

**PROFESSIONAL
PERFORMANCE,
EVERY DAY.**



BETCO®



► Bringing You **Professional Performance, Every Day.**

- Consistently superior products establish a competitive advantage
- Breadth and depth of line accommodate all present and future needs
- Relentless innovation drives mutual business growth

► Leverage Our **Valued Expertise.**

- Expansive network of experts support your growth
- Turnkey solutions guarantee outcomes
- Solutions conquer every challenge

► Investing in **the Future of Clean.**

- Strong digital presence generates awareness, leads, and drives demand
- iBet® resources bring facility maintenance into the digital age
- Online training optimizes participation and engagement

► **Looking Ahead, Every Day.**

- Continuous investment yields constant improvement
- Never satisfied by the status quo
- Endless capacity enables limitless potential



Resilient Tile

Betco® has the answer to reduce labor costs, increase efficiency and optimize processes through innovative solutions.

- Low maintenance solutions to drive out labor costs
- Formulations designed for performance and ease of use
- Sustainable solutions may mean different ways to look at the strip and recoat process



BetcoBest® LM

Most Effective Labor-Saving Finish on the Market

This popular low-maintenance, high-build floor finish is getting an upgrade.

- Apply HALF the coats of a conventional 20% finish
- Reduce strip/refinish or top scrub/recoat time and labor by up to 40%
- Save \$1,000 average in labor per store per strip/refinish project

Concrete and Terrazzo

NEW Prescription for Gloss



Crete Rx™ prescribes excellence for concrete floors, and now the benefits are becoming even more accessible!

- Flexibility to choose between 2 systems
- New and improved products
- Streamlined product offering

Revamped Program Coming Q1 2024!



Upgraded formulations provide the ultimate ease of application



Longer lasting, better improvement of gloss

MAINTENANCE PHASE	TRADITIONAL GRINDING & POLISHING SYSTEM	NEW CLEANING & COATING SYSTEM
Routine	Daily cleaning	Daily cleaning and burnishing
Interim	Polishing	Stain prevention and burnishing
Restorative	Stain remediation, grinding, and polishing	Strip and recoat

Floor Care Innovations

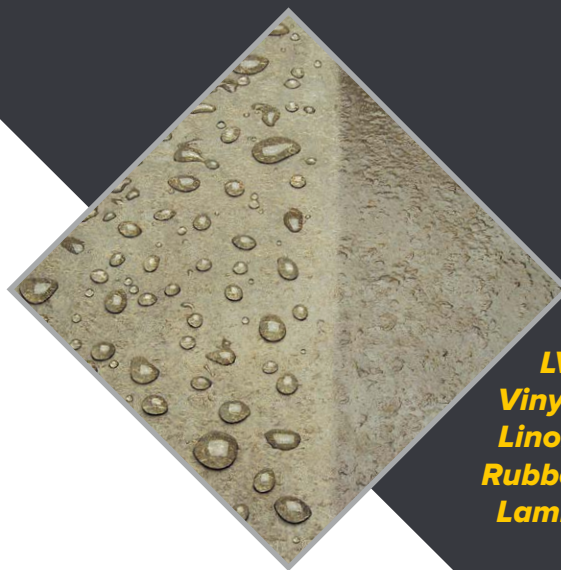
Stone, Tile and Grout

STG

Betco® Stone, Tile, and Grout (STG) maintenance program turns back the clock on grimy, stained floors and keeps them looking legitimately brand new.

The program's heavy hitters include:

- Deep cleaners suited to specific soils and floor types
- Daily-use STG Cleaner with barrier-forming Easy Clean Technology
- STG Penetrating Sealer with 25% more wear over the competition



**LVT,
Vinyl Tile,
Linoleum,
Rubber, and
Laminate!**

LVT & Multiple Surface

ELEVATE

Elevate™ Multiple Surface System maintains, protects, and extends the life of no/low-maintenance flooring.

- Cleaner and Protectant repairs wear layer with daily use
- Finish protects wear layer with best-in-class adhesion
- Labor-saving stripper is highly effective and will not cause discoloration

Wood Sports Floors

SPORTS ZONE®

Betco® Sports Zone®, powered by Basic Coatings®, provides superior products and innovative labor-saving processes to maintain and protect wood sports floors.

