

THE KLEEN-SCENE

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 12 February, 2009

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FOR LESS!**

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WEBSITE

Fifth Annual
Kleen-Rite
EXPO
Recap

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**CAT 310
PUMP**

How Will You Deal With The
Recession?

Detail Corner

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WARNING

The Sale of Bomb Air Fresheners
May Cause Your Profits to
EXPLODE!



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ON THE COVER

This Issue's cover was made possible by the Baright Family from Foam & Wash Car Wash in the Hudson Valley, NY. Kim Baright, wife of Gary Baright for sixteen years and their three boys, Evan 11, Ryan 9 and Logan 5 years old.

Thanks to the Baright Family and all the folks at Foam & Wash for helping us create this months cover.



FREE SHIPPING OFFER

We are offering Free Shipping on any **ONE** order placed over **\$500.00** during the month of February 2009.

Simply reference Kleen-Scene Offer #12 to your order taker to receive free shipping on your next order to anywhere in the continental U.S.

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What an unbelievable time we face together. It would be easy to write all of the negative things we watch and read about everyday. We, however, will attempt to focus on the positive things we can control.

We stand committed to deliver to the operators in this industry the best products at the greatest value. Our team stands ready to assist you in any way possible, to act as a constant during these uncertain times. We will continue to provide customer service and satisfaction second to none. We personally guarantee that we will be on the front lines with our team helping deliver this commitment. We look forward to hearing from you and helping your business in 2009.

We hope 2009 offers everyone better opportunity and we stand ready to help you take advantage of these situations. Someone once wrote "To succeed-do the best you can, where you are, with what you have." We want to be a resource to help you succeed and prosper in business. We are and will continue to be your reliable supplier for the carwash industry. All the best in 2009!!!!

Sincerely,



5th Annual Learn More,

Hundreds come to Kleen-Rite for free event!

This past November 12th we hosted our fifth Annual “Learn More, Earn More” Car Wash Information and Seminar Day here at Kleen-Rite’s main facility in Columbia, Pennsylvania. We were happy to meet with literally hundreds of our car wash customers who came to this free event. The floor was packed with over seventy major manufacturers from the industry, showcasing new products and equipment while addressing customers concerns and questions.

Training seminars took place throughout the day. Seminars covered a wide range of topics including Vacuums, Bill Acceptors, Pumps, Digital Security Systems, Tankless Water Heaters and a Chemical Round Table discussion with a panel of the top chemical manufacturers.



Free breakfast & lunch buffet

There were also tours throughout the day. Attendees boarded the bus to view the entire Kleen-Rite Operation. From our original location on Cherry Street to our warehouses, customers got to see everything including the Kleen-Rite Car Wash with it’s own Dog Wash facilities.

No one went hungry while they were here either. A free breakfast buffet was available all morning. And a full lunch buffet was laid out at the noon hour.

continued....



One-on one with Cat Pumps

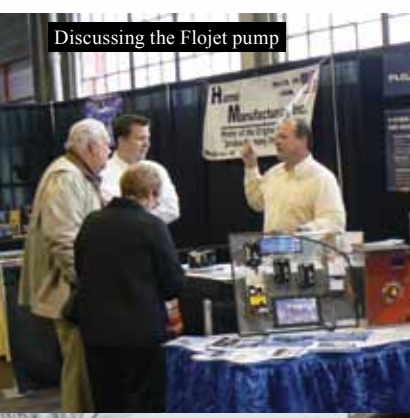


Classic cars adorn the show floor



Earn More

Expo



Discussing the Flojet pump



Rich Revis shows the leather chamois



The tour enters our main office



A tour group at the order counter



The tour stops by the Dog Wash

“This is our favorite day out of the entire year.” said Mike McKonly, President of Kleen-Rite. “We really enjoy getting to talk with our customers one-on-one. So much of our day to day contact with our customers is over the phone, that its like one big family reunion when every one gets together for that day. It’s great when we can put a face to a name and get to know our customers on a whole new level. We look forward to it every year.”

The day was completed with a door prize raffle drawing. Every attendee’s name was put into the raffle drawing. We gave away ten \$250.00 giveaways donated by Car-Freshner® and ArmorAll®. Other prizes included iPod’s donated by Parker Engineering and General Pump. Rain Tunnel donated an Air Dancer car wash inflatable as well as a digital camera to give away. One lucky winner won a Flat Screen Television sponsored by Blue Magic and ArmorAll®. Kleen-Rite gave two lucky winners each a \$500.00 shopping spree. Simoniz® sponsored a trip for two to the 2009 ICA show in Las Vegas. A trip for two to the Florida Keys was sponsored by Kleen-Rite.

continued....

5th Annual Learn More, Earn More Expo

Tremendous Show Specials were also provided to all attendees. Huge savings on a wide range of everyday car wash replacement parts, vending supplies, chemicals and equipment which are offered only to show attendees.

Heck, we even had a carnival refreshment trailer in the parking lot offering free funnel cakes, rootbeer floats, lemon-aid and chicken corn soup. All you had to do was flash your free attendee badge to order whatever you wanted on the house!

“The show was a complete success. Everyone told us how much they enjoyed themselves. We really wanted to welcome our customers and let them know that we appreciate their business. Our goal was to help our customers learn more about the maintenance, repair and options of the wide assortment of products we offer. And from what I’ve gathered, I believe we hit the mark. We really look forward to this every year, so keep your eyes peeled for information on our next Expo date” said Mike McKonly.



The Air Shammees In-Bay Dryer



Mark Janezic at the Air Logic booth



Discussing the Cobra from Hydro-Spray



Keith & Mike ready to give away some cash



Chemical panel table discussion



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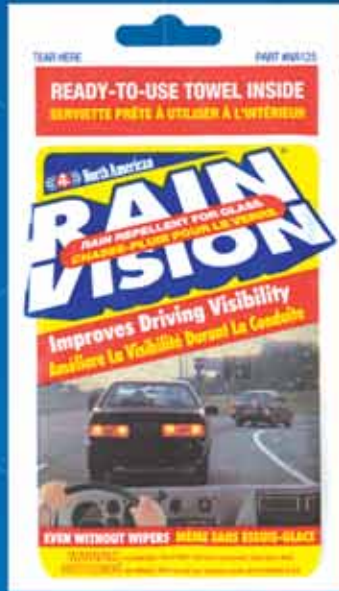
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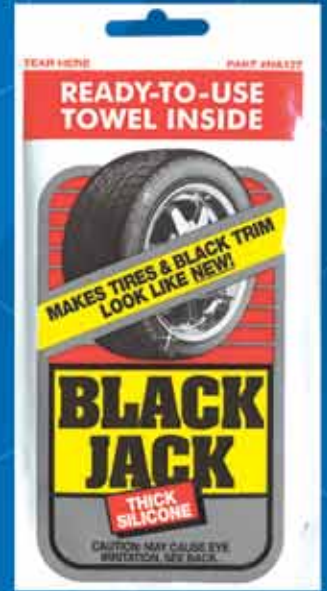
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BLACK JACK



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NEW FROM

Car-Freshner®

THE KLEEN★TEAM

Jessica Perez

Order Taker

Hi, I am Jessica Perez. I work at the Order Desk and I have been employed with Kleen-Rite since July 2000. I am privileged to be able to speak both English and Spanish. I am extremely proud of the rapport I have established with our Spanish speaking customers. I am also pleased to have had the opportunity to meet many of our customers at the trade shows I have attended.

