



**INNOVATIVE  
CLEANING TECHNOLOGIES**

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**Betco® Corporation**

# Press Release

## **Betco® Introduces Symplicity™ Laundry and Warewash**

**Betco®, Corporation, Toledo, OH-** Betco® introduced its Symplicity™ Laundry and Warewashing program by hosting a national distributor's event. The Symplicity™ program includes a comprehensive system of high performance products formulated to meet or exceed current government criteria for sustainability; a full line of Betco manufactured solid products, proprietary closed loop technology, 24/7 technical support by a team of industry veterans with over 100 years combined experience in the laundry and warewashing category.

The Symplicity program was developed over an 18 month period beginning with extensive market research to determine voice of the customer. The result findings led to the development of three core Symplicity principles: Clean Safe, and Simple. The Betco Symplicity program does more than just clean, it saves labor and time, enhances employee safety, minimizes product waste, better manages your costs and provide outstanding results.

Integral to this program is Betco's Symplicity,™ SureConnect, Closed-loop Dispensing System. It's easy to use, color-coded system that offers performance, safety, environmental, and cost-saving benefits. SureConnect takes away guesswork, prevents chemical spills and contact and provides maximum cost savings from super-concentrated products, assuring performance and consistency.

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Betco® Corporation is a global brand name in institutional cleaning. Betco develops innovative cleaning technologies and programs that enhance productivity, cut labor costs, and saves 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 by developing 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).