

Carpet cleaner went to prison

By Bill Bane

The dust hadn't settled on the Wall Street bail-out when monetary big shots started crying that 700 billion dollars is not enough. It seems that banks lost 1.5 trillion and need more capital to survive. Now the auto industry wants their share. What scares me is when politicians start asking; "What comes after a trillion?" But one thing is clear, Wall Streeters, investment bankers, lawyers and politicians will not go to jail.

Watching Neil Cavuto on Fox, I was struck with the guy he interviewed. Remember Barry Minkow, the 18 year old carpet cleaner who swindled Wall Street out of millions in the mid eighties? He was caught and served prison time for his crime. Now he's writing books on how to defend against guys like him. Do you think Cavuto saw some similarity in this swindler and the Wall Street and political gangs that are tied to all of these financial collapses?

Ironically, just before his big fraud story broke, Minkow had been declared "Man of the year" in one of the more dubious cleaning industry trade magazines. He was lauded on Oprah Winfrey's and several other talk shows and the LA Times called him a boy genius. Minkow bragged about his little company being worth 200 million and taking in 50 million a year. Speaking of taking in, just bragging apparently is enough to fool some people in the media and entertainment worlds.

Those of us who are really in the carpet cleaning business knew better. I remember saying at the time that there was no way this could be true. There is not that kind of dollar volume in any one company in the entire carpet cleaning industry.

This errant carpet cleaner went to jail. Why not bankers, lawyers, stock brokers and politicians who lied and cheated people out of their retirement funds and life savings?

Solutia in China

Solutia has announced plans to partner with three Chinese companies with contracts valued at \$182 million. The nylon 6,6 producer will supply its Vydyne and Ascend PA66 resins and polymers to Yin-zhu Chem-Tex Group, Kingfa Science and Technology, and Yongchang Nylon.

Vydyne PA66 resins are used in extrusion and injection molding applications in the industrial, automotive, electrical and electronic, and consumer markets.

Ascend PA66 polymer is used in the industrial fiber, carpet and textile markets. Solutia has boosted the production of its Vydyne and Ascend products by 140,000 tons per year at its Pensacola, Fla., plant since 2006.

Do you wonder why?

Bane-Clene has manufactured truck mounted cleaning systems for forty years. Thousands of these machines, including many that are more than 30 years old, are being used by cleaning firms throughout the United States and in 15 foreign countries on five continents.

A recent search of equipment-for-sale sites on the internet disclosed more than 1,000 truck mounts for sale and only three were Bane-Clene units.

Mailing list updating

If your name or address has changed, you receive two or more copies or you do not wish to receive this publication any longer, please call 800 428 9512 to make a change, be removed or added to our mailing list. Records will be changed immediately and your help will be appreciated! And by the way, we never sell or rent our mailing list to anyone. Your information is safe with us.

Justify your price

Tough economic times demand that you be prepared to justify the price you charge for service. A good quality service costs a little more because it costs more to do it right. Service can't be built on a production line, stored in a warehouse, and put on sale. Service has to be built one at a time, and after the order is taken.

Do you know how to explain a competitor's cheap price. A prospect may ask, "Why is your price so much higher than Run-N-Gun cleaners? They only charge \$5.95 to clean a room?"

Your prospect may not know how bait-and-switch people operate or that it will likely cost much more than the advertised price. In fact, they will probably pay more than your regular price.

Bane-Clene® Institute has a class on pricing and selling service. If you haven't been to school in a while, this would be a good time to come back. Besides changes in advertising, a good dose of optimism, selling techniques, and camaraderie will do wonders for your profit margin.

<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>Bane-Clene Institute Management Classes Jan. 12-14, Feb. 23-25</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.

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).**
- **Effective against MRSA!**
- 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.

Shoe Booties

In the winter months, create a positive impression and show how you care for your customer's home by slipping shoe booties on over your shoes.

One Size Fits All: Fits shoes 6 to 14. Slip over all types of footwear to protect carpet and floors. Water-resistant.

Catalog No. 39915

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

Don't Forget!

Vac-U-Lube™

for your Base Unit

Regular flushing and Vac-U-Lube treatment protects your vacuum unit..

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.

Deluxe Door Drape

This **Naugahyde** drape fits most commercial and residential pedestrian doors. **In the cold winter months**, this device helps

keep the cold weather outdoors. In the hot summer months, it keeps the air conditioning i n d o o r s



and insects outdoors. A **"must"** for any truck-mount operation.