I am a single mother raising four great kids. I have 3 handsome boys, Victor, Alex and Jeremiah and a princess by the name of Kayla. I feel blessed to have such wonderful kids and I enjoy spending quality time with them.

All of us at Kleen-Rite want to thank Jessica for her years of service and helping Kleen-Rite grow to become what it is today.



The MISSING PIECE

What Products Do You Need?

In our never-ending attempt to truly be your One-Stop Shop for all your car wash supplies, we want to know exactly what you need. If there is a product or part that you need that we don't carry, we want to know about it. We will do our best to track down those parts and supplies and give them to you at the best price we can.

We have set up an email address just for you to let us know what other products you would like us to carry for you. Simply email us at

suggestions@kleen-ritecorp.com

“The reason we're successful is we keep after things. We get calls all day long. If it's something we don't have, we go search for it. We tend to business all day and night.”

Harold McKonly, Kleen-Rite Founder.



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For a Complete Listing
Please See the Vending Section
of the Kleen-Rite Catalog

AVAILABLE FROM
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Saving Space, Saving Energy.

And of course...

Saving Money!

In the November 2008 Issue of the Kleen-Scene, we did a small article on the tankless water heaters. We received more responses, phone calls and emails from that piece than any other previous article. So we thought it best to present even more information straight from Takagi.

Saving space, saving energy, and of course...saving money—these are all important factors that would be at the top of the priority list for any commercial organization or business.

The use of tankless or on-demand water heaters has been steadily increasing in the United States over the past 25 years. Widely used in Europe and Asia for their space and energy saving qualities, tankless water heaters provide clear advantages over conventional tank-type water heaters in many respects. As the first tankless gas water heater to enter the North American market, Takagi Industrial has been at the forefront of tankless technology since the 1950's.

How tankless water heaters work:

- A hot water fixture or tap is opened.
- The opened fixture allows water to flow through the tankless water heater. An internal water flow sensor detects this flow.
- Upon flow detection, the flow sensor sends the activation signal to the computer.
- The computer automatically sends an ignition signal to electrical igniter and a signal to open the gas valves; effectively turning on the combustion burner.
- As water flows through the coils of the heat exchanger, it absorbs heat from the burner.
- By the time the water exits the water heater, it has already been heated up to the designated set temperature.
- When the hot water fixture or tap is closed, the tankless water heater automatically turns off.

Endless Hot Water

Heating water only as it is being used means that hot water will never run out. After the few seconds it takes for the water to reach the designated set temperature, Takagi water heaters will continually provide a steady flow of hot water for as long as an application needs it.

Takagi Tankless Water Heaters

Energy Conservation

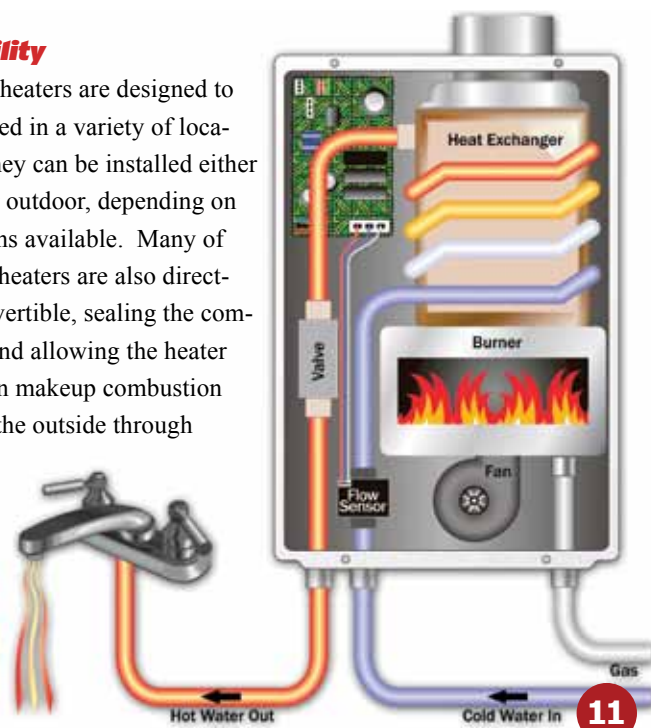
Not only do Takagi water heaters provide continuous hot water... they do so in the most energy-efficient way possible. Conventional tank-type water heaters will heat and store a set volume of water, regardless of whether that hot water is being used or not. Because tankless water heaters only activate on demand, no standby energy losses are incurred, providing efficient heating and conserving gas energy.

Compact Size

Takagi heaters also take up much less space than conventional tank-type water heaters or boilers. With no tank or boiler to steal valuable storage space, Takagi's wall-mount design allows for additional storage and flexibility.

Versatility

Takagi heaters are designed to be installed in a variety of locations. They can be installed either indoor or outdoor, depending on the options available. Many of Takagi's heaters are also direct-vent convertible, sealing the combustion and allowing the heater to draw in makeup combustion air from the outside through an intake pipe.



Commercial Grade Products

Takagi offers a full commercial product lineup: the T-M50, T-M32, and T-K3-Pro models. These products contain many unique features and commercial-grade components specifically designed for light and heavy-duty commercial applications. The heat exchangers within these heaters have been designed from the ground up. From increasing the thickness of the heat exchanger drum walls to utilizing Takagi's signature HRS35 copper alloy, these heat exchangers provide the strength and durability required to withstand true heavy-duty conditions.

Link-ability

Easy-Link System: For large applications, all of Takagi's commercial products feature the Easy-Link System. This allows multiple water heaters (up to four) to work together in conjunction as one system, without the need for an external controller or having to manually close & open shutoff valves. The controls are already built inside each heater.

Multi-Unit System: For even larger applications, the Takagi T-M32 and T-M50 also feature the Multi-Unit System, which allows up to twenty T-M32's or ten T-M50's to manifold together as one system. The Multi-Unit System requires use of TM-MC01 Multi-Unit System Controller.

Basic Sizing Guidelines

Flow rate capacities of tankless water heaters depend on temperature rise. This is the temperature difference between the desired output water temperature and the incoming cold water temperature. A flow rate chart for Takagi's commercial products is shown below:

Flow Rate Capacity

Temperature Rise: ΔT (desired set temperature - inlet temperature)	Flow rate (GPM)*		
	T-M50	T-M32	T-K3-Pro
35°F	14.5	9.0	7.0
40°F	14.5	9.0	7.0
45°F	13.5	8.5	7.0
50°F	12.2	7.7	6.6
55°F	11.1	7.0	6.0
60°F	10.1	6.4	5.5
65°F	9.4	5.9	5.1
70°F	8.7	5.5	4.7
75°F	8.1	5.1	4.4
80°F	7.6	4.8	4.1
85°F	7.2	4.5	3.9
90°F	6.8	4.3	3.7
95°F	6.4	4.0	3.5
100°F	6.1	3.8	3.3
105°F	5.8	3.7	3.1
110°F	5.5	3.5	3.0


*Flow rates are based on set temperatures of 145°F and below for the T-M32 & T-M50, and 140°F and below for the T-K3-Pro

Takagi water heaters are sized with these factors in mind: peak flow rate requirements, worst-case temperature-rise scenarios, and the type of application. Once these factors have been determined, refer to each model's specifications to select the right product. For assistance in sizing your applications Takagi has regional offices strategically located throughout the US to provide localized support for your project before, during and after installation.

