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ISSUE NO. 10 August, 2008

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MODEL 2906



MODEL 2908

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MODELS

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MODELS

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- 2906 2 motor vacuum, 3 motor turbo vacuum, 3 fragrances, with bill acceptor, vault ready, 260 lbs.
- 2907 2 motor vacuum, 3 motor turbo vacuum, 3 fragrances, without bill acceptor, 260 lbs.
- 2908 2 motor vacuum, 3 motor turbo vacuum, 3 fragrances, without bill acceptor, vault ready, 260 lbs.

ULTRA TURBO-NATOR VACUUM FEATURES:

- 2 lighted push buttons to select between 2 motor vacuum setting and 3 motor turbo vacuum setting

MODELS

- 2905 2 motor vacuum, 3 motor turbo vacuum, with bill acceptor, 260 lbs.
- 2906 2 motor vacuum, 3 motor turbo vacuum, with bill acceptor, vault ready, 260 lbs.
- 2907 2 motor vacuum, 3 motor turbo vacuum, without bill acceptor, 260 lbs.
- 2908 2 motor vacuum, 3 motor turbo vacuum, without bill acceptor, vault ready, 260 lbs.
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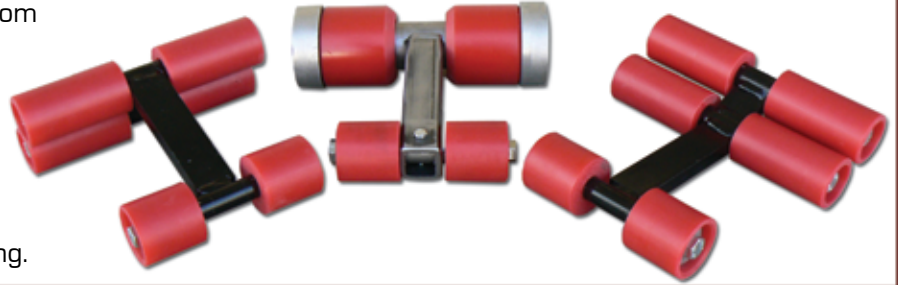
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On The Cover

This issue's cover features Angela Martino. Angie and her husband Dave, reside in Mountville, Pa with their two daughters Ivy (6) and Paige(4). Angie is currently attending Lancaster General School of Nursing. In her free time she enjoys spending time with friends and family or shooting the occasional game of pool.

Angie is featured washing a Harley-Davidson at the new motorcycle wash that was recently built at the Cloister Car Wash of Reading.

We'd like to thanks Mike Mountz of Cloister Car Wash for the use of their facility and helping us create this issues cover.



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QUALITY 5 GALLON PET WASH SHAMPOOS & TREATMENTS



Here we are again, more than half way through another year. It is amazing to us how fast time goes by, but like they say "time flies when you are having fun". Despite the overall state of the economy, price of oil and many other business challenges, we still must maintain our focus on delivering value to the customer.

With their cash tight, customers will always be value driven. Instead of running to the new car lot, people will make their existing cars last a year or two more. To do this they must maintain their appearance. There is no better place to maintain appearance than the car wash. We can provide a service that for a relatively small amount of money can keep that vehicle looking clean and shiny. Of course everyone knows that a clean car always seems to work better!

We must continue to give the customers what they want when they are at our facilities. The last place to save money is on the quality product and service the customer is accustomed to. Take a look at your equipment. Start a preventive maintenance program, replace the small worn out parts before they become a big problem. Change your spray nozzles regularly to conserve water usage. Do the little things that save you both time and money. Your car wash is a large investment so continue to invest in its upkeep to maintain a prosperous future.

We will continue to do our part to help you...

Our customers receive what you are accustomed to by offering value and service. We look forward to seeing many of you in person at the upcoming Fall shows, but remember we are always just a phone call away. We wish you continued success and look forward to being your reliable supplier.

Keith D. Hart
Mike McLarty

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A New Generation of Vacuums

Combination Units Add To Your Bottom Line.

By Jennifer Bender



Bright decals, lighted domes, digital displays, and colorful hoses can all help a car wash get a second look as people rush by. Drivers are attracted to maintained, well lit, and state of the art car washes. They are even willing to pay a little extra and drive up to 10 miles to get the services and features they want.

The days of dull gray vacuums with dreary decals is giving way to a new generation of vacuums - combination units! Whether investing in equipment for a new car wash or upgrading an existing car wash, owners need to be diversified to attract as many potential customers as possible.

Combination units get three to four times as much business as a standard vacuum. Adding

however many customers prefer not to have the distraction in their line of sight or the visual reminder that their car may have an unpleasant smell.

With easy to use equipment and numerous scents available in the marketplace (Pina Colada, New Car, Wild Cherry, French Vanilla, Lemon, and Strawberry) customers can choose the one that is right for them. There are many factors when choosing the right scent for your wash, including demographics and customer profile. However if one scent isn't selling out you can quickly make a change.

Fragrance machines are not just about helping your customer eliminate odors. It's about adding profit to the bottom line. For

Combination units get three to four times as much business as a standard vacuum.

multiple profit features and properly positioning units will increase traffic and profit margins. With low product cost and high margins there is no time better than now to invest.

There are several new combination vacuum machines on the market to help increase customer loyalty and most importantly, revenue – Fragrance Machines & Vacuum, Shampoo & Spot Remover with a Vacuum, and a Tire Shine & Vacuum.

Fragrance machines

Body odor from a hard day's work, pets, and cigarette smoking can take a toll on a vehicle. Hanging an odor eliminator from the rear view mirror can help mask the smells;

example, a JE Adams Fragrance Machine can add a net profit of \$145 per gallon of fragrance formula based off a \$1.00 vend price. Depending on location, operators are likely to see a return on investment within six to twelve months.



Shampoo & Spot Remover

Who hasn't spilled some type of food or drink on their floor mats or climbed into their vehicle with mud or grass on their shoes. In the past, the consumer would have to pay an outrageous fee to detail their cars to have it removed. And hopefully they had time to accomplish this before the stain set in.

continued

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A Shampoo and Spot Remover and Vacuum combination unit can assist a customer in vacuuming up any leftover mess and then quickly shampooing away the stain. Minimal dampness and an easy to use shampoo handle can make this unit a weekly tool for busy families.



With a vend price at \$2.00 for two minutes the net profit for an operator is \$88 per gallon of formula. Once a consumer starts cleaning one section of their vehicle they will most likely want to clean all of their floor mats and carpet. This figure could easily double or triple.

Tire Shine

A Tire Shine & Vacuum unit is the ultimate finishing detail to a clean car. There is no faster way to make a car look like it has been professionally cleaned than to have clean tires, rims, and wheels. A Tire Shine unit provides a high gloss look for tires that is water-resistant. The easy-to-use wand dispenser means your hands won't get dirty and there is no messy application process or towels to throw away. Safe and effective products won't harm your tires or the paint on the car.

The Tire Shine combination unit has a standard vend price of \$1.50 per minute. At \$75 net profit per gallon of cleaning solution, this is a quick and easy machine to help increase your bottom line.

Summary

The most important factor when choosing a combination unit is it needs to be easy to understand and easy-to-use for both the operator and the customer. Have clear instructions and signage to avoid confusion and to encourage repeat usage.

Customers also need to have various payment options available to them to maximize all potential sales and persuade impulse buying. Don't let a sale drive away by not accepting all types of payments, such as bill acceptors, coins, tokens, fleet cards, loyalty cards, and credit cards. Don't lose out on business by limiting what your customers can do or how they can pay. +

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Extrutech Wall Panels Add Customer Appeal

Extrutech Plastics is always ready to assist our customer's creative ideas and, to that end, has developed a design element that makes it easy to create a look that sets your car wash apart from others, and adds to the positive experience for your customers. By adding a little color to your walls, you can tie together the overall design of your building, and equipment, creating a sense of flow through your facility and adding curb appeal for your business. Extrutech offers a number of bright colors that are custom-manufactured to your desired length, up to twenty feet long. This reduces both material waste and installation time.

A bright, clean, well maintained wash will attract more customers...

One important thing to keep in mind when developing the new look of your bays, of course, is the first impression a customer will have of your business. It's a pretty safe bet that a bright, clean, well-maintained wash will attract more customers than a dark, run-down one. And one of the features of the Extrutech panel is its bright, shiny surface, which becomes highly reflective both in the light of day and at night by the lights of your bay, so your bays will always provide extra street appeal that attracts new customers to your wash. Additionally, we've added a high amount of UV inhibitors and stabilizers to protect your investment for years to come.

To get started, determine the final look you want to achieve. It's best if you repeat colors of other objects in the space, or use colors that complement each other, such as different shades of the same color family. Plan out the area on the wall that the color will cover. It's easiest to start with a sketch of the wall to help you lay out a rough idea of the look you want to achieve. After you have a general idea of the layout, mask off an outline of the area on the wall to review the height and width of the area to be covered. Once you are happy with the height and width of the layout, finalize your sketch with dimensions of the color location, as well as the length and height of the wall.



