



**INNOVATIVE
CLEANING TECHNOLOGIES**

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Betco® Corporation

Press Release

SmartSteps™ Innovative Building Services Program Introduced by Betco

Betco®, Corporation, Toledo, OH-

Building Services companies and teams are facing monumental challenges and requirements to step up levels of performance, service and profitability. Betco Corporation has introduced the SmartSteps Building Services Program to assist building services organizations to make the right moves in advancing to the next level.

As part of its on-going partnership with Building Services firms, Betco® recently hosted the SmartSteps™ Professional Skills Seminar for industry professionals from across the country. During the seminar top industry experts presented sessions on Industry Trends and Best Practices from BSCAI, Green Sustainable Cleaning and ISSA's CIMS program, Risk and Liability Reduction, Workloading, and Strategic Hiring Practices.

Betco SmartSteps™ provides money saving programs, local support services, and environmentally responsible products and brings them all together to specifically create clean and healthy environments. Betco's products and equipment are innovative and proven to maximize productivity, service and profitability.

SmartSteps™ supplies building services organizations the tools and expertise to be more profitable and more competitive. By following the program's steps, building services teams experience higher building occupant rate and higher retention.

Betco® Corporation is a global brand name in cleaning. Betco's dedication to cleaning for a healthier environment focuses on engineering products with a reduced impact on the environment without sacrificing performance. Our customized procedures and training are made easy. For more information about Betco's products and services or

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SmartSteps™ Building Services Contractor Program please contact customer service at 1-888-GO BETCO or visit www.betco.com.