Installation considerations

Gas supply: Because tankless water heaters essentially flash-fire the water to quickly get it up to temperature, an adequate means for gas delivery is essential. The maximum gas input of Takagi's commercial products range from 199,000 BTU/h to 380,000 BTU/h. Whether using a Natural Gas (NG) or Liquid Propane (LP) tankless product, the size of the gas pipe must be taken into consideration in order to supply proper gas pressure. The distance of the appliance to the gas meter (NG) or to the propane tank (LP) will also affect the gas pressure supplied.

Combustion air intake: With all combustion processes, an adequate supply of makeup air is required. If installed indoors, locate the heater where the inside space is large enough to draw in enough intake air. If not, openings must be made in order to draw enough air into the space. For both indoor and outdoor installations, the intake air must also be free of contaminants. Contaminants such as dust and lint



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can not only affect the quality of combustion, but over time can clog and dirty the combustion chamber. Likewise, any use or presence of chemicals nearby the heater must be taken into account. Chemicals can also have adverse effects on the combustion process of tankless heaters as with any other type of power vented equipment, especially if they are flammable. If the installation location cannot avoid any of these concerns, indoor installations can be converted to direct-vent installations (drawing makeup air from the outside through an intake pipe). All of Takagi's commercial products have the capability of converting to a direct-vent unit, which is most common in commercial installations.



Venting: Takagi tankless water heaters are rated as Category III appliances. These require Category III stainless steel venting which has been proven to be the safest way to vent this type of power vented appliance for long term dependability. Takagi heaters utilize an internal fan motor to aid in exhausting flue products, allowing both sidewall terminations (horizontal venting) as well as rooftop terminations (vertical venting). However, because of the nature of power-venting, common venting (exhausting multiple heaters into one vent pipe) is not allowed. There are numerous Cat III venting products available including concentric style terminations which will give you a clean and easy method of venting your heaters to termination whether you are doing direct vent sealed combustion or not.

Takagi has a network of regional offices as well as localized support at the wholesale level and through Takagi's regional sales representatives. Don't hesitate to contact us for assistance in sizing your next project new or retrofit.

For a more detailed look into tankless water heaters and Takagi Industrial USA, please visit: www.takagi.com

or call Toll Free: (888) 882-5244

You may also contact the East Coast Regional Office at (856) 488-5777

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The ABSOLUTE MUST HAVE VENDING PRODUCTS Every Car Wash Should Be SELLING!

by Mike Lefever, Kleen-Rite Corp.



Vending is an important source of revenue for any carwash operator. Today we will discuss what products you should be selling at your wash. What items sell best will vary from location to location depending on your customer base, but there is a core group of products that are hot sellers anywhere.

Air Fresheners: Air fresheners are always a top seller among vending items, Little Trees® by Car Freshener® generally being the most popular. It is important to offer a variety of different scents to appeal to all your customers.



Dry Towels: Also a big seller for nearly any car wash operator is dry towels. 50 cent paper towels sell very well, as do cloth towels which are generally a \$1 vend item.



Glass Cleaner Towelette: A glass cleaner towelette such as Mercantile Development's Wet Towel® is another must-have vending product for any car wash.



ArmorAll Sponge: Finally, ArmorAll® sponge packs are also a great seller anywhere. Everyone knows the ArmorAll® name, and at a \$1 price point, the sponge packs are the top sellers.



These are the items that are top sellers for everyone. There are many other products that may or may not sell well depending on your clientele. Don't be afraid to try and sell different items. Some operators have even had great success with items such as snacks and soft drinks that aren't traditional car wash vending items. The only way to know what will sell at your location is to try. The worst thing that can happen is a product doesn't sell and you take it back out of the machine and try something else, but there's also always the chance that you'll find your next big hit product.

The potential profit to be had from vending at car wash locations is often underestimated. In particular, operators of express tunnel locations often fail to realize that with the volume of cars they wash, vending can be a huge profit center. Vending products typically sell for double your cost (or even higher with many items), and since the products are being sold through a vending machine rather than an employee, labor cost is kept to a minimum. This also allows for secure collection of funds, since you can empty the vendors personally and avoid having cash pass through your employee's hands. Most modern vending machines are very reliable and therefore maintenance cost is also minimal.

Vending can be a big part of your business. At the bare minimum you should be selling the items discussed above, but to really maximize your revenue, you should offer as wide a selection of products as you can.





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WINTERIZING

When temperatures dip below the freezing mark a lot of things start happening at the car wash, some good and some bad. Salt covered cars roll in on a regular basis (the good) but the thing that gets most car wash owners attention is a freeze up of their soap lines. I thought I would touch on some things that will help you avoid these pitfalls.

Your **with Doug** "The In-House Soap Specialist" Car Wash

Winterizing consists of a multi pronged plan to avoid freezing up while continuing to give a quality wash. Starting with the storage of your chemicals: when storing chemicals over the winter months a few simple measures should be taken, place your pails and drums on a skid or a rubber mat to keep the concrete from drawing the heat out of the chemicals. This insures that the chemicals will not end up separating which as a lot of you know occurs when chemicals get too cold. Another thing to consider is as temperatures fall below 50 degrees the soaps and waxes get thicker so the dilution you were dialed into during the summer months has now changed and you are drawing less of the product than before which may have an effect on the quality of wash you are giving. Another side effect is that the mixture of soap going to the bay is watered down more, and more water means it will freeze faster. You may want to consider going up one tip size on most of your chemicals to maintain cleaning ability.

purchase of straight methanol in addition to your soap. Option two is to run a weep system that again requires the purchase of equipment to monitor temperature but will increase your water bill in addition to icing your floors and brushes. Option three is to purchase a blow down system that purges the lines with air when not in use. Option four is to use winterized chemicals specifically foam brush and triple foam. Winterized chemicals consist of a 90% methanol mixture and will get diluted based on a temperature range. A dilution chart in the front of the Kleen Rite catalog gives a range based on temperature; keeping in mind that wind chill factor has to be accounted for. Winterized chemicals carried by Kleen Rite are freeze proof up to -50 degrees. Straight methanol freezes at -137.2 degrees below zero but is very flammable so precaution needs to be taken when handling. When using these chemicals always try to seal the container to the best of your ability due to the fact that methanol evaporates very fast and will also draw moisture out of the air and become contaminated with water.

What system you use is a matter of preference, depending on your location, frequency of temperatures below freezing and having an onsite attendant who can adjust as conditions change. Doing a little investigation into cost vs. savings will help in your decision making process. +

Happy Washing!

Doug

"The In-House Soap Specialist"

Hydrominder Dilution	
Temp:	TIP:
24 to 32 degrees	RED TIP
16 to 24 degrees	BEIGE TIP
4 to 16 degrees	BLACK TIP
4 degrees and colder	NO TIP
* <i>Wind Chill Factor Must Be Considered*</i>	

Dema System	
Change Orifice to #2	
Meter Screw= Turn in all the way back off 2 1/2 turns	
Temp	Dilute
32-20	^4/1
20-15	^3/2
* <i>Dema Dilutions are only a Guide</i>	

Foam brush and triple foams are the products that require the most attention since these lines will have product in them and tend to freeze up faster. There are multiple ways to tackle this problem. One is to install an automatic changeover system that works by adjusting the soap mixture and adding methanol to the soap based on current temperature. This method requires the purchase and installation of an electronic device that constantly monitors outside temperatures along with the



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How Will **You** Deal with the **Recession?**

Detail Corner *By Stephen J. Romero*



A major Chicago hotel was recently faced with a dilemma. Because of the economic downturn, many hotels in the area had already experienced a drop in occupancy rates; they expected the first quarter of the coming year (if not several future quarters) to be an economic challenge as well, to say the least. To deal with the situation, the hotel believed they had three possible options:

- Lowering room rates while cutting back on some services to reduce costs
- Keeping rates and services the same
- Keeping rates the same—or even possibly raising some charges—but also adding additional services

of these three business models. Improving service, rather than cutting costs, turned out to be the “house of brick” that saw these businesses through the difficult period.

