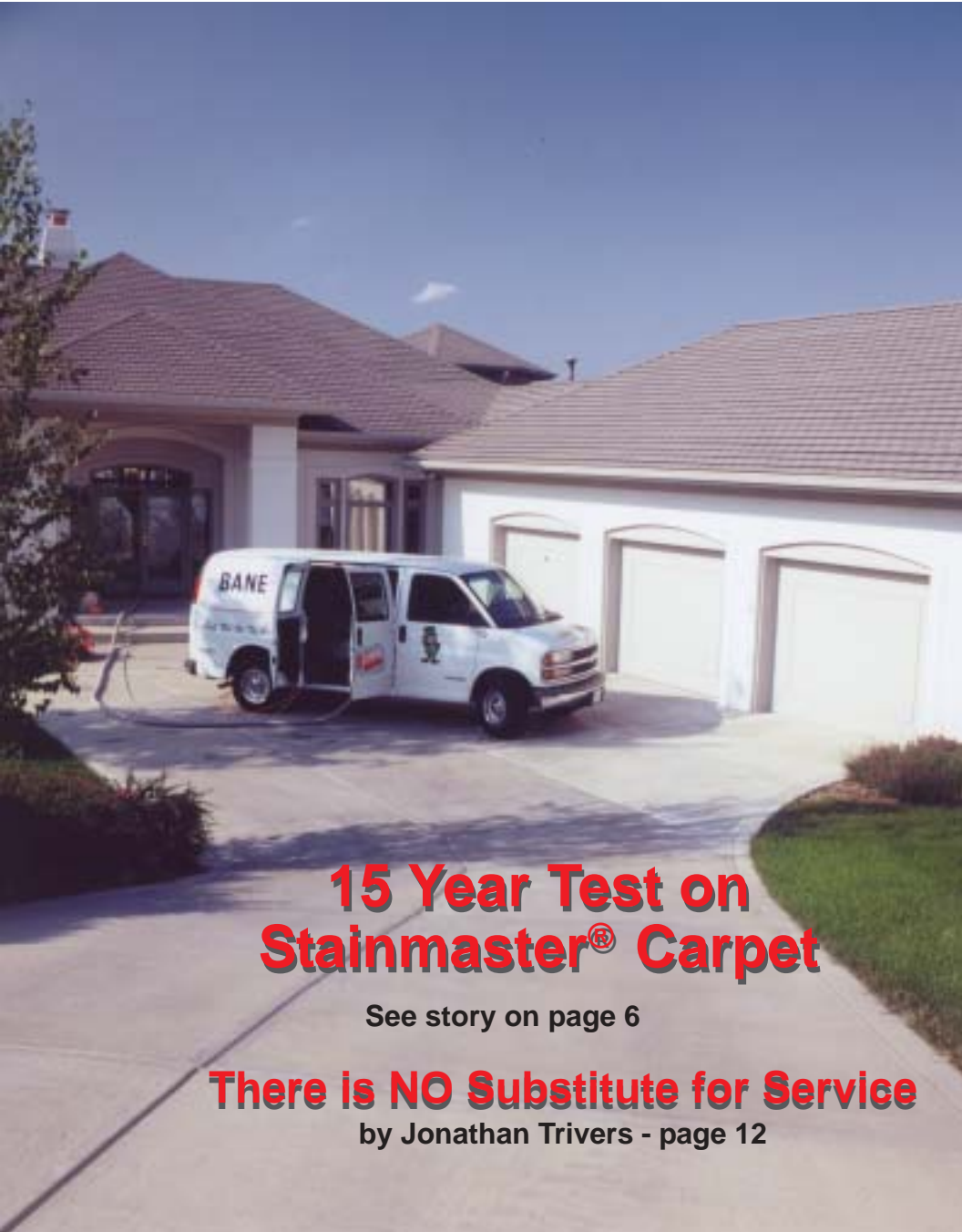


The Bane-Clene® Professional

Cleaning Digest®

*Dedicated to thinking people
in the cleaning industry*

Winter 2003
Volume 33, Number 1



15 Year Test on Stainmaster® Carpet

See story on page 6

There is NO Substitute for Service
by Jonathan Trivers - page 12

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, dual heating, 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 2003

Volume 33, Number 1

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Another "Big Isn't Always Better!"

By Bill Bane

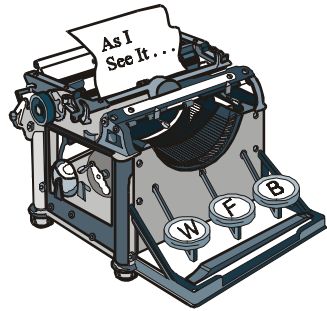
E-mail: wfbane@baneclene.com

A student at Bane-Clene Institute said, "Your operation hasn't grown much since I was here for the big expansion celebration in 1992. You really practice what you preach, about big not always being better!" She was very observant!

Our local cleaning service operates under the premise that smaller is definitely better. Twenty years ago, we worked under our own name plus that of 3 department stores, 4 dry cleaners, 3 carpet retailers and 2 furniture stores. They all received a minimum of 10% of our gross business for the privilege of cleaning for their customers and we paid the advertising, overhead and operating expenses. In the process we learned that a few trucks working under our own name can make more pure profit than a fleet working under many different banners.

Locally, we have more than 55,000 customer advocates many of whom generously offer referrals and testimonials. This luxury has allowed us to curtail advertising expenses considerably with the savings going directly to the bottom line. A small, well-trained staff of technicians are motivated to do only the highest quality work which ensures continued and enthusiastic customer support.

Bane-Clene, our international supply business, has remained small enough to give personal attention to each and every customer, yet large enough to qualify for the best discounts from our vendors. These discounts are passed along to our customers in the form of savings and as an added value through our support of



Bane-Clene Institute, toll-free hot lines, free referral service and having a full-time chemist and business experts on staff for our customers' convenience.

The customer service staff of our supply company is large enough to personally answer telephone calls and questions. Their first priority is to see that orders are promptly shipped by the most efficient and economical means. Yet, this staff is small enough that they are on a first name basis with most of our customers.

We haven't expanded our building since 1992, but internal improvements have resulted in greater efficiency and enhanced profitability. Improved logistics in warehousing, inventory control and office management have allowed us to stock many more products that have been requested by our customers.

Safe, dependable equipment and chemicals virtually eliminate emergency calls from our supply customers. Adequate stock and prompt shipment are top priorities and our customers are the beneficiaries. More importantly, they become our advocates, much like the customers of our cleaning service business. More than 60% of all new equipment owners and chemical customers come to us as the result of a referral from a satisfied customer.

In our world, "Big isn't better!"

Is Carpet losing to Hard Floors?

