

# Energy report for cleaners

By Bill Bane

I've been interested in the environment and especially in fuel conservation since the inception of our first truck mounted unit in 1969. We resisted the temptation to use the vehicle engine or a costly additional engine to power the cleaning system, and learned how to efficiently operate motors, pumps and machinery on electricity. We had no idea of the importance of this decision.

The fuel of the future for cars and trucks could be Compressed Natural Gas (CNG). Natural gas is plentiful, burns clean, gives good mileage, improves engine performance and promises longer engine life with less repair. The cost of CNG is about 40% less than unleaded gasoline and using it would reduce our dependence on foreign oil.

T. Boone Pickens is promoting CNG along with wind power as alternative energy sources until the bridge to hydrogen is achieved. He has holdings in natural gas so his reasons are obvious, but they certainly make sense. Electric vehicles will gain in popularity. Batteries are being produced in Indiana for a new line of electric cars.

At our convention in 1991, Citizens Gas Company introduced a van which operated on CNG. Dan Willis, manager of our service company, had converted some of his trucks to CNG and Steve Goldsmith, the mayor of Indianapolis, spoke at the meeting and complimented us for thinking ahead about fuel conservation.

We loved those CNG vehicles but economics came into play and we discontinued their use. The promise of a compressor which could be connected to a gas line in the company garage didn't materialize. Technicians had to go to an inconvenient location and wait in a long line to recharge their tanks. Maybe CNG will become readily available and more convenient. We'll sure buy it when it does.

## Wood price to jump

News about hard floors is encouraging for those who love carpet. Russia, the world's largest exporter of logs, executed a 25% export tax on logs leaving Russia. The tax will increase to 80% in January, 2009. The world supply of hardwood and softwood logs will shrink considerably and mean higher raw material costs for importers who make furniture, flooring and plywood. This should enhance the appeal of carpet over wood floors.

## Payola

Does anyone remember the old "payola" scandal of the '50s? Disk jockeys were paid to play certain tunes to make them seem more popular than others. Several people went to prison over these events. Today, the golf industry has taken payola to new heights with spiffs from manufacturers to professionals and even media folks.

Here's how it works in business. A man took over a shipping department and found the previous manager had been receiving payola from twelve truck lines whose reps had taken his predecessor to lunch regularly. In return he favored all twelve with business instead of concentrating on a few to gain maximum discounts for his company.

Receptionists receive gifts and purchasing agents are treated to spiffs in spite of rules most companies have to prevent such hanky panky.

Payola is a big problem for small business, because the costs are passed along to them in the form of higher prices. The rising cost of gasoline, taxes and food are not the only factors contributing to the current outburst of inflation. Payola, along with high fuel prices and big government bailouts are taking their toll.

## Stolen cell phone

If your cell phone is stolen, you pay for calls until you report the theft. Put a hold on your account when you notice the phone is missing, even if you think it's misplaced.

## Whew! I'm covered up!

It may be true, but never tell a customer how busy you are! They may think that you don't have the time to do a good job. Talking about how busy you are ranks right up there with talking politics, religion or any other controversial subject. Even the weather may not be agreeable to mention to your client.

You're employed to work, not opine or moan about your personal life. Besides, your customers don't care about how busy you are. In fact they may get the impression that you're too tired to do a good job.

They don't want to hear about your recent divorce, an operation you had or what you think about the latest fashions. They just want their job done and done right. Get their dirt and money and get out of there!

## DuPont Spent 20 Million in 2003

In 2003, DuPont had a new ad campaign featuring products that are closely associated with the carpet cleaning industry.

Teflon and Stainmaster were brand names being advertised in Better Homes and Gardens, Bon Appetit, Cooking Light, Country Home, Food and Wine, Good Housekeeping, House Beautiful, Southern Living, Redbook, Renovation Style and Traditional Home magazines.

A series of television commercials targeted the morning and evening network news, prime time shows, special events and cable outlets such as Lifetime, HGTV, TLC and the Food Network. Unfortunately, after the sale of the Invista division to Koch Industries, Stainmaster is no longer as heavily advertised.

## Cleaning Agent Costs

### Staff Report

Recent raw material shortages of the high-grade main ingredients vital to the outstanding efficacy of Bane-Clene PCA™ Formula 4 and PCA™ Formula 5 have prompted inquiries regarding the cost to a business using these products along with Bane-Clene Booster™ on a daily basis. A study has provided the following data utilizing PCA Formula 5, Booster and a Bane-Clene Para-Mount® (120 gallon clean water solution tank).

A 30 pound pail (6 gallon bucket) of PCA Formula 5, mixed 48 fluid ounces per tank using a fluid ounce measuring cup, would provide the cleaning energy to completely charge an empty 120 gallon tank each day for 12 days. 1.5 gallons of Booster would accompany the PCA Formula 5 for the 12 day total using a 16 ounce per tank charge formula. A very conservative estimate projects that this 120 gallon solution mixture could easily clean 3,000 square feet of carpet. Based upon published industry pricing figures, a 28¢ per square foot charge for cleaning was utilized.

If no upholstery were cleaned, the 120 gallon solution will generate **\$840.00 in revenue per day in carpet cleaning alone. Cleaning agent costs for PCA Formula 5 and Booster would be \$14.91 per day. This represents 1.78% cleaning agent cost to cleaning revenue ratio** - a tremendous value for the ability to employ the finest cleaning agents available.