How Does this Apply to Auto Detailers?

Many auto detailers are in the same situation as the hotel in the example. For instance, Richard Sanchez, a San Diego–area detailer said his business “simply stopped in late September into October” as the public became more concerned about the current crippling economic environment.

experts warn that lowering prices during a recession—while letting service quality drop—can prove to be the wrong course of action

The hotel’s managers were divided as to how to proceed. To help shape their decision-making process, they did some research to find out how hotels had responded to similar situations during the economic downturn of the early 1990s. They found that one major hotel did lower their room rates and cut services. But that hotel then went from having a stellar reputation to one that was much more mediocre. Worse, it took them years to bring their room rates up to the same levels they had been at before the recession.

Other hotels made no changes whatsoever during the same period. These hotels did experience a drop in occupancy rates, as did most hotels during the downturn. But their reputation and standards held firm, and as soon as the economy bounced back, so did their occupancy rate.

A few hotels decided to hold the line on room rates but at the same time actually took steps to improve hotel services and guest features. Some raised their rates in order to provide these additional services and features, while others simply absorbed the costs. Significantly, hotels who took this route weathered the economic storm the best out

Just like the hotels in the example, detailers are now trying to decide whether they should raise their prices to keep sales and profits up, do nothing, or add additional services while keeping most of their charges at the same level.

There is no one right answer that applies to every detailer; however, many business experts warn that lowering prices during a recession—while letting service quality drop in order to cover costs—can prove to be the wrong course of action over the long haul.

With this in mind, Sanchez decided to keep his charges at the same level while adding additional services. One of his new offerings—more thorough carpet cleaning and odor removal—is proving to draw in customers quite effectively.

Carpet Care

Although the first thing customers see when they pick up their freshly detailed automobile is the exterior of the car, what they essentially “live with” thereafter is the interior. Many detailers choose easy to use but rather primitive carpet and upholstery cleaning equipment that

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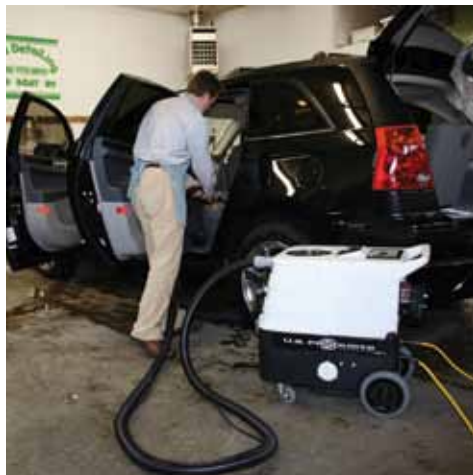
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lacks deep-cleaning power and versatility. This is why many carpet and upholstery spots and stains may disappear right after cleaning, but then resurface—much to the customer’s chagrin—a few weeks later.

To effectively clean auto carpets and upholstery, detailers should select portable extractors similar to those that are used in homes and offices. Systems that heat the water and/or cleaning solution to 212 degrees Fahrenheit at the wand tip are much more effective at removing soil and other contaminants. This is because heat improves the effectiveness of the cleaning chemicals—which also means smaller amounts of chemicals can be used, making for a healthier environment as well as a clean car.



Detailers should also choose low-moisture extractors. Traditional and many older extractors use two, three or even more gallons of water per minute. A low-moisture machine, on the other hand, can clean just as effectively but uses as little as .3 gallons of water per minute. The result: floor mats, carpets, and upholstery don't get nearly



as wet, significantly reducing dry times. This allows for faster turn-over and better, overall customer satisfaction.

If possible, detailers should also choose a machine with an adjustable psi (pounds of pressure per square inch) rate. These machines allow detailers to use the equipment at full power to clean carpets while reducing the pressure when cleaning more delicate fabrics and upholstery within the car.

Odor Eradicator

An effective carpet extractor can help eliminate many interior car odors because they remove the source(s) of the odor. However, some odors, such as smoke, may actually penetrate carpets, upholstery, vinyl, leather and other coverings within the car. This makes them much harder to remove.

To tackle this, Sanchez decided to invest in an ozone system specially designed for use in automobiles. Ozone, or electronic deodorization, is most commonly used for restoration cleaning after a building

experiences flood or fire damage. These systems are completely safe when used properly, and they are definitely effective.

Ozone systems designed for automobiles sit on top of the car; the ozone is pumped in through a hermetically sealed window tube. In approximately 30 minutes, these systems can eradicate such odors as:

- bacteria, mold and mildew
- garbage, fish, urine, feces and pet odors
- cigarette smoke
- fumes generated by chemicals, paints, etc.

Specialization Is Key

By offering more extensive interior detailing options, detailers can become specialists at handling certain auto-cleaning problems. And such specialization can actually help businesses withstand the current economic storm. One reason for this is because it differentiates them from their competition. They stand out—not as a cost cutter or possibly a service cutter, but as a cutting-edge business providing expert services to their clientele. *Stephen J. Romero is head of the Professional Car Care Products Division of U.S. Products, a leading manufacturer of professional carpet, floor, and restoration cleaning equipment.*



Kleen-Rite is hitting the road this season.

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!

Feb 15-17	South West Car Wash Convention <i>Sheraton Convention Center, Arlington, TX</i>
March 10-11	CARWACS Car Wash Convention <i>Congress Centre, Toronto, ON, Canada</i>
March 13-14	Heartland Car Wash Convention <i>Adventureland Palace Theatre, Des Moines, IA</i>
April 1-4	ICA Car Care World Expo <i>Las Vegas Convention Center, Las Vegas, NV</i>

A Look at Our

New & Improved Website



MAKING YOUR ONLINE SHOPPING EASIER THEN EVER!

In our endeavour to make your shopping experience on our website easier, faster and more convenient, we are glad to introduce to you our newly revamped website. We've been listening to our customer's requests and thoughts on what would make the online shopping more convenient and we've tried to work in as many of those suggestions as possible into the the new site. Here are some highlights of the new sight to help current and new users more familiar with the features.

Home Page

Log In Status:

Easy reference lets you know when you are successfully logged into the site.

Product Categories:

Website is divided into the same categories as our master catalog.

Fax Order Forms:

For those who prefer to fax in their orders, simply download and print it out.

Resource Library:

Here you can download everything from wiring diagrams to MSDS sheets and pump breakdowns. Don't see something you need? Well let us know and we'll add it. This section is continually growing to meet your needs.

Download Catalog:

Download the latest version of the Kleen-Rite catalog right to your desktop.

Search:

Search the entire site by keyword, part number or product name.

Cart Status:

Let's you know how many items are currently in your shopping cart as well as your total cost.

Monthly Specials:

Check here each month for the Specials running for that Month.

News:

Keeping you up to date on what's happening in the industry.

Contact Us:

Contact information plus detailed maps on how to find us.

