

# Some potent numbers

By Bill Bane

At a meeting in 1994, I remember saying, "Why should we spend all that money to develop a web site on the internet?" Here's the answer! There were 712,077 accesses to www.baneclene.com in July of 2008, and a total of 8,303,620 accesses to this web site since July of 2007.

Cleaners ordered supplies and visited catalog & information pages such as MSDS, spot removal guides and trouble shooting charts. They looked at the Cleaning Digest and Clene Times publications which are posted there and my daily BLOG. Carpet mills, carpet retailers, insurance adjusters, plumbers, banks and realty firms used it. Competitors probably did some peeping, too.

But, most visitors were consumers. We know this because when they can't find a local cleaner in our referral directory (most of you do not have a link there) they call our toll free number. We punch up the zip code in our computer system and refer them to the nearest certified Bane-Clene operator. All phone inquiries in July were referred to a certified operator except for the Zip Codes listed on page 2.

Total accesses to this web site in 2007 were 7,662,953. In 2005 there were 6,803,494. In 2003 the number was 3,735,610. The 2001 stats showed 417,621 accesses. In 1999 there were 71,645 and 1997 had 7,914. In 1995, our first full year on the internet, there were only 823 accesses and I think I remember saying, "See, I told you it was just a fad."

These dramatic increases every year illustrate the growth of internet usage, especially by consumers. Experience has taught us that most search engines go to web sites with large amounts of information such as ours. Some fad!

## Angie's List litigation

You may have wondered why Angie Hicks has been so touchy about the logo of her company appearing in the yellow pages. The reason is pending litigation and also a smart attempt by Angie to consolidate and capitalize on her advertising assets.

Brownstone Publishing, LLC, d/b/a Angie's List, a consumer organization, filed an infringement lawsuit in U. S. District Court for Southern Indiana naming Ameritech Publishing. The company also filed suit in U.S. District Court for Northern Illinois against George Gross, d/b/a Handyman Integrity, Inc.

The litigation involves alleged copyright infringement of Angie's List service marks. Angie's List said they repeatedly brought violations to Ameritech's attention after the 2006-2007 yellow pages directory was distributed. They were assured the violations would cease, but were repeated in their 2007-2008 yellow pages directory.

If your company is fortunate enough to be presented with an Angie's List award, be sure to contact the company before using their logo in any advertising. There are strict rules that must be followed.

## Recipe For Success

Take a recipe from any cookbook, follow it to the letter and the result will usually be a tasty treat. But if you leave out just one ingredient or substitute another for it, the treat might not be as good.

Bane Clene Institute's "Course to Success" provides a 15 part formula. Most graduates use the proven formula. Sadly, some have chosen to substitute an ingredient or leave one out altogether and are often less than successful.

## Charlie Bentley, 1925 - 2008

Charles William Bentley, of Louisville, Kentucky, who passed away August 18, 2008, was a war hero, star football player, teacher, coach and later in life a carpet cleaner. He was a veteran of World War II and the recipient of the Purple Heart for wounds received in battle.

After the war he attended and graduated from the University of Kentucky where he played football for Bear Bryant and played in the 1950 Orange Bowl game. As head football coach at DuPont Manual High School, he led them to the 1966 state championship and was Coach of the Year. It was an honor to be in the presence of such a great man.

Charlie has been a friend and valued customer since 1975 and we all shall miss him. He attended Bane-Clene Institute and many of our conventions. On behalf of the staff at Bane-Clene, our thoughts and prayers are with his family in their time of sorrow.

**Stone Floors Class  
Stone, Marble & Grout  
October 16**

**Wood Floors Class  
Repairing and Refinishing  
Wood and Pergo Floors  
October 17**

**Bane-Clene Institute  
Management Classes  
Oct 13 - 15**

**See page 2 for details!**

(continued from page 1)

### Some potent numbers

Out of thousands of zip codes in the country, we could not find a qualified Bane-Clene operator in the following and a potential customer was turned away:

01721, 04043, 06518, 06610, 06824, 06987, 08092, 13440, 15417, 5421, 15444, 15468, 15621, 15650, 15701, 17110, 17340, 17349, 17536, 17844, 18512, 19904, 19938, 19971, 20814, 21620, 21629, 21660, 21663, 21738, 22090, 22701, 23061, 23081, 23185, 23188, 23212, 23230, 23266, 23322, 23429, 23451, 23455, 23840, 24265, 24273, 24290, 24502, 27106, 27376, 27514, 27526, 27612, 27940, 29680, 29926, 30252, 30263, 30518, 31023, 31794, 31909, 32311, 32431, 33069, 33067, 33157, 33324, 33131, 33456, 33549, 33606, 34209, 34606, 34609, 35550, 36201, 36564, 37405, 38079, 39701, 39705, 45115, 48188, 48505, 48611, 49280, 49437, 50344, 50401, 51650, 54457, 55830, 60081, 61115, 61122, 65049, 65065, 65541, 65613, 65711, 65803, 67351, 67756, 68516, 70575, 72113, 72301, 75023, 75070, 76092, 77379, 77,414, 77651, 82414, 85085, 85253, 85255, 85354, 85704, 87532, 89012, 89028, 89141, 92211, 92234, 93003, 93010, 93277, 93465, 94018, 94530, 94590, 94954, 95054, 96078, 96737, 97007, 97071, 97333, 97414, 97606, 97701, 98004, 98074, 98110, 98335, 98406, 98515, 99850.

