

The Bane-Clene® Professional

Cleaning Digest®

*Dedicated to thinking people
in the cleaning industry*

Summer 2003
Volume 33, Number 2



Cleaning in a high-rise

See Story on Page 10



Finance
for as low as
\$4.84/day!



Finance
for as low as
\$3.93/day!



The Bane-Clene **Ultra-Port® Basic** offers the economy minded company the ability to achieve truck-mounted results and still remain within a comfortable beginning budget. The Ultra-Port Basic utilizes the same powerful base unit as the Ultra-Port Deluxe and may be later upgraded to a larger system. This system is perfect for in-house cleaning operations.

Accessories: 100' Solution Hose, 100' Vacuum Hose, and 100' Power Supply Cord, 12" and 4" Cleaning Head Package (w/Stainless Steel Guide Handle), Complete Training, Installation into Van, Operations Manual.

Warranty: 5-Year Conditional Warranty.
Financing: Lease-Purchase Program Available. F.O.B. Indianapolis, IN
Note: Also available 50 Hz, 240V capacity.

**Nondiscountable
Catalog No. 10 \$5,995.00**

**Digest Special
Free \$500.00
Chemical Starter
Package
with either machine
Expires 9-15-2003**

The **Mega-Port®** carpet cleaning equipment is the first completely portable unit with stainless steel construction and positive displacement componentry. The power and positive moisture control are comparable to our truck-mounted equipment.

The Mega-Port is perfect for in-house use, janitorial services, or on-location carpet and furniture cleaning. Machine is capable of cleaning with up to 100 feet of solution hose and vacuum hose for carpet or upholstery cleaning.

Accessories: 50', 3/8" high-pressure Solution Hose, 50' heavy-duty, highly flexible Vacuum Hose, 12" and 4" Cleaning Head Package (w/Stainless Steel Guide Handle), Operations Manual.

Warranty: 5-Year Conditional Warranty.
Financing: Lease-Purchase Program Available. F.O.B. Indianapolis, IN
Note: Also available 50 Hz, 240V capacity.

**Nondiscountable
Catalog No. 2 \$4,495.00**

**Recirculating heating
unit available for
either machine as an
option. Call for price.**

The Bane-Clene® Professional Cleaning Digest®

Summer 2003

Volume 33, Number 2

Bane-Clene Corporation

3940 N. Keystone Avenue
Indianapolis, Indiana 46205
317 546-5448 • 800 428-9512
FAX 317 543-2222
E-mail: bane@baneclene.com
Web Site: www.baneclene.com

Distribution Centers

Crawley, Sussex, United Kingdom
01293 437511 • FAX 01293 437517

Service & Supply Center

Hackettstown, NJ
800 694 8555

Publisher:

Wm. F. Bane

Editor:

Oka Negley

Circulation and Distribution:

Nicholas Snyder

Accounting and Tax Counsel:

Denise Bloomhuff
Jeffrey K. Eicher, JD, CPA

Insurance Advisor:

Harry J. Cangany, C.L.U.

Legal Counsel:

Leagre Chandler & Millard

Marketing & Advertising Counsel:

Media Associates

Technical Advisors:

Ronald G. Baker
Donald A. Bane
Elizabeth Ann Bane
William F. Bane, Jr.
John DeSantis
Terry C. Harlan
Kevin H. Stark
Richard L. Voyles
Daniel G. Willis

Technical Director:

Donald W. Terry, Sr.

Feature Articles

What Makes a Company Successful ..	4
Special Award	5
In Memory	6
What Freedom Means to Me	7
Why Bane-Clene?	8
Janitorial Services Are Cleaning Up ..	12
Grand Opening	17
Customer Service	18
Some Facts about Hot Water	20
Consumer Postcard	21
Carpet and Rug Institute Video	22
StoneTech™ Professional Class	23
Rx for Wood™ Class	24
Spotting / Odor Control Class	25
Out of the Test Tube	26
Jimmie's Mailbox	27
Special Offers	30

Distribution this issue: 46,091

The Bane-Clene Cleaning Digest is published as a public service to the cleaning industry. It is distributed to professional cleaners, carpet manufacturers, fiber producers, building maintenance authorities, carpet sales outlets, janitorial services, and dry cleaners and is intended solely for their use and benefit. Any reproduction, duplication or resale of the material in this publication is strictly prohibited as protected by Federal copyright laws. The information in the Digest is taken from sources believed to be reliable, but cannot be guaranteed and certainly, in digest form, cannot be considered a complete study or report on the subject matter. Conclusions are based solely on available data, and the analyses of technical factors are not intended to replace the utilization of professional counsel.

What Makes a Company Successful?

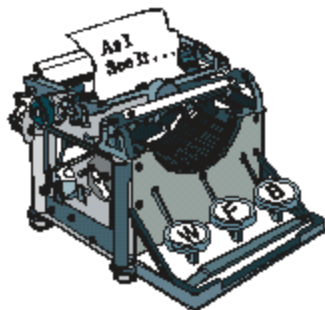
By Bill Bane
wfbane@baneclene.com

Students at Bane-Clene Institute have asked me that question hundreds of times and the answer is not always popular. Success certainly comes easier if we enjoy what we do for a living. For example, I enjoy talking with customers, but I've actually met people in this business who don't like their customers. That's a terrible handicap. "Love Thy Customer!" should be a business commandment.

In my opinion, a major deterrent to success is the belief that we must personally experience everything that life has to offer. Lavish entertainment and other expensive distractions instead of working may be fun, but investing that time and money in a business will make a dramatic difference in profit, especially in a young company. Profit, not loss, will present many opportunities for fun in the future.

Even though it may be fun, I've never learned how to fly an airplane or sky dive and I don't buy lottery tickets. An ocean voyage sponsored by the Marine Corps in 1945 left me with no desire to go on a cruise. Gambling, drugs and alcohol are diversions that could have taken time and money from my business and I thank God every day that they didn't.

Everyone needs some diversion from business. Golf and baseball are mine but, I don't spend an inordinate amount of time trying to be an expert in either sport. I don't think I've ever lost a sale because I didn't know much about basketball, football, soc-



cer or hockey. Conversely, I've never sold anything while playing golf or talking baseball. Many people try to be connoisseurs in everything, often at the expense of their business.

Making a good living while spending time with family, employees and customers is my definition of success. Staying focused on company business and the industry I serve and spending my time and money in that narrow field, has produced some very gratifying results. While some might consider this to be a dull, narrow existence, the IRS loves me and I love what I'm doing. Is that any good or what?

