

THE KLEEN-SCENE

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 13 August, 2009

**THE BEST
FOR LESS!**

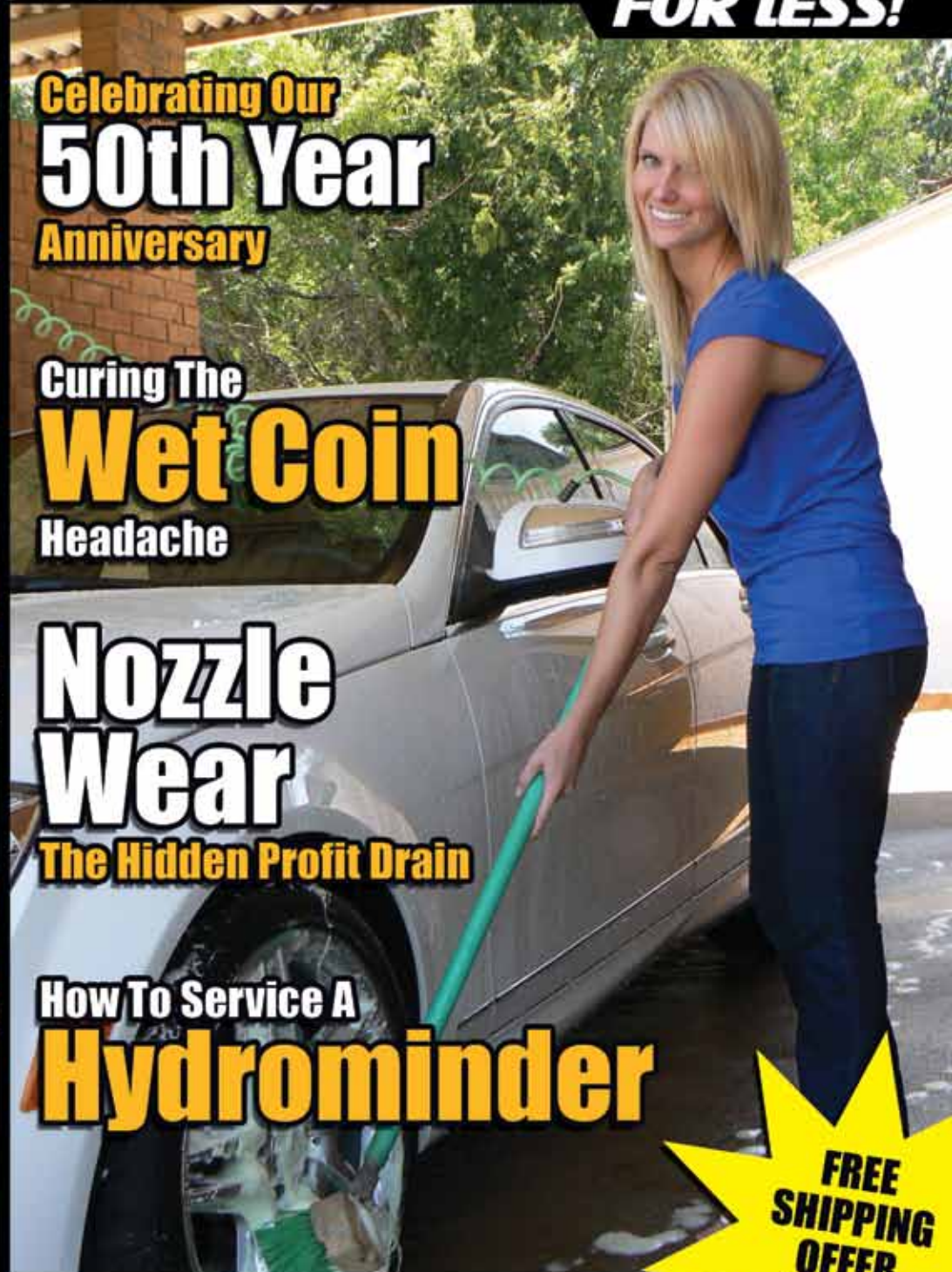


Celebrating Our
50th Year
Anniversary

Curing The
Wet Coin
Headache

**Nozzle
Wear**
The Hidden Profit Drain

How To Service A
Hydrominder



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OFFER
INSIDE!**

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The GREEN movement now has traction and is being mandated everywhere. Use this populist movement to promote the environmental correctness of your car wash. Communicate to your customers that you recycle your water, discharge to sanitary sewers, and most importantly that you use GREEN products approved by the EPA's "Designed For The Environment" program.

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merchandising



green products

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ON THE COVER ★★☆☆

This Issue's cover was made possible by the Fortson Family from Soap Box Car Wash in the Elberton, GA. Jennifer Bennett, a friend of the Fortson's was nice enough to model for us at the families car wash. Jennifer is an Elementary School Teacher and enjoys concerts, swimming and is currently taking up photography.

Thanks to the Fortson Family and all the folks from Elberton for helping us create this months cover.



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Simply reference Kleen-Scene Offer #13 to your order taker to receive free shipping on your next order to anywhere in the continental U.S.

** Select items such as Corrosive Chemicals, Non Stock Factory Dropships, Vacuums, Vac & Vending Islands, Extrutech Wall Board, Anti-Freeze Detergent, Pole Covers, Grating, Mega-Venders & Cages may be excluded from our free shipping offer.*

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sale

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18" X 27"

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Bulk Towel**

200 per case

**Overstocked
& Priced to
Move!**

VSB2060



The last 50 years our family business has been linked by a common threadthat thread has been operating a car wash. We have transitioned from operators to installers and for the last 25 years focused on being a reliable supplier to the industry. We have always been operators at heart and have transitioned to deliver better results for the customer. We feel blessed to be in business for this amount of time and want to thank you, the customer, for making this possible.

We always strive to create the opportunity for the customer to receive a quality product at a great price. In this tough business environment we appreciate each and every order and strive to deliver results through a strong customer oriented philosophy. We understand that customers have choices and we want that choice to be Kleen-Rite.

Over the past several months we have been working to enhance the features on our web site www.kleen-ritecorp.com. A great time saving feature on our web site is the frequent products list, this feature enables the customer to enter and maintain a list of products that are ordered most often. It is a great way to place your normal re-stock orders.....give this feature a try!!!! The most recent upgrade on the site is the live help chat line. The icon for this feature can be found on the left hand side of our web pages, this will allow the customer to communicate with our staff during business hours without picking up the phone, whether the question is order related or technical our staff will be available to help. We will continue this improvement process and appreciate all of the customer feedback.

In closing we have a quote in the office that states, "If there is one thing I can commit to you; I'll have some things to learn, but nobody will ever work harder." We will work harder than ever to deliver the results we need to remain your reliable supplier for the carwash industry. We look forward to seeing you at the fall shows!!!!!!

Sincerely,

Mike McConky

Keith

AUGUST SPECIAL

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FP57212

INTRODUCTORY PRICE



NEW Pump

AVAILABLE FROM **KLEEN-RITE CORP.**



A half a century ago, Harold McKonly owned a car wash, laundry, gas station and parts business in Columbia, Pennsylvania. Back in the early days of the car care industry, there were not many suppliers for operators needs. There were only a few companies that made and sold car wash equipment. Those same companies also used to sell supplies, such as a few barrels of soap out of the back of a van. It was very difficult to buy anything, and buy it at a good price. Operators were held captive to their supplier. When Harold expanded his car wash, he found it very difficult to buy parts and accessories. He thought, "There has to be a better way."

I Remember...

Congratulations to Kleen-Rite for 50 years in business! We are proud to say that we've been a part of this legacy that Harold McKonly started back in 1959. Both Harold & Sandy McKonly, along with all the Kleen-Rite crew, have proven that hard work combined with dedication to doing business with both customers and suppliers in an honest and straightforward way will lead to good results. I will always remember Harold telling me; 'Others may be smarter but no one will ever outwork us', and he meant it. Here's to another 50 years!

Chip Kent, Laurel Metal Products

Often operators would ask each other if they had any extra parts or supplies. Harold thought, "I should start stocking this stuff." Initially, he would buy extra parts for his wash, and other people would buy them off of him. It grew from there - out of need. For many years, he would build and service car washes, and fix pumps. Self-serve equipment was always Harold's focus, whether it was supplies, vending, parts or equipment. In order to support his service business, he had to stock more parts. The parts portion of the business took more time than the actual repair of the car washes! It went full circle. Harold McKonly founded Kleen-Rite Corporation in 1959, which specialized in providing car wash supplies, parts and equipment at the lowest prices, with the largest inventory and selection.

From its inception, Kleen-Rite always operated its own car wash alongside its supplies business, which gave the company a better

insight into the needs and problems of - and solutions for - the car wash operator. As a supplier, the company felt that it was essential to have a finger on the pulse of what customers needed. The car wash was Kleen-Rite's test site, as well as its roots. When any new product came to market, it was put to the test in the car wash. The company understood very quickly why a product did not work, or the struggles and problems inherent in a piece of equipment - because it could deal with and understand them firsthand. This inside knowledge enabled Kleen-Rite to gain an understanding of an operator's - and their customers' - perspective.

When Kleen-Rite operated as a supplying business in 1959 it was more of a "mom-and-pop" shop. The company began with two employees - Harold and Judy McKonly. That was fine with Harold, whose philosophy was "slow growth is good management." Harold was a phenomenal businessman. If he didn't have the money, he didn't buy it. He only added items as consumers demanded them, not according to a marketing plan growth plan. He always took advantage of anything he could do to reinvest in the company. He grew the company on what money the business made - resulting in nice, steady, slow, calculated

I Remember...

When I first met Harold, he was either building or re-modeling his car wash. I remember that Harold and I had a conversation about distribution in the car wash industry. At that time, it was very hard to get dependable suppliers and service in the car wash market. Back then, the car wash operator had to figure everything out for themselves. Harold was adamant that things had to improve. Ever since then, he has made his mark on the industry.

During this period, most manufacturers were selling all that they could produce - the old love them and leave them attitude prevailed. Everyone wanted to be in the cash-rich car wash business of the early 1970's. Harold never wanted to sell equipment. Rather, he definitely wanted to sell consumables. Harold started handling our towels in the mid 1970's and has been a loyal customer for all these years.

Ray Simon, Giant Industries



For The Car Wash Industry!

growth that has enabled Kleen-Rite to become successful. It progressively grew every year, and never stopped growing.

From that point forward, Kleen-Rite became more of a player in the supplier market, expanding from a regional to a national level through advertising. Utilizing the “slow growth is good management” business model, the company also had nice, steady employment growth.

I Remember...