Extrutech will be happy to help you with a layout so that you may get the proper dimensions and, at this point, Extrutech will review the design with you and create a material list to develop costs. If you have a wall with a lot of electrical conduits or piping on the wall, consult with your contractor if these items can be re-positioned over the new panels or left where they are and trimmed around. The panel material will be cut to the size required for your design and shipped to your site when required. You will need a flat, protected area to store the materials away from the wall you will be working on. You may need to prep the walls before you start installing panels. It's best to start with a flat surface, removing any high spots, fasteners, and/or loose material, which may slow down the installation process. Once the wall and your work area are prepped, lay out your pattern on the wall with a black marker or masking tape.

Next, install the trim pieces that match your panel colors; this will form the outline of the area the panels will cover. You will be using the same type of fasteners for both the trims and panels (see Extrutech's web site for Installation Instructions on the type of fasteners to use). Install the first piece of color-matching H-Bar trim that will *(continued...)*

form the bottom boarder of your accent color. This can be installed with fasteners every 16"-24" apart along the top fin on the H-Bar. (Later, fasteners will be installed through the lower nailing fin of the H-Bar as you install your lower wall panels). At this time you can also install the first section of J-trim that will run along the bottom of the wall with the open end up, so it can receive the wall panel. A thin bead of clear silicone caulk can be applied on the long side of the J-Trim to provide a waterproof seal. With a couple of fasteners, position the J-trim along the bottom of the wall. Additional fasteners can be installed with the lower wall panels, attaching both to the wall with the one fastener as you install the panels.

To keep your Extrutech panels looking shiny and clean, you will not have to use the caustic acids that are often needed to clean other types of surfaces, helping both to reduce the amount of chemicals you must come in contact with and expose to the environment. When properly maintained, the rigid PVC maintains its original profile and gloss. When cleaning our panels, we recommend a mild detergent or soap scum remover. You may also use a low-pressure washer, mild soap, and a soft cloth. Formula 409 or any other multi-purpose cleaners, as well as tub & toilet bowl cleaners also work well. Whatever you decide to use, make sure it is PVC-compatible by performing a small spot-test. Use of abrasive cleaners is not recommended. For commercial cleaners, please visit our web-site for suggested manufacturers.

When properly maintained, the rigid PVC maintains its original profile and gloss.

Now, begin installing your lower wall panels, positioning each panel on the wall and checking that they're plum. Keep 1/4" clearance in each of the trims to allow



for any expansion of the panels. You may need to pre-drill holes for fasteners and apply adhesive to back of Extrutech's wider panel. Next, fasten the panel to the wall using the recommended fasteners, every two feet and through the install trims at the top and bottom of the panel. Repeat the panel and trim installation as you proceed along the wall.

Your colored panels may now be installed above your colored H-Bar in the same manner as you installed the lower panels, to the height you require. Another colored H-Bar will be used at the top of the colored panels that can be installed the same way the lower H-Bar was, with fasteners to hold it in position while the colored panels are installed, checking that it is level and plum as you proceed.

The uppermost area of the wall may now be covered in the same manner as the lower section of the wall. Starting at one side, the trim can be installed that will butt up to your ceiling or finish off to the top of the panels. Install the upper wall panels as you did the lower panels, checking they are plum before fastening, as you proceed along the wall. See Extrutech's Installation Instructions for more details on wall panel installation.

Extrutech panels have a class "A" fire rating, and incorporate physical characteristics that make them very suitable for the type of environment found in the car wash industry. The panels are available in both 12 and 24 inch widths, and feature a tongue-and-groove design that reduces moisture penetration. A nailing fin is located along one edge, so the fasteners used on the fin will be concealed by the next panel. The panels do not support mold or mildew per ASTM D3273 and D3274, and also



Extrutech's colored panels provide a bright product alternative, while creating an eye-catching design, adding a little curb appeal and making business a little greener in your corner of the world.

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Modern Coin BOX Options

Choosing the Ideal Coin Box for your Bays.

By Mike Lefever, Kleen-Rite Technician



Coin boxes are a crucial component for every self service car wash bay. This is how the customer makes their payment and selects which function they wish to use. This issue we're going to discuss some of the different options currently available when selecting coin boxes for your car wash.

The most fundamental component is the box itself. Coin boxes come in two basic styles: vault-ready and coin-drawer. Coin-drawer style boxes have a drawer in the box itself to hold the coins. The security of this type of box varies depending on what type of locking mechanism and locks are used, but most coin drawers can be made more theft-proof with the addition of optional lock bars that allow you to add a padlock in addition to the inherent locks on the coin drawer.

The goal is to make the coin box easy for your customer to understand, and convenient for him to spend money.

Vault-ready boxes don't have a coin drawer on the box itself, rather the coins are usually piped to a remote vault. These vaults are generally more secure than coin-drawer style boxes and usually have a higher coin capacity, but installation is more involved since pipes must be run through the wall from the coin boxes to the vaults.



Another good, viable option for vault ready style boxes is to install a central vacuum system that sucks the money out of the coin box and takes it back to a central secure vault in the equipment room. Depending on circumstances the coin vacuum system is probably the most safe and convenient method of coin collection, but it is also more expensive and more complicated (both for installation and maintenance) than coin drawers or traditional vaults. Newer systems of this type are able to vacuum up bills from in-bay bill acceptors as well as coins, making for a nice comprehensive solution for cash management.

All coin boxes have three critical components in them: coin acceptor, selector switch, and timer (some systems have the timer in the equipment room, but for the purposes of this article we are considering the timer as a coin box component). As with the boxes themselves, there are many choices for these components. Let's discuss some of the different options for each, starting with coin acceptors.

The two principal categories of coin acceptors are electronic and mechanical. Mechanical acceptors don't require power to operate and count the coins using a mechanical trip-switch. Electronic acceptors use various electronic means to distinguish the different coins and give the proper credit for them.

Mechanical coin acceptors are easier to wire in to a system and cheaper, but they aren't as good at distinguishing different coins and don't offer the versatility of an electronic acceptor when it comes to handling multiple different coins. Mechanical acceptors are rarely found in modern coin boxes. *(continued...)*

Electronic coin acceptors are pricier than mechanical acceptors, but are much more reliable and versatile than their mechanical counterparts. Electronic acceptors can be had that will take anywhere from 1 coin to 5, 6, or even more different coins. These acceptors provide the flexibility for the operator to take coins other than just quarters. Many operators today dispense and accept tokens and/or dollar coins as well as quarters. Some of the advantages of tokens are that they provide a measure of security since there isn't as much cash in the bays, and they open up opportunities for promotions that aren't available to an all-cash operation.

In addition to coin acceptors, more and more operators are offering alternative payment options in their bays. Dollar bill and credit card acceptance is becoming more prevalent every day. Both offer many advantages over coin-only setups. First and foremost is increased average sale. Bill acceptors make it much easier to add a dollar or even five



dollars worth of time compared to plugging in quarters, and since the coin boxes do not give change, if a customer uses a five dollar bill they are buying five dollars worth of time. Credit card acceptance also increases revenue. Since most in-bay credit card acceptors use a count-up system where rather than selling a pre-set amount of time, the bay operates until the customer tells it to stop, customers have less of the feeling of "fighting the clock" while washing, leading to longer wash cycles and increased income.

There are other advantages as well. Customer convenience is key. The easier we make it for them to spend money, the more of it they will spend. Inserting a couple one dollar bills or a five, or swiping a credit card, is much more convenient than going to a changer and getting a bunch of quarters and bringing them back and plugging them in the coin box. As well as being more convenient for the customer, on a busy day this can decrease down-time in the bays. The time a customer spends going to the changer and bringing his quarters back is time when your bay is sitting idle. This may not seem like much, but on a busy weekend when all your bays are in use this can really add up.

IN-BAY Air Shammee

TOUCHLESS HANDHELD VEHICLE DRYER

3rd most profitable function on the selector switch!



Optional Fan Tip







Customer Service & Sales
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Operators have expressed concerns about having bills in the bay, fearing they will lead to increased break-ins. While this is a viable issue in some areas, use of high-quality locks and lock bars reduce the risk greatly. Modern central coin vacuum systems also offer the ability to have the bills pulled into a safe in the equipment room, making this a non-issue if you install such a system. Another concern is how well the equipment will hold up in a wet car wash environment, but modern bill acceptors and card readers are built for just such an environment and hold up extremely well in the moisture.



The next key component in the coin box is the selector switch. The traditional rotary switch is still the most popular. They're available in 8, 10, and even 12-position varieties. These switches have been a staple in self serve bays for a long time, so there's not really much to discuss. They're simple to install and replace, inexpensive, and reliable.

The alternative to the rotary switch is to go with a push-button selector. Push buttons can be more visually appealing than rotary switches, and can sometimes allow you to offer more functions, but they have their disadvantages as well. They can be considerably more costly than rotary switches, and they're more complicated than a rotary switch. Some operators also feel they're more prone to failure.

