

# Merry Christmas & Happy New Year

By Bill Bane

After this particularly rowdy election year, (actually it's been going on for four years) we can be thankful it's over. It's been a non-stop narration of how bad things are in our country and how bleak our future looks. Now we can get back to doing what made America great... working for a living.

We've seen the collapse of the artificial financial system and bursting of the fake housing value bubble. More pain lies ahead thanks to the massive federal bail outs of Wall Street, Fannie Mae and Freddie Mac.

We need to forget all of the hateful political rhetoric and be thankful for what we have here in the USA. We live in a country that others still want to come to, legally or illegally, because it is the envy of the rest of the world. We should count our blessings and thank God every day for being here in this land of opportunity.

Our industry has had its share of turmoil, too, but most of us survived and some even prospered with energy prices surging to new heights. My company, for example, has much to be thankful for this year since we're enjoying a resurgence of people who recognize the importance of electrical power for their cleaning systems. Thousands of Bane-Clene operators appreciate the benefits and profit of economical electric operation.

Most of all though, let's thank God that we're still alive. Regardless of our political stripe, we all need to help any way we can to defeat the radical terrorists whose whole purpose in life is to kill anyone who does not agree with their warped views.

At this time of year it's normal to talk about peace on earth, so I close by wishing you all a peaceful, joyous Holiday Season and may you and yours have a very happy and prosperous New Year. May God bless all of us, and may He continue to bless America!

## Ice melt problems

Cold weather means ice melt compounds will be used on sidewalks and parking lots. Usually, these are salt (sodium chloride), but in below zero weather, calcium chloride is used. It is exothermic (releases heat when it dissolves) and is effective even at 40 below.

When tracked into a building, calcium chloride absorbs and holds moisture, keeping the carpet, walk off mats, and hard surface floors wet and slippery. When calcium chloride comes in contact with a normal detergent like that used in extraction cleaning or mopping, alkalinity in the detergent converts the calcium chloride into calcium hydroxide (better known as lime) which is almost completely insoluble in water. As a result, the carpet or hard surface floor has a white, dull appearance which is difficult to remove.

To remove calcium chloride from carpet or mats, add eight ounces of Brown Out® per gallon of clear water to the solution tank of your base unit or Mega Port® and extract the carpet or mats. With non Bane Clene equipment, which may be harmed by the organic acid in Brown Out, spray an eight ounce per gallon solution on the fibers and extract with clear water.

## Talk to Your CPA

Tax laws are changing. Consult your CPA (Certified Public Accountant) to be sure what these changes mean for you and your business. Some changes may be retroactive to last January.

Child credits, for example, are up \$400 per child. Married couples filing jointly will be eligible for \$1,550 more in deductions. At this writing it looks like dividends will be taxed at 15% rather than ordinary income.

## How Busy Are You?

If you spend the first ten minutes of a service call telling your customer how busy you are and why you're late, they will probably doubt your abilities, especially in time management.

Customers who are guided by good manners will tolerate long winded explanations and may even listen to the blow by blow account of your recent divorce, or let you discuss the abortion issue and politics while you're in their home.

People who work in the service field sometimes find themselves with a captive audience. Some preach religion, a few preach hatred, but most just talk too much. Truly busy people don't talk about how busy they are and never have to explain why they're late, because they are not late.

If you're not getting a good amount of repeat and referral business, it may pay to take a look at subjects discussed in a customer's home. If they didn't like it, they probably went somewhere else for service.

**Call 'Us' On The Carpet®, real, live, people answer our phones.**

**IICRC C.C.T. Class  
February 26 - 27**

**Bane-Clene Institute  
Management Classes  
Jan. 12-14 • Feb. 23-25**

**See page 2 for details!**

**Sporicidin® Disinfectant  
Bactericidal, Virucidal, Kills  
Mold & Mildew, Fungicidal**

EPA-registered to clean, disinfect and deodorize. Provides continuous residual antimicrobial activity for up to 6 months. Registered for mold and mildew remediation/restoration.

- Water and flood damage restoration
- Sewer backflow cleanup.
- Trauma & crime scene cleanup.
- **Air duct cleaning.**
- **Kills mold and mildew, including Stachybotrys chartarum (black mold).**
- 100% kill of disease and odor causing organisms. Fungicidal, bactericidal, virucidal, mildewicidal and tuberculocidal.
- No special shipping or disposal restrictions.
- **Registered in all 50 states (including California).**

1 Gallon Catalog # 33700.....\$29.50  
See our web site at [www.baneclene.com](http://www.baneclene.com) for more details or to order on line.

**Shipping in freezing weather**

In the colder months, freezing weather can prove to be a problem for shipping some liquid products.

Even if you are located in a warmer climate, please consider the fact that the order may travel through colder areas during which they can be subjected to freezing temperatures.

Our catalog details which products are not freeze/thaw stable and can be a problem in the winter.

Fortunately, Teflon® Advanced is freeze/thaw stable, according to DuPont.

**Certified Used Ultra-Port®  
Basic (Pre-2005)**

- with 50 feet new solution hose
- and 50 feet new vacuum hose
- and Used 12 inch floor tool
- 90-Day Warranty

NOTE: This is a pre-2005 unit, not the new 3-D unit.

**\$3,495.00**

Plus Shipping & Handling

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

February 26 - 27 - \$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.

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



Upgrade your current Bane-Clene system with the brand new 3-D Base Unit - Adaptable to all Bane-Clene tank systems.

**\$6,995.00** + Shipping and Handling.  
Call for details.

**Congratulations!**  
to

**Dave's Carpet & Upholstery Cleaning**



in the Category of

**Greatest Carpet Cleaner**

**Don't Forget!**

**Vac-U-Lube™**

**for your Base Unit**

Regular flushing and Vac-U-Lube treatment protects your vacuum unit..

