



Clean Store Program
Increase Your Sales and Profitability



Attract More Customers with a Clean, Welcoming Store

“67% of all shopping trips are based on convenience, yet Convenience Stores only get 7% of these trips.”

- Thom Blischok, IRI

Research has shown there are many benefits to a clean store environment:

- **Clean**, well lit store environments are the **number one factor** that influence customers to visit a specific convenience store location.

- According to a M/A/R/C Research study

- “Clearly **cleanliness** is an **important component** of the consumer experience. It impacts consumers’ willingness to shop at a given retailer and also influences frequency of shopping and the length of time consumers are willing to shop.”

- Randy Wahl, Senior Vice President at M/A/R/C Research

- To attract a broader range of shoppers, provide a safe, **clean**, hospitable environment. These are the **fundamental** tenets of good retailing. While they seem obvious in many cases, they are often ignored.

- NACS/Coca-Cola Research Council,
“Fast Forward, Emerging Opportunities in Convenience Retail”

- Shoppers will limit purchases if they perceive the store is not clean. **Restrooms are of particular concern** to most shoppers.

- NACS/Coca-Cola Research Council,
“Fast Forward, Emerging Opportunities in Convenience Retail”

- NACS/Coca Cola Research Council recommends **leveraging store cleanliness** as a differentiator and **traffic driver**.

- The importance of a first impression – **Clean up** around the pumps and in the parking lot. If these areas are a mess, shoppers aren’t coming in to find out about your restrooms.

- Advises NACS/Coca Cola Research Council.



Increase Your Sales and Profitability with Betco’s Clean Store Program

**ENSURE
PROPER USE**



**CONSISTENT
CLEANING**



**PREVENT
DISEASE**



There are 3 key steps for employees to use consistent products and practices when cleaning a convenience store.

FIRST STEP

- Take the guesswork out with Betco Wall Charts. Customized chart diagram ensures the exact use and location of each product.

SECOND STEP

- Ensure a consistent level of cleanliness for each store with a one product solution with multiple uses like OxyFect™.

THIRD STEP

- Reduce the threat of spreading disease with disinfectants and skin care products like Clario™ Hand Sanitizer and Fight-Bac™ RTU.

Customized Training

Most employees are skilled in cleaning their own homes, however, when was the last time 100's of people walked through the front door! Untrained employees will clean inconsistently, incorrectly and/or sparingly. Proper training will reduce turnover, limit injuries and liability. Comprehensive quality training through expert instruction and support materials will maximize your employee and quality of clean. – According to Convenience Store News

- Reduce your slip and fall accidents with specialized certification training programs
- Sanitized stickers – Ideal for bathroom and food service area
- Restroom hand washing signs
- Restroom Cleaning Log – Show a record of the cleaning times and procedures
- MSDS Booklets - Ensures employee safety.



Simple, General Cleaning Program With Only 5 Products or Less

Betco has taken the technology of large area cleaning and customized it for convenience stores. With only five products or less, to perform everyday general cleaning, Betco reduces your product inventory and increases your operating cash. Add only 2 more products for food service operations.

1 Restroom Surfaces

- OxyFect™ G (B)
- Green Earth® RTU (A)
Restroom Cleaner

2 All Floor Surfaces

- OxyFect™ G (B)
- Daily Scrub SC (B)

3 Glass & Surface

- OxyFect™ G (B)
- Deep Blue (A)

4 Clario™ Skin Care

- Clario™ Green Earth® (A)
Foaming Skin Cleanser
- Clario™ Hand Sanitizer (A)

5 Gas Islands

- Speedex RTU (A)
- Speedex Concentrate (B)
- Green Earth® Velocity® (B)

