

# Newsline

Volume 1, April 2001



## Beta Reaches New Heights with Sierra

Beta begins Spring with the launch of Sierra, a revolutionary innovation in the world of machine wash dispensers. Sierra features a rugged, waterproof enclosure, easy push-button programming, and is available in a broad variety of two or three-chemical pump configurations. Sierra may be programmed for use on door or conveyer machines, and with or without a temperature/conductivity probe.

### Sierra Features

#### Easy Installation and Setup

Sierra comes in a flexible modular design with a bracket that mounts easily to most wall surfaces. Sierra also features a terminal strip wiring system that allows the user to install the unit in less than an hour.

Once installed, Sierra is just as easy to program. With an LCD display window that's easy to read, and simple, intuitive programming screens, the Sierra will be dispensing chemicals to your warewash machine in no time, and to your exact specifications!

#### Superior Results

The Sierra delivers features beneficial to the operator as well as the facility's owner. For example, a built-in alarm system alerts the operator of a low detergent condition so that he knows he must check the feed lines for blockage, or replace the wash water. Sierra is also available with Beta's patented VCP™ (Virtual Clean Probe) technology, which minimizes the errors



associated with probe fouling. The result of these features is superior results through improved operator efficiency, few service calls, and minimal time and product waste for the facility.

#### Account Management

Sierra records warewash activity, and stores data that is valuable for the account manager or facility owner in maintaining an economical warewash system. Such data includes:

- Rack Counts
- Pump Run Hours
- Total Drain Events
- Dishwasher Run Times

This data is important for cost, quality, and performance analysis. Such information is not available on comparably priced units.

#### Sierra Ordering Information

Item Number	Description
069208	Sierra, with 1 pump, 1 external solenoid, with VCP
069215	Sierra, with 1 pump, 1 external solenoid, without VCP
069207	Sierra, with 1 pump, 1 plastic solenoid, with VCP
069214	Sierra, with 1 pump, 1 plastic solenoid, without VCP
069210	Sierra, with 1 pump, 1 brass solenoid, with VCP
069217	Sierra, with 1 pump, 1 brass solenoid, without VCP
069206	Sierra, with 2 pumps, with VCP
069213	Sierra, with 2 pumps, without VCP
069183	Sierra, European version with 2 pumps, with VCP

Item Number	Description
069191	Sierra, European version with 2 pumps, without VCP
069205	Sierra, 2 pumps, 1 plastic solenoid, with VCP
069212	Sierra, 2 pumps, 1 plastic solenoid, without VCP
069212	Sierra, 2 pumps, 1 brass solenoid, without VCP
069209	Sierra, 2 pumps, 1 brass solenoid, with VCP
069204	Sierra, 3 pumps, with VCP
069211	Sierra, 3 pumps without VCP

# Beta Technology Reaffirms its Commitment



2000 was an extremely busy year for Beta Technology. Along with our continual pursuit of new innovations and improvements to our existing product lines, we also successfully achieved two important milestones that support our goal of consistent, superior quality in design, manufacture, delivery, and service.

## Beta Technology Relocates to Larger Facility

June of 2000 marked Beta Technology's successful relocation to a single, larger facility in one of Santa Cruz's growing industrial areas. While the Company was functioning quite well from five separate buildings at the previous location, the driving force behind this relocation was the desire for the company to function under one roof, saving time and greatly improving communication. After less than a year in the new facility, we have already seen many positive changes, such as:

- Improved communications between design and manufacturing areas
- Greater visibility to our systems of production.
- Tightening of process from product conception to product shipment, as products are conceived, molded, assembled and shipped within the same 100 foot (30.5 meter) radius.

Beta's new building features 75,000 square feet of office and production space, much of which is dedicated to manufacturing, production, and quality control. Since all of these areas are now so much closer together, production is faster, and quality assurance procedures run more smoothly and have greatly improved.

The relocation has also had the positive "side effect" of encouraging employees to take steps toward better health. Because the new facility is so close to the ocean, many employees have taken to using their lunch hours to go for a jog or brisk walk along the ocean!

Beta's new address is 2841 Mission Street, Santa Cruz, C.A. If you're ever in the neighborhood, be sure to stop by!



