



**INNOVATIVE
CLEANING TECHNOLOGIES**

Contact: Lindsay Tippin

Betco Corporation
Phone: 419-725-3657
Fax: 419-725-4449

1001 Brown Ave.
Toledo, Ohio 43607
Ltippin@betco.com

Betco® Corporation

Press Release

Betco® Corporation Announces the iBet, Interactive Information System

Toledo, OH – October 19, 2011- In 2010 Betco® Corporation of Toledo, OH was the 1st in the Sanitary Supply Industry to introduce a new selling technology, iBet 1.0. Today Betco announces iBet 2.0, Betco's Interactive Information System. Betco is focused on creating Innovative Cleaning Technologies to help our distributors Build Better Businesses. iBet is a tablet optimized website that facilitates a more effective and professional selling process to deliver superior results.

The intuitive website is easily navigated so that you can instantly access content anytime, anywhere and on any device. iBet contains a comprehensive catalog of videos and presentations that allows the user complete information for any situation. iBet features interactive presentations, that are displayed in an impressive and professional manner. Program presentations are tailored to specific end user markets allowing the user to access the right tool for the right market. A comprehensive catalog of videos provides product demonstrations and training on demand. Easily prequalify a potential auto scrubber sale without having to drag around a large piece of equipment.

Betco was the first company in the industry to utilize an interactive tablet platform in the consultative selling process. Betco continues to release tools to help our distributors Build Better Businesses from a comprehensive website to interactive online training tools. iBet provides an instant expertise of Betco's innovative products and programs to improve selling efficiency. iBet will compress the sales cycle and drive add on sales.

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