

# BUILDING SERVICE CONTRACTOR & GROCERY RETAILER

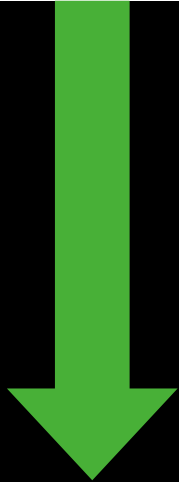


Betco® Floor Finish

## Cuts Labor by 72% and Projects \$1.1M Savings

A large national grocery retailer with over 219 locations across the United States, each up to 100,000 square feet, sought a solution to reduce the time and cost associated with strip-and-recoat procedures across its stores. The previous process—which required up to 11 nights of maintenance per store—resulted in unnecessary downtime, increased labor costs, and frequent disruptions to restocking schedules. Above all, store leadership wanted a faster way to restore floors to optimum condition.

**57%**  
*Fewer Coats*  
and  
**72.7%**  
*Fewer Nights*  
of Labor Per Store



## THE CHALLENGE

- *Prolonged floor maintenance timelines*
- *Elevated labor and product costs*
- *Inconsistent performance across locations*
- *Disruptions to nightly stocking and merchandising*
- *Environmental and logistical concerns due to high product volume*

## THE SOLUTION

After identifying an opportunity for improvement, a Betco® representative initiated a trial of BetcoBest® LM floor finish—a low-maintenance, high-build formula—at several store locations, focusing on areas with especially high foot traffic. Recognized as one of the most effective labor-saving finishes on the market, it features MMT/50™ Macromolecular Polymer Technology, which uniquely combines large polymers with high solid content and low viscosity. This formulation significantly reduces the time, labor, and overall cost associated with strip-and-refinish and top-scrub-and-recoat procedures.

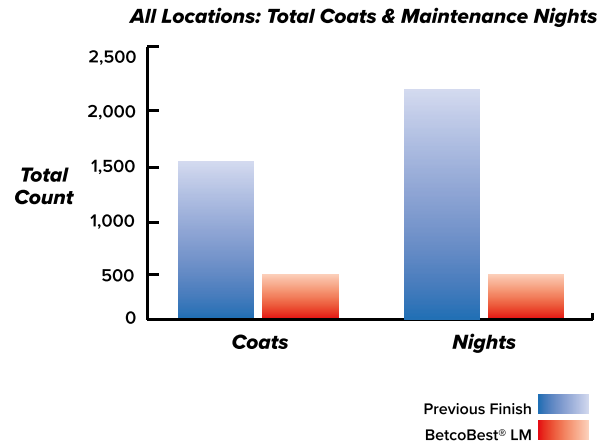
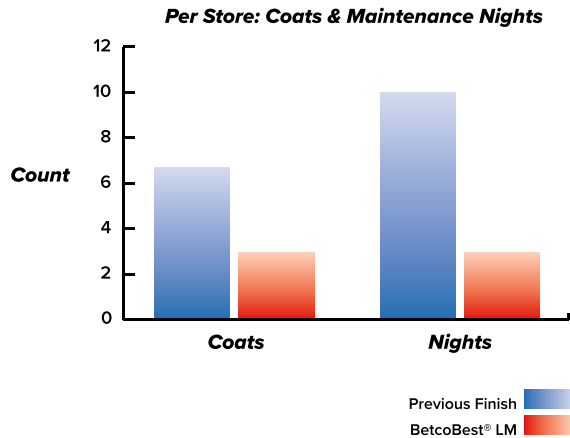
*The advanced formulation is specifically designed to perform in demanding retail environments and offers several key benefits:*

- *Requires half the coats compare to conventional 20% floor finishes, reducing labor by up to 40%*
- *Delivers 50% higher gloss with fewer coats, even with minimal burnishing*
- *Scuff-Resistant Technology™ (SRT) helps prevent black heel marks, so floors look better for longer*

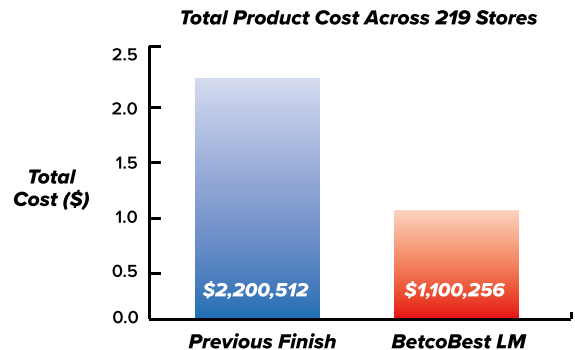
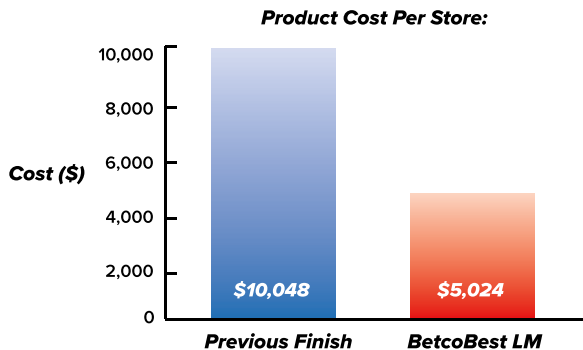
# THE RESULTS

***“This is the best floor finish I’ve ever seen on my floors.” – Store Manager of 28 Years***

The test phase produced strong results across all pilot locations. Instead of applying up to 7 coats of traditional finish after stripping, BetcoBest LM required only 3 to 4 coats—reducing the total maintenance time from 11 nights to just 5. This resulted in a 57% reduction in coats of finish needed per store and a 72.7% decrease in nights of labor per store, saving a total of 1,752 nights of strip-and-recoat labor across all locations.



A 50% cost savings was also reported with BetcoBest LM compared to the traditional finish. If implemented across all 219 locations, BetcoBest LM could yield potential product cost savings of more than \$1.1 million.



Downtime was cut in half, significantly reducing labor hours and enabling merchandising teams to return to normal layouts more quickly—minimizing disruptions to store operations. Fewer cases of product were required, reducing warehouse storage needs and lowering shipping volume, all of which contributed to improved logistical efficiency. Additionally, reduced product usage helped achieve a smaller environmental footprint.

Store managers praised the finish for both its appearance and performance, with one noting it was the best floor finish he’d seen in nearly three decades. With over a year of superior performance demonstrated at this account, BetcoBest LM continues to prove itself as a more effective and cost-efficient solution for floor care in high-traffic retail environments.

***Want to reduce labor and save thousands per strip/recoat?***  
***Contact your Betco® representative to get started.***



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