## Beta Technology Receives ISO 9000 Certification

We are pleased to announce that Beta Technology's quality management system has recently undergone an external audit by the Bureau Veritas Quality International (N.A.) Inc, and has been officially registered to ISO 9001 Standard.

### What is ISO 9000?

ISO stands for International Organization for Standardization. It is a worldwide, non-governmental organization that embodies national standards from some 130 countries, one from each country. The original purpose behind ISO 9000 standards was to create harmonized standards for similar technologies between different countries. This is particularly important for export-minded industries, who have long sensed a need to synchronize their processes with those of their colleagues abroad in order to function efficiently and maintain profitability.

### What Does ISO 9000 Certification Do for Beta Technology?

- Establishes a platform for continuous improvement.
- Demands a consistent, high level of quality and performance from our suppliers



# Commitment to Quality in 2001



- Provides detailed instructions for all job functions within the Company, and frequent internal audits to ensure their implementation.
- Establishes procedures for correcting problems

## What Does ISO 9001 Certification Mean to the Customer?

- Confidence in product integrity
- Confidence in expertise of service personnel
- Committed focus to each customer's need
- Prompt attention to and commitment to resolve complaints.

According to Dermott Corr, President of Beta, "Our Quality System is aimed at satisfying the needs and expectations of our customers. We are committed to improving the process of translating market needs into product deliverables, reducing the number of defects reported by our customers, and improving the response time in resolving defect-related problems experienced by our customers."

Mary Graff, Beta's Director of Quality Systems states, "Gaining registration to ISO 9001 is a big achievement for us. It demonstrates to our customers that we have successfully adopted internationally-recognized quality standards. To meet the standards, we have built "continuous improvement" into our management system. Our customers can be confident that we will be constantly working to evaluate our performance against our quality objectives and constantly looking for new ways to deliver improved quality," Graff concludes.



## Tahoe Dispenser Available with A Remote

Beta is pleased to offer a new option to the Tahoe Dispenser. Tahoe is now available with a detachable remote-control unit that is easy to install and remove, depending on the desired application. The Tahoe Remote allows the user to dispense a programmed amount of product by simply pushing a button. This function is ideal for conditions where an operator must clean large, industrial pots and pans manually, and needs to have chemical dosing control at his fingertips. To install and use the Tahoe Remote, follow these simple steps:

1. Put all Tahoe settings to "0" before connecting to power.
2. Set recharge to "0", speed to 100%, and initial charge to desired dose size.
3. Tahoe will dose your preset initial charge amount whenever you push the Product Dose button on the Remote.
4. Note that it does not wait 20 seconds to dose when the button is pushed, but begins the dose immediately.

### Tahoe Remote Ordering Information

087702 Tahoe Remote, detergent (Norprene\* standard), 115 VAC input

\*Other tubing materials available upon request.



# New Regional Sales Manager for the Western United States



We are pleased to announce that Gabriel (“Gabe”) Flores has joined Beta Technology as Regional Sales Manager, serving the western United States. Gabe will represent Beta’s chemical dispensing systems for warewash, laundry and industrial applications. He will also represent the HyDAC line of water treatment equipment.

Gabe served in the Marines and was honorably discharged as a Sergeant. He moved on to hotel management, where he spent 10 years, ultimately becoming General Manager of both a hotel and restaurant.

He was later recruited by Ecolab to be an account manager in Napa, California. He advanced in the organization, and his superior performance earned him Pacific Northwest Territory Manager of the Year and District Territory Manager of the Year awards. After Ecolab, Gabe worked for Diversey, and then for U.S. Chemical, building up their western United States distribution business.

Stew Peterson, Beta Technology’s Vice President of Sales and Marketing states, “Gabe’s experience in the Hospitality business and Institutional Hygiene business gives him a great understanding of chemical dispensing equipment from the customers’ perspective. His knowledge will assist Beta’s customers in using equipment as a marketing advantage, help them maximize equipment performance and effectively control equipment total cost-in-use.”

**Beta Technology**  
**2841 Mission Street**  
**Santa Cruz CA, 95060**