A staff report

People in the carpet cleaning business have expressed concern about carpet losing a share of the floor covering market to hard surfaces. **Dr. Michael Berry**, of the National Center for Environmental Assessment at Research Triangle Park in North Carolina, was interviewed by Cleanfax Magazine. The following is excerpted from that interview:

Cleanfax: *We're seeing figures that show a decline in carpet. More people are opting for hard surface flooring. What's driving this exodus?*

Dr. Berry: *I'm not sure there is an exodus. When I look at the carpet industry, the sales are about the same. If anything, the carpet industry is a mature industry. When carpet is called into question, many times it is because it hasn't been properly maintained.*

I'm not at all concerned that carpet is going to go away, as something whose time has come, because I just don't see that. I think that we are beginning to look at carpet as a system. We're not looking at it so much as a product. And I think that in this new age, we are beginning to see the importance of an alliance between the carpet manufacturers and the cleaning industry.

Dr. Berry has eloquently stated his opinion on the subject. Our experience in people's homes bears out what he says. There are more hard floors, but more carpet, too.

The facts in the following column will help bring the situation into perspective.

Here are some facts

- Larger homes built today have more hard floors, and more carpet.
- Commercial carpet is a major and growing part of the carpet market.
- Carpet is replaced, on average, every 8 years with some carpet seeing service for more than 20 years.
- There are hundreds of billions of Sq.Ft. of carpet already on the floor in addition to the more than 14 billion Sq. Ft. sold last year in the floor covering industry.
- DuPont is expanding BCF production at its Lugoff, South Carolina, plant by more than 10%. An additional 40 million pounds of BCF will be on line by mid-2003.
- The rug market is growing dramatically. These need cleaning, too!

Conclusion

Hard or soft, the floor cleaning business is growing dramatically. All we have to do is properly train and equip ourselves...and advertise that we do it!

Hard floors can be a bonanza for enterprising people in the cleaning industry. Simple, easy to use systems have been developed for hard floor maintenance and classes are held regularly at Bane-Clene Institute.

Testing Stainmaster® Carpet

By Bill Bane

DuPont kicked off its latest advertising campaign for Stainmaster carpet in the spring of 2002. DuPont doesn't really make carpet, they brand the fiber and license carpet mills to use their registered trade name, but to a majority of the public, Stainmaster carpet is made by DuPont.

History of Stainmaster

In the late '80s, DuPont spent 50 million dollars, a big ad budget in those days, to introduce Stainmaster and it was the best thing that ever happened to a lethargic carpet industry. For the next ten years all carpet sales, not just Stainmaster, reached new heights.

In 1987, DuPont's public relations department did not respond to inquiries about maintenance requirements for the new product, so I started a test program to see for myself how to clean it and how it would perform. As cleaning professionals, we needed to know if there were any *faux pas* associated with Stainmaster carpet.

Several mills would gladly have donated the test carpet, but I decided to purchase it through regular channels to see how it would survive shipping in a hot trailer, roll storage in a warehouse, installation and especially how salespeople would present it to the public.

A beige cut-pile was purchased from a floor covering store for the break room at our Keystone facility. I was told that it was near bullet proof and my location, color or texture choices were not questioned. Another floor covering store put Stainmaster on 10 steps at my office.

A salesman at my wife's favorite department store, L. S. Ayres & Co., told me

that Stainmaster carpet would require no professional cleaning. "Just spot clean it with clear water and vacuum it regularly," said he. I chose a light-colored cut-pile for the family room of my home. Since there was a blacktop driveway adjacent to the entrance and the room is next to the garage with foot traffic funneled through the center of the room, this seemed to be a poor choice of color, texture and location.

None of the salespeople questioned my selection and none of them provided a copy of the warranty or any cleaning instructions what-so-ever.

Mistakes

DuPont made mistakes in their rush to introduce this blockbuster product. Their marketing department got ahead of technical services and obviously forgot that salespeople will oversell anything. Another mistake was to ignore cleaning and maintenance until the product needed attention.

To counteract these mistakes, DuPont hurriedly affiliated with Stanley Steemer as their authorized warranty representative. Stanley Steemer was certainly capable of cleaning the new fiber, but an uproar came from the cleaning community. One scribe wrote in an editorial in a trade publication, "DuPont has built their relationship with the cleaning industry on the spot where the outhouse once stood."

I wrote an article in this magazine defending DuPont's right to do business with whomever they please, but it was not well received in the cleaning industry. In fact there was a considerable amount of hate-mail and telephone calls about my stance in the matter.

DuPont damage control in the cleaning industry was assigned to **William H. (Bill) Doan**, a polished executive who was ably assisted by an affable gentleman named **J. C. (Cy) Gantt**. They spent the next few years acting as peacemakers and successfully defused the situation. In the process DuPont established guidelines for cleaning and restored its relationship with the professional cleaning community.

Bane-Clene's Stainmaster Test Results

After testing Stainmaster carpet from 1987 to 1991, there was no indication of discoloration or yellowing in the break room at the plant. The carpet was replaced in 1992 to test a product for another manufacturer. Resistance to matting and crushing was good considering the fact that a residential grade carpet was installed in a commercial application. Spills of soft drinks, coffee and sundry other stains were easily removed.

The Stainmaster on the steps at the corporate office was replaced with another manufacturer's carpet in 1997. After ten years of cleaning it still looked respectable, had good resiliency and tip definition was acceptable.

But, the really impressive test carpet is in my family room. After fifteen years, the Stainmaster carpet is still there and is a tribute to the product considering all that has happened to it, especially during the first five years of concentrated testing. During that time it was cleaned on a monthly schedule and various topical treatments were applied even though most of them were not recommended by DuPont.

The Stainmaster carpet in the family room survived pizza, pets and grandchildren. The only noticeable blemish is an indentation from a hot soldering iron



Unretouched photo of family room carpet next to garage entrance. Note tip definition, texture and density of newly cleaned fibers.

dropped by a clumsy electrician. The traffic lane through the center of the room is not apparent, tip definition is excellent and the fibers still demonstrate remarkable resilience. Spills are easily removed and there is no indication of yellowing or any other discoloration. The blacktop driveway was replaced with concrete in 1992, but there was no asphalt yellowing during that period of time.

Conclusion

Stainmaster carpet, produced by a reputable mill with decent face-yarn weight, is really good stuff! DuPont should be commended for bringing a product to market that is long-lasting, retains its aesthetic qualities and is so easy to clean.

Ed Note: Some good news for the cleaning industry recently came from DuPont. Their solution-dyed 6,6 nylon yarn, which has been available only in commercial carpets, is now being offered to mills for residential use. This should be an exceptionally easy-to-clean product.

Shag Making A Comeback



Shag carpet is enjoying a resurgence in the marketplace and deserves attention in training programs so consumers will have a good experience with any carpet fiber they may choose. The nostalgic urges of the baby-boom generation is bringing shag carpet back on the decorator scene. They fondly remember playing on the soft, deep, fluffy fibers when they were children.

There is a generation of carpet cleaners who do not know anything about shag carpets or that they have special cleaning requirements. Shags were partly responsible for the rapid acceptance of steam carpet cleaning in the early '70s because they do not tolerate rotary scrubbing or rubbing methods which were popular at the time.

Wm. F. (Bill) Bane refuses to part with the old shag carpet that has adorned his office since 1972. He says it is a living testimonial that with proper care, shag car-

peting can retain a good aesthetic appearance for more than 30 years.

