

A Unique Business Opportunity...

Dear Future Steam Way SelectTeam™ Professional Cleaner,

Thank you for your inquiry concerning your interest about getting into the professional carpet and upholstery cleaning business. We want you to know right up front that we are here to help you each step of the way. If you're looking for a business opportunity with the benefits of owning a franchise without paying any franchise fee, then becoming an authorized Steam Way SelectTeam™ Professional Cleaner is the logical choice for your future. Professional carpet cleaning is booming! Just a short analysis of the market will help you understand why:

1. **Two-Income Households** - People don't have time to "do-it-themselves".
2. **Older, More Educated Population** - Demographics of the residential carpet cleaning customer (college educated, female, age 25-54, household income greater than \$50,000 per year) of american customer base who use professional cleaners is the fastest growing segment of society.
3. **Carpet Cleaning Is Now A Health Issue** - Indoor Air Quality and Sick Building Syndrome have brought about a greater focus on maintenance for health reasons. EPA research supports the need for carpet cleaning.
4. **Carpet Manufacturer Involvement** - Carpet Fiber Producers and Carpet Manufacturing Mills are recommending Professional Hot Water Extraction (Steam) Cleaning. Many require periodic professional hot water extraction cleaning as a provision of their warranty.
5. **Carpet Technology and Warranties** - Improvements in carpet technology require trained professional maintenance to maintain warranty protection.

Steam Way stands ready to help you succeed. We provide most everything a major franchise does and more, yet your business will be totally owned and controlled by you, and there are no royalty payments or franchise fees, ever!

When you join the Steam Way SelectTeam™ network of independent professional cleaners, you'll be getting:

1. **Start-Up Costs as Low As \$6000** - including equipment, cleaning solutions, and training. Creative financing packages are available.
2. **Advanced Technology Cleaning Equipment** - The industry's most advanced truck mounted and portable carpet and upholstery equipment allows you to clean faster and more effectively, and reduces customer down time and inconvenience to an absolute minimum.
3. **Cleaning Solutions That Are Friendly To The Environment** - Steam Way's cleaning solutions are safe for the customer and the cleaning technician as well as the environment. Our complete line of cleaning agents safely takes care of every type of carpet and fiber as well as the wide variety of cleaning situations that you may encounter.
4. **Complete SelectTeam™ Marketing Programs and Packages** - Every type of promotional brochure, ad, door hanger, script, newsletter, post card, etc., you will need to promote your business is included in the Steam Way SelectTeam Program, all at a minimal cost!
5. **SelectTeam™ Management and Marketing Training, Support** - We don't just give you the materials. We teach you how to use them effectively. You'll receive training from your local Steam Way Distributor when you join the team, and toll-free phone support any time you need it.



6. **National Referral Network Endorsed By Carpet Mills And Fiber Producers** - Due to Steam Way's commitment to advanced cleaning equipment, quality cleaning solutions, and intensive training programs, fiber producers, carpet mills, carpet retailers, and consumers seek out qualified authorized Steam Way professional cleaners in their areas. We help you establish credibility.
7. **International Certification Technical Training** - Steam Way is the largest provider of educational schools approved by the Institute of Inspection, Cleaning and Restoration Certification (IICRC), helping you become a trained internationally certified professional in your area.

Remember, you get all this and more and there are no franchise fees or royalty payments ever!

You can be making the kind of income that you deserve within 6 to 12 months after you get started. We invite you to read carefully through the enclosed information. After you have had the chance to learn more about this exciting opportunity, you will want to fill out completely the enclosed application form. When you return the enclosed application form to us, we will send you a market sector study of your selected area and put you in touch with your local Steam Way factory authorized service and distribution center. They will help you decide which starting up package is right for you. Of course there is never any obligation on your part until you are ready! We'll look forward to you joining our international network of professionals. Please do not hesitate to call us for more information, toll-free at 1-800-447-8326.

Sincerely,

Gregory S. Bloss
President
Steam Way International, Inc.

Note: Please note that all prices listed within this manual were accurate at the time of publication but are subject to change without notice.



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WHO IS STEAM WAY INTERNATIONAL?

Steam Way International, Inc. is headquartered in Denver, Colorado. Since 1966, Steam Way has manufactured professional carpet and upholstery cleaning equipment and chemicals, and is the leading provider of education in the cleaning industry. Steam Way's thousands of customers are located in all 50 states and over 20 countries. Steam Way's commitment to the entire carpet industry has long been evidenced by the over 160 educational schools and seminars it sponsors and participates in worldwide each year. Steam Way's growth and stability are evidenced by the intense national coverage of its thousands of trained customers -- both independent and franchise companies. Steam Way's customers are located in all 50 states in over 95% of the top 100 residential markets.

Steam Way's commitment to excellence is demonstrated by the quality of its equipment. As one of the true innovators of the hot water (steam) extraction cleaning process, Steam Way has been manufacturing portable cleaning equipment since 1966. Since 1975, Steam Way has become one of the leading manufacturers of truck-mounted equipment with over 95% of the units it has manufactured still in use. Steam Way does not cut corners on quality and gives the cleaning professional complete control over solution pressure, solution temperature, chemical usage, and vacuum suction, so that every carpet is cleaned with maximum performance and absolute safety. While other manufacturers are often providing excuses for why their equipment does not need something, we give the cleaning professional the ability to clean any and all fabrics specifically to the specifications supplied by the fabric manufacturer. But we just don't sell people cleaning equipment. We believe that even the highest quality equipment can only perform as it is designed if it is in the hands of a completely trained cleaning technician. Steam Way's commitment to excellence can also be seen and demonstrated by its complete line of cleaning and restoration chemicals. Over 80 different chemical products provide the cleaning professional with the maximum amount of alternatives to provide every carpet with individualized attention and treatment. Our chemical products are formulated with safety and quality performance as the foundation. All products are completely tested when introduced and reviewed constantly to monitor these goals of performance and safety. The products are completely tested in Steam Way's own laboratories on all different types of carpet fibers and backings. Quality is also assured by individual chemical batch monitoring which reviews and reports on every batch of chemical manufactured. This allows Steam Way to keep all of its chemicals under strict supervision. Of course, backing this chemical product line is the complete training programs that Steam Way offers, both to new cleaning companies and in seminar updates held annually throughout the world.



OUR CLEANING PHILOSOPHY

Steam Way International believes that there is no one way to properly and safely handle the cleaning and maintenance of all the different types and styles of carpet fabrics. That's part of our commitment to training. In addition, we believe that the care, cleaning, and maintenance of carpet fabrics are never best served by blind allegiance to a single cleaning system or method. We believe that carpet fabrics need two types of professional cleaning - interim maintenance cleaning and restoration cleaning. Installation conditions, fabric make-up, foot traffic, allowable downtime, and the amount of periodic cleaning will affect the type of maintenance cleaning being done, both commercially and residentially. In addition, it will affect the restoration cleaning being done, both commercially and residentially. In addition, restoration cleaning is an **absolute** necessity for all carpet fabrics to ensure consumer satisfaction with appearance, wear, and sanitation. Restoration cleaning is best accomplished by high performance hot water (steam) extraction cleaning, taking full advantage of the four cleaning chemistry fundamentals, chemical activity, time, temperature, and agitation. In this process, the trained professional combines these cleaning fundamentals with the particular requirements of each type of fiber and each individual installation environment to clean every carpet with maximum cleaning performance and absolute safety. It is this philosophy of open mindedness and versatility that separates Steam Way customers from all other professional cleaners.

