

The Bane-Clene® Professional

Cleaning Digest®

*Dedicated to thinking people
in the cleaning industry*

Winter 2002
Volume 32, Number 1

*we here highly resolve that these dead
shall not have died in vain...*



*Remember December 7, 1941
and
September 11, 2001*

Para-Mount®

Travel Reimbursement
Program

Free School Tuition

Complete manual &
Training Videos

National Referral
Network

CRI Seal of
Approval



The Para-Mount carpet cleaning equipment is the ultimate one-man cleaning system - the result of years of development and refinement. It is designed as a truck-mounted operation with enough water capacity to work all day and take away the waste water, which eliminates the illegal dumping of dirty water onto streets. It has the lowest maintenance time and cost in the industry. The low profile design distributes weight evenly in the van. Of special note are the deluxe features, consisting of electric automatic hose reels with power-assisted loading and unloading, and the stainless steel recovery tank.

The Para-Mount provides the same fast drying time, positive moisture control, chemical blending system, and quick setup time, both truck-mounted and portable, as are found in the other Bane-Clene systems.

See catalog for specifications.

**May be Lease
Financed For
As Low As
\$10.48 per Day**

The Bane-Clene® Professional Cleaning Digest®

Winter 2002

Volume 32, Number 1

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 Center

Crawley, Sussex, United Kingdom
0800 521710 • FAX 0293 437517

Publisher:

Wm. F. Bane

Editor:

Oka Negley

Circulation and Distribution:

Nicholas Snyder

Accounting and Tax Counsel:

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
Marc D. Jones
Kevin H. Stark
Richard L. Voyles
Daniel G. Willis

Technical Director:

Donald W. Terry, Sr.

Feature Articles

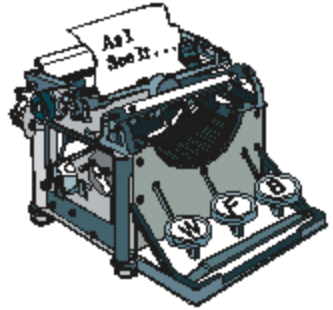
As I See It	4
40th Anniversary Open House	5
Carpet Retailers Cleaning Up	6
Illegal Dumping.	8
Standardization is Profitable	9
NGV Update	10
Don Barrett's Carpet Outlet	12
Carpet Yarns	14
Seal of Approval Program.	16
3-day Certification Class	18
Important School Dates	19
Budgeting Smart	21
National Advertising Program	24
Valuable Rug Rescued	25
Jimmie's Mailbox	26
Specialty Training Schools	30

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.

40 Years and Counting!

By Bill Bane

E-mail: wfbane@baneclene.com



Where have the years gone? It seems like just the other day we were cleaning the office of Dr. James P. Leeds. This \$10 job was the genesis of our business. On that cold Sunday morning, February 4, 1962, our little family never dreamed of what lay ahead, nor could we possibly have envisioned the number of lives we would touch in the future. As we enter this fortieth year, I'm overwhelmed with awesome memories and a deep sense of accomplishment.

By 1969 we were deeply involved in carpet cleaning and decided to make it our primary effort. This was the best business decision we ever made. Carpet cleaning methods at the time were very unsatisfactory, and these deficiencies provided the impetus for us to develop a safe, economical and effective method. The door to a worldwide market swung open for us with that decision.

I am very proud of our accomplishments of the past forty years. Because of the good reputation of our service company we have developed a customer base of more than 55,000 prestigious homes and businesses in central Indiana. Our service company has won numerous awards from consumer organizations such as the Better Business Bureau and Angie's List. We have been invited to participate in investigations involving carpet cleaning by the Better Business Bureau, WTHR-TV and WISH-TV.

The Bane-Clene Way® is approved by leading carpet mills and the Network of Ex-

cellence™, our referral service, offers instant reference to qualified cleaning firms from border-to-border and coast-to-coast. Carpet mills, retailers and consumers by the thousands use our toll-free phone service and internet locator service. Last year more than a million uses were registered on www.baneclene.com. Thousands of professional cleaning firms use the equipment, supplies and techniques that were developed and proven in our carpet and upholstery cleaning company.

With this vast following comes many responsibilities. Through membership in major trade associations and especially the Carpet & Rug Institute, we stay abreast of changes in the manufacture of carpet as well as developments in cleaning methods. Techniques, products and marketing strategies are constantly updated and changed to meet current trends.

Thousands of students who have attended Bane-Clene Institute since 1971 have taught their own staffs, so it is impossible to estimate how many cleaning technicians have been exposed to our philosophies. Through our school and supply organization, our family-owned business touches many millions of lives throughout the world.

Thanks to all of you, our loyal customers, and especially to our great staff. It's been exciting and rewarding and we're looking forward to the next forty years. Come celebrate with us on April 27.

40th Anniversary

Celebration & Open House!

Saturday, April 27, 2002

40th & Keystone,

Indianapolis, Indiana

Come one, Come all! No admission charge!

Exhibits &
Workshops



Auction

Great Food



Camaraderie



Carpet Retailers Cleaning Up

Automobile dealers have long realized the importance of after-the-sale service for their customers. The service department not only makes a profit but can assure customer loyalty when the time comes to purchase another vehicle. Progressive carpet retailers are entering the lucrative field of servicing the products they sell, if for no other reason than to keep the competition out of their customers' home or place of business.

The carpet industry, in making a valiant effort to maintain quality control from extrusion through installation, is beginning to understand that the quality of their product can be greatly diminished or impaired by inadequate maintenance. Retailers have the same challenge. Consumers remember the store where they made the purchase and if the carpet is unsatisfactory for any reason, they blame the retailer and most likely will go elsewhere for their next floor covering purchase.

Adding a cleaning service can be attractive for many reasons. The overhead is fixed, the retailer is "the carpet place" in the consumers' mind and a customer base for the service is already in place. A cleaning service requires a very minimal invest-

ment when compared to a retail operation.