The last major component that's found in every coin box is the timer. The most basic timer is just a device that counts coin pulses and when a certain number of coins have been inserted turn the bay on for a set amount of time. Most modern coin boxes, however, use much more sophisticated digital read out timers with a host of features available. The digital read out is a must if purchasing new coin boxes. It allows the customer to see how much time is remaining in their wash cycle, making it easier for them to add more time without restarting the bay from scratch. These timers generally have a last coin alert feature as well, which serves the same purpose, alerting the customer when time is running out. There are other options available such as bilingual displays and even talking add-ons that tell the customer how to use the coin box vocally.

There are obviously a lot of decisions to make when choosing which coin boxes to purchase. The goal is to make the coin box easy for your customer to understand, and convenient for him to spend money. As always, if you have any questions, give us a call here at Kleen-Rite. ✦

Customize your Vending program

Get more from your 3 column Drop Shelf Vending Machines! They are totally customizable with Kleen-Rite's FREE Decal Program!

ELECTRONIC VENDER:

- LED display
- Adjustable from 25¢-\$9.75
- Built in vend counter, non-resettable, one touch display
- Motorized drop shelf, no handles to push or pull
- 24V AC power input
- 3 Coin Acceptors choices
Sensortron
MA800 Accepts Coins & Tokens
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This highly visible, full color decal comes standard with these three top selling vending items!



Create your own product selections with easy peel-and-stick overlay decals! Also change pricing on each item with overlay price stickers!



Or fill the entire machine with your top selling product. Having multiple machines can ensure that your venders don't run empty!



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TROLLEY TOURS



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Wednesday, November 12th, 2008

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All aboard the trolley car for a complete in depth tour of the entire Kleen-Rite operation, including our own carwash.

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Take your time wandering the Expo floor area with over 75 manufacturer's booths set up to meet and discuss your operation.

Discover what's new in ever changing products and equipment designed specifically for today's carwash.



Kleen-Rite Corp. is located in Columbia, Pennsylvania.
In Beautiful Lancaster County, the heart of Amish Country!



ONE ON ONE



Meet one on one with any one of Kleen-Rite's Technicians to discuss solutions to any of your carwash questions.

FREE LUNCH BUFFET



We won't let you go hungry while you're here! A free buffet will be available for everyone throughout the day!

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ATTENDEE REGISTRATION



I will be attending the **FREE** Kleen-Rite Expo and Training Seminar Day in Columbia, PA.

Wednesday Nov. 12, 10 am- 3 pm



Name:	
Company Name:	
Customer #:	
Address:	
State:	Zip:
Phone #:	
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Please list the names of all attendees who will be accompanying you to the expo.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Please fill out the entire registration form and mail or fax it back to

Kleen-Rite Corp.
Attn: Expo Staff
P.O. Box 886
Columbia, PA 17512
Expo Fax # 800.446.0495



The useful life of soft cloth in a car wash depends on many factors that vary from car wash to car wash. Most of these factors are either out of the control of the operator or are very expensive for the operator to address. For example, the region of the country you are located in will likely effect the performance and useful life of your cloth - those washes in climates that experience extended periods of snowfall can expect a shorter useful life from their cloth as compared to washes in milder climates (this is due to the temperature extremes and the presence of large amounts of salt and other heavy debris on vehicles). Also, the type of water supplied to your wash (hard or soft) can impact the performance of and useful life of your cloth. Another factor that will impact the useful life of your cloth is the PH level of the water in your wash. Some operators are forced to use a reclaim system by their local municipality. Reclaimed water normally carries a higher PH than most fresh water supplies. The higher PH over time can breakdown the cloth faster. Even though there seems to be a lot of factors that are difficult to control that are impacting the useful life of your cloth, don't despair because there are a couple of things you can control that will significantly improve the useful life of your cloth. Below, we have attempted to identify those factors affecting the useful life of your cloth that are both the most common and the easiest to influence or change.

1. Lubrication: By far the most important factor in determining the performance and useful life of the cloth in your car wash is the quality and amount of soap you are using. Seems like an obvious observation, right? You would be surprised at how many operators miss this point. Soap performs two essential functions in your wash -first, it breaks down and loosens the dirt on the surface of the cars you are trying to clean; and second, it acts as a lubricant and a buffer between the car's surface and your cloth. In this way, soap not only makes it easier to clean the cars surface but it also reduces the amount of friction between the cars surface and your cloth. By reducing this friction you can reduce the wear and tear on your cloth and increase its useful life. The bottom line is your cloth will clean better, last longer and cause less damage when it is lubricated properly. We recommend applying a high quality soap directly to the car before it comes in contact with any cloth. In addition, you should also be applying soap directly on the cloth itself. Consult with one of Kleen-Rite's soap experts to make sure you are using a product that will lubricate and not just "suds up". Foaming agents put on a nice "show" but generally do not provide proper lubrication.

Proper Maintenance and Operation of Cloth Brushes

2. Brush Speed (RPM's): For those operators who can adjust the speed of their equipment, generally, the faster you spin a cloth brush, the faster it will wear out and the greater the risk of damage. Some operators believe the faster a brush spins, the better the cleaning action - this is only partly true. With increased cleaning action comes increased risk of causing damage. Check with your owners manual or equipment manufacturer to determine the recommended speed of operation.

3. Screening cars that enter your wash:

Every car should be inspected before it is allowed in your wash. Vehicles with excessive amounts of rust, vehicles with loose bumpers, loose moldings, protruding license plates and vehicles with plow or tow accessories should be reviewed to determine if you are willing to accept the risk of damage to both the car and your car wash equipment. These vehicles can adversely impact the useful life of your cloth brushes due to the increased wear and tear on the material.

4. Periodic inspection of cloth brushes:

Cloth brushes should be inspected on a regular basis - preferably once a week. Other times that are ideal for inspection are rain days or days

when the car wash is otherwise closed. When inspecting a brush, the operator should be looking for worn or torn cloth as well as anything unusual entangled or embedded in the cloth such as excessive oil, tar or other contaminants. When it comes to cloth brushes, an “ounce of prevention” is definitely worth a pound of cure. Cloth should be

(continued...)



PUMPS ACCESSORIES &



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PERFORMANCE
UNDER
PRESSURE
GIANT

GIANT

HIGHER QUALITY LONGER LIFE

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REGULATORS



Turbo-Laser



SHUT-OFF GUNS

replaced when you can see a significant amount of fraying or tearing along the tips. Excessively worn or torn pieces of cloth should be replaced immediately. These pieces are not cleaning effectively and are increasing your risk of damaging cars (a frayed or torn piece of cloth is much more likely to catch or grab a wiper blade, antenna or loose molding). Cloth that has oil, tar or other contaminants embedded in it should be cleaned. To clean your cloth you can use any commercially available water based de-greaser. Also, mild paint thinners, commercially available detergents or carpet cleaners can be used to remove most types of stains, mildews and debris. Just place the solution on the cloth, allow it to sit for a few minutes and then hit it with a hose or air gun. Heavy stains may require additional soaking or scrubbing with a mild brush. Note, avoid using cleaning agents that contain acids or other corrosive agents - as



they will break down and eat away at the cloth. Non fade, polypropylene-based cloth (offered through Kleen-Rite) will not be adversely effected by de-greasers, detergents or paint thinners. Polyester based cloth, the type that eventually fades, also can be cleaned with these types of detergents; however, it most likely will accelerate the "fading" process. Again, if you are using generous amounts of a high quality soap and rinsing with lots of water, your cloth should remain pretty clean and free from most oil, grease or other debris.

5. Know when to replace: Even the most experienced and conscientious operators eventually have to replace their cloth. Don't wait until the last minute to replace your cloth (when you have a series of damage claims or you start to lose customers because you are not doing a good enough job of cleaning their cars). As mentioned before, excessive amounts of fraying and tearing at the tips of the cloth is a good indication it needs to be replaced. Another way to gage the wear is by the length of the cloth. As cloth wears it becomes shorter in length. A good rule of thumb, cloth brushes should have 3" to 6" of crush (crush refers to the portion of the tips of the cloth that remain in contact with the cars surface). Once you fall below 3 or 4" of crush, you are not properly cleaning the cars and the worn, frayed ends of the cloth are more likely to cause damage. ✦

Save On Shipping Costs! Easy as 1-2-3



1. Buy 200 lbs or more to take advantage of UPS hundred weight shipping discounts. UPS offers a discount for multiple packages shipping the same day to the same address. Order over 200 lbs of merchandise and save on shipping from 15-35%! Ask your salesperson for the total weight of your order.

2. Many cases of vending supplies can be bundled together to help you save on shipping costs. Your salesperson can help guide you to understand what quantities of supplies can help reduce your overall shipping costs.

3. Shipping to a business address instead of a residence saves you money. Both freight carriers and small package services charge additional fees for residential delivery. Ship to a business address to see more savings. But of course the best way to save on shipping is to pay no shipping costs at all! Get free shipping when you purchase a full pallet of soap. We will ship your pallet anywhere in the continental United States absolutely free. Top off your pallet with vending supplies for even more savings.