Approximately 25 years ago I first met Harold, Judy and Sandy. I was impressed at that time by the courtesy and friendliness of them all. It is now quite obvious to me that they led by example and demanded the same from all employees; always a first class operation and knowing the fact that THE CUSTOMER IS ALWAYS JOB NUMBER ONE.

Morris Hoole, Dixmor Enterprises

Despite its growth, however, Kleen-Rite was one of the few companies in which a customer could speak with management to ask a question or take an order! With many companies of Kleen-Rite’s size, one cannot get in touch with the management easily. Kleen-Rite has always been in touch with its customers, whether it was through the car wash, the counter at its headquarters or the phone. Taking care of the customers is first, because they are the company’s base. Without that foundation, Kleen-Rite might as well not even exist. The company was, and is, successful because of its commitment to customer service.

Over the years, Kleen-Rite has grown to employ a large, experienced and skilled team of car wash professionals, moving from its original location to a newer, larger location consisting of nine buildings in Columbia, Pennsylvania in 1996. In March of 2006, Kleen-Rite opened up a distribution center in Las Vegas to better serve their customers on the West Coast. The company has always focused on being a car wash operator’s one-stop shop in providing as many quality products as possible, at the best possible prices. It will continue to expand with new products and services to meet the needs of its customers. It lives by its creed of being “Your reliable supplier for the car wash industry” and providing “The best for less!”

I Remember...

My first recollection of Harold McKonly and Kleen-Rite was as a young, 10-year old boy. My father, George Gorra, who had started his own company, Syndet Products, in 1963 took me on a trip to Lancaster County. While there, George wanted to follow up on a lead he had for a company called Kleen-Rite, owned by Harold McKonly. George met with Harold and was immediately impressed with him. Harold and Kleen-Rite could order 20,000 lbs. to a truckload at a time. My father talked about it all the way home, and they began what became the most important relationship in our company’s history...now deep into its second generation. For my father and Harold, it was a mutual and unshakable admiration for each other as principled human beings and business people. I grew to know and respect Harold on every level – as a customer, as a friend and as a true entrepreneur with a vision and a passion for his company. It took years, but I too earned his trust. He was tough but fair, an advocate for his customers and knowledgeable beyond belief.

I have watched Kleen-Rite grow since I was a young boy and I am so proud to feel part of Kleen-Rite’s “hard work” culture because I know it didn’t happen overnight. We appreciate what Harold, Judy and Sandy started and what Mike, Keith and their talented team now continue to cultivate and grow.

Harold, you are remembered fondly. We miss your wisdom and we are forever grateful! You should be proud to know that the foundation you laid and the business you and Judy worked so hard to build is as focused as ever and has grown to be the car wash industry’s leading supplier of parts and supplies.

Bill Gorra, Simoniz U.S.A.

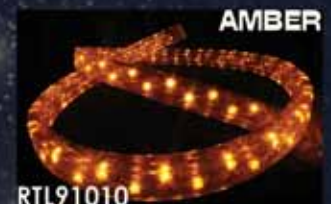


LED LIGHTS

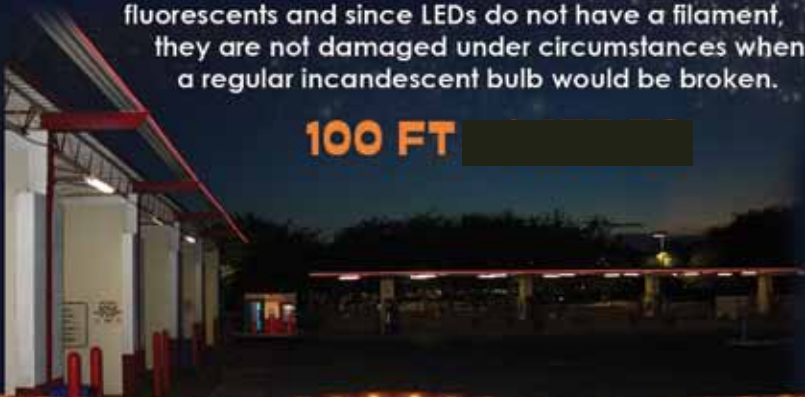
GET THE LOOK OF NEON WITHOUT THE COST

Give your wash a whole new look at night! Outline buildings, doors, arches or whatever you want with new, water-proof LED light ribbons! An available controller lets you choose a variety of light programs such as flash, fade and chase! With a 110V for direct easy connection to your existing system and a easy to install mounting channel, hook-up is a breeze! LED lights burn up to 30 times longer than fluorescents and since LEDs do not have a filament, they are not damaged under circumstances when a regular incandescent bulb would be broken.

100 FT



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We can provide your company with the perfect solution to meet all your car wash needs.



THE KLEEN★TEAM

Tara Donnan

Purchasing

My name is Tara Donnan. I have been with Kleen-Rite for 10 years now. I began working for them in 1999 through my high school co-op program helping out in various positions. Kleen-Rite has given me the opportunity to learn and grow, not only as an employee but also as a person. Currently I work in the Purchasing Department.

In my spare time I enjoy spending time with my husband and our three wonderful children, Anthony (10), Airiana (5) and Alivia (1).

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



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For Low pH Only

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CV1201-L

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Rebate will be mailed via check within 2 - 4 weeks.

One Chuck Buck Limit per Customer (total of \$60 maximum)

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Please do not contact Kleen-Rite Sales regarding this rebate form or status.

Call 877-4KED-USA with questions. www.kedinnovations.com

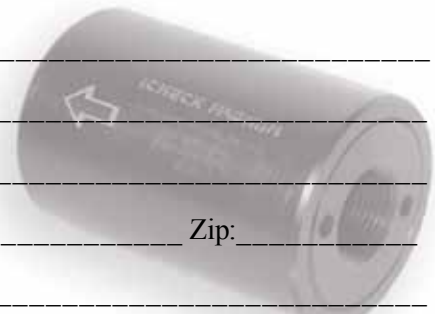
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4X more absorbent than cotton
naturally antibacterial and antifungal
made from the worlds most sustainable plant



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75 per case
RWBT20480

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RWBT20490

Take 'em On The Road Resealable Towellettes



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Glass Wipes

VSNA1050
VSNA1750

Just For Leather

Vinyl Plus Protectant

VSNA1550

Vinyl Plus Cleaner

VSNA1650

CURING THE WET COIN HEADACHE

By Dan Nelson, V.P. of Operations, KLOPP INTERNATIONAL, INC.

Experienced coin-operated carwash operators know the problems associated with counting wet coins or tokens. Most, if not all, the coins/tokens collected are wet. These wet coins have to be dried before they can be counted. This is the situation with most coin counters and sorters on the market, but not with KLOPP Coin Counters and Sorters. Normally, coin counters drive coins over a flat surface with a single upper wheel or belt. When coins are wet, this method creates a skid effect similar to your automobile tires on a rain soaked road. This does not happen with KLOPP Coin Counters, which utilize both upper and lower drive wheel mechanisms. This unique and exclusive design allows wet coins or tokens to be transported through the counting process with the same speed and efficiency as though they were “bone dry”. This double-roller feed is similar to a high-speed printing press. In addition to counters, KLOPP also offers Manual Coin Sorters for wet coins and tokens.



KLOPP Wet Coin Counters and Sorters

KLOPP offers 4 types of machines that can process wet coins:

- One type is a Counter/Wrapper/Bagger. These machines are manually (Model CM) or electrically (Model CE) operated machines that count all denominations of coins and 5 different token sizes, one denomination at a time and deposits them into paper wrappers. These machines will also count continuously into a bag.
- Second is the “One Coin” Counter/Bagger. These machines are the same as our CM and CE Models but count one size only, which you

specify, continuously into a bag. These machines do not have wrapping or multiple coin capabilities.

- Third is the KCS Series Coin Counting Scales. These scales are available in 30lb (KCS 30) or 60lb (KCS 60) capacities. Scales ship pre-programmed for all U.S coins and have empty keys to set up for tokens on location.
- The Fourth type of machine is the Manual Coin Sorter (Model SM). This manually operated coin sorter will separate up to 4 wet coin/token denominations at one time, at a rate of 600 coins per minute. Sorters are customized to handle a wide range of coin and token sizes. Manual machines are required for sorting wet coins so that the machine can be slowed down to process the coins as they move down the rail to the sorting bins.

KLOPP Maintenance and Service

The main reason to purchase coin handling equipment is to save time. Do not defeat this purpose by allowing your KLOPP Counter or Sorter to become excessively dirty. Coins are covered with oil from the public’s hands, plus dust and dirt. As the coins pass through the counting or sorting mechanism, the dirt rubs off the coins and onto the surfaces of the counter. Add a little dust and lint in the air and you will eventually have a gummy machine. It should still work but not as fast as it will when it’s clean.

YEAH, THEY SMELL THAT FRESH



Cucumber Melon	HSAF09580
Piña Colada/Mango	HSAF09581
Fresh Linen	HSAF09583
Cucumber Melon	HSAF09584
New Car	HSAF09588
Raspberry/Vanilla	HSAF09590
Vanilla	HSAF09589
Summer Breeze	HSAF09595
Alpine Meadow	HSAF09596

6 Per Pack
Each

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FOR THE HOME & OFFICE

HandStands

Bring the beach everywhere you go.
Leave the sand.



Pina Colada
HSAF06410

Tahitian Vanilla
HSAF06411

Kiwi Splash
HSAF06413

Tropical Breeze
HSAF06414

6 Per Pack

MADE IN THE USA
KLEEN-RITE
FOR THE HOME & OFFICE

Of the most important service points for operating your coin handling equipment, the first nine are “keep it clean” and the 10th is “watch for bent coins”. Follow these easy maintenance tips for a smooth-working machine:

Of the most important service points for operating your coin handling equipment, the first nine are “keep it clean”

- At least once a month, clean the surfaces that come in contact with coins by using a clean cloth dampened with rubbing alcohol or denatured alcohol. Wipe clean the Black “Upper and Lower Discharge Wheels” on the top-front of the machine. This will ensure the coins are properly pinched and pulled through the counter.
- At least once a month, remoisturize the Black “Disc Inserts” on the spinning disc with “3-in-1” (or equal) oil: First, clean the black inserts with rubbing alcohol or denatured alcohol. Second, place 1-2 drops of oil in each insert and let absorb overnight. **IMPORTANT:** Make sure to wipe the excess oil off the disc prior to running the machine.
- When needed, lubricate the rotating shafts underneath your machine. Review the “Oiling Instructions” document on KLOPP’s website at www.kloppcoin.com/klopp-coin-service-information.htm. This document provides detailed instructions on how to properly oil your counter.
- With Sorters, if the rails over which the coins ride become covered with lint, you could get incorrect sorting. Using the tip end of a knife, small screwdriver or even a straightened paper clip, clean out any areas full of lint. You can also “delint” your Counter or Sorter by literally blowing it out with compressed air.