There's a great deal of satisfaction in passing along the things that have been good for me and seeing them work for thousands of others. That's one of the reasons I chose not to fully retire and still teach part of our "Course to Success" at Bane-Clene Institute.

But, education is just part of succeeding. Learning the ground rules and then following that old nautical term made famous by President Ronald Reagan will increase our chances of success more than a hundredfold.

He said, "Stay the Course!"

Award Winning Service Company



Angie's List, a consumer advisory organization, has presented a "Good Service Award for 2002" to the Wm. F. Bane Company, the Indianapolis service affiliate of Bane-Clene Corporation.

The recognition is the third from the consumer group which previously honored the company in 1999 and 2000.

The Central Indiana Better Business Bureau recognized the Wm. F. Bane Co.

for "Complaint Free" service in 2001. Bane-Clene is very proud of the men and women of our service affiliate. Thanks to all of them for another magnificent year of performance and customer satisfaction!

The award winning service company is the proving ground for products, services and techniques before being taught to students at Bane-Clene Institute.

In Memory

Condolences from the Bane-Clene family to the loved ones of two long-time customers who recently passed away

Joe Land
Bartlesville, Oklahoma
March 14, 2003

Joe Land first came to Indianapolis April 3, 1981. Oka Negley has a fond memory of Joe telling her that his new truck and equipment were his wife's "Easter Basket."

Mr. Land came to a workshop Kevin Stark held at Tulsa, Oklahoma in October of 2001. Kevin said they shared memories of past conventions in this last meeting.

Many of the "younger generation" cleaners at the meeting enjoyed conversing with Joe who was most generous in sharing his wisdom and experience.

He was a member of PCA, attended Conventions and was certified at Bane-Clene Institute.

Betty Murkins
Akron, Ohio
May 20, 2003

Betty Murkins has been a Bane-Clene customer since 1979. A member of the PCA, and co-op purchasing group with her friend Ken Hilbert, Betty attended conventions and was certified at Bane-Clene Institute.

She earned a degree in marketing at the University of Akron, and was a member of National Association of Female Executives, Akron Chamber of Commerce, Women's Network, Better Business Bureau and the Akron Development Board.

Ms. Murkins is survived by her sons, Richard, Terry, Dean and Jonathan, a daughter Jacqueline, a brother and two sisters. She was President of Pioneer Cleaning Services in Akron, Ohio.

Our lives, as we live them, are passed on to others, whether in physical or mental forms, tinging all future lives forever. This should be enough for one who lives for truth and service to his fellow passengers on the way.

Luther Burbank

What Freedom Means to Me



By Alex Willis

What is freedom? You cannot buy it or sell it. You cannot put freedom in a box and ship it to a friend. You can hear freedom being fought for in the Middle East. You can watch it in the faces of the men who cleaned up Ground Zero. You can see it in the eyes of Americans.

Freedom is what every American takes for granted, even me sometimes. We walk through life not even caring that over 200 years ago thousands gave their lives for us to have freedom. Today we have men in the Middle East fighting to give the people their rights. We, as Americans, will not give up until everyone has equal rights.

Those who seem to care most about freedom are all the immigrants that come into our country everyday. They know life without freedom. Life as we know it would not be the same without freedom. If we gave up during the revolution we would be drinking tea at noon and we could not walk around without being taxed. Every American has freedom and knows they have it, but they take it for granted.

I think too many Americans do not realize that freedom is what holds this country together. The Constitution and its amendments are what made this country what it is today and I do not understand why so many of us take America for granted. I have not thought about freedom a lot until this assignment. Now, I think highly of freedom and I think I know what freedom is.

I think if we all knew what it would be like without freedom we would not take it for granted. My opinion on the matter is that you see freedom, if you try to. People have their own views so I am not going to tell them what to think because it would not be free.

Alex is the son of Dan Willis, manager of Bane-Clene's service company and is a 6th grade pupil at Christ the King School in Indianapolis. These excerpts are from a paper he did in class.

Some thoughts brought about by recent events in the Middle East:

Where does our freedom come from?

- The military, not reporters or editors, assures freedom of the press.
- The military, not writers or speech-makers, guarantees our freedom of speech.
- The military, not protest organizers or political pundits, gives them the freedom to demonstrate.
- The military, not lawyers or judges, grants us the right to a fair trial.
- The military, which salutes our flag, serves under it and has it draped on their coffin, allows protesters the right to burn it.
- Were it not for the brave military people who call America home, there would be no land of the free.

Submitted by Robert Augustus Quinn, Pacific Grove, California

Why Bane-Clene Over All Other "Portables"?

ELECTRICITY:

Most portable units use 20 to 30 amps., causing many problems in blown fuses. Bane-Clene operates a vacuum and solution pump under full load at only 14 amps with our standard equipment. Our dependable equipment is safe. It's simple. No complex metering devices, gadgets or electronic relays to fail. Simple, safe, dependable.

WATER PRESSURE:

When the vapor generated by a unit is produced at pressure under 70 PSI, the water is not fully vaporized. It is heavy and coarse, and it drops quickly into the backing material of the carpeting. Just like too much pressure, too little will cause overwetting, and the result will be wicking, browning and mildew. Our system operates at 150 PSI—just right for cleaning carpets.

WATER TEMPERATURE:

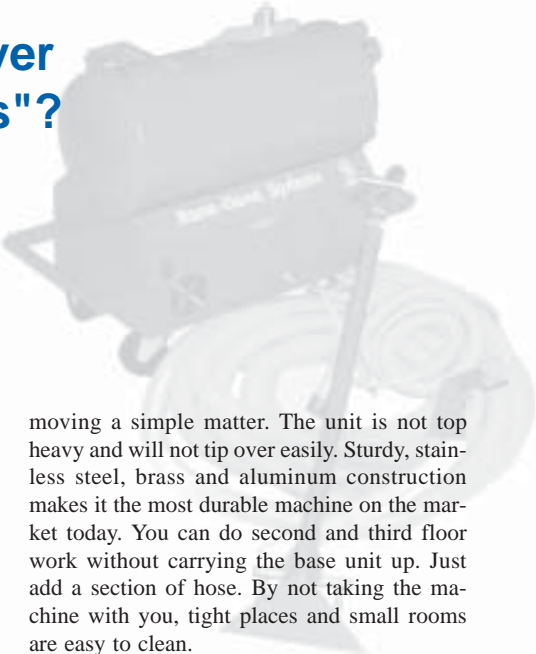
The right amount of pressure and extraction, coupled with a fine cleaning agent, will do a superior job over all other portable machines. It is not necessary to scrub with a rotary scrubber. Warm tap water, cleaning agent, and traffic spotter (used only in the most severe grease cases) are all you need to do a superior job and to satisfy your customers.

