



**INNOVATIVE  
CLEANING TECHNOLOGIES**

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Betco® Corporation

# Press Release

## **Betco® Names Director of Sustainability & Training**

**Betco® Corporation, Toledo, OH-** John Reed, has been promoted to Director of Sustainability & Training. Betco's dedication to promoting environmental and socioeconomic sustainability efforts and "Green" practical solutions has led to the establishment of this new position. Creating, implementing, and maintaining a comprehensive ecological program that serves the needs of Betco's customers is the main responsibility of the Director of Sustainability & Training. As a steward of sustainability, Betco Corporation is investing in resources and programs today that will give us all a better tomorrow.

John Reed has been a member of the Betco team for 24 years and an integral part of the janitor industry for over 35 years. He is a LEED (Leadership in Environmental and Energy Design) Accredited Professional and one of the first certified CIMS (Cleaning Industry Management Standard) experts. As a longtime advocate of sustainability, John Reed is recognized for his "green" knowledge and expertise throughout the janitor community.

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).

For Release 11 a.m. EDT, March 29, 2010