Even though KLOPP machines consist of cast aluminum, hardened steel and literally last forever, Factory Service will still be needed from time to time. Factory technicians with years of experience perform the KLOPP Service. Service typically consists of replacing any worn or broken parts, adjusting, cleaning and oiling all mechanical parts and the resetting of the internal register. Repair costs (parts and labor) for counters range from \$150 to \$350, depending on the age and condition of the machine. The cost will be higher if a new meter, motor or new register is needed. With a quick turnaround time, typically within 3 days, you will not be without your machine for weeks counting coins by hand.

Coming Soon!



KLOPP[®]
INTERNATIONAL, INC.

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Counts and Sorts Wet Coins!

Available at Kleen-Rite

Counters & Sorters
available in both manual
and electric models.



Universal Brush

MANUFACTURING COMPANY

Premium quality brushes made in the USA for over 60 years

10" Hog Hair Brush



FO403

Hogs Hair Foam Brush
Aluminum Casting



FO194AH	Red Bumper
FO195AH	Blue Bumper
FO196AH	Black Bumper



10" Synthetic
Feather Tip Brush

FO202Y



10" Green
Feather Tip Brush

FO400

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YC36876
Vanilla Lime

YC39791
Sun & Sand

YC36871
Leather



YC36869
Clean Cotton



YC36875
Macintosh



YC36874
Ocean Water



YC36872
Coconut Bay

Tired of Dirty Bay Walls?

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WORKS GREAT ON:

- stainless steel
- painted walls
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- fiberglass
- brick
- metal

100%
Hydrofluoric
Acid Free!

Our Klean Wall cleaner has made the dreaded task of cleaning bay walls a simple and easy job. Just spray it on and rinse it off for spectacular results!



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Kleen-Rite: an Authorized Distributor

Call Today for a Catalog of our Entire Touchless Carwash and Detail Product Line



AFTER BEFORE



Are You Protected?



You have worked hard to save money, made an investment in this business, are putting in the hours to keep up maintenance and making a profit. Have you taken the time to make sure you will not lose what you have invested in this business if the unexpected happens?

There are many different kinds of insurance policies designed to help you to protect against losses such as a fire in one of your buildings or to someone stealing cash out of your machines. Spending a little time every year with your insurance agent reviewing your policies and changes you may have made during the year will help to protect you and your business.

First, the property insurance policy provides coverage for your buildings and personal property including stock. The preferred coverage to have is replacement cost, which at the time of loss provides you new for old without any reductions for depreciation. It is important to make sure your buildings are being insured for replacement cost value. This is often very different than market value. Replacement Cost is the amount it would cost to build the building at today's construction prices and market value is what your property could be sold for in today's Real Estate Market.

Good house keeping practices can help to reduce the amounts of liability claims

You also need to be aware of Co-insurance clauses on your policy. When you have a co-insurance on your policy, this clause requires you to insure your Building and Personal Property at a certain percentage which is stated on your declaration page of the policy, typically 80% or 90%. If you have not taken the time to select adequate property values, the insurance company may calculate a penalty for not having the right amount coverage and deduct a portion of the loss settlement.

The property policy can also provide coverage for a loss to business income. This coverage is sometimes referred to as disability insurance for a business. Business Income will provide monies to pay for the continuing expenses plus profit lost during a time the business

can not operate due to a covered loss. The correct amount for this coverage is determined by completing a Business Income Worksheet. This is very important to help you maintain your cash flow during a period of recovery.

Next, General Liability is coverage to protect you when faced with a third party property or bodily injury claim that could result in a lawsuit. This coverage provides for defense of the allegations in addition to a settlement and awards that may be negotiated. This type of policy typically also provides a small amount of coverage called Medical Payments, usually \$5,000, to provide payment for someone who may have slipped and fell on your property and will pay for medical bills up to this small limit. Medical Payments is also referred to as a Goodwill Clause because it extends goodwill to your patrons who may have a minor injury and hopefully avoids the motivation to litigate.

As an owner, it is important for you to make sure you are maintaining your property. You may want to ask yourself some of the following questions:

- 1.** Are walking surfaces that are frequently wet, constructed of a non slip material?
- 2.** Are the premise frequently inspected for fall hazards?
- 3.** Are vehicle routes clearly marked and well maintained?
- 4.** Are floor drains kept clear of debris?
- 5.** Do signs provide safe use instructions and hazard warnings?
- 6.** Is an emergency contact posted on signs by all telephones?

Good house keeping practices can help to reduce the amounts of liability claims and helps to protect your assets.



Another important coverage is Crime Coverage. This coverage provides protection from theft of money, tools, supplies, and equipment by employees and the general public. No matter what the size of your operation, a single car wash, or multiple, you have an exposure. Make sure you are choosing adequate limits for the Employee theft or Robbery. Employees who steal from their employers typically take only small amount that maybe not be easily noticed at first, but can add up after time.



Having employees represent significant additional exposure. Worker's Compensation is a required coverage when you have employees and is designed to pay for the employees medical bills and wages while the employee is off work due to a work related injury. Providing a Safe work environment for your employees, will not only help productivity, but it also helps to control you insurance costs.



Insurance can be intimidating. Associating with an insurance professional who understands your business, together you can develop a program to protect your investment.

by Amy G. Mitchell, CIC CISR

Murray Risk Management and Insurance

Reference: Silverplume/Sage/Engineering and Safety Service

SOLENOID VALVES & MANIFOLDS IN STOCK

From GC Valves and CFA, including Rebuild Kits



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



It's Time Someone Gave You
SERVICE
THAT
SHINES!

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Slips Trips & Fall Injuries



International Carwash Association Safety Tips Sheet

Slips and trips are common in our industry, but preventable:

- Car wash employees work around surfaces which can be coated with detergent, soap, wax and oil and are at risk of slip, trip and fall injuries.
- Often, these injuries occur at job sites, but they can also occur indoors, especially when "good housekeeping" is not a high priority.
- Slips, trips and falls may result in broken bones, sprains, concussions, or other costly and painful injuries. These injuries, however, are preventable.

What causes slip, trip and fall injuries:

- Running on the job is a cause of slip, trip and fall injuries.
- Injuries can also occur by not being on the constant lookout for hazards.
- Poor lighting conditions, icy spots in winter, spills and electrical cords or hoses left in walkways are among the many other contributors to slip, trip and fall injuries.
- Improper footwear can lead to less traction and injury.

How to prevent slip, trip and fall injuries:

- Pay close attention to conditions and remember that wet cement can be very slick.
- Wear proper waterproof shoes or boots that have good traction.
- Do not run.
- Put tools, equipment and materials back where they belong.
- Practice good housekeeping. If you spill something, clean it up. And if you spot a potential slipping or tripping hazard, eliminate it if possible or bring it to your crew leader's attention.
- Remove ice and snow before it accumulates.
- Clean surfaces coated in detergent, soap or wax before buildup.
- Clean up all oil spills in an approved manner.
- Clean up trash and debris and put in proper barrels.
- Do not leave tools around where people can trip over them.

TURBO WASH **DVR**
DIGITAL VIDEO RECORDER

NEW



Waterproof Bullet Camera

TWSPS6

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- 3.6 mm Lens
- 21 LEDs 15m Range
- 12 Volt DC
- 0 Lux (LED On)
- 420 TVL



DVR Packages

8 & 16 Channel
Packages Available



Infrared Day/Night Camera

TW6380VF
Waterproof



License Plate Camera

TW455
High Resolution



6-60mm Varifocal Lens

TWVFL6-60
Use with License Plate Camera

For a complete listing and pricing please see the Equipment Section of the Kleen-Rite Catalog

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

Nozzle Wear

A Hidden

PROFIT DRAIN

You can't hear it. You can't see it. You probably don't even know it's there... But, it could be costing you tens of thousands of dollars annually! Nozzle wear. A hidden profit drain.

What to do about nozzle wear:

1. Understand the consequences. Maybe you're thinking to yourself that the waste and inefficiency caused by worn spray nozzles just can't be all that significant. If so, you're like many of our customers who thought the same thing and then discovered they were wasting millions of gallons of water and, in some cases, hundreds of thousands of dollars.

Don't take our word for it. You can calculate the potential cost of nozzle wear in your application in just a few seconds. Go to www.spray.com/save. Enter a few details about your operation and see how much using even slightly worn nozzles may be costing you.

2. Inspect your nozzles. The easiest thing you can do is visually inspect your nozzles. If you see signs of erosion,

corrosion or damage, the performance of the nozzle has likely been compromised. If you see streaks, heavy and/or light edges in the spray pattern when nozzles are in use, it is likely the nozzles are worn. But remember that wear isn't always visible, so be sure to check nozzle and/or manifold flow rate. Increased flow or decreased spraying pressure can also be signs of wear.

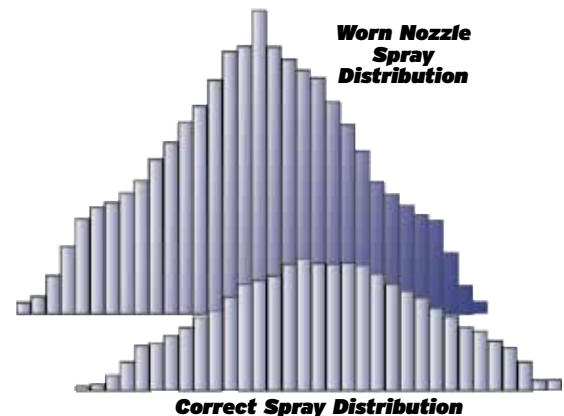


3. Call the experts for help. There are additional factors to evaluate when inspecting your nozzles. In some cases, sophisticated testing using an optical comparator or special drop size/impact testing equipment is needed. Expert help can save you time and ensure you're taking the proper steps to eliminate problems caused by nozzle wear. Prevent the costly consequences of nozzle wear today. Let us help you prevent profits from going down the drain. Proactive inspection of your spray systems is the best way to ensure optimal spray performance with minimal waste.

Let us help you get started today!

Using worn spray nozzles can:

- Waste thousands of gallons of chemicals and water and increase wastewater disposal costs.
- Cause costly quality control problems.
- Increase electricity consumption.
- Require more maintenance time and drive up labor costs.



How long has it been since you evaluated your spray nozzles?

If you're like many nozzle users, chances are it's been quite some time since you've done a thorough inspection.