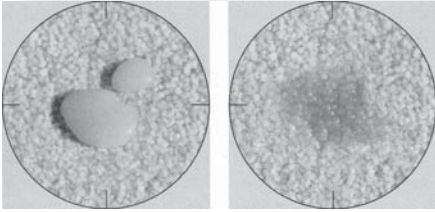
*All the staff at Bane-Clene wish to say how very proud we are of Dave and Becky Rumple, of Swazee, Indiana. Dave has been battling diabetes and hasn't been able to work on the truck. Becky and their daughter Leigh Ann have taken the reins of the company and achieved this great accomplishment.*

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# December 2008 SPECIALS

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**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      CT12-1**  
7 cases (28 gals.) Catalog No. 10810  
Regular Price .....\$1,257.20  
**Special Price Only .....\$899.99**  
(Free Brochures Upon Request - Max 100)

**Teflon Protector Special      CT12-2**  
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)      CT12-3**  
Catalog No. 10810  
Regular Price .....\$898.00  
**Special Price Only .....\$669.99**  
(Free Brochures Upon Request - Max 100)

**3 Cases Teflon® (12 gallons)      CT12-4**  
Catalog No. 10810  
Regular Price .....\$538.80  
**Special Price Only .....\$439.99**  
(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**.

**2 gallons Olefin Preconditioner      CT12-5**  
New formulation - now with oil-loving enzymes. Catalog # 10985  
Formulated especially to emulsify heavily compacted oil and grease, especially in carpet traffic lanes and other hard to clean areas-particularly on olefin and on berber carpet. Use Concentration: 1:10-1:30 with water.  
Regular Price .....\$109.90  
Regular Price with avg. S&H .....\$129.90  
**Special Price Only .....\$89.99**

**2 gallons Molecular Modifier      CT12-6**  
Catalog # 35008. Molecular Modifier is a formulation of cleaning agents, bacterial cultures, enzymes, and odor modifiers which break down the molecular structures of odor-causing substances and stains.  
Removes most odors and stains caused by urine, vomit, feces, blood, mildew, decaying food, and other organic matter.  
Regular Price .....\$51.90  
Regular Price with avg. S&H .....\$71.90  
**Special Price Only .....\$49.99**

**Electra-Shield™ Close-Out      CT12-7**  
2 gallons # 10380  
**Electra-Shield** eliminates static electricity on freshly cleaned carpets and rugs. This concentrated liquid product eradicates for weeks and even months at a time.  
Regular Price .....\$23.90  
Regular Price with avg. S&H .....\$34.90  
**Special Price Only .....\$29.95**

**Stain Remover Special      CT12-8**  
**1 Stain Magic** 2-pint kit Catalog # 30526  
**1 Red Relief** 2-pint kit Catalog # 30524  
**Red Relief** is a two-part system formulated especially for removing food and drink stains such as Kool-Aid®, fruit punch, candy, cough syrup, Gatorade®, and other products containing food and beverage dyes.  
**Stain Magic** is a two-part system formulated especially for removing organic and natural stains such as tea, herbal tea, coffee, mustard, wine, vomit, and natural juices. Regular Price .....\$33.90  
Regular Price with avg. S&H .....\$43.90  
**Special Price Only .....\$34.95**

**2 Gallons Perky® # 30511      CT12-9**  
**Perky Spotter** is often the answer when solvent-type spot removers fail. Used as directed, the non-enzyme solvent-free digester in this spotter breaks down oil-based stains and spots for removal by blotting. Perky Spotter is especially effective on protein stains such as blood and food spills and often works very well on pet problems.  
Regular Price .....\$37.90  
Regular Price with avg. S&H .....\$55.90  
**Special Price Only .....\$49.99**

**Close-Out Special on Certain Van Decals**  
The phrase "Call 'Us' On The Carpet®" is copyrighted and may only be purchased by authorized, certified Bane-Clene equipment owners.

**Close-Out prices: 50% off the truck decals below while supplies last.**  
30543 Large Brown Truck Decal (67" x 19")  
Regular Price .....\$69.95  
30545 Orange "Professional Carpet Cleaners" Decal (60" x 6")  
Regular Price .....\$24.95  
30550 Large Orange "Expert Furniture & Drapery Service" Decal (2" x 48")  
Regular Price .....\$12.95  
30551 Small Orange "Expert Furniture & Drapery Service" Decal (1 1/2" x 36")  
Regular Price .....\$9.95

**Decals above may be purchased by Bane-Clene owners only.**

**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  
3 EA #61918 Rx Graffiti Remover pt  
12 EA #61933 Rx Milk, Egg, Protein pt  
5 EA #61936 Rx Odor Remover pt  
4 EA #61948 Rx Rust Remover pt  
18 EA #61954 Rx aerosol spotter  
14 EA #61952 Stain Remover Kit  
8 EA RX for Stone Care Honing Pow-

**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 December 1, 2008 - Expire January 15, 2009**  
**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.*

### Specialty Classes:

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

February 26 - 27, 2009

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### Bane-Clene®

3940 N. Keystone Avenue  
Indianapolis, Indiana 46205  
317 546-5448 • 800 428-9512

FAX 317 543-2222

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

### \*\*\*\* Tax Deduction \*\*\*\*

With the year end approaching, you may want to talk to your tax professional in regards to deductions from your federal taxes. Depreciation and Section 179 expense of the IRS Code allows for one time deductions for equipment purchases. These will expire December 31st 2008 and may or may not be available in 2009.

### Service & Supply Centers

*Chemicals, equipment, parts & service  
for carpet & upholstery cleaners.*

**Hackettstown, NJ**

**800 694 8555**

**United Kingdom**

**01293 437511**

December 2008