

A strategy for tough times

By Bill Bane

There's little doubt that more bad economic times lay ahead of us thanks to the collapse of housing, banking and the financial industries. Even with the billions thrown at these problems, uncertainty in the tax landscape spells turmoil for business.

Recently, I've talked with dozens of people in our business and see a pattern of "hunker down." But, it's also interesting that most of them say something like, "My business is so good now, it just doesn't make sense."

Getting old isn't fun, but memories help take the potholes out of the road. I was born before the great depression and vividly remember every rough economic period since WWII. Invariably this business gets better when the economy gets worse. We started our business in the recession of '62, expanded during the recession of '75 and expanded again during the terrible recession of '80-'81, when the inflation rate was 12% and interest on a loan was 21%.

I've learned that during tough times, customers expect more for their money and are more careful with whom they do business. They take fewer vacations, stay home more, dirty the nest more and we clean more for them. Sadly for carpet retailers, they clean rather than replace their carpet.

It's definitely a good idea to watch your expenses in tough times, but offer better rates for your customers. They'll appreciate it and spread the word. Holding rates down or even reducing them means that our competition with big, energy-burning equipment can't profitably do it. We win three ways by doing our customers a favor which will delight them, we make a profit and we gain new additions to our customer base.

This is a great time to make gains in our market. You know the old saying about making lemonade when you get a lemon. Well, now is the time to do it.

Can't afford to advertise?

A downturn in the economy causes us to cut expenses and that's a good thing. But cleaners often cut back on advertising. This does not cut costs, it increases sales expense. You can't afford NOT to advertise.

There's a link between the cost of selling and the level of advertising. Selling costs of firms maintaining advertising frequency are reduced by as much as 30%. The selling costs of nonadvertisers may increase more than 40%. Those who reduce advertising are reducing their influence and their selling expense will skyrocket if their competitors continue to advertise aggressively.

A service company reducing advertising frequency, tends to rely on repeat and referral business. This may be practical after 30 years in business but is not advisable for young companies that need growth.

Advertising is an important investment, not an expense. It actually reduces selling costs while generating measurable, profitable results. If you try to cut back on advertising during a volatile economy you may actually raise selling costs while reducing those of your competition.

We know that

Al Wahnon, the legendary editor of Floor Covering News, wrote a nice article about carpet cleaning in a recent issue of his magazine. He stated that the National Yellow Pages Association ranks Carpet & Rug Cleaners 22nd out of more than 4,000 headings and that the category generates 88 million references every year.

Mr. Wahnon pointed out that cold weather combined with the current economic downturn causes people to stay home more and clean rather than replace their carpeting.

Thanks for reminding us Al.

Another anniversary

The years are going so fast, here it is again. February 4th marks the 47th anniversary of the founding of Bane-Clene. We're very grateful for the support of our loyal customers, terrific employees and great vendors.

As we enter this new cleaning season, you have our word that we shall continue to do everything in our power to help you reach your goals. Thank you for everything you have done for us!

In Memoriam

Cy Gantt has passed away. Many of you will remember him speaking at numerous Bane-Clene conventions, attending our school and addressing classes. He arranged tours of DuPont headquarters and fiber mills and was a true southern gentleman. Cy was a guest in my home and gave us a beautiful tree for our pool area. We think of him each time we look at the tree, shall miss him and always considered him a friend. WFB

<p>Bane-Clene Institute Management Classes Feb. 23-25, Apr. 6-8</p>
<p>IICRC C.C.T. Class February 26 - 27</p>
<p>Stone Floors Class Stone, Marble & Grout April 9</p>
<p>Wood Floors Class Repairing and Refinishing Wood and Pergo Floors April 10</p>
<p>See page 2 for details!</p>



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 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

New Spotter: Stain 1

Stain 1 combines the stain removal attributes of Stain Magic with the anti-soiling of ARA and the detergency of Dirt Chaser to give you an incredibly versatile and effective universal stain and spot remover.

Stain 1 is the everything stain and spot remover: Coffee, Tea, Urine, Juice, Vomit, Blood, Plant Stains and more. Just spray and walk away. Reappearing spots: spray with Stain 1, agitate and blot clean. Lightly reapply Stain 1 and walk away. They're not coming back. Call for details & price.

Hard Floor Specialty Classes:

Stone, Marble & Grout Class
April 9, 2009 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 April 10, 2009**
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 with wood floor repair and refinishing.

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

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

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.

IICRC Carpet Cleaning Technician (C.C.T.) class

February 26 - 27: \$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.

For Internet On-Line Ordering

24 hours a day - EVERY DAY
www.baneclene.com

Just got in from a night job and want to place an order?

