

Question about tough times

By Bill Bane

This question was asked by a reporter from a business magazine last year: “*Your service has a stellar reputation and is highly regarded by Angie’s List® and the Better Business Bureau®. But, can you tell me what makes your supply company stand out in an industry that is so competitive, especially during these tough economic times?*”

This was my answer: “Bane-Clene products are safe, dependable and very economical. We’re in the carpet cleaning business, too, which gives us a fundamental knowledge that only experience makes possible. Every product and procedure we use is proven in our own service company before we allow it to go to market.

“Most of our employees have more than twenty years of service. Some have been with us more than 35 years, which gives us unrivaled experience in the industry. Every one of these people is an expert.

“Another important factor is that our company is debt free. We own all of our buildings, equipment and inventory. With no interest or rent to pay, we operate as inexpensively as possible and have very conservative business policies. I’ve had the same carpet and furniture in my office since 1971. Customers really don’t care if we have fancy offices in an expensive location. They want high quality products and good service at low prices more than they want us to have luxurious surroundings.

“The benefits to our customers are better products and services at lower prices. It lets us offer bonuses like toll-free hot lines, a referral network, advertising assistance, education, training, certification, publications and association membership along with ongoing support programs to assist them on their road to success. That’s how we do it!”

Oka officially* retires

Oka T. Negley officially retired in August and it was a day of joy and sadness for me. She joined the company as my secretary on August 16, 1976, and has been the best and most loyal assistant one could ever hope for. She has been the perfect secretary; always on time, always prim, always proper, always efficient and always supportive.

In addition to her secretarial duties, for many years she traveled on Mini-Clinics and for more than twenty years managed our advertising programs. She has been our legal liaison with the difficult assignment of monitoring the use of federally registered trademarks and copyrighted material.

Besides taking care of my correspondence, Oka has also been responsible for editing our many company publications and proof-reading advertising material. If it sounds like she was busy and did dozens of different jobs, it’s because she was and she did.

Her warm personality made her a natural to greet students at Bane-Clene Institute, which she’s done for every class since 1978. Always the official greeter and registrar at conventions, Oka has met thousands of our customers and has many friends and fans who attended schools and conventions over the years. Dr. Herb True speaking at a convention said, “Oka has a smile that would ripen a banana.”

On behalf of Elizabeth, Bill Jr., Don and all of her associates at Bane-Clene, we wish her the happiest, healthiest and most enjoyable retirement. She deserves it. **Unofficially, Oka has agreed to come to the office once in a while to help keep things on track while we adjust to her new lifestyle. She will be at schools and special events for awhile, too.*

Consumer Reports® testing

Consumer Reports magazine says professional carpet cleaning is a \$3 billion dollar a year industry. That’s pretty exciting news for us in the business. But the thought that Pros are getting rich must have been the reason they tested eight DIY HWE cleaning machines. They also reported on vacuums, cleaning solutions and spot removers.

For the tests, they spread top soil, wet it down and then used a heavy roller to mash it in. When dry, the carpet was vacuumed and then cleaned using twenty passes with each machine. They hired a professional service for comparison and, happily for all of us, reported that none of the small machines, including the Platinum rated Rug Doctor®, did as well as the Pro.

But, this is the part that puzzles me. Instead of going to all of that trouble, why didn’t *Consumer Reports* just call the CRI®? CRI has tested hundreds of machines and cleaning agents. Could it be that *Consumer Reports* knew that the fake dirt used in CRI tests just doesn’t measure up to the real soil we find in the carpets we clean for a living every day? Thank you *Consumer Reports!*

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

**Stone Floors Class
Stone, Marble & Grout
October 21**

**Wood Floors Class
Repairing and Refinishing Wood
and Pergo Floors
October 22**

**Bane-Clene Institute
Course to Success
Sept. 13 - 15 • Oct. 18 - 20
See page 2 for details!**

**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.



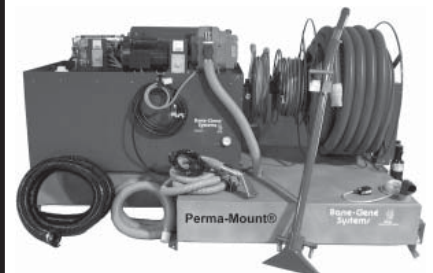
**Certified
Remanufactured
Post-2005
Perma-Mount® 120
Deluxe**

\$9,995.00

1-year warranty.

Shipping & Handling Extra.

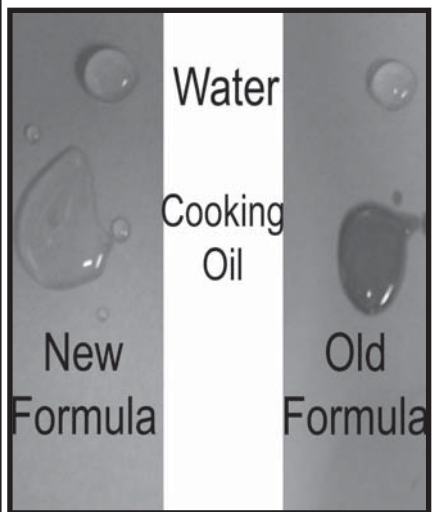
Call for details.



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 CT09-1
 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 CT09-2
 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 CT09-3
 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 CT09-4
 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 CT09-5
 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 (Create Your Own) CT09-6
 20 lb. PCA™ 5 Catalog # 10961 with any 4 - 1 gal. Bane-Clene Liquids
 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.

Liquid Products Teflon® Special CT09-7
 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)

Deodorizing Special CT09-8
 1 gallon Phase I™ #10240 +
 1 gallon Phase II™ # 10280 +
 1 gallon Molecular Modifier #35008 +
 1 gallon Microban® # 32510
 Regular Price with avg. S&H\$112.80
Special Price Only\$99.00

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.)

- 8 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 September 1, 2010 • Expire October 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.

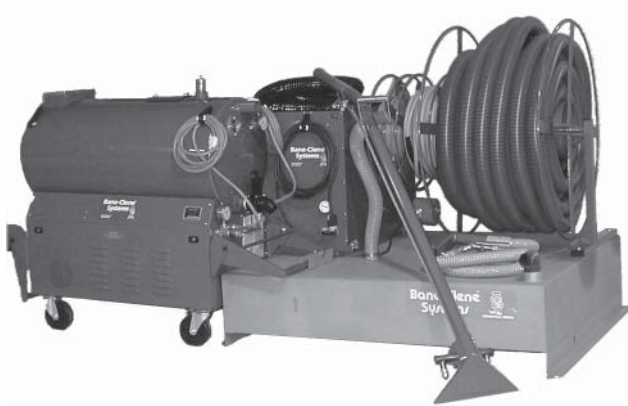
All other benefits and conditions apply

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

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

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September 2010