Catalog No. 30485

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

February 14 - 15 - \$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

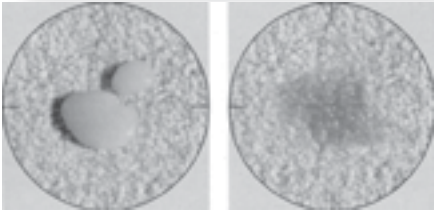
Bane-Clene e-mails announcements, events, new product information, articles, cleaning hints, etc. to those customers for whom we have email addresses.

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.

January 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 CT01-1
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 CT01-2
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) CT01-3
Catalog No. 10810
Regular Price\$898.00
Special Price Only\$669.99
(Free Brochures Upon Request - Max 100)

3 Cases Teflon® (12 gallons) CT01-4
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**.

Spotter Special CT01-5
2 gallons Saf-T-Solv™ Spotter # 10420
Saf-T-Solv is a nonflammable blend of highly active, volatile, dry solvents that cuts through tar, grease, oil, polish, wax, fat, gum, cosmetics, fresh paint, and ice cream.
Regular Price with avg. S&H\$77.95
Special Price Only\$62.95

Disinfectant/Mold Control Spcl. CT01-6
1 gallon Microban® Disinfectant # 32510
1 gallon Sporidicin® # 33700
Regular Price with avg. S&H\$72.90
Special Price Only\$58.95

- **MicroBan** Disinfectant is a ready-to-use product, which gives protection against germs, odors, mold, and mildew. Effective in decontaminating, upholstery, rugs, etc.. Controls mold, mildew, fungus and odors wherever they are a problem. Cannot be shipped to California. Use Concentration: Undiluted.
- **Sporidicin** is Bactericidal, Virucidal, Kills Mold & Mildew, Fungicidal, Tuberculo-cidal. EPA-registered to clean, disinfect and deodorize. Provides continuous residual antimicrobial activity for up to 6 months. Registered for mold and mildew remediation/restoration. **Effective against MRSA!** Registered in all 50 states (including California). 100% kill of disease and odor causing organisms. Kills mold and mildew, including *Stachybotrys chartarum* (black mold). Approved for use in air duct cleaning.

LCA®-256 Special CT01-7
2 gallons LCA-256 Cat.# 10118
Regular Price with avg. S&H\$56.90
Special Price Only\$41.99

LCA-256 Liquid Cleaning Agent is a concentrated blend of a liquid synthetic detergent called Emulon®, water conditioners, defoamers and pH buffering agents. LCA-256 safely and efficiently cleans and emulsifies all types of soils on all types of carpets. It will not clog pumps or jets and is effective in hot or cold water.

PCA™ Formula 4 Detergent CT01-8
1 x 40 lb. # 10675
Regular Price with avg. S&H\$188.95
Special Price Only\$147.95

The optimum in cleaning agents, **PCA Formula 4** represents the newest generation of synergistic surfactants and chemical complexes known to the industry, developed exclusively by Bane-Clene Corp.

PCA Formula 4 is safe and recommended for most types of extraction equipment. It contains unique surfactants for maximal cleaning and solubility required for siphon-feed induction type equipment, as well as special chemical complexes that increase production and decrease drying time for portable type equipment.

PCA Formula 4 is highly concentrated and contains 100% active ingredients, descaling agents, plus pile-softening, anti-foaming, and odor-controlling ingredients. It is not affected by extreme hot water conditions and can be mixed and stored in a concentrated form without settling or potency loss occurring. An excellent product to use in restaurants, trashed apartments, and heavily soiled buildings.

NOTE: PCA Formula 4 should never be used with equipment containing aluminum pumps or water tanks.

PCA Formula 4 is outstanding on removing oils from oil-loving olefin carpets.

PCA Formula 4 is designed for commercial use only. Do not use on stain-resistant nylon fibers, natural fibers, upholstery, prints, or Zeftron® 2000.

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

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**FREE FREIGHT only on specials on this page
(On Prepaid Orders in 48 Contiguous States)
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Indiana businesses, please add 7% sales tax.

Specialty Classes:

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

February 26 - 27, 2009

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Jan 12-14 • Feb 23-25

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