



**INNOVATIVE  
CLEANING TECHNOLOGIES**

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Betco® Corporation

# Press Release

## **Betco® University A Success**

**Betco® Corporation, Toledo, OH** - New Distributor Sales Representatives from across the country recently attended Betco University. The training course expanded their knowledge of Betco's floor care products, dilution control systems, skin care solutions, and equipment. Attendees also learned advance selling techniques and how to enhance productivity for end-users with Betco's maintenance programs.

Betco offers numerous training resources designed to enhance industry knowledge. Don't miss your chance to attend these upcoming trainings:

- April 20 – 22 Education and Building Service Contractor Market
- May 11 – 13 Sports Zone® Products and Refinishing Systems
- June 15 – 17 How to Effectively Sell Equipment
- October 5 – 7 New DSR Training
- October 19 – 21 Equipment Service Technician Training

Betco® Corporation is a global brand name in institutional cleaning. Betco engineers innovative cleaning technologies and programs that enhance productivity, cut labor costs, and save money. The Betco bundle includes a complete green cleaning program, durable equipment line, and versatile chemicals. Betco's dedication to cleaning for a healthier environment keeps us focused on engineering more products that have a reduced impact on the environment. For information about Betco's products and services please contact customer service @ 1-888-GO BETCO or visit [www.betco.com](http://www.betco.com).

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