

# Carpet warranty & testing pros & cons

By Bill Bane

Some big carpet makers have announced they will no longer honor their warranty if the carpet in question is cleaned with equipment or chemicals not approved by the new CRI Seal Of Approval program.

I've been in this business for forty-six years, and my company certainly knows what works and what doesn't work. But, even with all of that expertise, there are two reasons we chose to submit our products to the new expensive CRI testing program.

The first one is that a major mill that sends us (and many of you) a large volume of work asked us to take part in the program. All of the products we submitted to the Professional Testing Laboratories, Inc., have been approved so Bane-Clene is in complete compliance with the new CRI Seal Of Approval program.

The second reason is called CYA. Our Indianapolis service company has been designated as an official SOA Service Provider. It is not difficult or expensive to qualify, so my advice to fellow Bane-Clene operators is to apply and pay the small "Service Provider" fee to CRI. Don't expose yourself to potential liability.

I have reservations that the whole program may collapse as abruptly as others have in the past. But, only time will tell the outcome. Meanwhile we need to comply.

## Placing the blame

A few carpet mills have blamed cleaners for their troubles instead of looking to the culprits that cause most of their grief. Cleaning related complaints are a distant third to shoddy installation and unrequited promises by carpet sales people.

Bait and switch advertising is the leading complaint against cleaners followed by rude behavior and failure to return phone calls. Hardly any complaints involve methods or equipment. The beagle is baying at the tree in which the fox does not reside.

## Shaw promotes IICRC

Besides the CRI SOA program, Shaw Industries announced it will require IICRC certification for technicians who do its warranty work in 2008. Bane-Clene Institute offers IICRC classes as a courtesy to our customers. See details on page 2.

## Friendly persuasion

"He has no enemies, but is intensely disliked by his friends." That characterization by Oscar Wilde seems to fit carpet manufacturers today.

The new warranty edict will likely alienate more consumers than the entire carpet industry combined has managed to irritate during the past decade.

Legal aspects are another matter. For example, a Connecticut firm has asked the Attorney General in that state to investigate the validity of the warranty requirements. Stay tuned!

## Blackmail or bonanza

There has been wide and often wild discussion on internet bulletin boards about the new CRI SOA program. The majority seem to believe that SOA is just another way to dodge warranty liability and raise money for an association with a shrinking membership.

It's been called everything from Blackmail to a Bonanza with no doubt about who's reaping the rewards and who's paying. SOA is being compared to failures like DuPont's Masterseries fiasco, Shaw's attempt to take over the retail trade and the California licensing debacle.

Many cleaners ask if it will be like the original SOA program that took six years to develop. It was terminated in less than one year because only one carpet maker (J & J Industries) got behind it. Even carpet cleaners didn't support it.

## Advice On Carpet Cleaning

"Carpet Cleaning for Dummies," is a new booklet available on the CRI's web site. Duh! Nice title! It is a study in "How to make friends and influence people."

## Rental Machine beats 'em

Test protocol for the new SOA program is obviously flawed and coming under intense scrutiny by cleaners as well as by some manufacturers. Nearly everyone in the cleaning industry questions how CRI could have given a small, rental machine a higher rating than several electric and gasoline powered truck-mounted units. The little rental machine has a cheap fan vac while the truck-mounts operate positive displacement vacuum systems.

Knowledgeable people in the cleaning world know a fan vac works great for about forty hours until brush wear at the armature diminishes its efficiency. But the main problem with that equipment is that even moderate hose restrictions (sometimes just a slight kink or liquid in the line) causes a radical drop in air velocity. It is air velocity, not static vacuum, that moves dirty water through the hose.

A major contention is that fake dirt was used for testing instead of real-world oily soil. Opponents say that makes the testing and the results even more ludicrous.

## Quotes from a bulletin board

"With all the talk about proper machines, proper products and certification, when are manufacturers going to require salespeople and installers to be certified?"

"Customers know nothing about a warranty. How many times have we heard that they should wait as long as possible to clean their carpet because it resoils quickly? How many bad installations have we seen?"

## Don't Forget

Daylight savings time begins March 9 and ends November 2 this year!

**Remanufactured 3-D Para-Mount®** \ \$13,995.00. Call for details.  
Full 1-Year Warranty.

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, 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.