VACUUM SYSTEM:

Most portable machines use a fan, turbine, squirrel cage or similar vacuum. If you restrict the air flow a little, the air velocity drops dramatically. The more you restrict our positive displacement pump, the harder it works. Add a little extra hose to a fan vac and you'll hear the motor speed up. It gives up and spins in its own vortex. With Bane-Clene you can use extra hose to move the foul, muggy air out of the cleaning area so that carpets dry quicker and odors do not permeate the draperies, furnishings or redeposit in the carpet.

PORTABILITY:

Even though we recommend leaving the base unit stationary, it is easily moved when necessary. Swing-out handles and large casters make



moving a simple matter. The unit is not top heavy and will not tip over easily. Sturdy, stainless steel, brass and aluminum construction makes it the most durable machine on the market today. You can do second and third floor work without carrying the base unit up. Just add a section of hose. By not taking the machine with you, tight places and small rooms are easy to clean.

CHEMICAL ACTION:

Even portable, the Bane-Clene Base Unit offers a large tank capacity, which means savings in your chemicals. Charging the twenty-gallon tank costs only pennies. No elaborate water hookup is necessary. You don't have to be a plumber!

CLEANING TOOLS:

A complete line of tools is available from Bane-Clene, which will eliminate the need for hand work. Cleans right up to objects. Special cast aluminum heads are lightweight and reduce operator fatigue. Aluminum lips provide maximum bite and slot air velocity.

ASSISTANCE:

Our successful service operation provides a wealth of proven, tested ways to get the business. Advertising and sales promotion are just as important as good equipment and chemicals. More than just a sale—we want you to be successful!

COMPETITIVE:

With the Bane-Clene process, you have all the advantages of portable equipment and the powerful advertising advantage of the mobile plant concept. Bane-Clene is the best of both worlds!



August, 2001 class had the highest cumulative test scores

3-day Certification Class

**Presented By Bane-Clene Institute,
The Premier Training Facility In The Carpet Industry**

Experience, Longevity & Credibility

Classes are built around the experience and knowledge developed in Bane-Clene's own carpet and upholstery cleaning service. Established in 1962, the company has more than 55,000 customers in central Indiana.

Three 10-hour Days of Intensive Training

Comfortable classroom with audio/video equipment, plus hands-on training

Expert Instructors

Instructors have a combined experience of 300 years in the cleaning business

Reinforced Examination

Students are sent the correct answers to any questions missed

Availability of Bane-Clene's time-tested Advertising Programs

Bane-Clene equipment owners qualify for "Referral" program

Notebook, Manual & Video Tape Cassettes to take home

Review and learn at your own pace in the comfort of your home

Delicious catered lunches served every day

Saves time and inconvenience - Full time to study and learn

Material fee per student.....	\$115.00 *
Tuition fee: Bane-Clene System Owners, Spouse & Employees	No Charge!
Non-owners are welcome as space permits.....	\$149.00 **

** Students who have been certified at Bane-Clene Institute may monitor one day as a refresher course with no material fee. Call to register and for class schedule.*

***Tuition fee will be credited to future purchase of any Bane-Clene system.*

About the Cover



The scene on the cover was photographed in downtown Indianapolis. Several crews of the Wm. F. Bane Co., converged on the American United Life Building at 1 American Square. The equipment was off loaded to elevators and stationed in janitor closets on the various floors.

The client, a law firm, has offices on four of the top floors in the building. The job, which was completed in one evening, involved all of the carpeting, furniture and private staircases that connect the suites.



White furniture (above) and a beautiful area rug in the lobby of the building (right) are cleaned on location.



What Goes Around Comes Around

By Bill Bane

In 1962 my family started a cleaning service that focused on maintaining hard floors in small professional offices. By the end of the decade large accounts like the Air Route Traffic Control Center of the Federal Aviation Administration and many diverse businesses were added to our customer base. A department store, meat packing plant, truck terminals, beauty shops, super markets, big-box stores, branch banks and a window cleaning service were added to our core business of doctors and dentists offices.

The work was very hard and labor intensive. The pay wasn't very good either, since our average fee to strip, seal and wax a hard floor was 5 cents a square foot. Several people, multiple pieces of heavy equipment and many, many gallons of detergent, sealer and floor finish were required to do a large job.

On the other hand, carpet shampooing (the primary method in those days) brought in 10 cents a square foot and the process only required one person with minimal equipment and a small amount of detergent. It's not hard to understand why we gravitated to cleaning carpets.

Through the '60s, many of the hard floors we maintained were covered with carpet. This led us to concentrate on carpet cleaning and by 1971 the janitorial side

of our business was abandoned. During this period we developed and began marketing our unique carpet cleaning method to colleagues in the cleaning trade.

During the '80s, carpet cleaning firms thrived beyond all expectations with thousands of entrepreneurs joining the Bane-Clene Network of Excellence. Many of them ignored the janitorial side of the cleaning business to concentrate on carpet. The next line could be, "And the rest is history!" But, there is more to this story.

Today's decorating trends include wood, tile, laminate and stone flooring in much larger homes. More affluent customers are asking for professional care of hard floors along with carpet maintenance. This is not only an opportunity, it is a mandate. Satisfying the customers' desires is tantamount to success in our business.

Thanks to truck-mounted equipment, maintaining hard floors is no longer the drudgery it was when we started in business and it pays much better. The need for mops, buckets and extra help is virtually eliminated. A floor attachment puts down the cleaning solution and vacuums it up in one pass. Chemicals are much more effective and new, easy-to-apply finishes are available for all types of floor surfaces.

Professional carpet cleaners should add the care of hard floors to their menu of services. The customer wants it that way!

A Pig In A Poke

For anyone who ever bought anything from a fast talking salesperson and then regretted the transaction, take heart. The immortal Will Rogers said, "I would rather be the one who bought the Brooklyn Bridge than the one who sold it!"

Janitorial Services Are Cleaning Up

The use of carpeting in commercial buildings has increased dramatically in recent years. Besides routine daily maintenance chores, many janitorial firms find themselves responsible because maintenance contracts include the care of carpet, partitions, furniture and even wallscaping. Some cleaning firms are uncomfortable in performing specialty services they may not fully understand. Their confusion is compounded by a multitude of salespeople touting hundreds of methods and thousands of products for carpet and upholstery maintenance.

