

Playing the “blame game”

By Bill Bane

Falling sales had carpet mills looking for someone to blame and cleaners made an easy target. Bogus and undocumented surveys claimed that consumers were unhappy with carpet cleaning, so the CRI launched the new SOA program which extorts money from professional cleaners and their suppliers.

I believe the real purpose of SOA is to create a convenient way for manufacturers to void warranties. The mills have gone one up on each other for years. One, two, five, ten year and now lifetime warranties are coming home to roost and they need a way to bail out. They can't do it on their own without calling attention to some of their ridiculous claims so they enlisted the “non-profit” CRI as an accomplice.

Here are some of the things that really hurt carpet sales. Television ads tout whole house installation for a very few dollars. Hucksters top that with “FREE” installation. Anyone in the business knows that this hard work deserves more pay, not squeezing by employers. Consequently, installation is the most frequent carpet complaint followed by bad sales practices and broken promises by carpet retailers. Product substitution and taking deposits while in bankruptcy are some of the more scandalous complaints on retailers.

Most cleaning related complaints are from consumers and building managers doing their own cleaning. Professionals' complaints are nearly all about bait and switch advertisers. Complaints that I reviewed recently and cataloged were: Installation - 314, Sales - 253, Cleaning - only 131. There was not one mention of a cleaning chemical, cleaning machine or a particular system or method.

Apparently CRI has chosen to believe a bogus survey that said cleaning chemicals and equipment are responsible for the decline in carpet sales?

I wonder who they asked?.

Scam alert

Dan Willis, manager of our service company, received an e-mail inquiry from Deb Adams for an estimate on cleaning 15, 10 x 14 area rugs to be shipped from South Carolina to her new home in Indianapolis. He also got a fax from Susan Williams who was relocating from New York and wanted to know about shipping and cleaning 15, 20 x 10 Oriental rugs.

Dan courteously, but with reservation, replied to both inquiries with estimates and got nearly identical replies. The rugs were stored with a private shipper who doesn't take credit cards. They wanted a credit card charged (bet it was good) and asked Dan to send a cash wire transfer to the shipper.

Dan didn't send the money!

Interesting carpet stats

Carpet sales have been in decline for several years. Carpet mills have closed plants, laid off people and cut budgets. Last year I was in a Dalton restaurant and it had all of the ambience of a wake with sad comments from the staff about the state of the carpet industry.

I haven't seen last year's figures yet, but in 2008, which was said to be a bad year, carpet makers still managed to top a billion dollars in sales at wholesale which translates into billions of dollars in sales at the retail level.

For carpet cleaners this means work. But an even more important statistic is that the carpet mills have been cranking out about two billion square yards of carpet every year for the past ten years and the fuzzy stuff has a life expectancy of eight to twelve years. Are you beginning to see the potential? In spite of all the negative and controversial things you hear about the economy, get your ad programs up and running and take full advantage of this statistical windfall.

The true value of service

BBC News reported a study that says, “Cleaners are worth more to society than bankers. Hospital cleaners create £10 of value for every £1 they are paid. Bankers are a drain on the country because of the damage they caused to the global economy. They reportedly destroy £7 of value for every £1 they earn. Waste workers promote recycling, while tax accountants damage the country by devising schemes to cut the amount of money available to the government. Tax accountants destroy £47 in value for every £1 generated. Advertising executives create stress and are responsible for campaigns which create dissatisfaction, misery and often encourage over consumption.

“Pay levels often don't reflect the true value that is being created. As a society, we need a pay structure which rewards those jobs that create most societal benefit rather than those that generate profits at the expense of society and the environment”.

The article didn't mention carpet cleaners, but in my humble opinion we're pretty valuable, too! Funny it didn't mention lawyers. But maybe it's best not to show this to your banker, CPA or advertising agency.

**IICRC C.C.T. Class
September 16 - 17, 2010**

**Bane-Clene Institute
Course to Success
July 28 - 30 • Sept. 13 - 15**

**All classes are held in the
Bane-Clene Indianapolis
Training Center**

See page 2 for details!

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.



