

“Network of Excellence” changing

By Bill Bane

Things have changed radically on our “Network of Excellence” referral service because of internet search engines and increased computer usage by consumers. In years past, most of our referrals came to us from carpet mills, retailers or indirectly from consumers who were told by them to call ‘us’ on the carpet®.

This past January set a one month record on our web site with 709,283 total accesses to www.baneclene.com. Carpet cleaners ordered supplies and thousands visited catalog and informational pages, MSDS, Spot removal guides, Troubleshooting charts, Cleaning Digest and Clene Times publications and my daily Blog.

Carpet mills, carpet retailers, insurance adjusters, inspectors, plumbers, banks and realty firms used it, too. But, most accesses were CONSUMERS looking for a carpet cleaner or to learn something about the cleaning industry. We know this because if they can’t find a local cleaner in our referral directory, they call the telephone number listed there and our toll-free WATS lines have been swamped lately.

Total accesses **last year** were 7,662,953; **2005** - 6,803,494; **2003** - 3,735,610; **2001** - 417,621; **1999** - 71,645; **1997** - 7,914; **1995** - 823. In 1994, I asked our board why we should spend all that money to set up a web site. In 1995, I said, “See, I told you so.” But in 2007, I said, “WOW!” These dramatic increases demonstrate the astounding growth of internet usage and flabbergast a computer illiterate like me.

Even though most of our work comes directly from the consumer now, I’m grateful to every one in the carpet industry who has supported us for so many years. Be assured that when you use our service, we’ll do everything in our power to continue to earn your trust.

You have my word on it!.

Tips from Jimmie

The appearance of the cleaning head is important because it is a prominent part of your equipment that enters the customer’s premises. If paint on the cleaning head is nicked from use, repaint it with “Bane Blue” acrylic spray paint.

When tabbing furniture in tight places, tab the rear legs first and bend up the corners of the tabs before sliding the piece back in place. This allows furniture to slide more easily, reducing the strain on the legs and the technician’s back.

Inform customers of all your services. Just because you clean their carpet does not mean they know that you clean upholstery or do hard floors. Most carpet cleaning equipment does not allow the versatility of Bane-Clene equipment. Include brochures on your other services in the invoice folder you present to the customer on arrival.

Human relations

Speak to people. There is nothing as nice as a word of greeting.

Smile at people. It takes 72 muscles to frown and only 14 to smile.

Call people by name. The sweetest music to anyone’s ears is the sound of his own name.

Be friendly and helpful. If you would have friends, be friendly.

Be cordial. Speak and act as if everything you do is a real pleasure.

Be interested in people. You can like something about everyone if you really try.

Be generous with praise and be very cautious with criticism.

Be considerate of the feelings of others. It will be greatly appreciated.

Be thoughtful of the opinion of others. There are three sides of a controversy: yours, the other fellow’s and the right one.

Be alert to give service. What counts most in life is what we do for others.

A new market

The spiraling price of gasoline and diesel fuel has caused a feverish interest in Bane-Clene electrical equipment. Many gas and diesel powered operators are stuck with long-term leases or have a large balance due on their equipment and sadly can’t afford to operate it any longer.

These folks are between a rock and a hard place and would like to purchase new Bane-Clene equipment but can’t afford it. This scenario has caused a huge demand for used and reconditioned equipment. To help satisfy this growing new market, we are buying and remanufacturing, used Bane-Clene machines.

If you have an old or an extra unit and would like to trade it in or convert it to cash, send or e-mail a photo of your machine with the serial number and your phone number and Don Bane will call you with a generous cash or trade in offer.

Why?

A question often asked is, “Why do you spend so much on your own school system? Wouldn’t it be cheaper to send us to one of the many industry schools and have us pay for it like most manufacturers do?”

Aside from “how-to’s” like equipment, chemicals and techniques, Bane-Clene Institute was established to enhance the level of success among owners. We teach students how to hire help, manage their business and how to direct advertising assets to a market that will double in the next 30 years. This strategy will establish a strong future that is recession proof.

During the past quarter century, nearly everyone who graduated from Bane-Clene Institute with a test score of 80% or above have been able to grow their business. When you add service crews, it means more equipment and more supplies. It’s simple, your success is our success!

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
for more details or to order on line.

New Improved Bane-Clene Olefin Pre-Conditioner

Olefin fibers are frequently difficult to clean because of their tenacious affinity for oils.

New Improved Bane-Clene Olefin Pre-Conditioner is a super-concentrated formulation of surfactants and an oil-digesting enzyme specifically formulated to emulsify and break down heavily compacted oil and grease, especially in carpet traffic lanes and other hard to clean areas - particularly on olefin and on berber carpet or on nylon.

Heavy oily soils: Mix 10 parts of water to 1 part product in a pressure sprayer, preferably stainless steel. If using an injection sprayer preset at 1:10, add to the injection sprayer jug undiluted. Allow at least 15 minutes before cleaning. If extremely soiled loop-pile, agitate the carpet with a deck brush or with a low-speed buffer and soft carpet brush.

Light to moderate soil: Use at 1:30 with water. Apply the diluted mixture to the carpet. Allow at least 15 minutes before cleaning.

1 Gal. Catalog No. 10985 \$54.95

July Specialty Classes:

**Pro's Choice Spot and Stain Removal
Class**

July 15, 2008 8 AM - 11:30 AM

Anti-Allergen Class

July 15, 2008 1:00 PM - 4:30 PM

**Mattress Cleaning and Anti-Allergen
Cleaning**

**The New Profit Opportunity in Anti-
Allergen Services!**

See Page 4 for details.

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.