You can fax your order to us at 317-543-2222, call us at 800-428-9512, e-mail us at usatbane@baneclene.com, or simply place your order on-line at www.baneclene.com!

Full on-line catalog, including most parts, is available.

E-Mail Addresses

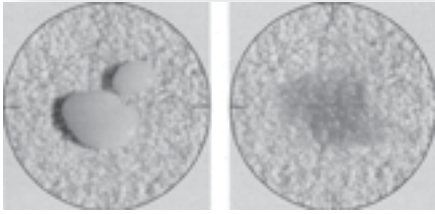
Bane-Clene e-mails announcements, events, new product information, articles, cleaning hints, etc. to those customers for whom we have email addresses.

If you would like to be placed on the email list, please just email us at bane@baneclene.com!

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

February 2009 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 CT02-1
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 CT02-2
2 gallons Teflon® Catalog No. 10810
Regular Price with avg. S&H\$109.00
Special Price Only\$89.99
(Free Brochures Upon Request - Max 100)

5 Cases Teflon® (20 gallons) CT02-3
Catalog No. 10810
Regular Price\$898.00
Special Price Only\$669.99
(Free Brochures Upon Request - Max 100)

3 Cases Teflon® (12 gallons) CT02-4
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.

4 gallons Booster™ CT02-5
Catalog # 10040

Regular Price with avg. S&H\$119.80
Special Price Only\$86.99

Super charge your cleaning solution and save up to 25% of your labor costs by putting Bane-Clene's Booster to work for you. Booster dramatically improves cleaning performance without raising the pH level. Monitoring of Bane-Clene's service operation indicates a steady savings through the reduction of both labor and chemical usage with the addition of Booster to the cleaning solution.

Booster is a concentrated, super-potent blend of Emulon® synthetic detergent complex with neutral pH additives and water conditioners, formulated to boost the cleaning power of cleaning agents without the danger of overwetting or browning.

Ionically compatible with PCA™ Formula 4, PCA™ Formula 5, LCA®-256, Super LCA®, TLS® 2000 and Preface® as well as most non Bane-Clene cleaning agents.

Booster contains no cationic ingredients or bleaching agents and is safe for all carpet fibers. Softens hard water, leaving carpets bright and soft.

Use concentration: 0.133 ounce per gallon water in your cleaning solution.

2 gallons Perky® Spotter CT02-6
Catalog # 30511

Regular Price with avg. S&H\$55.90
Special Price Only\$49.99

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. It is available in several sizes and is an excellent plus sales item to your customers.

Groom Industries, Inc. has earned the Seal of Approval for Perky Spotter all purpose spot remover from the Carpet and Rug Institute. The CRI Seal of Approval is awarded to carpet cleaning products that pass stringent tests administered by an independent, accredited laboratory.

Use Concentration: Undiluted.

Use pH: 8.9

2 6.5 lb. jars Pro-Zyme+ CT02-7
Catalog # 30538

Regular Price with avg. S&H\$74.90
Special Price Only\$64.99

Pro-Zyme+ is a super concentrate detergent-enzyme blend formulated to quickly and safely digest and break down the toughest heavy soil and grease and biological contamination (blood, vomit, etc.)

Enzymes work as catalysts in this high performance pre-spray to speed the breakdown of stubborn proteins and soils typically found in restaurants and around kitchen areas. Pre-spray these areas with Pro-Zyme+ for maximum cleaning results.

Use at 2 oz./gallon. In the Injection Sprayer, dissolve 12 ounces Pro-Zyme+ in the 5 quart Injection Sprayer jug with hot water. Add CTI's Energy for extremely soiled carpets. Follow with normal extraction.

Shipping in freezing weather

In the colder months, freezing weather can prove to be a problem for shipping some liquid products.

Even if you are located in a warmer climate, please consider the fact that the order may travel through colder areas during which they can be subjected to freezing temperatures.

Our catalog details which products are not freeze/thaw stable and can be a problem in the winter.

Fortunately, Teflon® Advanced is freeze/thaw stable, according to DuPont.

CLOSE OUT SALE While Supplies Last 50% off + Shipping & Handling \$25.00 Minimum Order Call for details

7 EA # 63680 RX for Honing 2 lb. jar
11 EA #61912 Rx Dry Volatile Solvent pt
3 EA #61918 Rx Graffiti Remover pt
10 EA #61933 Rx Milk, Egg, Protein pt
13 EA #61952 Rx Stain Remover Kit

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 1, 2009 • Expire March 15, 2009

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®

3940 N. Keystone Avenue
Indianapolis, Indiana 46205

317 546-5448 • 800 428-9512

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Visit our message center on our web site **www.baneclene.com.**

E-mail: bane@baneclene.com

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

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February 2009