



**INNOVATIVE
CLEANING TECHNOLOGIES**

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Betco® Corporation

Press Release

Betco® Corporation Announces the GeneSys™ 15 Automatic Scrubber Small Area Cleaning Machine

Toledo, OH – October 19, 2011- Toledo, OH – Betco® Corporation has released the latest innovation in small area cleaning versatility, the GeneSys™ 15 automatic scrubber. The GeneSys 15 automatic scrubber answers the market need for a more versatile machine to make small area cleaning more efficient and more effective. The GeneSys 15 automatic scrubber is 4 times more productive than a mop and bucket and extracts 36 times more soil from the surface.

The GeneSys 15 automatic scrubber sets a new standard of excellence and innovation for cleaning in and around small areas, behind toilets, under food prep tables and beds. With the optional tool kits, its 4 machines in 1! With 3 brush options, the cylindrical scrubbing head is ready to tackle any hard surface, from ceramic and grout to hard and resilient floors. Even more exciting is the optional tool kits that provide unmatched versatility as a wet vacuum, carpet extractor, upholstery spotter and solution spray applicator.

"The GeneSys 15 automatic scrubber is a perfect complement to our successful small area cleaning program. The possibilities are endless for this new machine, and it reinforces Betco's leadership in automated small area cleaning." –States Paul Lewandowski, Equipment Product Manager, Betco.

Backed by an industry leading warranty, Betco equipment is built to provide years of reliable service. Betco Warranty Express™ is a comprehensive product support program that offers extensive parts and labor coverage on all machines.

Betco Corporation is a global brand name in institutional cleaning. Betco engineers 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 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.

For Immediate Release