



The Clene Times®



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Professional Carpet Cleaning Service, Equipment, Chemicals, Supplies and Education

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January 2012

Have a happy and prosperous New Year

By Bill Bane

Can you believe it's 2012? I've heard people say they're not used to writing 2011 yet, but they're lucky. I'm still putting a 19 in front of everything. Did you notice last year and this year have some unusual dates like 1/1/11 and 1/11/11 and 11/11/11, 12/12/12.

In case you haven't heard the news, the whole economic system is collapsing (again). At least that's the talk until after the election when we'll all be saved by the politicians. This makes me think of some things that people who haven't experienced really hard times should know.

I've lived through the great depression with 25% unemployment and the recessions of '49, '53, '58, '61, '74, '80, '91, '01. (The recession of '45 was missed because I was in the USMC.)

During all of those tough times there has always been work for those who want to work even though it may not be their first choice of a job. Hunk Yarger, an old dry cleaner in Marion, Indiana, and I were discussing how hard it was to find help when he bought our equipment during the '74 recession. Hunk said, "When their belly button gets close to their tail bone they find a job." That doesn't happen today! Unemployment is staying high because of food stamps, 99 weeks of pay for not working, subsidized housing and other porky items handed out by bureaucrats.

In our business there is business for those who ask. We may not be able to charge exactly what we want, but to survive this election year, hone your advertising skills at Bane-Clene Institute. Then go out and ask for work. You'll be amazed at how much is there just waiting for you. Have a happy and prosperous 2012.

Free school

The coming 50th anniversary of Bane-Clene is a wonderful time and we want to thank all of you from around the world who have favored us with your patronage.

Many have asked how we're going to celebrate our Golden Anniversary. We've decided on a different approach to honoring this landmark event in our company's history. Instead of an expensive convention or a costly party, we're going to spend all of that money on our customers.

The on going recession, inflation, high fuel prices and costly air fares have caused cash strapped business owners to forego travel which may create a void in their education. Until the money runs out that those celebrations would have cost, Bane Clene Institute will be "FREE."

All fees for tuition and/or class materials will be reimbursed with Bane Bucks® that may be spent for any merchandise we stock. And lunch every day at Murphy's Steak House is on us, too. It's a way of saying thank you for all you've done for us."

Be careful granting credit

This is good advice especially in tough economic times. A company may have a prestigious name and beautiful facilities, but don't let them get too far into your financial hide. They may have leased the fancy premises, vehicles and furniture and have no assets so even a mechanic's lien will do no good in collecting past due accounts.

Be careful of existing prompt-paying customers, too. If they become slow in settling up their account or complain about service to delay the payment of the account, take heed. A request for the reissue of an invoice may be an indicator that they are in financial trouble, and you may wind up on a list of bankruptcy creditors.

Show your credentials

In a recent story on television, it was suggested that service personnel wear photo identification badges for the benefit of a security conscious public. The daily news is filled with home invasions, burglaries, robberies and worse. It's so bad some places that people won't even answer their door.

Bane-Clene Institute has been teaching security awareness for more than 20 years. Wearing PCA and Bane-Clene Certified Technician shoulder patches will help establish credibility and confidence when you knock on someone's door.

An identification badge with a current photograph of the technician will promote a feeling of security for your customers and is professional looking. Don't forget to stand back from the door when you ring or knock so they can see you through the peep hole and park your well-marked van where it can be easily seen, too.

A PCA logo on all sides of the service vehicle is also a valuable point of credibility and shows that your company cares enough to belong to an international trade group.

**Bane-Clene Institute
"Course to Success"**

January 18 - 20, 2012

March 7 - 9, 2012

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.

\$7,495.00 +

Shipping and Handling.

Call for details.



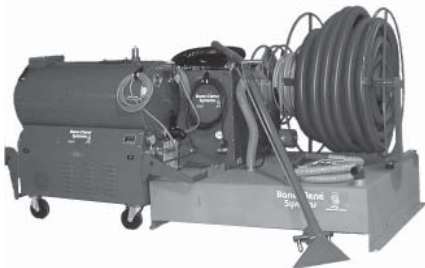
**TRADE IN YOUR OLD
BANE-CLENE BASE UNIT**

Liberal trade-in allowances are being offered toward the purchase of a new 3-D upgrade.

