

Newsline

Volume 4, December 2001

Beta Introduces Industrial Laundry System Max



Building on the success of our ILS, we are proud to introduce our ILS Max and ILS MaxT—for advanced central dosing of large and industrial laundries. The ILS Max is designed to dispense up to ten chemicals, while supporting up to 15 washer extractors. The ILS Max can also be configured to work with any tunnel system, using an add-on kit.

Proven Quality Meets State-of-the-Art Technology

The ILS Max System offers all of the same remarkable features as its predecessor, but with several added benefits:

- Main pump box serves up to 15 washer extractors or one tunnel system
- Holds between six and 20 three liter/min chemical pumps
- Proof-of-Flow feature ensures that chemical is being pumped
- Proof-of-Delivery feature ensures that chemical reaches its destination
- Patented auto-calibration for each dose compensates for changes in squeeze-tube output
- “Auto-reversing” chemical pumps to prevent cross-contamination and extend pump tube life
- Washer hold

The Same Economical Model, Custom-Designed for Large Laundry Facilities

In laundries with more than four washer extractors, the ILS Max offers a significant economic advantage. The ILS Max increases efficiency and ease of maintenance, while reducing per-washer equipment costs.

- Multiple washer service cuts per-washer equipment cost
- Small module size allows easy installation and expansion of base system
- Troubleshoot problems quickly with on-board alarms and advanced diagnostics
- Adapts easily to any tunnel system with a simple add-on kit
- ManageNet software for remote, multi-dispenser programming and report generation from one supervisory location

Beta looks forward to improving your bottom line with the new ILS Max System. Please contact Customer Service, or your Beta Sales Representative for more information.

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

Smart Screens™ Save Time and Reduce Operator Error

Beta Technology has come a long way toward preventing two of the most costly elements in machine warewashing and commercial laundry—human error and wasted time. The Sierra and Summit warewash and laundry systems have turned a new corner in the world of programmable dispensers. The word is in that the two-line, 16-character text-driven screens featured with Sierra and Summit are far easier and more intuitive to use than those of our competitors. Gone are the days when the operator must program his dispenser with one hand while holding the product manual in the other, trying to decipher or memorize screen codes.



With most competitor products, the programming display consists of “screen numbers” or alphanumeric codes that represent particular programming criteria. This requires that you either memorize these codes and screen numbers, and what they mean, or have the dispenser’s manual on hand at all times. For example, to get to the Rack Counter screen on the Nova Sprite, you would have to find the appropriate section in the instructional manual, and determine which screen number is the Rack Counter screen before scrolling to it (unless you have it memorized!). With Sierra, you simply scroll to the screen that says “RACKS” from the View Status Screens level. No need to refer to anything, because the word itself is self-explanatory.

“I had never used a Sierra before,” said one user. “But I just started pushing keys, and the next thing I knew it was programmed and ready to go! The programming screens are very intuitive.”

Customers have also unanimously praised the Summit hand-held programmer for its easy, intuitive programmability. Once again, there is no need to memorize any screen numbers or codes or feel “lost” without the dispenser’s instructional manual. The Summit programmer features the same UP/DOWN arrows, SCROLL and ACTION/ENTER keys that most users are accustomed to, but with text-driven screens to lead you through the programming process. The programming elements are literally spelled out for you.

“The first time I programmed the Summit, I found it easier and more intuitive than programming my VCR,” said one of our test clients. “There’s a very minimal learning curve here.”

Contact your Sales Representative to arrange for a demonstration of Sierra or Summit’s easy, time-saving Smart Screen programming.



What’s on Your Mind?

“Built to a Higher Standard” is not only how we build our equipment, but how we are building our company. To do this, we need your help. Tell us what we do well, and what we could do better. Write it, type it, or email it to Customer Service before December 31st and you will be entered in a drawing for your choice of a Sierra or Summit three-pump dispenser!