Bane-Clene entered the janitorial field in 1962. Carpet cleaning became a priority dictated by the growth of commercial carpeting in the '60s and '70s. The development of a unique, patented system that operates both truck-mounted and portably, began in 1969 and has been continually updated to include the care and maintenance of all office textiles and fabrics including hard surface floors.



The base power unit is easily removed from the service van onto a loading dock at the building. An elevator takes the crew and equipment to the floor being serviced. In the event an area is accessible with 150 feet of hose, the base unit may be left on board and the truck's water supply and holding tanks may be used.

Safety, efficiency, simplicity and convenience are key elements in the success of the Bane-Clene system. This method utilizes all of the advantages of "External Extraction™" cleaning without the disadvantages and limitations of truck-mounted machines. Quick drying and quiet, Bane-Clene may be used in hospitals and nursing facilities, even with patients in the room. The base power unit can be operated in the truck as far as 150 feet from the job site or in high rise or security jobs where the door needs to be locked. It can be taken from the truck in less than 3 minutes and located inside the building where water, venting and drain facilities are available. When operated from the truck, pretreated water is heated through a heat-exchanger from the truck engine and recovered waste water is returned to a recovery tank in the truck.



Water is conveniently found in a janitor supply area on the floor. Drainage at the same location makes it easy and fast to dispose of the recovered dirty water. The base unit is designed to fit over the lip of a standard toilet for easy dumping or may use a janitor's basin. There is no need for a bucket brigade to fill and empty machines which prevents the danger of damage from spillage.

Operating on dependable electricity, Bane-Clene equipment can be used in any enclosure without danger of asphyxiation, fire or explosion. The quiet, electrically operated system has become a much more valuable asset because of the rising cost of petroleum in recent years. A complete line of efficient and economical cleaning agents was developed in 1973 and has been constantly monitored and upgraded through the years by use in the company's own service operation. Working with major carpet makers has resulted in cleaning agents that are safe for all carpet fibers, the cleaning technicians applying them and the tenants of the location being served.



Using 150 feet of hose, an operator is able to reach outlying areas of the office without moving the base unit. The possibility of damage to furniture and fixtures from moving heavy equipment through the office is virtually eliminated.

Comprehensive training programs began with the founding of Bane-Clene Institute in 1978. This premier school facility has a full-time staff of expert instructors and the curriculum includes everything from management functions to cleaning, chemical usage and even a course in carpet and fiber construction. Every major carpet maker and fiber producer has sent representatives to this famous school.

Bane-Clene has more than 40 years experience in the business and has developed the exclusive 15 step "Course to Success." A school format has been developed that is reasonably priced and respects the time constraints of busy executives. Recognizing the high turnover rate in the cleaning trade, a low-cost video training program is available for employees that can be administered by an owner or manager who has attended Bane-Clene Institute.



Operator is able to clean around and under desks and other working areas without disturbing material and personal objects. The cleaning head is designed to fit under knee spaces without excessive effort.

Bane-Clene also offers an alternative to being in the carpet and upholstery cleaning business that no other supplier has available. For those who would rather not manage a specialty cleaning service, a nationwide network of highly qualified, competent contractors is available. Working with a certified cleaning firm can result in a highly profitable sub-contract relationship for both parties.

Either way, Call 'Us' on the Carpet®, at 800-428-9512 or check out our web site at www.bane-clene.com.

Come Join Us for a Genuine, Hands-on Bane-Clene Presentation and Demonstration

Bane-Clene Systems is presenting a series of informative meetings offered by Bane-Clene chemical and equipment experts.

Carpet cleaning equipment, featuring a Bane-Clene truck-mounted system, will be demonstrated. The meetings will also include problem solving and an open forum on any topic related to cleaning.

Learn how Bane-Clene can provide the benefits of a franchise without the many limitations and drawbacks of one.

For those people who cannot come to Indianapolis for a demonstration, these meetings provide an opportunity to see the ability and versatility of Bane-Clene equipment.

These meetings are open to the cleaning and carpet industries. There is NO charge to attend, but pre-registration is required. Call 800-428-9512 for more information and to register.

Demonstration Schedule:

August 18 – Orlando, FL area

August 19 – Macon, GA area

August 20 - Charlotte, NC area

August 21 - Washington, DC area

August 22 - Hackettstown, NJ area

9:00 a.m. to 12:00 p.m.

There is no charge.

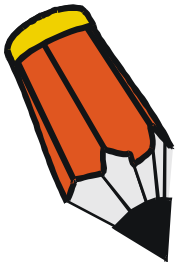
Call 800-428-9512 to register.

A demonstration at your location can be arranged, too!

School Dates for 2003

✓ Bane-Clene Institute – Indianapolis

July	9 - 11
August	13 - 15
September	10 - 12
October	8 - 10
November	12 - 14



✓ NOTE

CRI Seal of Approval Test will be available after Bane-Clene Certification Examination for anyone interested.

Call Us On The Carpet® New Number

A new, toll-free telephone number has been added to our phone bank. **877 ABC BANE** (877 222 2263) is now on line for your convenience. The new Hot Line number should be easy to remember when in the field or away from the office.

800 428 9512, which has been in service since 1972 still works, too!

Mailing Lists Need Updating

If your name or address has changed, if you receive two or more publications, if you are no longer in the business or if you do not receive all of the publications from us that you want, please call us. Records will be changed immediately and your help will be appreciated!

Survey: Good /Bad News

An industry trade publication recently trumpeted the results of a survey in which they asked, "Did any of your employees participate in training or certification classes in 2002?" The good news is that 71% of those responding answered YES!

The bad news is that only 140 companies responded to the survey in an industry which has 26,473 independent carpet cleaning firms and 36,604 janitorial firms that may also do carpet cleaning.

To put the matter into perspective, Bane-Clene Institute has certified more than 7,000 carpet cleaning and janitorial firm owners since it was established as a formal training facility in 1978. IICRC has more than 3,900 certified firms registered and ASCR has more than 1,300 current members and have been training people for more than 50 years.

Makes a person wonder where all these certified, trained people are hiding. Maybe they're too busy putting that training to profitable use to have time to answer a magazine survey.

Used Equipment Owners Welcome

With minimal care, Bane-Clene equipment just doesn't wear out or become obsolete. We've been supplying the industry since 1971 so there are many thousands of units working day and night throughout the world.

Many are purchased on the open market and we want to help new owners get the best results from their equipment. To schedule a school session or to ask a question about your equipment, call toll-free, 877 ABC BANE.