Water-Based Sports Floor Finishes At-A-Glance



FRANCHISE PLAYER

- Best-in-class performance
- Coat today, play tomorrow
- Perfect for high-profile or high-traffic sports facilities



STAR PLAYER

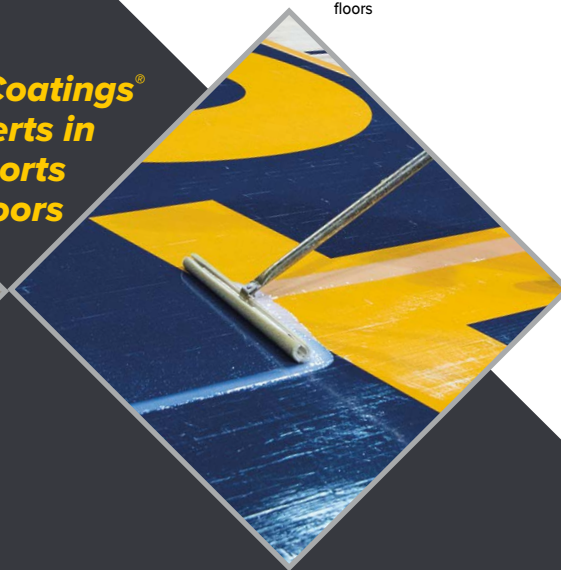
- Amber and clear options
- Elementary/middle schools
- Budget conscious



ROLE PLAYER

- Excellent durability—sport floors stay glossy longer
- Enhanced traction
- High schools or high-use floors

**Basic Coatings®
Experts in
Sports
Floors**



Plan a Gym Show!

Wood Sports Floor Training Seminar

This simple program teaches and trains facility personnel from schools, colleges, recreation centers, and wood floor recoating contractors on the Sports Zone product line. In just a couple of hours, this hands-on event will empower attendees to execute one of two interim maintenance recoating systems on their own gym floors.

Mid-Size Walk-Behind

GENESYS™

This next generation of auto scrubbers boasts **best-in-class performance** specifications, resulting in consistently cleaner floors with less effort and cost.

- **50%** more down pressure*
- **25 - 33%** more horsepower*

*Versus the leading competitor

**NEW
20-Inch Size!**



Airoflex®



Available in disk: 20", 26", 28", and 32"
Available in orbital: 20" and 28"



Next Generation Scrubber Series

Your Toughest Jobs. Done.

Ring in a new era for the industry. The best scrubber and technologies are combined with the best finishes, strippers, and chemicals for all your toughest soils and project work jobs. If the Betco® GeneSys scrubber can't do it, then none in its class can!

**PLACE YOUR
ORDER TODAY!**

Co-developed with industry experts, each detail of the GeneSys™ Series has been scrutinized for an unparalleled customer experience, including these cutting-edge features:

- **SoliChem® Technology:** World's first on-board, solid chemical proportioning system that lowers daily chemical costs up to 80%
- **Fortify® Asset Protection/Management Suite:** 7 key features and technologies that reduce cost of ownership and extend machine life
- **Airoflex®:** Most advanced squeegee on the market with 40% higher vacuum performance

NEW! EnviroZyme® Probiotic Solutions

We Grow It, So We Know It.

Betco® is the only chemical manufacturer to ferment our own beneficial bacteria to produce targeted probiotic cleaning solutions. We offer you more than others who rely on common, mass-produced bacteria blends.

- Formula strains tailored for specific soils and applications
- Proven to work for 21 days after application
- In-depth functional training on the technology
- ISO-certified, cGMP-compliant, and FDA-registered facility

Push® Now Available in
Classic Mint, Lemon
& Sage, and Mango
Fragrances



The Science Behind Probiotic Cleaning

As a cleaning technology, probiotics remove all types of organic soils by digesting them.



Probiotics create enzymes



Enzymes break down soils into components probiotics can digest



Probiotics digest soils



Bacteria continue to create enzymes, digest soils, and reproduce as long as there is a food source.

Micro Cleaners. Major Impact.

Performance, Cost, and Environmental Benefits

- Continuous cleaning long after initial application
- Prevent buildup in facility plumbing and waste systems downstream
 - Eliminate malodors at their source
 - Non-caustic chemistry and non-toxic ingredients
 - Environmentally friendly and biodegradable

Rethinking Clean

Commercial cleaning habits are changing, and harsh chemicals are no longer the best way to fight fats, oils, greases, and petroleum soils.

- Drains
- Floors
- Docks and Dumpsters
- Septic Systems
- Urinals
- Portable toilets
- Dumpsters
- Docks
- Tile and Grout
- Grease Traps
- Beverage tower trays
- Garbage disposals

Dilution Control

Consistent. Accurate. Every Time.

We have the right solution for you. Whether using the versatile FastDraw® 1, the multi-product FastDraw PRO, or the portable FastDraw Freedom, these dilution control units are available completely free of charge!

