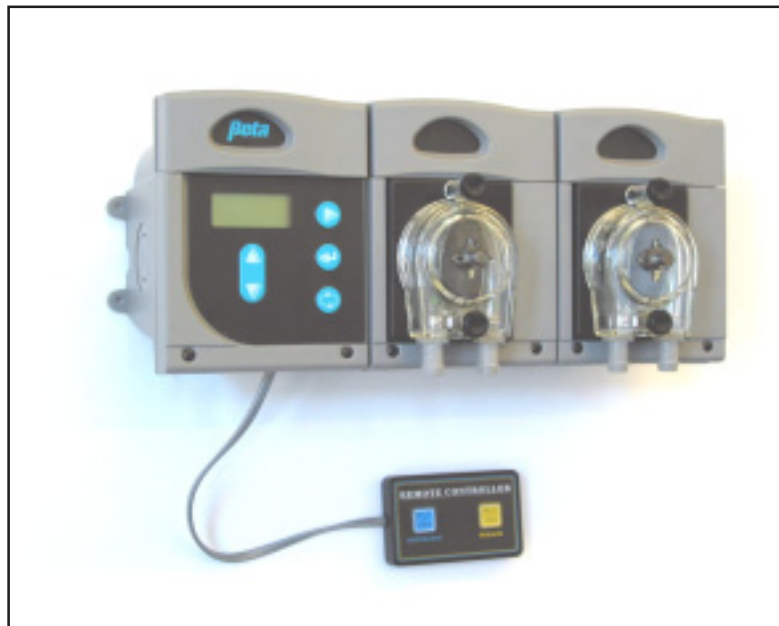


Beta Unveils Alpine

Profitably Automates Domestic -Style Laundry Dosing



Beta is proud to introduce Alpine—a dispenser designed for accounts using domestic-style washers. Alpine's low-cost, quick installation and easy operation make it the ideal tool to broaden your customer base.

Jump Start Profitability

- Sell more product! Eight-formula capacity, combined with an optional third pump increases your chemical sales opportunities.
- Eliminate lost chemical sales! Alpine's low-level alarm alerts the operator of low-chemical condition *before* the drum is empty.

Big Savings for Small Washers

- One Alpine fits manual trigger, remote trigger and automatic trigger applications.
- Small accounts need small service requirements. Simple operation and Beta's legendary reliability minimize service calls.
- Safety pays. Alpine features Beta's SnapHead™ pump cartridges that simplify tube maintenance and help prevent chemical burns.

For more information about Alpine, please contact Beta's Customer Service Department.

ILS MAXimizes Profitability in Large Laundries



Beta's answer to large-scale laundry dispensing has arrived! ILS Max hit the us market in early 2002, and has already proven to be a huge success across the U.S. Building on the success of ILS, ILS Max takes advanced technology, unprecedented reliability, and customizes a system for large laundry facilities. To say the least, chemical distributors and laundry managers are duly impressed.

"The difference between ILS Max and other dosing systems of its kind is like the difference between a Cadillac and a Yugo!" says Bobby Knox, owner of

Knox Textile in Edgerton, Ohio, who has been a dedicated Beta equipment user since 1994. Knox's wash loads primarily consist of uniforms, towels, and aprons, servicing the restaurant industry. Bobby has also noticed that ILS Max is very simple to use, and his maintenance requirements have diminished since its installation last December. "I've definitely noticed a reduction in wasted chemical. More than any other dosing system I've used, I can rely on the ILS Max to get the proper amount of chemical to the wash wheel."

Ken, a chemical supplier in Michigan, was initially leery about installing the ILS Max System for an account in Springfield. "My experience with similar systems has been that there is excessive 'down' time during start-up. I've had systems take up to 45 minutes to start up. But ILS Max is ready to go in two minutes!" Ken also acknowledges that the ManageNet software has made some great improvements, and that it's very easy to use. His overall assessment of his new ILS Max system is "I can't say enough about it. This product is going to revolutionize the industry!"

Rod Bowen, of Tennessee is extremely pleased with the ILS Max that was installed for his account, Maury Regional Hospital in Columbia. "The staff there is real excited about the reporting capabilities of the system" he says. "They really like that you can program and monitor operations right from their desk." Rod has been in the "soap business" for more than 17 years, and says that the ILS Max is the best system of its kind.

"What I really want is a *reliable* way to deliver chemical from point A to point B. ILS Max does this, and very well, and the percentage of rewash has gone from 5% to less than 2% since its installation!"

Rod also has high praises for the Beta Sales Representatives who worked with him on the Maury Regional Hospital installation. "Bill Best and Chuck Bernath were 100% committed to getting it right the first time. I didn't have a lot of experience with this sort of installation, and they were there from start to finish. They have also followed up with me regularly, to make sure everything is working well. You don't often find that level of service these days!"

ILS Max is only available within the continental United States and Hawaii.



Customer Service Welcomes Lorrie Masterson

Beta's Customer Service Department is pleased to welcome Lorrie Masterson to its dedicated team!

Lorrie has lived in California most of her life, has lived in Santa Cruz County for the past four years, and currently lives in La Selva Beach, just south of Santa Cruz proper. Prior to coming to Beta Technology, she worked for a local furniture importer, for whom she did "just about everything," including assisting customers.

"I'm very excited to be here" she says, "Everyone is so helpful, and the customers are all really nice." Less than four weeks into her position, Lorrie has already taken on several key tasks, including taking orders, confirming FAX orders, handling returns, and processing new customers. "My next big task is to learn all there is to know about Beta products. I'm very excited about that."

In her spare time, Lorrie can be found working on a variety of art projects, including sketching, oil painting, and collages. Her home provides much of her inspiration. "It's a very calm, peaceful place to live. The bluff looks right out on the ocean." She also spends much of her time with her brother, and several sisters who also live in Santa Cruz County.

While Lorrie seems to enjoy all aspects of her new job, she says that by far the best part is speaking with the customers. "It's been a great experience talking to all of these people. They're all really friendly."



New SierraT has Unique Value in Industrial Dosing Applications

Sierra's many advanced features are now available for industrial use! Developed using Sierra's ergonomic design and intuitive, user-friendly programming concepts, we have created Sierra T, our newest industrial dosing system. Its features include:

- Three 140 ml/min pumps
- Easy to use display and key pad
- Digitally-programmed delays (0-999 seconds), pump run times (0-999 seconds) and trigger assignments (any trigger to any pump).
- Two high-voltage and three dry-contact trigger capability
- Modular, water-resistant plastic enclosure

Compatible with all Beta pump tubes, Sierra T uses 100-240VAC, 50/60 Hz power supply and is easily field-wired to meet your specific application.



Tell Us What You Think!



Beta Technology's commitment to quality not only applies to our equipment, but to how we serve our customers. Please fill out our survey we'll send you a Beta Technology coffee mug* as a "Thank you". Contact Linda Fahrner in Customer Service for a blank survey.

*While supplies last

Beta's Technical Support is Here for You

To serve our customers better, our Technical Support department has extended its hours! As of July 1, 2001, Technical Support telephone lines are open Monday through Friday, 8:00 a.m. until 6:00 p.m. (USA, Eastern time).

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