When asked about his old shag carpet, Mr. Bane said, "It's just like an old friend. I'm comfortable with it, I like its looks, the way it feels underfoot and I really don't care about style changes. Besides that, it helps me remember that we owe shag carpet a lot because of its influence on our early business decisions about carpet cleaning and the impact those decisions made on our lives and on the entire cleaning industry."

Mr. Bane told about the first shag carpet he cleaned in 1969. "It was an Eastman Kodol polyester which was advertised as the "Fat, Fat" carpet fiber. After I cleaned it with 180° F water, it looked more like shriveled up mop strands than Fat, Fat carpet fibers. That was an expensive lesson.

"I still hear about that carpet from my wife. It was in our family room."

Proof that Carpet In Schools Will Improve Student Performance

The Charles Young Elementary School in Washington, D. C., was completely renovated in 1999. The educational facility is located in a poverty-stricken area of the nation's capitol and much of the material and labor were donated by members of the CRI including Bane-Clene.

The project included installation of carpet and a full year's maintenance. Dr. Michael Berry has done a complete study entitled, "Healthy School Environment and Enhanced Educational Performance" which is available on CRI's web site.

The U. S. EPA sponsored "Tools for Schools," a symposium that included a presentation about "IAQ and School Performance." Attendees represented school administrators, facilities planners, educators, nurses, indoor air quality experts and public health officials from 49 states.

The Charles Young project was used as an example and revealed some startling and dramatic statistics about student performance:



1 Yr. BEFORE renovation

Attendance	89%
Math scores	51%
Reading scores	59%

2 Yrs. AFTER renovation

Attendance	93%
Math scores	76%
Reading scores	75%

Carpet vs Hard Floors

Kelly Kramer, writing in Floor Covering News, gave a concise comparison in the cost of carpet and hard floors.

He wrote, "The total price of carpet **installed** is \$2 to \$4 per SF. Vinyl is \$6 to \$8 per SF, Laminate is \$9 to \$11 per SF with hardwood and tile costing \$11 to \$14 per SF.

Note that all of these prices for hard floors are PLUS installation.

Mr. Kramer didn't mention maintenance, but it is a proven fact* that carpet is much easier and less expensive to maintain than hard surfaces. Carpet also has well-known advantages such as better acoustics, warmth, insulating qualities, safety from slips and comfort under foot.

*CRI has done extensive studies on the comparison of maintenance for hard and soft flooring.



August, 2001 class had the highest cumulative test scores of the past 3 years

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.*

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 23 – Phoenix, AZ area

January 25 – Carlsbad, CA area

April 22 - Minneapolis, MN area

April 23 - Des Moines, IA area

April 24 - Kansas City, MO area

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

There is no charge.

Call 800-428-9512 to register.

School Dates for 2003

✓ Bane-Clene Institute – Indianapolis

January	8	-	10
February	12	-	14
March	5	-	7
April	9	-	11
May	7	-	9
June	4	-	6



NOTE

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

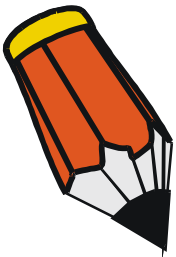


Specialty Schools for 2003

Rx for Wood™ - April, 2003

Stone and Grout Care - April, 2003

Spotting & Pet Contamination Clinic - April, 2003



THERE IS NO SUBSTITUTE FOR SERVICE



by *Jonathan Trivers*

Isn't it interesting how much time we spend on the next promotion, the next great sale, the next ingenious idea to get people to visit our store or call our business. And invariably we always wonder if we will have to discount our product and service and by how much.

But when the consumer is asked what is most important about buying from a small business, 78% answer "excellent personal customer service." The discount, or great ad or promotion might have gotten their attention, but the success of the floor covering store and carpet cleaner is and will always be dependent upon "excellent personal customer service."

Make no mistake about it the word of mouth generated by your business for doing a good job will always bring in more customers than all the ads you ever run. And the negative word of mouth generated by your business for doing a poor job is more hurtful to your business than an IRS audit!

But it is the customer who defines 'excellent personal customer service' and for a long time she has asked the floor covering retailer, "Who should we get to clean our carpets?" What she wanted the retailer

to say is, "We do it; we take care of you after the sale to be sure your carpet stays clean." But most flooring retailers have not added carpet cleaning to their company.

If the flooring retailer wants to give exceptional service they should be in the carpet cleaning business because the customer defines excellent service that way. But if that just isn't possible they should form a strategic alliance with a carpet cleaner.

When the hotel offers dry cleaning service (but they don't do it themselves), that's a strategic alliance. When a hotel doesn't want to run their own restaurant but makes arrangements with a restaurant chain to open a restaurant right next to the hotel, that's a strategic alliance. In both cases the hotel improves their customer service without running the business themselves.

But having some business cards of the cleaner somewhere, if only you could find them, is not a strategic alliance. That's laziness and ill serves the customer.

It will take very little effort to find the Bane-Clene carpet cleaner in your area and put together a simple program that helps both companies. The Bane-Clene carpet cleaner could share their customer lists, especially those with older carpet and the retailer shares their list of recent carpet purchasers.

Now the retailer is giving the consumer great personal customer service by directing her to the most reputable carpet cleaner, and both the cleaner and retailer are helping each other.

That's smart business, the Bane-Clene way!

Mr. Trivers is Past President of Abbey Carpets. He is author of "The One-Stop Marketing Book," published by John Wiley & Sons, and is a columnist for Floor Covering Weekly.

A Profile of Success



Successful Carpet Retailer Services What They Sell

by Kevin Stark

Who says Mom and Pop (and family) can't do it all? O'Brien Floor Covering, Inc., a family-owned business, is located in a small town of approximately 12,000 people outside Buffalo, New York. **Jim and Bonnie O'Brien** started the business with their sons **Scott** and **Chris** nearly thirty years ago. Scott and Chris' wives, **Kristen** and **Kelly**, are active in the business which has six employees and offers a full line of floor covering products. They also offer carpet and furniture cleaning service, The Bane-Clene Way®.

Cleaning was added to the menu of services ten years ago after an introduction to the world of cleaning through the *Bane-Clene Cleaning Digest*. According to Bonnie O'Brien, "We thought it would be a natural tie-in to the floor covering business. We already have the customer list and someone is always in the store to answer the phone. Our cleaning truck driving through neighborhoods every day is a constant advertisement for our store.

"We built a separate building for our cleaning van, equipment and supplies. Fortunately, we built it larger than was necessary and have room to clean and dry area rugs. The area rug business grows every year and we offer pickup and delivery service for customers who do not wish to drop off their rugs. This service is very profit-

able and provides our technicians with extra work. **Matt Wrazen** is in charge of our cleaning operation and **Don Wangelin** heads up installation."

When Mrs. O'Brien was asked why they chose Bane-Clene as a supplier, she said, "We were drawn to Bane-Clene because they are a family business, as we are, and we liked their way of doing business and their philosophy of treating customers as friends. Over the past years of doing business with Bane-Clene - since 1992 - our family has always felt like everyone at Bane-Clene cared about us personally as well as professionally. Their prices are fair, delivery is prompt, and doing business with them has always been easy. The times we have spent in Indianapolis at seminars and schools have been rewarding. We enjoy our association with Bane-Clene and are extremely happy that we made the decision to join with them to help us start our carpet and furniture cleaning business."