For your convenience

Lift gate service is free to most direct destinations from our select freight carriers. All orders containing 30 gallon and 55 gallon drums will be shipped with a lift gate for your convenience unless you request otherwise. Lift gate delivery may slow the arrival of your shipment a few days due to resource constraints at the carrier's terminal so please plan your stock accordingly. ✦



Tradeshow SCHEDULE

Kleen-Rite is hitting the road this Fall.

We will be exhibiting at various regional trade shows this season.

We hope you come to one of the shows & stop by our booth.

Below is our trade show schedule, we hope to see you there!

Sept. 14-17	South East Car Wash Convention <i>Renaissance Hotel, Atlanta, GA</i>
Sept. 22-24	Western Car Wash Convention <i>Bally's on the Strip, Las Vegas, NV</i>
Oct. 19-21	Midwest Car Wash Convention <i>Renaissance Hotel, Schaumburg, IL</i>
Oct. 27-29	Northeast Car Wash Convention <i>Borgata Hotel, Atlantic City, NJ</i>
Nov. 12	Kleen-Rite's "Learn More, Earn More" Expo <i>Kleen-Rite Corp., Columbia, PA</i>

WATCH OVER YOUR CAR WASH ANY TIME, ANY WHERE



PG BASED SECURITY SYSTEMS
8 and 16 camera and channel DVI packages available



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KLEEN-RITE CORP.

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Tire Foam**
18 oz.



6 per case

AR14900

Extreme Tire Shine
22 Ounce Foam



6 per case

AR78004

**Extreme Tire
Shine Gel**
18 oz.



6 per case

AR77960

Extreme Tire Shine
15 oz. Aerosol



6 per case

AR77958

Tire Foam
20 oz.



12 cans per case

AR40320

Retail Classics



**Multi-Purpose
Cleaner**
20 oz. Trigger

12 per case
*CASE ONLY

AR30200



**Leather
Protectant**
16 oz.

6 per case.

AR78175



**Tuff
Stuff**
22 oz. Aerosol

12 per case

AR71153



Detailer
16 oz.

6 per case.

AR78173

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6 per case
25 per pouch



Cleaning Wipes
AR78434



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Exterior Detailing Wipes
AR78433

Boost Your Sales In Vending!



Protectant Sponge
VS10800
100/case



4oz. Protectant
AR13040
24/case



Cleaner Sponge
AR30800
100/case



4oz. Tire Foam
AR40040
12/case

Armorall Wipes 24 Piece Floor Display

Display Contains:

10 Tubs of
Protectant

6 Tubs of
Glass Cleaner

4 Tubs of
Cleaning Wipes

4 Tubs of
Leather Wipes

AR11367



**In Our Business
Time Really Is Money!**

ULTIMATE TIMER

DMD2002



BAY TIMER

DMD300

- 4" numbers
- Two coin acceptor inputs
- One timed output
- Last minute warning
- Bonus time, common courtesy time
- 12 1/4 x 8 x 2 stainless steel enclosure



- Giant 3" x 12" dot matrix L.E.D display
 - Water tight stainless steel enclosure 9 x 8 1/2 x 1 1/2
 - Programmable, moving sign board type display
 - Programmable weekly or daily specials
 - All standard features plus many more
 - "More coins needed" prompt eliminates complaints
 - "Last minute warning" horn output
 - Inventory manager keeps track of many timer functions
 - 24 hr. real time clock controlled secondary output
 - Remote turn on of timer output
- Built in sun switch, light control feature

DIXMOR

CAT PUMPS®

Preventive Maintenance



Check-List

Check	Daily	Weekly	50 hrs.	500 hrs.*	1500 hrs.**	3000 hrs.**
Clean Filters	X					
Oil Level/Quality	X					
Oil Leaks	X					
Water Leaks	X					
Belts, Pulley		X				
Plumbing		X				
Initial Oil Change			X			
Oil Change				X		
Seal Change					X	
Valve Change						X
Accessories					X	

* If other than Cat Pumps special multi-viscosity ISO68 oil is used, change cycle should be every 300 hours.

** Each system's maintenance cycle will be exclusive. If system performance decreases, check immediately. If no wear at 1500 hours, check again at 2000 hours and each 500 hours until wear is observed. Valves typically require changing every other seal change.

Duty cycle, temperature, quality of pumped liquid and inlet feed conditions all effect the life of pump wear parts and service cycle.

**Remember to service the regulator/un-loader at each seal service and check all system accessories and connections before resuming operation.

Touchless CLEANING

with Doug "The In-House Soap Specialist"

In this industry one of the toughest things to do consistently is produce a clean car in a touchless automatic wash. The reasons for this vary, from cars that have not been washed in a year to chemicals that are not designed to be used in a touchless environment. Some of these you cannot control and as many operators know there are different times of the year producing a clean car gets increasingly difficult. Let me attempt to shed some light on the problems we all face.

choose chemicals that are capable of cleaning both types of soils...

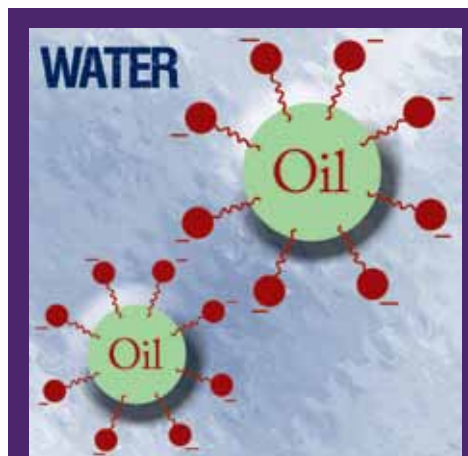
There are two types of soils that you are trying to clean, the first is water loving soils (pollens, dust, salts) and the second is oily soils (tree sap, tar, road oil). To clean these two types of soils there are three types of cleaning agents. The first is reactive type cleaners (Acids, and alkaline) the second is bonders (phosphates) and the third is associators (surfactants, and solvents). The reactive cleaners are the lo and hi ph products that most touchless washes use to hit the widest range of soils. Lo and Hi ph reactive cleaners clean by exerting their energy on the soils causing the soil to leave the surface of the vehicle and the energy for removal always increases with the addition of heat. Bonders or phosphates work by changing the positive charged soil to a negative charge and pulling it off the surface with help from the flow of water. And the third type associators (surfactants, solvents, terpenes) are best at cleaning heavy oily soils by convincing the oil that it would rather leave the surface on its own accord (the energy comes from within the soil).

There are two other variables that contribute to cleaning and that is geography and temperature. Geographically there are different periods of time where the type of soils you are trying to clean change. I point to the times where an operator finds they

are able to clean cars and periods where it appears that they are leaving a film on the car. What changed? The answer is the soils you are trying to clean have. As an example during the times you are producing a clean car it is most likely that the soil is the water loving type with a light coating of oil and you are dialed in for that type of soil. Now during the times where washes appear to be leaving a film on the surface of the vehicle most likely you are experiencing a period of heavy oily soil and not setup to clean it completely. A major misconception is to increase the amount of chemical and heat in an attempt burn it off the surface. This accomplishes nothing but increased aggravation, chemical cost and electricity bills. So as an operator it is imperative to understand these periods of change and to adjust to them.

The first thing is to choose chemicals that are capable of cleaning both types of soils, so that during times of high pollen, dusty and heavy bug conditions lo and hi ph cleaners at a temperature of 120 degrees work best. But during the times where it appears that you are leaving a hazy film on the car after washing these are the times where you need to rely on the surfactants and solvents in your chemicals to do the brunt of the work. During these times of heavy oil on the surface of the car turning down the heat on the

chemicals will work the best due to the fact that the solvents and surfactants do not need heat to do their job. In fact what is occurring with the high temp and hi, lo ph combination is that you are setting the oil on the surface by scorching the outside layer and blocking the solvents and surfactants from doing their job. So as you can see being in tune with the soil conditions in your area is half the battle and adjusting to those changing conditions may be as easy as turning down the heat on your presoak. Here at Kleen Rite we offer a variety of Touchless cleaning solutions at an affordable price. Give us a call for all your car wash needs. †



A micelle - the lipophilic ends of the surfactant molecules dissolve in the oil, while the hydrophilic charged ends remain outside, shielding the rest of the hydrophobic micelle

Happy Washing! *Doug* "The In-House Soap Specialist"

AMETEK NEW INFIN-A-TEK BRUSHLESS DESIGN

Currency Retrieval Machines, Hand Held Dryers, and Other Car Wash Applications



KEY BENEFITS OF THE INFIN-A-TEK? INCLUDE:

- 5,000 hours of operating life
- No carbon brushes to change, hence minimized downtime
- Ideal for continuous duty applications
- Exceptional performance (up to 750 air watts, 300CFM at 3" orifice as per ASTM testing) compared to other brush and brushless motors
- Speed control capability

THE GEN II INFIN-A-TEK REPRESENTS THE MOST ADVANCED BRUSHLESS MOTOR-BLOWER FOR VACUUM APPLICATIONS CURRENTLY AVAILABLE IN THE MARKETPLACE.