Following are excerpts from letters to Bane-Clene from carpet retailers who have made the transition to full-service companies:

....."Having customers call us for cleaning is only natural since we have a rapport with them. Knowing that we use the finest cleaning system in the industry gives us confidence. It is easy to keep them satisfied and we are building both our cleaning and carpet customer base through additional referrals."

....."On numerous occasions we have replaced carpet padding, restretched carpet, installed and cleaned existing carpet, made repairs, and sold new carpet as a result of doing a carpet cleaning job. We sell carpet cleaning as an added sale to a carpet purchase."

....."Our customers are confident that we, as a carpet retailer, know our product well and can maintain it properly. We can't afford to disappoint them!"

....."By offering our customers high quality cleaning service as well as selling them the carpet, we are showing them that we care how the carpet will look in the fu-

(Continued to next page)

(continued)

ture, not just today. When they need new carpet, you can rest assured they will again call us."

....."Since the start of our carpet business in 1985, we have been asked, 'How long will my carpet last?' Our reply has always been, 'It depends on how well you maintain it.' When our clients would ask for a recommendation of a carpet cleaner, we gave them the names of two local cleaners. Unfortunately, our clients were not always pleased with these cleaners. Finally, we stopped recommending anyone and established our own cleaning operation. We've never doubted this decision."

....."When we sell carpet, we make a profit on the sale and that's it. They are not likely to need carpet again for years. By offering cleaning service, over a period of several years we realize three times the profit we made on the original carpet sale. More importantly, we stay close to the client and we're sure of their continued satisfaction with the performance of the carpet. When they need more carpet, they come to us."

....."A cleaning service affords a prime opportunity to stay in touch with customers. When the cleaners arrive, the customer has an opportunity to discuss the carpet with an informed and concerned individual. Customer contact doesn't stop when my cleaner is finished; a report card mailed after the service is done, and a small bottle of complimentary spotting fluid, keeps my name in the customer's memory. Another payoff comes later when my cleaner can tactfully suggest, 'Your carpet is wearing a little, would you like a quote on replacing it?' I wouldn't be without this service to my customers."

Insurance Policy?

A carpet cleaning enterprise in connection with a retail store can be an insurance

policy for the carpet retailer's future in carpet sales. The retailer enjoys a profit by maintaining the product he has sold and has the added satisfaction of knowing that the competition is not servicing his customers' carpet.

There are more than 1,500 suppliers to the cleaning industry which makes it easy to become confused when exploring the possibilities of a cleaning operation. Retailers considering this step should thoroughly investigate the supplier with whom they are planning to do business and choose a supplier who offers a complete line of equipment, cleaning agents, marketing programs and, most of all, a comprehensive training facility.

Alternative!

All carpet retailers should be interested in the cleaning and maintenance of the products they sell.

But, for those who do not wish to be in the cleaning business, Bane-Clene offers a unique alternative service. The "Network of Excellence™" is available to locate the services of highly-qualified, certified cleaning firms. This exclusive referral network is used by leading carpet mills, retailers and consumers.

Last year, there were more than a million visits to www.baneclene.com. Many were cleaners ordering supplies and seeking information. Some were retailers and mill reps, but most were consumers using the locator service.

Call 800 428 9512, for more information and a free video tape about Bane-Clene. If you are interested in a service to work for you or your customers, tell the operator your zip code and you will be given the name and phone number of a nearby member of this premier referral network. Members have been certified at Bane-Clene Institute and signed a "Pledge of Integrity" to provide service the Bane-Clene Way®.

Carpet Cleaner Cited for Illegal Dumping

A Boulder, Colorado resident who had worked for the Health Department spotted foul-smelling, water running down the gutter of a residential street. She tracked it to the source and found a Venturi Clean carpet cleaning truck with a hose in the gutter that was still wet. She called 911.

According to a story by Katy Human in the *Boulder Daily Camera*, the 300 gallon waste tank on the truck was full and the operator needed to clean several more apartments. A safety switch had shut down his equipment so he bled off enough dirty water to accommodate the added work. He said he was supposed to dump wastewater on a near-by field. (This is also legally questionable!)

According to the newspaper account, the manager of the Denver-based firm said the operator has been suspended for a week and will be fined an undisclosed amount of money. A few days earlier, residents had called police when another Venturi Clean truck accidentally leaked clean water on the pavement. According to the newspaper, the company could be fined up to \$1,000.00.



This should be a warning to everyone in the cleaning profession not to illegally dispose of wastewater. There are reports of fines up to \$50,000.00 being levied on carpet cleaning firms in locations from Connecticut to Arizona. This kind of publicity hurts everyone in the business.

Bane-Clene operators are advised to review the legal disposal procedures taught at Bane-Clene Institute and to follow them to the letter. People are concerned about ANY water, even clean water, being dumped ANYWHERE!

Information contributed by Sam Chesher, Longmont, Colorado

No one does it better

Bane-Clene® keeps it simple! Technicians measure and price the job, pull in 2 hoses, plug in, and clean. They roll up the hoses on automatic reels, collect and leave! No water to hook up, no chemical to blend, no dirty water to dump, no expensive fuel to buy and no noise or noxious fumes. 21st Century engineering backed by the best warranty, marketing and training programs in the business. Call us on the carpet®.

Standardization Is Profitable



A classic example of success oriented people is Ken Hilbert and his family from Akron, Ohio. The company was founded in 1976. We can almost set our clocks by them. Every 60,000 miles they trade trucks and the equipment mounted inside.

The Hilberts have standardized their cleaning operation ever since day one. Bane-Clene is the only equipment they have ever used. All American Carpet Cleaning is one of the most successful and profitable 3-truck operations in America.



A successful airline operation also uses standardization as a key part of their business plan. Southwest Airlines is celebrating 30 years of service to the public. They like to point out that airplanes are only a part of their operations. Serving people is their first priority in business.

One of the secrets of Southwest's success is the standardization of equipment. They fly all 737s, which makes

parts and mechanical maintenance much simpler than having a mixed fleet. Pilots only need to be familiar with the 737 so crew changes are easy. Standardization has helped make Southwest profitable and one of few airlines to come through 2001 without laying off any of its employees.