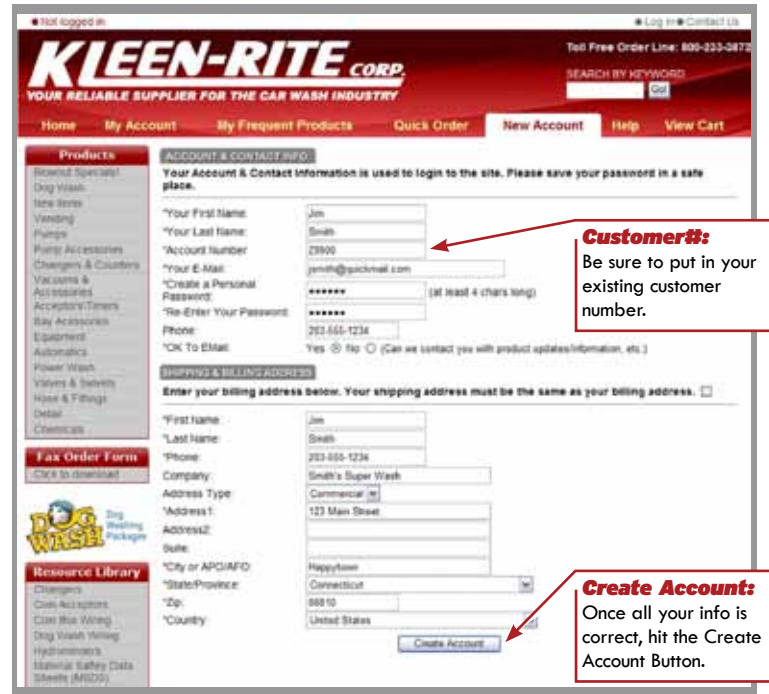
Creating Your Online Account

Have an account with Kleen-Rite? Great, but if you have not shopped on our website before, you will need to set up an Online Account as well. It's really simple and only takes a few minutes to set up.

1. First click on the "New Account" tab at the top of the page.
2. Select whether you are existing Kleen-Rite Customer or a brand new customer. If you have already done business with Kleen-Rite by phone and have a customer number go ahead and click on the "I am a current Kleen-Rite customer" button.

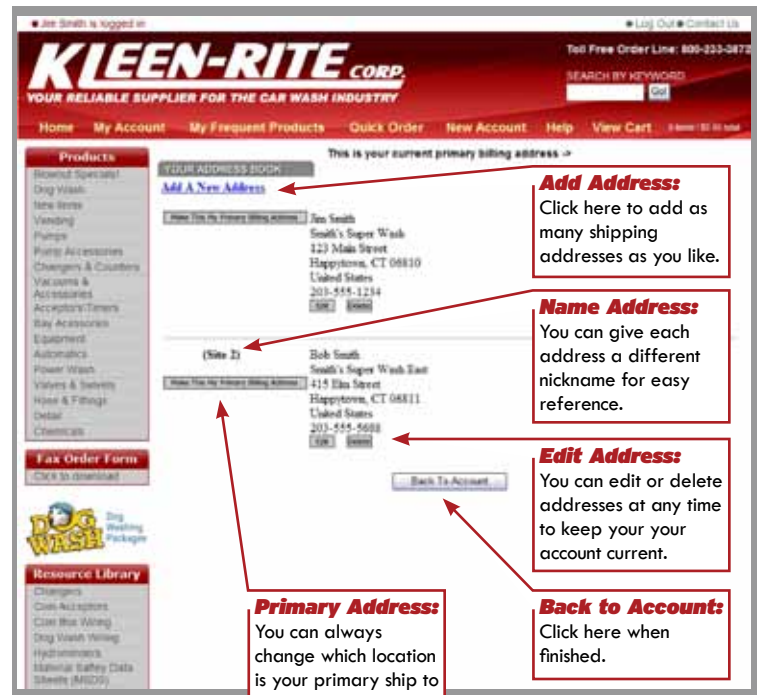


After clicking the Submit button, you will be brought to a new page where you can fill in all the required information. Be sure to type in your Customer number. Create a password for the site and be sure to save it in a safe location for future reference.



Adding Another Shipping Location

Have another shipping location? Well you can store that in your account as well. In the MY ACCOUNT page you have the option to add multiple shipping locations to your account, so when ordering you can simply choose which location you want this order shipped to. Simply click on the ADD ANOTHER SHIPPING ADDRESS link in the bottom right of the screen.



Frequent Products List

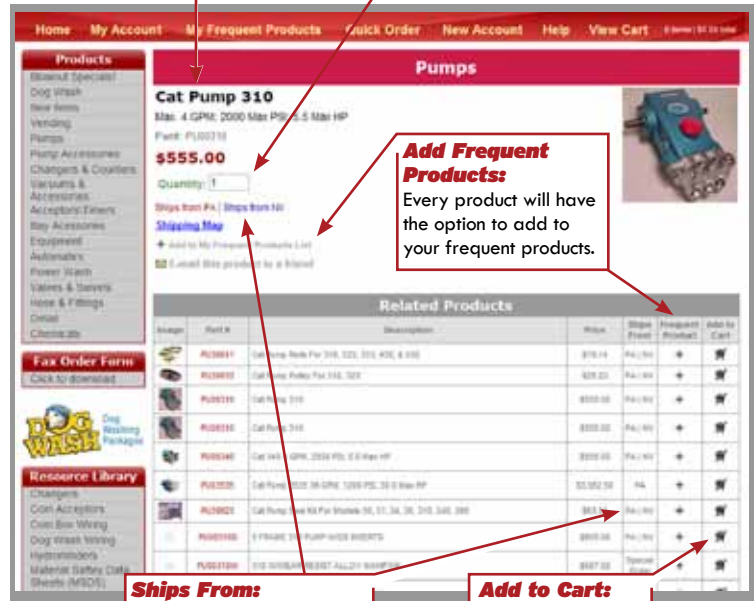
One of our newest features to the site is the “My Frequent Products” list. Here you can store a list on the site of the products you use all the time. Have certain swivels you use at your car wash? Add them to the list along with your usual chemicals, vending and replacement parts. Once the list is compiled, you can shop right from your list.



Products Page

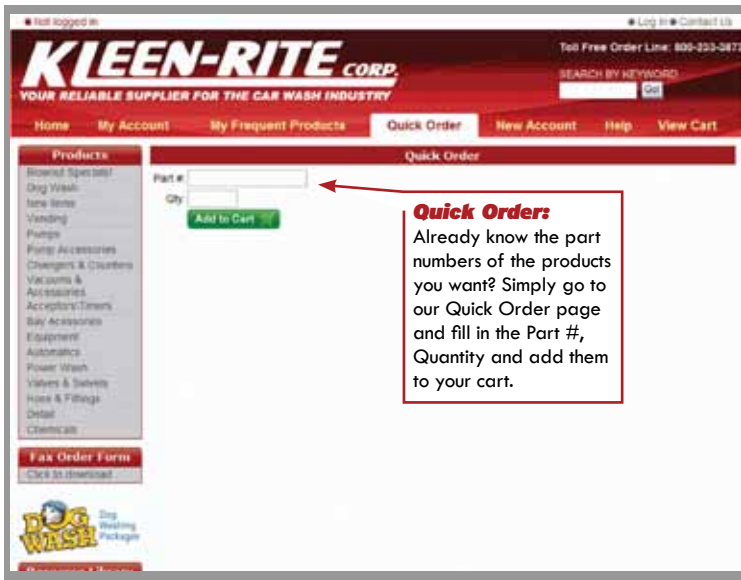
Product Info:
Product name, Part Number and Description.

Change Quantities:
Need more than one? Simply type in how many you need.



Quick Order

One of the most commonly used features is the Quick Order Screen. Folks who know the part numbers of the products they purchase can simply type in the numbers here, adjust the desired quantity and add them to their shopping cart. Ordering online has never been easier.



