

A History of BetaJet



Beta

Why we designed BetaJet and BetaStation

- In the 1990's, we were selling a large competitor's proportioners in Europe
- Our customers experienced a number of field problems, resulting in high trouble call costs
- Our UK engineers spent a great deal of time helping Hydro with design improvements
- Eventually it became clear we should design our own system, rather than helping our competitor profit from our engineering expertise

The logo for Beta, featuring the word "Beta" in a bold, italicized, sans-serif font. The letter "B" is significantly larger and more prominent than the other letters.

What problems drove the design?

- 1. Clogged metering tips were an almost universal problem. Reps would have to go out and clean the tips, or get a service call after someone at the customer site poked the tip clean and the proportioner chemical usage spiked.**
- 2. Broken chemical inlet fittings were another problem. Removing the chemical supply line to clean the tips tended to wear out and break the chemical inlet fitting.**
- 3. Splashing from dirty air gap nozzle screens caused service calls**

What problems drove the design?

- ④ **4. Clogged water inlet fittings took proportioners out of service, or resulted in a service call**
- ⑤ **5. Broken plastic covers generated service calls in food service accounts**
- ⑥ **6. Labels fell off units, confusing maids/kitchen workers trying to dispense the right chemical and making the installation look unprofessional**
- ⑦ **7. Ugly brass plumbing fittings were left exposed when several units were hooked together, and interconnecting units was time-consuming**

These problems cost you money

Most reps in the field aren't sure how much a trouble call costs, but they know they lose chemical sales and sometimes even the customer when the proportioner isn't working.

How many days do accounts go with a proportioner out of service before it gets fixed? How much in the way of chemical sales is lost?

Our market research indicates that at any given time 1%-5% of accounts are experiencing proportioner problems.

The logo for Beta, featuring the word "Beta" in a bold, italicized, sans-serif font.

How much money are you losing?

ISSA attendees we spoke with estimated the cost of a trouble call between \$40-\$120, or about \$80 based on direct costs, without factoring in the opportunity cost of not spending that time selling to new accounts.

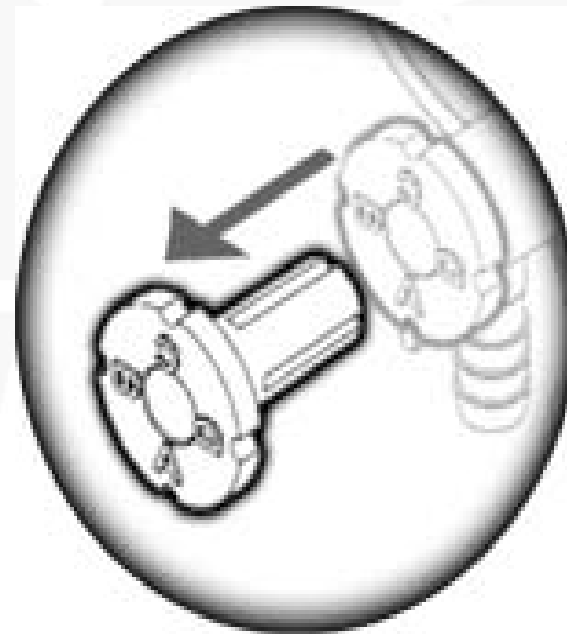
Most reps do a couple service calls per week, which adds up to a cost of about \$8000 per year. On top of this, you're likely losing 1%-5% proportioner chemical sales due to having proportioners out of service, and also slowing your sales growth by having reps tied up in servicing instead of sales.

The following design innovations were designed to prevent these costs, so the dispenser would pay for itself.

The logo for Beta, featuring the word "Beta" in a bold, italicized, sans-serif font. The letter "B" is significantly larger and more prominent than the other letters.

Design Solution #1

Clogged metering tips were eliminated by switching to a system of controlling chemical dilution through a trough instead of an orifice. The trough is easily wiped clean, and there are four troughs per “metering peg” wheel for easy-to-adjust dilutions.



