

CRI/SOA/IICRC programs are costly

By Bill Bane

Touted as consumer protection, the CRI® Seal of Approval program sounds good on the surface, but it has the strong potential of voiding carpet warranties, driving up the cost of cleaning services and definitely furthering consumer discontent with carpet.

One mill has even mandated that carpets must be cleaned by IICRC® certified firms (*annual fee*), using CRI/SOA tested products, (*testing cost plus annual fee*) to keep their warranty in force. CRI is recruiting Certified Service Providers (CSP) (*another annual fee*). These added costs are of questionable value to most professional cleaners, many of whom have years of experience and most of whom use time tested methods and products.

Meanwhile, consumers with no experience can clean their own carpet using cheap, rental equipment without paying IICRC an annual fee as required of professional cleaners and their warranty will remain in force. This is an insult to professional cleaners.

CRI's CSP list shows only 570 of the estimated 44,532 firms nationwide have joined the program in the past two years. Of the many thousands of cleaning agents, machines, systems, methods and peripheral products, only a few hundred have CRI approval. Many cleaners see SOA as merely an attempt to circumvent warranties while raising funds for CRI and IICRC.

But worst of all, consumers will bear the cost* which will be passed along to them. They may also face massive carpet warranty disappointments. Carpet will continue to lose favor and sales will continue to plunge as long as CRI pursues this strategy.

** It cost more than \$5,000.00 to have one basic machine and cleaning agent tested. It took an executive away from his office for the two day trip to Dalton. That's expensive!*

Step in the right direction

Citing shortcomings in the process, CRI no longer recognizes GreenSeal's™ GS 37 Standard as a Green Certification for its Seal of Approval Carpet Cleaning products.

CRI supported GS 37, which identifies spot cleaners, pre sprays, and in tank cleaning solutions that are environmentally responsible and effective. "GS 37 is flawed and CRI can no longer support it," said CRI president Werner Braun.

Many knowledgeable people in the cleaning industry believe CRI's own testing program is flawed and should be terminated.

A return to the original SOA program with an emphasis on authorizing industry schools would be a welcome change in strategy.

ServiceMaster® Coup

ServiceMaster Clean has signed an agreement to be the official sponsor of the yellow flag caution period during races at sixty Speedway Motorsports Incorporated (SMI) races across the nation. The ServiceMaster yellow trucks will clean up the track whenever there is a mishap or accident. Congratulations to ServiceMaster on this marketing coup.

The tax man cometh

It is reported that the IRS will take a closer look at companies that subcontract work as many do in the cleaning field.

Part of the requirements for being legitimate are that the subcontractor must be independent, use their own equipment and supplies and pay for their own insurance and business expenses.

Also coming under scrutiny will be Sub Chapter S Corporation principals who don't take a salary to avoid employment taxes. Talk to your CPA soon!

"Super Service Award"

Bane Clene's service division in Indianapolis has been honored again with Angie's List® "Super Service Award" for 2008. This recognition is for consistently maintaining a superior rating with the subscribers to Angie's List.

Fewer than 5% of all the companies rated on Angie's List are eligible for this award and even fewer than that receive it. Angie's List is a network of more than 600,000 paying members in 124 major cities who submit nearly 20,000 monthly reports on purchases they've made.

The management and staff of Bane-Clene Corporation are grateful and pledge to do everything in our power to continue earning the trust of the patrons of Angie's List.

Press Release

When writing a news release, if you want to have it published, keep it short. The opening paragraph should be a summary of what it's about and why it's important.

Next give the details. Then go back and shorten the piece at least one third, but preferably one half of its original length.

**Bane-Clene Institute
Management Classes
April 6 - 8 • June 1 - 3**

**Stone Floors Class
Stone, Marble & Grout
April 9**

**Wood Floors Class
Repairing and Refinishing Wood
and Pergo® Floors
April 10**

See page 2 for details!



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

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.

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.

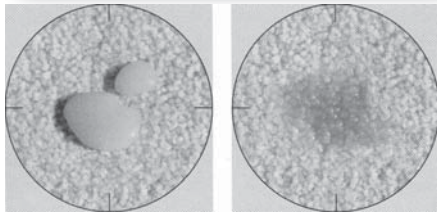
Comprehensive hands-on training session in repairing and finishing wood and laminate floors.

