

Rocket science, one more time

By Bill Bane

In defense of the CRI and their famed commentary that cleaning is analogous to rocket science, it's probably my fault. Here's a little history. Every year for more than twenty years, when the red buds and dogwoods bloomed, I would be in Dalton, Georgia with an 'entourage' to sponsor a luncheon meeting at a local hotel.

Always well attended, we would remind carpet executives and technical people that cleaning was important to the welfare of their products. I would lay out a few simple rules for cleaning, talk about the importance of technician training and behavior and close with a demonstration of the Bane-Clene method, of course.

We met important people including the presidents of CRI and dozens of carpet mills. Lively Q&A would end the sessions. It worked! Mills endorsed our way of cleaning. At one time the number was 50 out of more than 225. Today I don't think there are that many mills left due to consolidation.

These meetings were so popular that others began to schedule events in Dalton and true to the traits of human nature, cleaning was made to seem more and more complicated. Each group tried to one up the other and the CRI obviously bought into some of the rhetoric.

Today there must be hundreds of different courses teaching what really is a very simple process. Many manufacturers of cleaning equipment abdicated their responsibility for training technicians to schools other than their own to save money. The consequence is that many technicians do not know how to use the equipment and chemicals they have.

Some greedy Gurus, who charge thousands of dollars to make something that is really simple sound complicated, became popular, thanks to the internet.

And that's where we are today.

They got off easy

According to Pioneer Press in St. Paul, Minnesota, foam 18 inches thick was spotted on the Vermillion River. A resident who reported it and watched the area, took pictures of a carpet cleaner dumping wastewater into a storm sewer. The state Pollution Control Agency served Dynasty Cleaning Services with a violation notice. The company agreed it will no longer discharge wastewater and did not have to pay a fine.

This common malpractice hurts the image of the entire carpet industry. I'll bet the fish don't care if the chemicals are SOA or if the scofflaw is a CSP either. Putting the might of the CRI behind an effort to eliminate these offenders along with bait and switch advertisers would do more for the carpet industry's reputation than their costly and repressive testing program.

Beware of impostors

A web site that advertises used carpet cleaning equipment recently advertised a Bane-Clene Para-Mount® for sale. On close examination, it didn't even resemble Bane-Clene equipment, beginning with the cleaning head and including a faint picture of some junk piled in a truck. Some people try to take advantage of the good reputation we've earned over the past 48 years.

Bane-Clene equipment is especially popular right now because it is electrically operated. The price of gasoline is predicted to be much higher in the future and more people are seeking the economy of electricity.

If you purchase Bane-Clene equipment from anyone except Bane-Clene or one of its authorized agents, be sure it is legitimate. Verify its authenticity by calling 800 428 9512 with the serial number.

Time for a new association?

In nearly six years, fewer than 1000 Certified Service Providers have been recruited by the CRI/SOA program. But, nearly 700 of them are franchises. ChemDry®, Duraclean®, Guaranteed, Millicare®, Mohawk®, Rainbow®, Sears, ServiceMaster®, Stanley Steemer® and Zero Rez® are some that I recognize. There may be more. Only about 300 independent cleaners out of more than 35,000 in the USA have signed on to the SOA program.

CRI is catering to the franchises, no doubt because two of the big mills involved in SOA have franchised cleaning services. CRI has awarded the little Rug Doctor® rental machine its highest "Platinum" rating. Rug Doctor is in the business of taking business from professional cleaners. And now big, bad Home Depot® owns the ChemDry franchise. What a surprise!

As the old accountant says, "Follow the money!" The current crop of associations and trade magazines have sold out the independent carpet cleaner to big business. Maybe it's time for independent carpet cleaners to organize with reasonable dues and business conducted on the internet. How about some of you young chargers stepping up and running with this idea before it's too late?

<p>IICRC C.C.T. Class September 16 - 17, 2010</p>
<p>Stone Floors Class Stone, Marble & Grout October 21</p>
<p>Wood Floors Class Repairing and Refinishing Wood and Pergo Floors October 22</p>
<p>Bane-Clene Institute Course to Success Sept. 13 - 15 • Oct. 18 - 20 See page 2 for details!</p>

**Hard Floor
Specialty Classes:**

**Stone, Marble & Grout Class
October 21, 2010 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.

This class has been approved for 1 IICRC Continuing Education Credit.

**Wood Repair and Refinishing
October 22, 2010**

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.

This class has been approved for 1 IICRC Continuing Education Credit.

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



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

**September 16 - 17, 2010
\$199/person**

Most mills require technicians and firms cleaning their manufactured carpets to have IICRC certification.

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.



Upgrade your current Bane-Clene system with a **new 3-D Base Unit** with a five-year conditional warranty - Adaptable to all Bane-Clene tank systems.

\$6,995.00 +
Shipping and Handling.
Call for details.

**Certified Used
Dry Cleaner
\$895.00**

90-day warranty.
Includes drapery board, brushes, tool, vac bags and exhaust hose.
(no chemicals included)

Shipping & Handling Extra.

Call for details.



**Certified
Remanufactured
Post-2005
Perma-Mount® 120
Deluxe**

\$9,995.00

1-year warranty.

