

Betco® Transforms National Retailer's LVT Floor with Elevate

This high-end liquor retailer has over 250 locations across the United States with plans for expansion to grow its business. Throughout their history, the chain has experienced many physical changes to stay true to its reputation. Partnering with a floor care industry competitor and following their floor care recommendations, the luxury vinyl tile (LVT) floor at a Florida location became dulled, dark, dingy, and did not reflect their vision. The business began seeking a new partner when the floors did not improve. Already familiar with Betco from a previous role, the facility director reached out to get in touch with a Betco representative.

50+
*Layers of Finish
Removed by Betco*

THE CHALLENGE

- Dissatisfied with current floor care program
- Significant coating buildup with over 50+ layers
- Lack of training on current floor care program
- Floor affected overall look of the store

THE SOLUTION

A team of Betco representatives visited a Florida store location, where they discovered the 25,000-sq.-ft. floor had never been stripped and recoated. For 6 years, a fresh coat of finish was applied every month with a mop, which was the extent of their floor care routine. It was unknowingly applied too frequently and caused the buildup of finish. Further, the competitor did not provide enough training on how to care for and clean LVT floors, which ultimately affected the floor appearance.

The 7-person Betco team got to work fixing these floors and training building service contractors (BSCs) on products and procedures over the course of 3 overnights. Using Big Bertha® Stripping Machines, Stealth™ Automatic Scrubbers, and GeneSys™ Automatic Scrubbers, the team stripped off the old finish, removing over 150 layers in 1 night. Once complete, the team rinsed and cleaned the LVT floor with the Elevate™ Multiple Surface System products to help extend the life of the floor and keep it looking clean and glossy for longer.

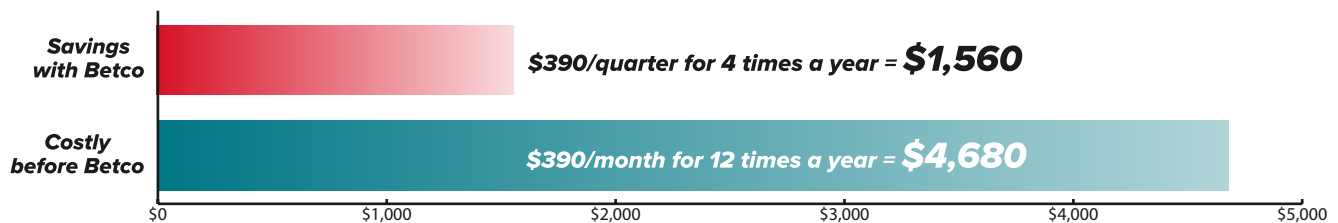
THE RESULTS



33%

Less Finish Applied
Using Elevate System

After each step, the LVT floor was transforming into a brand-new-looking floor. The final result was a clean and glossy floor that lived up to the business expectations and aesthetic. It now enhances customer experience and gives off a high-end look to the store that the business was hoping to achieve. This project opened the door for Elevate to be used on the LVT floors chain wide and at the corporate headquarters. Not only did the business notice a difference in the floor, but they also noticed a difference between Betco and the competitor in terms of training and work ethic. They were impressed by how many Betco representatives worked together to help and train compared to the single representative from the competitor. Employees and BSCs learned the ins and outs of LVT floor care on the job. Using the Elevate System, employees only need to top scrub and recoat once a quarter, resulting in use of around **33% less finish**.



Learning and practicing proper floor care and cleaning also extends the life of the LVT floor, saving the business from floor replacement costs, which could be **as high as \$275,000 per store**. BSCs were able to leverage their knowledge for other projects and increased their interest in Betco products. Overall, the business was extremely satisfied with the floor, training, and products. With the proper training of floor care procedures, products, and cleaning in partnership with Betco, this business was able to achieve the desired look of the floor and cut costs by using less product as it faces wear and tear every day.

Questioning your floor appearance and need some guidance on how to begin improving it?
Partner with Betco, an industry leader for proven floor care and training results.



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