Bane-Clene is proud to supply both of these fine companies with their carpet and furniture cleaning equipment.

NGV Update

A staff report



The EPA (Environmental Protection Agency) is pushing for cleaner air. More than 60% of our oil supply comes from foreign sources and the wild fluctuation in gasoline prices is seriously affecting our economy. Is CNG (compressed natural gas) the vehicular fuel of the future that could solve both of those problems?

Electric cars are being developed and new hybrid vehicles (combination gasoline engine and battery-driven motor) are making their way to market. Alternatives, like grain-derivative ethanol, are being offered as supplements to gasoline and its harmful emissions. Oxygenated gasoline burns cleaner, but mileage suffers and the cost is higher than regular gasoline.

Citizens Gas Company of Indianapolis exhibited an NGV (natural gas vehicle) at Bane-Clene's Open House celebration in September of 1992. Dan Willis, manager of our service company, converted some of our vehicles to CNG. The conversion cost \$3,000 per vehicle and was quickly amortized by lower fuel cost, better mileage, less engine wear and a generous rebate from the gas company.

Natural gas is plentiful in the United States. CNG burns clean, gives good mileage and actually improves engine performance. The service vehicles kept their gasoline tanks and ran dual fuel systems. The engine operation could be conveniently changed from CNG to gasoline operation by means of a switch on the dashboard.



Fill valve is located on grill of vehicle.

The experiment was discontinued in 1995 because of a lack of convenient filling stations. The promise that filling tanks could be done on our own premises from the natural gas supply line never came to pass, probably because politicians could not figure out how to collect road taxes with such an arrangement.

Bane-Clene has always been interested in the environment and in fuel conservation since the inception of the electric truck-mounted cleaning system in 1969. Resisting the temptation to use the vehicle engine or a problematic additional engine for power has always been a part of our overall strategy.

(Continued to next page)

(continued)

We learned how to operate adequate pumps and machinery on cheap, dependable electricity and developed special chemicals to complement the system.

With the price of gasoline in a constant state of flux, perhaps it is time to revisit the use of CNG as an alternate fuel for service fleets. Congress should pass legislation to relieve our dependence on foreign oil by promoting alternate fuel programs and opening new oil exploration areas in our country.



Tanks may be mounted inside or outside the vehicle.

9/11/01 Affected All Business



The evil people who perpetrated those attacks caused a devastating affect on nearly every business in the land. Airlines obviously suffered the most, but even the carpet and upholstery business felt repercussions.

As an example of how the cowardly attack of 9/11 affected normal business routine, in August www.baneclene.com had 110,236 visitors. In September that number dropped to 31,398.

The number rebounded in October and surpassed our busiest month ever by logging 353,002 visits. The web site serves as an information center about Bane-Clene and is an e-commerce site for carpet and upholstery cleaning businesses to order equipment, chemicals and supplies.

The main usage of the web site is consumer oriented. Cleaning firms can easily be located either by a direct link from the site or by calling 800 428 9512 where the complete list of certified Bane-Clene operators is maintained for quick computer access.



(Don Barrett's BIG Losantville Carpet Outlet storefront)

"A presentation without a demonstration is just conversation"

Don Barrett, Jr.

By Bill Bane

Some of you will remember Don Barrett, Jr. from speeches and demonstrations he did at Bane-Clene schools and conventions. Others will remember him from the demonstrations you did for him while he was with Amoco Fabrics and Fibers.

Don doesn't remember the first time I met him because he was just a young lad. My son, Bill, Jr., and I drove to Connersville, Indiana in February of 1971 to demonstrate our truck-mounted carpet cleaning system for Don's dad who owned a carpet store. It was 5° below zero that day and the heater in the truck didn't work very well. By the time we drove the 70 miles, we were nearly frozen. When we tried to demonstrate, our hoses were frozen and we had to take them into Don's house and use the bath tub to thaw them. Don's dad was not too impressed.

The next time I saw Don was in February of 1987 when he worked with Ken Burton, Dave Bolt and Mike Casey in the Technical Services Division of Wellco Carpets in Dalton, Georgia. We demonstrated our cleaning system to Wellco and they have

been a strong supporter of Bane-Clene ever since.



Sample carpet with mustard, ketchup, shoe polish, hair dye etc. smeared on it

In the spring of 1988, I got a call from Don who was then a senior marketing official with Amoco in Atlanta, Georgia. He asked if I would take part in a "crazy" (his word) demonstration of their new Marquesa Lana carpet fiber. He needed someone to do a cleaning demonstration and used his now-famous slogan which is the headline of this story.

He poured shoe polish, Tilex, battery acid, oil, grease, acne medicine, mustard, ketchup, and other materials too numer-

(continued)



Audiences were amazed at the ability of the Bane-Clene System to remove these "impossible" spots and stains

ous to mention on sample carpets made with Amoco fibers and on samples of other well-known carpet fibers. He would then call on a Bane-Clene operator, to come forward and clean up the mess he had made. During the next two years we arranged hundreds of these demonstrations from border-to-border and coast-to-coast.

Every demonstration was a tremendous success and sales of the polypropylene product skyrocketed from 2% to 12% of market share. Bane-Clene equipment sales didn't do too badly either. Don told me that after his meetings, many of the observers were interested in the cleaning method that had provided such startling results. Many of the Bane-Clene operators who did the demonstrations came away with large cleaning contracts.

Amoco sold the fibers business and Don joined Home Depot as a sales and marketing trainer. My contact with him had been limited to a few phone calls and seeing him at Surfaces until our school at Bane-Clene Institute in August of 2001.

Guess why he was there? You'd never guess in a million years!

Last year Don left Home Depot to take over the family carpet business back home in Indiana. With all of his years in technical services in the carpet industry, he recognizes the importance of good maintenance and will offer cleaning services to the thousands of customers they have established over the many years they have been in business.