And all of the people at Bane-Clene say, "Thanks to the O'Brien family!"



"Oisk" wrote a book

By **Bill Bane**

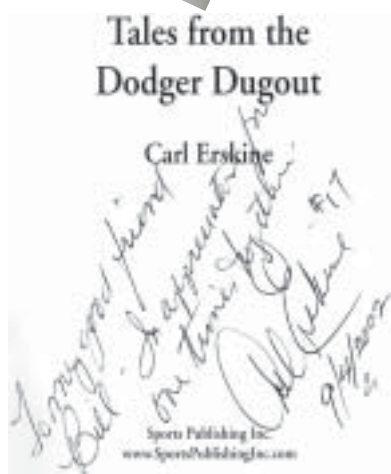
The fans in Brooklyn called him "Cal Oiskin." You may remember him speaking at Bane-Clene's 1995 convention in Baltimore as **Carl Erskine**. Whatever he's called or however it's pronounced, the man has written a terrific book entitled, *Tales from the Dodger's Dugout*.

If you happen to be a baseball fan, it's loaded with short stories about the game and its players. If you're in business, you'll love it because of the negotiations and relationships between players and management. If you're a parent, you'll relate to Carl and **Betty Erskine** raising their family and appreciate the ethics and morals demonstrated in the book.

Vin Scully, the great sportscaster, wrote in the Foreword:

It was just another mid-June game at Ebbets Field and I was sitting in the Dodger dugout alongside Carl Erskine, who was to start against the Cubs. Small talk was the order of the day until Carl began to toss the game ball up in the air. "I wonder what this little ball has in store for me today," Carl mused aloud.

Two hours later I shared his joy as he pitched his first no-hitter, which would have been a perfect game had he not walked a most imperfect hitter, opposing pitcher Willard Ramsdell. It was one of Carl's two no-hitters during a brilliant career that saw him win 20 games in 1953, strike out 14 Yankees in a World Series game, win 122 games in a splendid 12-year career, and earn the respect and admiration of his teammates and opponents-which might have been his greatest accomplishment.*



Carl was involved in a numerical believe-it-or-not. On October 5, he was selected to pitch Game 5 of the 1952 World Series against the New York Yankees. Before the game, he received a telegram from the mayor of Fort Worth, Texas, where Carl pitched in his minor league days, congratulating Carl and Betty on their 5th wedding anniversary. I collected the three 5s in my memory bank and watched somewhat in disbelief as the Yankees scored 5 runs in the 5th inning. Carl, however, was in no mood to let the Yankees ruin his party, as he hung tough, went 11 innings to win, 6-5. Oh, one other thing. When the game ended, I swear it was 5 after 5 p.m. As Ring Lardner used to say, "You could look it up."

The little man from Anderson, Indiana, was a very big man indeed back in those lovely days in Brooklyn, and it was with great fondness that the pure sound of Erskine was turned into the raucous "Oisk." Carl Erskine was always dependable, prepared, consistent, and business-like, with a change-up that brought many a good hitter right out of his shoes. He pitched his game like a banker filling out your loan application, with preciseness and care. It was no surprise then to those who know him that he would one day wind up doing just that. However, you will not be getting a dry banker's report from this book, but rather the warm memories of a lovely man.

Nor, for that matter, would Carl complete the line, "See the Boys of Summer...in their ruin. No maudlin man is he. Not now, not ever. For he is more like the sundial that only records the sunlit hours.

Here, then, are some of those golden moments, the shared laughter and thrills, the pure joy of being a big leaguer...better yet, of being a Dodger."

*Ed Note: Carl struck out Mickey Mantle four times in that game.

Carl's book is published by Sports Publishing Inc. 804 North Neil Street Champaign, IL 61820

www.sportspublishinginc.com

On a personal note: I met Carl Erskine at an American Legion game in Anderson, Indiana, in 1971. He opened the ceremonies with a speech and then went into the home team dugout to meet the players. Some of my players asked if they would get to meet him and I told them probably not since most dignitaries disappear very quickly after they do their thing.

In the 5th inning, I was engrossed in the game when a voice said, "Coach! Mind if I come into the dugout?" It was him, and

the boys on the team, not to mention me, were thrilled. He sat with us and helped me manage for two innings. I knew right then that this was a very special person.



(l to r) Bill Bane with Carl Erskine at Anderson Country Club



Bill Bane got to meet Chris Truby (l), who plays third base for the Detroit Tigers, when he came over to meet Carl Erskine



(l to r) Bill Bane and Carl Erskine with Tom Dougherty and Don O'Keefe at Hillcrest Country Club in Indianapolis.

Inspiring



The great **Norman Vincent Peale** spoke at three Bane-Clene conventions in the 1980s. Dr. Peale is without a doubt the most inspirational speaker ever to deliver a keynote address at a Bane-Clene convention. His audience numbered in excess of 400 in 1980, 500 plus in 1983 and more than 600 in 1986.

The most interesting aspect of his first speech was following the business careers

of those who attended. During the following two years, 65% of those who heard Dr. Peale's tremendous address in 1980 expanded their businesses, with some even adding multiple units.

For a limited time Dr. Peale's speech (1 hour 10 minutes) at Bane-Clene's 1980 national convention is available on video tape for only \$19.95. Order by calling 800 428 9512.

Traffic Accidents???

The NHTSA (National Highway Traffic Safety Administration) says that 25% of all car crashes are caused by some sort of driver distraction or inattention. A survey of drivers in Los Angeles, California, estimated that 68% routinely drink beverages, 59% eat and 15% apply makeup, shave or comb their hair while driving.

A woman in Texas was involved in a rear-end collision with another vehicle because she was distracted while breast-feeding her child.

The California Highway Patrol reports that cell phones contributed to 913 accidents last year and were the leading reason for accidents caused by driver distraction. Radio & CD players were second by being involved in 769 wrecks. Eating, smoking, personal grooming and reading also contributed to the troubling CHP report.

Cell phones are popular in the cleaning industry where thousands of operators have their business office in their truck. When making or receiving a call, pull over to the curb and live to clean another day.

Carpet Cleaners Make The List

The State of Florida is suing telephone solicitors for calling consumers who have placed their telephone numbers on the state's "Do Not Call" list. Carpet cleaners in Port St. Lucie, Wellington and Pompano Beach have been named in a lawsuit filed by the Agriculture and Consumer Services Commission of the State of Florida which has jurisdiction.

A "No Call or Telephone Privacy" law passed by the State of Indiana took effect

in January of 2002. So far fines and fees have brought the state treasury more than a quarter of million dollars from phone solicitors or telemarketers, as they prefer to be called.

Two federal agencies are working on a national "Do Not Call" list which will make telephone solicitation much more difficult in the future which does not bode well for telephone solicitors.

Imitators

Imitators of Bane-Clene equipment advertise that they cost less and do a better job, but there is one common denominator for imitators - cheap components! Plastic instead of stainless steel, fan- vacs rather than positive displacement pumps, PVC instead of brass fittings and undersized wiring are common deviations from the high-quality standard set by Bane-Clene.