Call Don Bane for details.

Maxi-Mount®

**\$13,995.00 'In Stock'
Ready to Install.**



Certified Used Duo-Mount®

Regular \$25,995.00

Special Price \$12,995.00

90 day warranty

Allow 4-6 weeks for installation or delivery

Shipping and handling not included.

The Duo-Mount® carpet cleaning machine allows two operators to clean carpet or upholstery off a single van.

Electrically powered, this unit utilizes two power positive displacement blowers, which permit a two-man crew to accomplish twice the cleaning production.

The mobile base unit remains as the heart of the cleaning system and continues to offer truck-mount efficiency in portable situations. The all stainless-steel tanks and electric automatic hose reels and winch system make the Duo-Mount the class act of the industry.

Designed for installation into a 1-ton extended van.

Solution Supply Tank : 150 gallon 14 gauge stainless steel mounts to Recovery tank with special Bolted Brackets.

Heaters:

- **Tank immersion heater** with 25 ft cord with holding strap and 20 ampere heavy-duty plug and receptacle.
- **All Stainless Steel Heat Exchange System.** System uses otherwise wasted engine heat to keep water temperature at safe level. Truck engine heats water while driving at no additional cost to you.

Recovery Tank: 150 gallon HD Stainless Steel recovery tank bolts to vehicle for optimal safety, special tilted construction assures proper drainage.

Accessories:

- Steel Vac. and Sol'n Hose Reels,
- 250' of Solution and Vacuum Hose
- 2- 12" tools,
- 2- 4" tools,
- 2- 100' electric cords,

**AWTC Valve Close-Out
(Automatic Water
Temperature Control Valve)**

Regular \$299.00. Close-Out \$75.00

For older vans (2002 and before) to keep temperature at 170 degrees (while supplies last).

**Fully Remanufactured
Mega-Port®**

\$3,995.00 1-year warranty.
Includes 12" floor tool, 50' solution hose, 50' vacuum hose.
Shipping & Handling Extra.



**Certified Pre-2005 Base Unit
90 day Warranty \$3495
plus Shipping & Handling.**



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

**These units are not
available at the
Bane-Clene
Service & Supply Center
Hackettstown, NJ
800 694 8555**

A Way of Giving Back

Many have asked how we're going to celebrate our **50th anniversary**.

We've decided on a completely different approach to honor this landmark event in our company's history and at the same time do something nice for the people who have been so good to us.

The on-going recession, inflation, high fuel prices and rising air fares have caused many cash-strapped business owners to forego their continuing education.

Bane-Clene Institute is offering **FREE** education in celebration of our golden anniversary.

For a limited time, the fees for tuition and/or class materials will be reimbursed by giving you **Bane Bucks®** that may be spent for merchandise. And while you're at school, **lunch is on us every day**.

This offer is good for any customer attending Bane-Clene Institute. All you have to do is get here.

Pre-registration is required and seating is limited, so please call 800 428 9512 for details and to register for classes.

Thank you for 50 grand years.

Sta-Clene® Special CT01-1
16 gallons (4 cases) Sta-Clene®
Catalog No. 10143
Regular Price with avg. S&H \$479.00
Special Price Only **\$429.00**

Sta-Clene® Special CT01-2
8 gallons (2 cases) Sta-Clene®
Catalog No. 10143
Regular Price with avg. S&H \$247.00
Special Price Only **\$225.95**

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**.

Bane-Guard™ Protector CT01-3
2 gallons Catalog No. 10141
Regular Price with avg. S&H \$113.90
Special Price Only **\$95.75**

Bane-Guard™ Protector CT01-4
8 gallons (2 cases) Catalog No. 10141
Regular Price with avg. S&H \$388.60
Special Price Only **\$309.95**

Bane-Guard™ Protector CT01-5
16 gallons (4 cases) Catalog No. 10141
Regular Price with avg. S&H \$699.00
Special Price Only **\$545.00**
(or \$34.07 per gallon prepaid)

Mini-Works (Create Your Own) CT01-6
20 lb. PCA™ 5 Catalog # 10961
with any 4 - 1 gal. Bane-Clene Liquids*
Regular Price with avg. S&H \$270.75
Special Price Only **\$228.50**
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.
***Excludes Citrus APS**

PCA 5 / Bane-Guard Special CT01-7
Buy 30 lb pail of PCA Formula 5 # 10963 for \$154.95 then you are eligible to purchase 1 case (4 gallons) of Bane-Guard at \$145.00/case (\$36.25/gallon)
Regular Price with avg. S&H \$399.95
Special Price Only **\$299.95**

CTI / Pro's Choice Special CT01-8
Mix & match any IN-STOCK CTI product totalling \$159.00 or more and receive free shipping!