We are extremely pleased and proud that Don Barrett, Jr., chose Bane-Clene as his supplier in the cleaning industry.



Spacious showroom is well-stocked with ready-to-install rolls of carpet



Don's Carpet Bug is an attention getter with colorful samples of the high quality carpet available at his store

Mohawk Big Winner

Floor Focus Magazine rates Durkan tops in "Overall Business Experience". The poll of the design community rated Service, Quality, Design, Value and Performance. In Service - Durkan ranked number 1. Quality - Durkan and Karastan were tied. Design - Atlas took top honors. Value - Durkan again was named first. Kudos for Appearance went to Lees.

The big winner was Mohawk Group whose four brands, Durkan, Karastan, Mohawk and Bigelow all did well in the survey.

Here is how they finished in the category of "Overall Business Experience":

1. Durkan
2. Bentley
3. Karastan
4. Atlas
5. Lees
6. Interface
7. Shaw
8. Prince Street
9. Monterey
10. Masland
11. Mannington
12. Patcraft
13. Mohawk
14. J & J Industries

Congratulations to all and especially to Durkan Patterned Carpet. Bane-Clene has enjoyed a working relationship with Durkan since 1988. On behalf of all of the members of the Referral Network, we are proud to have been of service to a winner.

3M and Bissell Team-up

Some professional cleaners have expressed concern, even resentment, over

3M's association with Bissell's new ProHeat Pro-Tech cleaning machine. Do-it-yourselfers can apply Scotchgard while they clean their carpets with Bissell's new cleaning agent which contains Scotchgard. A supplemental application after cleaning is said to restore the carpet's original protection. Carpet retailers are being targeted as sales agents for the new cleaning method.

Professional cleaning firms should have no problem with this DIY offering. The only market damage will come to other DIY suppliers in an already overcrowded field and to low-end cleaning services. The customers of a "Good" professional cleaning service would not clean their own carpets if the machine was given to them.

CRI News

The following myths have been identified as the top ten most persistent misconceptions, according to Werner Braun, President of CRI.

Myth No. 1: There are health risks associated with carpet.

Truth: An extensive toxicological assessment of components of carpet concluded that the chemicals in carpet pose no health risks of public concern.

Myth No. 2: Mold and mildew can grow in carpet.

Truth: Mold and mildew exist ONLY where there is excess moisture and dirt coupled with poor cleaning and maintenance habits. Mold growth can occur on any surface from windowpanes to carpet—that is not properly maintained and when moisture is extreme. Eliminating sources of excessive moisture, such as water leaks, and controlling humidity greatly offset the potential for mold to grow.

(continued)

Myth No. 3: Carpet is a cause of the asthma and allergy increase.

Truth: Comparison data from Sweden supports that there is no link between carpet usage and the incidence of asthma or allergies. CRI is not aware of any published scientific research demonstrating a link between carpet and asthma or allergies.

Myth No. 4: Carpet is a sink for allergy-causing substances.

Truth: This is true as stated. The critical point, however, is often missed. Carpet holds allergen-causing substances tightly and, as a result, keeps allergens from becoming airborne, minimizing the level of allergens in the breathing zone. This translates to lower exposure potential. The allergens held by carpet's filter-like effect may be removed by vacuuming, refreshing the filter-like properties of the carpet to allow more material to be removed from the air. Vacuuming mattresses, carpet, and upholstery once or twice a week removed allergens, including dust mite feces - a known source of allergen. It is important to use the proper type of vacuum to minimize re-suspending allergens.

Myth No. 5: Carpet is a source of indoor air quality (IAQ) problems.

Truth: As noted previously, an extensive toxicological assessment of components of, and emissions from, carpet concluded that the chemicals in carpet "present no health risks of public health concern." Further, allergens in carpet may be removed by vacuuming. Vacuum cleaner machines bearing the CRI IAQ Green Label meet scientifically established standards for soil removal and dust containment and help maintain good carpet appearance.

Myth No. 6: Carpet is more expensive and harder to maintain than hard-floor surfaces.

Truth: Properly maintained carpet only needs vacuuming once or twice weekly and periodic extraction cleaning. The sweeping, mopping, stripping, waxing, and buffing that hard surface floors demand are much more laborious and very much more costly.

Myth No. 7: Carpet is environmentally non-sustainable.

Truth: CRI member companies, representing over 90 percent of the industry's manufacturers, have an excellent track record over the last dozen years of decreasing wastes produced and energy consumed, improving the industry's sustainability.

Myth No. 8: Carpet is a major emitter of volatile organic compounds (VOCs)."

Truth: Most new interior furnishings and building materials emit VOCs for a period of time. Emissions from new carpet are among the lowest of any household's indoor furnishings, and most VOCs dissipate within 24 hours - even faster with good ventilation.

Myth No. 9: Formaldehyde is used in the production of new carpet."

Truth: Formaldehyde is not used in the carpet manufacturing process. It is not emitted from new carpet.

Myth No. 10: Latex in carpet produces allergic reactions.

Truth: The latex that holds the fibers and backing together in broadloom carpet is synthetic. Synthetic latex is not associated with the allergic reactions of natural latex, which are caused by the proteins found in natural latex.

Visit www.carpet-rug.com for a complete listing of the reference material for the "TRUTH" statements.

Seal Of Approval Program

Bane-Clene Institute is an official school designated by the Carpet & Rug Institute to test cleaners for the Seal of Approval program. The purpose of the program is to provide an umbrella for consumers to identify cleaning firms that subscribe to the principals of the CRI.

CRI standards for school curriculum include technical information about carpet that is very important to carpet makers. Promoting proper care and maintenance of carpet will improve consumer satisfaction and help increase the carpet industry's share of the flooring market.

The new program is open to any company operating in any segment of the cleaning business which agrees to hire qualified employees and have them successfully complete the CRI test and comply with carpet manufacturer's instructions and recommendations.

A corporation must submit a federal identification number. Proprietorships or partnerships must submit the principal's social security number along with a certificate of insurance. Applicants must agree to subscribe to the CRI code of ethics and conduct and must be fully responsible for the workmanship of their employees.