Shipping & Handling Extra.

Call for details.



***** August SPECIALS *****

New, Improved Sta-Clene®

The new solvent-based Sta-Clene formula is based on a fluorinated polymer rather than the old silicone. The advantages over the old product are:

- Nearly odorless.
- Much more stable.
- Resists oil-based spills and soils.
- Better resistance to water-based spills and soils.
- Better dry soil resistance.
- Will not void stain-resist warranties.
- Works even on olefin.
- Excellent for sealing terra cotta, marble, travertine, limestone and grout.

Application rates remain unchanged - 1,000 sq. ft. per gallon.



Sta-Clene® Special CT08-1
 16 gallons (4 cases) Sta-Clene®
 Catalog No. 10143
 Regular Price with avg. S&H\$430.00
Special Price Only\$389.00

Efficient Extract Close-Out CT08-2
 2 x 92 ounce jars Catalog # 35076
 Regular Price with avg. S&H\$39.90
Special Price Only\$29.95
 7 left.

NOTE: Not recommended for use in Bane-Clene units.

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 548 page Catalog.
 This video may also be viewed on our web site www.baneclene.com.

Liquid Products Sta-Clene® Special CT08-3
 Buy any four Bane-Clene labeled liquid products at regular price (mix & match) and qualify for 1 case (4 gallons) of Sta-Clene# 10143 for \$19.95/gallon.
(Both items prepaid)

PCA 4 / Teflon® Special CT08-4
 Buy 40 lb pail of PCA Formula 4# 10675 for \$149.95 then you are eligible to purchase 1 case (4 gallons) of Teflon at \$118.00/case (\$29.50/gallon)
 Regular Price with avg. S&H\$373.95
Special Price Only\$267.95

PCA 5 / Teflon® Special CT08-5
 Buy 30 lb pail of PCA Formula 5 # 10963 for \$154.95 then you are eligible to purchase 1 case (4 gallons) of Teflon at \$118.00/case (\$29.50/gallon)
 Regular Price with avg. S&H\$376.95
Special Price Only\$272.95

Mini-Works CT08-6
 20 lb. PCA™ 5 Catalog # 10961
 2 gallons Booster™ Catalog # 10040
 1 gallon Sta-Clene® Catalog # 10143
 1 gallon Preface® Catalog # 10655
 Regular Price with avg. S&H\$233.75
Special Price Only\$179.99

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.

Use Concentration: 0.4 ounces/gallon water.
 pH: 9.2 at use concentration.

Booster dramatically improves cleaning performance without raising the pH level.

Use concentration: 1/3 amount of PCA 5.
 Use pH: 7.

Preface prespray may be used on carpet and upholstery. Oil, grease and water-based stains pop out with ease when Preface is used.

Use Concentration: 1:10 with water.
 pH: Below 10 at use concentration.

CTI / Pro's Choice Special CT08-7
 Mix & match any IN-STOCK CTI product totalling \$125.00 or more and receive a bonus 8% off + free shipping!

Liquid Products Teflon® Special CT08-8
 Buy any four Bane-Clene labeled liquid products at regular price (mix & match) and qualify for 1 case (4 gallons) of Teflon # 10810 for \$118.00/case (\$29.50/gallon).
(Both items prepaid)

ITEMS TO BE DISCONTINUED

NOTE: Close-out items can be purchased for regular price with free shipping. \$25.00 minimum order.

35040 CSS Color Stabilizer (1 gl.) 2 left - Substitute:

- Brown Out® # 10180
- Available in pints with # 30535 (Red Relief for Wool), or #30537 (Stain Magic for Wool).

10815 DuPont Zonyl 8929B (1 gl.) 9 left - Substitute:

- Preface® # 10655
- Olefin Preconditioner # 10985
- TLS® 2000 # 10080

61706 Non-Residual Roto-Brite (1 gl.) 1 left - Substitute:

- Brush & Bonnet # 35065

61912 Dry Solvent Spotter (Pints) 8 left - Substitute:

- Saf-T-Solv™ # 10420

10990 Haitian Cotton Powdered Cleaner (6 pound jar) 3 left - Substitute:

- Natural Fiber Cleaner # 10990
- Liquid Haitian Cotton Shampoo #61800

**FREIGHT PREPAID 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 August 1, 2010 • Expire September 15, 2010
Minimum Order Amount: \$25.00. C.O.D. & open account orders not accepted on this feature.
Not responsible for errors and/or omissions.

*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.*

Remanufactured 3-D Maxi-Mount®

Remanufactured tanks & reels.

Brand new 3-D Base unit and hoses, cleaning tools.

100% 1-year warranty on tanks and reels.

Regular 5-year warranty on Base Unit, cleaning tools & hoses.

All other benefits and conditions apply

New \$13,595.00.

Special Price: \$11,495.00

Shipping & Handling Extra.

Call for details.



Bane-Clene Institute "Course to Success"

Sept. 13 - 15 • Oct. 18 - 20

See page 2 for IICRC and
Hard Surface Classes.

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

Bane-Clene®

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

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Service & Supply Centers

*Chemicals, equipment, parts & ser-
vice for carpet & upholstery cleaners.*

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