

A blessing in disguise

By Bill Bane

Easy credit in recent years has been responsible for wildly escalating (phoney) property values in real estate, which are now painfully correcting to their real worth. Disguised inflation is coming about under the guise of bailing out irresponsible lenders and borrowers. Artificial stimulation of the economy with incentives to spend more money through generous tax rebates (hand-outs) to those who do not pay taxes are just another form of government pork. All of these things have created a false economy that is trying to adjust now.

The recent housing collapse and credit crunch got me thinking about an earlier time. When I was married in 1947, credit was so tight we just did without. Upon entering business in 1962, my need for credit was much greater, but credit was just as tight. When very limited credit was granted to our young company, you can bet the proceeds of the loan were wisely spent.

It was very difficult in those days to go into debt simply because bankers would not lend money to people without collateral. Not having access to easy money made a whole generation of would be borrowers much more frugal. There is no doubt in my mind that this was a good thing.

When the economy goes soft, as it is now, it's time to knuckle down to business. Take stock of what we have, where we want to go and how we intend to get there. Vacations are out, unless you're doing very well. Instead of lolling on a beach, spend those extra hours working a marketing plan.

During hard times, concentrate on marketing since it's probably the most important aspect of your business. Now's the time to take a hard look at what you're doing and how you're doing it.

Meanwhile, if you're turned down for a loan, look on it as a blessing in disguise and work just a little harder.

School has changed

In the early '70s training of carpet cleaners consisted of a buyer of Bane-Clene equipment coming to Indianapolis, spending a few hours in the office listening in on phone conversations and learning how to use a few simple forms. Then they would ride with one of our service units for the rest of the day while equipment was being installed in their truck. This was real OJT.

That system changed in 1976 when the owner of a franchise from New Jersey insulted one of our L. S. Ayres department store customers and caused considerable embarrassment for us. To solve that problem, we initiated a classroom setting with hands on training in Ayres' warehouse. Two years later we purchased the building on Keystone Avenue and our school was relocated there with classroom studies up front and hands-on training was done in our warehouse.

The number of days in class has changed from five, six-hour days to four days and finally to the current format. Well-planned lectures, video tapes, CD's, enhanced manuals, hands-on work and printed hand outs have allowed us to shorten the session to three long days. This has been well received by students and is the most popular schedule we have presented.

This year, four two-day sessions on wood, stone and tile floor care have been added to the curriculum in response to the decline in carpet sales and the increasing popularity of hard floors. As a convenience to our students, two IICRC schools are also scheduled this year.

If you haven't been back to school in a few years, some things (mostly in marketing) have changed.

"Carpet, it just feels better"

When carpet began losing market share to hard floors, the CRI tried to reinvent the magic of the 1986 Stainmaster success with, "Carpet, it just feels better." Unfortunately, support by carpet makers for that great slogan and those wonderful television commercials didn't last a year. That could have been the start of something big.

Now fast forward to last year when Tom Rennie, a widely respected industry consultant, did an interview with Dave Foster on WBLJ radio in Calhoun, Georgia. He said polyester may soon overtake nylon staple production for the first time. Mr. Rennie said, "It'll take eight to ten years for the consumer to find out that polyester doesn't perform very well."

Coincidentally, the average life of residential carpet is about eight to ten years. And, isn't that just about the time it took the consumer to discover the failings of polypropylene? Could polypropylene and its blending with other fibers have been the harbinger of the carpet "de-selection" phenomenon? Will the trend of losing market share continue?

Probably, unless the carpet industry undergoes a dramatic change of direction in strategy. Hello Dalton and wherever else the fuzzy stuff is made... Blaming carpet cleaners is not the answer to your problems.

Carpet cleaners aren't alone!

Bait and switch advertising has infected the duct cleaning industry according to Consumer Reports. The scam works the same way. Advertise a low price and then up sell. In duct cleaning, mold remediation is the magic ingredient that costs a lot more. If the customer doesn't bite, the BS operator gives a quick, cursory effort and moves on to the next mark.

**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
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- 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

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 and we'll keep you current!

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



**Remanufactured 3-D. Para-Mount®
Price New \$15,995.00**

Remanufactured Price \$13,995.00

Less than two years old.

100% One-year warranty

Training & Installation in Indianapolis included

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.

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.

150' Solution Hose, 150' Vacuum Hose, Two Power Supply Cords, 12" and 4" Cleaning-Head Package (w/Stainless Steel Guide Handle), Ramp with Power-Assisted Loading and Unloading.

Triple heating system.

Totally electric, with no dangerous or expensive fuels required.

See base unit specifications on p 38 - 39 of the 2007-2008 catalog.

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.

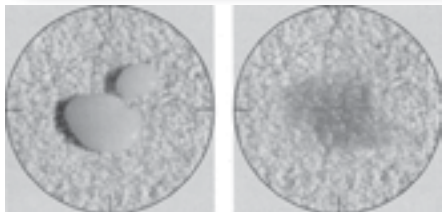
Uno de los objetivos de nuestro servicio es mejorar y ampliar el cliente Hispánico en todo el Estados Unidos.

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.

**Shaw Industries recommends
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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 CT05-1
7 cases (28 gals.) Catalog No. 10810
Regular Price\$1,257.20
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Teflon Protector Special CT05-2
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**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.

Mini-Works CT05-5
25 lb. PCA™ 5 # 10962
1 gallon Preface® Catalog No. 10655
2 gallons Booster™ Catalog No. 10040
1 qt. APS™ Spotter # 10220
1 gallon Brown Out® Catalog No. 10180
1 gal. Sta-Clene® # 10143
1 gallon LCA®-256 Catalog No. 10118
1 gallon Saf-T-Solv™ Catalog No. 10420
1 gallon AFC™ Defoamer Cat. No. 10340
1 gal. TLS® 2000 # 10080
1 Pint Lemon Per-Scent® # 10600
Regular Price\$274.50
Regular Price with avg. S&H\$316.00
Special Price Only\$249.99

Sta-Clene® Formula 940 CT05-7
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\$112.95
Special Price Only\$89.95

Pro's Choice Spotting Special CT05-6



Pro-Solv Gel Catalog # 35003
Power Gel Catalog # 35005
Stain Blotter Catalog # 30534
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Red Relief Dual Chamber Sprayer # 35044
Stain Magic Catalog # 30526
Stain Magic Dual Chamber Sprayer # 35051
FSR Filtration Soil Remover # 30529
Ink Out Catalog # 30527
Spotting CD Catalog # 35097
Quick Reference Guide Catalog # 35095
Total Value\$125.44
Regular Price with avg. S&H\$143.44
Special Price Only\$109.95

Pro-Zyme/Deodorizer Special # CT05-8
1 jar Pro-Zyme Catalog # 30538
1 gallon Molecular Modifier Cat. # 35008
1 gallon Phase I™ Catalog # 10240 +
1 gallon Phase II™ Catalog # 10280 +
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Regular Price with avg. S&H\$105.90
Special Price Only\$79.99
Pro-Zyme Powdered Enzyme Prespray, Grease Digester and Protein Spotter for those tough restaurants and dining halls. Performs great as a protein spotter and blood stain remover. Use Concentration: 2 oz./gal.
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.
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.

**FREE FREIGHT only on specials on this page
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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.

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Specials are effective May 1, 2008 • Expire June 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®

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Se Habla Español

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May 2008