Since 1966, Steam Way's equipment and chemicals, in conjunction with this cleaning philosophy and training, have safely and effectively cleaned over six billion square feet of carpeting. That fact alone is more important than all the sales literature and test studies combined.



STEAM WAY'S TRAINING PROGRAMS

Purchasers of Steam Way cleaning equipment have the opportunity to receive a complete training program that includes chemical usage, carpet cleaning, equipment maintenance, and marketing. We believe this up front training is the most important contributor to the fact that over 90% of the companies who purchase our cleaning equipment are still in business five years later. In addition, all purchasers of our equipment receive our complete Cleaning Resource Library on a CD-ROM. This library includes the Steam Way Cleaning and Restoration Procedures Manual which details safe, effective procedures and techniques for cleaning all types of carpet and upholstery fabrics.

Through our international network of Steam Way distributors, we provide the most educational opportunities for technical advancement available in the carpet industry. Using our own technical people and outside independent educational consultants, we offer constant educational alternatives that lead to the best trained group of professional cleaners anywhere.

Steam Way believes in and endorses the principles of the Institute of Inspection, Cleaning, and Restoration Certification (IICRC). The IICRC is the only independent source of certification programs in the carpet and upholstery cleaning industry. The IICRC owns no schools and produces no products or training materials. It is owned by the regional and national independent (those not owned, operated, or controlled, by a product supplier) trade associations. The IICRC recognizes established schools throughout the nation that meet specific standards of certification. Any professional cleaner attending these schools has the option to take the IICRC certification exam.

Up front training, continuing education, and encouraging certification combine to make the Steam Way training program the most advanced in the industry. It is also what makes Steam Way professional cleaners a cut above the rest.



WHO ARE STEAM WAY'S CUSTOMERS?

The thousands of cleaning companies who are Steam Way customers represent both independent and franchise professional cleaning companies. The inherent strength of franchise cleaning operations is their marketing programs; however, historically, their prime weaknesses have been their technical training and new product development. That is why Steam Way has become such an important link for thousands of franchise cleaning companies. The independent professional cleaning company remains the backbone of the Steam Way network. Together, Steam Way customers make up the largest and most dependable network of professional cleaners in the world today. They understand the simple, but all important concept that their very livelihood depends on an extremely high level of customer satisfaction, as well as an intense technical knowledge of today's complex carpet fibers.

Through our newsletters, semiannual educational updates, special schools and workshops, and special technical bulletins, they are kept abreast of the rapidly developing and changing carpet industry. Their versatility in the equipment and chemical selection, combined with this technical knowledge, make the Steam Way professional cleaner the obvious choice for residential and commercial maintenance and restoration fabric cleaning.



WHAT DOES ALL THIS

MEAN TO YOU?

The success of Steam Way International depends upon its ability to provide its professional cleaning customers with the highest quality equipment, chemicals, training, and technology. It also depends on Steam Way International's being an active participant in the carpet industry--with important informational exchange ties to fiber producers, carpet mills, distributors, retailers, installers, and the all-important carpet consumer. You can count on Steam Way's commitment to these two principles. In Steam Way International, you have instant access to the latest technical information on the cleaning and maintenance of carpet fibers.

Steam Way's own technical department provides you with access to many years of experience in the carpet industry:

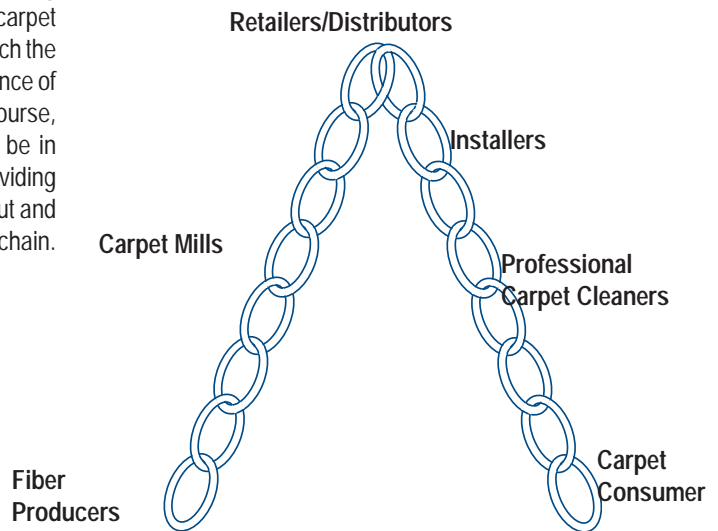
- Constant communication between Steam Way's technical staff and its thousands of customers provide us with useful, "up-to-the minute" information about the "real-world" performance of carpets.
- Our chemists are constantly monitoring the performance and short and long range effects of all different types of chemicals and cleaning methods upon carpet fibers. Their laboratory tests, in combination with batch monitoring, allow for a constant production of useful information.
- Our own technical and training staff includes both on-staff and outside consultant experts who are known throughout the industry. In addition to their intense knowledge of carpet and upholstery fabrics, SteamWay's technical staff also leads the industry in the development of problem-solving solutions related to deodorization and odor control, water and fire damage restoration and ceiling cleaning. Steam Way's staff of technical consultants provides you with useful, problem-solving data with which to make the best decisions.
- Still, Steam Way's most important asset its thousands of professional cleaning customers. These are your "in-the-field" consultants and spokespersons to the all-important carpet consumer. Their dependable, responsible, and rapid responses to potential cleaning needs and problem-solving applications are the most important tool that Steam Way has to offer the entire carpet industry.



STEAM WAY'S COMMITMENT TO THE CARPET VALUE CHAIN

Working together, we believe that all participants in the carpet chain can take the entire carpet industry to new heights. Working apart, the carpet consumer may not receive the full appearance, acoustical, safety, sanitary, and longevity benefits of carpets and turn to other floor covering alternatives.

That is why Steam Way has worked closely with fiber producers to exchange information on the technical advancements in carpet fibers and those fiber's practical performance in the field. Steam Way is developing this with carpet mills to establish reasonable and cost effective means of providing service and information on carpets in the field. We are working with retailers and distributors based on the principle that 54% of carpets replaced are done so for redecorating purposes. By providing the carpet consumer with a high level of satisfaction in the performance of their carpets, this redecorating trend can be constantly maintained. Our partnership with carpet installers includes developing principles and standards by which the consumer is provided with the best appearance and performance of all the carpets in his/her home and/or business. Finally, of course, we recognize that all participants in the carpet chain must be in contact and in touch with the carpet consumer. By both providing education to the carpet consumer and by listening to their input and acting upon it, we complete the link that makes up the carpet chain.



THE STEAM WAY PRODUCT LINE

Our top priority is the development, testing and performance of Steam Way's equipment, chemicals, and training programs. It never takes a back seat to collecting royalties, promoting a single way of doing things or trying to compete with our lifeblood -- our customers -- by operating our own cleaning business. Our commitment to excellence demands that we excel by producing the most efficient and productive equipment and the safest and most effective cleaning and deodorizing solutions. That commitment is backed up by the industry's most advanced training programs designed to make our customer successful, safe, and efficient cleaning companies.