Fees, Fees, Fees

Seems like just about everyone is out to get a little bit more money from us. Airlines want to charge luggage fees. Banks have ATM fees, overdraft charges and minimum balance penalties. Car rentals are adding surcharges. Hotels add on all kinds of extra charges and fees. Truck lines add fuel surcharges as do the airlines. And just try to figure out your phone bill!

Taxes are increasing as are fees of all kinds. The State of Indiana has increased fees on driving, hunting, camping, fishing and sundry other activities by as much as

100%. Some universities are raising tuition by as much as 25%. Yet the Federal Reserve Board tells us that inflation is a mere 2%.

In a small business, it's up to us to stay even with "real" inflation and adjust our rates accordingly. If we allow ourselves to fall behind, playing catch-up is not easy and sometimes not possible. This subject is covered in great detail at Bane-Clene Institute. If you haven't attended recently, register for an upcoming class to update your business education.



Mum's the Word

In a customer's home, that is! Business owners should train floor care technicians to keep their mouth shut while in a customer's home or office. Hang-overs, marital problems, health, politics, or religion should never be discussed.

The only verbal exchange between technician and customer should be about information relative to the cleaning project. Technicians must never comment on a customer's appearance or stare at the customer's personal possessions except those involved in the cleaning process. Never smoke in a customer's home, even if invited. Refreshments should be politely refused. Take breaks between jobs.

A technician's job includes being pleasant, smiling and saying please and thank you! Our primary job is to get in, get the dirt, take it with us and get out with as little conversation as possible. Those who master these rudimentary job procedures will excel in the service industry.

Open House at Service Associates

An open house on May 17, 2003 was attended by Don Bane who had the opportunity to meet employees and customers of Service Associates II, in Hackettstown, New Jersey. Bane-Clene Corporation has teamed with Ted Gurnowski's company to establish an official Bane-Clene Authorized Service Center (ASC).



Don Bane (L), Bob Stalter of Service Associates., Bill Mountain of Thoroughclean and son Mackenzie

Ted Gurnowski, who owns Service Associates II, has been a loyal Bane-Clene customer for 22 years and has built a very successful service company in the Hackettstown area. The ASC program was designed to better serve Bane-Clene equipment and chemical customers in Eastern Pennsylvania and the State of New Jersey.

A note from one of Bane-Clene's long-time customers in New Jersey says it all: *"Ted's service was as great as the service I've come to expect these past 20 years from the name that is on the door to his plant...Bane-Clene! (signed) Chet Jelinski"*

In 2000, Bane-Clene established 16 "Authorized Demonstration Sites" to serve people who do not wish to travel to Indianapolis to see a demonstration of the system. Ted Gurnowski was one of the original 16 participants in the ADS program and its success inspired his company to seek further expansion in this direction.



Scott Dayton preps the Perma-mount® 120 for display at open house

The new program has worked so well at Ted's location and has been so well received by Bane-Clene customers that it will be expanded in the future to other parts of the United States. Bane-Clene has hundreds of long-time customers and will tap this reservoir of talent and experience to expand the Authorized Service Center Program in strategic areas throughout the country.



Fred Porras checks inventory before open house in Hackettstown N.J.

If you have been a Bane-Clene customer for a number of years, have a successful service company, a convenient plant or warehouse facility and would like to represent Bane-Clene in your area, please call Bill Bane, Jr., at 800 428 9512, for complete details.

All inquiries will be handled in strictest confidence.

The Customer Is (Still) Always Right

That old adage is truer today than ever! While crude, rude behavior may be hip in television commercials and sit-coms, the consumer seeking high-quality carpet and furniture cleaning service expects clean, sweet-smelling, courteous people to do the work. Don't be misled by carpet cleaners on internet chat rooms bragging about "FIRING" customers or by marketing gurus who prescribe invasive, brash, in-your-face advertising and sales tactics.

A survey a few years ago showed an obvious difference of opinion between business owners and consumers in why customers change carpet cleaning services. According to interviews and questionnaires, 80% switched cleaning services because of problems that included failure to come back on complaints, tardiness,

rude treatment, appearance of service personnel and poor phone manners.

When business owners were asked why they thought they had lost the business, only 10% blamed their business practices, behavior or the quality of their service. The other 90% said that fickle, over-demanding customers, unethical price competition or changing demographics were the reasons they lost the business.

Most business owners interviewed said that the key to building trust with a customer is being a good listener. Customers, by an overwhelming majority, said they trust and buy from those who show they truly know the service they are selling and can talk intelligently about it. So, listening has its place but talking intelligently about our service is more important.

Customer Service

A quick and effective resolution of any conflict with a customer can actually increase their loyalty to your company. A majority of customers will continue doing business with you if they feel you have corrected the problem that instigated the complaint.

Here are some suggestions:

Empathize with their emotions. Listen carefully and let them blow off some anger

or frustration. Get as many "specifics" as possible and then clearly restate the problem. Confirm that both parties agree on the details. Offer as many alternatives as possible and then allow the customer to decide on which alternative to use.

The most important part of creating a customer advocate for your company is after agreeing on a solution and solving the problem, be sure you do more than you promised.

The older generation

Used leaded gasoline

Had no seat belts

Had cribs with lead-based paint

Played with lead soldiers

Lived on asbestos tile floors

Lived with furnace pipes wrapped in asbestos

Didn't have child-proof lids on bottles

Rode bicycles and skated without helmets

Played on cinder paved playgrounds

Played with toy guns and sling shots

Ate cupcakes, sugar soda and bread and butter

Remembers when little league had tryouts and not everyone made the team

Didn't get moved along in school if they weren't smart enough to do the work

Drank water from a garden hose instead of bottles

Didn't sue the owner if they got hurt on someone else's property

Pushed a lawn mower all day long for a quarter

Played king of the hill on a gravel pile at a construction site

Never got bored because of a lack of Nintendo, Play Station, or a computer

Got a good crack from the teacher when needed

Said prayers and recited the Pledge of Allegiance in school

How did they survive?

Tom Brokaw wrote a book about these people entitled "The Greatest Generation." It has been well documented that it produced some of the greatest risk takers and problem solvers in history. They were brave, smart people who had the freedom to fail or succeed and grew up with a strong sense of responsibility.

Modern day versions of this generation are taking charge now in places like Afghanistan and Iraq. Thank God the breed did not die out.

The power of a slogan

A professor was giving a lecture to his college marketing class about the value of using slogans in advertising. He asked his students to identify the company connected with these various slogans:

"Mr. Simms, what company has the slogan, Come fly the friendly skies?" Simms replied, "United Air Lines."