Consumers WIN since they will benefit by being able to easily identify and select someone who displays the Seal of Approval in company advertising. Prop-



er maintenance of carpet in homes and offices around the nation will bring more repeat business for both carpet manufacturers and the cleaning industry.

Carpet manufacturers WIN because they benefit from a program which assures that changes in technology are reflected in the education of those who are the last in the carpet chain to see the consumer on their home turf.

Carpet cleaning firms WIN and directly benefit from instant recognition and identification by the consumer as someone who has gone the extra distance in commitment to their chosen profession. Besides permission to use the seal in advertising, cleaning firms are listed on the CRI's consumer oriented web site.

For complete details on how you can be a part of the new Seal of Approval program and display the seal in your advertising, call Bane-Clene Institute at 800 428 9512. Bane-Clene Institute is pleased to be the first school approved by CRI and is proud to be a part of this program.



Werner Braun, (L) President of CRI, welcomes Mac Bridger, President and CEO of Collins and Aikman.

C & A Joins CRI

Bane-Clene is proud to have worked for C & A for many years and is recommended for service on their fine products. Bane-Clene maintenance literature is enclosed in warranty, maintenance and service material supplied to C & A customers.

Old or New - It's Still Main Street USA



by Kevin Stark

Driving down Keystone Avenue, the street where our headquarters is located, I pass many businesses - Shell Oil, Edward's Transmission, Sears and Ace Hardware, AAMCO, Glendale shopping center, Murphy's Steak House and WalMart, to name a few. There are Ford, Chevrolet and Chrysler dealers, groceries and dozens of fast food restaurants. These businesses have been the mainstay of this street for fifty years. So what is all this noise about "New Economies and New Paradigms?"

New or Old Economies, New or Old Paradigms - forget about these terms! Businesses still sell a commodity or service and someone still has to buy it. Certainly, new technology has assisted both buyer and seller to market and locate goods and services but the buyer-seller relationship has not changed. Until the laws of physics change and dirt, spills, and animal activities begin to fall UP instead of DOWN, carpet and upholstery will need maintenance.

Those of us who can provide fast, efficient, courteous and cost-effective service will continue to be the leaders in our communities. There is nothing NEW about this concept.

Famous Words

Lincoln's Gettysburg Address contained 266 words. The Ten Commandments have 297 words and the Bill Of Rights has only 463 words. But the federal regulation for the price of cabbage is 26,911 words in length.

Submitted by Robert Augustus Quinn, who is a Cleaning Digest subscriber in Pacific Grove, California.





August, 2001 class had the highest cumulative test scores of the year

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

Registration and material fee per student..... \$99 *

Tuition fee: Bane-Clene System Owners, Spouse & Employees **No Charge!**

Non-owners are welcome as space permits.....\$149 **

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

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

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:

- January 21 – Tacoma, WA area
- January 24 – San Jose, CA area
- January 26 - Los Angeles, CA area
- April 16 - Atlanta, GA area
- April 17 - Columbia, SC area
- April 18 - Durham, NC area
- June 18 - Boston, MA area
- June 20 - Philadelphia, PA area
- August 27 - Dallas, TX area
- August 28 - Houston, TX area
- August 29 - New Orleans, LA area

9:00 a.m. to 12:00 p.m.
There is no charge.
Call 800-428-9512 to register.

School Dates

✓ Bane-Clene Institute – Indianapolis

January	7	-	9
February	11	-	13
March	11	-	13
April	8	-	10
May	6	-	8

✓ NOTE

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

✓ Specialty Schools for 2002

- April 24: Rx for Wood™
- April 25: Stone and Grout Care
- April 26: Spotting & Pet Contamination Clinic



Effective Marketing = Consistency + Patience

Nearly every business owner hopes a marketing plan will work overnight, but it rarely does. Marketing is not merely preparing and implementing a Yellow Page ad or mailer. Marketing is a long-term strategy with a goal of securing long-term customers. Be patient! Only long-term customers make a service company successful.

While this is definitely not an endorsement of its product, a good example of long-term, patient marketing strategy is from the Philip Morris Companies, Inc. In the 1960s, Marlboro was the 31st largest selling brand of cigarette in the U.S. and was regarded as a feminine brand. Philip Morris went to a cattle ranch, created the Marlboro Man, and a marketing strategy was born. Two years and eighteen million dollars later, Marlboro remained a feminine brand that continued to rank 31st among competitive brands. Philip Morris was not discouraged however, continued its strategy to market the rugged, western image. Today, Marlboro is the largest-selling cigarette brand among both men and women.

Technology has certainly helped companies deliver marketing messages more quickly but nothing can replace a solid commitment to a sound program and the patience to stay with it.

Hiring Tip

Will a recession or economic slowdown provide a larger pool of potential workers for the service industry? Small companies generally enjoy a ripple effect as large companies and corporations lay off factory workers and other entry-level employees. Be alert as this may be an excellent opportunity to acquire good people who WANT to work.

IT = Your Telephone

The acronym IT (information technology) has been used endlessly in recent business-related articles and publications. Authors state that regardless of what business you are in, your IT infrastructure must be rock solid. If your information is unavailable, you are quickly OB (out of business).

As high-tech as IT sounds, let us in the service business not lose sight of what IT really means to us. Our IT is our telephone and a knowledgeable person who will answer it and provide the information requested by our customers and prospects in a timely manner.

The "tech" talk about "new economies" and "new paradigms" sounds nice in conversation. But, don't forget that a fundamental business policy that puts customers first is really what makes a service company grow and prosper.

Budgeting Smart

The advertising budget is the foundation of a solid program and should never be allocated based on last week's sales performance or the volatility of the economy. Consistency in advertising is critical to both short and long-term success. Your advertising investment should be consistent throughout the year.

A traditional means of allocating funds for the marketing communications budget is to allocate a certain percentage of company sales. But many marketers probe deeper and analyze critical factors to determine specifically how much they should invest in advertising. Before your new advertising budget is set in stone, consider these important issues to get a better idea of the right amount for the new year's budget.