TRUCK MOUNTS



Steam Way's truck-mounted equipment includes the Steam Way POWERMATIC LEGACY®2100 Cleaning Plant, The Steam Way 9100LX, the Steam Way MASTERMATIC OMEGA® 4200, and the Steam Way SIDEKICK 6100. These units allow for hoses to be taken into the home or business. They allow for proper disposal of waste water. They have powerful vacuum systems for maximum moisture and residue removal and for preventing overwetting. They have complete control over the cleaning solution temperature for each job, allowing the operator to do the best cleaning job safely. Their chemical injection system allows for just the right amount of chemical to be used. The solution pressure system provides for the most effective cleaning job (appearance and wear prevention) by cleaning dirt, soil, allergens, bacteria, pollutants, sand, greases, and oils not just from the tops of the fibers, but deep into the backing. Steam Way's truck mounted equipment is the most powerful, effective and safe way to clean any carpet.



PORTABLES



Steam Way's portable cleaning equipment -- the Steam Way 900 ULTRAMATIC® Carpet and Upholstery Cleaner, and the Magna-Bright® System 5000 Upholstery and Drapery Cleaning Machine. Portable units allow the machine to be taken to where the job is. Solution pressure is balanced with vacuum recovery for maximum soil and residue removal and for preventing overwetting. Steam Way's portable equipment provides entry level professional performance for the new professional cleaner as well as providing experienced companies with portable versatility, power, and performance.

CHEMICALS



Steam Way's cleaning and deodorizing solutions are formulated with performance and safety as the highest priorities. They include a complete range of preconditioners, emulsifiers, spotting agents, deodorization and restoration solutions, fabric protectors and treatments, and carpet interim maintenance solutions. These solutions are subjected to the industry's most intense testing and performance monitoring standards. They are designed to be safe and compatible with the indoor and outdoor environment and are reviewed for compatibility both by carpet mills and fiber producers. Steam Way chemicals provide safe, effective, and economical cleaning performance.



STEAM WAY INTERNATIONAL'S DISTRIBUTION AND FACTORY SERVICE NETWORK

ALWAYS CLOSE TO YOU WITH
PRODUCTS • SERVICE • INFORMATION
TRAINING • SUPPORT • SEMINARS
FROM THESE KEY DISTRIBUTORS

Steam Way's complete product line and training programs are available through its nationwide network of factory service and distribution centers. These service centers provide the entire country with instant access to our products, as well as technical service and support of our products. These important centers serve as our eyes and our ears for input from all around the country.



U.S.A.

Alaska Steamway® Distributors
Anchorage, Alaska
(800) 349-0911 or (907) 349-0911

Cleaning Systems, Inc.
Sea-Tac, Washington
(800) 824-3151

Olson Rug & Upholstery Supplies
San Jose, California (Chemicals Only)
(408) 265-7662

Central California Cleaners Supply.
Fresno, California
(800) 336-2629

Central California Cleaners Supply.
Bakersfield, California
(888) 815-3500

Steam Way® West
Orange, California
(800) 572-7111 or (714) 282-6600

A & I Services
San Diego, California
(800) 422-8994

AAA Pressure Washing
Tempe, Arizona
(480) 517-1925

The Cleaning Source
Las Vegas, Nevada
(702) 387-9624

Express Distributing
Billings, Montana
(800) 406-6022

Steam Way® SuperStore
Denver, Colorado
(800) 447-8326

Purified Chemical & Equipment
Tulsa, Oklahoma
(888) 313-8173

Steam Way® Mid America
Omaha, Nebraska
(888) 331-5127

Southwest Steamway® Distributors
Amarillo, Texas
(800) 331-5684

Metroplex Carpet Supply
Mesquite, Texas
(888) 313-1515

A & A Supply
Houston, Texas
(713) 869-4531

Worldwide Supply
Waco, Texas
(800) 369-9361

Mille Lacs Steamway Distributors
Onamia, Minnesota
(800) 920-3590

Jon-Don
Chicago, Illinois
(800) 556-6366

Great Lakes Steam Way® Distributors
Wayne, Michigan
(800) 654-3537

Jon-Don
St. Louis, Missouri
(800) 556-6366

Steamway Express Distributing
Zoarville, Ohio
(330) 859-4100

Dixie Steamway Distributors
Anniston, Alabama
(800) 346-4841

The Clean Stop
Rockville, Maryland, Fairfax, VA
(301) 881-8777/(703) 204-0865

Grimebusters U.S.A.
Newark, Delaware
(866) 455-1020

John A. Earl, Inc.
Hackensack, New Jersey
(800) 631-1391

PNF Enterprises
Pelham, New Hampshire
(888) 635-1366 or (603) 635-1366

New England Steam Way®
Wallingford, Connecticut
(800) 322-5321 or (203) 269-8412

Steam Way® Distributors of New York
Canandaigua, New York
(800) 724-0307

SunBelt USA
Raleigh, North Carolina
(800) 334-8418

Quaker Chemical Company
Columbia, South Carolina
(800) 440-6723

Jon-Don
Atlanta, Georgia
(800) 556-6366

Crown Cleaning Supplies
Orlando, Florida
(888) 877-2769

Innovative Cleaning Systems
Largo, Florida
(800) 282-6130

The Cleaners Depot
Delray Beach, Florida
(800) 334-5747

CANADA

United Cleaners
Burnaby, British Columbia
(800) 668-8755

Alberta Steam Way®
Calgary, Alberta
(800) 661-0188

Ralston Distributors
Kitchener, Ontario
(800) 265-2240

**For other international locations, call
Steam Way International, Inc. at
(303) 355-3566 or (800) 447-8326**

THE PROFESSION - CARPET AND UPHOLSTERY CLEANING

Being a professional carpet and upholstery cleaner provides you with an exciting business opportunity. If you are tired of just holding a job, or working for someone else's benefit, or even if you are just looking for a career opportunity that provides benefits equal to the amount of effort you put into it, the time has come to investigate the possibility of becoming a PROFESSIONAL CARPET AND UPHOLSTERY CLEANER. Look at what the STEAM WAY SELECTTEAM™ has to offer you:

•**ABSOLUTE OWNERSHIP** - No franchise fees, membership requirements, or license fees. You decide where your hard earned money goes.

•**BE YOUR OWN BOSS** - You can receive profits instead of wages; no time clocks to punch; you work by your own scheduling procedures.

•**SMALL CAPITAL INVESTMENT AND LOW OVERHEAD** - Just you, one vehicle, and one machine and you are in business. You can operate from your home or existing place of business.

•**START NOW** - As soon as you are through with your introductory training with your local Steam Way Distributor you will be ready to start into business. You can begin to realize profits immediately.

•**PROSPECTIVE CUSTOMERS ARE EVERYWHERE** - Consumers are constantly looking for dependable, quality service companies. You are offering an important and needed service that is in great demand. Look around - homes, hospitals, business offices, stores, churches, schools, hotels, apartment buildings, restaurants, artificial turf, etc. Everywhere there are dirty carpets and upholstery, there are prospective customers.

•**CONTINUING EDUCATION** - True professionals keep up with the latest in technology and technique. Schools, seminars, and workshops are available from Steam Way International and its nationwide network of distributors. These educational opportunities provide not only the latest information in cleaning, but also assist your business in such areas as employee relations, advertising and marketing, banking relationships, management, motivation, bookkeeping, and many other areas. This is all provided to help you become a better professional, which, in turn, will bring you and your business growth, diversification, and higher profits.