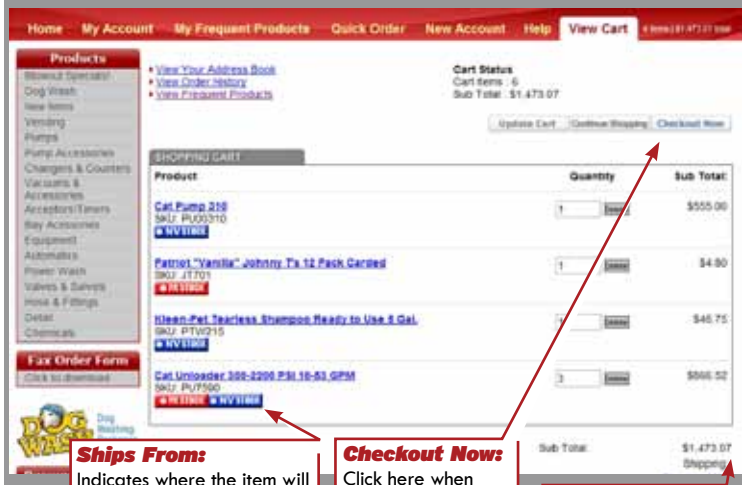
Help Screen

The first step for anyone experiencing difficulty seeing, navigating or connecting to the site. Some computers will need to enable cookies. This step by step instructional will help guide you through this simple step.



Checkout

1. Once you've finished adding to your Shopping Cart and you are ready to check out simply click on View Cart to begin the checkout process. After reviewing the contents of your cart click the Checkout Now button.

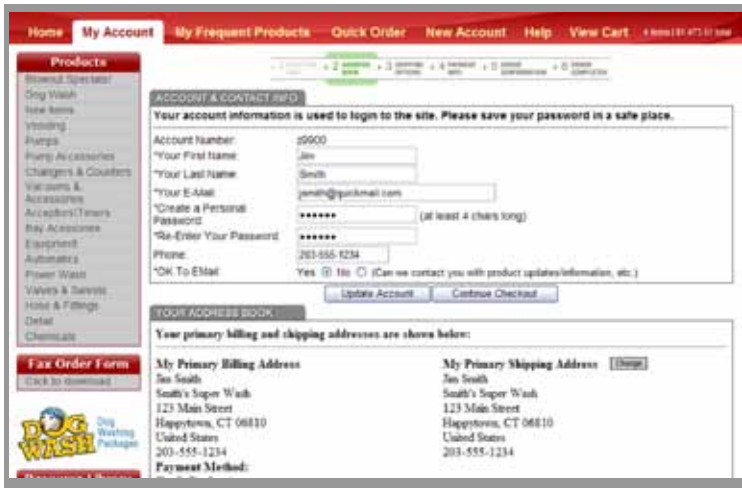


Ships From:
Indicates where the item will ship from. Items are marked either PA, PA & NV, or SPECIAL ORDER

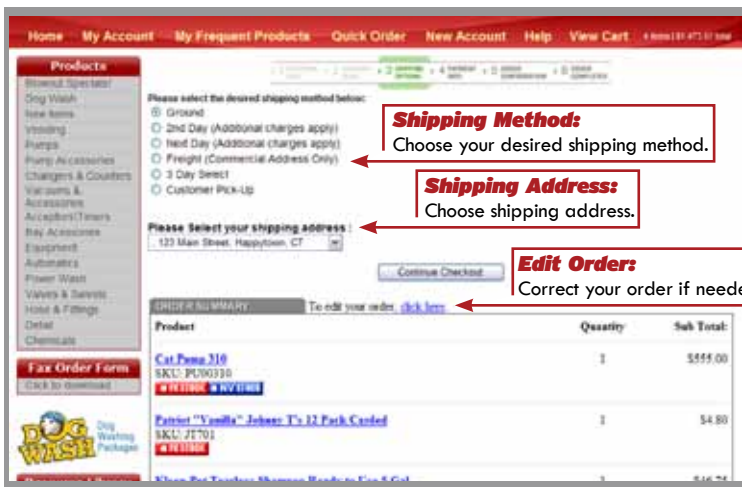
Checkout Now:
Click here when you are ready to proceed.

Subtotal:
Applicable Tax and Shipping Charges will be calculated upon billing.

2. Next double check your account information.



3. Select your desired shipping method, shipping location and review your order. Click Continue Checkout to proceed.

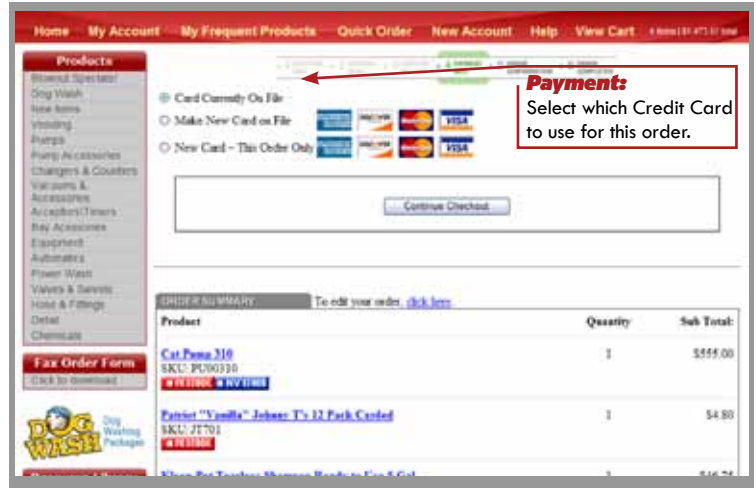


Shipping Method:
Choose your desired shipping method.

Shipping Address:
Choose shipping address.

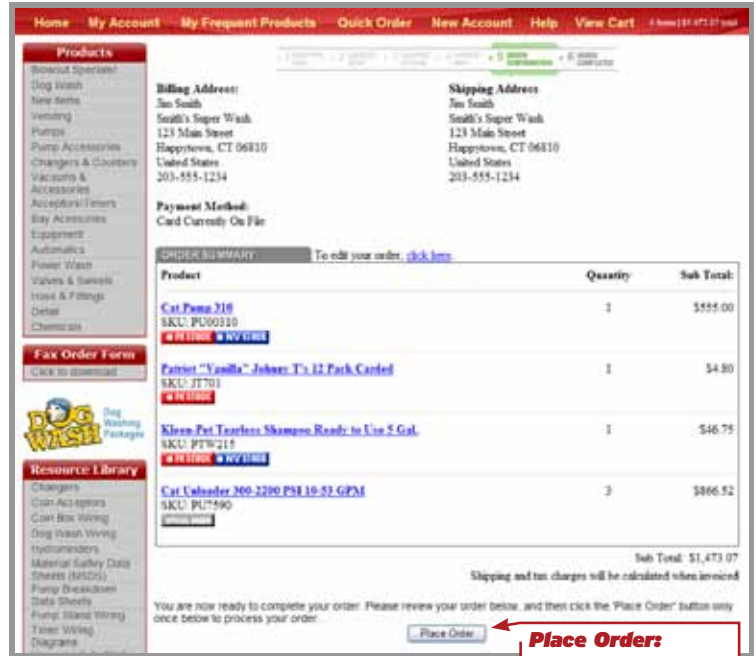
Edit Orders:
Correct your order if needed.

4. Choose whether to use the current card we have on file, add a new credit card, or add a new card to use for this order only.



