



Bringing the Outdoors In™





Bringing the Outdoors In™

What is SenTec™

Our Journey

At Betco, innovation isn't a new direction, but a continuous commitment we've made to the market, our customers and ourselves since 1950. Innovation doesn't happen in a vacuum. We have spent an extraordinary amount of time researching, listening and observing the need and preferences to eliminate odor in your facility. Finally, a malodor counteractant program that not only eliminates the source of odor but brings true outdoor sensory inside your facility. Given the choice, our research overwhelmingly has shown your customers, employees, guests, patients or potential clients prefer to open the window for fresh air versus using a spray from some perfumers interpretation of pleasant scents.

Our Science

The most important goal was to develop a unique counteractant technology...completely transforming the odor causing molecule. In turn, eliminating the



odor from returning. The second was to deliver a multi-faceted product in which regardless of the odor source, it would be effective. Third, develop a unique outdoor sensory experience to trigger positive response to facility occupants and employees.

How far do you want to bring the outdoors in?

SenTec is developed to address airborne, soft surface and hard surface concerns. We have multiple delivery systems to permanently neutralize the malodor. SenTec is scientifically built and is utilized in a vast offering of products. So regardless of the odor challenge, the worlds most accepted scent can be used in multiple areas of your facility. A good malodor strategy addresses every aspect of a facility.

- Restrooms
- Entrance/Lobby
- Food preparation area
- Common areas – hallways
- Break, conference or banquet rooms
- Personal space areas – office, patient, residence or hotel rooms

“When it comes to cleanliness, perception really is reality and a foul odor immediately raises eyebrows. Likewise, when a facility strongly smells of fragrance and perfumes, there’s a perception that something is being covered up - there are odors being masked by other odors.”



Sensory Effects

Fragrance has a powerful effect on human behavior. Our sense of smell can evoke strong emotional reaction and behavior. Pleasant fragrance can make us feel at home, brighten our moods, deliver

a sense of calm and well-being, or increase alertness. Foul odors, even when isolated, can leave a negative perception of the entire facility.

Research from Harvard Business School found that Yelp.com reviews can have a five to nine percent effect on business revenues...bad reviews can translate to lower profits.



Good or bad odors can form a negative opinion on how a facility is run and the facility management cares about its customers. They associate foul odors with unsanitary and unsafe conditions. Unattended malodors can impact consumers’ perceptions of businesses impacting their bottom lines.



Guaranteed

Product Performance



Category	Description	Unit of Measure	Brand Name	In Use	Winters Grasp	Autumn Uprising	Summer Notes	Emerging Storm
Starter Kit	Variety Pack, Ready to Use, liquid, 10 oz.	4/Kit	SenTec™	40 oz	92268			
Air, Soft Surface, Trash & Refuse	Odor Eliminator, Liquid, Ready to Use	6 Quarts/Cs.	SenTec™	RTU	400570	401070	401570	402070
	Odor Eliminator, Liquid, Concentrate	4 - 1 Gal. Bottles		1:20-1:64	410504	411004	411504	412004
		*2 - 2 L Fastdraw			4105B2	4110B2	4115B2	4120B2
Odor Eliminator, Aerosol, Handheld, 16oz	12 Cans/Cs.	RTU				421523		
Air Care Restroom System	Odor Eliminator, Aerosol, Wall Mounted, 7oz	6 Cans/Cs.		3000 Activations	440583	441083	441583	442083
	Dispenser, Aerosol, Wall Mounted	6 Each/Cs.		91753				
Carpet Care System	Low Moisture Carpet Encapsulation	4 - 1 Gal. Bottles	FiberCAP™	1:10-1:64				42004
	Encapsulation Machine, 20"	Each	FiberCAP™	E29975				
	Spotter, 2.5 Gallon, Heated	Each	FiberPRO®	E29976				
Hard Surface Cleaners	Glass & Surface, Foaming Aerosol, 19oz	12 Cans/Cs.	Clear Image	RTU	09223			
	Glass & Surface, Liquid, Ready to Use	12 Quarts/Cs.			19212			
		4 - 1 Gal. Bottles			19204			
	Glass & Surface, Liquid, Concentrate	*4 - 2 L Fastdraw	1:64	19947				
	Degreaser, Liquid, Ready to Use	12 Quarts/Cs.	Green Earth®	1:20-1:64	RTU			21812
	Degreaser, Liquid, Concentrate	4 - 1 Gal. Bottles					21704	
		*4 - 2 L Fastdraw					21747	
	All Purpose Cleaner, Liquid, Concentrate	4 - 1 Gal. Bottles					19804	
*4 - 2 L Fastdraw				19847				
Neutral Cleaner, Liquid, Concentrate	*4 - 2 L Fastdraw	pH7 Ultra	1:256			471647		
Food Service Cleaners	No Rinse Floor Cleaner, Liquid, Concentrate	4 - 1 Gal. Bottles	BioActive Solutions™	1:64				25804
		5 Gal. Pail						25805
		*4 - 2 L Fastdraw						25847
	Drain Treatment, Liquid, Ready to Use	4 - 1 Gal. Bottles		RTU	26504			
		5 Gal. Pail	26505					
		55 Gal. Drum	26555					
	Small Area Scrubbing Machine, 15", Electric	Each	GeneSys™ 15	E88900				
Small Area Scrubbing Machine, 14", Battery	Each	Genie® B	E83039					
*Dilution Control	4 Product Chemical Management System	Each	FastDraw® PRO	91599 (Air) 92174 (Action)				
	1 Product Chemical Management System	Each	FastDraw®	91069 (Air) 91043 (Action)				



Cleaning Innovations That Matter.

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