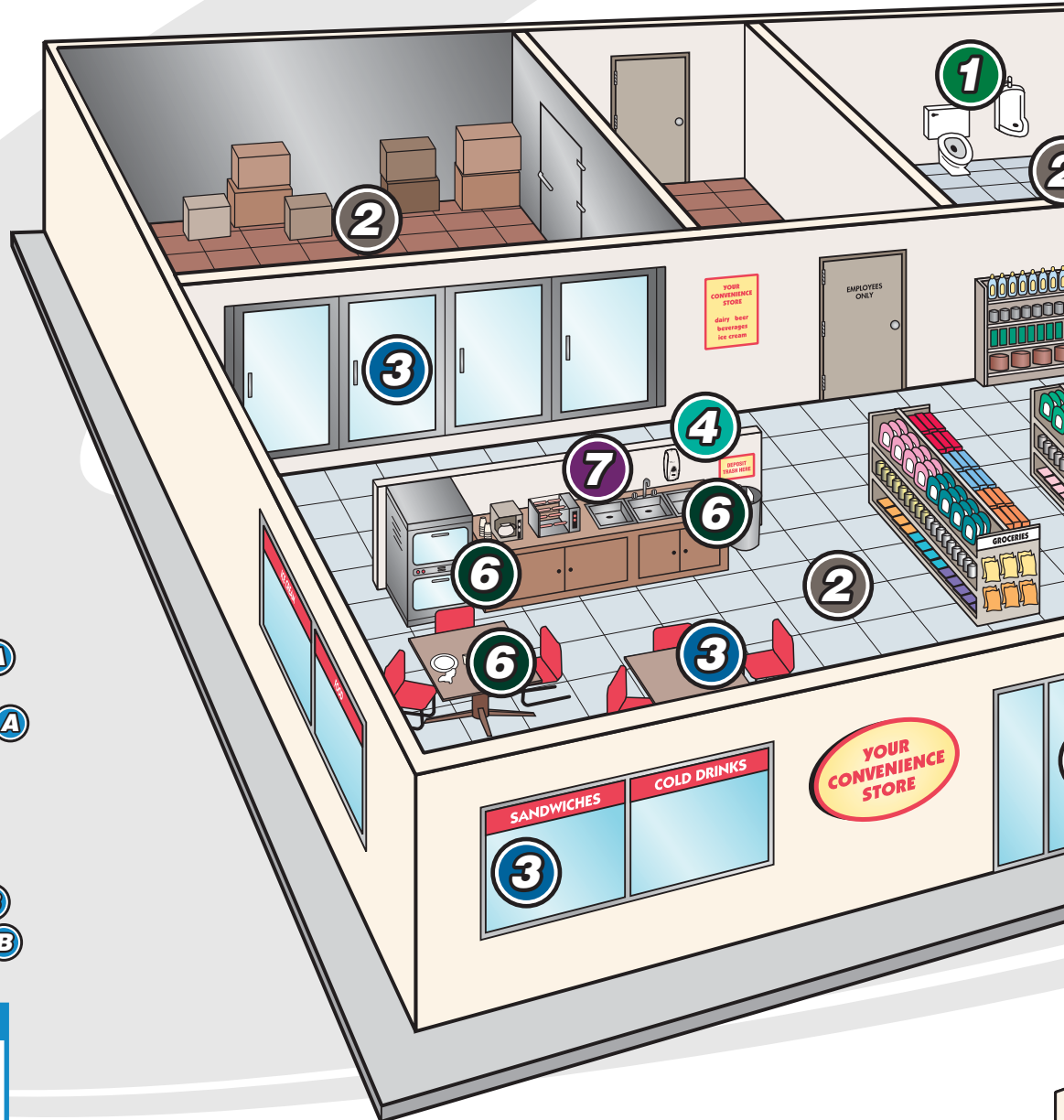
Food Service Options

6 Surface Sanitizer

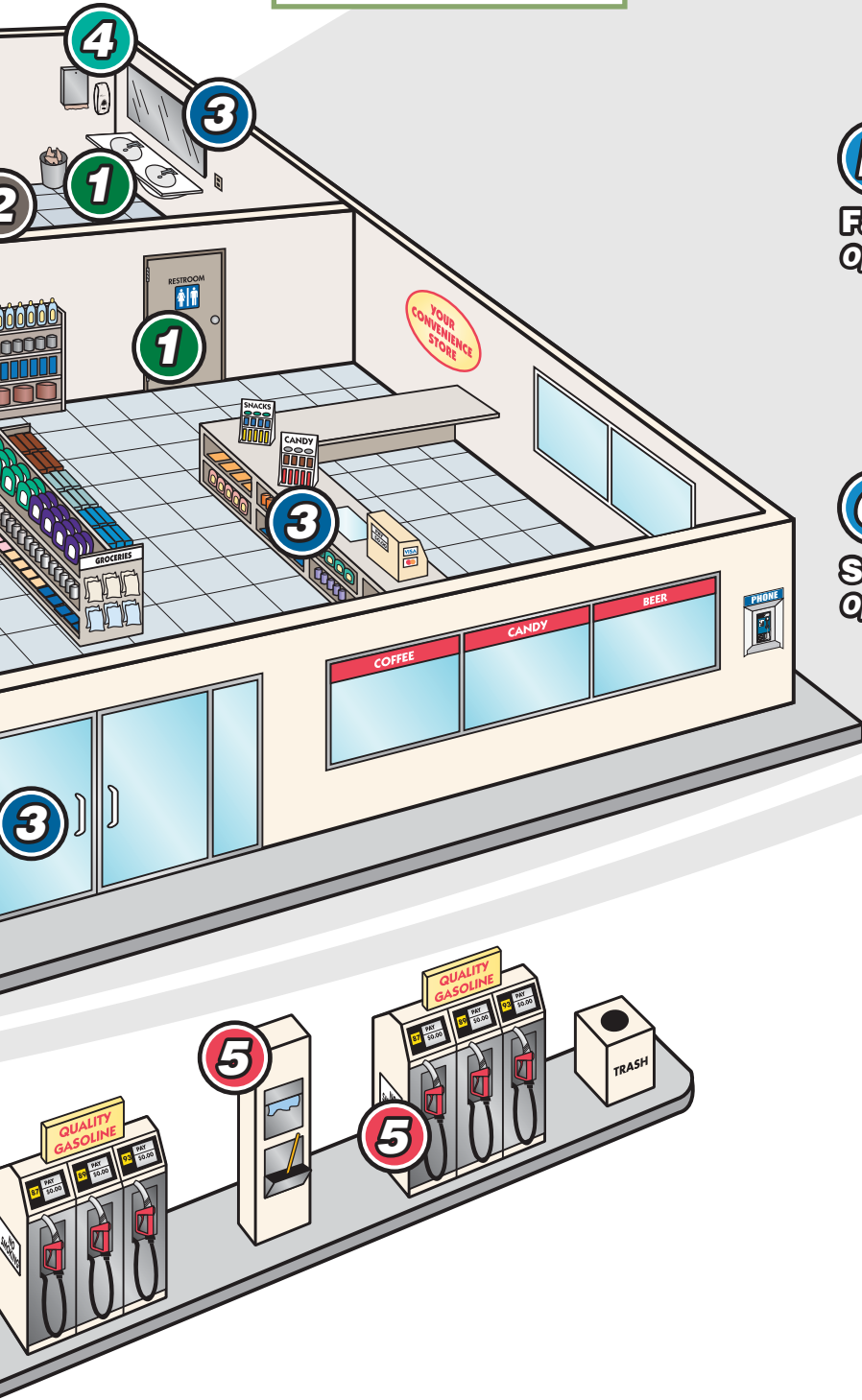
- Sanibet™ RTU (A)
- Sanibet™ 256 (B) (C)

7 Sink Detergent

- Tilly® (A)
- CitruSuds (B) (C)



Betco also offers Green Options for general cleaning.



A
Ready-To-Use
Option



B
FastDraw®
Options



C
Sink Station
Option



A. READY TO USE

- Just the right size for cleaning small stores.
- Convenient package – No need to dilute.