Instead of a stainless steel heat exchanger that utilizes engine heat for heating the cleaning solution, imitators use LP gas to heat water. Besides the inherent inconvenience and danger, the cost of liquid petroleum is prohibitive. Fan-vacs quickly lose recovery efficiency and brush wear causes frequent replacement of motor units. Fins in the fan become coated from the moist air passing through and cannot be flushed like the vacuum pump used by Bane-Clene. Even though the noise level of a fan-vac is high and suction seems good, greatly reduced air velocity results in carpets that are too wet to meet the CRI's standard of "Clean and Dry."

Unlike Bane-Clene's stainless steel tanks, imitator's plastic tanks crack from

vacuum expansion and contraction. Aluminum tanks oxidize and develop leaks. Some imitators don't even use tanks. They hook up to a customer's water supply and pump dirty water onto the street.* So-called fractional HP motors draw more than 30 amps. Bane-Clene uses only 12 amps and will operate on one 15 amp circuit.

Thousands of Bane-Clene systems are in service with more than 20,000 operating hours on the original pumps and motors. Bane-Clene systems can be upgraded to meet increased production requirements in a growing company. There is no built-in obsolescence. No imitator offers a training program, certification, a referral network, the CRI Seal of Approval, advertising assistance, mentoring by experts, a 5 year warranty and a toll-free hot line to help a company grow and prosper.

These are but a few of the reasons that Bane-Clene is the best cleaning system and supplier for you. For more reasons, call one of our expert customer service representatives today.

** Street dumping is illegal in many states.*

Starting A Cleaning Business

By R. J. Petersen & Tim Twohig

Starting a cleaning service seemed at first to be a daunting task. Despite being in the flooring business for more than 50 years, we at Twohig Floor Covering, a family owned business in Fond du Lac, Wisconsin, didn't exactly know where to start.

We had always recommended a few "reputable" cleaning businesses in our town, (not Bane-Clene Operators) but our customers weren't always satisfied with the results. This led us to feel responsible for their occasional dissatisfaction and eventually, we decided to go into the cleaning business for ourselves.

There were several reasons for this decision. First, we would have total control over the satisfaction of our customers. In addition, the average customer replaces their carpet every 11 years so by entering into the cleaning industry, we would become visible to our customers much more often. This proved to be the most important factor in our decision, because not only would the cleaning division be a worthwhile venture in and of itself, but it also has bolstered our flooring sales.

We researched several cleaning equipment suppliers to find the perfect match for our business. Due to their customer service, superior equipment and training program, Bane-Clene was our company of choice. The next thing we needed to do was find a technician to handle the clean-



John Parish, Technician

ing division. Fortunately, we found a carpenter looking for a new career. We had hired the perfect person for the job. Not only was he terrific in handling customers, but we were also able to keep him busy as a flooring installer while the cleaning division struggled to gain market share.

We are extremely pleased with our decision to enter the cleaning business, and are every bit as pleased with Bane-Clene. We feel as though Bane-Clene works toward the very same objectives that we at Twohig Floor Covering and Carpet Cleaning do. The "Bane-Clene Way," coupled with the Twohig reputation in our community, has made for a perfect fit.

Ed Note: Kevin Twohig placed second in an installation contest among twenty of the nation's top installers at Surfaces in 2002. We are extremely proud of our affiliation with Twohig Floor Covering.

Bane-Clene Means:

- Dependable, Long-lasting Equipment
- Safe, Easy & Inexpensive To Operate
- Award Winning Advertising Program
- Toll-free Hot Line For Assistance
- The Cleaning Industry's Best Warranty
- Safe, Economical Cleaning Agents
- Carpet Mill Approved Training Program
- Business Experts On Staff For You

800 428 9512

www.baneclene.com

Dealing with Price Shoppers



Motivational speaker **Bill Gove** attended Bane-Clene's 1979 convention. He is a great motivator of salespeople and his job was to help us sell ourselves to our customers. He told a story about Harry, who ran a small appliance store in Phoenix, Arizona.

Harry was used to price-shopping by couples who would ask questions about features, prices, and model numbers. One would usually take notes and Harry knew that as soon as they left his store they would head for one of the discount appliance dealers to make comparisons. Nevertheless, Harry would patiently answer all their questions, even though it took more than a half hour.

When the couple would announce that they were going to look around at some other place, Harry would say, "I know you're looking for the best deal, I understand that, because I do the same thing myself. I know you'll probably go down to

Discount Dan's to compare prices. I know I would. But after you've done that, I want you to think of one thing. When you buy from Discount Dan's you get an appliance -- a good one, I know, because he sells the same appliances we do.

"But when you buy here, you get one thing you don't get at Dan's. You get me. I come with the deal. I stand behind everything I sell. I want you to be happy with what you buy. I've been here 30 years and learned the business from my Dad. I'll do everything I can to be sure you never regret doing business with me. That's my guarantee."

Harry would then wish the couple well and give them a quart of ice cream in appreciation of their stopping at his store.

This is how Bill Gove finishes the story: "Now," he says, "how far do you think that couple is going to get, with Harry's speech ringing in their ears and a quart of ice cream on their hands in Phoenix, when it's 110 degrees in the shade?"

Montgomery Who?

By Kevin Stark

On December 27, 2000, Montgomery Ward, in business for 128 years, with 250 stores and 37,000 employees, announced it was closing its doors for good. A spokesperson for the company stated that poor sales resulting from "Intense competition" was the main reason for going out of business.

Intense Competition is a fact of life for any business, big or small, and was NOT the culprit behind Ward's demise. A random shopper who was interviewed, in a very brief statement, hit the 'nail on the head' as to the real reason this large company folded its tent. She said, "I shop all of the time. However, I never think of Montgomery Ward."

The product or service we sell can be "top shelf," "state-of-the-art," or described by any other superlative; however, if the consuming public does not think of our company for these products or services, the company is doomed.

Marketing is a 24/7/365 effort. NEVER assume that your market recognizes your presence. Continue to visibly promote yourself at every opportunity and spend as much as your budget will allow.

For a complete class in advertising, including the best media mix, target marketing and budgeting procedures, attend Bane-Clene Institute.



Hitting The Curve Ball

The president of Eastman Chemical Company wanted to make a point in a speech that success is not a flash in the pan. He used the example of a young baseball player who was signed after a try out camp. His first assignment was in A ball in the Florida instructional league.

The first month he wrote to his mother, "These pitchers are not so tough. I'm hitting .295 already and will be in AA soon. He was moved up to AA league and started off with a bang. He wrote to his mother, "This week my batting average got to 301. It surely won't be long till I'm in AAA ball." Sure enough, he was moved up to AAA

and wrote to his mom, "Got a job as a starting infielder and my average is up to .324. These pitchers are really easy in this league." A month later he wrote, "Dear mom, They started throwing me breaking pitches. I'll be home next week."

In the young ball player's case, he couldn't handle the breaking pitch they threw him after they established the fact that he could hit the fast ball. Success in sports or in business is long term. A hot streak doesn't mean we are a success. Proving ourselves over and over again and learning to handle anything that is thrown at us is the answer.