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



March 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 CT03-1
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 CT03-2
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) CT03-3
Catalog No. 10810
Regular Price\$898.00
Special Price Only\$669.99
(Free Brochures Upon Request - Max 100)

3 Cases Teflon® (12 gallons) CT03-4
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 CT03-5

1 gallon Saf-T-Solv™ Spotter # 10420 +
1 gallon Citrus APS™ Spotter # 10226
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.

Citrus APS is a 100% active ready-to-use all-purpose spotter that cleans spots and stains while freshening the air. It's a biodegradable product made from pure natural orange oils and wetting agents which cut through and remove such soils as adhesives, crayon, shoe polish, tar, grease, oil, polish, wax, fat, chewing gum, ink, cosmetics, and fresh paint while leaving a pleasant fragrance.

Regular Price with avg. S&H\$80.90
Special Price Only\$64.95

2 gals. Preface® # 10655 CT03-6
Regular Price with avg. S&H\$64.90
Special Price Only\$47.99

Preface may be used on stain-resist carpet and as a prespray when wet-cleaning upholstery. Oil and grease are quickly emulsified, and water-based stains pop out with ease when Preface is used.



2 gallons Phase V™ #10325 CT03-7
Regular Price with avg. S&H\$54.90
Special Price Only\$37.99

Phase V is primarily formulated as a spotting agent to remove light yellow urine stains and secondarily destroy mild pet urine odor. The best result comes when applied while the spot is fresh. Phase V contains wetting agents to penetrate the soil, citric organic acid to neutralize urine and tannins and the ammonia released as bacteria decomposes urine, alcohol solvent to help dissolve stains, and a quaternary ammonium chloride bactericide to control odors.

NOTE: Not compatible with enzyme products such as Un-Duz-It and Molecular Modifier.
Use Concentration: Dilute 1:10 parts of water.

Use pH: 2-3

May be used on Stainmaster® carpet, when retreated with Teflon Carpet Protector after extraction to restore stain resistance.

PCA™ Formula 4 Detergent CT03-8
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.

20 lb. PCA™ 5 # 10961 CT03-9
Regular Price with avg. S&H\$117.95
Special Price Only\$99.95

PCA Formula 5 powdered detergent is designed especially for use on stain-resistant nylon fibers. A potent, low-foam, 100% active product, which is safe for most carpet fibers, Not for use with aluminum equipment. Bane-Clene has earned the Seal of Approval for its PCA Formula 5 in-tank cleaner from the Carpet and Rug Institute, signifying that it effectively removes soil without any damage to the carpet. The CRI Seal of Approval is awarded to carpet cleaning products that pass stringent tests administered by an independent, accredited laboratory

**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 March 1, 2009 - Expire April 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.

SPECIALTY CLASSES:

Stone, Marble & Grout Class: April 9 from 8 am to about 5 pm

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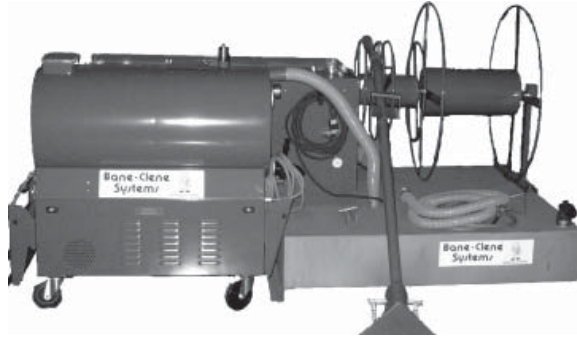
More details on page 2.

Fully Remanufactured Pre-2005 Belt-Driven Maxi-Mount® \$7,995

With Hoses, 12" Straight Floor Tool & 4" Hand Tool (No Ramp).

One-year 00% warranty. Includes Installation in Indianapolis Location.

Shipping & Crating Cost Extra. Call for further details.



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Bane-Clene®

3940 N. Keystone Avenue

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

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*Chemicals, equipment, parts & service
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