That could be a very costly oversight – tens of thousands of dollars or more annually – even if your spray system appears to be providing acceptable performance. Here's why...

- Like any precision component, spray nozzles wear with use over time.
- Spray nozzles often show no visible signs of wear.
- As nozzles wear, orifice size gradually increases and nozzles spray above the rated capacity.
- Nozzles that spray over capacity often cause quality problems and always waste water, chemicals and electricity and increase waste water disposal costs.

EQUIPMENT

Upgrades

Kleen-Rite's self-service equipment offers a simple and economical upgrade path for your existing systems.



Deluxe Coin Boxes

Kleen-Rite Deluxe Coin Boxes provide an attractive solution for in-bay payment and selection options. They come standard with IDX MA-800 coin acceptors, Mars \$1-20 bill acceptors, 10-position rotary switches, and Dixmor LED 7 digital readout timers. The boxes are available with an integrated coin drawer or in a vault-ready configuration to tie into a remote vault or central coin-vac system. Credit card acceptance is also an option. The more payment options you provide the customer, the more they will spend, increasing your bottom line.



High Pressure Pump Stands

Kleen-Rite's high pressure pump stands are a perfect replacement for your aging pump units. They are available in single and double pump units mounted on an attractive stainless steel stand. They are pre-plumbed and pre-wired for soap and wax, include a three-way solenoid to switch between hot and cold water, and are plumbed to hook up to your existing weep system. They come standard with Cat 310 pumps and 5 horsepower 3 phase motors, but other configurations are available.



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What is Your

BEST Wheel Cleaner?

with Doug
"The In-House Soap Specialist"

When speaking to car wash owners and operators about what works best for cleaning wheels the conversation always starts by what's your best wheel cleaner. This question can be answered in a couple different ways, my first question to them is where are you using the product at. When used in an Inbay automatic or tunnel a good strong wheel cleaner is a necessity for producing a clean wheel and happy customer, self serve is another story. When considering wheel cleaners the main thing to keep in mind is Corvette, Porsche and aftermarket Aluminum rims. These rims do not hold up well to acid based wheel cleaners or strong alkaline cleaners when the rims are hot. Whereas trying to clean chrome spoke wheels, an acid based wheel cleaner is a must. Most of the soap manufactures are moving towards Hi Ph Alkaline based cleaners. Since most new cars are equipped with front disc brakes that produce an Iron Oxide film known as brake dust that gets baked onto the wheels sometimes the use of a brush will help get the cleanest wheels.

A lot of car wash operators will give their attendants both types of wheel cleaner Lo & Hi Ph and training on identifying the different types of wheels and what will clean them the best. This way works the best for consistently producing clean

wheels, but not all washes are setup with a full time attendant. When looking at wheel cleaners keep these things in mind.

For tunnels and touchless automatics I always suggest a Hi Ph wheel cleaner, when given the right amount of dwell time these products are the most consistent and safe product for the majority of wheels. Self serve washes are a little different in that you will always want to choose a product that is safe, since you have no control over how the product is being used. Self Serve washes will usually offer a tire cleaner degreaser that will help loosen the brake dust and can be brushed to help get a cleaner wheel.

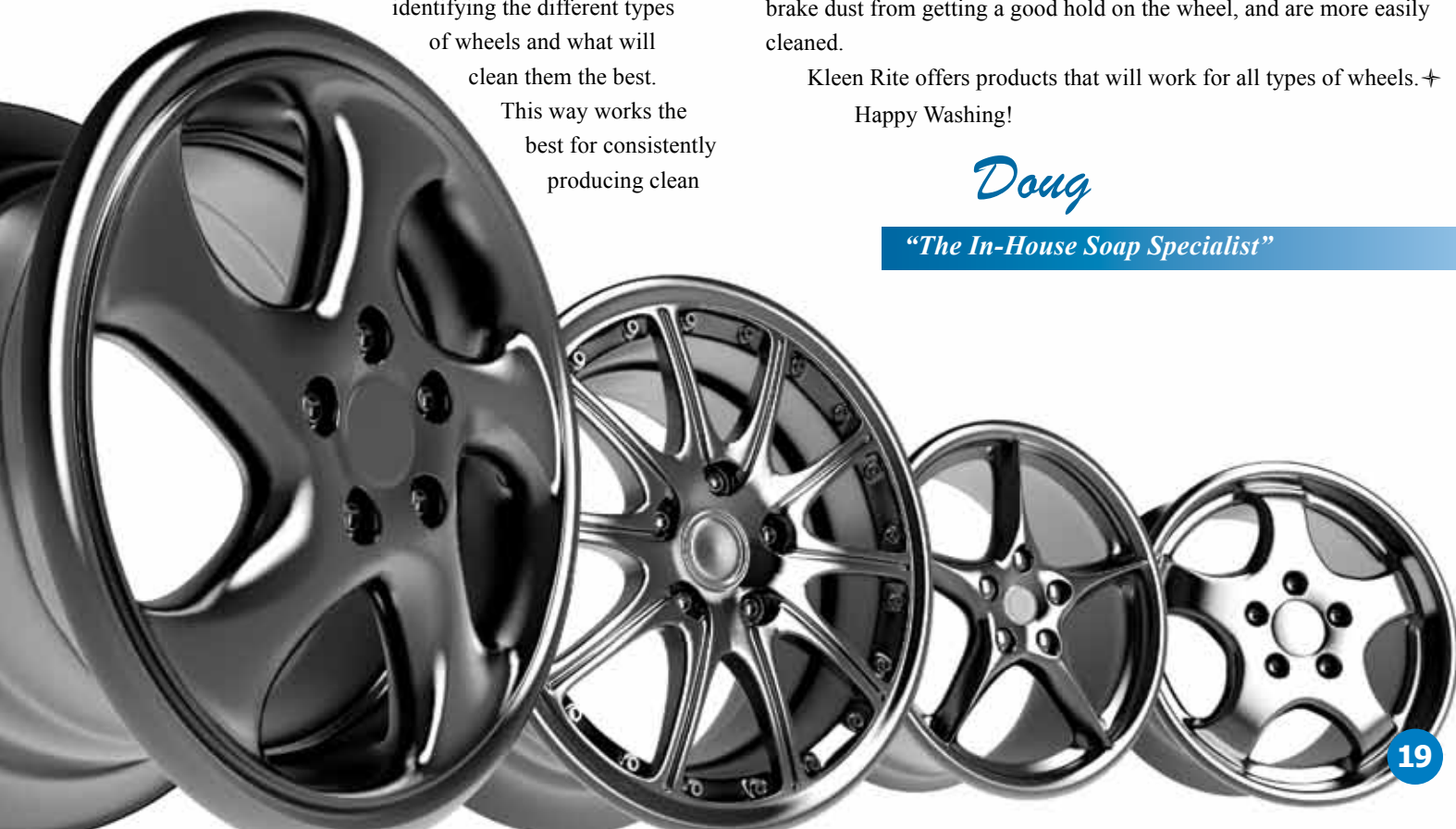
Sodium or Potassium Hydroxide based wheel cleaners have become the standard in Hi Ph wheel cleaners. These products work well but can spot hot dry wheels when applied. These types of cleaners work best when heated. Hydrofluoric or Phosphoric acid based cleaners are the most popular Lo Ph products and offer cleaning, brightening and light rust removal.

When wheels are cleaned by hand a lot of operators will apply a wax to the wheel to provide a sacrificial layer that will help keep the brake dust from getting a good hold on the wheel, and are more easily cleaned.

Kleen Rite offers products that will work for all types of wheels. +
Happy Washing!

Doug

"The In-House Soap Specialist"



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**CLASSIC
FOAM MASTER®**



QUALITY TOWELS



Super-Nozzle®



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**DO NOT CUT CORNERS
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IF YOUR CONVEYOR BREAKS DOWN
YOUR CAR WASH IS CLOSED!**

- 1.** Look for any “Flat Spots” on UHMW Rollers
- 2.** Look for Rollers that do not spin freely
- 3.** Check nuts and bolts, washers for tightness
- 4.** Make sure conveyor is operating smoothly with no jerking or unusual noises
- 5.** Check hydraulic lines/motors for leaks
- 6.** Rinse down the Rollers getting all the sand and dirt out of the Roller assembly’s especially during the winter months when more sand and dirt enters the car wash resulting in more wear on the Rollers
- 7.** Inspect for worn Roller axles, washers and chain links
- 8.** Inspect gear sprocket/take up drum

For Hanna® Style
6 Wheel Low
Profile Roller
(with M2 Link)

PART #	Idler Wheel
6WLPR214-M2	2-1/4" WIDE
6WLPR234-M2	2-3/4" WIDE



For Hanna® Style
6 Wheel High
Profile Roller
(with M2 Link)

PART #	Idler Wheel
6WHPR214-M2	2-1/4" WIDE
6WHPR234-M2	2-3/4" WIDE



For Hanna® Style
Standard RCV
(with M2 Link)

PART #	Idler Wheel
RCVR214	2-1/4" WIDE
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HARD WATER



Water Quality & It's Importance to a Car Wash Operator

By Alan Palermo, AP Formulators, Lead Chemist

To produce a clean car your carwash must have three things:

- 1) Properly Working Equipment**
- 2) Quality Chemistry**
- 3) Water Quality**

This article will focus on knowing and improving your carwash water quality. When I enter a carwash for a monthly evaluation the first item I test is water hardness. Hardness is addressed with a water softener. The most common water softener method called "ion exchange" is a reversible chemical process of exchanging hard water ions for soft water ions. The hard water ions are made of calcium, magnesium, and iron. The soft water ions are sodium (salt) added to the salt tank. The soft water ions and hard water ions meet in the resin bed of the soft water unit. The resin bed has a negative charge, and therefore attracts a positively charged ion such as calcium, magnesium, and iron minerals. The ion exchange happens very easily since the sodium (salt) ions have a positive charge of one, while the calcium, magnesium, and iron minerals have a positive charge of two. The results of this process leave the operator with soft water.

A carwash that uses soft water will use less chemical and have less mechanical failures

Why is this important to the car wash operator? A carwash that uses soft water will use less chemical and have less mechanical failures. Soft water allows the soap to lather. Therefore the operator has to use less soap to get the desired lather he or she is looking for. I have found for every drop/grain of hardness the soap will loose five percent of its detergency and foamability. For example *(continued ...)*

Water Hardness Test



Fill test tube to the **top** with water sample.



Pour sample into mixing bottle.



Add 1 level spoonful of Hardness Agent.



Hardness Agent will cause your sample to turn pink.



Add Titrant Solution to the mixing bottle one drop at a time while swirling the bottle.



When the color changes from pink to blue, record the number of drops added.