PLEASE CONTACT KLEEN-RITE CORP FOR MODEL NUMBERS AND PERFORMANCE DATA.

THE KLEEN★TEAM

Heather Lehman

Order Puller

I started at Kleen-Rite in 1996 as an order packer. I then moved on to pulling orders from stock. I also take care of any returns and whatever else comes up that needs to be done.

I live in Columbia, PA. I enjoy spending time with my two children Shania (12) and Jarrid (10). We also have a puppy named Lilly. In my spare time I enjoy going to the park, watching the Phillies, riding bikes and enjoying the kids while they are still young.

All of us here at Kleen-Rite want to thank Heather for her years of service and for helping build the company into what it is today.



Q&A

What is titration?

A: Titration is the process by which you check the final dilution that you are applying to your Hi and Lo Ph products. Soap manufacturers have test kits available that include a collection vial, mixing vial, indicator solution and titration solution. Titrating involves collecting a measured sample in the bay area of your wash with the collection vial. The measured sample is then transferred into the mixing vial and one to two drops of the indicator solution is added. Begin adding the titration solution one drop at a time while swirling the sample and counting the number of drops till the sample turns the desired color (varies based on test kit used). The supplier of the soap you are using should be able to supply you with titration numbers.

Why do I need to titrate and how often should it be done?

A: As a car wash owner controlling cost while producing a clean car is vital to running a profitable business. Titrating your chemicals insures that they are being applied at the proper dilution allowing them to perform at their best in the most cost effective manner. You should titrate at least twice a year to insure your equipment is working properly or anytime you change to a new chemical.



Will a titration test tell how strong my chemicals are?

A: Yes and no. The test will tell you at what dilution ratio you are applying the chemical at but not the PH level of the chemical being applied. In order to test the PH level you would perform a PH strip test.



Available From Kleen-Rite Corp.
800-233-3873



How To CHANGE Your Vac Motor Brushes

Procedure for changing carbon brushes.

Model 116336

For Model 116336:

- Disconnect any motor from the power source before attempting any repair.
- Remove the cooling fan cover.
- Place a standard screw driver at a 45 °angle on the brush lead terminal and gently tap the flat-brass terminal out of the slot between the brush nylon and the brass tube.
- Remove the brush clamp screws with a Phillips screwdriver.
- Re-insert the brush clip between the nylon and the brass of the new brush and push in straight by hand. Use needle nose pliers to gently seat the clip. For the units with a blade terminal on the brass sleeve of the brush mechanism, push the connector on to the terminal.
- Place the replacement brush onto the comm-end bracket, making certain the positioning post on the bottom of the nylon is placed in the appropriate slot on the bracket.
- Reassemble the clamp and install the screws.



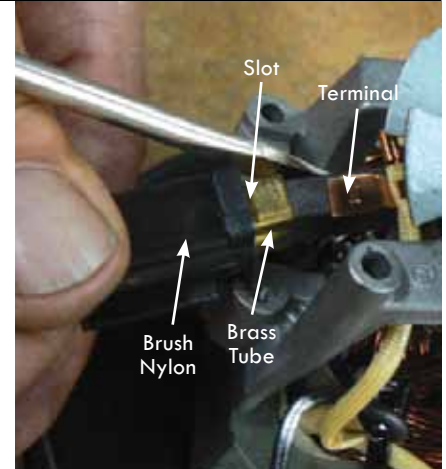
Use a regular screwdriver to pry loose the fan cover.



Remove the cooling fan cover.



Remove brush clamp screws with a Phillips screwdriver.



Gently tap or push the flat-brass terminal out of the slot between the brush nylon (plastic casing) and the brass tube.



Take your new replacement brush and push the flat-brass terminal into the slot between the brush nylon (plastic casing) and the brass tube.



Place the replacement brush onto the comm-end bracket, making certain the positioning post on the bottom of the nylon is placed in the appropriate slot on the bracket. Reassemble the clamp and install screws.



Pop the cover back on.

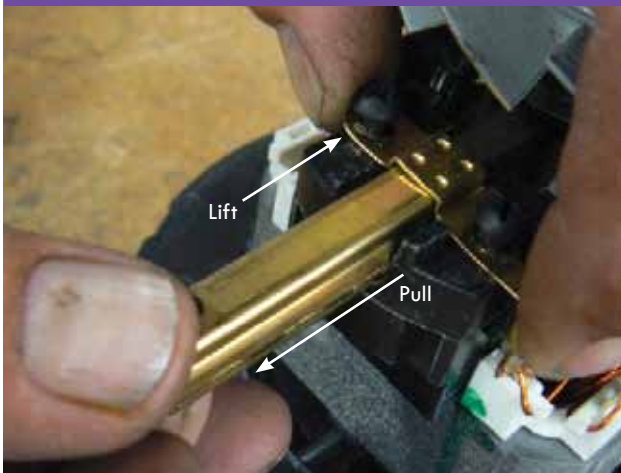
Model 119414



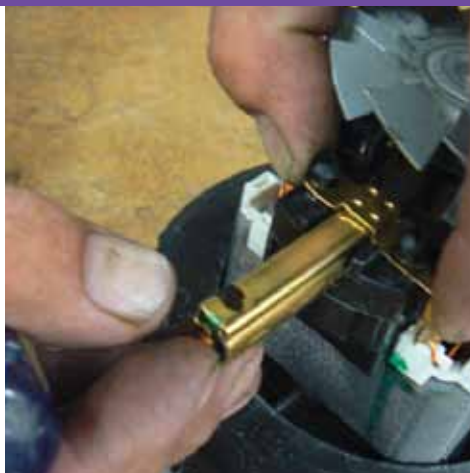
Reach underneath the cooling fan cover and pull out and up to pop off the side catch, spin it around and do the same to the other side.

Lift up to remove the cooling fan cover.

Loosen brush clamp screws, you don't need to remove them all the way.



Lift up on the field terminal and pull the old brush out.



Insert your new replacement brush, making certain the positioning post on the bottom of the brass is placed in the appropriate slot on the bracket.



For Model 119414:

- Disconnect any motor from the power source before attempting any repair.
- Remove the cooling fan cover.
- Loosen the brush clamp screws enough to disconnect with the field terminal and remove the old brush.
- Install the new brush making certain the positioning post on the bottom of the brass is placed in the appropriate slot on the bracket.
- Tighten the clamp screws and make certain the clamp terminal is connected to the field terminal. Do not over-tighten!

WAIT! WE'RE NOT FINISHED YET!

- Ametek recommends running the motor at half voltage for 30 minutes to properly seat the new brushes to the commutator face. This will enhance the performance and overall life of the brush. If a variac or other voltage control device is not available, two motors may be run in electrical series. Connect one lead from each motor, using a wire nut. Connect the other two leads to the power source.
- After running the re-brushed motor for 30 minutes at half voltage, it can be run again at full voltage.