Gain Market Share Now

You've seen it before in the cleaning industry. Faced with an impending economic downturn, business owners slash their ad budgets. An economic downturn is usually the best opportunity to strengthen your company's position in the market, and to take market share from your competitors.

What some managers don't realize is that by reducing their ad budget, they actually increase selling costs, sometimes by as much as 20 percent! According to Floor Covering Weekly, studies show that companies maintaining their advertising investment in economic downturns are among the big winners in the following recovery. Not only are long-term results better, but



short-term gains are made in the form of direct sales as a result of advertising efforts.

Build your company identification. Don't let up. If you do, you might find yourself losing ground to your competitors. The very worst time to let that happen is when sales are down. In the end, you can't afford not to advertise. When it comes to advertising, the best advice is: Stay the course.

Beware of Little Expenses



Benjamin Franklin said, "Beware of little expenses; a small leak will sink a great ship."

Don't give away \$10 here, \$30 there or maybe \$50 to an impassioned plea for a worthy-sounding charitable cause!

Phone solicitors often use the shame game in shaking down business owners. "You mean you won't give \$20 for a business card sized ad and help out the orphans?"

A business should not make any expenditure that is not included in the current budget. If you wish to consider the charity or solicitation, have them put the request in writing for you to consider it in the next annual budget.

Bane-Clene Institute has a class on dealing with solicitations and how to turn some of them into potential customers.

If we can clean this... we can clean anything!



We carpeted the grease bay in a gas station to prove the effectiveness and gentleness of our carpet cleaning system.

Bane-Clene Meets Any Challenge

Test sites such as warehouses, tire centers, garages, kennels and even this grease bay in a busy Union 76 gas station have been used to prove the effectiveness of Bane-Clene systems and products.

Carpet samples of wool, nylon, acrylic, polyester and olefin were installed under this grease rack and soiled for 30 days.

Saf-T-Solv™ was used to remove heavy grease and tar. The area was presprayed with Preface® and then cleaned using Bane-Clene's mild PCA™ Formula 5.

Engineered with the assistance of major carpet manufacturers, Bane-Clene is proven to be safe, effective and gentle on all carpet fibers.

Used Truck-Mounts For Sale

Trade magazines always advertise used carpet cleaning equipment. Very few Bane-Clene systems are ever offered for sale. A recent check of a bulletin board on the internet that features used truck-mounts had more than 50 used truck-mounted units for sale. There was not a single Bane-Clene unit listed on the board.

Considering the fact that Bane-Clene has supplied the cleaning industry with many thousands of truck-mounted cleaning systems for more than 30 years, and these machines have an exceptionally long life, it may seem strange that there are not hundreds of used Bane-Clene systems advertised.

The reasons for this phenomenon are simple. There is no built-in obsolescence in Bane-Clene equipment which means that every change or upgrade may be retrofitted to the oldest machines. Owners do not have to buy a new system every time there is an improvement. Bane-Clene is the cheapest to operate, most dependable and

longest lasting equipment ever developed for the cleaning industry. And they do not wear out. They are like that famous bunny; they keep going and going and...

But the most important reason people keep the equipment is the fact that they consistently make money for the owner. Bane-Clene equipment owners are trained in the proper use of the system and there is a five-year warranty to protect the original owner's investment. Many units have tens of thousands of operating hours and the owners have spent very few dollars on parts and maintenance in twenty to thirty years of service.

Bane-Clene Institute offers marketing and advertising assistance along with business management courses to help owners prosper in a very competitive industry.

Those facts coupled with the caliber of people attracted to Bane-Clene, accounts for the longevity and success ratio enjoyed by system owners.

GRAND OPENING!

Service Associates II, Inc.
announces the grand opening of our
Bane-Clene® Service and Supply Center.

*Providing chemicals, equipment, parts and service for professional
carpet and upholstery cleaners.*

* Catalog Prices! *

108 East Avenue Bldg. 4 Unit #1

Hackettstown, NJ 07840

Stop in or call **1-800-694-8555** to place an order.

Two Icons Turn 91



Monsignor Richard T. Kavanagh was honored with a "Lifetime Achievement" award at a dinner hosted by The Most Reverend Daniel M. Buechlein, Archbishop of Indianapolis.



Tim Russert, the host of Meet the Press, who is a Senior Vice President and Washington Bureau Chief of NBC News, delivered the keynote address at the dinner.



Tim Russert with Bill Bane

Many of you will remember **Monsignor Richard T. Kavanagh**, who has given the invocation at Bane-Clene conventions and events for many years.

Monsignor celebrated his 91st birthday on November 28, 2002. Even though retired now, he is still very active in local church activities and enjoys playing golf.

HAROLD R. (HAL) WOODARD



Senior Partner
Woodard Emhardt
Naughton Moriarty &
McFlett

(Photo courtesy Indianapolis
Business Journal)

Harold R. (Hal) Woodard may not be recognized by many Bane-Clene people but we are all definitely touched by his work. Mr. Woodard is the Patent attorney who applied for the original two Bane-Clene patents and many of the internationally recognized trademarks such as the "Hose-Border" and "Call Us On the Carpet."

The International Trade Mark Association proclaimed Mr. Woodard one of three giants of the U.S. Trademark Bar and the only Patent attorney from Indiana to be admitted to The American College of Trial Lawyers. He was honored recently by being named distinguished Fellow by the Indianapolis Bar Foundation and a room at Indiana University Law Library has been named in his honor.

Mr. Woodard still works a full five days a week as the senior partner of a law firm with 40 Patent and Trademark lawyers which he has led since 1957.

Origin of Some Old Sayings

Centuries ago, most homes had dirt floors. Only the wealthy had slate floors, thus the saying dirt poor for those who couldn't afford hard floors.

In the wintertime, the slate floor would get slippery so they spread thresh on the floor to help keep their footing. As the winter wore on, they would keep adding thresh until it started slipping outside when the door was opened. So, they put a piece of wood at the entry called a threshold.

Bread was divided according to status. Workers got the burnt bottom of the loaf, the family would get the middle and guests of honor got the top, or the upper crust.

Thatched roofs made an ideal place for domestic animals to live in bad weather to keep warm and dry. When an exception-

ally hard rain would come, the animals would wash out of their hiding places, hence the expression, raining cats and dogs.

Since England is so old and small, they started running out of places to bury people and dug up coffins to reuse the graves. When opening the coffins they found one out of 25 had scratch marks on the inside. Realizing these people had been buried alive, they tied a string on the wrist of newly deceased, pulled the string up through the ground and attached it to a bell. Someone would sit in the graveyard at night to listen for bells, hence the saying, graveyard shift. If a bell rang, they knew that someone had been saved by the bell or he was a dead ringer.

Tips for Increasing Your Business

- Stop blaming the economy for your business being down.
- Set daily or weekly goals and try to beat them.
- Spend 75% of your time on current customers and 25% prospecting for new business.
- No one likes cold calls, but there is business out there.
- Work on developing a thick skin. Be prepared to hear the word NO!
- Build trust in every job you do. That customer is the best potential unpaid advocate you will ever have.
- Ask for referrals from your customers. There is no better source of new business.
- Practice selling techniques. Look at yourself in the mirror as you make your presentation. If you won't buy what and how you're saying it, neither will your prospect.
- Ask questions of prospects and then keep quiet and let them answer.
- Learn something from every single presentation you make.
- Be sure your rolling billboard (truck) is clean, neat and well marked!