B. FASTDRAW®

- Fills bucket, bottles and foams all in one small dispenser.
- Portable and wall mount options available.
- Reduce overall cleaning costs with precise dilution control.
- FastDraw® Freedom can be used for 3 compartment sinks.
- Both are perfect for small to medium stores.

C. SINK STATIONS
(for Three Compartment Sinks)

- Time saver - Fill dish detergent & sanitizer at the same time.
- Accurate dilutions with Betco's exclusive FastDraw package
- Ideal for large convenient stores with food retail.

Different Stores...Different Solutions

The Neighborhood Store

- Used for everything from fill-in needs to specific category purchases. Shoppers of this store live close by and consider it to be an essential component of the community. **The convenience of Ready to Use Products is ideal for this type of store.**



The Commuter Store

- Located in heavy traffic areas and generally shopped by workers on their daily commute. These stores tend to be fuel stops that are also shopped for snacks, drinks, and tobacco. **A combination of ready to use and FastDraw® Freedom chemical management products are recommended for this store type.**

The Interstate Store

- Located on major highway exits and frequented by long-distance travelers, professional drivers, and locals. Shopped primarily for fuel, meals, snacks, beverages and rest rooms. **Because of the large size and food prep areas, a combination of FastDraw® Freedom chemical management and Sink Station units are perfect for this type of store.**



Solutions that Save Money

OxyFect™ G

The One Product Solution!

- Clean floors, glass and restrooms with one product.
- Disinfect frequently touched areas to prevent the spread of germs.
- FastDraw® Package - Always the right dilution.



Fight-Bac™ RTU

Disinfectant Cleaner that Kills 21 common germs in three minutes or less.

- Spray frequently touched areas to prevent the spread of germs.
- Heavy duty cleaning performance in a convenient ready to use package.



Clario™ Skin Care

Save Up to 60% on Skin Care Costs!

- Flexible systems that can lower your skin care costs by 30% - 60%.
- A wide selection of formulas and fragrances.



Training Tools for a Simple Program



Betco Wallchart Program

Create customized wall charts using color coding, icon and number usage. Available in English, Spanish and French.



Betco Task Card Program

Customized cards with chemicals and equipment for specific locations and jobs. Contains helpful "tips for task" for effective training and increased safety. Available in English, Spanish and French.



Cleaning Materials Signage

Show your customers your commitment to clean. Table tents, bathroom stickers and restroom clean logs are available for your use. Item #92073-92



MSDS On Demand

Available 24/7 at betco.com

MSDS Safety Book

Complete customized booklet for all the product MSDS to ensure proper employee safety. Available in English, Spanish and French. Item #92072-92

C-Store Equipment Recommendations

Betco's preferred equipment for your Clean Store Customized Program

Genie™ CE APS Cord Electric Auto Scrubber

- Goes anywhere a mop and bucket can go - Betco's Genie™ CE APS or Genie B brings the benefits of automatic scrubbing to small and congested areas that are hard to clean with traditional equipment. Cord electric or battery operated and compact, this machine can virtually replace the mop and bucket to provide more effective and efficient cleaning in an endless variety of environments. **Productivity: 10,000 sq/ft hour.**



Workman® Wet Dry Vacuum

- Betco's Workman® Wet Dry Vacuums provide powerful performance for a variety of cleaning jobs. Designed for ease of operation and heavy duty use, this machine has a 1.75 hp power motor and a standard tool kit to increase productivity.



FiberPRO® Air Mover

- Betco air mover is designed to accelerate the drying of carpets, upholstery and hard floors. Select from three different speed settings, a powerful 2500 CFM airflow will accelerate dry times. Use the stackable design for increased airflow and easy storage.



Clean Store Program

General cleaning is simple with only 5 products or less...choose a traditional program or a green program.