•**A SECURE FUTURE** - Only 20-40% of the carpeting that is installed today is presently being professionally cleaned. There is more carpet sold and installed every year. Record levels of carpet sales were recorded in 2001. As the public becomes better educated in the benefits of having their carpets professionally cleaned, more business will become available.

•**NATIONWIDE NETWORK OF DISTRIBUTORS** - Steam Way International provides a network of distributors for sales, service, chemicals, accessories, supplies, and information, as well as many seminars and schools to aid in your business's growth.

•**PROFESSIONAL ASSOCIATIONS** - There are many fine regional and national professional associations to represent and promote the carpet and upholstery cleaner's interests and concerns, as well as to maintain a level of professional proficiency. The associations' entire reason for existence is to support the professional cleaner.



THE PRINCIPLES OF SUCCESS - WHAT IS A PROFESSIONAL?

Even though Steam Way International manufactures the very finest equipment, makes available to you the most advanced cleaning solutions, and provides you with the most comprehensive training programs available in the industry, there are still a few other principles which are a necessary part of being successful as a professional carpet and upholstery cleaner. Potential customers are everywhere, but they aren't going to knock down your door looking for you. A commitment to a comprehensive and consistent marketing program along with personalized selling will be a large contributing factor to your success. .

Some important factors in your success that you will have to provide include:

- **QUALITY WORK**
- **PRIDE IN YOURSELF AND YOUR BUSINESS**
- **CHARGING WHAT YOUR SERVICES ARE REALLY WORTH**
- **WILLINGNESS TO WORK AND MEET NEW PEOPLE**
- **PROPER POSITIVE ATTITUDES**
- **A WILLINGNESS TO BECOME INVOLVED IN ALL AREAS OF YOUR BUSINESS**
- **TREATING YOUR CUSTOMER THE WAY YOU WOULD LIKE TO BE TREATED IF YOU WERE THEIR CUSTOMER**
- **PROFESSIONALISM IN ACTION AND APPEARANCE**
- **PROPER MAINTENANCE OF EQUIPMENT**
- **DEPENDABILITY AND CONSISTENCY**
- **SENSITIVITY AND CONCERN FOR THE CUSTOMER**
- **ACQUIRING CONTINUING EDUCATION FOR THE LATEST IN TECHNOLOGY AND TECHNIQUE**
- **HONESTY IN ADVERTISING**
- **BELONGING TO A PROFESSIONAL ASSOCIATION**
- **INTERNATIONAL CERTIFICATION**
- **A GENUINE CARE AND CONCERN FOR THE CUSTOMER**



THE CLEANING PROCESS - HOT WATER EXTRACTION (STEAM) CLEANING

Hot Water Extraction (Steam) Cleaning - The Process

Hot water extraction carpet cleaning (often referred to as "steam" cleaning) is a restorative deep cleaning process. It consists of a prespray cleaning solution application to assist in the physical removal and/or dissolving of soil particles followed by the injection under pressure of a hot water-soluble cleaning solution into the carpet. This injection process is followed by an immediate powerful vacuum extraction phase to remove soil, pollutants, bacteria, allergens, dust, and the cleaning solutions from the carpeting.



Hot water extraction carpet cleaning is the choice of over 90% of professional cleaners today as their primary method of cleaning carpeting.

Hot water extraction carpet cleaning is efficient at removing all types of carpet soiling. Through the use of a wide variety of cleaning solutions, a wide variety of chemistry exists to assist in the break down and physical removal of water soluble soiling such as sugar, food, beverages, and salt. Secondly, dry solvent soluble soiling such as oil, grease, tar, body oils, cooking oils, and cosmetics are broken down, dislodged, and dissolved by organic and natural citrus solvents in the preconditioning phase of hot water extraction cleaning. These suspended dry solvent soluble soil particles are removed during the water and air vacuum extraction phase of cleaning. Thirdly, insoluble (particles that will not dissolve in water or dry solvent) such as clay, sand, quartz, carbon, animal fiber, and graphite are removed by either literally surrounding the particles through a cleaning solution emulsification process or by lifting the particle with a foaming agent. These emulsified and suspended particles are then removed by the water rinsing process of hot water extraction. Finally, some spills, spots, and stains, that may alter or damage the dye structure of the carpeting, or that still remain on the fiber, can have their permanent discoloration or damage reduced, or can be completely removed by the application of specialized carpet spotting solutions.

Hot Water Extraction ("Steam") Cleaning - Indoor Air Quality Principles

Hot water extraction carpet cleaning follows closely the principles of indoor pollutant and contaminant reduction. First, some biological contaminants can be eliminated by the application of hot water (above 130 degrees F) across the carpet. Secondly, many pollutants and contaminants can be destroyed, removed, or inactivated by special chemical application. Thirdly, we can effectively physically remove contamination. Through the use of environmentally friendly cleaning solutions we dissolve, suspend, lubricate, emulsify, or absorb soils to aid in their subsequent removal by extraction. Through the use of water pressure agitation and vacuum extraction we remove many of the contaminants and pollutants. Finally, by the use of powerful vacuum air movement across the carpet surface, we provide ventilation and air movement for contaminant reduction by releasing trapped aerosols and gases.

Hot Water Extraction ("Steam") Cleaning - How It Improves Carpet Appearance

It has long been a recognized value that hot water extraction contributes in refreshing the texture of a carpet. The moisture and heat tighten up the twist that is slightly affected by traffic. It aids in fiber resiliency and pile appearance. As a matter of fact, most texture retention warranties provided by the carpet manufacturer require that professional hot water extraction be performed on the carpet every 12-18 months to keep the warranty coverage. It is a myth that people can do absolutely nothing to their carpet and always have it perform correctly irrespective of the fiber type and carpet construction. Periodic hot water extraction cleaning provides benefit first and foremost to the carpet consumer by making their carpet look better, smell better, last longer and by providing a healthier atmosphere. However, this commitment to proper carpet maintenance also provides a benefit to the entire carpet industry by upholding the reputation of the carpet products and how they perform.



Hot Water Extraction ("Steam") Cleaning - The "Problems"

The "problems" sometimes associated with hot water extraction cleaning such as unreasonable drying times (longer than 1 to 24 hours), mildew, carpet resoiling, seam separation, rotting, shrinkage, and browning are simply not present when the carpet is cleaned by a trained certified professional cleaner, using quality equipment and cleaning solutions, and following sound procedures. Specification to the cleaner to follow cleaning standards set by the IICRC Carpet Cleaning Standard S001 for hot water extraction prevents cleaning problems.



THE PROCESS - CONTINUED

Hot Water Extraction ("Steam") Cleaning - Consumer Friendly

The hot water extraction ("steam") carpet cleaning process can easily be described by comparing it to the traditional laundry process:

1. Preconditioning of difficult soiling and spotting
2. Wash/Rinse cycles
3. Drying cycle

The first step, the preconditioning step, applies cleaning agents specifically designed to dissolve and break down soil to prepare it for removal from the carpet during the wash/rinse phase. This oily, greasy and sometimes gritty soil must be regularly cleaned out of the carpet or it will have an abrasive "sandpaper-like" affect on carpet fibers. The amount of "dwell" time that the preconditioner requires to do its job depends on the amount and type of soiling, and the amount of agitation that can be used without distorting the carpet fiber.

The second step, the wash/rinse cycle consists of a hot cleaning solution being injected under pressure into the carpeting to suspend soil, pollutants, bacteria, allergens, and dust. This wash/rinse phase separates Hot Water Extraction from other carpet cleaning methods. The application of hot cleaning solutions under pressure assists in soil suspension and removal as well as reducing contamination. This creates a cleaner, healthier environment.

