



SmartSteps® RETAIL



BETCO®

Cleaning Innovations That Matter.

BETCO CORPORATION®

A COMPANY YOU CAN BET ON

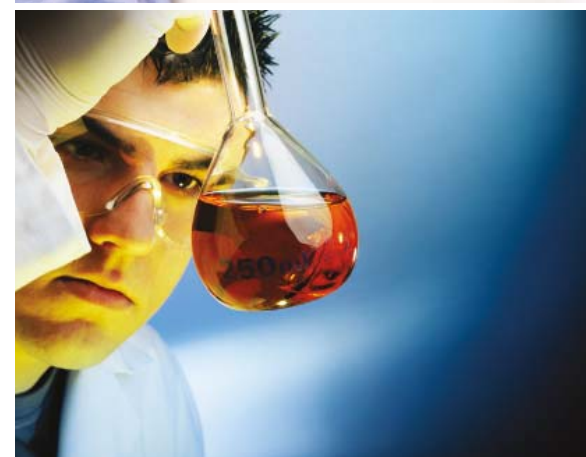
Since Betco's founding in 1950, we have grown from a two product private-brand manufacturer to a powerhouse producing over 2,000 products. Betco® has become today's fastest growing worldwide brand.

Better service to our customers was possible when Betco moved to its new manufacturing facility in the 70's. At the same time, the organization installed two wax reactors to cement its position as a floor finish manufacturer. Innovation was booming with Ax-It®, the World's First Rinse Free Floor Stripper, the labor saving Glare® Floor Finish and Molly, the First Acid Free Restroom Cleaner.

In 1998, Betco became one of the first chemical manufacturers to offer both chemicals and powered equipment. Today, Betco offers a complete line of powered equipment from Carpet Vacuums through our revolutionary Stealth™ MicroRider™ which reduces cleaning costs by 36% and makes day-cleaning a reality and on into our industry leading GeneSys™ 15 Small Area Cleaning Machine. Also, Betco's equipment line complements the FastDraw® Chemical Management System offering you the optimal solution.

Products manufactured and distributed from Betco's three locations in Toledo, Ohio, cutting edge programs and over 300 dedicated team members, the Betco Corporation provides outstanding operational excellence proven by shipping all Betco branded orders over 99% complete within 48 hours.

Betco is committed to being the industry's leading manufacturer of cleaning innovations that matter ... matter to you.



MARKET OPPORTUNITY

At Betco, we understand your role in ensuring clean and healthy retail environments. Betco's SmartSteps® for Retail is our standardized Building Services Program that helps you attract and retain retail customers. Here is how Betco helps you:

- Increase your operational efficiency and reduce your labor costs.
- Deliver proven product performance and unrivaled floor care durability.
- Provide the most comprehensive line of innovative cleaning products and programs available today.

In the first 30 seconds, appearance and cleanliness determine whether a patron returns!

HITTING THE TOUCH POINTS



FLOORING

Reduce those problematic black heel marks and improve your floor's reflective aesthetics while reducing your overall labor cost.

CARPET

Protect your investment by improving your carpet appearance.

RESTROOM

Deliver the most comprehensive Restroom Care Program that leaves a lasting impression with your customers.

GREEN

"Science Behind the Cleaning"
– Procedures for your highest level of "Green Clean".



PRODUCT RECOMMENDATIONS

SKU #	CONVENTIONAL PRODUCT	PRODUCT CATEGORY	SKU #	GREEN ALTERNATIVE
HARD FLOOR CARE - RETAIL AREA, OFFICES				
660	Hybrid®	Floor Finish	542	Green Earth® Floor Finish
888	Unlock™	Floor Finish Stripper	541	Green Earth® Floor Stripper
188	Daily Scrub SC	Floor Cleaner	536	Green Earth® Daily Floor Cleaner
E29900	Foreman® HD	Automatic Scrubber		
E12309	Optima QT	Burnisher	E12601	XT3 21
CARPET CARE - RETAIL AREA, OFFICES, ENTRY WAY				
406	FiberPRO® TLC	Carpet Pre-Spray	336	Green Earth® Peroxide Cleaner
402	FiberPRO® ES-STEAM™	Extraction Cleaner	336	Green Earth® Peroxide Cleaner
425	FiberPRO® Spot Bet	Carpet Spot Cleaner	336	Green Earth® Peroxide Cleaner
E88820	HF14 Dual Motor Vacuum	Vacuum Cleaner		
E87304	FiberPRO® 8	Self Contained Extractor		
E88507	FiberPRO® Air Mover	Floor Dryer		
WOOD FLOOR CARE - RETAIL AREA				
690	PK Cleaner™	Wood Floor Prep	690	PK Cleaner™
695	GT Cleaner	Wood Floor Cleaner	695	GT Cleaner
691	TyGlu™	Wood Floor Bonding Agent	691	TyGlu™
680	SS Gym Coat	Wood Floor Finish	680	SS Gym Coat
E88900	GeneSys™ 15	Small Area Cleaning Machine		
DISINFECTANT - RESTROOM, CHECKOUT, COMMON AREAS				
311	Fight-Bac® RTU	Restroom Cleaner	537	Green Earth® Daily Disinfectant Cleaner
199	Clear Image	Glass Cleaner	535	Green Earth® Glass Cleaner
360	ViBright™ Disinfectant Porcelain & Bowl Cleaner	Bowl Cleaner	537	Green Earth® Daily Disinfectant Cleaner
91538	SmartValve® Combo Pack	Water Conservation	91538	SmartValve® Combo Pack
E83039	Genie® B	All Purpose Scrubber		
SKIN CARE - RESTROOM, ENTRY WAY				
759	Clario® UltraBlue Antibacterial Foaming Skin Cleanser	Hand Cleaner	781	Clario® Green Earth® Foaming Skin Cleanser
774	Clario® Foaming Alcohol Instant Hand Sanitizer	Hand Sanitizer	778	Clario® Alcohol Free Foaming Hand Sanitizer
91866	Clario® White Touch Free Foaming Dispenser	Hand Care Dispenser		
91968	Clario® Black Touch Free Foaming Dispenser	Hand Care Dispenser		
GENERAL PURPOSE - COMMON AREAS				
150	Top Flite™	All Purpose Cleaner	336	Green Earth® Peroxide Cleaner
199	Clear Image	Glass Cleaner	535	Green Earth® Glass Cleaner



Cleaning Innovations That Matter.

888-GO BETCO | betco.com

©2013 Betco Corporation
All Rights Reserved.

Worldwide Headquarters
1001 Brown Avenue
Toledo, Ohio 43607-0127

Item #91580-92

