

Betco® Primed to Deliver Six-Figure Savings with BiCarbonX™ Premium Industrial Hand Cleaner

Boasting one of the largest rental fleets in its industry, a moving equipment and storage rental company offers do-it-yourself movers across the nation access to trucks, trailers, auto-transporters, and other pieces of equipment. All trucks and trailers are researched, designed, engineered, tested, and assembled in the company's technical center, which is over 90,000 square feet and employs over 300 team members. Due to the nature of their work, these employees often encounter grease, oil, adhesives, solvents, and other industrial soils, which are notoriously damaging to skin and difficult to completely wash from hands. The industrial hand hygiene solution used at the facility not only failed to provide a satisfactory experience, but it also posed additional difficulties.

80%
SAVINGS

*Elimination of
Secondary Lotion*

THE CHALLENGE

- *Skin stripped of moisture by the hand cleaner was excessively dry, requiring use of an expensive, medicated hand cream*
- *Soils lingered on hands, frustrating team members and causing further injury to the skin barrier*
- *Facility drains and pipes repeatedly clogged with insoluble exfoliant*

THE SOLUTION

The Betco representative secured a meeting with a senior purchasing staff member to discuss the problems with their existing hand hygiene program and offer an alternative.

Betco introduced them to new BiCarbonX™, an innovative, patent-pending Premium Industrial Hand Cleaner formula that could potentially solve their problems. A sampling program was then arranged, so the company as a whole and the employees at the technical center could experience the benefits for themselves.



The features provided an answer to every hardship they had been experiencing.

- *Testing revealed that BiCarbonX renders a secondary lotion unnecessary because it actually increases skin moisture, while their current solution was proven to decrease it*
- *With 40% more exfoliant, BiCarbonX provides increased degreasing, cleanliness, and deodorization*
- *Because BiCarbonX is completely water soluble, it physically cannot clog drains or pipes*

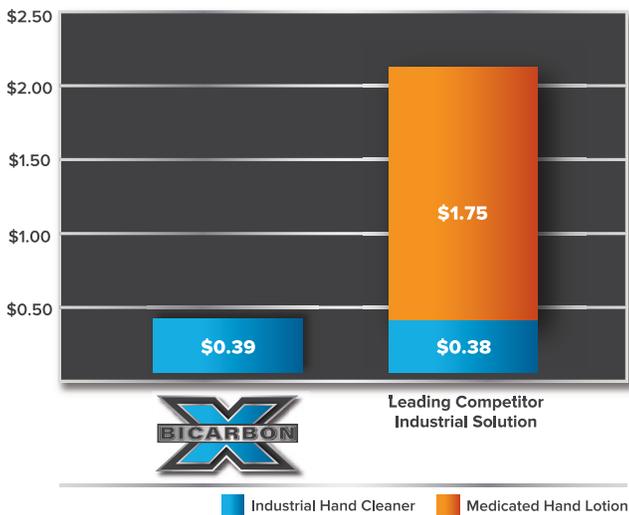
THE RESULTS

UP TO \$1,500 *Saved per drain clog*

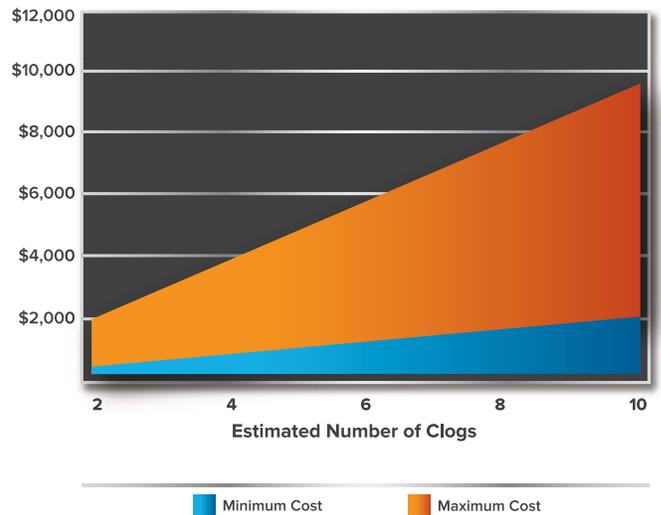
The personnel at the technical center were quick to provide rave reviews on BiCarbonX Premium Industrial Hand Cleaner due to complete removal of soils like grease, oil, adhesives, and solvents and increased skin health and moisturization. No longer necessitated by extreme dryness, the technical center was able to discontinue purchase of the secondary lotion they had been using. At up to \$1.75 per ounce for the medicated lotion, switching to BiCarbonx could save just the technical center just over 80% annually on industrial hand hygiene!

Operational costs were also reduced by the elimination of clogs caused by insoluble exfoliant. At around \$125 per hour and jobs taking 2–6 hours, plumbing issues totaled upwards of \$7,500 each year at the technical center—not to mention the extreme nuisance and downtime.

INDUSTRIAL HAND CARE COMPARISON (PER OZ.)



PROJECTED TECHNICAL CENTER CLOG MAINTENANCE SAVINGS



The monetary savings and extraordinarily positive reception of employees at the technical center have resulted in a rolling conversion to BiCarbonX throughout the entire company—first in repair shops then at individual rental locations. When fully adopted nationwide, the dual benefit of streamlining product needs and operational savings is estimated to provide this NEW Betco partner with over six figures in annualized savings...a true success story!

Is your industrial hand hygiene program providing unsatisfactory results and elevating operational costs?

Contact Betco today to give the toughest workers in the toughest environments the skin-conditioning experience they deserve at a better overall value.



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