The final step is drying. In this phase, the powerful vacuum extraction system removes the suspended soil, pollutants, bacteria, allergens, dust, and cleaning solution. Virtually no residue is left in the carpet and the moisture remaining generally evaporates, leaving the carpet dry within 1 to 12 hours. Drying times will vary depending on environmental conditions, humidity, and the density of the carpet. This drying process can be accelerated by the use of powerful turbo carpet blowers to increase the evaporation rate.

Hot Water Extraction ("Steam") Cleaning - The Critical Facts

1. Carpet is installed on the floor.
2. Because of gravity, things fall down to the floor and collect on the carpet, which serves as a sink. In addition, carpet acts like a filter and collects airborne contaminants.
3. Soil, bacteria, allergens, pollutants, and dust make up these things that fall onto, and collect in, the carpeting.
4. Soiled carpeting looks bad, is not healthy, and has a greater tendency to wear faster and pack and mat more quickly.
5. The sink must be cleaned or emptied of its contents; i.e. the soil, bacteria, allergens, pollutants, and dust must be cleaned out.
6. Our first priority in cleaning is to make the carpet healthier and secondly to improve its appearance.
7. Hot water extraction cleaning consists of a prespray cleaning solution application, the injection under pressure of a hot water soluble cleaning solution into the carpet, followed by an immediate powerful vacuum extraction.



8. Hot water extraction cleaning applies four different indoor air pollution reduction principles to reduce contamination.
9. Hot water extraction cleaning refreshes the texture of carpeting.
10. Carpet that has been properly cleaned by hot water extraction will dry within 1 to 12 hours under most environmental conditions. Hot water extraction, properly performed, does not cause seam separation, mildew, rotting, shrinkage, browning, rapid resoiling, nor does it set stains permanently.
11. Hot water extraction cleaning is recognized by all fiber producers and all major carpet mills as a safe, effective process for carpet cleaning.
12. Children and pets should be kept off of any freshly cleaned carpet for 6 to 12 hours or until the carpet is dry.

Some of the carpet mills and carpet fiber manufacturers that recognize hot water extraction (steam) cleaning as a safe, effective cleaning method when done properly by a trained, qualified professional, are listed below:

Carpet Mills

Beaulieu	Cabin Craft
Collins & Aikman	Columbus
CoronetC	Cumberland
Designweave	Diamond
Evans & Black	Galaxy
Herculon	Hollytex
Horizon	Interloom
Karastan-Bigelow	Lee's
Mannington	Masland
Mohawk	Networx
Philadelphia	Queen
Salem Carpets	Shaw Industries
Shawmark	Stratton
Trustmark	Tuftex
Vectra	World

Fiber Producers

Honeywell	BASF
Du Pont	Hoechst Celanese
Solutia	Shaw

Government Testing Confirms Improvement In Indoor Air Following Cleaning

EPA sponsored testing in 1991 and again in 1994 confirmed the value of a high performance hot water extraction carpet cleaning program on improving the healthfulness and quality of air in the indoor environment. Copies of these studies are available for you to review these scientific studies.



THE INCOME AND PROFIT POTENTIAL - TRUCK MOUNTED EQUIPMENT

To maintain high quality cleaning standards, on the average it is possible to clean 500-700 residential sq. ft. of carpet per hour with a Steam Way Truck Mount. Average cleaning rates for commercial carpet vary between 800-1500 square foot per hour. If you cleaned 50 weeks out of the year, 5 days a week, there would be 250 days of cleaning time. Assuming in each work day, there would be 5 hours of actual cleaning time (leaving 3 to 4 hours for set-up, travel time, lunch breaks, and estimation time), there would be 1,250 cleaning hours in a year. If your company has a two-person crew, running one Steam Way 9100LX Truck Mount 5 days a week, 8 to 9 hours a day, 50 weeks a year, the following table shows your potential gross income:

POTENTIAL GROSS INCOME - RESIDENTIAL (Multiplied by the price charged per sq. ft. of carpet). Based on 1,250 cleaning hours times 500 sq. ft. of carpet cleaned per hour.

14¢ = \$87,500	17¢ = \$106,250	18¢ = \$112,250
20¢ = \$125,000	22¢ = \$137,500	24¢ = \$150,000
30¢ = \$187,500		

NOTE: The national average for residential professional carpet cleaning is around 18¢ a square foot. Many cleaners charge in excess of 30¢ per square foot for residential cleaning. Additional income can be realized by increasing the hours worked per day or the days worked per week. Special and diversified services can provide even greater income potential as well as add-on sales such as fabric protectors.

POTENTIAL GROSS INCOME - COMMERCIAL (Multiplied by the price charged per sq. ft. of carpet). Based on 1,250 cleaning hours times 1000 sq. ft. of carpet cleaned per hour.

08¢ = \$100,000	10¢ = \$125,000	12¢ = \$150,000
14¢ = \$175,000	16¢ = \$200,000	18¢ = \$225,000
20¢ = \$250,000		

NOTE: The national average for commercial professional carpet cleaning varies widely and is often dependent upon the type of commercial building and structure. Additional income can be realized by increasing the hours worked per day or the days worked per week. Special and diversified services can provide even greater income potential as well as add-on sales such as fabric protectors.



POTENTIAL EXPENSES:

Based on actual cleaner surveys, your new carpet cleaning company would have the following approximate expenses.

OPERATING EXPENSES:

Depreciation of Equipment (Cost of Equipment

Steam Way 9100 LX Cleaning Plant:

Total Cost \$14,995.00 divided by 6,250 cleaning hours during life = \$2.40 per cleaning hour

Truck or Van

Total cost \$23,000 divided by 6,250 cleaning hours during life = \$3.68 per cleaning hour

Chemical Expense

\$3368 annual chemical costs divided by 1,250 cleaning hours per year = \$2.70 per cleaning hour

Fuel Expense for Van or Truck

75 miles per day divided by 12 MPG x \$1.50 per gallon equals \$9.38 per day divided by 5 production hours per day = \$1.88 per cleaning hour.

Use and Maintenance of Truck Mount

Includes fuel expenses for engine = \$1.50 per hour and burner (if applicable) = \$.80 per cleaning hour

TOTAL OPERATING EXPENSES: \$12.16 per cleaning hour
1,250 Cleaning Hours per year x \$12.16 per hour expenses = \$15,200.00 per year

OTHER EXPENSES:

Insurance	\$7,000.00 /year
Advertising/Marketing	\$6,720.00 /year
Van Maintenance	\$2,500.00 /year
Salaries - Operator #2 (Salary, Benefits, Payroll taxes)	\$20,500.00
Miscellaneous	\$10,000.00
TOTAL OTHER EXPENSES	\$46,720.00

TOTAL OPERATING & OTHER EXPENSES: (15,200.00 + 46,720.00) = \$61,920.00

NOTE: Obviously, expenses have a wide variance due to location, facilities, etc. These figures are reasonable for a new business operating out of their own home and handling all of their own administrative functions.

THE PROFIT - TRUCK-MOUNTS

GROSS INCOME RESIDENTIAL

(based on average price of .20 per sq. ft.)

