

Associations should be responsible

By Bill Bane

Some carpet makers want to blame cleaners for the recent decline in carpet sales and they are partly right. But the reasons are not the equipment or chemicals that are currently under scrutiny by the CRI. The reasons are bad advertising and poor workmanship.

For the past twenty years, the carpet industry in general has ignored bait and switch cleaners. Consumer advocates and television personalities have been our only allies in fighting this scourge. Linda Carmody, president of the Central Indiana Better Business Bureau calls me periodically to help in an investigation. Besides Indianapolis cases, I've worked with Brea Walker in California, Joe Ducey in Tampa, Carl Monday in Cleveland, RoseAnn Colletti in New York and more than a dozen other television personalities.

They use hidden cameras along with interviews of victims and ex-employees to nail the bad guys. The worst case I can remember involved an 85 year old widow who hired a \$5.95 a room guy to clean her 5 room house. Instead of the \$29.75 that was advertised, she paid \$1200.00 to the crook before he left.

In helping expose this element, I've drawn criticism from many in our business for calling attention to these BBBs (bad business bums). But since so many in our business subscribe to bait and switch advertising it isn't surprising they don't like me. This vermin should be the target of every honest business in the carpet industry.

Instead of an ineffective testing program, the CRI should be encouraging carpet retailers to work with cleaning industry associations and training facilities. They should encourage them to teach and preach ethics, honesty, and dependability, especially in advertising. That's a program I would gladly support.

He's baaaaaaaaak!

An Icon of the industry has returned to duty. I had admired Fritz Rench for many years before I met him at a CRI conference in the early '80s. In 1996 we had an opportunity to work together on the original CRI Seal of Approval program. Not long after that Fritz dropped off the radar and brother Quin took over the helm of Racine Industries.

To my complete surprise, Fritz sent an e-mail to me in June and said he wanted to stop in and see me. Lots of people say that but never show up. Within a week Fritz was at my office door and we began to catch up on old times and older acquaintances. Current events and the future of the business were on the day long agenda. What a meeting! The old war horse is as Gung Ho as ever.

Gung Ho doesn't mean what most folks think. The first time I heard "Gung Ho" was on Tinian in the Pacific in 1945. It was used by my Platoon Sergeant who had duty in China in the '30s. He survived the Guadalcanal, Pelelieu and Okinawa campaigns. Sgt. Charlie King was teaching a raw bunch of 18 year olds how to be Gung Ho and survive.

Fritz is Gung Ho! Gung Ho means "Work together!"

Want to clean this rug?

A silk Persian rug with an intricate floral design containing seventeen colors was sold at an auction in Providence, Rhode Island to an anonymous buyer in June.

The small rug measured about 5' x 8' and had belonged to tobacco heiress Doris Duke. It was estimated to be about four hundred years old and it cost the buyer nearly four and a half million dollars.

This is one job that begs to be priced for a percentage of the appraised value.

3 cheers for the Brits

Remember that ill-fated ad campaign by the CRI, "Carpet, it just feels better?" Well here's some welcome news. Carpet firms in the United Kingdom are going to spend £4 million (\$8 million) on billboards and television with the message "Have fun on the floor."

The ad campaign features a scantily clad woman reclining on carpet and children playing on a shaggy rug. They hope to make people fall in love again with different types of carpet.

Brockway Carpets, a manufacturer at Kidderminster, is part of the campaign. Their managing director said: "We believe people who have hard flooring have decided to move back to carpets that are warm, comfortable, safe and not slippery like laminate flooring."

<p>IICRC C.C.T. Class September 18 - 19</p>
<p>Stone Floors Class Stone, Marble & Grout October 16</p>
<p>Wood Floors Class Repairing and Refinishing Wood and Pergo Floors October 17</p>
<p>Bane-Clene Institute Management Classes Sept 15 - 17, Oct 13 - 15</p>
<p>See page 2 for details!</p>

Due to an unprecedented shortage of raw materials, we are forced to raise the price on our Powdered Cleaning Agents and a few select liquid products. 80% of the Powders are one ingredient and it has suffered the largest increase and shortage.

We unfortunately anticipate more increases as time goes on; therefore, the prices on the Powders are only valid for 30 days. The prices on the affected liquids are valid until further notice.

Additionally, PCA™ Formula 4 and Formula 5 is now non-discountable.

The 100 pound drums of PCA Formula 4 is being discontinued.

We are able to hold the prices on the other liquids, because there were only modest cost increases.

We strive to provide you with the best products at the best prices. Once again, we do this only as a last resort. Thank you for your patronage past, present and future.

