

CLEANING INNOVATIONS THAT MATTER



BETCO®

1950



1950's

Betco Corporation®
Founded by Carl & Ann Betz

Products Introduced:
Betco Bol Maid™, Betco
Concentrate & Pull® Bowl Cleaner

A COMPANY YOU CAN BET ON

FOUNDED IN 1950

Since its founding in 1950 by Carl and Ann Betz, Betco® has 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.

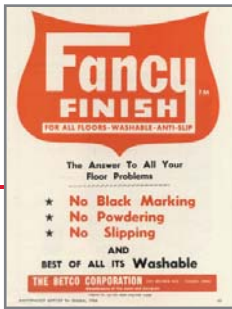
In 1998, Betco became one of the first chemical manufacturers to offer both chemicals and powered equipment. Today, Betco offers a complete line of powered equipment from Carpet Vacuums through our revolutionary

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.





1960's

Cutting Edge Manufacturing System Developed

Fancy™ Finish Introduced

1960

INNOVATION AT ITS CORE

INNOVATION STORY

Betco's innovation philosophy is centered on "listening" to you, "identifying" your need and then "developing" the solution that "meets" your need. With decades of "industry firsts" such as **Ax-It®** Rinse Free Stripper and **BetcoBest® LM** with a patented MMT/50™ Macromolecular Technology, Betco became a recognized leader in innovation.

Through this philosophy, Betco continues to bring tomorrow's innovative cleaning technologies, such as the patented **SmartValve® Water Conservation Component**, with today's cost savings.



SmartValve® Water Conservation Component
Patent# 8,256,037



Cleaning Innovations That Matter.

1970



1970's

Developed the World's First Rinse-Free Floor Stripper ... Ax-It®

Labor Saving Glare® Floor Finish Created & Molly the First Acid Free Restroom Cleaner

MORE THAN PRODUCTS



Untouchable® with SRT™

FLOOR CARE

Betco delivers **total floor care solutions** for proven performance and durability. From finish to strippers, cleaners to spotters; Betco's hard floor, wood floor and carpet care lines are complemented by a full line of equipment. Betco has the answer to reduce labor costs, increase efficiency and optimize processes through innovation.

Betco's **Untouchable® Floor Finish with SRT™ (Scuff Resistant Technology)** combines low odor and durability that revolutionizes the industry by extending the life of your floor while minimizing the need to remove black heel marks... A true labor savings that reduces costs at your facility.

Betco **SportsZone®** offers the most comprehensive sports floor recoating systems and wood floor maintenance products.



Clario® Skin Care Dispenser

Clario® Green Earth
Foaming Skin Cleanser

SKIN CARE

The **Clario® Skin Care System** uses the same pouch in either touch free or manual dispensers and saves you up to 60% over other national brands.

CHEMICAL MANAGEMENT

Betco's **FastDraw® Chemical Management** closed system is a comprehensive specialty concentrate offering that can be dispensed through several different dispensing options affording you the lowest end-use cost.



1980's

Photon™ Floor Finish with Optical Brighteners Introduced

Aerosols Added to the Product Offering

1980

A COMPLETE SOLUTION

LAUNDRY / WAREWASHING

Betco® **Symlicity™ Laundry and Warewashing Program** is specifically designed for the foodservice, hospitality and healthcare markets, offering “clean” in a simple and safe way.



Symlicity™ Green Earth®
Duet-S

GREEN CLEANING

From Floor Care to Skin Care, our **Green Earth® Program** includes **BioActive™** products, equipment and training. Many products are third party certified by GreenSeal™, EcoLogo™, and the Carpet & Rug Institute (CRI) or has earned USDA BioPreferred® designation.

Another industry first... from Betco!

Our dedication to cleaning for a healthier environment keeps us focused on engineering even more products that have a reduced impact on the environment.



USDA designated biobased products

EQUIPMENT

Betco's **Stealth™ Auto Scrubbers** are the quietest powered equipment in the industry making day cleaning a reality.



Stealth™ DRS21BT MicroRider™



Cleaning Innovations That Matter.

1990



1990's

Awarded the First Patent for Bac-Guard® Floor Finish

Introduction of #1 Selling Hybrid® Floor Finish

Equipment Division Added

LEADING THE WAY WITH TRAINING



BETCO® UNIVERSITY



Betco® develops training programs with cutting edge technologies that provide productivity driven solutions and proven profitability.

Betco University, a library of our educational training videos and exams are available for download – free of charge. Over 70,000 end users have taken advantage of these training resources since 2003. Courses are available in English and Spanish with IEHA credits.

Besides the online Betco U training, On-Site and Webcast Training is offered at Betco's training facility and even your facility.

Betco's interactive information system, **iBet®**, is a tablet optimized website that facilitates a professional selling process to deliver superior results. iBet contains a comprehensive catalog of videos and interactive presentations that can be accessed anytime.



2000's

*Awarded the Second Patent
for BetcoBest® Floor Finish*

*Introduction of
Untouchable® with SRT™
& Symplicity™ Laundry and
Warewashing Program*



2013

*Next Generation...
FastDraw®, Equipment and More!*

2013

ENSURING A PROFITABLE PARTNERSHIP

OUR TEAM

Betco's experienced team of professionals is an extension of your business and can help you achieve your business goals. On average, our Regional Managers have been with Betco® for almost 20 years and our Customer Service Representatives for 25 years, affording you a wealth of experience and expertise.

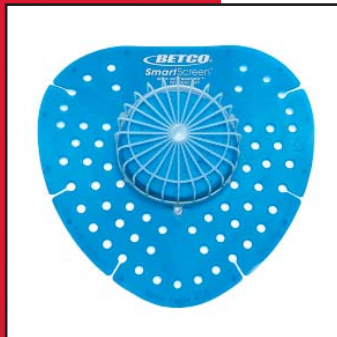


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For over 60 years, Betco has led the way in manufacturing cleaning chemicals and equipment. Our dedication to engineering cleaning solutions help you build a better business. Our comprehensive programs, product and equipment lines are unmatched in both quality and technology. Betco possesses decades of research and industry knowledge that brings the cleaning technologies of tomorrow with cost savings for today. Partnering with Betco gives you the advantage over your competition.



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