THE SELF-SERVE PRODUCTS OF ERIE BRUSH

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QUALITY TOWELS



Super Nozzle®



All Arounder®



Tri-Level Brush™



BROOMS



**ROUND
FOAM MASTER®**



Wheel Wizard®



Multi-Tasker™



**Wood & Plastic
Block Brushes**



VACUUM HOSES



TRUCK WASHER™



Spokers™



Hi/Lo SOFT SIDER™



CHEMICALS



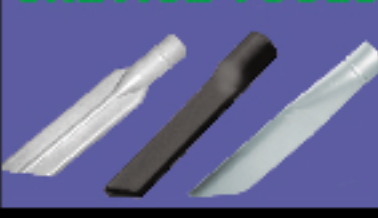
Double Header™



**Long-Handled
Brush**



CREVICE TOOLS



MITTS



CUFFS



HANDLES



ACCESSORIES



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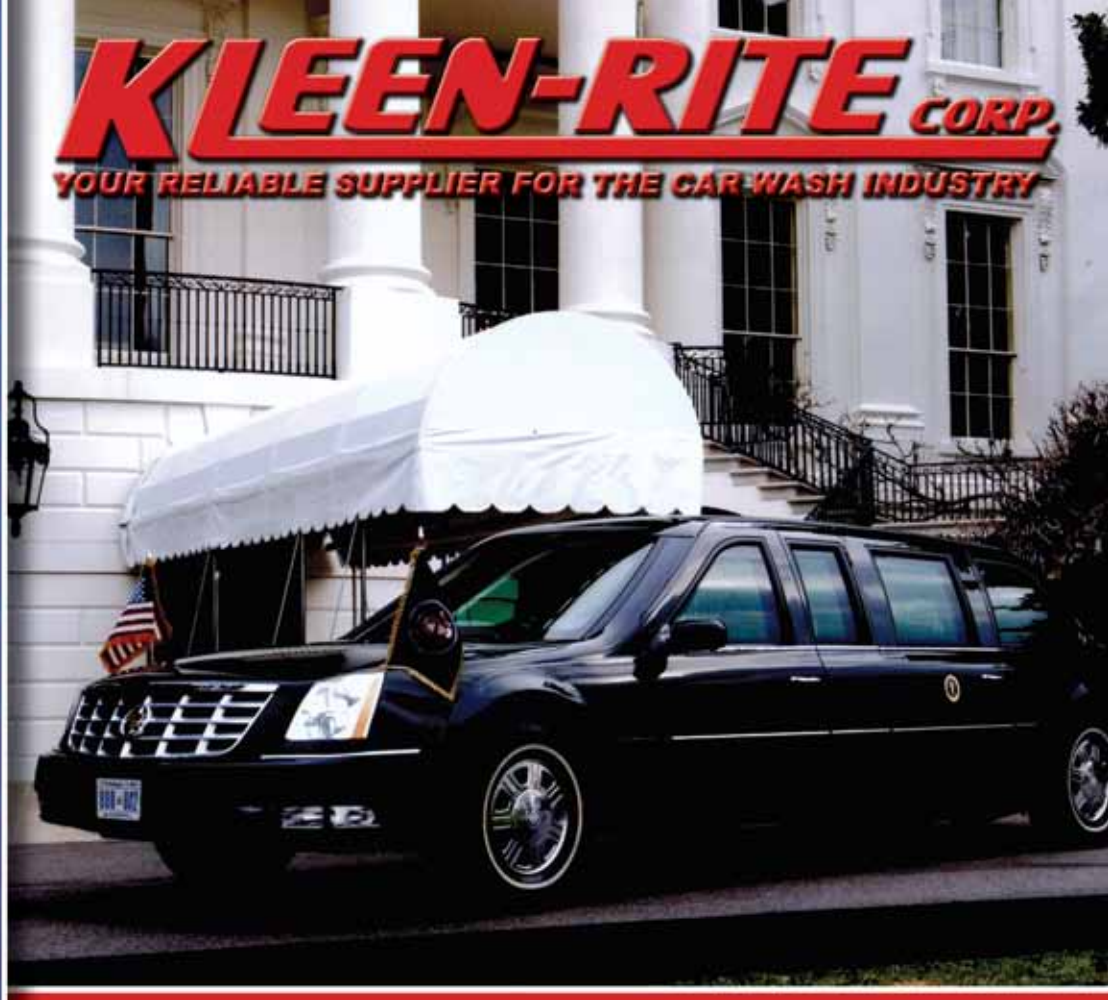


**President of
the United States
another
Kleen-Rite Customer**

This past Spring Kleen-Rite was contacted by the Secret Service to provide car wash equipment for the cleaning needs of the Presidential Limo.

After in-depth consultations to determine the needs of the car wash facility, Kleen-Rite provided them with complete Self-Serve Start-Up Packages. The packages included everything from pumps, booms, guns, foamy brushes, hoses, chemicals and more.

They converted two bays of their car servicing area into self-serve car wash bays where they will handle the cleaning of this and future President's cars personally.



KLEEN-RITE CORP.
YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

MARS VALIDATORS



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7000 CHAMBERS HWY. #100 FPO 1120 0101
30000 DORSETT, VT

MARS2412

\$1 and \$5
300 Bill, 24 volt
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Detailing the Engine Compartment

by Harry Arseniu, National Automotive Chemical

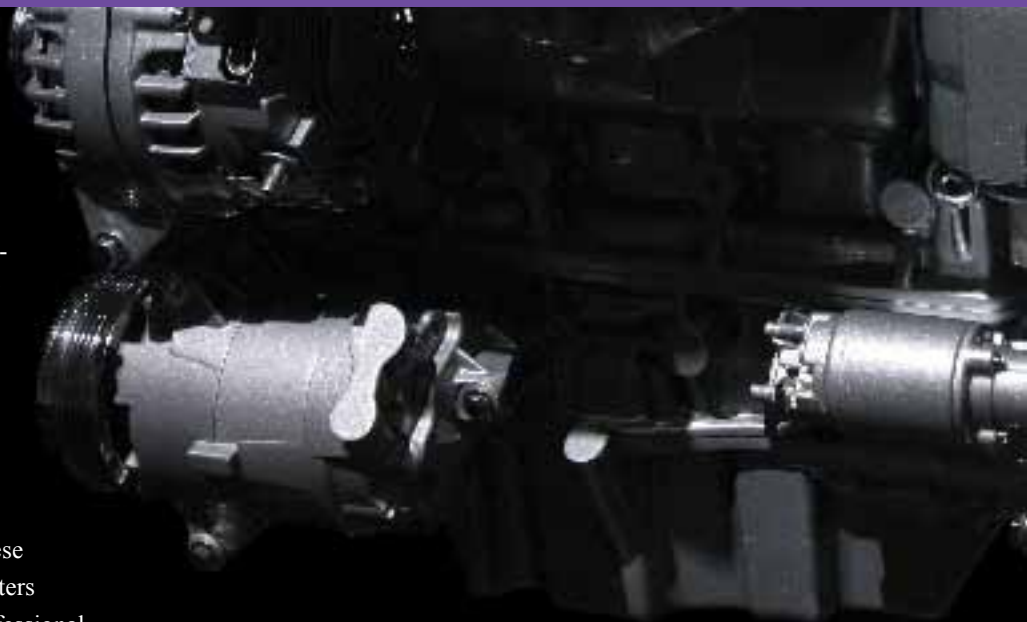


Detail Corner

Deciding whether or not to clean engines is the first step. Gone are the days when you could clean an engine, dry the distributor and finish the job. Today's engines are full of electronics, computers and sensors. So the first step is to decide if your shop wants to take on this extra responsibility. You must have a complete understanding of the vehicle you are working on. Most customers who purchase complete details, as well as car dealers, still expect an engine cleaning. In order to be successful, and not have unhappy customers, it is important to learn where all the key engine components are. These include ignition coils, ABS computers, main computers and fuse distribution panel. (WARNING: As a professional detailer, you must check with the vehicle manufacturer or car dealer regarding potential trouble areas on the make and model of the car you are working on.)

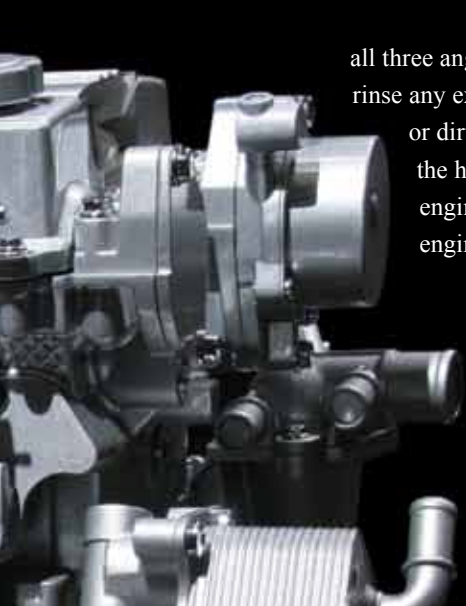
The engine should be off and no more than warm in temperature before beginning the detail work. You risk cracking metal components if you start work when the engine is too hot. Remove any loose debris such as leaves, pine needles and nests animals may have created. Also do a visual inspection for any loose or cracked wiring. Cover any sensitive electronics with towels or plastic.

The next steps are the cleaning and protectant stages. The old adage "not to little and not too much" applies here as we move on to the next steps.



CLEANING: Start by slightly wetting down the tops of the fenders and painted area of the engine compartment. This protects the paint from the degreaser which will strip the wax or stain the paint. You will clean the engine on all three sides. Spray the cleaner working from the bottom up, so you can see where you might need to apply more. Do not spray cleaner or water on the sound absorption material under the hood as this will cause it to come apart. Let the cleaner work and do its job of cutting the grime. Let it stand for at least five minutes or more. Re-apply to heavy areas of grime buildup. During the dwell time, hand clean the area around the edge of the hood and the top of the fenders where you can't clean with water.

RINSING: when rinsing, use as little pressure and water as possible. Stay away from the electronics. You need to rinse the dirt and cleaner away without causing damage. After rinsing, check to make sure you have cleaned the area thoroughly before moving on. Rinse



all three angles, front and sides. Also rinse any exterior surfaces that have soap or dirt on them. Rinse the top of the hood as well. Do not start the engine until you have dried off the engine.

DRYING: the most important stage in cleaning is the drying step. Use gentle air flow to move and absorb as much water as possible from the engine. Leave the towels in place until you



have removed as much water as possible from the engine compartment area. Towel dry the areas around the engine; wipe the glass and the fenders.

PROTECTION: after the engine is completely dry, lightly spray the areas with a long-lasting water-based protectant. Spray from all three angles and the front and sides. Wipe away excess, taking care not to knock anything loose. Do

not use too much protectant. A fine spray setting works best.

FINAL: it is a good idea to close the hood and wipe down the exterior, including the hood, fenders and grill, after you have finished cleaning the engine compartment.