Finalize schedules and activities...What specific activities need to be implemented? What advertising schedule is sufficient to



maintain awareness and launch new products or programs? What schedule is needed to support the efforts of the sales force? Plan as much of the year's programs as possible to determine a usable figure for the budget.

Review corporate goals and objectives including market share...Does the advertising investment provide enough to support these goals? What is our current market share position? What are our market share objectives?

There is no specific rule for establishing the advertising budget. Instead, it's important to analyze critical marketing factors and finalize plans, programs and goals for the coming year. At that point, the marketer can make an informed decision about the right amount for the coming year's advertising investment.

It Is Never Too Early!

Many businesses, carpet cleaning included, tend to be cyclical or seasonal. It is very easy, as we are consumed by the events of our busy season, to forget about the leaner days which often are just several months away. Prepare for these days by projecting your cash flow needs at least six months ahead.

1) **Forecast your cash flow.** Know your customers' paying habits.

2) **Forecast your sales.** Making assumptions can be very dangerous. Review past years' records to project accu-

rate data.

3) **Forecast your expenses.** This will allow you to anticipate your need for cash and prepare for unforeseen events.

Cash flow is the lifeblood of a business. We can prepare for cash flow imbalances and mismanagement will put a company's existence in peril. Do not hesitate to solicit the advice of a financial professional if necessary in this area. Professional help, specifically a CPA, will be a sound investment.

Cost of Pernicious Paperwork



Nearly 60% of people taking part in a recent survey said they would stop doing business with a company that issued unclear and poorly presented bills, contracts and sales proposals. Documents should be structured to create a productive dialogue. Paperwork that makes your life easier, but frustrates customers, can cost you big.

Source: Simplified Communications at Siegel & Gale, 212-707-4000.

Advertising Works

The majority of orders for carpet cleaning service -- about 80% -- are initiated by buyers when they're ready to buy. It's the buyer who contacts the cleaning firm, not the other way around. Continuous, ongoing advertising works and that is the reason the yellow pages is so effective in the cleaning industry.

Competitor's advertising usually stimulates calls to others who are listed in the yellow pages. Supplemental advertising keeps your name top-of-mind over the long-term, and when the buyer is finally ready to buy, you need to be where they look for service.

Lots of Customers Out There

The prime market for carpet and upholstery cleaning service is 40 to 70 years of age. Approximately 76 million Americans are over 50 years of age. That's the total number of Americans that were alive in 1900. Life expectancy has increased by nearly a generation since 1900, when a child born then could only expect to live to be about 47. A child born today can expect to live more than 76 years.

Donation to Museum

Ken Edwards, Owner of P.S. Carpet Cleaning of Aurora, Colorado, attended school in Indianapolis recently. Mr. Edwards was here to trade in his 1978 Bane-Clene equipment on a new truck and Bane-Clene system.

He presented his well-preserved 1978 equipment manual to the museum at Bane-Clene. Thanks Mr. Edwards for the thoughtful contribution.

How the Children Saw It



Nick Curtin, 15, is a student at the Indiana School for the Deaf in Indianapolis. This is his artistic interpretation of that dreadful day, September 11. It was published in the *Indianapolis Star* on October 11, 2001.

Michelle Indiano, 12, St. Luke's Catholic School, Indianapolis, wrote this poem:

It was an ordinary day, kids sitting in school.
Yes, it was just a regular day, till the US was played for a fool.

Now people scream and children cry for loved ones they have lost.
Upside down and all around, their world's have been jumbled and tossed.

Now we wait, and wait, and wait, and hope, and hope, and hope.
We pray that people who are now alone with their dead will all be able to cope.

The scene that really made me cry was nothing but smoke behind Miss Liberty.
When engraved on the base were the words:
Give me your tired, your poor, your yearning to breathe free.

National Advertising Program

By Deborah Lamb

This half page ad appears in Ameritech's Indianapolis directory.

Call 'Us' On The Carpet®
Residential & Commercial Carpet & Furniture Cleaning

- Free estimate after we inspect your home
- 100% satisfied, no-pressure technicians
- 15-year's records of work done in office
- Safe, state-of-the-art system
- Heavy duty, 2000 PSI, no-noise
- Radio-dispatched for prompt service
- Water damage restoration service
- Walk-in and carpet cleaning
- 100% satisfaction or no charge
- Emergency cleaning
- Air and duct system cleaning
- Pre-treat systems treated
- Green & safe natural cleaning
- No charge for estimates

The Bane-Clene Way®
Approved by leading carpet makers

Call Bane
317 546-5448
40th & KEYSTONE

SCOTSGARD

As Mr. Bane states at Bane-Clene Institute, "The single most important element of advertising in the service industry is the Yellow Pages." Yellow Pages are available 365 days a year, 24 hours a day and reach the consumer when they are ready to buy. There are 84.4 million references to the Carpet and Rug Cleaners heading annually and it is the 29th most referenced heading out of 4000. In fact, 89% of references to this heading either made a purchase or intended to make a purchase.

TMP Worldwide is the National Yellow Pages Agency for Bane-Clene and can assist you in executing a highly successful Yellow Pages advertising program. TMPW provides one contact person, me, who works with all of the various directory publishers. Since I am not paid on commission, I will provide unbiased, researched recommendations that make sense for your business.

TMPW provides other marketing services that can also help to grow your business. Mr. Bane recommends the use of direct mail to specifically target your customer in conjunction with Yellow Pages advertising. TMPW can work to provide residential and/or commercial lists for your

direct mail campaign. Just provide TMPW with the market demographic information and zip codes you are targeting.

For example, Mr. Bane recommends targeting homeowners of certain age, income, and area. TMPW can then provide you with a list of addresses in your target area. These may be on peel and stick labels or computer disk.

If you do not know which zip codes to target for your direct mail campaign, TMPW can provide color maps to locate the target market in your area for you. There is a nominal fee for this service. TMPW can also provide various internet marketing tools that can help your business grow.

