

Explaining water marking to customers

By Bill Bane

A problem carpet cleaners are often asked to explain to customers is shading or water marking in plush carpet face yarns. A few years ago, I listened to a lecture by an “expert” from the carpet industry. Everything from poltergeists to electrically charged air currents in the atmosphere and under the floor were discussed as possible causes.

The best explanation for this ailment is the truth. It’s caused by the reversal of the pile, usually in areas of heavy foot traffic. As the light refracts from a different angle the problem becomes evident. The best excuse I ever heard was from a carpet salesman who said simply, “The better the carpet, the more likely it is to shade. Think of it as a very fine velvet!”

In reality, the tufts fall over and not all in the same direction. Some argue there is not enough face yarn per square inch, but I’ve seen this problem in heavy, expensive goods so don’t tell your customer that they have cheap carpeting.

Water marking is unlike swirl marks created by bonnet cleaning or the old rotary shampoo equipment, which can be evident on close cut pile or even level loop carpets. These are easy to spot and explain. But for watermarking, I like the carpet salesman’s explanation best of all.

48th Anniversary

It seems like just the other day I wrote in the Clene Times about our 47th anniversary in business and it’s that time again.

February 4, 1962, was a very special day for Elizabeth, Bill Jr., Don and me.

On behalf of my family and all of the folks at Bane-Clene, I’d like to thank you, our loyal customers, for all you have done to contribute to our success. Without you, we couldn’t have done it. God bless you!

Financing option

Beneficial Capital Leasing (BCL) is teamed with Bane-Clene to provide equipment in these difficult financial times when lending has been drastically curtailed. Many Bane-Clene operators have taken advantage of the 100% financing by BCL. Other great BCL benefits are that all of the costs of equipment, freight, training, installation, taxes, ancillary items and even an initial stock of chemicals and supplies can be included in the lease agreement.

Leasing conserves working capital so cash is not tied up and can be used for operational and promotional purposes. Bank credit lines are preserved for other needs and you may save on taxes since lease payments are treated as an operating expense. An affordable, fixed monthly payment, up to sixty months, simplifies accounting since lease payments are typically a line item in your monthly expenses.

But, probably the best part of leasing through BCL is the simplified paper work which usually requires only a one page application form. Speak with your CPA when considering leasing of Bane-Clene equipment. If you would like to speak with any of our staff about it, call 800 428 9512. They’ll be happy to answer any questions you may have.

First impression

We only get one chance on the telephone to make a good first impression on a prospect or a customer who calls.

Our objective should be to convince potential customers that we can do a good job for them so we must describe our accomplishments in terms that will demonstrate our abilities without bragging.

And we have to keep it short. So... Practice! Practice! Practice!

Christmas present from J&J

J & J Industries published a new carpet maintenance manual just in time for Christmas. Bane-Clene is prominently mentioned and is recommended to the customers of this premier carpet manufacturer. Our history with J & J goes back to 1983, when Jim Keener spoke at our convention and announced that J & J would endorse our system.

Jim was also the first to arrange a tour of the J & J plant in Dalton where I had the privilege of meeting Tom Jones, one of the founders of the company. After meeting Mr. Jones, some of his top management people and many of the production staff, it was easy to understand the integrity and honesty of J & J Industries. Product pride permeated the entire company from bottom to top.

We’re very proud of our relationship with J & J Industries and on behalf of the entire staff at Bane-Clene and it’s thousands of system owners around the world; Thank you! You have my word that we will continue to provide the best service possible to your customers and to work with great pride on your fine products.

<p>IICRC C.C.T. Class February 22 - 23</p>
<p>Stone Floors Class Stone, Marble & Grout April 15</p>
<p>Wood Floors Class Repairing and Refinishing Wood and Pergo Floors April 16</p>
<p>Bane-Clene Institute Course to Success Feb. 24-26, April 12-14</p>

Hard Floor Specialty Classes:

Stone, Marble & Grout Class
April 15, 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
Class April 16, 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.