If you are a certified Bane-Clene operator and would service any of these zip codes please call us to be on our referral network. Bane-Clene operators may link to this web site for only \$99 and there are NO maintenance or renewal fees. This is without a doubt the advertising bargain of the new century.

### REMANUFACTURED DRY CLEANING SYSTEM

Comes with:

- 1 each Vacuum & solution hose
- 1 Furniture nylon brush
- 1 Carry Basket
- 1 Exhaust hose
- 1 Hand tool
- 1 Carding brush

100% 90 Day Warranty

\$995.00 + Shipping & Handling



### Hard Floor Specialty Classes:

**Stone, Marble & Grout Class  
October 16, 2008 8 am - 5 pm  
\$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?

Comprehensive hands-on training session in cleaning, sealing, polishing and restoring marble, natural stone, ceramic tile and grout.

**Wood Repair and Refinishing Class  
October 17, 2008  
8 am - 5 pm - \$199/person**

Wood flooring is becoming more popular. Some of your customers are even removing their carpets from their old wood floors and wanting them refinished!

Why get all upset about this? Why not take advantage of this trend?

Get on the ground floor and learn how to make more money wood floor repair and refinishing.

Comprehensive hands-on training session in repairing and finishing wood floors.

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.

### 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.



### Pre-2005 Para-Mount® Certified Used

With ramp, auto reels and winch assembly  
Includes 12" and 4" cleaning tools.

(No 8" tool).

90 day 100% warranty.

Training & installation included

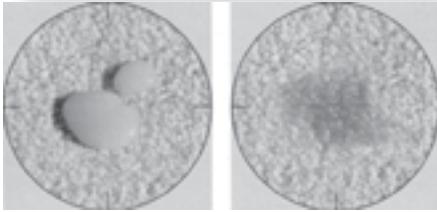
**\$6,995.00**

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# October 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      CT10-1**  
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      CT10-2**  
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)      CT10-3**  
Catalog No. 10810  
Regular Price .....\$898.00  
**Special Price Only .....\$665.99**  
(Free Brochures Upon Request - Max 100)

**3 Cases Teflon® (12 gallons)      CT10-4**  
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](http://www.baneclene.com).

**2 gallons Sta-Clene # 10143      CT10-5**  
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 .....\$51.90  
Regular Price with avg. S&H .....\$69.90  
**Special Price Only .....\$57.99**

**2 gallons Klenz All™ # 61200      CT10-6**  
Heavy Duty Stone, Tile and Grout Cleaner and Degreaser  
Klenz-All is a highly concentrated, professional strength heavy duty alkaline cleaner and degreaser that makes cleaning easy. Great for all types of natural stone including ceramic tile, slate, marble, granite, limestone, travertine, concrete, masonry and grout. Formulated with advanced alkaline-based soil and grease cutting technology. Will not etch polished surfaces. Removes greasy soil from stone and tile floors, kitchen counters, bathroom shower stalls, and many other natural stone and ceramic tile surfaces.  
Regular Price .....\$65.90  
Regular Price with avg. S&H .....\$79.90  
**Special Price Only .....\$59.99**

**4 gallons Booster™ # 10040      CT10-7**  
Additive for Cleaning Agent  
Primarily water conditioning agents and emulsifiers.  
Use concentration: 0.133 ounce per gallon water (1/3 as much as the powder).  
Use pH: 7  
Regular Price .....\$87.80  
Regular Price with avg. S&H .....\$111.80  
**Special Price Only .....\$89.99**

**Sales Aids Special      CT10-8**  
**Soiled Carpet Brochure** Cat. # 40027  
**Soiled Furniture Brochure** Cat.#40043  
**Pet Problems Brochure** Cat. # 40351  
500 of any of the above ..... 25% discount  
Quantities can be mixed or matched to meet discount. Free Freight.

**2 Each Pro-Zyme # 30538      CT10-9**  
**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.  
Regular Price .....\$63.90  
Regular Price with avg. S&H .....\$79.90  
**Special Price Only .....\$64.99**

**2 Gallons Perky® # 30511      CT10-10**  
**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**

**Bonus Offer for those attending  
Stone & Wood Classes  
October 16 & 17**

\$100 Bane Bucks gift certificate per company for use for stone and wood products, respectively.

**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
- 5 EA #61918 Rx Graffiti Remover pt
- 3 EA #61924 Rx Ink Remover pt
- 11 EA #61933 Rx Milk, Egg, Protein pt
- 6 EA #61936 Rx Odor Remover pt
- 6 EA #61942 Pet Odor Remover pt
- 8 EA #61945 Rx Pet Stain Remover pt
- 26 EA #61948 Rx Rust Remover pt
- 12 EA #61954 Rx aerosol spotter

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

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**Bane-Clene Institute  
Management Classes:**

**Oct 13 - 15**

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](http://www.baneclene.com).  
E-mail: [bane@baneclene.com](mailto:bane@baneclene.com)

**Se Habla Español**

**We're Upset Too!**

*By Ron Baker*

The meteoric rise in price of PCA has upset some of our customers. One called to say he was going to buy his powder locally because it was cheaper. I told him to be sure he was getting 100% active ingredients like our PCA. Many powders contain salts, silicates and other fillers. These do not clean as well and can ruin pumps, pressure regulators, T-Jets and other brass parts.

The aforementioned customer called recently and ordered pump parts. He bought his machine from me in the '90s. Sixty days after using another powder he had to buy parts. Coincidence? Maybe!

**Service & Supply Centers**

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

**Hackettstown, NJ**

**800 694 8555**

**United Kingdom**

**01293 437511**

**October 2008**