

Beta Cleans Up in Vegas

The Beta Technology booth was the hot spot at the Clean '03 trade show this summer, taking Las Vegas by storm with a top-notch display and many new products.

Several dispensers were up and running, including ILS and ILS Max. Having these large-laundry, multi-washer dispensers fully operational made for a lot of action! Customers were drawn to the booth by the hum of pumps running, the flash of strobe lights and our Neon signs. It must be Vegas! Once in the booth, visitors were happy to get hands-on experience with our top-notch products. While some learned the ease with which BetaJet can be disassembled and reassembled, others compared programming simplicity between our lower-end products (Alpine and Mesa) and our OPL line (Summit and Summit XL). Still others spent quality time learning about the advanced features available in our top-of-the-line large-laundry dispensers (ILS and ILS Max). And everyone got candy and a screw-driver.

"It was great to see people so excited about our dispensers. They were able to see firsthand the performance of the ILS, ILS Max, and Summit XL which they'd only heard or read about before," says Steve Parker, Large Laundry Product Manager. "Everything in the booth that could be plugged in was plugged in, and most of it was plumbed. Having it all up and running, with all the bells and whistles was unprecedented."



Laundry Central: The Beta booth was wired for action at the Clean '03 show, with ILS, ILS Max and Summit XL up and running.



Summit XL made its performance debut at Clean '03.

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Beta Cleans Up in Vegas (continued)



ILS/ILS Max virtuoso Bill Best helps customers successfully troubleshoot common laundry problems.

Bill Best, Beta's ILS/ILS Max guru was delighted to run through programming, troubleshooting, and report generation with anyone who expressed interest, and there was a lot! He was able to recreate "error" scenarios for customers and successfully troubleshoot them. "Apart from showing our equipment, we were able to do a lot of training right there on the floor," says Bill. "It was the best Clean show I've ever been to."

Summit XL made its performance debut at Clean, impressing many attendees with its enhanced programming capabilities, two-line formula names, direct formula copying and cloning abilities, and language capabilities (the Summit line speaks 8 languages). "Summit XL is a great option for facilities where Summit OPL is too small and an ILS would be overkill," says Doug Bragdon, Institutional and Laundry Product Manager. "Now we can offer the customer

an 'intermediate' option that's a better fit. And the fact that Summit XL's programming is so similar to Summit OPL's means the transition from one to the other requires practically no retraining." Many such customers are already including the Summit XL in their dispenser line and have found that moving from one to the other is seamless.

SingleShot, another newcomer that was featured at the show is the "baby" of our laundry line. Designed to dose a single chemical into top-load washing machines, the SingleShot drew washer manufacturers who have identified a demand for automation down to the smallest washers. The great thing about SingleShot is that it is priced to be cost effective, even for small machines.

Although we all returned to the office tired, everyone agrees that the effort was well worth it. See you at Booth #946 at ISSA in Chicago!



SingleShot, the "baby" of Beta's laundry line, was a big hit at Clean 2003.

Beta Products Shine Anew

Beta's DR-2000, Mesa, Alpine, Sierra and SingleShot are sporting a new look. In answer to our customers' calls for a smoother, easy-to-clean finish on these products, we have polished the plastic enclosure molds to give the dispensers a smooth, reflective plastic finish that makes them much easier to clean. Whereas the previous, slightly textured finish required some scrubbing, a quick wipe with a damp cloth easily removes most dust and grime on the new models.

Part numbers and pricing remain unchanged. This fall, expect to see the new look. See how well it reflects on you!



Beta Helps Keep Your Chemicals Secure

Lockable wire racks are now available for use with BetaJet, in small (one one-gallon) and large (four one-gallon bottles) sizes. With BetaJet, this ensures maximum protection against theft and tampering, and the smaller racks are a cost-effective choice for units that dispense one to three chemicals. The other option for a locked proportioning system is BetaStation: a stainless steel enclosure that comes with a lock on it and holds four proportioners and four one-gallon bottles inside. While in prisons, and in many industries where there is a high risk of theft and tampering, such racks are a requirement. But many institutions like to use them just to make sure the chemicals stay put. “Many janitorial/sanitation representatives use these racks as part of their package to restrict access to chemicals and ensure that only authorized personnel are switching out the chemicals,” says Doug Bragdon, Product Manager for BetaJet and BetaStation. “Security is increasingly important, from the perspectives of both safety and economics. Companies want to prevent injury to employees who aren’t trained to use the chemicals, as well as to insure against theft.”

Ordering Information:

Small Wire Rack (1 x 1 gallon)	Code #1203104
Large Wire Rack (4 x 1 gallons)	Code #1203105



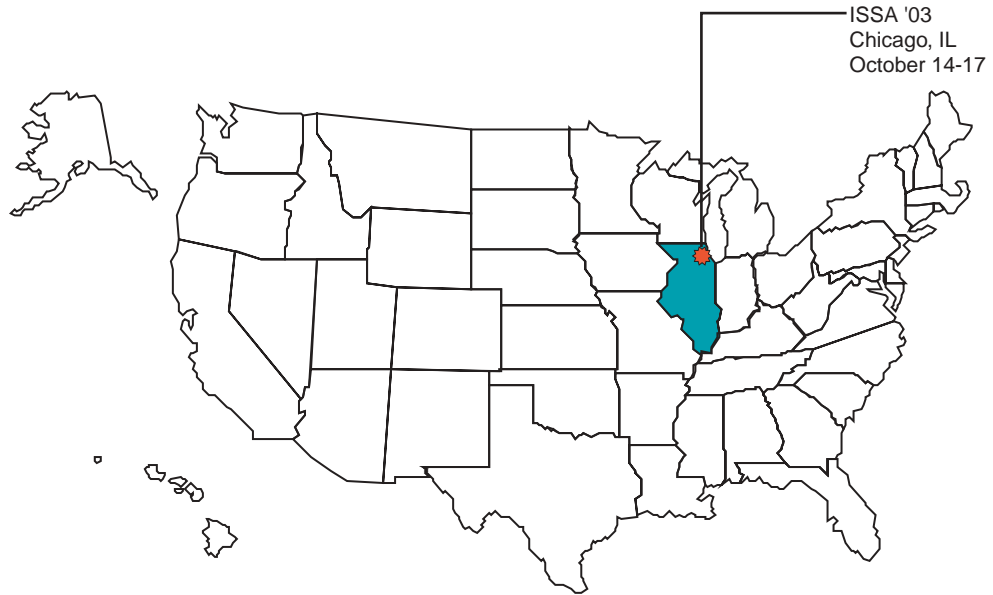
BetaStation has a lockable stainless steel enclosure and holds up to four one-gallon bottles.



Keep your chemicals under lock and key. Four one-gallon bottles may be locked inside BetaJet's wire rack.

Beta Technology to Attend ISSA Show

Chicago, IL. Come see Beta Technology at the ISSA '03 (October 14-17) at booth #946. We will feature BetaJet, Sierra and Summit/Summit XL!



Beta Technology
2841 Mission Street
Santa Cruz CA, 95060

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For further information
please call customer
service at
(831) 426-0882,
or fax this to
(630) 654-0302.
Please ask for Dept NL.

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