- Reduce cost while improving performance
- Spill-proof design with built-in metering tips for accurate, fuss-free dilutions
- 30+ cleaning solutions meet a wide range of cleaning needs

**New & Improved
FastDraw®
PRO**



**ASK US ABOUT OUR
NO-CHARGE
FASTDRAW® DILUTION
CONTROL OPTIONS**

Hand Hygiene

Achieve a Clean, Healthy Environment

Our comprehensive line of hand hygiene solutions reduces the spread of illness-causing germs and decreases costs. A variety of soaps and sanitizers, many with EcoLogo, FDA, and NSF certifications, are coupled with top-of-the-line dispensers and training to provide the healthiest environment possible.

**Lowest
Cost Per
Hand
Wash!**



**Clario® Manual
and TF Dispensers**

Stretch hand care budgets with Clario, the most versatile dispensing program!

- 1 - 1000-mL bag fits both manual and touch-free
- Reusable pump is built into the dispenser for cost efficiency over single-use pumps
- Refills are factory sealed to eliminate contamination of bulk solutions
- Industry-leading 98% "no-waste" evacuation for more usable product per bag

Leaders in Cleaning Professional Training

Experience Cleaning Best Practice Training as You Never Have Before

Betco U Training drives results by providing the ultimate in immersive learning experiences that educate, excite, and inspire cleaning professionals to complete projects within facilities to the best of their abilities.

Enhance productivity, streamline staff on-boarding, retain skilled labor, standardize cleaning practices and drive facility SOP compliance.



**GET IN TOUCH
WITH OUR EXPERTS
TO BEGIN BUILDING
YOUR BETCO U
CURRICULUM TODAY!**

3 Ways to Learn ▶

1

E-Learning Courses

Our courses have tools for every learning style - including video and interactive exercises. Simple, easy to follow learning modules walk you through everything you need to know about a variety of topics.

2

Distributor Training at Betco HQ

Sales partners can enhance their expertise by taking a deep dive into specific categories, including "Why Betco," end user needs, and sales and demonstration strategies techniques for specific vertical markets.

3

Hands-On Training at Your Location

Betco will develop a personalized curriculum and teach it at your facility. With 100+ representatives across North America, trainers can come wherever needed at any time of day or night.



Introducing MyBetco!

New Betco.com Customer Portal

Updated and streamlined user account experience on Betco.com is tailored for individual cleaning professionals, cleaning teams, and distributors!

- Centralized access to key resources
- Easily create and manage teams and users
- Assign engaging e-learning content
- Streamlined log-in and intuitive navigation across devices
- Free registration and technical support

my BETCO.

Industry-Leading E-Learning

Comprehensive 25+ Course Library

- Engaging, modern content, not a narrated PowerPoint
- Intuitive navigation and full responsiveness across devices
 - Interactive knowledge checks for immediate feedback
 - Certificate of achievement after passing a mini-exam



MyBetco Features	Cleaning Professional	Cleaning Teams	Distributors
Betco U E-Learning Platform	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video Library	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Safety Data Sheets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Equipment Service Form	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
iBet® Mobile App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Facility Resource Management	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manuals/Warranty Details	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Blog	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
News	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Team Management		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pricing			<input checked="" type="checkbox"/>
FastDraw® Drop Ship			<input checked="" type="checkbox"/>
Product Library			<input checked="" type="checkbox"/>
Betco Rewards			<input checked="" type="checkbox"/>
Pioneering Policy			<input checked="" type="checkbox"/>
Product Information Management			

Free Required Annual OSHA Training

Our e-learning courses provide a simple, turnkey solution for this mandatory training! Covers safety and preparation, universal precautions, protective practices, exposure, OSHA requirements, and more!



Bloodborne Pathogen



Facility Resource Management

Two Tiers of Software to Fit Any Business

Betco's Facility Resource Management makes it easy to deliver expert services with 2 tiers of cloud based software.

3 Robust No-Cost Tools



**PROFESSIONAL
RESOURCES**



Inspector

Ensure consistency with customizable templates for audits and facility data tracking.



Charter

Emphasize safety with custom wall charts to show proper chemical application.



Task

Guide with custom visual aids that highlight procedures, products, and tools needed.

Fully Integrated All-in-1 Solution



**PREMIUM
RESOURCES**

- QR codes track service and performance
- Fully integrated inspections provide feedback
- Work loading and bidding share expectations
- Time tracking with geo-fencing and facial recognition
- Manage work orders, inventory, and more!

Special Discount for Betco Customers!

More Resources

Scan for Easy Access!

See All Our Cleaning Innovations

Download the Full Solutions Guide with a detailed listing of every product.

Sign Up for Our Email List

Subscribe and be the first to know about new products and programs, promotions, and other important news!

Follow Us on Social Media

Join the conversation on your favorite platforms and stay updated on the industry.





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