

Betco® Standardizes Chemical Program, Saves Travel Center Chain \$64,000 Annually



A leading national chain of travel centers and convenience stores with 50 locations across 9 states faced inconsistencies in their cleaning chemical program and sought to achieve significant cost savings across their growing network. With thousands of daily visitors, hundreds of restrooms chain-wide, and food service areas operating around the clock, maintaining high standards for facility cleanliness was essential—requiring reliable, high-performing products.

With multiple vendors supplying chemicals and inconsistent procedures across locations, the chain issued a Request for Proposal to evaluate new options for performance, ease of use, and cost effectiveness. Betco® seized the opportunity to demonstrate product quality with an in-store test.

Reduced Chemical Spend by

20%

THE CHALLENGE

- Lack of standardization across locations
- Too many suppliers
- High cost
- Limited training and support



THE SOLUTION

To begin the evaluation process, the Betco representative submitted samples of key products for testing in multiple store locations. Each product was carefully selected to meet the chain's high standards for cleanliness, operational efficiency, and surface safety:

- **AF79 Concentrate:** This acid-free disinfectant and restroom cleaner tackled soap scum and grime without scratching surfaces.
- **Deep Blue Concentrate:** Known for its streak-free shine and heavy-duty performance, this ammoniated glass and surface cleaner was ideal for high-touch areas like mirrors, glass, stainless steel fixtures, and countertops.
- **FastDraw® Freedom:** This portable, closed-loop chemical management system simplified daily operations by enabling staff to safely and easily dispense both AF79 and Deep Blue.
- **Symlicity™ Sanibet™ Sanitizer:** An NSF-certified, no-rinse food-contact sanitizer, Sanibet offered the flexibility to sanitize utensils, pots, pans, and processing equipment, as well as floors and walls.



To ensure a seamless rollout and consistent product usage, Betco provided:

- Clearly labeled wall charts and support literature
- Comprehensive training resources and usage guidance
- Ongoing, responsive communication throughout the evaluation period

This hands-on support helped ensure proper usage and optimal results.

THE RESULTS

\$64,000

Projected Savings per Year

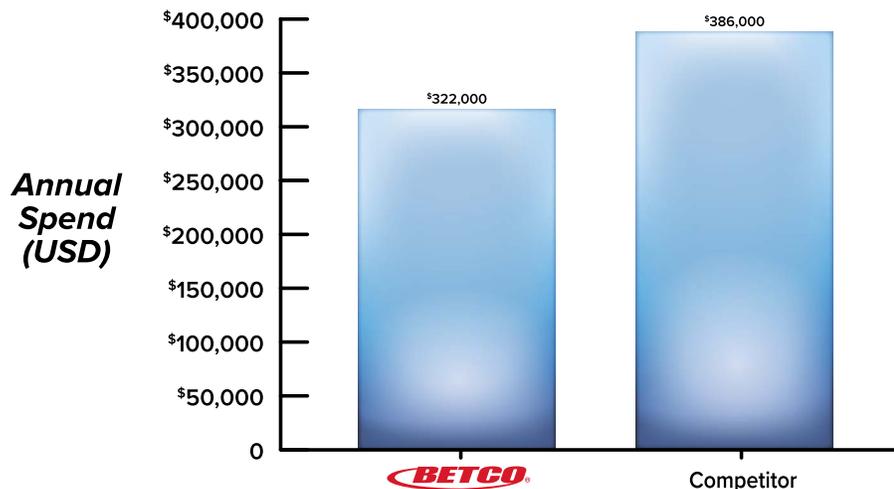
On-site meetings with store personnel provided valuable feedback on product performance and ease of use in real-world conditions. Among the solutions tested, AF79 Concentrate and Deep Blue Concentrate stood out, earning enthusiastic responses for their cleaning power and compatibility with the FastDraw Freedom system. Together, these products simplified the cleaning process and improved operational efficiency. Sanibet also delivered reliable sanitation results, meeting stringent hygiene requirements.

With high-performing products and competitive pricing, Betco secured an initial round of product placements. The concentrated formulas helped maximize value by reducing end-use costs, making them a more economical choice without compromising performance.

After a 60-day trial, the retailer reported high satisfaction across all locations. AF79, Deep Blue, and Sanibet outperformed competitive products. Following further evaluation of alternatives that proved more expensive, the retailer selected Betco as their long-term partner—reducing chemical spend by 20% without compromising performance.

With more than 50 locations now using Betco solutions, the chain is projected to spend approximately \$321,700 annually, compared to \$386,000 with a competing solution—resulting in projected savings of over \$64,000 per year.

Annual Cleaning Chemical Spend: Betco vs Competitor



Thanks to the success of the rollout, Betco has been invited to quote additional product categories, including toilet bowl cleaners, kitchen chemicals (dishwashing, additional sanitizers, warewash), and laundry solutions.

What began with just a few core products has evolved into a growing partnership. Betco continues to build momentum by delivering proven performance, smart systems, and cost-saving solutions that simplify retail store operations.

Ready to streamline and standardize your cleaning program?

Contact your local Betco® representative to start your custom trial.