We at TMPW are committed to working with Bane-Clene and all its valued customers to assist in all directional marketing efforts. Please feel free to contact me with any questions. You can reach me at 1-800-248-2320.

Ed Note: To place an ad with TMP, it is necessary to sign an advertising agreement with Bane-Clene. There is no charge for this agreement which is a license to use federally registered trademarks and copyrighted material.

Valuable Rug Rescued



Not every artist would rescue his work after it was sold. But, Chris Leininger, owner of The Carpet Sculptors, of Reelsville, Indiana, goes above and beyond for his customers. He handmade this rug for a client, who is a musician in Anderson, Indiana. It is a \$5,000 creation in the shape of a giant musical note.

The room the carpet was in flooded and Mr. Leininger went to his clients home, picked up the soaked rug and brought it to the Bane Company in Indianapolis. Dan Willis met him at the warehouse after hours at 8 p.m. to receive the rug.

After it was dried, cleaned and deodorized, Mr. Leininger picked up the rug and delivered it back to the owner in Anderson. The rug turned out beautifully, was as soft to the touch as it had been originally and everyone was happy!

The Carpet Sculptors are manufacturers of custom inlaid and hand-carved car-

peting including area rugs, wall tapestries, and company logos.

Having their roots in Indiana, the Carpet Sculptors were able to expand their territory with the help of the internet which has drawn commercial and residential clients throughout the United States. Their website, www.carpetsculptors.com, now accounts for 40% of their business. All of their rugs come with a lifetime warranty on workmanship subject to a maintenance agreement which requires the rugs to be cleaned at 6-12 month intervals depending on the specific traffic pattern.

Mr. Leininger says, "We recommend to our clients that they use a reputable company such as Bane-Clene to perform this cleaning."

For additional information, be sure to visit their website.

"From the living room to the boardroom, the possibilities are endless..."

Jimmie's Mailbox

Jimmie sez:

**Happy Holidays
to all!**



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.

Thank you for the great class in August. I just bought a new 2001 GMC van and it needs a Para-mount installed this Thursday or Friday. Thanks Dan for all the help and opinions since I started talking to you last month.

*John Cowles
Huntsville, Alabama*

Your school was a great experience. I particularly liked the mixture of "Old Timers" (one man had almost 20 years in cleaning and another was a carpet factory rep) and "Greenies" like me in the class. It provided a broad range of question and answer discussion topics both inside and outside the classroom.

*Larry Silbaugh
Dallas, Georgia*

The school was a very great learning experience for me. I wasn't too excited at first, but after my first hour, I realized this was going to be a great opportunity. Keep up the good work! Bill Bane is great, and please let him know I think so, along with the rest of the crew here.

*Regina Burke
Losantville, Indiana*

I just wanted to let you know how great the Bane-Clene system is. I know that this sounds a bit odd, but it was just what was needed for a special job and it worked.



My family and I are active 4-Hers and we look forward to the fairs every year. We show Suffolk sheep both in 4-H and open class. Every year we have to wash the sheep, card out the wool, then clip and groom the animals for show. This process takes a long time and we need to get 14 animals ready. Through these processes at least one in the family gets a cold and the sheep do as well.

I had a thought. If I can clean wool carpets and furniture, why not the wool on sheep. I just had to tell you that it worked great with the warm water and mild cleaning agent. The vacuum hose took the dirt away immediately. The sheep were incredibly soiled with everything from mud, manure, grasses, natural oils and other unimaginable things. We were able to clean and have them dry and ready in a matter of hours. It used to take days and a lot of hard work. And the sheep actually liked the massage that the system gave them.

When the fairs came, we all shined, especially the sheep, thanks to the Bane-Clene Way®. We left the fair with all the grand champion rosettes possible. We were sure happy! Thanks, Bane-Clene! See you in Vegas at Surfaces.

*Tim McKay
Corvallis, Montana*

I would like to express my sincere gratitude to Don Terry and the entire staff in the Bane-Clene organization for conducting a training school so professionally and knowledgeably. It was an honor to be a student in your Carpet Cleaning, Stone Care and Wood Floor Care classes this past week. I learned more about carpet and floor care this week than I ever could imagine and would like to express my sincere appreciation to you for conducting the workshops so effectively and efficiently.

I feel blessed to have been able to attend The Bane-Clene Institute and appreciate being in the company of so many wonderful and inspiring people. I thank you and the others who taught Jhanet and me much more than carpet and floor care. I intend to implement the "Bane-Clene Way®" in my business and feel privileged to be amongst the Bane-Clene professionals. Thank you for a truly rewarding experience.

*Respectfully,
Robert Picaroni
Edison, New Jersey*

I've been cleaning carpets for many years and I have never been totally satisfied with the final touch. Thank you Bane-Clene for filling that void. Now when I am finished with a job, the drying time and the carpet as well as furniture is great. The finishing touch on the carpet and furniture is very satisfying to the customer as well as myself. Everything is bright and smells good.

*Thanks!
Lawrence Wilkins
Cleveland, Ohio*

What an awesome week! We would like to thank the staff at Bane-Clene for the great experience we had at your Institute in August. Your hospitality, knowledge and the materials we used during the classes were more than helpful. David and Karenne had taken the sessions before and were reminded of things the second time through that they themselves had forgotten. Matt and I had never attended the Bane-Clene Institute. We both enjoyed our time there meeting other owners as well as learning the fundamentals of the business.

Thank you again for taking the time to educate us and also for your continued assistance to our company as we encounter different situations.

*Sincerely,
Jennifer, David, Matt and Karenne
Kingston, Massachusetts*

I bought a "Bane-Clene" system from a cleaner who advertised it in a magazine. He sent me pictures and it looked like one, but when I got it didn't work too good. I took it to Indianapolis to have it refurbished and went to your school. Then, I found out the truth. The motor was not the right one, the pump had been replaced with a cheap aluminum one and vacuum system was nothing but a big wet vac instead of a pump. The cleaning wand had holes drilled in it and the relief valve on top of the machine had been sealed. Even the jets were the wrong size and I was leaving the carpets too wet. I got hosed trying to save a few dollars.