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

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

### Accessories:

Electric Steel Reel Assembly (complete with 150' Solution Hose, 150' Vacuum Hose, and Two Power Supply Cords), 12" and 4" Cleaning-Head Package (w/ Stainless Steel Guide Handle), Standard Installation, Complete Training Program, Operations Manual, Ramp with Power-Assisted Loading and Unloading.

### Base Unit Specifications:

Electrical system, heating system, solution system and vacuum system: See base unit specifications on pages 38 - 39 of the 2007-2008 catalog.



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.

## Money Making Tip

Bane-Clene® Corporation is pleased to co-sponsor Craig Jasper, a 35-year veteran of the cleaning industry and president of the Cleaning Institute, in seminars around the country. Everyone who has called us about his seminars seemed pleased after attending and thanked us for sponsoring him.

Call Craig's office at **800 792 1002** for details and to register.

**Please do not call Bane-Clene to register.**

February 1 - Atlanta, GA  
February 26 - Sacramento, CA  
February 27 - Modesto, CA  
February 28 - Fresno, CA  
February 29 - Bakersfield, CA  
March 3 - Phoenix, AZ  
March 5 - Las Cruces, NM  
March 7 - Dallas, TX  
March 12 - Rockford, IL  
March 13 - Madison, WI  
March 14 - Milwaukee, WI

## E-Mail Addresses

Bane-Clene e-mails announcements, events, new product information, articles, cleaning hints, etc. to those customers for whom we have email addresses.

If you would like to be placed on the email list, please just email us at [bane@baneclene.com](mailto:bane@baneclene.com) and we'll keep you current!

NOTE: We will NEVER sell or share your e-mail address.

## Close-Out Sale 2 - Model 3500 Truck-Force® 500 PSI

**3-stage Auto Fill/Auto Pumpout Extractor**  
Catalog No. 54500 Regular \$3,495.00  
See page 371 of the 2007-2008 catalog for specifications and features.

Sale Price: \$2,695.00 + shipping and handling

- Single or dual vac operation for upholstery and delicate fabrics.
- Adjustable 1.5 gpm solution pump adjusts from 50 to 500 PSI.
- Fits easily in a van.
- Auto Pumpout System.
- Auto Fill/Chemical Feed.
- With Floor Tool, 50' Pump-out hose, 50' 1 1/2" vacuum hose, 50' water-feed hose and 50' high pressure solution hose.
- 2 - 50' industrial-grade electric cords.
- 22 gallon solution tank and 15 gallon waste tank.

## Upcoming Specialty Classes:

**IICRC Carpet Cleaning Technician (C.C.T.) certification class**  
**February 14 - 15 - \$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.

### Stone-Tech™ class

**April 10 - \$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 and increase your bottom line? Ceramic & porcelain, Grout, Cleaning & Sealing, Pricing, Initial investment, Honing/Polishing Marble, Types of Stone, Hands-On Cleaning of Tile, Hands-On Honing/Polishing of Marble, etc.

### Wood-Solv™ (Rx for Wood™)

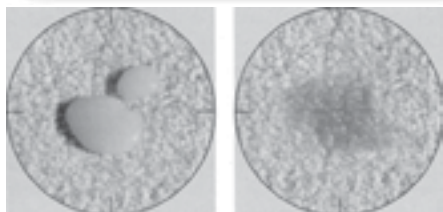
**April 11 - \$199/person**

Wood flooring is becoming more popular. Some of your customers are even removing their carpets from their old wood floors! Why get all upset about this? Why not take advantage of this trend? Don't let your competition get ahead of you!

Learn how to make more money with Wood-Solv™: Key Benefits, Inspect and estimate the job, Marketing tools, Cleaning & finishing procedures, Repairing scratches & gouges, Pricing of your services, Maintenance programs, Initial investment, Hands-on repairs and finishing of wood & Pergo® Floors.

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

**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      CT02-1**  
7 cases (28 gals.) Catalog No. 10810  
Regular Price .....\$1,257.20  
**Special Price Only .....\$840.99**  
(Free Brochures Upon Request - Max 100)

**Teflon Protector Special      CT02-2**  
2 gallons Teflon® Catalog No. 10810  
Regular Price .....\$92.00  
Regular Price with avg. S&H .....\$109.00  
**Special Price Only .....\$88.49**  
(Free Brochures Upon Request - Max 100)

**5 Cases Teflon® (20 gallons)      CT02-3**  
Catalog No. 10810  
Regular Price .....\$898.00  
**Special Price Only .....\$639.99**  
(Free Brochures Upon Request - Max 100)

**3 Cases Teflon® (12 gallons)      CT02-4**  
Catalog No. 10810  
Regular Price .....\$538.80  
**Special Price Only .....\$414.99**  
(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](http://www.baneclene.com).