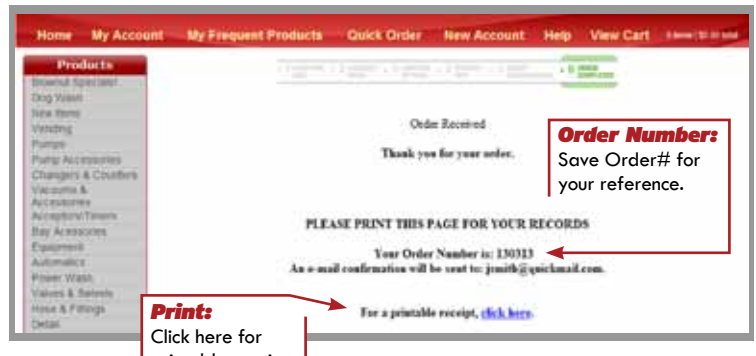
Payments:
Select which Credit Card to use for this order.

5. Confirm your order. Double check all information to be sure it's correct, including shipping, billing and order content. If everything is correct click Place Order.



Place Order:
When everything is right place your order.

6. The last page is the Order Confirmation Screen. You will be given an Order Number that you should keep in a safe place for reference.



Order Number:
Save Order# for your reference.

Print:
Click here for printable receipt.



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PROTECTANT

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4oz TIRE FOAM

**AR40040
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iCheck - do you?

**The end of maintenance
as you know it.**

When it comes to carwash maintenance, two philosophies seem to exist: the “fix it when it breaks” philosophy, and the preventative philosophy. The former way of thinking destines you to be caught some busy Saturday with a bay shut down while repairs are made. Loss of revenue and expensive labor, if you have to call in an unplanned service technician are major drawbacks of this philosophy.

The patent- pending design eliminates all of the failure points that plague most check valves

In either case, wouldn't it be nice if you could take one of those parts that perpetually go bad with a more reliable one? If you are the type to wait for failures, what if the part simply does not fail anymore? Or if you are the proactive type, what if you could schedule replacement every four years (or more) instead of annually?



The Loos family decided to do something about one of their “problem child” parts in their in-bay automatics: a 3/4” high pressure check valve. This expensive check valve, when it fails, can cause a number of problems from bad chemical titrations to blown out hoses. They tried every check valve available to see if there was a more reliable one. There wasn't, so they invented one. The iCheck Magnum was born.

continued...



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- **Citrus Prep** Citrus Prep - JO5204
- **CP72** CP72 - JO5209
- **Tri-Color Foam Polish** Blue - JO5300 Gold - JO5301 Green - JO5302
Pink - JO5303 Purple - JO5304



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VS50317
24 Pack

#2

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#7

WILD CHERRY



VS10311
72 Pack
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24 Pack

#3

VANILLAROMA



VS10105
72 Pack
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24 Pack

#8

PEACHY PEACH



VS10319
72 Pack
VS50319
24 Pack

#4

STRAWBERRY



VS10312
72 Pack
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24 Pack

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JASMIN



VS10433
72 Pack
VS50433
24 Pack

#5

ROYAL PINE



VS10101
72 Pack
VS50101
24 Pack

#10

WATERMELON



VS10320
72 Pack
VS50320
24 Pack

The patent- pending design eliminates all of the failure points that plague most check valves such as failed internal fasteners, resilient seals and o-rings, weak springs, and corrosion. The iCheck is machined from a specially chosen engineered plastic that is corrosion resistant, has low water absorption properties, and is resistant to temperatures of up to 180 degF. The seat is an integral part of the valve, and the one piece seal is machined to exactly match the seat for a perfect fit and alignment at every cycle.

Testing has shown the iCheck to operate without failure for years showing minimal wear to the sealing surfaces. The original 3/4" prototype did not fail after an estimated 500,000 + cycles, and being exposed to all of the corrosive high and low pH soaps, waxes and sealants. A 1/2" valve is also available, and more sizes are in the works.

KED Innovations, Inc. was formed to market the iCheck, which is manufactured in the U.S.A. Ed Loos, owner of Strongsville Laserwash in Strongsville, OH is a former corporate executive from the telecom industry. Kurt Loos, a NASA engineer, is owner of Montrose Laserwash in Akron, OH. Henry Loos, a retired master machinist, makes all of the prototypes. Tom Loos is a software engineer and performs the lab testing.

iCheck Magnum Check Valves are now available from Kleen-Rite.



Pop Quiz:

- ⊗ What one product can tackle some of the most challenging car cleaning problems?
- ⊗ What product does a major sanitation department use to clean its trucks?
- ⊗ What product can safely remove grease, clean engines, prep vehicle bodies, clean tires and rims?

Jobe's TACKLE can do all that, and more!

Concentrated, super emulsifying,
phosphate free

TACKLE

For use in self-serve, hand and automatic washes.

Tackle - JO5506



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Vending Overlay Decals Available For Each!

How To:

Service a Cat 310 Pump

Tools you will need: Socket Seal Case Tool (part# PU33004)
 Reverse Pliers (part# PU30696)
 M8 Allen Wrench Tool
 Regular Screwdrivers
 Socket Set & Pliers



1 Remove the hexbolts on each side of the manifold.



2 Remove the hex Valve Plugs (top discharge, bottom inlet)



3 Examine the O-Ring under the Valve Plug for cuts or distortion and replace if worn. Lubricate the new O-Rings before installing on the manifold.



4 Grasp Spring Retainer by tab at the top with pliers and remove from valve chamber.



5 Examine the Valve O-Ring for cuts or distortion and replace if worn. Lubricate the new O-Rings before installing on the manifold.



6 Separate Manifold Head from crankcase by turning the shaft, insert 2 screwdrivers in gap and pry Manifold Head forward until it comes off.



7 Place Manifold Head on work surface with **crankcase side up**. Remove Lo-pressure Seal On 5PFR & 7PFR plunger pumps prior to May 1989, remove Snap Ring & Lo-Pressure Seal from each Seal Case. Discard Snap Rings. On 5PFR & 7PFR plunger pumps after May 1989, remove Lo-Pressure Seal from each Seal Case.



8 Remove Seal Case from each seal chamber. Remove O-Ring from outside diameter of Seal Case.



9 Hi-Pressure Seal is easily removed from the manifold without any tools. If extremely worn a reverse pliers may be used.



10 Correct Seal arrangement



Carefully square Hi-Pressure Seal into position by hand with the **grooved side down**.



Examine Seal Case O-Ring and replace if worn. Lubricate new O-Ring before installing.



Lo-Pressure Seal must be installed with **Garter Spring side down**. The down direction is facing the front of the manifold.



Install Lo-Pressure Seal into each seal case with **Garter Spring down**.



Remove oil pan and seal retainer with wick.



Using an M12 hex tool on the 5 & 7 pumps, loosen the plunger retainer about three to four turns.



Inspect O-Ring and Back-Up Ring for wear & replace if needed. Examine Ceramic Plunger for scoring, scale build-up, chips or cracks and replace if needed.



Install new Gasket, then O-Ring, then Back-Up onto each Plunger Retainer.



Install the Seal Retainer with new Wick onto each plunger rod **with tab down and wick out**. Replace two Lockwashers, two Socket Head Screws for four Flange Nuts and torque.



Rotate Crankshaft by hand so the two outside plungers are extended equally.

