



**INNOVATIVE**  
**CLEANING TECHNOLOGIES**

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### ***For Immediate Release***

January 25, 2010

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#### **Betco® Grows Marketing Department**

**Betco Corporation, Toledo, OH-** Betco's commitment to delivering innovative products that enhance productivity and reduce overall costs for various jansan market segments, has led us to expand our marketing department. Jeff Robertson, Marketing Manager of Building Service Contractors and Retail Development, is the newest team member to the organization. Jeff brings extensive industry and market knowledge to Betco.

As marketing and sales manager at previous employers he's launched over two dozen new products and programs, created strategic plans, and provided marketing leadership. In his new role at Betco he will be responsible for growing the Betco brand and market share with BSC's and Retailers. His talent, expertise, and enthusiasm make Jeff a great addition to the Betco team.

Betco serves as the leader in providing cleaning professionals with Innovative Cleaning Technologies. We distribute a complete bundle of chemicals and equipment that enhance productivity, cut labor costs, and save money for education, commercial, industrial, and healthcare facilities. For information about our products and services please contact customer service @ 1-888-GO BETCO or visit [www.betco.com](http://www.betco.com).