\$125,000.00

TOTAL EXPENSES

\$61,920.00

NET PROFIT FOR YOU

AND YOUR BUSINESS

\$63,080.00

THE INCOME AND PROFIT POTENTIAL - PORTABLES

To maintain high quality cleaning standards, on the average it is possible to clean 350 -500 sq. ft. of carpet per hour with the Steam Way 900 UltraMatic Carpet and Upholstery Cleaner. If your company cleaned 50 weeks out of the year, 5 days a week, there would be 250 days of cleaning time. Assuming that in each day there would be 5 hours of cleaning time (Leaving 3 to 4 hours for set-up, travel time, lunch and breaks, and estimation time), there would be 1,250 cleaning hours in a year. If your company ran one UltraMatic portable 5 days a week, 8 to 9 hours a day, 50 weeks a year, the following table shows your potential gross income:

POTENTIAL GROSS INCOME - (Multiplied by the price per sq. ft. of carpet):

BASED ON 1,250 CLEANING HOURS X 350 SQ. FT. OF CARPET CLEANED PER HOUR

10¢ = \$43,750	12¢ = \$52,500
14¢ = \$61,250	16¢ = \$70,000
17¢ = \$74,375	20¢ = \$87,500
22¢ = \$96,250	24¢ = \$105,000

NOTE: Additional income can be realized by increasing the hours worked per day or days worked per week. Special and diversified services can provide even greater income potential as well as add-on sales such as fabric protectors.

POTENTIAL EXPENSES:

Based on actual cleaner surveys, you would have the following approximate expenses:

OPERATING EXPENSES:

Depreciation of Equipment (cost of equipment)

Steam Way 900 UltraMatic Portable Carpet & Upholstery Cleaner
Total Cost \$5,295 divided by 6,250 cleaning hours in equipment lifetime = 85¢ per cleaning hour

Truck, Van, or SUV

Total cost \$18,000 divided by 6,250 cleaning hours = \$2.88 per cleaning hour

Chemical Expense - \$2,625 annual chemical expenses = \$2.10 per cleaning hour

Maintenance Expense (Equipment) = 36¢ per cleaning hour

Fuel Expenses - 75 miles per day divided by 12 MPG times \$1.35 (Cost of Gas) per gallon divided by 5 hours per day = \$1.88 per cleaning hour



TOTAL OPERATING EXPENSES:

\$8.05 per cleaning hr.

1,250 Cleaning Hours Per Year x \$8.05 = \$10,062.50 per year

OTHER EXPENSES:

Insurance - truck, liability	\$7,000.00
Advertising Expense	5,250.00
Van or Truck Maintenance	2,000.00
Salaries	22,000.00
Miscellaneous	3,000.00
TOTAL OTHER EXPENSES	\$39,250.00

TOTAL EXPENSES FOR YEAR (\$39,250.00 + \$10,620.50) = \$49,312.50

NOTE: Obviously, expenses have a wide variance due to location, facilities, etc. These figures are reasonable for a new business operating out of their own home and handling all of their own administrative functions.

THE PROFIT - PORTABLES

GROSS INCOME (Based on price of .20 per sq. ft.)

\$87,500.00

TOTAL EXPENSES

\$49,312.50

NET PROFIT FOR YOU AND YOUR BUSINESS

\$38,187.50



THE OPPORTUNITIES FOR DIVERSIFICATION

Being a professional carpet and upholstery cleaner is anything but a confining experience. Successful carpet cleaners have entered into many areas to diversify their business by expanding their available services, and Steam Way International has been there with the necessary accessories, supplies, and information to help them. Diversification can provide greater income potential, business growth, and personal satisfaction. Some of the many opportunities open to the professional cleaner are:

- CATASTROPHE AND FIRE DAMAGE RESTORATION
 - WATER REMOVAL AND WATER DAMAGE RESTORATION
 - HIGH PRESSURE WASHING
 - CEILING CLEANING
 - DRAPERY CLEANING AND REPAIR
 - JANITORIAL WORK
 - CARPET AND UPHOLSTERY REPAIR
 - CARPET SALES AND INSTALLATION
 - COMPREHENSIVE DEODORIZATION
 - ODOR CONTROL AND REMOVAL
 - CARPET DYEING, TINTING, AND BRIGHTENING
 - MAINTENANCE SERVICE CONTRACTS
 - INDOOR AIR QUALITY
 - HARD SURFACE FLOOR CARE
 - WOOD FLOOR CARE
 - STONE FLOOR CARE
- ...AND MANY OTHERS...



THE STEAM WAY "TOTAL SUPPORT"™ PROMISE

Steam Way's "Total Support"™ Program is unparalleled in the industry. Here is what you get when you join the Steam Way SelectTeam™ of Professionals:

•**COMPREHENSIVE TRAINING** - When you purchase your cleaning equipment from Steam Way International, you'll get much more than a thanks and a set of keys. Our "TOTAL SUPPORT" program begins with an intensive training program from your local Steam Way Distributor that is guaranteed to help you get the most from your equipment and your business. The Steam Way training program includes complete equipment use and maintenance, how to increase productivity with your chemicals and cleaning technique, and the essentials of marketing, advertising, and management.

•**EXPERIENCE** - Steam Way International has been manufacturing, not just assembling, steam extraction carpet cleaning equipment since 1966. That is over thirty years of knowledge about the carpet cleaning industry.

•**SUPERIOR QUALITY & DURABILITY** - Over 7,000 Steam Way® steam extraction carpet cleaning units have been sold and operating worldwide. Many of our older truck-mounts have well over 10,000 hours of cleaning time logged. There are over 3000 cleaning companies worldwide using Steam Way Equipment and over 12,000 have attended our educational training and/or used our advanced cleaning solutions. We build our equipment to last as well as perform.

•**COMPLETE SELECTION OF CHEMICALS, ACCESSORIES, AND SUPPLIES** - We are equipped to handle all of your professional cleaning demands for equipment, supplies, accessories and chemicals. Steam Way International and its network of distributors carry everything from carpet combs to ozone machines, from door hangers to advertising programs, from cleaning chemicals to a complete line of spotters. We are prepared to ship you whatever you need, immediately!!

•**LARGE INVENTORY OF PARTS** - Orders received before noon are normally shipped the same day for in-stock items. We stand behind every piece of equipment that we manufacture.

•**EQUIPMENT SERVICE DEPARTMENT** - Prepared to answer your questions and to assist you in any way that we can. We provide a toll-free number for customers nationwide. Just dial 1-800-447-8326 and ask for the service department.

•**RELIABILITY IN NEW INNOVATION** - Steam Way is at the fore-front in providing quality and reliability to new innovations in the industry. Steam Way products are fully tested before we put them on the market. Professional carpet and upholstery cleaners can rely on Steam Way for not only the latest developments, but also for Steam Way's well known quality and reliability in those new developments.

•**LOW COST SEMINARS AND WORKSHOPS** - For the continuing education of the professional cleaner, we provide these opportunities for learning to provide the latest in technology and technique. Our seminars and workshops are held around the country to allow everyone the opportunity to attend. Steam Way is an approved certification training school for the Institute of Inspection, Cleaning and Restoration Certification.

•**TOLL FREE TECHNICAL ADVICE ON CLEANING AND RESTORATION** - When you need problem solving advice or just want someone to confirm that what you are doing is right, we are just a phone call away for help with your cleaning and restoration jobs.

•**PRODUCT KNOWLEDGE** - Unlike some suppliers who claim to carry everything, but seem to only know about a few things, Steam Way has a complete line of cleaning and restoration products and can demonstrate how people are making money with them.