Number of drops it takes to turn water blue equals the total sample hardness.
*If one drop produces a blue color, total hardness is <1 grain per gallon
If it takes two drops, total hardness is <2 grains per gallon, and so on.*

if your carwash has six drops hardness, you are running at a 30% handicap!!! This is a critical point for touchless carwashes. It is extremely important for a touchless carwash to have soft water!!!! Hard water also effects equipment by causing scale to build up in the lines. When this scale breaks loose it causes solenoids to stick and tips to clog. A car wash operator can measure water hardness with a Water Hardness Test Kit. An acceptable test result is 0-1 drop/grains hardness.

The second test I perform at a carwash is a Total Dissolved Solids (TDS) test. TDS is more commonly referred to as hard water spots left behind when the water evaporates. To be certain your customers don't drive off with these hard water spots a carwash should have a Reverse Osmosis System (spot free system). This Reverse Osmosis system removes 98-99 percent of these solids allowing your vehicle to dry "spot free". The TDS of water is measured with a Total Dissolved Solids Electric Meter. I like to see a TDS reading of 20ppm or less. At some sites I will see a reading of 50ppm and often recommend a simple change of the pre-filter. By changing the pre-filter monthly you will see a 20ppm or less reading.

By performing these two tests monthly at your carwash you will ensure your water quality is proper. High quality water will lead to very clean cars.

By Alan Palermo
(Alan Palermo is the lead chemist with AP Formulators)

Kleen-Rite carries a variety of water testing kits, we have added them below for your convenience.

HACH Test Kits

Testing kits for water hardness, nitrates, nitrites, alkalinity and pH analysis. Designed for quick checks on the quality of water supplies or the efficiency of water softeners, spot free systems, etc.

Pocket Pal Testers

Designed to perform quick, on the spot tests for pH, Total Dissolved solids, & temperature. All units feature easy to read liquid crystal display, LCD. Testers are small enough to clip onto your shirt and produce immediate results.



Pocket Pal Temperature Tester

TK44450



Pocket Pal TDS tester

TK44400



Hardness measurement paper strips 0-425 PPM

TK274525

Hardness test kit with paper strips for analysis.

Hardness test kit with a liquid drop count titration method of analysis.



Kit for water hardness

Featured

TK5B

pH test kit with paper strips for analysis.



pH measurement paper strip

TK26013

TDS Test (Total Dissolved Solids)



Press the ON/OFF switch once to turn the tester on.



Remove protective cap from the bottom.



Immerse the bottom of the tester 1 inch to 3.5 inches into water sample. Gently stir the water with the tester for several seconds until the digital display stabilizes. Once display stabilizes, read your TDS value.



To maintain and improve the performance of your tester clean the stainless steel electrodes on the bottom with isopropyl alcohol.

Product	Description
TK26013	pH measurement paper strip
TK274525	Hardness measurement paper strips 0-425PPM
TK44350	Pocket Pal PH Tester
TK44400	Pocket Pal TDS Tester
TK44450	Pocket Pal Temperature Tester
TK5B	Kit for water hardness

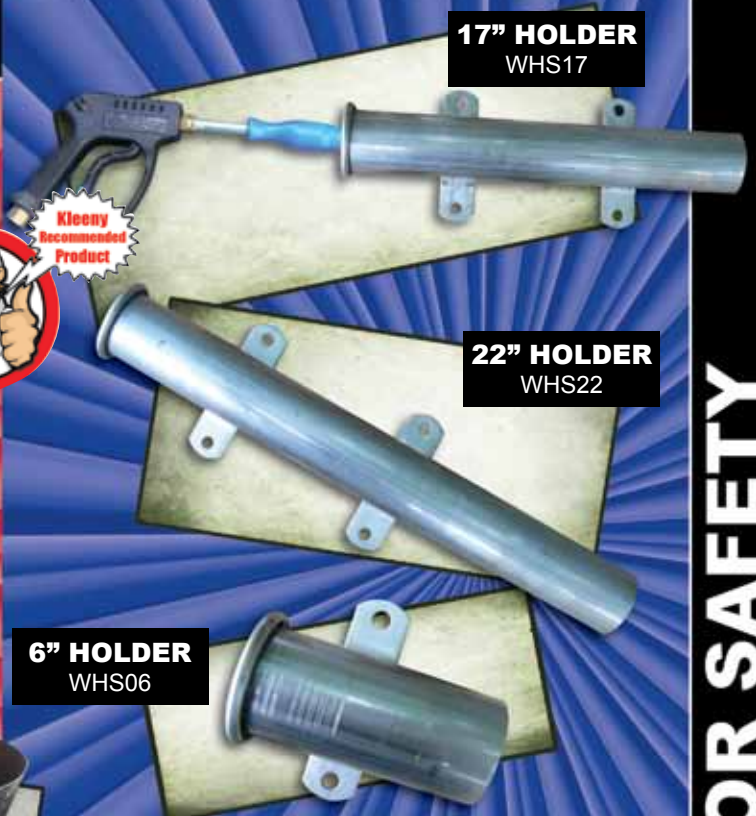
NO HASSLE

DIRT REMOVAL



CLEAN-OUT BIN

VDC10



17" HOLDER
WHS17

22" HOLDER
WHS22

6" HOLDER
WHS06

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In these tough economic times every penny seems to count. Keeping your equipment running smoothly is a great, and in this instance, a low-cost, way to save your money. Cleaning cards prolong equipment life and reduce capital expenditures. Cleaning cards have proven time and time again that when used regularly they save you money.

80% of read errors can be eliminated from just a swipe of the cleaning card

Cleaning cards are the fastest low cost maintenance person around, kind of like a maintenance man in your cash draw. If the POS card reader begins failing take out a cleaning card and run it through the reader. A customer waiting, for not only their transaction but the person in front of them, can damage their loyalty to your establishment. There is a business nearby that would be glad to have your customer. 80% of read errors can be eliminated from just a swipe of the cleaning card. Most transaction equipment can be maintained just as easy with the right cleaning card. Keep them loyal, keep them moving and keep your equipment clean.



Cleaning cards also reduce equipment downtime. Why wait for a new card equipment to be delivered or installed? The transaction equipment can often be back in service in seconds with a cleaning card. Most equipment failures are caused by dirt and only needs to be removed to be fully functional again.



Cleaning cards reduce fees from erroneous transactions. Credit card fees are impacted by whether the transaction is processed by being swiped, keyed in. Credit card companies explain that the variety of rates is due to the numerous levels of risk associated with transactions, such as having a greater risk when the physical card is not swiped. The increase in the fee can be as high as an additional 3%. For every \$100.00 of manual entry you could be giving away \$3.00. Why not just clean the reader and keep your \$3.00.

The faster you can satisfy your customer by sending them on their way the likelier they will return to do business again.

BUY THREE



AUGUST SPECIAL



GET 1 FREE

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Quiet Efficient Dependable Silent Partner

*Keeping your carwash
running smoothly.*



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SHIELD X

BODY/GLASS PROTECTANT



NAP5310

6 Gallon Pail limited time only.
Also available in 5, 30 & 55 gallon sizes!



SHIELD X

BODY/GLASS PROTECTANT

Specifically designed as a full service protectant that can be used under high pressure as well as low pressure.

Protects and leaves a great shine with a pleasant, bubble gum fragrance.

SPECIAL INTRODUCTORY OFFER!

20% SAVINGS!

Get 6 Gallons for the Price of 5

- A complete Body/Glass protectant shield
- Repels water without the smeary oil buildup
- Leaves a mirror-type shine on the vehicle
- Gives a lasting "Hand Waxed" finish

Innovations from New Zealand

How 2 New Zealand Companies are Contributing to the Car Wash Industry

The 2009 Kleen-Rite Catalog marked the debut of several new products to the Car Wash Industry from two companies from New Zealand. Having piqued our interest, we thought we'd delve a little deeper into who these companies are and present some information about their products to you, our customers.

Jobe Valves:

From Matamata New Zealand to a Carwash Near You.

It has been a long trip for Jobe Valves from the green pastures of Matamata New Zealand's dairy farms, to the high usage Carwash Systems of the USA.

Matamata is a picturesque little New Zealand town of 8000 inhabitants, surrounded by lush green rolling countryside. Traditionally home to the Dairy industry and some of New Zealand's finest racehorse training and breeding facilities, Matamata's rural beauty made it the choice for the set of the Hobbit village in the movie "Lord of the Rings".

The thriving dairy industry of Matamata attracted the young Jim Jobe when he set up business in 1967. One of his mentors, the late Harry Hall, told Jim, "When times are tough head to Matamata because the farmers there are well off enough to keep buying". The advice paid off and Matamata is still home to the three businesses that grew out of Jim's first business venture.

Along with selling and servicing milking equipment to the local dairy farmers, Jim was quick to develop and commercialize products as diverse as swimming pool filters, solar heaters and milking machine washing systems. One of his earliest developments was a float valve for use in cattle drinking tanks, so soon after the business opened its doors, Jobe Valves started rolling off the production line.



Jim identified a gap in the market for a high flow float valve for cattle drinking tanks in his work as a Water Systems Engineer. Fitting a float valve with a 1/8" hole in it to the end of a 2" pipeline with a sizeable pump feeding it just didn't make sense. With his typical ingenuity and enthusiasm, Jim came up with a diaphragm valve that would let the water into the tank quickly. The range of Jobe valves now available, all owe their origins to that first development.

When Jim's sons David and Robin started looking at ways to expand the business, they decided to focus on the product that just sold itself, the Jobe Valve. Like their father before them they looked for the best place to do business and like millions before them came to the conclusion that you can't beat the good ole USA.

Jobe valves were introduced to the US Market in the 1990's. Initially as in New Zealand the products were marketed to the agricultural sector but it quickly became obvious that there were plenty of other industries that could use a high flow, compact, robust valve.

The Carwash industry was quick to see the potential benefits of the Topaz valve, probably the most adaptable valve in the Jobe range. The high flow, coupled with the compact robust construction of the Topaz valve, make it ideal for use in tanks that need to fill fast to keep up with high usage systems.

Jobe Valves don't stay still for long so when it became obvious that the Carwash Industry had a need for a valve that would handle higher water temperatures,



continued...

Topaz Valves

are for use when high flow or working with high temperatures is of top importance.

10% OFF

For the whole month of August!

TOPAZ

ROJO

Topaz
3/4" JFVTS12
1" JFVTS16

Rojo
3/4" JFVRI2
1" JFVRI6

Topaz Industro
Hi-Temp Float Valve
3/4" JFVT12
1" JFVT16



Rojo Valves

are for use when flow is not so important but adaptability over a wide pressure range and potential uses is.

