the Month

- [Peroxide FastDraw Dispense](#)

2008 will be filled with the introduction of more productivity enhancing products and a special focus on green cleaning. As an industry leader for 50 plus years, Betco has the expertise to deliver on these promises and so much more. For more information on our newest products visit the "What's New" section of www.betco.com.

Jeff Satterfield Named Division Manager

~Scott Brown - VP Sales



Jeff Satterfield has been named as the newest Betco Division Manager by Scott Brown, VP Sales. He will be responsible for managing PA, NY, NJ, DE, MD, DC, and VA. A Regional Manager with Betco since October of 2001, Jeff has shown amazing sales growth and leadership skills and has gained the respect and admiration of his fellow team members and

customers. He is passionate about his family, Betco, and his career.

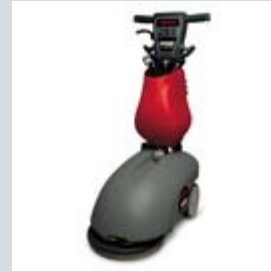
Jeff has earned the Betco Pacesetter Award 3 times, which is awarded to those that have achieved phenomenal sales success. Additionally, he was awarded the "Terry Evans" award for his outstanding performance in 2005. Jeff has been in the JanSan business for over 25 years. His wealth of knowledge and passion for the business will assist him in servicing distributor and end-user accounts in his region.

With the addition of a fifth Division Manager, Rich Spencer will be devoting the majority of his time toward the tremendous growth opportunities in new business development. Rich and Jeff will work closely together to insure a smooth transition of account relationships and projects currently in motion. Please join Betco in welcoming Jeff into his new position as Division Manager!

Literature Expansion

~John Henson - VP Marketing

We like our customers to have all the information they need about our products and services. To assist in that effort Betco added numerous pieces of literature to our library.



Genie™ APS

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

Did You Know?



BETCO
(Click for Full-Size Image)

Betco has over 300 employees to serve the needs our distributors and end-users.

Some featured new releases of 2007 are:



[Spanish Catalog](#)



[Floor Care Brochure](#)



[Betco Express® Floor Care Program Sell Sheet](#)



[Green Solutions Brochure](#)



[Skin Care Solutions](#)

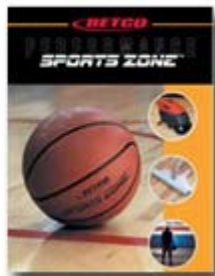
Not only did we introduce new pieces, we made updates to several of our most popular brochures and sell sheets to help communicate the benefits of Betco's innovations better. Here's a look at a few that were updated:



[FastDraw® Complete Brochure](#)



[Equipment Catalog](#)



[Sports Zone® Brochure](#)

All these great resources and more can be found on www.betco.com under the distributor only section. Download and print them on the spot for your end-users today! This year Betco will continue to design effective communication pieces to serve your needs. If you have any suggestions on ways to improve our literature offering please contact rbuchanan@betco.com.

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

888-GO BETCO
www.betco.com



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1001 Brown Avenue
Toledo, Ohio 43607-0127
888-462-3826
email@betco.com

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