Recommended Top 5 Betco Products

OXYFECT™ G <i>Peroxide Disinfectant Cleaner</i>	Neutral formulation will not tarnish sensitive surfaces. <ul style="list-style-type: none"> For use on floors, sinks, tables, mirrors, windows and walls. Limited Disinfectant. Kills MRSA, CA-MRSA, VRE. 	
SPEEDEX CONCENTRATE <i>Cleaner • Degreaser</i>	Formulated with a blend of cleaning ingredients and power boosters. <ul style="list-style-type: none"> Quickly removes grease, oil, marker or graffiti from a variety of surfaces. For use on concrete, nonporous, plastic, resilient tile and steel. 	
DAILY SCRUB SC <i>Floor Cleaner</i>	Streak free performance even on heavily soiled floors. <ul style="list-style-type: none"> Economical - Dilute up to 1:1024 for daily cleaning. One quart bottle makes 256 gallons. Keeps floors cleaner longer. 	
DEEP BLUE <i>Ammoniated Glass and Surface Cleaner</i>	Dissolves smoke, grease and smudge marks. <ul style="list-style-type: none"> Fortified with ammonia for powerful cleaning. For use on mirrors, glass, stainless steel, porcelain, chrome and most hard surfaces. 	
CLARIO™ GREEN EARTH® FOAMING SKIN CLEANSER	Luxury cleanser meets Green Seal™ GS-41 standards. <ul style="list-style-type: none"> Thick, rich, premium foaming skin cleanser. Helps promote hand hygiene; Ideal for daily use. 	



Recommended Betco Green Products

OXYFECT™ G <i>Peroxide Disinfectant Cleaner</i>	Neutral formulation will not tarnish sensitive surfaces. <ul style="list-style-type: none"> For use on floors, sinks, tables, mirrors, windows and walls. Limited Disinfectant. Kills MRSA, CA-MRSA, VRE. 	
GREEN EARTH® RTU RESTROOM CLEANER	Powerful restroom cleaner without the use of harsh acids. <ul style="list-style-type: none"> For use in toilets, sinks and on floors. Removes the toughest soap scum and mineral deposits. 	
GREEN EARTH® VELOCITY® <i>Non-Butyl Degreaser</i>	Neutral, effective as alkaline, butyl degreasers. <ul style="list-style-type: none"> Removes inks, oils, greases and fats from a variety of nonporous surfaces. For use on concrete, equipment, steel, resilient tile, walls, stone, machinery, motors and tools. 	
CLARIO™ GREEN EARTH® FOAMING SKIN CLEANSER	Luxury cleanser meets Green Seal™ GS-41 standards. <ul style="list-style-type: none"> Thick, rich, premium foaming skin cleanser. Helps promote hand hygiene; Ideal for daily use. 	



Recommended Betco Food Service Products

SANIBET™ 256 <i>Food Contact Sanitizer • Cleaner</i>	Sanitizes food and non-food contact surfaces. <ul style="list-style-type: none"> Use this product to sanitize sink tops, countertops, dishes, glasses and utensils. No rinse required when used as directed as a sanitizer. 	
CITRUSUDS™ <i>Super Concentrated Dish and Pan Detergent</i>	Rinses freely - This product provides stable suds yet never streaks. <ul style="list-style-type: none"> Quickly removes baked on food, grease from pots and pans. For use on china, glasses, pots and pans, silverware, bake pans and deli trays. 	



More Skin Care Options

CLARIO™ FOAMING ALCOHOL INSTANT HAND SANITIZER	For hand sanitizing when soap and water are not available. <ul style="list-style-type: none"> Kills 99.9% of common germs that can cause disease. Fresh, smooth, conditioning foam is ideal for daily use. Helps promote hand hygiene. 	
CLARIO™ TF TOUCH FREE CLARIO™ MANUAL DISPENSER	Durable, easy to refill with 98% no-waste evacuation. <ul style="list-style-type: none"> Large site glass for easy product identification and maintenance. Uses one SKU for all Clario™ Foam Dispensers. 	



Green Seal™
Certified Products



U.S. EPA Design for the
Environment Products



INNOVATIVE
CLEANING TECHNOLOGIES

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1001 Brown Avenue
Toledo, Ohio 43607-0127
888-GO BETCO • www.betco.com
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