Also use glass cleaner to clean the exterior windshield, making sure it is free of protectant. Starting or moving the vehicle is the last but most important step. If something in the engine has not dried the vehicle will not run correctly. If the vehicle is not running correctly, damage will result. Shut off the engine. Check to see if any water has re-appeared.

Sometimes water from the radiator will blow back onto the engine. If you are still having problems, a qualified mechanic will need to diagnose the problem.

When done correctly and professionally, engine cleaning does enhance the value of a vehicle. ✦



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72 Vend
AFPP119



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6/PACK

Twister at the Car Wash



When you ask Joyce Berg about June 8th of this year, this is her recollection. “I wake up to a gust of wind hitting my bedroom window. I look at the clock, it is 2:20 in the morning. The phone rings. It is my daughter telling me we are in a tornado warning. They are tracking a storm that is northeast of where I am. My daughter calls again. Based on damage reports, the car wash is right in line with the path of a possible tornado. She tells me that if I don’t go down there, she will. I tell her I am on my way.”



“As I drive over the hill, I am surprised by all the lights from fire trucks and police cars in the intersection next to the car wash. I tell a fireman that I own the car wash. “You better talk to the fire chief” he says. Those are the words you do not want to hear.”

The south building, a 4 bay self service car wash and pet wash, was hit by an EF2 tornado. The whole roof was relocated to the lot behind the car wash and the equipment room was completely rearranged. This 4 bay was built in 1964 and acquired by Dean and Joyce Berg in 1976. The North building, a 5 bay self service car wash, was built by the Bergs in 1978. They also started a small car wash equipment and service company in that same year. The pet wash was added in 2006.

Unfortunately, this is not the first time the Bergs had problems with storm damage. The North building lost its roof and equipment room in 1985. They rebuilt and were open within two months.



In the fall of 2000, Dean Berg passed away. Joyce and her daughter, Kirstin, took over the businesses and still run them to this day. As of now, they are waiting to settle with the insurance company and then make some decisions. They have received the most inquiries about when the pet wash will reopen. With the building, floor heat, electrical system, and sewer system all from the early 60’s, it is not an easy decision of how to rebuild. The 5 bay car wash and the equipment company are still open for business. ✦

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Detailing With

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SOFTOUCH® MICRO FIBER TOWELS

by Rocco Caporaso, Jr.

President and CEO Gliptone, Inc./Chemco Distributors, Inc.

Microfiber towels continue to make an impressive contribution to the professional and retail automotive detailing industry. As I reflect on my 20+ years in this industry, it is apparent to me that Microfiber products have earned their place as one of the 3 elite items to revolutionize the detailing process and the professional reconditioning industry. Today Microfiber towels are available in many different weights, colors, sizes, weaves and material structures. Using specific fabric textures for specific cleaning or polishing applications can significantly improve your final results.

By now almost every professional car washer/detailer is aware of the benefits of Microfiber towels and uses them in his or her everyday detailing operation. In fact, almost every car enthusiast and casual 'weekend driveway wash guy/gal' knows the benefits of Microfiber towels and has made them part of their collection of cleaning tools. The interesting fact; however, is that many professionals are still unaware of the many different structures of Microfiber towels and how each different style can contribute to the cleaning process in a unique and effective way.

It is certainly true that 'Time Flies'. Anyone with children can appreciate that.

It is also true that 'Times Change' and there is no doubt that the car washing and detailing industry has changed quite a bit in the past 20 years. In fact, I can recall writing a training manual back in the early 1990's that specifically emphasized the use of 100% cotton towels and diapers. Although there is still a place for cotton products in the detailing process, their contribution is dwarfed in comparison to the various types of Microfiber products.

Like many of you reading this article, I share a strong desire to keep abreast of the latest innovations for my industry. My first introduction to Microfiber towels back in 1997 came from a large Korean manufacturer who was already selling Microfiber successfully throughout Europe. Shortly thereafter 3M began marketing a Microfiber towel into the Body Shop Industry here in the USA. The 3M towel was a small yellow, 'pearl' weave that had an average end-user price of about \$10.00 each. After testing of the Korean material, it became obvious to me that Microfiber was destined to become huge in the professional car washing and detailing industry.

What is Microfiber?

In real simple terms, Microfiber towels are created from a special synthetic yarn composed of a polyester and polyamide (6th generation of nylon) blend. This blend basically creates a plastic which under normal circumstances would scratch, but not in this case. Since the fibers are so tiny and have been split 16 times, they are extremely soft and will not scratch. In fact, the average diameter of a Microfiber is 100 times thinner than a human hair, and contains these "V" shaped splits that are less than 1 micron in diameter each.

The polyester is the 'scrubbing' material, and the polyamide represents the 'absorbing' material. Most Microfibers are an 80/20 mix (80% polyester/20% polyamide) enabling them to absorb 7 times their weight in water. Softouch® Microfibers are formulated in a 70/30 ratio making them softer and able to absorb 8X their weight in water.

These fibers combine to create an incredibly soft and absorbent towel that has incredible cleaning action. The cleaning action is the primary benefit that first gave Microfiber towels their purpose. Remember, we now have a surface that has been increased by over 15 times with millions of crevices that which are tiny enough to trap water, contaminants and even bacteria. To my knowledge there is no smaller, softer or more absorbent thread on the planet.

Origin of Microfiber

Microfiber technology was developed over 20 years ago in Japan. As with any new technology Microfibers were very expensive to manufac-



ture. Although developed in Japan, the fibers were first manufactured into fabrics in Sweden. The prices came down gradually throughout the 1990's and their popularity spread throughout Europe. By the year 2000 you could find Microfiber towels in every household throughout Europe. It was also around this time when the knowledge of Microfiber products began to spread throughout the USA as more distributors and suppliers joined the cause to spread the word about Microfiber towels and their contribution to cleaning and polishing.

Do you remember the first time you were introduced to a Microfiber towel and you held it in your hands? Do you recall the "Grabbing" affect the fabric had on your skin? That is the effect of the millions of tiny fiber edges against your finger prints. The rougher the surface of your hands, the more pronounced the grabbing action.

Care Instructions

All Microfiber cloths can be washed and reused many times over. The life expectancy and ultimate number of washings your towels can endure will depend on the towel's gram weight, weave type, material composition and overall production quality. Apart from the weave quality and composition, the gram weight is the next most significant variable in determining the towels value. Remember, these towels all start out as a vat of chemical. Chemicals these days are very expensive. The higher the gram weight, the higher the price.

DO NOT wash with cotton towels or other fabrics that lint. The tiny crevices can absorb the lint and make the Microfiber useless.

DO NOT cook your Microfiber towels in a hot dryer. Again, remember that these towels are made of a synthetic material that contains millions of extremely fine fiber edges. Too much heat can melt those edges to the point where your towels will not function correctly. You may not notice any immediate visual difference with your towels; however, you will notice a difference in performance. Simply hang to dry or tumble dry on a no-low heat, "fluff" cycle, if your drying machine offers that option.

Also, avoid using fabric softener in the wash cycle as most fabric softeners can "clog" the tiny crevices. Just use basic laundry detergent. Remember to wash frequently and take care to keep your towels away from dusty areas. I suggest you exercise the same handling care you take with your Body Bar®, 'Clay Bar'-type product. Do not reuse a towel on the paint finish if it has fallen onto a dirty floor and be sure to discard any towel that falls onto a sandy or excessively dirty surface.

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In the beginning there was only "Terry Texture"... I'll never forget back in 1997 when our company first introduced Softouch® Microfiber Towels into the professional car washing and detailing industry in the Northeast/Mid-Atlantic region. The only type of Microfiber that we were importing at that time was the premium "terry type", so named for its similar knit finish to the standard knit cotton, terry towel. I recall our distributors and sales people being skeptical as to how well these "specialty" Microfiber towels would sell.

Many of the end-user customers were making comments such as, "HOW MUCH\$\$... for a "Rag/Towel"?" or, "I don't like the way it feels in my hand". It wasn't until my long time friend and sales associate (Doug), discovered the key to demonstrating the significant effectiveness of these Microfiber towels. Doug would enter a detail shop and find a black or dark colored car that had just recently been detailed. He would proceed to spray a light mist of solvent-based tire dressing onto the cars finish, essentially creating a streaky mess. Then he would run for his life... just kidding. Actually he would then hand the detailer a Softouch® Microfiber towel to inspect, then they would proceed to wipe off the dressing in less than 10 seconds, streak free! Needless to say, the volume grew from there and never stopped.

Today our company imports more than 20 different part numbers in Microfiber products for both the professional and retail markets. The

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Gliptone Softouch® brand of Microfiber towels come from both Korea and China and include four distinctly different textures of Microfiber towels such as:

1. "Terry" As mentioned earlier, "Terry" was our first style of Microfiber towel and remains the most commonly sold style of Microfiber throughout the world. In fact, most companies involved in the importation and distribution of Microfiber towels today, only handle this style of Microfiber. It happens to be the most versatile and works well in almost every application especially polishing and drying.



