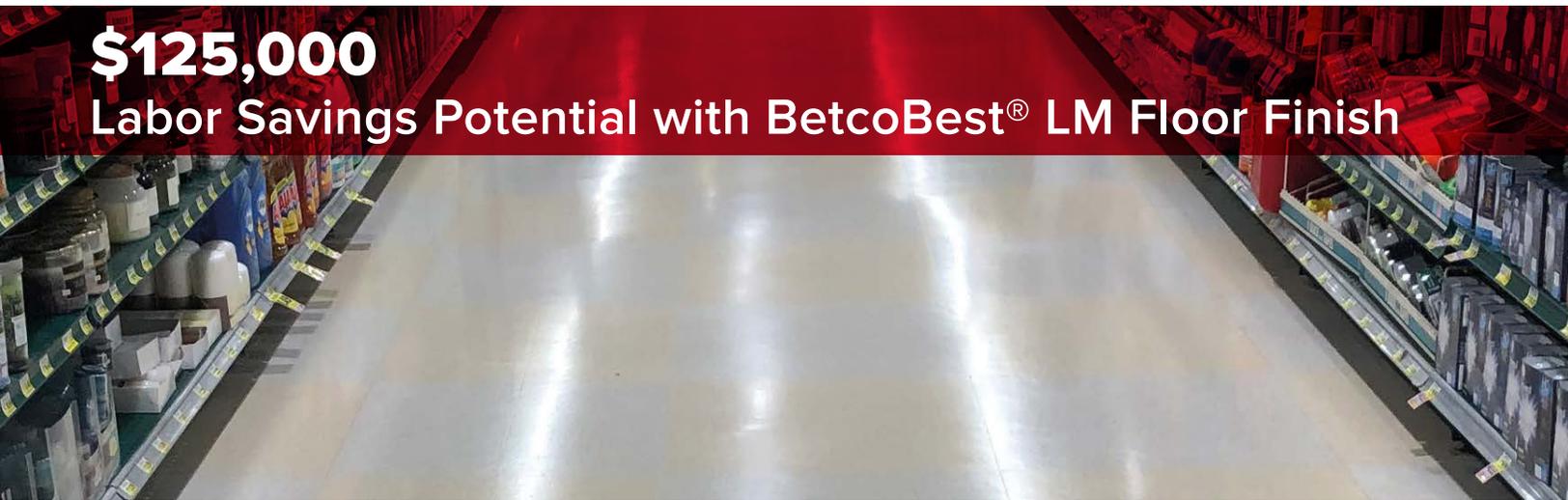


\$125,000

Labor Savings Potential with BetcoBest® LM Floor Finish



This American food distributor and grocery store retailer operates nearly 150 grocery retail stores across 9 states throughout the Midwest. Listed within the top 10 grocery retailers nationally, their stores have thousands of customers arriving daily. After an initial conversation with the stakeholders, Betco® representatives learned that their floors, which were maintained by a building service contractor (BSC), were not meeting their high gloss standards within a reasonable timeframe.

40%

Labor Reduction
for Strip / Recoat Versus
Conventional Finish



THE CHALLENGE

- BSC faced labor shortages
- Strip and refinish process was time consuming
- Current ultra-high-speed (UHS) conventional finish required too much work, attention, and time
- The desired glossy appearance was not achieved

THE SOLUTION

Betco visited one of the grocery retail stores to test newly reformulated BetcoBest® LM with SRT™ (Scuff-Resistant Technology) floor finish. Formulated with patented MMT/50™ Macromolecular Polymer Technology, this product combines large polymers with more solids and lower viscosity to deliver labor savings while taking floor care to a higher level.

During a routine strip and recoat, the grocery retailer instructed their BSC to use BetcoBest LM with SRT on the floor of 1 aisle, while the rest of the store was coated with their usual UHS floor finish. The team applied their 4-6 coats of the conventional floor finish and 2-3 coats of BetcoBest LM, which was noted in the directions. The goal was to monitor the wear of each floor finish and see how they performed against each other.

Over the next 6 months, the BSC continued to perform their usual floor care routine throughout the store, which consisted of daily cleaning and burnishing, except on the aisle with BetcoBest LM. For that aisle, they were instructed to daily clean but only burnish 1-2 times a week.

50%

Labor Reduction
for Burnishing



THE RESULTS

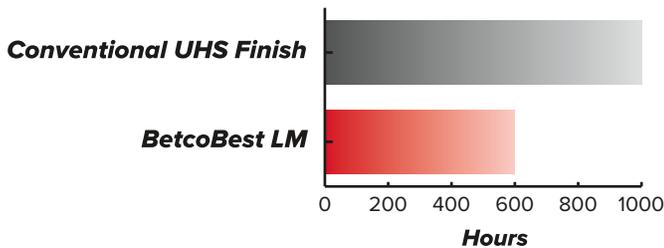
SAVE UP TO \$1,000

**During
Strip &
Refinish
Per Store**

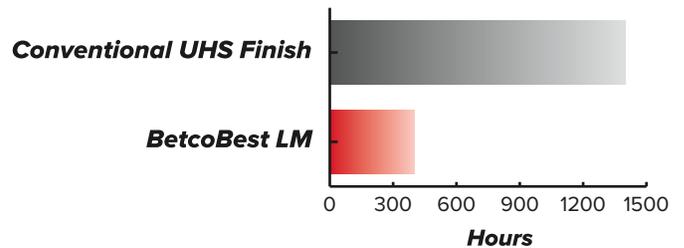
Prior to using BetcoBest[®] LM, the BSC team spent 5 days total to strip and refinish a 40,000-square-foot floor, the average size of the grocery retailer's stores. Because BetcoBest LM has 50% larger molecules and advanced adhesion properties, surface voids are filled much more quickly. Compared to a conventional floor finish, BetcoBest LM's higher solid content leaves more finish on the floor with fewer coats. Because only 2-3 coats are needed, less labor is needed, saving up to \$1,000 during the strip and refinish process and cutting labor by 40%. The grocery store retailer also requires less product, saving \$500 per truckload in shipping costs.

Additionally, after only 3 months of testing, BetcoBest LM was producing a higher gloss compared to the conventional UHS finish, so time spent burnishing was reduced. For their conventional finish, a crew of 3 people routinely cleaned and burnished to ensure it gave off maximum gloss, but BetcoBest LM produced the desired glossy look through burnishing only 1-2 times a week. As a result, there was a 50% labor reduction and 1 less person burnishing.

HOURS SPENT STRIPPING/RECOATING ACROSS 25 STORES PER YEAR



HOURS SPENT BURNISHING ACROSS 25 STORES PER WEEK



Due to the result of the initial test at 1 store location, BetcoBest LM will be utilized in 25+ other stores. If you consider implementation across these stores, the savings for the company is upwards of \$125,000 in strip/refinish and burnishing labor alone.

Do you wish your current floor finish delivered higher gloss or required less labor?

Partner with Betco! We can provide simple solutions for all your floor care challenges.



888-GO BETCO | betco.com

©2023 Betco Corporation
All Rights Reserved.
400 Van Camp Road
Bowling Green, Ohio 43402
12/23