AVAILABLE FROM
KLEEN-RITE CORP.

the Topaz Industro valve was developed. This has all the same features as the standard Topaz valves but by constructing the body components of the valve from Grivory, a high end engineering plastic material, the valve has been tested up to 176 degrees Fahrenheit without distortion of the valve body.

With Topaz valves for your cold water applications and the Topaz Industro for warm water applications, there is a Jobe valve that's just right for your Carwash.

David was always searching for ways to add value for his customers when running his own agriculturally focused advertising and marketing business. From 1996 he directed the business philosophies he had been advocating to his own business and concentrated full time on taking his drumpumps offshore.

The Waikato region remains the manufacturing base of our drum-pumps. First in the garage of the inventor in the Coromandel town of Thames, then in the round barn on David's farm on the outskirts of Hamilton, and today in the thriving Waikato regional capital city, Hamilton. (Matamata, also in the Waikato region, is a 40 minute drive away from Hamilton.)

The New Zealand Pump Company:

Robust Drum Pumps From Hamilton, New Zealand

The car care market is now benefiting from the innovative, dispensing technology that is the patented Ezi-action® Drumpumps. These drumpumps are ingeniously simple and effortlessly effective.

The New Zealand Pump Company has been manufacturing the Ezi-action® Drumpumps since 1991 when its founder David Johns partnered with the inventor of the patented technology and aligned with Ecolab NZ to introduce the first model to the New Zealand dairy industry as the Ecolab Drum pump. That year it won the "Inventor of the Year Award" at the largest Australasian Agricultural Show, National Fieldays held annually in the Waikato.



The unique patented pumping principle sets the New Zealand Pump Company apart. This special system pumps without critical fitting parts which means no wear.

Made from robust, FDA compliant plastics, Ezi-action® Drumpumps are used in many industries around the world, steadily infiltrating into agricultural, industrial & food manufacturing and the commercial market sectors. We have distributors in USA, Europe and New Zealand and services more than 36 countries.



The Ezi-action® pumping system was originally developed for pumping water then adapted for use in drums and pails.

Today the original Ezi-action® Shallow Well Pump, seen in the New Zealand Pump Company logo, is still available. The New Zealand Pump Company also offers the Ezi-action® technology in customised hand pumps.

The high volume, low pressure, double action Ezi-action® Drumpumps have no conventional pistons or o'rings and no critical fitting parts. No critical parts means no wear and tear. The pumps are made from high quality, chemical resistant plastics. They are suitable for use with strong acids and alkalis, oils and lubricants. They will dispense wash chemicals, waxes, antifreeze and alcohols. They are not suitable for use with gasoline and harsh solvents.

Attention to detail matters when dispensing hazardous and high value liquids. Ezi-action® 200/55 Drumpumps are designed to fit securely and empty all the contents of 55 gallon drums. For 15 gallon drums there is the Ezi-action® 60/15 Drumpump and for 5 gallon pails there is the Ezi-action® 25/5 Drumpump.

Our Drumpumps are offered with a choice of adaptor fittings to provide a secure, leak free fit to your drum or pail. We call them Ezi-action® M fittings for drums and Ezi-action® C fittings for pails. All adaptor fittings slide up and down the shaft of the Drumpump.

This allows you to sit the Ezi-action® Drumpump on the base of the drum and means all the liquid will be dispensed.

We stand behind our products. Our Drumpumps are fully serviceable and come with a 24 month manufacturer's warranty.

New Zealand Pump Company also offers enhanced safety, accuracy and reliability with the revolutionary Ezi-action® Safety Measure Kit. The Safety Measure Kit converts your Ezi-action® Drumpump into a closed delivery system for decanting and dilution of chemicals. It's an even safer, dispensing option.

Exhibited as a NEW PRODUCT at Orlando, FL last year and again in Las Vegas in April this year Ezi-action® Drumpumps pulled end Users and OEM's to the stand with consistent comments;

“At last a pump that works and keeps on working”

“Wow, it empties all the contents.”



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MAGNIFICENT ARCHES WITH FULL COLOR GRAPHICS



ARCH GALORE



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BUILDING/STREET SIGNS



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ULTRA BRIGHT TRAFFIC FIXTURES



LED INSTRUCTIONAL FIXTURES



LED ENTRANCE FIXTURES



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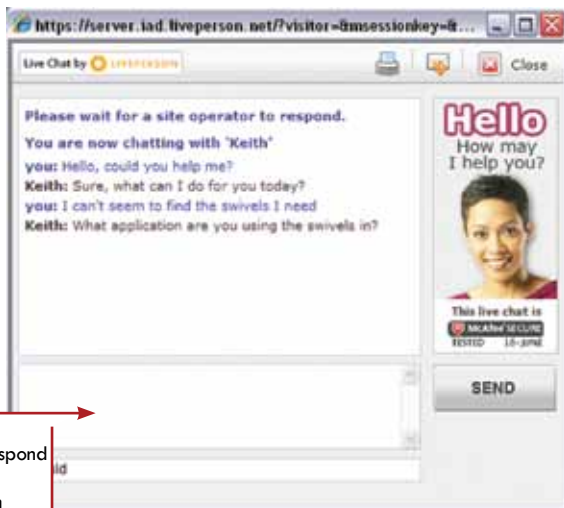
Live Online Help with CHAT LIVE!

Having trouble finding the right replacement part?
Can't seem to find your favorite chemical?
Difficulties checking out?

The new Live Chat feature on our website can help!

Now you can chat live with one of our Customer Support Team members while visiting our website. We have incorporated this new technology right onto the front page of our website. It is designed to help you, our customer, with anything you might need while shopping online.

To begin chatting simply click on the Chat Live icon located on the left hand column of your screen. After a few moments a Kleen-Rite team member will respond. Simply type in the bottom field of the screen and hit "Send" to have a conversation. Your contact person can help guide you through the checkout process, make recommendations on products and even direct your computer screen, sending you to the appropriate screen you should be looking at.

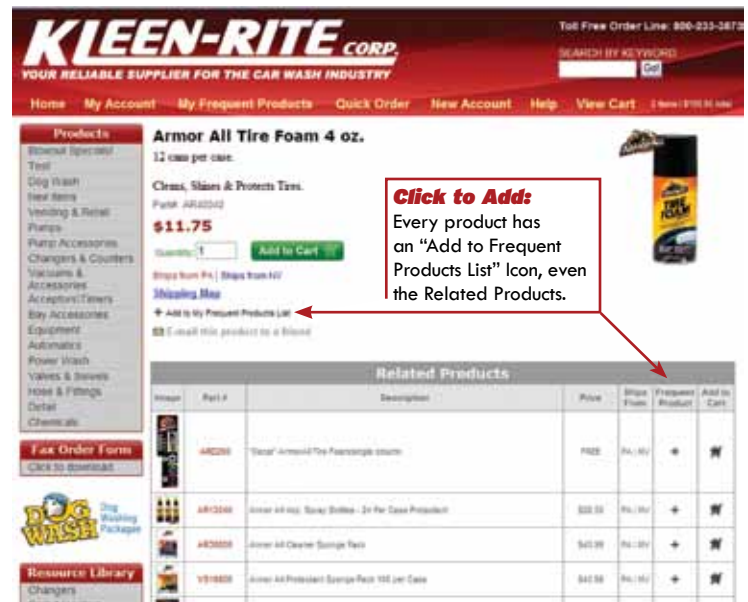


Type here:
Type here to correspond with our customer support team. Then click on the send button.

Live Chat is available Monday through Friday, 9 am - 5pm eastern time.

Build Your Own Personalized FREQUENT PRODUCTS LIST

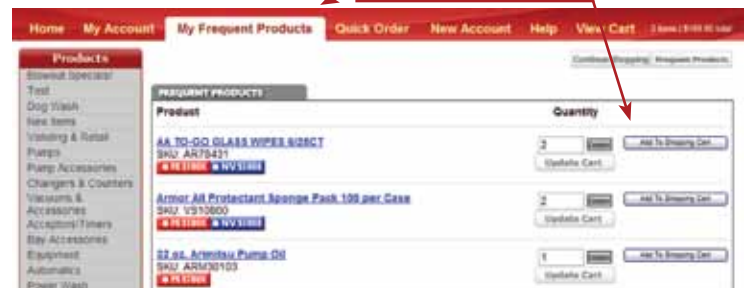
Now you can make and store your own customized list of all the products you need for your carwash. It's simple and easy and once you create your own list, it is accessible everytime you log on to our site. Creating your personal list is simple and easy. Every item on our site has an "Add to Frequent Products" icon. You can even create the list from the Quick Order screen as well. Below is an example of how easy it is.



Click to Add:
Every product has an "Add to Frequent Products List" icon, even the Related Products.

Image	Part #	Description	Price	Ship From	Frequent Product	Add to Cart
	AR200	Clear Armor-All Foam-4oz. Aerosol	\$12.00	PA, NY	+	W
	AR200	Armor All 4oz. Spray Bottle - 2x Per Case Product	\$22.50	PA, NY	+	W
	AR2000	Armor All Cleaner Spray Foam	\$42.00	PA, NY	+	W
	AR2000	Armor All Professional Spray Foam 100 per Case	\$42.00	PA, NY	+	W

Shop from Your List:
Once compiled, you can shop right from your list or change it at anytime!





Digital Air Machine
8670-DIG

TO DO:

- Increase revenue!
- Create new ways to draw attention to my location
- Offer a service the competition doesn't
- Call Kleen-Rite for more details!



Super Vac
9213LD



Vacuum & Fragrance
Station 29015



Air Machine
8670-2TA



Vacuum, Shampoo &
Spot Remover 29000



Tire Shine & Vacuum
29035



Tire Shine & Vacuum
29035



Shampoo & Spot Remover
Station 11000



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The **Truth** about **TIRE DRESSING**

by Jay Cogley, Trans-Mate Products, Inc.

As I travel around North America visiting distributors and detailers, the overwhelming question of exterior dressing keeps popping up. Do you have a cheap but effective tire dressing? Of course it has to work!

I still keep hearing of rock bottom prices that quite frankly are unrealistic. These are usually heptane or hexane based products with a low silicone content. Even these basic ingredients have become expensive as all raw materials continue to escalate. These dressings are also very volatile and do not meet CARB and OTC VOC standards on the East and West coast states. Some major manufactures have not offered these products due to their safety and liability issues.

Some major manufactures have not offered these products due to their safety and liability issues.