The products affected are:

Sta-Clene® 5 gallon \$99.95

AFC™ Anti-Foam 1 gallon \$29.95

AFC Anti-Foam 4 gl case \$28.95/gl

Solv-A-Clene™ 1 gallon \$19.95

Solv-A-Clene 5 gallons \$94.95

Saf-T-Solv™ 1 gallon \$29.95

Saf-T-Solv 4 gl case \$28.95/gallon

*PCA™ Formula 4

40 lb pail \$108.95

* # PCA Formula 4

100 lb drum \$229.95

*PCA Formula 5 - 13 lb pail \$49.95

*PCA Formula 5 - 25 lb pail \$99.95

*PCA Formula 5

65 lb drum \$219.95

While Supply lasts on PCA Formula 4 in 100 pound drums.

* Indicates NON DISCOUNTABLE item

Remanufactured Mega-Port®

Portable Extractor with

- 50 feet new solution hose,
- 50 feet new vacuum hose
- Demo 12 inch floor tool

1 Year Warranty

\$2,995.00 Plus

Shipping & Handling

Hard Floor Specialty Classes:

Stone, Marble & Grout Class

October 16, 2008 8am - 5pm

\$199/person

There is a shifting trend toward using more natural stone in both interior and exterior installations. Why not take advantage of this trend?

Comprehensive hands-on training session in cleaning, sealing, polishing and restoring marble, natural stone, ceramic tile and grout.

Wood Repair and Refinishing

Class October 17, 2008

8am - 5pm - \$199/person

Wood flooring is becoming more popular. Some of your customers are even removing their carpets from their old wood floors and wanting them refinished!

Why get all upset about this? Why not take advantage of this trend?

Get on the ground floor and learn how to make more money wood floor repair and refinishing.

Comprehensive hands-on training session in repairing and finishing wood floors.

For more information and to register, call 800 428 9512.



Upgrade your current Bane-Clene system with the **3-D Base Unit** - Adaptable to all Bane-Clene tank systems - \$6,995.00 + Shipping and Handling. Call for details.

IICRC Carpet Cleaning Technician (C.C.T.) class

September 18-19, 2008 - \$199/person

Most mills will require technicians and firms cleaning their manufactured carpets to have IICRC certification in 2008!

IICRC Exam available for additional charge - payable directly to IICRC.

Just Some of the Topics Covered:

- Deodorizing.
- Fibers (types and sources).
- Fiber identification.
- Carpet construction.
- Carpet dyeing and colors.
- Programmed Carpet Maintenance.
- Mechanics of soiling.
- The cleaning cycle.
- Understanding pH.
- Chemistry of cleaning.
- Carpet cleaning methods.
- Over wetting problems.
- Carpet cleaning problems answers.
- Professional spot stain removal.
- Marketing and sales.
- Topical treatments.

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Remanufactured 3-D. Para-Mount®

Price New \$15,995.00

Remanufactured Price \$13,995.00

One-year warranty

Shipping Not Included

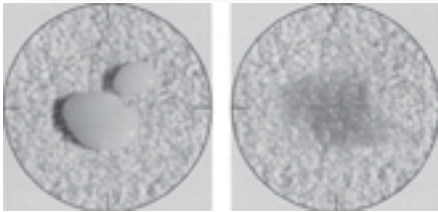
Call for further details

The Para-Mount carpet cleaning equipment is the ultimate one-man cleaning system. It is designed as a truck-mounted operation with enough water capacity to work all day and take away the waste water, eliminating the illegal dumping of dirty water onto streets. It has the lowest maintenance time and cost in the industry. Low profile design distributes weight evenly in the van.

Designed for installation into a 3/4 ton van. 1-ton is recommended.

August 2008 SPECIALS

**Shaw Industries recommends
Teflon over all others.**



Treated Untreated

Added value for your customers means added profit for you. The improved, advanced repellency carpet protector provides extra time to clean up spills, minimizes wicking and the spreading of stains. Teflon Advanced is more resistant to oil-based and water-based stains than ever, thanks to its higher repellency. And it creates a unique invisible shield around carpet fibers, keeping dirt from sticking to fibers. DuPont recommends the application of Teflon Advanced after each cleaning on all carpet types, even those with built-in soil and stain protection. Reinforces stain-blocking qualities of stain-resist nylon fibers.

Super Teflon® Special CT08-1
7 cases (28 gals.) Catalog No. 10810
Regular Price\$1,257.20
Special Price Only\$896.99
(Free Brochures Upon Request - Max 100)

Teflon Protector Special CT08-2
2 gallons Teflon® Catalog No. 10810
Regular Price\$92.00
Regular Price with avg. S&H\$109.00
Special Price Only\$89.99
(Free Brochures Upon Request - Max 100)

5 Cases Teflon® (20 gallons) CT08-3
Catalog No. 10810
Regular Price\$898.00
Special Price Only\$665.99
(Free Brochures Upon Request - Max 100)

3 Cases Teflon® (12 gallons) CT08-4
Catalog No. 10810
Regular Price\$538.80
Special Price Only\$438.99
(Free Brochures Upon Request - Max 100)

**Want more information on
Bane-Clene?**

Call us at **800-428-9512** for free information and a free Video Tape, DVD or Mini CD-ROM as well as our 552 page Catalog.
This video may also be viewed on our web site www.baneclene.com.