CLEANING EQUIPMENT OPTIONS

Truck Mounts

1. **Steam Way 2100 PowerMatic® Legacy Cleaning Plant** **\$15,995.00**
Base Package: 2100 Base Unit, 12" Stainless Steel Scrub Wand, 150' High Pressure Solution Hose, 150' G-Vac Vacuum Hose with Couplers, 50' Water Hose, Two Fuel Tanks, Couplers, Operations and Maintenance Manual

2. **Steam Way 9100LX Cleaning Plant** **\$14,995.00**
Base Package: 9100 Base Unit, 12" Stainless Steel Scrub Wand, 150' High Pressure Solution Hose, 150' G-Vac Vacuum Hose with Couplers, 50' Water Hose, Fuel Hook Up Kit, Couplers, Operations and Maintenance Manual

3. **Steam Way 4200 MasterMatic® Omega Cleaning Plant** **\$12,495.00**
Base Package: 4200 Base Unit, 12" Stainless Steel Scrub Wand, 100' High Pressure Solution Hose, 100' G-Vac Vacuum Hose with Couplers, 50' Water Hose, Two Fuel Tanks, Couplers, Operations and Maintenance Manual (Special Order Only)

4. **Steam Way 6100 Sidekick™ Cleaning Plant** **\$7,895.00**
Base Package: 6100 Base Unit, 12" Economy Stainless Steel Scrub Wand, 100' High Pressure Solution Hose, 100' G-Vac Vacuum Hose with Couplers, 50' Water Hose, Two Fuel Tanks, Couplers, Operations and Maintenance Manual

Portables

1. **Steam Way 900 Ultra-Matic®** **\$5,295.00**
Base Package: Unit, 12" Stainless Steel Scrub Wand, 50' High Pressure Hose, 50'- 2" Vacuum Hose, 50' Drain Hose With Fittings, 50' Fill Hose with Fittings, Solution Mounting Bracket with Solution Container, Faucet Adapter, Operations and Maintenance Manual

With The Purchase of Any Of These Units For The Purpose Of Starting Your New Business, You Receive The Following At No Extra Charge: Complete SelectTeam® Marketing & Management Program, Equipment Operations And Maintenance Training, Steam Way Cleaning & Restoration Procedures Manual with Cleaning Solution Material Safety Data Sheet And Use Section.

Transportation Equipment:

Steam Way stands ready to assist you in securing appropriate transportation equipment such as a van. Whether you choose to purchase your van through Steam Way's Fleet Operations, or secure it from your favorite local dealer we can assist you with requirements, financing, etc. If you are going to start your new business with portable equipment, you can probably get started with a vehicle you already have. New van's price's start around \$22,000.00. Ask your Steam Way representative for more information.



SUGGESTED STARTER PACKAGES

Chemical Starter Kit

Quantity	Part#	Description
1	8935000	5 Gallons MaxPak® Traffic Lane Cleaner
1	9165000	5 Gallons Formula "O" Fabric Preconditioner
2	9091000	1 Gallon Extractionpower HP
2	9041000	1 Gallon Rinse Surfactant 2000
1	9501000	1 Gallon First Response Deodorizer
1	9571000	1 Gallon Onslaught Pet Odor Deodorizer
1	9979999	Deluxe Professional Spotting Kit
1	9861000	1 Gallon Fabricover Plus™ Fabric Protector
1	9061000	1 Gallon Cotton & Wool Prespray
1	9131000	1 Gallon Upholstery Prespray
1	9151000	1 Gallon Upholstery Cleaning Concentrate HP
4	9941000	1 Gallon Formula "D" Acid Rinse Detergent

Accessory Starter Package

Quantity	Part#	Description
1	10-2050	Hydro-Kinetic Upholstery Tool
1	10-9001	Mini Head Hose Adapter Kit
1	4802500	Vacuum Hose Roll-Up Reel*
1	4802501	Pressure Hose Roll-Up Reel*
1	4802301	Aqua-Tank Fresh Water Tank & Chemical Rack
1	4802510	Chemical Storage Rack*
1	25-1127	Truck Pan*
1	4803117	Sahara 1 Turbodryer
1	4804350	Magna-Bright® In-Line Pressure Sprayer*
1	4804308	2 Gallon Economy Plastic Pressure Sprayer
1	4804200	Rotatape MM12 Measuring Meter
1	4807103	Grandi-Groom
1	4802675	High Performance Waste Water Pumping System

Marketing Starter Package

Quantity	Part#	Description
1	7125501	Steam Way Marketing Guidebook
1		SelectTeam® Member Notebook

* - Truck Mount Purchasers Only



APPLICATION AND INFORMATION FORM

Please complete applicable information & return to:
 Steam Way International, 4550 Jackson Street,
 Denver, CO 80216, Fax (303) 355-3516
 If you have any questions, call 1-800-447-8326.

Please type or print legibly.

Name			
Company Name (If Applicable)			
Address			
City, State, Zip			
Phone		Fax	
I/We Are Interested In Learning More About Joining The Steam Way SelectTeam® As A Professional Carpet Cleaner			
Our Interest Primarily Lies In:	Adding To An Existing Business		
	Starting A New Business		
We Are Most Interested In:	Truck Mounts	Portables	Don't Know
The Cities, County, Or Regional Area We Are Interested In:			

Please Send Market Potential Study For This Area	Yes	No
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If you are going to secure your own means of financing, you do not need to fill out the information below. If you are interested in securing financing/leasing, please provide the following information:

Owner Information: Social Security No.		Birthdate	
Driver License No.		State	Exp. Date
Married	Single	Divorced	Number of Dependents
How Long At Present Address:		Rent	Own Lease
Name of Landlord or Mortgage Holder:			
Address			
Monthly Payment or Rent		Market Value If Owned	
Amount of Mortgage		Account #	
Employed By: Name			Address
City, State, Zip		How Long?	
Occupation			
Former Employer:			When?
Salary or Wages:		Would You Remain At This Job?	
Other Income:		Source of Other Income	
Spouse's Income (If Any)		Total Monthly Income	
Spouse's Given Name:			
Employed By:		Spouse Social Security No.	
Bank Account Information			
Name of Financial Institution	Branch Name & City	Type of Account	Account #
Last Car Financed		Balance Due or Date Paid	Monthly Payment
Other Installments/Obligations			
Name and Address of Parents			Relationship
Or Nearest Relative Not Living With Me			
Name and Address of Personal Friend			How Long?
References: Bank, Business, or Trade			
Name	Address	Acct#	
Name	Address	Acct#	
Name	Address	Acct#	
Will You Need To Finance A Van?			

I understand that the signee warrants the truth and accuracy of this information. Steam Way and its selected financial institution are authorized to investigate my credit and to release information about credit experience with me. I hereby authorize any credit reference given to release information to Steam Way International, Inc.