An analysis of Bane-Clene LCA® 256 cleaning agent was also undertaken. A mixing ratio of 1/2 ounce per gallon or 60 fluid ounces per 120 gallon clean water tank along with 20 ounces of Booster was used in this study. At this ratio, it is estimated that a five gallon pail of LCA-256 could activate an empty 120 gallon tank for 10 2/3 days. **The cleaning agent cost to the company to generate \$840.00 in revenue would be \$9.52 per day and represent a cleaning agent cost to cleaning revenue of 1.11%.**

Regardless of your choice of cleaning agents, Bane-Clene continues to offer the best products with the best value with the best results to the cleaning industry.

Remember always, **it's not what a product costs, it's how much it costs to use a product!**

## New Training DVD! Anti-Allergen Cleaning DVD

Taped at a training session in our Indianapolis training facility.

Learn how to increase your income by cleaning carpet, rugs, furniture, mattresses and pillows for people suffering with allergies and for asthmatics.

More than 1 hour.

Catalog No. 64099 ... \$9.95



## 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



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.

## Certified Used Mega-Port®

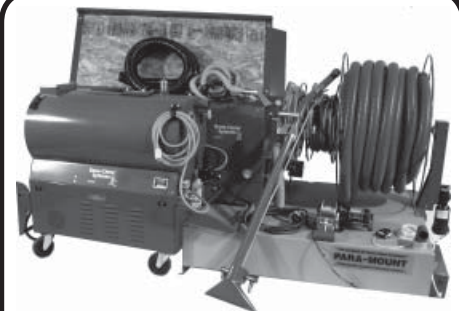
Portable Extractor with

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

90 day Warranty

**\$2,295.00**

Plus Shipping & Handling



## Remanufactured 3-D. Para-Mount®

Price New **\$15,995.00**

Remanufactured Price **\$12,995.00**

One-year warranty

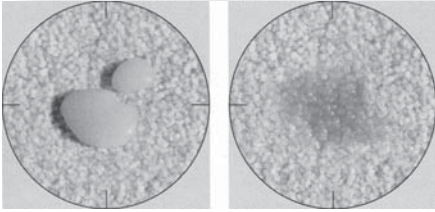
Shipping Not Included

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.

**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 CT11-1**  
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 CT11-2**  
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) CT11-3**  
Catalog No. 10810  
Regular Price .....\$898.00  
**Special Price Only .....\$669.99**  
(Free Brochures Upon Request - Max 100)

**3 Cases Teflon® (12 gallons) CT11-4**  
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**.

**Close-Out Special on Certain Van Decals**

The best form of advertising for your business is to have your company name and job description on the sides of your truck. The decals make this advertising possible as you drive from one location to another and while parked in the driveway or parking lot.

These large truck decals eliminate hand lettering, are durable, and last longer than painting. They are designed for use on the front and back of the truck as well as both sides

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.**

**The following decals may be purchased by members of the Bane-Clene Referral Network of Excellence.**

- 30546 Large White "Call 'Us' On The Carpet" (69" x 10")  
Regular Price .....\$34.95
- 30547 Large Brown "Call 'Us' On The Carpet" (69" x 10")  
Regular Price .....\$34.95
- 30566 Small White "Call 'Us' On The Carpet" (46" x 7")  
Regular Price .....\$22.95
- 30567 Small Brown "Call 'Us' On The Carpet" (46" x 7")  
Regular Price .....\$22.95

**Electra-Shield™ CT11-5**  
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 CT11-6**  
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 CT11-7**  
**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 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  
11 EA #61933 Rx Milk, Egg, Protein pt  
6 EA #61936 Rx Odor Remover pt  
2 EA #61942 Pet Odor Remover pt  
6 EA #61948 Rx Rust Remover pt

**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.  
1 Specials are effective November 1, 2008 • Expire December 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.*

**LamanatorPlus™ System** for rejuvenating laminate flooring, such as Pergo® was introduced at the October wood class to complement Wood-Solv™.

Use **LamanatorPlus Buff Dry Cleaner and Revitalizer** and a microfiber mop to remove foot marks and most dirt and keep laminate floors shining.

Use **LamanatorPlus Laminate Deep Scrub** for a deep cleaning.

**LamanatorPlus Restoration** works to seal seams and joints between floor boards.

The **LamanatorPlus system** offers an easy to use process that can clean and restore laminate and hardwood flooring to a finish that resembles a new floor, and in some cases, better than new!

Restore laminate floors simply and easily with three ready to use products. Extend the life of your customers' floors and improve the appearance at the same time.



### Angie's List

Bane-Clene has received numerous awards for good service, most recently Angie's List "Super Service Award for 2007. Fewer than 5% of rated companies receive this award. Angie's List has more than a half million members in 124 major cities who submit more than 12,000 reports every month. We will continue to work hard to earn their trust.

Following is a recent rating report: Rating; Price - A, Quality - A, Responsiveness - A, Punctuality - A, Professionalism - A. Comment; "They were very prompt, really friendly and easy to reach."

### Bane-Clene Institute Management Classes:

**January 12-14**

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

### Bane-Clene®

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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**

**November 2008**