

# Newsline

Volume 6, October 2002



## BetaJet

**Pays for Itself  
Like No Other  
Proportioner!**



Beta is proud to introduce solutions to proportioner dissatisfaction: BetaJet and BetaStation.

Innovative design makes BetaJet and BetaStation ultimate money-making machines. They simply dispense more product more reliably than any other proportioner on the market.

Every innovation in BetaJet and BetaStation is designed to bring distinction and satisfaction to your chemical program.

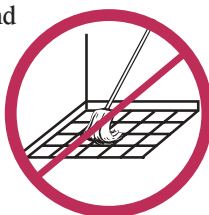


### Where's the Button?

The cover is its button; smooth to the touch, easy to activate, a snap to clean and hard to break.

### Make a Splash (less)

Beta's patented knife-edge nozzle and laminar flow channels practically eliminate air-gap splashing. Our patented R-Gap is interchangeable with the air gap and provides extreme reliability, even with the hardest water.



### A Close Couple

BetaJet looks great and works great as a solo act, but couple them together for a look and performance you'll never forget.

### What a Groove!

Those hated metering tips are gone! BetaJet's patented metering peg uses a long slot instead of a tiny hole - less likely to clog, a breeze to clean and incredibly simple to change dilutions without touching chemical.



### It's a Snap!

No tools required for assembly or disassembly. BetaJet snaps apart and for easy installation and maintenance.



### Improve Your Profitability Now!

Prove it to yourself that BetaJet pays for itself like no other proportioning system with reduced trouble calls and greater satisfaction.



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

# Beta Spans the Globe!

Beta's message about equipment that Pays for Itself is traveling around the world. With the introduction of revolutionary new products such as Summit and Sierra, more chemical companies than ever are using Beta to increase the profitability of their business.

## Summit Tops Interclean 2002 in Amsterdam

**Interclean 2002** marked Beta Technology's second exhibition in Amsterdam. Following the success of Interclean 2001, the show has proven itself as "the place to be" in Europe when it comes to hygiene markets. Beta's Summit, caught the eye of laundry chemical suppliers in both the OPL and commercial laundry markets. Praises for Summit included its simple multi-language programming, long-life pump tubes and reduced installation time.

## Asian and Latin American Markets Embrace Beta Technology

The Beta Sales team attended the **LavaExpo** in Mexico City this last March, followed by the **Texcare Asia** show in Hong Kong in April. Both of these shows gave us the opportunity to highlight Beta's leading lines of commercial and OPL laundry dispensers, particularly ILS on the commercial end, and Summit on the OPL end. "Summit and ILS were featured products and drew many positive comments from the attendees at both shows", says Paul Coty, Beta's Latin America and Asia-Pacific Sales Manager. "These two show really helped reinforce these products as industry leaders."



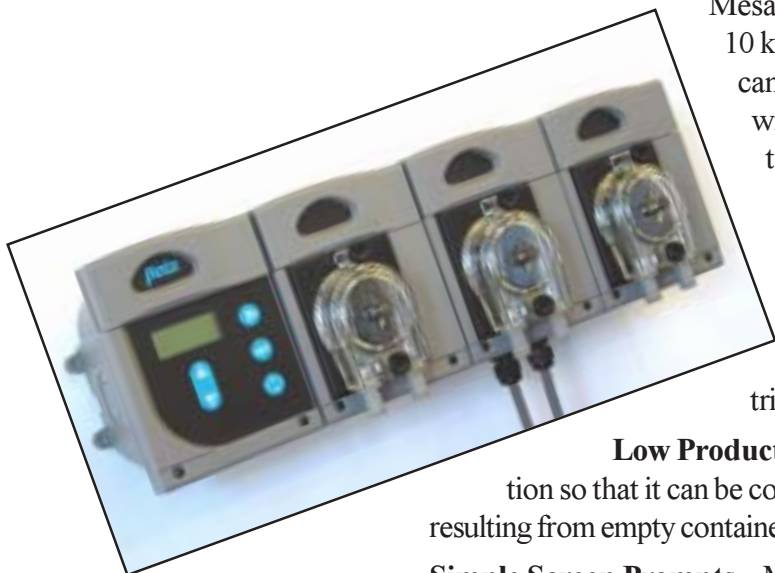
Beta also attended the **Water 2002** show in Singapore. Water 2002 was a showcase of diverse technologies serving the water and industrial marketplaces. The products displayed ranged from small peristaltic pumps

to large pumps designed to move water through municipal systems. Reception was very strong for many Beta products, with many customers offering praise for economics and versatile performance of several of our systems. According to Paul Coty, "The Tahoe and P6100T drew many positive comments. In fact the first product sold from the show was a P6100T."

Our participation in these shows reinforces our strong commitment to building the Beta brand in these growing overseas markets. Beta is backing that commitment up with sales offices in Japan, Australia, Mexico and the United Kingdom.



# Introducing Mesa: The Profitable Solution for Small Washers



Mesa is the low-cost way to automate small washers (up to 10 kilos) by using only the drain signal. Now small laundries can reap the benefits of an automated dosing system without having to break the bank! Mesa is designed for two or three chemicals and up to six formulas. Mesa's key features include:

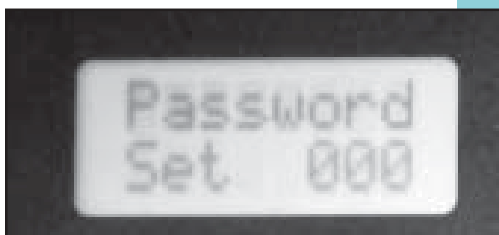
**Fast, Simple Wiring** – Installing a new dispenser need not disrupt laundry operations. Just attach trigger wires to the drain valve, plug into power and you're done. No wasted hours troubleshooting trigger sources again.

**Low Product Alarm** – Alerts the operator of a low-chemical condition so that it can be corrected immediately. Eliminates lost chemical sales resulting from empty containers.

**Simple Screen Prompts** – Mesa's 2-line 16-character screen is intuitive and user friendly. You can program formulas quickly and easily, which minimizes training requirements.

**SnapHead™ Pump Cartridges** – Beta's SnapHead pumps enable quick, easy replacement of pump tubes, reducing maintenance requirements and increasing safety.

**Load Count Tracking** – Mesa keeps track of load counts for each wash load type. This is an invaluable tool for operation management. In a cost-guarantee account, where billing is based on headcount rather than chemical usage, this data can be compared to chemical usage if product theft is suspected.



**Password Security** – Setups are protected with a user-set password, so no one without the password can alter data or configuration parameters. The password is not required to run the pumps, so laundry room workers can readily re-prime chemical tube lines when replacing chemical drums.

For more information about Mesa, please contact Customer Service or your Sales Representative.

# SUMMIT Installations Continuing at Record Pace Worldwide



Summit, Beta's premier OPL dispenser, continues to gain accolades throughout the world. One new customer who just adopted it commented, "I was surprised how much time Smart Relay Mode saved me. It took me a couple minutes to wrap my brain around the idea of using call rates, but it's simplified the washer programming so much, my guys really dig it."

Yup, he's right, Smart Relay Mode's another Summit feature that brings value to our customers. The trouble for us at Beta is that there are so many cool features,

we don't know which ones you like the most! Other customers have raved about Summit's pump tubes. We can't tell you they last indefinitely, but one customer said, "Those new tubes are good. I used to have to replace L4000E tubes in hotels every 8 months or so, but I've left these ones alone and they haven't failed. It's already been over a year."

From features that reduce your installation time to others that reduce maintenance and keep your customers happy, Summit's your best bet for a fat bottom line!



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