The good professor then queried Ms. Alexander, "Can you tell me which company says, "Don't leave home without it?" She quickly answered, "American Express."

"Whose slogan is "Call Us On The Carpet?", the Professor asked Ms. Franklin. She replied, "Those people who clean my mother's carpets".

Now on a roll, the professor asked, "Mr. Jones, tell me who says, Just do it!?" Without a moment's hesitation Jones said, "My Mother."

Some Facts about "Hot" Water

- A pediatrics association and a physician at a hospital emergency room testified that 140° F water can cause third degree burns on skin in less than 6 seconds.
- Indianapolis Power & Light Co., published an article titled, "Is your water too hot to handle?", in which they suggest that water should be heated at 120° to 150° F.
- A restaurant association says that water at 140° F is safe for sanitary dish washing. Bugs die at an even lower temperature.
- A court decision against McDonald's (restaurants) favored a woman who spilled coffee in her lap. The coffee's temperature was 180° F.
- A cleaning industry scientist has dispelled the myth that increasing water temperature 17° F doubles the cleaning efficiency of detergents.
- A scientist with a fiber producer says, "The extra energy input to get high temperature doesn't help drying time. Lower temperature and finer jets accomplish the same thing."
- Carpets that are cleaned repeatedly with water temperatures above 180° F may lose color and resilience. This is the leading reason for that "washed-out", limp look.
- Operators and bystanders have been scalded by broken water supply hose lines from cleaning equipment that generates excessive heat.

There is a safe way to clean carpets!

- Bane-Clene offers safe and effective temperature and pressure in cleaning equipment and cleaning agents.

Consumer Postcard



Note: Available only to Bane-Clene equipment owners.

Note: Card is shown smaller than actual size.



This post card is part of a large arsenal of advertising material designed to promote cleaning services for Bane-Clene operators. The new mailer may be personalized with your company's name, address and telephone number. Prices for the full-color card (Part Number 40270) are only \$12.00 for 100, \$55.00 for 500, \$100.00 for 1000 and \$450.00 for 5000. For a quotation for larger quantities, call 800 428 9512.

Don't just start a mailing program. Plan it first. Demographics are an important part of any advertising program and are thoroughly discussed at Bane-Clene Institute. Register for an upcoming class and profit from the valuable, proven information taught there. Advertising, sales promotion, management, goal setting and operations are all part of the three day curriculum.

Special Cleaning Digest Price: \$32.50 for 500! Special expires September 15, 2003. Credit card or cash sales only.

Carpet and Rug Institute Distributing Video to Physicians Nationwide

Dalton, GA. More than 15,000 asthma and allergy physicians throughout the U.S. are receiving a 3-minute audio-visual presentation highlighting new studies confirming that well-maintained carpet helps to reduce the likelihood of breathing problems related to indoor environments.

The CD-ROM videos are being distributed by the Carpet and Rug Institute (CRI) as part of a multi-pronged public awareness effort called "Carpet Comes Clean."

"We want to provide physicians with this information, along with the solid scientific studies that support it," says CRI President Werner Braun. "We feel it will be worthy of their consideration in advising patients with allergies, asthma and other breathing problems that may be affected by indoor air quality."

The basis for the video includes computational fluid dynamics modeling using super-computers to track and project the

movement of dust and allergens in carpeted and non-carpeted environments. The key, according to Braun, is the number of particles remaining in the so-called "breathing zone" - the height at which an adult or child would normally inhale air to breathe.

"These studies counter much of the misinformation that has been all too common in the media over the past few years, suggesting, without scientific support, that carpet is somehow involved in aggravating asthma and allergies," says Braun. "In fact, well-maintained carpet has no adverse affect on indoor air quality."

The video also cites a second study, completed in 2002 on behalf of the European Community Respiratory Health Survey, which found a "statistically significant" relationship between carpeted bedrooms and reduced asthma symptoms and bronchial responsiveness.

Important Notice

Be sure to talk with your CPA about the upcoming tax changes. For example, the amount that can be written off in one year for equipment is being increased from \$25,000.00 to \$100,000.00. This will include everything from trucks and cleaning equipment to computers and office fixtures.

StoneTech™ Expert Teaches Special Class

Three special classes were held at Bane-Clene Institute in April and May. The first was StoneTech™ Professional. The instructor, Craig Jasper, taught students the latest techniques in stone, marble, tile and grout care. The well-attended class reflected the interest among Bane-Clene owners in the fast growing field of hard floor maintenance. The special school included a handbook, hands on training and a catered luncheon.



Rx For Wood™ Class

The second class was Rx for Wood. The instructor, Craig Jasper, demonstrated the techniques, equipment and materials necessary to refinish even the most abused wood floor. The special school included a handbook, hands on training and a catered luncheon.



Advanced Spotting and Odor Control Class A Big Hit!

CTI's Craig Jasper was at Bane-Clene Institute on May 2, 2003. He conducted an advanced spotting and pet contamination clinic to a large audience. Students learned the latest in techniques of spot and stain removal.

The morning class put emphasis on removal of all types of spots and stains, including even the most difficult. The afternoon class put special emphasis on pet stains and odor removal which are a big part of a carpet cleaning firm's daily challenges. A catered luncheon was served to students attending this highly informative event.



Out of the Test Tube

E-x-p-a-n-d-i-n-g Your Business

By Donald W. Terry, Sr.

“How can I make more money?” should be a constant question for you. There are really only two ways - sell more and reduce costs!

One way of increasing sales is by expanding into related fields where your present experience plus some additional training will boost your sales - especially if those related fields involve selling to your present customer list!

For carpet cleaners, the logical growth areas are furniture cleaning, rug cleaning, wood floor care, tile and grout care and stone floor care. For those in the janitorial business, the obvious areas to expand into are carpet cleaning and most of the above.

Rx for Wood™ Opportunities:

Wood floors are increasingly popular! There are 20 million homes with exposed wood floors. In those homes there is an average of 3 rooms with exposed wood floors with an average of 912 sq. ft. The average age of wood floors is 30 years. 68% of wood floors have some damage. 20 Million Homes X 3 Rooms Per Home = 60 Million Rooms X 68% = 41 Million Profit Opportunities! A survey indicates that 40% would hire a professional to refinish their wood floors for a 22 billion dollar national market potential at \$1.50 per square foot – a bigger market than carpet cleaning!

Average price for this work is \$1.50/sq. ft. with an average gross profit of \$1.10/sq ft after materials and labor.

In addition to homes, the Rx for Wood System can be used in most professional offices, hotels, banks, retail shops, restaurants, etc. The system works not only on



natural wood but also on engineered wood floors & laminates.