BETASTATIONMF06

Design Solution #2



- **Broken fitting:** the metering peg isn't in the chemical supply line. It can be removed from the venturi and wiped clean without disconnecting the chemical supply line, so the fittings aren't subjected to wrenching leverage and breakage
- **Chemically resistant materials** prevent brittleness

Beta

Design Solution #3

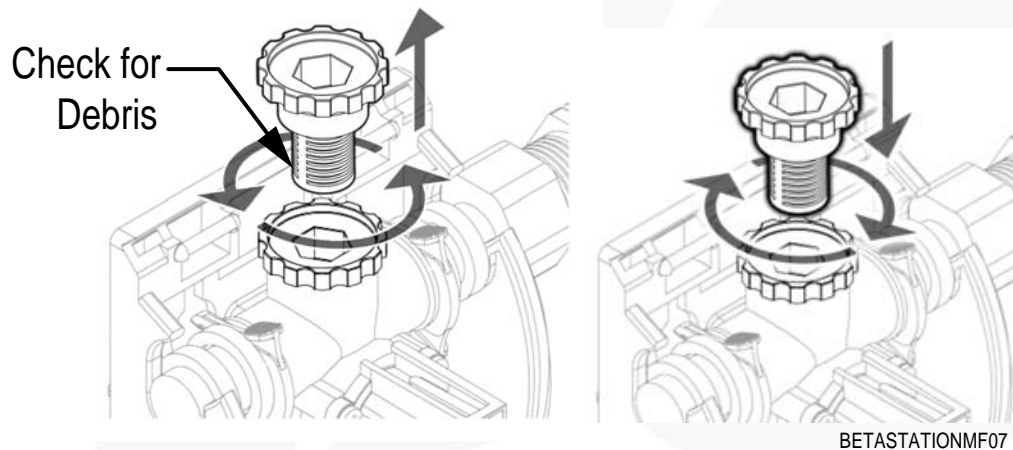
- **Air gap nozzle splashing was eliminated by incorporating a fine mesh to keep particles out of the nozzle, and adding a lip to the nozzle design to wick away water and reduce calcium deposits**
- **R-Gaps are available for most areas, except Chicago and the West Coast where air gaps are required**



*Competitor's venturi after 3 months
in hard water account*

Beta

Design Solution #4



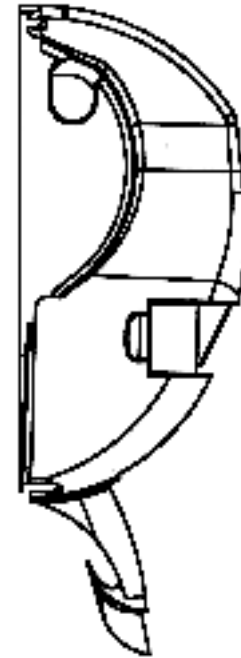
Water filter can be removed without disconnecting water supply, and has mesh sock that's easy to clean or replace

- To solve the issue of clogged water inlet screens, we increased the surface area from the standard 0.8" to 2"
- Water flows around the filter to downstream units, so the total filter surface area for three units is 6.0" instead of 0.8"
- One filter can clog, yet the other units downstream remain operational

Beta

Design Solution #5

- Plastic cover breakage was eliminated by eliminating buttons and using a dome shaped cover
- Whether the cover is pressed lightly or struck with terrible force, the unit turns on and excess force goes to the wall
- We set our 300 lb (150 kg) abuse-tester on BetaJet, and he couldn't break it



Nobody's broken a BetaJet cover yet!

Beta

Design Solution #6



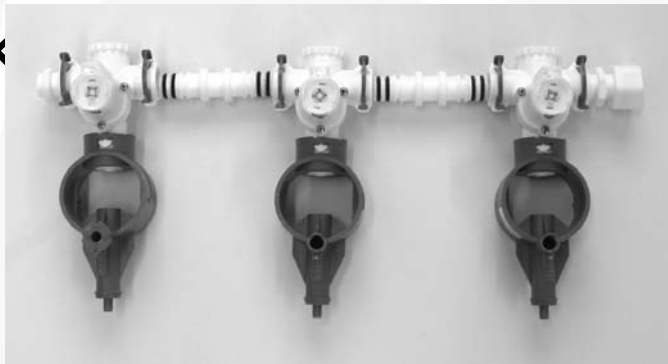
Stocking graphics bands separately from dispensers reduces your inventory and makes field configuration easy!