Lightly lubricate the Ceramic Plungers, then carefully slide the Manifold Head over the Ceramic Plungers supporting it from the underside to avoid damage to the Ceramic Plungers or Seals. On the high pressure V-Packing models or larger manifolds it may be necessary to gently tap with a soft mallet until the manifold is flush with the Crankcase. Replace (2) Lockwashers, (2) Socket Head Screws and torque per chart.



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IN-BAY Air Shammee

TOUCHLESS HANDHELD VEHICLE DRYER

3rd most profitable function on the selector switch!



Air Shammee Nozzle

Optional Fan Tip



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Foam Guns

Mat Clamps



Tip Twister™



Treadle FLOOR SWITCHES

Solutions in Car Wash Traffic Control

From Recora

Traction Control Series

5" x 24" Yellow

5" x 24" Black

AM310Y

AM310

5" x 32" Yellow

5" x 32" Black

AM315Y

AM315

N3 Series Treadle Floor Switch

3" x 24" Yellow

3" x 24" Black

AM320Y

AM320

3" x 32" Yellow

3" x 32" Black

AM325Y

AM325

Cleats grip the tire and minimize slippage while improving traction.

Simple electrical switch embedded in the trip device.

Recessed, it performs its function without getting in the way of regular maintenance and cleaning.

Rugged water and weather-resistant detector with built-in ramp.

Designed to roll water off its back.



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CREDIT CARD/COIN/BILL ACCEPTOR

With Mars Bill acceptor and credit card acceptor available!

Standard features include:

- Stainless steel Piezo Switch Button Selection
- Digital Display Timer
- Dual Medeco Cam Locks
- Mars Bill Acceptor (\$1 - \$5)
- Your choice of 9 or 12 Button
- Your choice of vault ready or coinbox style

More options available are:

- ExpressKEY® Cashless System
- Your choice of coin acceptor

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

OPERATOR SPOTLIGHT



by John Tobias, Kleen-Rite Marketing

FOAM & WASH HUDSON VALLEY, NY

Recently I had the opportunity to visit the Foam & Wash car wash location in Fishkill, New York. Gary Baright agreed to meet with me and give me a tour of his operation there.

In the Fall of 1966, Richard and Carleen Baright opened their original Car Wash, a “Purple Parlor” self service car wash, one of the first of it’s kind. It was in 1985 with the second generation of Baright’s, Todd, Gary and Scott that Foam & Wash was born and the chain began to expand. Currently, Foam & Wash operates 15 car washes, 2 Mobil gas stations with convenience stores, 3 Oil Change Plus centers, a Pet Wash, 3 Self-Storage centers and a laundromat, located throughout Dutchess and Orange counties, New York.

When asked to define their business, Todd often replies, “We are in the customer service business, although we also offer convenience shopping, wash cars, pump gas and change oil. The Foam & Wash team of 160 people is focused on our mission statement: “To Create Happy Customers.” Customer service, keen marketing, and our ability to hire wonderful people seem to be the reasons for our continued success.”

Over 9 members of the Baright Family are actively involved in the operation of Foam & Wash. This is one of our unique qualities we are especially proud of!

At first I was impressed with the amount of traffic at the wash on that chilly November morning. “Oh this is a slow day,” Gary told me, which surprised me as there seemed to be a continual amount of cars being washed and dogs in and out of the two dog wash rooms. “This location is usually much busier.”

The wash was opened in the Summer of 2005. “When we were in the planning stages of this location,” Gary explained, “there was some extra space which we were going to use for storage/control room. I remembered Keith from Kleen-Rite telling me about these new Dog Wash units. I remember chuckling at the time at such a silly idea. But now that I had some extra room, the idea began to germinate. I proposed the idea of adding Dog Wash units at the location to the rest of the owners, and was met with the same sort of chuckles. But eventually I was able to convince them and we put them in. The success of the Dog Washes has been phenomenal.” While there I personally met a couple who said there is a Dog Wash closer to their home, but they drive an extra 20 miles because the facility at Foam & Wash is kept much nicer.



The entire facility is equipped with video security surveillance cameras, which help monitor what's going on in each bay. Site Manager, Joe Lutz explains, "It's great! If someone is having trouble in the end bay, or a dog owner is having trouble operating the equipment, I can respond right away to help them out."

Also included in the planning stage was the ability to accept credit cards not only at the auto cashier for the automatics, but in the self-serve bays and Dog Wash units as well. Credit Card sales equate to about 50% of sales. "My idea," says Baright, "was to make it as easy as possible for the customer to spend their money. Whether they show up with bills, coins or credit cards, they won't have to leave the site because we don't accept their form of payment." There are also several Bill Breaker machines on site that break larger currency into smaller denominations for customer convenience.



**Dir. of Operations, Steve Buckhout (L)
Site Manager, Joe Lutz (R)**

Another feature I thought was pretty neat was the way they had converted a simple track and pulley system from the Farmer's Supply into an add on boom. "It's really simple, we wanted to add another boom that would be up and out of the way of the other booms. I saw it at the Farmer Supply store and figured I could make it work. With the retractable pulley feature, it works perfectly and keeps the hose from rubbing on the vehicle.



Baright even has a plan for the accumulated recycling. "As you know, folks clean out their cars in our lots. Well in New York State, we have redeemable cans and bottles, each worth a nickel. So we encour-

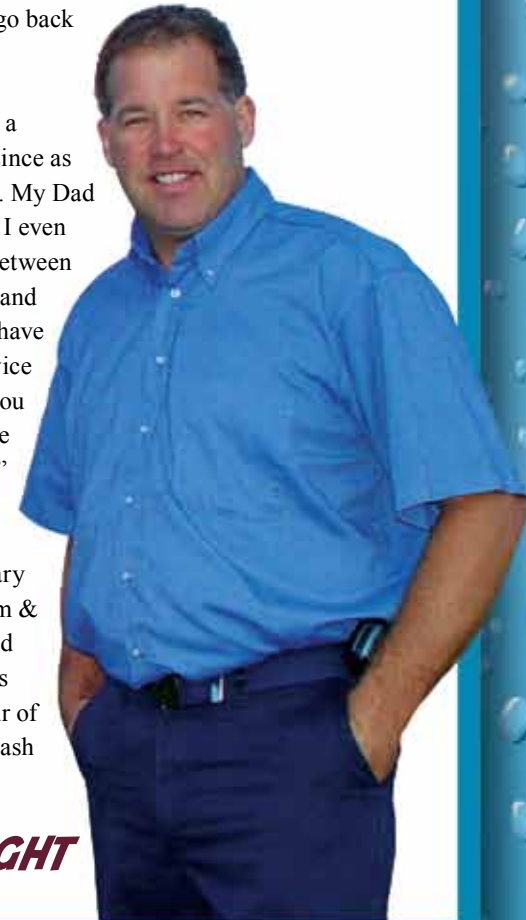
age our customers to separate the trash and place any recycling in the proper blue containers. Our plan is to collect all the redeemable cans and bottles and donate the proceeds to the local food bank and other charities."



"The goal we try to reach for our customers is to give them an experience they will remember, not just a clean car or dog. We want them to feel comfortable using the equipment and feel like they have a good solidly built piece of equipment in their hand. We want them to leave thinking wow what a great place, I'll go back there again!"

"Kleen-Rite has been a partner in our success since as long as I can remember. My Dad used Kleen-Rite before I even got into the business. Between the variety of selection and inventory, they always have what we need. The service couldn't be faster and you can't beat the prices. We are life-long customers" says Gary.

We'd like to thank Gary and all the folks at Foam & Wash for their continued business and support as well as the personal tour of their most successful wash location!



GARY BARIGHT

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