Customer Signature

Date

SELECTTEAM®

Unified Marketing & Management Network

Management Support Mechanisms

- Building Blocks Workshop Updates
- Business Management Forms Book
- Computerized Business Analysis/Projections
- Customized Insurance Programs
- Customized Training
 - Video Training
 - Computer CD-ROM Training

Marketing Support Mechanisms

- Referral Network
- Preprinted Promotional Brochures
- Advertising Slicks, Scripts, and Decals
- National Image/Recognition
- Yellow Page Ads
- Logo'd Apparel
- Van Decals
- Internet Referral Access For Consumers To Find A SelectTeam™ Member In Their Area (Coming in Fall of 2002)
- Cooperative Yellow Page Marketing Program
- Carpet Retailer Seminar (Overhead Or PowerPoint® Presentation)

Professionally Produced Sales Brochures

- Commercial Carpet Planned Maintenance Program
- Protecting Your Family - Cleaning For Health
- Stain & Soil Resistant Protection Program
- 10 Benefits Of Truck Mounted Hot Water Extraction Cleaning
- Pet Odor Problems
- Complete Carpet Care Sales Brochure
- AfterCare Procedures Card
- Area Rug Cleaning Postcard
- Reminder Postcard
- Door Hanger
- Carpet - It Just Feels Better® Brochure
- Restoration Sales Brochure

Why SelectTeam™? Why Now?

- Standardization In Marketing Approach
- Locally Owned, Nationally Supported
- Works Synergistically With Your Existing Marketing Programs
- Franchise Level Support Without Paying Any Royalty Payments Or Franchise Fees



Why Carpet Retailers Should Consider Adding A Carpet Cleaning Division...

Have you noticed the growth of service maintenance contracts? Whether it be for your car, your washer and dryer, your home, your stereo, or almost any important investment you make, service contracts and a continuing commitment to proper maintenance have become the standard for the successful supplier. Consumers expect the company that sells them the product to be able to maintain it for them.

Have you thought about the fact that carpeting is the third largest investment a family will make, other than their house and car? It is now more important than ever for them to maintain that investment. Maintaining a carpet doesn't discourage them from replacing it, instead it encourages replacement.

The competition in floor covering alternatives is stronger now than ever. You may have noticed the trend was away from carpeting, toward other flooring alternatives. One of the most important reasons why, was because the consumer was disappointed in the "performance" of his/her carpets. "How does a carpet 'perform'?", you may ask. What do consumers buy carpet for? Appearance, "feeling", acoustics, decor, longevity. All of these measurements of performance are marred by poorly maintained, "dirty", carpet. Carpet should be replaced with carpet. Carpet has many advantages to hard floor covering.

Now, more than ever, carpet retailers should consider adding carpet cleaning to their services. The reasons add up quickly:

1. Consumers expect businesses to provide "service for what they sell."
2. Maintenance contracts and extended warranty are the wave of the future.
3. Potential carpet manufacturing and installation defects can be rapidly identified and, many times, rapidly repaired before they become a major issue.
4. Consumers are pleased when the sales company provides immediate access to warranty questions and service

5. The carpet retailer is the logical source for the carpet consumer to ask: "How should the carpet be cleaned? Who should I get to clean it?"
6. Consumer surveys show carpet cleaners to be one of the primary sources for information about what kind of carpeting to buy. Not a day goes by that the carpet cleaner is asked: "What kind of carpet should I buy?" Shouldn't you be answering that question?
7. Professional carpet cleaners are now generally regarded as the most knowledgeable source of information concerning the construction, maintenance, and performance of carpeting.
8. Carpeting is an investment that must be maintained to realize its full benefit. You want your customers to get that full benefit? Shouldn't you consider being the company to maintain it?
9. According to Du Pont, 54% of residential carpets are purchased for redecorating purposes, your carpet cleaning technicians can provide answers that will speed up the decision to redecorate.
10. Your cleaning business would contribute to consumer satisfaction with carpeting "performance."
11. One of the primary reasons hard surface floors are usually chosen in commercial applications is because of improper, unprofessional carpet maintenance practices. The best way to convince more commercial buildings to install more carpeting is to demonstrate how professional maintenance will keep the appearance level at its best, as well as extend carpet life.



Why Carpet Retailers Should Consider Adding A Carpet Cleaning Division...

12. Getting started as a professional cleaning company requires a small capital investment and extremely low overhead.
13. You already have access to your potential cleaning customer base —owners of residential and commercial carpets.
14. High profit potential. Net profit returns of a cleaning business can range as high as 55% of total sales. True professional carpet cleaners charge professional prices for professional services. They don't hide their cleaning charges behind "bait-and-switch" prices.
15. Your carpet cleaning services can easily be expanded to stone and ceramic tile care and wood floor care services, making your company the complete sales and service center for all types of flooring.

There Are Many Important Reasons Why So Many Carpet Retailers, Carpet Retail Franchises And Coops And Even Carpet Mills And Fiber Producers Are Adding Cleaning Divisions.

We Can Help You Succeed And The Only Franchise Fees Or Royalty Payments You'll Make Are To Yourself.



STEAM WAY'S COMMITMENT TO THE INDOOR & OUTDOOR ENVIRONMENT

Our top priority is the development, testing, and performance of Steam Way's equipment, chemicals, and training programs. But we also recognize that we have a commitment to the cleanliness and safety of the indoor and outdoor environment. Our commitment to excellence demands that we excel by producing the most efficient and productive equipment and the safest and most effective cleaning and deodorizing solutions. That commitment is extended to an understanding that we have a corporate responsibility to the outdoor environment, both in our own manufacturing facilities as well as in the effect of the equipment and cleaning solutions that our customers are using. Steam Way also recognizes that people spend over 90% of their time indoors. Therefore the environmental quality of the indoor air is just as important as the outdoor environment. Thus, we have also a commitment to being at the forefront of studies and research on indoor air quality.

Steam Way's commitment to the indoor and outdoor environment can be seen in:

- 1) COMPANY MANUFACTURING RECYCLING AND EFFICIENCY PROGRAMS.
- 2) ENVIRONMENTALLY FRIENDLY PACKAGING AND SHIPPING CONTAINERS.
- 3) HEALTHY HOMECARE MARKETING PROGRAM®.
- 4) INDOOR AIR QUALITY RESEARCH, INVESTIGATION AND MITIGATION INVOLVEMENT.
- 5) ENVIRONMENTALLY FRIENDLY CLEANING AND DEODORIZATION SOLUTIONS.
- 6) EMISSION CONTROLLED AND FUEL EFFICIENT CLEANING EQUIPMENT.
- 7) OUR TRUCK MOUNTED EQUIPMENT WAS THE FIRST TO MEET AND EXCEED STRICT C.A.R.B EXHAUST EMISSION STANDARDS.
- 8) WE WERE ONE OF THE FIRST CHEMICAL MANUFACTURERS TO BE IN COMPLIANCE WITH THE CALIFORNIA RIGID PLASTIC CONTAINER WASTE REDUCTION PROGRAM.



THE STEAM WAY
SELECTTEAM REFERRAL NETWORK
HAS BEEN
USED BY...



DIAMOND
CARPETS



Stratton®

S & S

HORIZON Mills

Globaltex

Carpet Mills

ShawMark®carpets



CABIN CRAFTS®
C A R P E T S



QUEEN
CARPETS

Shaw™
COMMERCIAL CARPETS
by Shaw Industries, Inc.

Sutton

B.A.S.F.

3M

Evans Black®

Evans Black Carpets, By Shaw Industries, Inc.

Honeywell
FIBERS

PHILADELPHIA®
Philadelphia Carpets, By Shaw Industries, Inc.



Durkan Patterned
Carpet, Inc.

MOHAWK
Industries, Inc.

NETWORX®
MODULAR CARPETS
A Division of Shaw Industries, Inc.

Solutia®

Salemcarpets®
GALAXY
CARPET MILL