To enter this very profitable business simply requires training, practice and an initial investment of only about \$2,300 for materials and equipment, including a rotary floor machine. If you already have the floor machine, the investment is even less.

Stone Floor Care Opportunities:

This includes grout, ceramic tile, marble, granite, terrazzo, terra cotta, slate, travertine and other natural stone.

There is a trend toward using more natural stone in both interior and exterior installations. Catch this at the beginning and ride the wave!

To enter this very profitable business simply requires training, practice and an initial investment of only about \$7,000 for materials and equipment, including a weighted rotary floor machine and an extractor. If you already have the floor machine and extractor, the investment is much less.

How much can you make?

Seal only: \$1.00–\$1.50 / sq. ft.

Clean & Seal: \$2.50–3.00/sq. ft.

Call today and order a free video on the RX for Wood or the StoneTech® Professional Floor Care Systems.

Jimmie's Mailbox

Jimmie sez:

**Keep those cards,
e-mails and letters
coming!**



Prerequisite for material published in Jimmie's Mailbox:

Letters, e-mail and fax will be printed verbatim as long as content is tasteful and conforms to the image of the *Digest*. All correspondence must be signed by person making submission.

Name will be omitted upon request.

Mr. Bane and Staff:

I am so appreciative and honored to be certified by the best in the industry. After growing up in the business all my life, I am now much more educated and confident, thanks to your excellent school. I learned so much and enjoyed each and every speaker.

I must say, Mr. Bane, you are the most inspirational speaker and businessman I have come in contact with. The motivation and hope you present is incredible. I have the utmost respect for you and everyone in your organization. I understand why dad has been dedicated to you for over 25 years. I am going to keep the family tradition going. Thank you!

Brent Wright
Noblesville, Indiana

Your dedication to cleaners and your lasting determination to provide quality training, products, and equipment, are greatly appreciated. Thank you for helping me be better at what I do, and for helping me be a better person.

Shane Ritchie
South Point, Ohio



Dear Bill:

Just a short handwritten note. Tomorrow will be 18 years ago that I purchased my System V installed in a 1984 Chevy van. Boy, time sure does go by fast when you enjoy what you are doing. Both are still going strong. Wow! Talk about dependability! The van has 405,000 miles. So I surpassed my goal of 400,000 miles. There is no reason I should trade it now, so I might as well keep using it to retirement age of 65 in December '04. By then I'll be so attached to it I won't ever want to sell it. It should be a museum piece by then. Just think of all the money I've saved over the years by taking care of it and not trading it every 4-5 years. The main reason it has lasted is that I've driven it myself and not by employees, and therefore not abused. Be sure and tell your Chevrolet dealer you buy vans from what a reliable van mine has been.

Jasper Devidal
Decatur, Illinois

I would like to thank Bane for all the "free" knowledge given. I could have spent a week at Bane and still wanted more material. I will be coming back to school as soon as possible. Thanks for being perfect hosts.

Kevin Darling
Cogan Station, Pennsylvania

(Continued on next page)

Dear Bane Family,

I cannot express to you my appreciation for the fantastic job you all did at the training school in Indianapolis. It was extremely interesting and informative. I've been in the janitorial cleaning business for 21 years and have cleaned carpets since its beginning. However, I learned more about carpet cleaning in your 3-day class than I learned in the past 21 years. You are providing a valuable service to people with this school and everyone should take advantage of it.

My new Perma-Mount 70 is performing great. We've been back two weeks and have already done many carpets and several upholstery jobs as well. Your chemicals are great and after comparing dilution ratios with the chemicals I had been using, I have found Bane-Clene to be less expensive and with no comparison in performance. We just cleaned a bunch of 3' x 5' Olefin mats that had oil stains all over them. We pre-sprayed with Preface and cleaned with our normal PCA 5 and Booster mixture. They turned out great--like new. The company is going to have us come in every three months and clean them. And I'm sure we will do some of their carpets while we are there, too.

Because of all the wonderful people at Bane-Clene, we not only left feeling comfortable in having someone knowledgeable to call in case any problem should arise, but we also left feeling like family - one big network across the nation, with our headquarters in Indianapolis.

I've already talked with Kevin about maintenance and products and with Nick about advertising. I'm now working on my Bane-Clene Home Page and will be contacting Don Terry soon so he can link it with your fine web-site.

Thanks again for a wonderful informative week in Indianapolis. Also, thank you Kevin for all of the help and answers to so many of my questions when I was selecting my new machine

Hope to see ya'll again soon!!

Phil Pike

Baton Rouge, Louisiana

Dear Bill,

Just want to take the opportunity to tell you how much I think of Kevin Stark. I'm just returning from Columbia, South America where I did a large job for a carpet mill. It was a hard trip because they do not have so many of the things that we take for granted here in the states.

I never thought when I attended Bane-Clene Institute and became a member of this industry that I would go international. But because of Kevin and his referrals, other trips are in the works. The confidence that Kevin has shown in me has pushed my company to new heights.

My success in the industry is great because of those I have in my corner. Kevin Stark is the best coach a man could ever have and I'm thankful he's on my side. Many thanks.

Tim Langford

Calhoun, Georgia

Note from Kevin: Much of this large assignment in South America developed when I was out of town on a workshop trip. Denise Bloomhuff took over, arranged for the shipment of equipment and material to do the job and really helped make it happen. Too often the "front man" gets all of the credit for everything that happens. Denise, who has been with the company for 26 years, has always been there to help all of our Bane-Clene customer service representatives. Thanks Denise!

(Continued on next page)

Dan,

I want to thank you for all your help and answering my many questions. You were a big help in pointing me in the right direction!

Even though we are new in the carpet cleaning sector, we have been operating 360 General Contracting for over 14 years. Construction we know...carpet cleaning we are learning, and you are helping make it much easier.

I also want to comment on the excellent layout of your catalogue, and the clear explanation of all your many chemicals. As I mentioned, we started out in January of 2003 using Chemspec chemicals, but as they are used up I am switching to your products.

Hopefully we will get to meet in person at your school. I am trying to make the time to attend in the near future. It is difficult, especially now in the springtime, the start of our busiest season in construction.

Thanks again, and I look forward to thanking you in person.

Marc Pontician
Pottstown, Pennsylvania

All of the instructors were friendly, knowledgeable and very helpful. I can't say enough about how professional they all were. Mr. Terry was a little intimidating at first, but he brought the information to a level even I could understand. Is this guy smart or what!!!