- Rather than using labels, BetaJet has colored graphics bands with special tough printing right on them, so they look good in the field for years
- Custom printing available in single or multiple colors, on either white or colored plastic bands

Beta

Design Solution #7

- Interconnecting BetaJets is easy with tool-free quick assembly.
- Removing the blue clips lets you pull out water inlet and hole plug fittings and replace them with interconnects
- Units fit flush together for an attractive look



Beta

BetaJet pays dividends!

Increase private labeling capability with printed graphics bands	Better branding, more customer loyalty and less churn	Reduces customer turnover 1-5%
Reduce proportioner downtime	Less downtime increases chemical sales and customer satisfaction	Increases proportioner chemical sales 1-5%
Reduce trouble calls	Increased field rep morale and focus on generating more sales	Saves \$8,000 per rep per year

The logo for Beta, featuring the word "Beta" in a bold, italicized, sans-serif font.

How to realize the benefits of BetaJet today

- **The BetaJet *History* and *Foolproof* presentations provide everything you need to launch BetaJet and start saving money today:**
 - **Show benefits in terms of time and money so reps will want to use them**
 - **Explanation of installation, troubleshooting, and maintenance**
 - **Order forms on the following pages**
- **Simply copy and send out this CD to your field reps, or obtain copies from your Beta sales rep, and you'll start saving money and increasing customer satisfaction and chemical sales!**

The logo for Beta, featuring the word "Beta" in a bold, italicized, sans-serif font. The letter "B" is significantly larger and more prominent than the other letters.

Order Form

Company	PO#
Contact	ETA Req'd
Phone	Ship to
Fax	

Item #	Description	Per unit price			#	Total
		1-5	6-25	26-50		
1203878	BetaJet R-Gap bottle fill	\$52	\$ 47	\$ 44		
1203877	BetaJet R-Gap sink & bucket fill	\$52	\$ 47	\$ 44		
1203876	BetaJet Air-Gap bottle fill	\$52	\$ 47	\$ 44		
1203875	BetaJet Air-Gap sink & bucket fill	\$52	\$ 47	\$ 44		
1202026	Multiple unit interconnect	\$2.16				
1203104	Wire rack, 1x1 gallon	\$17.8				
1203105	Wire rack, 4x1 gallon	\$36.0				
1204106	Graphics band, yellow	\$0.84				
1204147	Graphics band, orange	\$0.84				
1204099	Graphics band, red	\$0.84				
1204145	Graphics band, purple	\$0.84				
1204144	Graphics band, blue	\$0.84				
1204108	Graphics band, green	\$0.84				
1200933	Footvalve, 1/4B, 3/8B, 1/2B, EPDM, gray	\$4.50				
014909 & 016646	Copper tubing 3/8" T adapter	\$4.98				

FAX THIS FORM TO BETA CUSTOMER SERVICE AT (831) 423-4573



How to order spares

Company	PO#
Contact	ETA Req'd
Phone	Ship to
Fax	

Our experience has been that very few accounts use spares other than strainer socks, since the socks, strainers, nozzles, and metering pegs are all really easy to clean.

To increase new customer comfort with the system, however, Beta will provide spares for free when you first start buying BetaJet; just fax this form to customer service.

Item #	Description	Price	Qty	Total
1200766	Strainer sock spare	\$0.84		
1204149	R-Gap high flow nozzle assy	\$4.80		
1202023	R-Gap low flow nozzle assy	\$4.80		
1204148	A-Gap high flow nozzle	\$2.10		
1202024	A-Gap low flow nozzle	\$2.10		
1200933	Footvalve, 1/2B,38B,1/4B, EPDM, blue	\$3.00		
FAX THIS FORM TO BETA CUSTOMER				
SERVICE AT (831) 423-4573				



A History of BetaJet



Beta