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### ***For Immediate Release***

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#### **Basic Appoints Betz as Product Manager**

**Basic Coatings, Toledo, OH-** To continue Basic's sales success, Brad Betz has been named Product Manager of Basic. Managing Basic's wood floor coatings and equipment line by developing and testing new products, increasing customer awareness, and offering sales support will be his core responsibilities.

Brad, a former Basic Regional Manager, brings a wealth of experience and possesses firsthand knowledge about all of Basic's innovative products like the Dirt Dragon™ and TyKote® Refinishing System. His focus on growing Basic's presence in the wood flooring industry will take the Basic brand to the next plateau.

Basic is a leading manufacturer of proven high-quality wood floor coatings, maintenance products, and floor care equipment for commercial and residential use. For more information about Basic Coatings or our products and services please call our Customer Service department at 1-800-441-1934 or visit [www.basiccoatings.com](http://www.basiccoatings.com).