Beta Shines at ISSA

Beta had a tremendously successful ISSA show, with over 200 customers visiting our booth. We saw a remarkable amount of interest in the new Beta products, including Sierra, Summit, and the brand-new Super C super concentrate dispenser.

Sierra and Super C made their first trade show appearances in the USA, impressing everyone with their ease of installation and use, and their attractive designs. Booth visitors who tried Sierra for the first time found it exceptionally easy to program, repeatedly commenting that the text-driven, what-you-see-is-what-you-get screens make programming intuitive and self-explanatory. Super C received much acclaim from people in the janitorial and housekeeping industries, noting its attractive appearance, as well as its smart, functional design—no complicated, expensive plumbing connections, no accidents-waiting-to-happen in the form of chemical buckets.

Our VCP™ (Virtual Clean Probe) demonstration definitely got the attention of our competitors' customers. They're all familiar with the headaches of having to clean dirty probes, and our demonstration showed how Beta's VCP-equipped dispensers can increase measurement accuracy and drastically reduce the need for expensive, probe-related service calls. The demo showed how competitors' dispensers could have measurements change between clean and dirty probes by up to 300%, necessitating service calls. By contrast, the VCP-equipped Beta dispenser's reading only changed by about 5%. No service call required. Though heavily scaled, the Beta probe was "virtually clean."

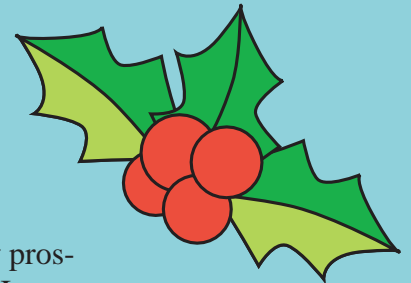
Overall, ISSA was a very successful show for Beta. We had a steady stream of customers visiting our booth, and we met our goal of generating new and ardent enthusiasm for our latest innovations.

Holiday Schedule for 2001

As the Holidays approach, we at Beta Technology, Inc. want to advise you of our holiday schedule.

During the holidays our office will be closed November 22nd and 23rd and December 24th through January 1st, 2002.

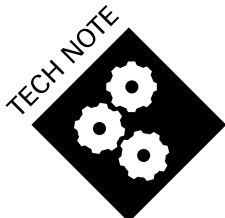
We want to thank you for your continued support and for giving us the opportunity to fill your equipment needs. We look forward to a mutually prosperous year in 2002. Happy Holidays from all of us at Beta Technology, Inc.



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).

Please also note our new Technical Support telephone numbers: 1-800-468-4893 (U.S.A. and Canada) and (410) 298-1292 (outside of U.S.A. and Canada)



Beta Says Farewell to an Outstanding Employee and Dear Friend



This past month, Beta mourned the passing of Jim Feiler. Jim will be missed both as a friend and as a valued employee of Beta Technology. Jim had worked for Beta Technology for the last 20 years and during that time filled many roles. He was best known to our customers as a person to call in times of trouble, for it was Jim's greeting that people heard when they contacted Beta's Technical Support Department. Over the years, Jim helped thousands of our customers resolve field problems ranging from installation questions to emergency repairs. Jim answered phones everyday knowing that most of the people on the other end of the line would be confused, frustrated and maybe even angry. Jim accepted and enjoyed this challenge, taking on all calls with a sharp sense of humor, common sense, and a wealth of knowledge and experience to share. Jim's expertise was drawn upon by both the newest of rookie technicians installing their first dispenser, to longtime veterans facing an inexplicable technical glitch. Jim left both knowing they had a friend and resource on their side. Jim set a high standard for Technical Support that Beta will strive to maintain.

Jim left two sons: Buck ,14 and Cody, 12 , a wife Jaime and many friends around the world. We will all miss him.

Beta Technology
2841 Mission Street
Santa Cruz CA, 95060

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www.beta-technology.com