2. "Pearl" The "Pearl" knit towel is very durable, with excellent scrubbing action. It features a "loop-style" texture similar to that of a Berber carpet. The machinery that makes this style of Microfiber towel is extremely rare. This machinery is produced in Germany, yet there are some in Korea and only a few in all of China. This texture is soft enough to remove wax from a paint finish, but tough enough for scrubbing dirty interiors. It is for this reason that we have branded this texture as our "Softouch® Interior Cleaning Towel".



3. "Suede" The "Suede" texture Microfiber, so named because of its similar appearance and feel of suede leather. There is no pile height to a "Suede" Microfiber towel. It is extremely strong and soft. This is the perfect texture to use when polishing any type of metal. This fabric will leave a perfectly smooth, streak-free, flawless finish to aluminum, stainless or any other type of metal. If you are using it to polish rims or an exhaust manifold, don't worry about getting it caught on a rivet or rough edge, because it is virtually impossible to tear. This fabric has been branded as our "Softouch® Metal Polishing Towel".



4. "Ribbed Texture Window Towel" Perhaps the strongest of all the styles mentioned so far, the 'Ribbed Texture', takes that same incredible strand of Microfiber and knits it into this unique finish that performs extremely well on glass and mirrors. The ribs act as thousands of tiny squeegees that remove the toughest residue from all glass surfaces including a tough-to-clean windshield.



If you have ever struggled with cleaning glass, this "Ribbed Microfiber Towel" is a tool that can almost guarantee streak-free glass every time, regardless of variables such as tem-

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perature or contamination on the glass. That is why we have branded this texture as the "Softouch® Window Towel".

Earlier I mentioned that in the 20+ years that I have been in this industry, I believe to have witnessed only three items to come along and revolutionize the detailing process and overall industry. My representations of these 3 items are:

1. Foam buffing pads. It is likely that the first foam buffing pad was introduced to the market before I came along; however, I distinctly remember the evolutionary process, whereby the industry changed from using strictly wool pads, to the current day scenario where every shop inventories at least one of two different types of foam pads.

2. Body Bar®/'clay-type' material. Today there are several different colors and grades of surface preparation material. Many shops today incorporate this type of product into their washing and prep process, with almost every car getting this treatment regardless of whether or not the customer paid extra for the service. You would be hard pressed to find a detailer who has never heard of or used a "clay-type" product before.

3. Microfiber Towels. In my opinion, just as significant as the previously mentioned items and well deserving of my third and final position. Remember you owe it to yourself and your business to try all the different styles of Microfiber that I spoke of earlier. It is highly possible that you will become equally as impressed with each style as you were the first time you tried the "Terry style", Microfiber towels.

I just recently returned from a 10 day trip to China. During my visit, I spent one day at a factory where I was fortunate enough to witness the entire production process from producing the chemicals, creating the yarn, dyeing, knitting, cutting and sewing. Today you can find wax applicators, wash mitts, orbital bonnets and many other items made from Microfiber that are helping our industry and I am sure there are many more to come.

Microfiber towels have become an everyday part of our industry and our culture. If you are not already using the various styles of Microfiber, I suggest you do so today. If you have the type of business that is conducive to retailing Microfiber towels to your customers, then I suggest you give serious consideration to making Gliptone's Softouch® Microfiber towels part of your retail offering. +

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OPERATOR SPOTLIGHT



Scott Bristow, the CEO at Prowash, started in the car wash industry when he and his father built a self serve carwash in their local area. Prowash grew from this over 12 years to become one of Australia's top carwash supply companies. Prowash is Kleen-Rite's Australian distributor. The company is based in Melbourne, Australia and services carwash customers right across and up and down the Land Down Under.

being Prowash Car & Dogwash Darwin. The wash is located in the Casuarina Shopping Centre, South of Darwin in the Northern Territory, some 3000 Kilometres away from Prowash's Melbourne base. Prowash took a run down closed down site and turned it into the bright light it is now. It has 1 PDQ Laserwash M5 and 4 of Prowash's own self serve bays, IVS Mega-Vac combo's and Australia's own Tru Blu Dogwash.

Prowash is the "one stop shop" in Australia for equipment and supplies, including premium soaps from Australia and the USA. This is complimented by a complete range of vending products, parts and ancillary equipment. Prowash's commercial advantage is the combined years of experience provided by its small but dedicated team focused on delivering the best customer service. Prowash aims to do it better than the other guy at all times.



Since it's inception way back in 1996 Prowash and it's growing team has had a strong and loyal relationship with Kleen-Rite. The knowledge that both Keith and Mike and the rest of the crew at Kleen-Rite share with us on a regular basis has enabled us to grow successfully and model our business on that

of Kleen-Rite. Within the growing carwash industry both as a supplier and operator it is important to have continued support and with this in mind we would like to pass on a huge thanks to everyone at Kleen-Rite.

PDQ were so impressed back in 1999 that they made Prowash their Aussie distributor. As well as the PDQ Touchfree Laserwash, Prowash manufactures its own range of Self Serve equipment, vacuum cleaners, carpet cleaners and all in bay equipment.

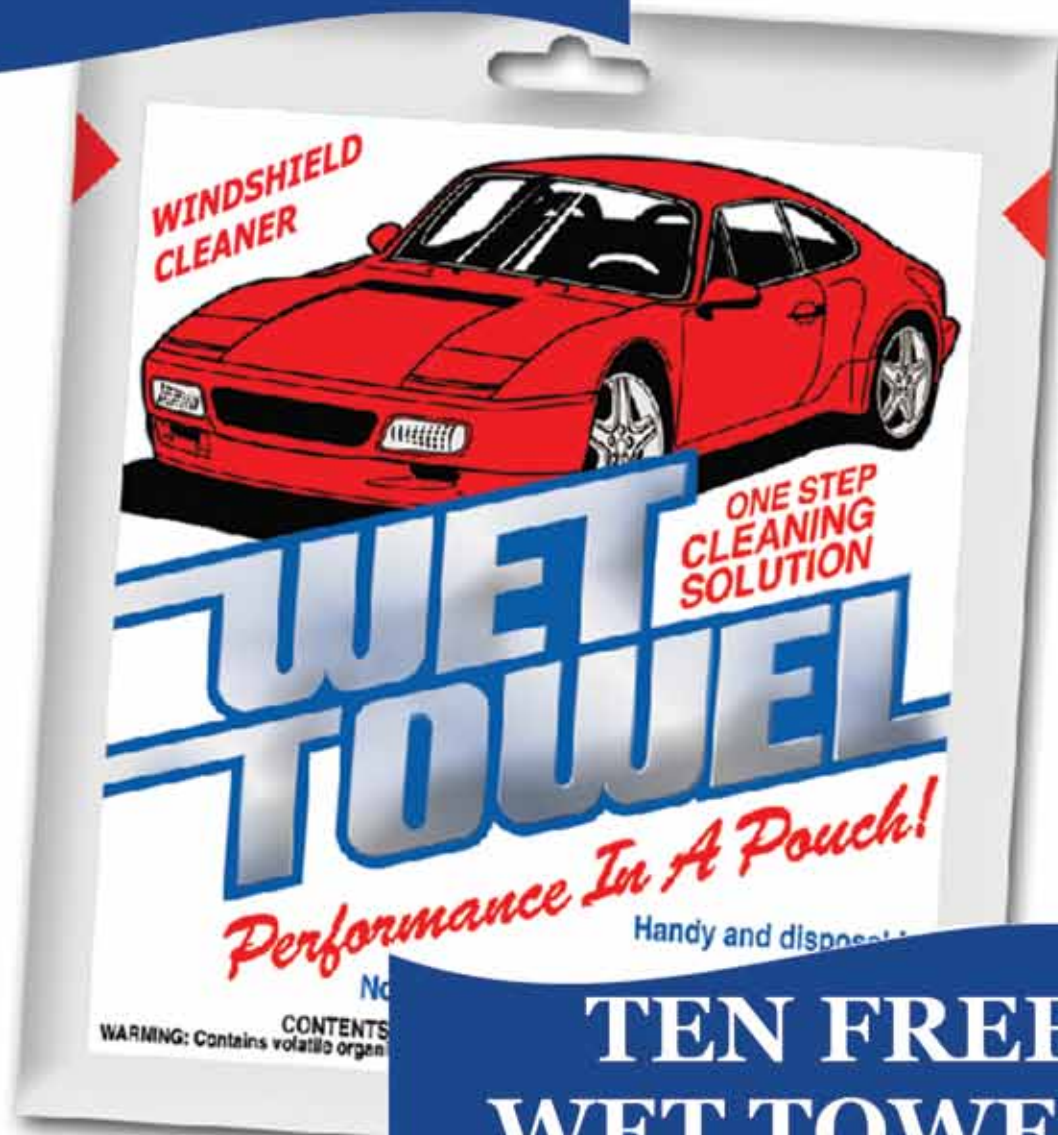
Scott has expanded his carwash interests by establishing several carwashes around the country with the newest



Scott Bristow



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