Out of the Test Tube

Primer on Yellowing in Carpet

By Donald W. Terry, Sr.

One of the big problems that can happen with carpet is that it sometimes develops a yellow cast. The most common causes of this problem are:

1) Use of a detergent with a pH over 10 on stain-resist nylon carpet:

To cure the yellowing from an overly aggressive detergent, rinse with water to remove the excess detergent, apply Brown Out® diluted 1 part Brown Out to 2 parts of water (43 ounces per gallon) to the affected areas, allow to work on the yellowing for 15-20 minutes, do a single wet pass with just plain water and 2 dry passes. Since the stain resistance has been destroyed, apply Scotchgard™ Carpet Protector or Teflon® Advanced to the carpet. However, the stain resistance warranty has still been voided!

2) Application of silicone protector on stain-resist nylon carpet:

To cure the yellowing from the use of a silicone protector, remove the silicone by normal cleaning followed by the Brown Out® treatment at 1:2 with water as above and apply Scotchgard Carpet Protector or Teflon Advanced. However, the warranty has still been voided!

3) BHT yellowing:

BHT (Butylated Hydroxy Toluene) is a common slowly vaporizing preservative used in many plastics including rebond pad. It is even used as a preservative in bread, because it performs well against free radicals. Most of the problems have been on carpets in areas of low air circulation such as in closets, under low-lying furniture, or under throw rugs.

However, this problem can occur out



in the middle of the room. Sometimes, most of the carpet will have yellowed except along the baseboard or directly above seaming tape.

This problem seems to occur more frequently in the winter in homes using fossil oil or gas heat. Most carpet manufacturers will not accept this as a claim since it is basically a cushion problem.

To cure this problem, most fiber producers recommend a 10% solution of citric acid to remove BHT yellowing, followed by vacuuming. The primary acid in BROWN OUT is citric. Using BROWN OUT at 1 part product to 2 parts water will cure this condition. Simply spray the affected area heavily with this solution, allow at least 15 minutes for the yellow to disappear, and do one single wet pass with water (no detergent) and two dry passes. This removes the excess Brown Out but leaves enough behind to reduce the likelihood of the yellow reappearing.

4) Mill oil (loom oil / yarn lubricant) on olefin or solution dyed nylon:

Mill oil, also called loom oil or yarn lubricant, is the lubricant used in the tufting machines and sometimes gets onto the carpet face during the tufting process. The

(Continued on next page)

(Primer on Yellowing in Carpet continued)

yellowing is usually in straight lines. Mill oil residue is most common on solution dyed fibers because the step followed in rinsing out dyes is not needed and so the mill oil isn't removed either. To remove mill oil, simply apply TLS® 2000 as the prespray and use normal cleaning. If this is a residence or other area where children may crawl around on the carpet, do a Brown Out® flush by rinsing the carpet with a 2-4 ounce per gallon solution of Brown Out in water with no detergent through the base unit to remove all alkaline residue. For more details on mill oil, see "Mill oil" in the Glossary of Terms.

5) Calcium Chloride Ice melt:

Do a Brown Out flush as above. Use long walk-off mats to prevent track-in.

6) Asphalt chemical transfer:

Asphalt coating may be walked onto the carpet (and even onto vinyl tile) from driveways and parking lots and turn the carpet yellow. Since this is being tracked in from the outside, it is most noticeable near the entry areas. This is most common after repaving or sealing the asphalt, especially in the summer with elevated temperatures. Jennite® J-16 driveway sealer causes less problem than other asphalt coatings. This is most commonly a problem on blue and light gray carpet. Yellowing from asphalt track-in is virtually impossible to remove. Asphalt coating and sealers are coal tar based materials, which are yellow when highly diluted in solvent. Unfortunately, the solvents required to totally remove these materials are also strong enough to delaminate the carpet. Whenever a customer asks for your advice on replacing carpet and has a parking lot, advise him or her to avoid blue and light gray! If the problem is fresh, apply TLS® 2000 and do your normal cleaning followed with a Brown Out flush. If this fails, prespray Citrus APS™ and clean. Use

very long floor mats (at least 12 feet) to reduce the problem. The problem, however, will not permanently go away.

7) Optical brighteners:

Optical brighteners are highly specialized dyes which absorb invisible ultraviolet light and re-emit it as visible light, making the carpet appear brighter than it really is. They are used by some carpet cleaning chemical manufacturers who don't realize that their use will permanently cause the carpet to turn yellow. Since these are dyes, there is no cure for this problem. Optical brighteners are frequently found in carpet shampoos and bonnet cleaning compounds.

8) Direct sunlight and ozone fading, especially on green carpet:

The blue dye is being bleached out but the yellow component of yellow is left behind. Yellowing due to direct sunlight fading and ozone fading cannot be reversed except by dyeing.

9) Pesticide treatment:

Discoloration around baseboards and sliding glass doors that have been treated with organophosphate or chlorinated carbamate for insects. This can also be a red discoloration. This condition is irreversible!

10) Soil Abrasion:

Heavy traffic coupled with gritty soil can quickly abrade the carpet giving it a yellowed appearance. This is, of course, irreversible, but can be prevented with proper (12-15 foot) entrance mats and proper maintenance.

11) Urine:

Must be treated for both stain and odor. The Bane-Clene Spotting Guide has complete details on how to handle urine stains. The CTI Pet Odor/Stain Removal CD is extremely thorough in how to cure this problem.

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.

First of all I would like to say thanks for teaching me everything I learned in your school. I learned a lot in the three days I was there and I hope I can make it to another class in the next year or so.

*Thanks,
Shannon McCrady
Morgantown, Kentucky*

I've used your products since I started in the carpet cleaning business. I like the fact that you test all of them in your own service company. Also, your service representatives are very helpful. Great products!

*Greg Gillmeister
Mindoro, Wisconsin*

I thoroughly enjoyed the Bane-Clene school course. A lot of material was covered in three days, and it gave us the basics for getting started in the carpet cleaning business from not only a very successful company but a friendly one as well. I thank you very much. Now it's up to us to gain knowledge and experience in the world of carpets.

*Sincerely,
Karen Schlenvogt
Tucson, Arizona*



We wanted to send along some pictures of a recent job that we had completed. The job was at a nearby Catholic Retreat Center, a beautiful place off the beaten path. When we had originally provided them with a quote they had asked what type of equipment we use and what level of noise it produced. We usually get asked what kind of equipment we use but noise level is not usually an issue.

The reason for their concern was because a Silent Retreat was taking place the same time we were scheduled to clean their upholstery. A Silent Retreat being no talking or any outside noise. So, to accommodate our client and everyone involved we cleaned the 21 pieces of upholstery out on their patio. It was a beautiful day so Matt and David didn't mind!