Phase I™, Phase II & Phase V

PHASE I is a concentrate of deodorizers, fragrance & a germicide at **DOUBLE the concentration of the old formulation.** By adding 1-2 ounces of **Phase I** per gallon of cleaning solution, most odors are whisked away by your extractor. Not for use on stain-resistant nylon carpet.

PHASE II is a ready-to-use solution of solvents, fragrance, dual-deodorizing system, & a quat germicide at **DOUBLE the concentration of the old formulation.** **Phase II** kills animal odors, human and pet "accident" odors, musty odors and mildew odors. **Phase II** can be applied through a Viton sprayer, atomizer for cold fog application, or injected with an injection needle. Do not add **Phase II** to the solution tank or dilute it with water. Not for use on stain-resistant nylon carpet.

PHASE V removes urine stains and destroys mild pet urine odor. **Phase V** contains wetting agents, organic acid to neutralize the ammonia released as bacteria decomposes urine, solvent to help dissolve stains and a bactericide to control odors. May be used on Stainmaster® carpet, when retreated with Teflon Advanced Protector after extraction. Used at 1:10.

BREAKTHROUGH

Carpet, Rug, Furniture, Stone & Grout Protector

New Sta-Clene® Formula 940

(Sold only through professional cleaners)

• **Ready to use**

Saves time and money. No mixing. Won't spoil like water-based products.

• **No silicones**

Clear and nearly odorless. Creates a barrier around each fiber and will NOT void stain-resist carpet warranties.

• **Strong, fluorinated polymer**

Won't affect appearance, feel or color of a treated surface. Does not slow drying time. Superior oil and water repellency. Resists abrasion and wear. Makes cleaning easier next time.

• **Contains exclusive Elexon®**

No other protector has it. Perfect for furniture. Stretches with the fabric. Withstands heavy use such as children's elbows, knees and the paws of heavy animals without breaking the barrier.

• **Applications**

Carpet (including stain resistant nylon), rugs, upholstered furniture, apparel, fabrics, fine silk, wood, decks, concrete, stone, tile, grout and canvas (tents, boat covers, etc.).

A 4 gallon case is only \$103.80 and generates \$400.00 in revenue when applied according to directions at only 10¢ /sq.ft. Most protectors sell at 20¢ to 30¢ per square foot.

BONUS

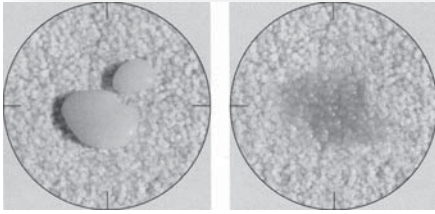
With every 4 gal. case, you get 25 new consumer brochures* absolutely FREE, to help sell this fabulous new protector to your customer. Call 800 428 9512 or visit catalog at www.baneclene.com

* Modestly priced additional brochures are available in quantities of 100, 500, 1,000 should you wish to mail them to your entire customer file or distribute them at Home shows or other exhibitions.



***** July 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 CT07-1
2 gallons Teflon® Catalog No. 10810
Regular Price with avg. S&H \$109.00
Special Price Only \$89.99

5 Cases Teflon® (20 gallons) CT07-2
Catalog No. 10810
Regular Price \$920.00
Special Price Only \$660.00

3 Cases Teflon® (12 gallons) CT07-3
Catalog No. 10810
Regular Price \$538.80
Special Price Only \$431.40

Efficient Extract Close-Out CT07-4
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 Sta-Clene® Special CT07-5
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 CT07-6
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 CT07-7
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 CT07-8
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 CT07-9
Mix & match any IN-STOCK CTI product totalling \$125.00 or more and receive a bonus 8% off + free shipping!

Liquid Products Teflon® Special CT07-10
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.) 6 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.) 8 left - Substitute:

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

61024 Hi-Shine 21 (1 gallon) 1 left - Substitute:

- Hi-Shine 25 # 61030

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

- Brush & Bonnet # 35065

61912 Dry Solvent Spotter (Pints) 5 left - Substitute:

- Saf-T-Solv™ # 10420

61803 Haitian Cotton Cleaner (6 #) 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 July 1, 2010 • Expire August 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.*

Specialty Classes:

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Bane-Clene®

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