INSTITUTE

of
**INSPECTION
CLEANING
and
RESTORATION**

®

CERTIFICATION

CEC Approved

Wood-Solv™ Testimonial

Don Terry,

I talked to you a couple of times on the phone about an upcoming wood job after I took your Wood-Solv™ class.

I did my first Wood-Solv job Monday and just wanted to let you know that your class was very, very helpful.

I learned a lot and my first job Monday went very well and the floor looked beautiful. I am still in awe on how the floor came out. It looked like a brand new floor and the customer was ecstatic and very happy not only with the floor but also with the "no-mess" part. It was a perfect job - 420 square feet in a 30-year-old house.

It's interesting how I got the job. I was recommended to her for cleaning her rugs. As I was rolling up the rugs to take back to my plant to clean, she remarked, "I wish I could do something with this ugly wood floor. I had it sanded and refinished many years ago but it was such a mess that it isn't worthwhile. I told her that I not only could do the wood floors, but sanding and the mess would not be needed. She was surprised and said, "You mean you don't need to take down the drapes and there's no mess and no dust?" I said "No, I just need to move the furniture out before doing the job".

Well, I did the floor and must say the floor was AWESOME! She said the floor looks better now than when she had them sanded! I took before and after pictures which I'm going to send to you. Unfortunately, I didn't think to make the before and after pictures from the same angle.

Thanks again, Don, for all your help.

-- Anthony Siciliano, Victor, Illinois

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

February 22 - 23 - \$199/person

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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.

Gel-Solv® to be discontinued!

Use Citrus APS™ #10226 for 90% of similar situations. Use Pro-Solv Gel #35003 in combination with Power-Gel #35005 the other more difficult 10% stains such as nail polish, etc.

Certified Used Mini-Mount® Pre-2005 available. \$6,495.00

.100% 90 day warranty.
Free installation in Indianapolis.
Shipping & handling extra.



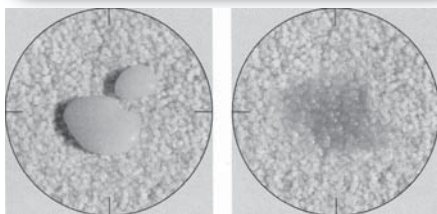
Upgrade your current Bane-Clene system with a **new 3-D Base Unit** with a five-year conditional warranty - Adaptable to all Bane-Clene tank systems.

\$6,995.00 + Shipping and Handling.

Call for details.

***** **FEBRUARY 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.

Teflon Protector Special CT02-1
2 gallons Teflon® Catalog No. 10810
Regular Price with avg. S&H \$109.00
Special Price Only \$89.99

6 Cases Teflon® (24 gallons) CT02-2
Catalog No. 10810
Regular Price \$1104.00
Special Price Only \$840.00

3 Cases Teflon® (12 gallons) CT02-3
Catalog No. 10810
Regular Price \$538.80
Special Price Only \$444.44

Efficient Extract Close-Out CT02-4
2 x 92 ounce jars Catalog # 35076
Regular Price with avg. S&H \$39.90
Special Price Only \$29.95
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 Teflon® Special CT02-5
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)

PCA 5 / Teflon® Special CT02-6
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 \$274.95

PCA 4 / Teflon® Special CT02-7
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

Sales Aids Special CT02-8
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.

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.

Mini-Works CT02-9
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.

New Improved Sta-Clene is based on a fluorinated polymer rather than the old silicone. Sta-Clene is designed for use on carpet, drapes, 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. It is 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.
Coverage: 1 gallon per 1,000 sq. ft.

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

**Bonus Offer for those attending
IICRC & Stone & Wood Seminars
Call for details.**

**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 February 1, 2010 • Expire March 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.*

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

E-mail: bane@baneclene.com

Service & Supply Centers

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

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