The most popular tire dressings in use are mineral spirit based products. They can vary in quality with the silicone content. These are usually non- flammable and produce great gloss retention at a reasonable dwell time. A major problem has been staining of plastic body parts caused by “sling” from a rotating tire. Prices of these dressings are now subject to OPEC pricing that you see at the gas pump. Mineral spirit based dressing also do not meet CARB and OTC VOC standards.

Since 2004 when the Eastern states adopted OTC emission standards, the aforementioned based dressings have been outlawed in the participating states. [Please visit trans-mate.com for specifics.] Most manufactures have introduced VOC compliant solvent dressings to their lines. These products can be frustrating; they are generally more expensive, offer a much slower dry time, provide lower gloss and can “sling”. They vary in quality according to silicone content.

Fortunately, great strides have recently been made in water-based silicone exterior dressings. These products meet VOC standards, are more price stable, maintain a durable gloss on tires and have less chance of staining. The latest technology allows the product to be

sprayed on with minimal waste of material. These new dressings are the future.

Water based dressing offer more flexibility in that they can be diluted to change the gloss level. When dressing the tire where a high gloss is preferred these dressings would be “Ready-to-Use” straight from the container, but there are times where a more subtle shine is needed such as dressing interiors. The water based dressings when diluted with water will provide more of a satin shine which is the preferred level for dash and interior trim.



Kleen-Rite is proud to carry these fine products:

Water Based Dressings:

- Trans-Mate Tire Dressing
- Simoniz Black Ice
- National Tire Dressing Plus
- Jobe Outerglow

TOP TEN

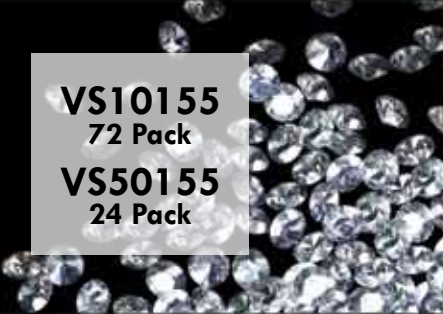
Car-Freshner

#1

BLACK ICE



VS10155
72 Pack
VS50155
24 Pack



#6

COCONUT



VS10317
72 Pack
VS50317
24 Pack



#2

NEW CAR



VS10189
72 Pack
VS50189
24 Pack



#7

WILD CHERRY



VS10311
72 Pack
VS50311
24 Pack



#3

VANILLAROMA



VS10105
72 Pack
VS50205
24 Pack

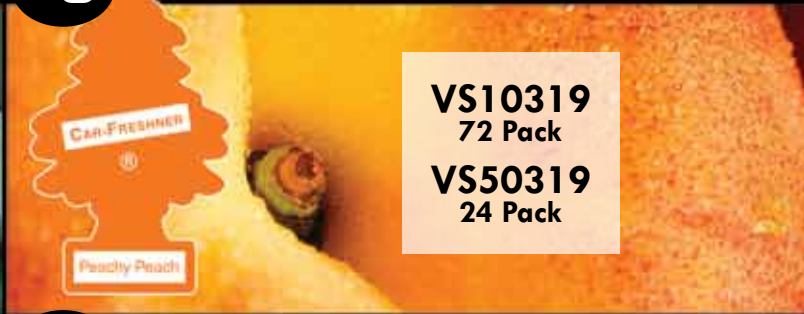


#8

PEACHY PEACH



VS10319
72 Pack
VS50319
24 Pack



#4

STRAWBERRY



VS10312
72 Pack
VS50312
24 Pack



#9

JASMIN



VS10433
72 Pack
VS50433
24 Pack



#5

ROYAL PINE



VS10101
72 Pack
VS50101
24 Pack

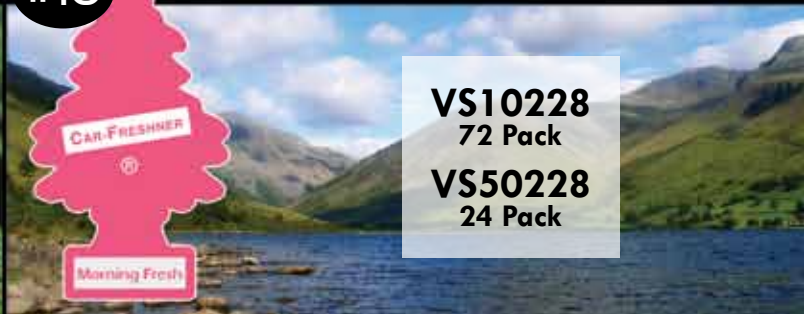


#10

MORNING FRESH



VS10228
72 Pack
VS50228
24 Pack



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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A 2009 Connecticut Car Wash Association, Kenneth A. Gustafson Sr. Scholarship; Chairperson Paul Farruolo, was awarded to Caitlin E. Snyder. Caitlin is the granddaughter of Margaret Hagen, a long-time employee of Kleen-Rite Corp.

Members of the Connecticut Car Wash Association and their employees and families were eligible to apply for the award.

Caitlin, who graduated from Villa Joseph Marie High School, Holland, PA is appreciative and proud to receive the scholarship. She will be attending Catholic University, Washington, DC in the Fall concentrating on early childhood education.

Thank you Mr. Ferruolo, CCWA and Kleen-Rite!

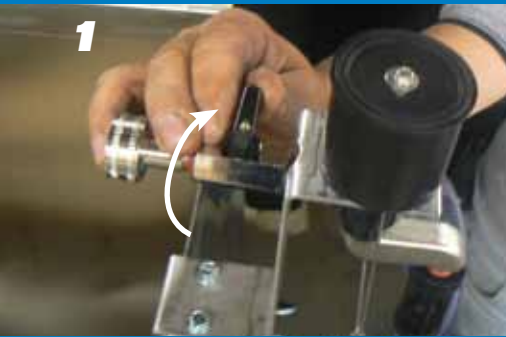
CCA The Connecticut
Carwash Association

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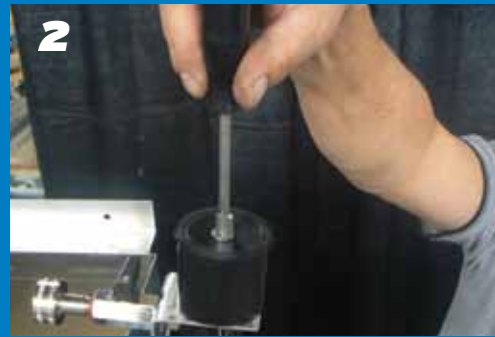
How To:

Service/Clean/Rebuild a Hydrominder

Tools you will need:
1/4" Nut Driver or #6 Flat Head Screwdriver



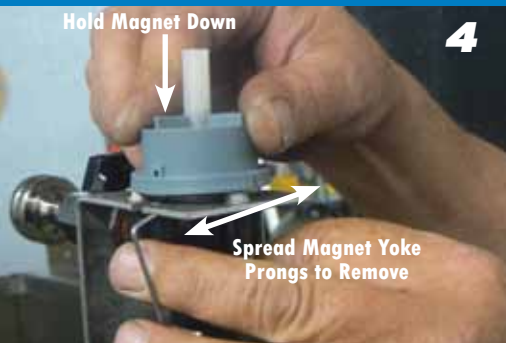
1
Turn water valve off at Hydrominder Inlet.



2
Remove Hex Nut on top of Magnet Cap with flat head screwdriver or nut driver.



3
Lift off Magnet Cap.



4
Hold down on Magnet and remove Magnet Yoke.



5
Remove Magnet and Magnet Spring.



6
Remove Discharge and Pickup Tubes.



7
With 1/4" Nut Driver remove the 3 screws that hold Valve Body to Bracket.



8
Remove Plunger Assembly and Stem from Valve Body.



9
Remove Diaphragm from Valve Body. Inspect, clean or replace Diaphragm.



10
Inspect, clean and/or replace Plunger and Spring Assembly.

11

Replace Spring, Plunger back into Stem.

12

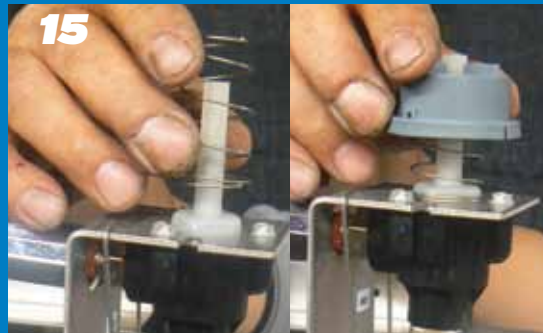
Put Diaphragm on top of Stem Assembly.

13

Insert Stem Assembly back up through Bracket and then bring Valve Body back up to Stem Assembly and place together being careful that the Diaphragm and Plunger Assembly doesn't pop out or get lost.

14

Re-tighten the 3 screws that hold Bracket and Valve Body together.

15

Reinstall Spring and Magnet back onto stem.

16

Reinstall Magnet Yoke and replace the Magnet Cap.

17

Screw back on the Magnet Cap.

18

Remove colored Tip and Suction Stub.

19

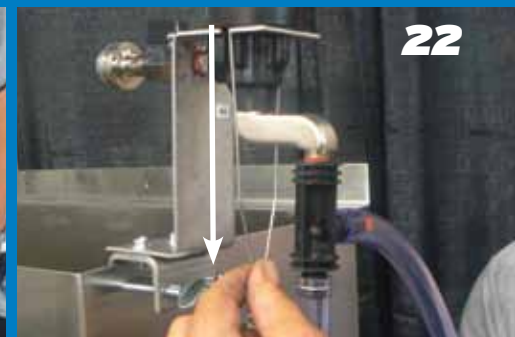
Inspect, clean or replace the colored Tip and Suction Stub.

20

Re-install Pickup and Discharge Tubes.

21

Turn Water Valve back on.

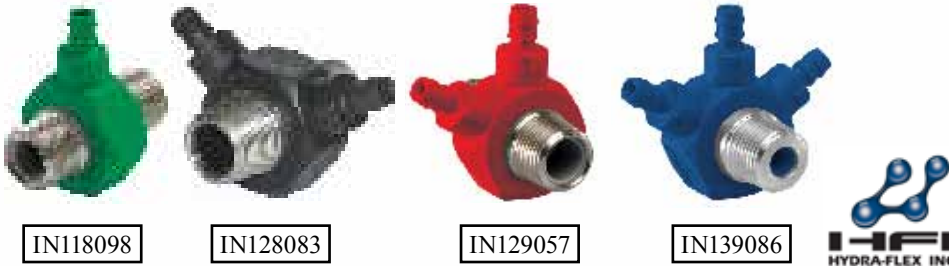
22

Manually pull down on Magnet Yoke to test water & chemical draw and then let go again. If the Magnet clicks, it is on the ON position. It is now ready to go!