Rug Cleaning Special CT08-5

LCA® 256 1 gallon Catalog # 10118 +
Rug Restorer 1 gallon Catalog # 35018 +
Brown Out® 1 gallon Catalog # 10180 +
Sta-Clene® 1 gallon Catalog # 10143 +
Preface® 1 gallon Catalog # 10655 +
Stain Magic® for Wool Catalog # 30537 +
Red Relief® for Wool Catalog # 30535 +
Phase II™ 1 gallon Catalog # 10280 +
Rug Construction & Mtce DVD Cat # 09009
Regular Price\$193.94
Regular Price with avg. S&H\$235.00
Special Price Only\$196.99

(No substitutions please)
LCA-256 Liquid Cleaning Agent is a concentrated blend of a liquid synthetic detergent called Emulon®, water conditioners, defoamers and pH buffering agents.

Rug Restorer removes odorous contaminants from difficult-to-treat floor coverings such as woven area rugs using the submersion technique.

See web site for more details:

Brown Out greatly reduces possibility of browning and dye bleed, especially on rugs and upholstery.

Sta-Clene is a protector designed for use on rugs and upholstery. Using Sta-Clene on rugs and upholstery is better than using a water-based fluorochemical because Sta-Clene does not increase the drying time. As a result, the likelihood of browning and dye bleeding is greatly reduced. **Coverage:** 1 gallon per 1,000 sq. ft.

Use Concentration: Undiluted
The Bane-Clene service company applies Sta-Clene to all rugs and furniture it WET cleans.

Preface may be used on stain-resist carpet and as a prespray when wet-cleaning upholstery. Oil and grease are quickly emulsified, and water-based stains pop out with ease when Preface is used.

Stain Magic for Wool is a 3-part system designed to remove natural and organic stains from rugs such as urine, coffee, wine, etc.

Red Relief for Wool is a 3-part system designed to remove stains from food dyes such as in Kool-Aid®, colored soft drinks, popsicles, liquid medicines, etc.

4 gallons TLS® 2000 CT08-6

Catalog # 10080
TLS 2000 was specifically formulated for greasy restaurants, extremely soiled commercial carpets, trashed apartments, and olefin.

Use Concentration: 1:10 with water
Use pH: 12.5
Regular Price\$96.00
Regular Price with avg. S&H\$116.00
Special Price Only\$79.99

Pet Contamination Special CT08-7

2 jars (6.5 lb each) OSR # 30539 +
2 gals. Molecular Modifier # 35008 +
Odor Control Training CD # 35096
Regular Price\$120.14
Regular Price with avg. S&H\$140.14
Special Price Only\$119.99

Brown Out® CT08-8

2 gallons Catalog No. 10180
Brown Out, containing organic buffered neutralizing acids, is very effective for treating carpets, rugs, and upholstery that have been exposed to excessive amounts of shampoo, detergents, powder cleaners, ice melt compounds and other residual matter.

Browning removal or prevention: Diluted 8 ounces per gallon of water.

Use pH: 2-3
Regular Price\$45.90
Regular Price with avg. S&H\$58.90
Special Price Only\$41.90

CLOSE OUT SALE
While Supplies Last
50% off + Shipping & Handling
\$25.00 Minimum Order
Call for details

- 11 EA #61912 Rx Dry Volatile Solvent pt
- 6 EA #61918 Rx Graffiti Remover pt
- 7 EA #61924 Rx Ink Remover pt
- 4 EA #61927 Rx Juice/Dye Remover pt
- 12 EA #61933 Rx Milk, Egg, Protein pt
- 6 EA #61936 Rx Odor Remover pt
- 9 EA #61942 Pet Odor Remover pt
- 13 EA #61945 Rx Pet Stain Remover pt
- 31 EA #61948 Rx Rust Remover pt
- 18 EA #61954 Rx aerosol spotter

FREE FREIGHT only on specials on this page
(On Prepaid Orders in 48 Contiguous States)
Strictly Limited to One of Each Special per Customer
For details on this issue's featured products:
Call 800 428 9512 in the United States, including Alaska and Hawaii.
Special Offers and Bargains
Specials are effective August 1, 2008 • Expire September 15, 2008
Minimum Order Amount: \$25.00. C.O.D. & open account orders not accepted on this feature.
Prepaid orders only: MasterCard, VISA, American Express, Discover, Debit Card;
or mail check to 3940 N. Keystone Ave/Indianapolis, IN 46205.
Indiana businesses, please add 7% sales tax.

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Bane-Clene®

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Indianapolis, Indiana 46205

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Visit our message center on our web site **www.baneclene.com.**

E-mail: bane@baneclene.com

Se Habla Español

Service & Supply Centers

*Chemicals, equipment, parts & service
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August 2008