At least the stainless steel shell was good and now I have an upgraded machine with all new parts that work and it is equal to a new one. Thanks to every one who took such good care of me and treated me like I had bought the machine new. Thanks to the school staff who were

(Continued to next page)

so good in the training I needed. I not only know how to run the machine right, but I learned a lot about how to run my business.

Sid Warman
Atlanta, Georgia

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:

We have had others clean for us. The last ones were noisy, dripped oil on our driveway and put dirty water on the street in front of our home. The ones before that used a machine that twisted the nap on our carpet and it looked awful afterwards. Your service was great, the people were wonderful and the carpet has never looked better. We will never use anyone else.

Mr. and Mrs. Ross McConnell,
Greenwood

They arrived promptly at the time promised. They worked rapidly and efficiently. Furniture which had to be moved was replaced in proper locations. I will recommend your service.

Mrs. Harry Hendrickson, Indianapolis

They did a beautiful job on our carpets and were very courteous and efficient. They even vacuumed their footprints.

Mrs. Judy Kingston, Carmel

I had used your company when I lived in New Whiteland and was very satisfied, therefore I called when my carpet needed cleaning here. Very satisfied!

Maxine Todd, Indianapolis

I was very pleased with your service from the first phone call to the completion of the job. Thank you and I will recommend you to all of my friends and family.

Mr. Joe Kimbrew, Indianapolis

Carpet looks great. We are very pleased and will recommend you to others.

Mrs. Ben Loveall, Fishers

I continue to like and use your service - no over-use of cleaner, no excessive wetness and especially no loud noise. I do heartily recommend your service to others.

Mrs. Diane Schirm, Indianapolis

Great job. Thanks!

Sue Wells, Carmel

Thank you - You have a good operation.

Myron Vourax, Indianapolis

Very satisfied with the service. Everyone was very professional. I will use your service again and will recommend you to my friends.

Kathy Jones, Beech Grove

I have used your service for many, many years and have always been impressed by your workmanship and efficiency. Operators are always very professional. Thank you.

Janice Wark, Indianapolis

Beautiful Job. I recommend you frequently.

Ruth Secrest, Carmel

I was more than satisfied with every aspect of your service and the men who did the work. I'll have them back in the future.

Mrs. William Samuels, Indianapolis

**Our technicians spend more for lunch
than their Bane-Clene® chemicals cost
for a whole day's cleaning operation!**



For safe, effective, economical cleaning,

Call 'Us' On The Carpet® 800 428 9512

Specialty Training Schools at Bane-Clene Institute

In October, Bane-Clene hosted specialized classes on spotting, pet contamination, wood floor care, and stone floor care. Most participants who took the training are now making more money per square foot than they dreamed possible!



One participant, Bob Wells, has quoted a \$19,500 grout job for a school which he expects to do during the Christmas break! The school had a 13,000 square foot quarry tile floor put in which quickly soiled and looked awful. Bob did a test area, shown on the left, using the products and techniques learned from the class and made the area look brand new - and it still does after several weeks. Other contractors have come in to try to equal his work for less, and

have failed miserably! The amazing thing is that Bob had already quoted the job before coming to the class and realized during the class that he'd not quoted enough!

(Continued to next page)

(continued)

As Don Terry, the instructor for both the wood and the stone classes, stated in the class, “Those who came were the smart ones - not afraid of change, not afraid of improving their standard of living, and not afraid of taking on new challenges and learning new techniques!”

There’s an old story about the young wood cutter who started his new job - setting records on felling trees. But, after a while, his production rate steadily declined until his was the worst. Finally, someone told him to take some time off and get his axe sharpened. Once he did, he was out setting records again!

Take the time to come to these special classes and the April Open House and learn how you too can start setting new records and reinvigorate your business!

Advanced Spotting & Pet Contamination

Having trouble getting stains out? Come and learn how to use the **new generation spotters** to remove virtually any stain quickly and easily.

Conducted by CTI (manufacturer of FSR Filtration Soil Remover, Odor Barrier, Ink Out, Pro-Zyme® Enzyme Pre-Spray, Baby Safe, Molecular Modifier, OSR, Red Relief®, Stain Blotter®, and Stain Magic®).

No-charge. Limited seating.

Reservations are required!

Date: April 26 (9:00AM to 4:00 PM)

Rx for Wood

Topics covered:

- Get the homeowner to say yes!
- Key Rx Product Benefits.
- How to make more money!
- Inspect and estimate the job.
- Comprehensive marketing tools.
- Cleaning & finishing procedures.
- Repairing scratches & gouges.
- Pricing of your services.
- Maintenance programs.
- Equipment & Chemicals needed.

Only **\$175 per person**—includes hand-book and hands-on demonstrations. Space is **VERY limited** so we can give optimum training.

Pre-paid reservations are required!

Date: April 24 (8 AM – 5 PM) .

Stone Care

How to Clean and Seal Ceramic & Porcelain Tile and Grout

Topics covered:

- What is ceramic tile.
- What is porcelain tile?
- What is natural stone?
- Different types of grout.
- Chemistry of cleaning and sealing.
- Cleaning & sealing procedures.
- Pre-inspection.
- Pricing of your services.
- Maintenance programs.
- Equipment & Chemicals needed.

Only **\$175 per person**—includes hand-book and hands-on demonstrations. Space is **VERY limited** so we can give optimum training.

Pre-paid reservations are required!

Date: April 25 (8 AM – 5 PM) .





Season's Greetings

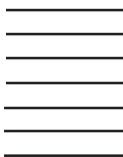


See you at
Booth 8954



January 30 - February 1, 2002
Sands Expo and Convention Center
Las Vegas, Nevada USA

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



PRESORTED
STANDARD
US POSTAGE PAID
INDPLS., IND.
PERMIT NO. 3706