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.

Policy for used equipment NOT purchased from Bane-Clene®

Attention: New owners who purchased equipment on the open market and not from Bane-Clene or its authorized service and supply centers:

- Bane-Clene Corp. welcomes you to attend our management training school. Please call 800 428 9512 for schedule and tuition fees.
- Service on your equipment is available in Indianapolis, Indiana and at Hackettstown, New Jersey service center.
- It is strongly recommended that you purchase an operator's manual and the maintenance training tapes or DVD's before calling with specific questions.
- We cannot and will not give training and equipment instruction on the phone.

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.

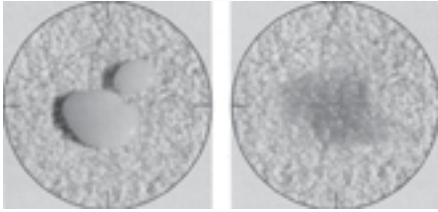
Just Some of the Topics Covered:

- 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.

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

***** **June 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 CT06-1
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 CT06-2
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) CT06-3
Catalog No. 10810
Regular Price\$898.00
Special Price Only\$665.99
(Free Brochures Upon Request - Max 100)

3 Cases Teflon® (12 gallons) CT06-4
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.

Deodorizing Special #1 CT06-5
4 gallons Molecular Modifier Cat. # 35008
Regular Price\$95.80
Regular Price with avg. S&H\$117.80
Special Price Only\$89.99
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.

Deodorizing Special CT06-6
2 gallons Phase I™ Catalog # 10240 +
2 gallons Phase II™ Catalog # 10280
Regular Price\$71.80
Regular Price with avg. S&H\$93.80
Special Price Only\$69.99
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.
Phase II is a high-potency ready-to-use deodorizer that eliminates extraordinarily offensive odors by complex chemical interaction. It is not a cover-up or a masking agent. Phase II kills animal odors, human and pet "accident" odors, smoke damage odors, kitchen odors, musty odors and mildew odors.
Phase I and Phase II are not for use on stain-resistant nylon carpet.

Liquid Cleaner Special CT06-7
2 gallons LCA-256 Cat.# 10118 +
2 gallons Super LCA Cat.# 10119
Regular Price\$85.80
Regular Price with avg. S&H\$107.80
Special Price Only\$79.99
LCA-256 Liquid Cleaning Agent is a concentrated blend of a liquid synthetic detergent called Emulon®, water conditioners, defoamers and pH buffering agents.

Use concentration: 1/2 oz per gallon water.
Use pH: 8.9
Super LCA has been designed specifically for commercial use and is not recommended for use on stain resistant nylon fibers or wool.
Use concentration: 1 oz. per gallon water.
Use pH: Over 11.

Sta-Clene® Formula 940 CT06-8
5 gallons Catalog No. 10145
Sta-Clene Formula 940 with Elexon™ is a clear product 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. **Coverage:** 1 gallon per 1,000 sq. ft.
Use Concentration: Undiluted
Regular Price\$93.95
Regular Price with avg. S&H\$115.95
Special Price Only\$89.99

Revitalizer Wipes CT06-9
Catalog No. 61211
35 wipes/dispenser
6 Dispensers
(1 case)



Regular Price\$65.88
Regular Price with avg. S&H\$76.88
Special Price Only\$59.99

Brown Out® CT06-10
1 case of 4 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.
Brown Out flush: Diluted 2-4 ounces per gallon with water through machine.
Use pH: 2-3
Regular Price\$79.80
Regular Price with avg. S&H\$101.80
Special Price Only\$79.99

2 gallons Klenz All™ CT06-11
Catalog No. 61200
Heavy Duty Stone, Tile and Grout Cleaner
pH: 11.5-12.5
Regular Price\$65.90
Regular Price with avg. S&H\$79.90
Special Price Only\$59.99

**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 June 1, 2008 • Expire July 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.

Specialty Classes:

Pro's Choice Spot and Stain Removal Class

July 15, 2008 8 AM - 11:30 AM

Want to improve your success rate and your bottom line? Learn the latest techniques and products for spot and stain removal. Learn about the latest products and procedures in detail with plenty of demonstrations. The use of stain removal kits, reducing and oxidizing bleaches, steam and heat transfer and much more are discussed and demonstrated. Discover how you can offer 100% (not 90% or 95% or even 99%) guaranteed spot and stain removal services. Remove and prevent re-occurring spots. Become the hero to your customers.

Anti-Allergen Class

July 15, 2008 1:00 PM - 4:30 PM

Mattress Cleaning and Anti-Allergen Cleaning

The New Profit Opportunity in Anti-Allergen Services!

Get the lowdown on the virtually untapped market for anti-allergen cleaning using plant based products and how to greatly increase your income - without joining a franchise! This market is relatively untapped but the demand keeps on increasing. Who wouldn't want their mattresses cleaned if only they knew it's one of the reasons behind the coughs and sneezes that disturb their sleep at night? On average it takes about 40 minutes to clean and treat a king size mattress and the typical charge is over \$75 depending on the size and location. The growing concern for healthy living and a clean environment is a big topic in today's media and its importance will only continue to get attention as time goes on. After taking this class, you'll be able to provide immense relief to allergy sufferers and even protecting people without allergies from developing them in the first place - all with plant based organic products!

Instructor for both classes: Craig Jasper

NO CHARGE!

Reservations are required!

Bane-Clene Institute

Management Classes:

June 2 - 4, July 16 - 18

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**

Se Habla Español

Service & Supply Centers

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

Hackettstown, NJ

800 694 8555

United Kingdom

01293 437511

June 2008