**Mini-Works      CT02-5**  
**25 lb. PCA™ 5 # 10962**  
**1 gal. Preface® # 10655**  
**2 gals. Booster™ # 10040**  
**1 qt. APS™ Spotter # 10220**  
**1 gal. Brown Out® # 10180**  
**1 gal. Sta-Clene® # 10143**  
**1 gal. Saf-T-Solv™ # 10420**  
**1 Pint Lemon Per-Scent® # 10600**  
**1 gal. TLS® 2000 # 10080**  
Regular Price .....\$274.50  
Regular Price with avg. S&H .....\$309.50  
**Special Price Only .....\$259.99**

**PCA Formula 5** powdered detergent is designed especially for use on stain-resistant nylon fibers. A potent, low-foam, 100% active product, which is safe for most carpet fibers, Not for use with aluminum equipment.

**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.

**Booster** dramatically improves cleaning performance without raising the pH level.

**APS™ All Purpose Spotter** is a multi-faceted, ready-to-use stain and spot remover, APS removes nearly all stains and spots, including coffee, grease, grime, ink, and animal accidents.

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

**Sta-Clene:** Instead of adding moisture after cleaning, as do all water-soluble products, Sta-Clene actually hastens the drying process. The Bane-Clene service company applies Sta-Clene to all rugs and furniture it cleans.

**Saf-T-Solv** is a nonflammable blend of highly active, volatile, dry solvents that cuts through tar, grease, oil, polish, wax, fat, gum, cosmetics, fresh paint, and ice cream

**Per-Scent** is a 100% perfume concentrate additive used at only 1 ounce per 100 gallons of solution. Per-Scent leaves a pleasant, lingering, aromatic fragrance in a room.

**TLS 2000** is an extremely strong (too strong for routine use) super concentrated liquid formulation containing grease emulsifiers and saponifiers, wetting agents, water softeners, and grease-dissolving solvents.

**4 gallons Molecular Modifier      CT02-6**  
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 .....\$95.80  
Regular Price with avg. S&H .....\$118.90  
**Special Price Only .....\$89.99**

**5 gallons Phase I™      CT02-7**  
Catalog No. 10260  
**Phase I** solves the usual odor problems with so little effort. By simply adding one ounce of Phase I per gallon of cleaning solution, those everyday odors are whisked away with the Not for use on stain-resistant nylon carpet.  
Regular Price .....\$69.95  
Regular Price with avg. S&H .....\$91.95  
**Special Price Only .....\$74.99**

**New Products**

(Not on special)

**High Gloss Finishing Sealer for Stone**

Catalog No. 61221 \$69.95/gallon + S & H  
Enhance the beauty of natural stone and tile with an innovative, water-based gloss finishing sealer that provides subtle shine and delivers long-lasting protection against oil- and water-based stains.

For slate, siltallo, limestone, travertine.  
Not for use on glazed, polished or non-absorbing surfaces.

See web site for more details:  
<http://www.baneclene.com/catalog/stone-sealer.html>

**Rug Restorer  
Pet Treatment for Natural Fibers**

Catalog No. 35018 \$24.95/gallon + S & H  
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:  
<http://www.baneclene.com/catalog/rug-restorer.html>

**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 February, 2008 • Expire March 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 6% sales tax.

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- Topical treatments.

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

### Bane-Clene Institute Management Classes:

Feb. 11 - 13 • April 7 - 9

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

### 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.**  
E-mail: [bane@baneclene.com](mailto:bane@baneclene.com)

**Se Habla Español**

### Se Habla Español

Maggie Salinas es una nueva adicional en la compañía de Bane-Clene, en el departament de servicio y articulos de limpiezas de alfombra. Se vende productos para el cuidado y limpieza del piso de madera, de azulejo y de piedra.

Uno de los objetivos de nuestro servicio es mejorar y ampliar el cliente Hispánico en todo el Estados Unidos.

Para ordenar sus productos hoy llame al teléfono 546-5448 en Indianapolis O al (800)428-9512 a fuera del área, 0 por enternet [www.baneclene.com](http://www.baneclene.com).

### Service & Supply Centers

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

**Hackettstown, NJ  
800 694 8555**

**United Kingdom  
01293 437511**

**February 2008**