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

A good way to go - good job done - pat on the back to All American Cleaners and Ken Hilbert in Ohio. He's been working with us on a spin finish problem in the field and it's tough to get good lasting results, but he's come in there and done a great job and I just wanted to pass that word on to you folks. I don't want a good job done left unnoticed.

*Mark Johnston
Beaulieu United
Chatsworth, Georgia
(Continued on next page)*



*Douglas B. Wren Jr.
& Emily L. McKay*

I wanted to let you know of my daughter's wedding and to also let you know that her husband to be has been working with me for the last year and is planning on helping me build the business. I am so grateful for the opportunity to have such a great business. I find that building on honesty and integrity has been the cornerstone. I look at you and see good in all I see. A special thanks to all of you for your help and for your integrity and honesty.

Thank you!
Tim McKay
Corvallis, Montana

Crystal and I were both very impressed with how smoothly everything ran during the classes. Please tell all the instructors they did a great job. Having different instructors teach the class throughout the three days was a nice change. Everyone was very thorough and it is a nice reassurance to know there is always an expert on the other end of the line should a problem or question arise. We look forward to talking with all of you for years to come.

Sincerely,
Mark Jesmer
Dover, Pennsylvania

Dear Bane Family,

Just wanted to write and thank you for the beautiful dedication you did for my father in the Cleaning Digest. He would have truly been honored to know that he was thought of in such high regards.

Since my Dad and Grandfather brought the first truck home from Indiana in 1978 it seemed as though the Bane Family was always a part of our family. Dad always had the most positive things to say about everyone from Mr. and Mrs. Bane to the boys and his buddy Kevin Stark.

Just wanted to let you know how much this would have meant to him! Thanks again for thinking about us. Hope all is well!

Brian Poehlmann
Rockledge, Pennsylvania

I'm writing to let you know what a fantastic service you guys provide. I live outside of NYC and called CleanRite Carpet Co. WOW, my carpet looks as good as the day I bought it, if not better. And with two dogs, it wasn't an easy job.

And I can't even begin to tell you how impressed I was by the courteous and professional men who came to perform the cleaning. They introduced themselves right away and were the nicest guys in the world!

Thank you again and from now on I'll never have to wonder if I can ever get my carpet looking new again.

Sincerely yours,
Mrs. Regina Pantori
Bronx, New York

Ed Note: Mrs. Pantori is a consumer who had called our toll-free locator service to find a Bane-Clene Operator in her area.

(Continued on next page)

I feel the course at Bane-Clene Institute is a huge benefit for anyone in the carpet cleaning business. Your staff is very hospitable and personable.

Thank you for being "honest." We are 35 and 32 years old and through our lives we have been told one thing and another has been done. However, in this case, you were honest in your approach. We were told we were going to learn about carpet cleaning and that is truly what occurred.

We did have in the back of our minds that this was going to be nothing but a "hard sell" situation where you were going to push your company and products but it wasn't and we thank you for that. With that said, we are also confident that anytime we would call in a questionable situation we know you would be there.

Shane Brown and Michelle Davis
Tarentum, Pennsylvania

I was amazed at how much I was able to learn during my three-day visit/training. I have always considered myself a better hands-on learner than a classroom learner, but your lessons were given in a "down-to-earth" format resulting in an "easier-to-understand" and to grasp education on my part. Thank you again for your continued support (especially Dan who answered his phone on a Sunday afternoon).

Sincerely,
Randy Fallon
Wappinger Falls, New York

Very impressed with the knowledge and professionalism of your entire staff at school. It's no wonder Mr. Bane has become so successful. I will model my carpet cleaning business around the knowledge I gained at the Bane-Clene Institute. Well done!

Darren Hearn
Lady Lake, Florida

Just a note to thank you for the time you spent with me the day we installed the Perma-Mount 120. It is working wonderfully...in fact, the day after it was installed I had a call from the owner of a prominent insurance company in our area whose basement flooded following a heavy rain. So, we had a chance to try out the Aqua-Mount vacuum and it performed admirably (or with that much water, would we say Admirably!) . Anyway, we are appreciating it very much. Again, thanks!

Sincerely,
Dale Leensvaart
Eaton, Ohio

My thought on the Bane-Clene school: The staff is quite good and the curriculum is superb. Well done to all!

Eric Holt
Westlake, Louisiana

Thanks to you and your staff for a super-fantastic week. God bless you, your lovely wife, and the Bane-Clene family! I'm not sure if you will get a notification from the Carpet & Rug Institute, but I passed the Seal of Approval exam. I have received my results, certificates and other goodies. I looked on the CRI site...I am only the seventh person/company listed in Georgia. This is a ground-floor opportunity! Thanks to all of you at Bane-Clene for your guidance. I believe I now have all the foundation tools to be a massive success. Hope to join you at the top.

A proud Bane operator,
Victor Geer
East Point, Georgia

Happy Customer Comments

Here are a few recent comments about Bane-Clene's local service company by customers in the Indianapolis area:

"They were capable and polite like all the Bane cleaners have always been."

Mrs. Chas. Leamon, Indianapolis

"The service operators even told us about the \$10 coupon in the phone book. They were very pleasant and efficient."

Mrs. James Moore, Carmel

"I have always been favorably impressed with the people who work for you. They are always most pleasant, work efficiently and answer my questions. Thank you!"

Doris B. Silber, Indianapolis

"The service operators were very helpful and thorough. They came back two times to make sure the stain was gone for good."

Mrs. Scottie Merryman, Fishers

"Such a joy! Good people, good work, the neatest and quietest equipment and the guys really knew how to use it. Beats all the other services we've had."

Joyce Killermann, Brownsburg

"The last company I had used noisy equipment and left dirty water on my driveway. I hardly knew your people were here and they took all the mess away with them."

Constance Moreland, Greenfield

"We have used your service for years because of the helpful, courteous attitude of your employees as well as the excellent service."

Mrs. Candace Walker, Indianapolis

"Thanks to Tommy and the young man with him - they did a very nice job!"

Peggy Kraus, Greenwood

"Chris and Bob did a very good job - Very hard working young men!"

Mrs. Malcolm Long, Indianapolis

"I especially appreciated their willingness to work me into the schedule for same-day service."

Leonia Scott, Indianapolis

"I Have already recommended Bane to everyone I know."

Mrs. Charles Boltz, Greenwood

"The young men who did my carpet are a credit to the Bane Co."

Diane Johnson, Indianapolis

"Just another great job by your wonderful crew. See you in 3 months."

Mrs. Betty Prestel, Beech Grove

"Todd, your service operator, was very courteous and also helpful with regard to suggestions for future cleaning areas."

Beth Spencer, Pendleton

"Thank you for such a wonderful job. The carpet looks great and I really appreciate your quiet, powerful method."

Mrs. Donny Hensek, Plainfield

"They were neat, mannerly and did a great job!"

Mrs. Nancy Schenkel, Carmel

"We have had Bane for our carpet cleaning for years - in fact it is the only company we use. We're completely satisfied and would not even think of using another."

Mrs. W. C. Hendershot, Indianapolis



**Season's
Greetings**



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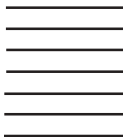


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