NEW ITEMS

HYDRAFLEX CHEM FLEX INJECTOR

The CHEM-FLEX Injector is the most chemical resistant injector on the market. They have 3/8" NPT stainless steel inlet and outlet connections with Kynar, Teflon and Hastelloy in the injections bodies. Because of their unique materials of construction you can expect them to last 2, 3, and even 4 times longer than conventional injectors.



Due to its Kynar-molded, wetted surface, the CHEM-FLEX injector will not corrode like an injector machined from stainless steel or brass. The check valve consists of a Hastelloy spring, XFC O-ring and Teflon ball to make it the most corrosion resistant injector on the market

Connection Type: 3/8" NPT-NPT, Stainless Steel
 Pressure Range: 100 psi – 1000 psi
 Temperature Range: 33°F - 175°F
 Number of Hose Barbs: 1; 2 or 3
 Flow Orifice Sizes: 0.057 in.; 0.070 in.; 0.083 in.; 0.086 in.; 0.098 in.
 Color Coded by Flow Orifice Size
 Screw in metering tips to change chemical flow

** For a complete listing of all Chem-Flex Injectors see the 2009 Catalog or our website.

12 Position Rotary Switch

Upgrade your boxes today.
 Add more functions to your bays simply.
 Direct replacement for both 8 & 10 position..



ST0214

OUTDOOR BANNERS 14'W X 2'H

Heavy Duty for Long Term Outdoor Display Mounting Grommets.



A8070 Mytee Lite II Good Things Come In Small Packages

The Mytee Lite II offers a hot water extractor in a three-gallon body. Great for spotting, upholstery cleaning, automotive detailing, and more. The machine has a number of convenient features such as:

- Lift-off Vacuum Tank
- Clear View Lid
- Durable Roto-molded Housing
- Built-in Handle With Cord Wrap
- Storage Basket
- High Quality Stainless Steel Upholstery Tool

Do everything you can do with a full size unit. All in a machine you can carry with one hand. Perfect for quick jobs - also great as a rental unit.

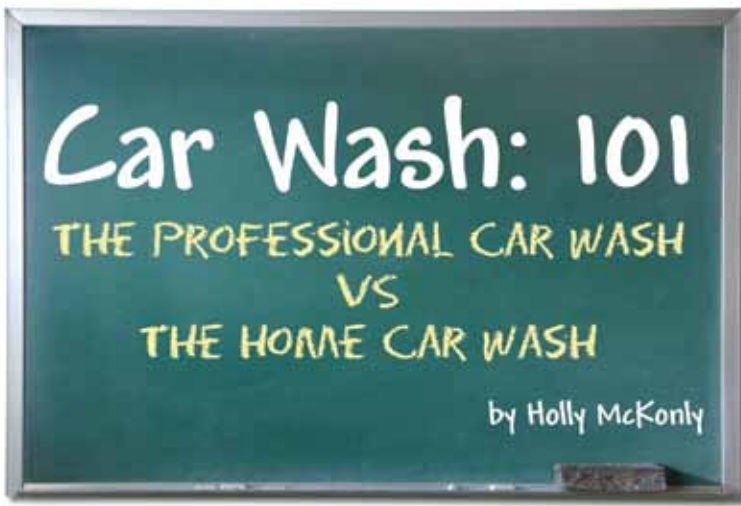
Specifications:

- Vac Motor: Single 2-Stage - 5.7"
- Pump: 100 PSI
- Water Lift: 85
- Heater: 1000 Watt
- Housing: 3 Gallon Solution and Recovery tanks
- Dimensions: 16 x 24 x 37
- Weight: 60 lbs.
- Tools: 15=92 vacuum and solution hose (8500) and Stainless Steel upholstery tool (8400)

MYA8070



MYTEE



Every car wash owner knows how important it is that customers use their facility for their car cleaning needs. When customers stay at home and wash their vehicles in the drive way it is not only impacting the car's finish but also our environment.

Many people who wash their vehicles at home normally reuse their tools such as sponges and towels. These tools can be a hide-out for dirt, grit, and other things that can scratch the paint. Research done by a Technological University associated with Mercedes-Benz showed that after 25 washes with the home tools (garden hose, bucket, sponges, towels, detergents, etc) it actually causes microscopic criss-cross patterns in the finish. This pattern, called the sandpaper effect penetrated as far as 10% into the finish.

GARDEN HOSES CAN WASTE UP TO 140 GALLONS OF WATER PER WASH AT HOME

It takes approximately 30-45 minutes to completely wash and dry a car at home. At a professional wash it can take 5-15 minutes depending on the wash chosen and whether it's self-serve or automatic. It also ensures a safer, more thorough cleaning by using specifically engineered cleaning agents and equipment.

At home, using household detergents which are usually diluted inaccurately cause driveway-washers to leave a soap residue on their car. This is also because the garden hose probably being used does not supply nearly enough water pressure to



remove the detergents. Garden hoses can waste up to 140 gallons of water per wash at home whereas a professional wash typical use

anywhere from 8-45 gallons per cycle.

With so many industries going green these days, it's important to know where the storm drains lead to in your community. To this day, many people are still uninformed concerning the difference between storm drains and the sewer drains. Storm drains are located on streets and travel directly into local rivers and streams. These are NOT treated and this a major factor in pollution of surrounding bodies of water. Sewer drains run from your home (kitchen, bathroom, etc) and travel to the local sewage treatment plant. So it is plain to see that when cars are washed in the drive way the dirt, detergents, and other chemicals can easily pollute water. When you allow chemicals and dirt to run into the storm drains it's impacting the bodies of water surrounding us by killing aquatic life and throwing off the natural balance of water in which all species survive.

Therefore it is crucial that we, the car wash community, convey the importance of washing vehicles at a professional car wash to friends, customers and our local communities.



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!

Sept. 13-16	Southeastern Car Wash Convention <i>Hampton Inn & Suites, New Orleans, LA</i>
Oct. 5-7	Western Car Wash Convention <i>MGM Grand, Las Vegas, NV</i>
Oct. 19-21	Northeast Car Wash Convention <i>Borgata Hotel, Atlantic City, NJ</i>
Nov. 10-12	Midwest Car Wash Expo <i>Renaissance Schaumburg, Schaumburg, IL</i>



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GET BEHIND THE SHIELD.



GIVE YOUR CUSTOMERS THE
PROTECTION THEY NEED.

OPERATOR SPOTLIGHT



by John Tobias, Kleen-Rite Corp.

SOAP BOX CAR WASH Elberton, Georgia

Recently I had the privilege of traveling to the great state of Georgia and meeting with the owner of Soap Box Car Wash, Don Fortson. Don and his wife Anne agreed to meet with me and give me a tour of their two car wash locations located in Elberton, GA.

The Soap Box Car Wash was built in 1979 by brothers Harry and Ed Hall. At that time Don Fortson was their banker at Pinnacle Bank and admired the brothers for their work ethic and business sense. Years later Don let the Hall brothers know that he was interested in purchasing their car wash operation if they ever wanted to sell. A few years later in 1999, the Hall brothers were ready to retire and offered to sell the business to Don.



The day to day upkeep of running the two washes became a family event with Don and Anne and their three sons pitching in to help run things. "We get up and head down to the wash at 4:45 a.m. every morning," says Don, "we blow out the parking lot, empty trash, recycle quarters and perform any maintenance that might be needed."

"Trash is cash", adds wife Anne, "the more trash we find in our lots means we've been that much busier." After finishing up at around 7 a.m. the family would head for breakfast before heading off to their regular jobs. "We stop back many times during the day to check on things. There are no days off. We maintain our washes 7 days a week, 365 days a year."



Don upgraded the Automatics at both locations by adding Triple Foam Units. He says he has seen a significant increase in his higher end wash purchases since he has added the Triple Foam options to his high end washes. He has also installed On-Demand Hot Water Heaters at one location and sees a dramatic difference in utility bills between the wash with the On-Demand unit as opposed to the other with the conventional water heater. Digital Security Cameras were also a recent upgrade.

After several years, two of the Fortson boys moved on to pursue their own careers. Scott (35) is a Doctor's Management Administrator and Brad (33) is in school to become a doctor. Their oldest son Shannon (37) works with his father at the bank and still helps run the daily car wash operation.



Don remarks: "When I first got into the car washing business, we didn't know anything about how to run a car wash. I have been working at the bank for over 39 years and currently am the Executive Vice President. I always had a passion for cars, I was a fanatic. I've owned a lot of cars over the years, my wife could tell you. So I thought the car wash would be a good fit and looked at it as something to help add to our retirement.

In fact the Fortson's really haven't been profiting from their car washes at all. "One of the biggest blessings of running the washes is that it has allowed us to contribute more to our church and several other community groups." Their contributions have helped to build the new Recreational Outreach Center, at First Baptist Church in Elberton, "The ROC" for short, is a positive place for young people to gather.



When I asked Don what he likes about the car wash business he replied: "I've been in Customer Service all my life, and the car wash business is no different. Our goal is to make sure the customer feels as though they've gotten what they've paid for and are happy when they leave. I also can't stand dirty cars, and it pleases me when they leave clean. A Clean Car just Drives Better"

"We became Kleen-Rite Customers because the previous owners were already buying from them and highly recommended them. I have

developed a good relationship with owner Mike McKonly. He takes time to make sure our needs are taken care of. We take advantage of their Soap Specials, and their Free Shipping specials regularly. He's fair and if we ever have a problem it's nice that Mike will personally see that it gets straightened out."

After spending the day with Don Fortson, it became evident that this was a man truly committed to his family, church and community. Customers would come in continually during the day and Don would take the time to greet and chat with each of them personally. Folks were driving by and honking and waving as well. I was not only impressed by his car wash operation, but by the man himself.



Anne & Don Fortson

Elberton, Georgia

Located in Northeast Georgia, Elberton was incorporated on December 10, 1803. The city was first called "Elbertville" and named for General Samuel Elbert who fought in the Revolutionary War. Elberton sits near the center of Elbert County, 33 miles east of Athens and 110 miles east of Atlanta. Known as "The Granite Capital of the World", Elberton produces more granite monuments than any other city in the world. Elberton is also known for attractions including granite monuments, historic homes and architecture, beautiful lakes, historical theatre and downtown square, and the 20,000 seat Granite Bowl.



AFPP105



AFPP106



AFPP109



AFPP101



AFPP110



AFPP104



AFPP103



AFPP102



AFPP108



AFPP111



AFPP107



AFPP114



AFPP113



WARNING



The Sale of Bomb Air Fresheners
May Cause Your Profits to

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