Create Your Own Mini-Works CT01-9
30 lb. PCA™ 5 Catalog # 10963
with any 4 - 1 gal. Bane-Clene Liquids*
Regular Price with avg. S&H \$318.75
Special Price Only **\$271.95**
***Excludes Citrus APS**

25' Solution Hose w/fittings CT01-10
Special cut - while supplies last!
Special Price Only **\$79.00**

PCA 4 / Teflon® Special CT01-11
Buy 40 lb pail of PCA Formula 4# 10675 for \$161.95 then you are eligible to purchase 1 case (4 gallons) of Teflon # 10810 at \$155.00/case (\$38.75/gallon)
Regular Price with avg. S&H \$429.95
Special Price Only **\$316.95**

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

Decal Close-Out MUST own Bane-Clene equipment in order to purchase. (While Supplies Last).

#30545 Orange "Professional Carpet" Cleaners
Decal Retail \$24.95, Close-Out \$8.95
#30547 Brown "Call Us on the Carpet®"
69"x10" Retail \$34.95, Close-Out \$12.00
#30550 Orange "Expert Furniture & Drapery
Cleaning" Decal 48"x2" (Drapery can be left
off) Retail \$12.95, Close-Out \$4.00
#30551 Orange "Expert Furniture & Drapery
Cleaning" Decal 36"x1 1/2" (Drapery can be
left off) Retail \$9.95, Close-Out \$3.00

**Shipping & Handling not
included on close-out items.**

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 January 1, 2012 • Expire February 15, 2012
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.

Maxi-Mount®



The Bane-Clene Maxi-Mount is quiet and dependable, truck-mounted but easily portable in less than 45 seconds. For truck-mounted operations, use the standard 150 feet of hose, or more if the job demands it. Hoses store neatly on reels which are built onto the storage tanks. Job setup time is less than three minutes. Lessened operator fatigue means better workmanship. The dependable electric power drive provides years of virtually trouble-free operation in addition to being the most energy-efficient equipment ever developed.

Triple heating system: Wasted engine heat automatically heats your cleaning solution to the right temperature and an auxiliary electric heater is used for water temperature control. The large insulated tanks enable you to clean all day without having to refill or dump water. The system is totally electric, with no dangerous or expensive fuels required. It is not necessary to operate truck engine while cleaning.

Auxiliary Tank System:

Solution Tank

Construction:

HD, 14 Gauge, Stainless Steel, Mounts to Recovery tank with special Bolted Brackets, solution / detergent dilution gauge on tank.

Capacity:

120 Gal. w/3" Capped Fill Port.

Dimensions:

20" W, 28" H, 48" L.

Heaters:

Tank immersion heater with 25 ft cord with holding strap and 20 ampere heavy-duty plug and receptacle.

All Stainless Steel Heat Exchange System. System uses otherwise wasted engine heat to keep water temperature at safe level. Truck engine heats water while driving at no additional cost to you.

Insulation:

1" FSK Fiberglass Insulation, Protected by Metal Tank Cover. Maintains water temperature.

Weight: 120 lbs.

Gauge Package:

Temperature, Sight Gallonage Indicator for accurate temperature control and chemical blending.

Recovery Side Tank:

Construction: HD, Stainless Steel, Bolts to Vehicle Frame for optimal safety. Special tilted construction assures proper drainage.

Accessories: Steel Reel Assembly (complete with 150' Solution Hose, 150' Vacuum Hose, and Two 100' Power Supply Cords), 12" and 4" Cleaning Head Package (w/Stainless Steel Guide Handle), Complete Training, Standard Installation, Operations Manual.

Warranty: 5-Year Conditional Warranty.

Financing: Lease-Purchase Program

\$13,995.00 F.O.B. Indianapolis, IN

Bane-Clene®

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Indianapolis, Indiana 46205

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

E-mail: bane@baneclene.com

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