I thought the demonstrations were amazing. I learned a lot at your school, for example that volatile means that something evaporates rapidly into the air and that anionic means a negative charge. Many thanks for everything. We look forward to a great business relationship.

Diane Sullivan
Mobile, Alabama

Dear Banes,

I just want to say thank you for your outstanding class.

I was faced with a problem with soil from a plant on the carpet. The client had knocked over a plant and decided to use a wet cloth to remove the dirt, needless to say that just enlarged the dirt spot and made a large black stain on the carpet.

I first used the prespray and let stand for fifteen minutes and cleaned another area, returning to the stained area, I made a pass with the wand and the stain looked back at me. So I got the water claw out and saturated the stain a couple of times with water and used the water claw to remove the dirt from the carpet, then went over it again with the Bane-Clene system. After I finished the job, the stain had disappeared. The customer had been more concerned about the stain than anything else on the carpet. I would not have known how to remove that ugly stain and maybe would have lost a client, if I had not come to your class and got the proper training. Some of my clients told me that they can see a difference with the Bane-Clene system and are very pleased.

I cleaned carpet for four years and had no prior training. This may seem small to some, but a success to others. I see success ahead.

Thank God for showing me the road to Bane-Clene and to Dan Willis and the Bane Family.

I am picking up new clients every time I go out and I have a lot more confidence than I had before. I want to thank you for all the support you and your staff have provided. It is the best! I'm making plans to come back next year for more training, but it will not be in the wintertime. You guys get too much snow.

Thomas Robinson
Clinton, Maryland

Happy Customer Comments

Bane-Clene's service company sends a postage-paid return mail report card immediately after every service call. Here are a few recent comments.

The service operator was very knowledgeable and offered very helpful suggestions for keeping the carpet clean. We were very impressed with the job and the personnel. Thanks!!

Mrs. Jim Katterhenry, Carmel

I recommended your company to my neighbor and they had your service. I was quite pleased with the work and so were they.

Mrs. Nel Hackworth, Indianapolis

The carpet looks just as nice as Stanley Steemer's job and for about half of the cost. We will call you again.

Mr. Otis Doxtator, Indianapolis

I used your service many years ago and I'm glad I contacted you to clean the carpets in my new home. Thank you for a good job.

Mrs. Judy Mistolarides, Carmel

I'm glad you changed your policy and will service this area.

Mrs. John Shaw, Danville

My carpets and chairs looked like new after your courteous operators finished cleaning them. Thank you for a nice service.

Mrs. Paul Freeman, Indianapolis

We are very satisfied with your employees' performance.

Mr. John Vanags, Carmel

You people are the best.

Mrs. Pam Ratz, Fishers

As a new customer, I was impressed with the staff, the quality of the work and the extremely competitive price.

Mrs. Carolyn Wheeler, Carmel

In today's world of bad service I was very pleased with the courteous, professional service the young men gave.

Mrs. Everitt Workman, Indianapolis

The carpet was terribly dirty and it cleaned up beautifully. Thanks.

Ms. Julie Heffern, Indianapolis

We were very impressed with the service and especially with the two young men who did the work.

Ruth Mateer and Gladys Brooks,
Indianapolis

We have been customers for 8 years and we have always been very satisfied with your service.

Mrs. John Harris, Carmel

It's hard to suggest improvement to a firm who is already the best. Thank You!

Keith Pemberton, Indianapolis

Your people were great on the phone and the service was prompt and efficient. I found your prices to be competitive.

Mrs. Elizabeth Grimball, Avon

I appreciate the service that the Bane company provides.

Mrs. Lois Nolte, Wilkinson

We were very pleased with your service and will use your company again.

Mrs. Howard Morris, Zionsville

I liked the work. Efficient and quiet and left no mess.

Mrs. Robert Smock, Plainfield

Special Offer

Chemical Package #1

- 1 - 65# drum PCA™ Formula 5 # 10964,
- 1 5-gallon pail Booster™ #10060,
- 1 5-gallon pail Preface® # 10660,
- 1 gallon TLS® 2000 # 10100,
- 1 gallon Gel-Solv® # 10418,
- 1 gallon Saf-T-Solv™ # 10420,
- 1 gallon Brown Out® # 10180



A \$411.65 Value

Save \$42.65

Special Price Only \$369.00

Chemical Package #2

- PCA™ Formula 5 # 10960 - 1x13 lb. pail,
- Booster™ # 10040 - 1 gallon,
- TLS® 2000 # 10080 - 1 gallon,
- APS™ All Purpose Spotter # 10220 - 1 quart

Regular Price \$89.35

Regular Price with avg. freight ... \$106.35

Special Price Only \$69.00

Chemical Package #3

- Super LCA® # 10119 - 1 gallon, Booster™ # 10040 - 1 gallon,
- Preface® # 10655 - 1 gallon, TLS® 2000 # 10080 - 1 gallon,
- Brown Out™ # 10180 - 1 gallon, Saf-T-Solv™ # 10420 - 1 gallon,
- Microban® # 32510 - 1 gallon, Perky® Spotter # 30512 - 1 quart,
- Stain Magic® # 30526 - 1 kit of 2 pints, Whink® Rust Remover # 30515 - 1x10 oz. ,
- Per-Scent® Lemon # 10600 - 1 pint

Regular Price \$211.45

Regular Price with avg. freight ... \$243.45

Special Price Only \$159.95

FREE FREIGHT (On Prepaid Orders in 48 Contiguous States)

For details on this month's featured products:

Call 800 428 9512 in the United States, including Alaska and Hawaii.

In the UK, ring 0800 521710. (UK offer may differ from USA offer.)

Special Offer Expires August 15, 2003 in the USA

and expires 30 September, 2003 in the UK.

LIMIT: 1 of each special per customer

Prepaid orders only: MasterCard, VISA, American Express, Discover, Debit Card; or mail check. C.O.D. and open account orders not accepted on this feature.

Indiana businesses, add 6% sales tax

Happy Fourth of July

Let us not be unmindful that liberty is power, that the nation blessed with the largest portion of liberty must in proportion to its numbers be the most powerful nation upon earth.

Our Constitution professedly rests upon the good sense and attachment of the people. This basis, weak as it may appear, has not yet been found to fail.

Always vote for a principle, though you vote alone, and you may cherish the sweet reflection that your vote is never lost.

America, in the assembly of nations, has uniformly spoken among them the language of equal liberty, equal justice, and equal rights.



John Quincy Adams, 6th President of the United States

BANE-CLENE CORP.
3940 N. KEYSTONE AVENUE
INDIANAPOLIS, INDIANA 46205

