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YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 14 February, 2010

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Tips For Cleaning Your
BAY WALLS

Caught On Tape
Murder

At The Car Wash

How To Service A
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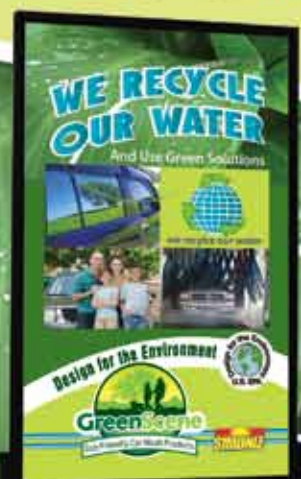
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ON THE COVER ★★☆☆

We'd like to thank Alexis Wells for being on this issues cover. Alexis is a student from Southbury, Ct and daughter of our Creative Director John Tobias.



Alexis enjoys reading, writing, playing guitar, cosplay events and video production.

We also want to thank the folks at Highland Car Wash in Lancaster, PA for letting us use their site for the cover photos.

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We here at Kleen-Rite look forward to a successful 2010, hopefully this year will be full of sunny, rewarding weekends. We feel like many of our customers, despite all of the negativity surrounding the economy in the media...the most important part of the news to our industry is the weather forecast!!!!

We have been working hard over the past several years to make the website more inviting and user friendly. We encourage all customers to visit our website at www.kleen-ritecorp.com, we offer monthly online specials, a resource library, live chat during business hours and many more exciting features. As you will preview in this edition of the Kleen-Scene we have added two new exciting features to our website. We have added a feature that will allow you to manage your account online. This feature will allow you to view past history including tracking numbers, current pending orders and If you need a copy of an invoice, no problem...you will be able to print a copy whenever you need it. The second feature is an online tracking feature that will allow you to track both UPS and Fed Ex shipment from our website. We feel these features will give you greater control of your account at whatever time is convenient to you. If the internet is not your thing, give us a call, we will be more than happy to help you.

By this time hopefully everyone has received a 2010 Kleen-Rite Monthly Special calendar, if not, be sure to ask for one on your next order. This calendar shows industry events including the 2010 Kleen-Rite Learn More, Earn More Expo that will be held November 10, 2010 at our Columbia facility. We are planning to have a great event and would love to see you there. In addition to events check out the great monthly specials, another way we are working to bring value to our customers.

We appreciate your business and will continue to work to improve our service to you, we look forward to being your reliable supplier for the carwash industry.
All of the best in 2010!!!!!!!!!!!!

Grace

UNITED WE STAND

This Veterans Day I had the privilege of meeting with Mike Mountz, founder of Grace for Vets. For those not familiar, Grace for Vets is a nationwide program that offers free car washes for veterans on Veterans Day. Mike, a veteran himself, started Grace for Vets locally in 2002 and nationally in 2005. The inspiration for it, however, began much earlier than that. In 1969 Mike was in basic training when an accident



landed him in Valley Forge Military Hospital, which at the time was the nation's largest amputee recovery hospital. Surrounded by thousands of men and women who had so readily sacrificed for their country, it became clear to Mike that these people should never be forgotten. It was their courage and heroism that stayed with him and made him want to give back to 'all the wonderful Americans who have given so much for our magnificent country and our freedom'.

Grace for Vets had humble beginnings. The first year only a handful of washes participated. Mike, a car wash owner himself, had contacted his local competitors as well as a few regional car wash operators that he knew and asked them to partake in the event.



Staff Sgt. McCalmon, Staff Sgt. Pratt and Cpl. Weier take time to talk with a veteran at Cloister Car Wash, Reading PA

In the years following, interest and participation has grown substantially with over 500 car washes in 44 states participating this year. Mike enlisted the help of friends, family and employees to promote Grace for Vets. They have done everything from cold calling car wash owners to contacting local radio and TV stations to get the word out. Bob Rue, a long-time friend of Mike's and also a

veteran, sent out letters to the Governors, every member of the House and Congress in all 50 states as well as the President and several celebrities to raise awareness of the program.

Although the skies were cloudy during my visit at Mike's car wash I pleasantly surprised to see how many veterans had come out to take part in the event. All four of his locations participated and Mike said that despite the weather, he still expected to give away a good amount of free washes that day. While I was there I spoke with many veterans as well as a handful of active duty members. No matter what branch they had served in or when they had served, they all agreed that it was refreshing to see a program like Grace for Vets. Marine Staff Sergeant Pratt, who was there with 3 other marines and some heavy military equipment, noted that "vets get over looked a lot and it's good to see local business getting involved."



Kleen-Rite Car Wash, Columbia PA, advertises Grace for Vets

Mike says it's a small gift to wash cars for free. But it is a gift that any car wash owner can give. "The beauty of the program," he says, "is that every car wash segment can participate. Even if you don't have an automatic tunnel but you do have hand bays, self-serve bays, self-serve vacuums, a pet wash, or even a motorcycle wash, you can participate in Grace for Vets. Simply position an employee at each of the areas where you want to offer free services. The attendant can provide the veterans with free time by turning the bay or vacuum on. Now that's personalized customer service!"

Mike's goal is to make it as easy and inexpensive as possible for car wash owners to get involved with Grace for Vets. He has created the Grace for Vets website (www.graceforvets.org) that has all the tools that you need to get started on it. Materials include logos to use



for Vets

UNITED WE WASH

By Sarah Greene

on any Veterans Day promotions, advertisements for radio and newspapers, and signage for your lobby, waiting area or any local veterans' administration office or willing neighborhood business. In addition, there is a sample press release, letterhead and even stock photos you can use on promotional posters. They have even outlined how to structure a successful program and provide tips for generating awareness and support from local vets and media outlets.

All these materials are free to whoever wishes to use them. Mike does, however, make one request: that the veterans not be asked for ID when coming for the free car wash. "The program", he says, "is focused on honoring veterans and service personnel. In order to receive a free car wash, all veterans have to do is let you know that they are a veteran or in the armed forces. No proof of veteran or personnel status is required. This may lead to some abuse, but we believe that the program must be based on one of the guiding principles for a veteran, honor."

Mike has continued this theme of honor with how he runs Grace for Vets. He doesn't accept donations from anybody, not even his sponsors. All he asks of them is that they put a link on their website directing people to the Grace for Vets website. It's not about how much he or his car wash could have gained from this, he says, it's all about the veterans and how we can honor them.

Curious to see how other car washes got involved this Veterans Day, I contacted several owners throughout the country. It was Bradley's Car Wash, of Presque Isle, Maine, first year participating in the Grace for Vets Program. Owner Mike Cyr heard of the program through the International Car Wash Association and

promoted the free wash over local TV and radio stations as well as in the newspaper. Mike was fortunate with good weather and said that he never realized how many vets were in the area. Some people had traveled over 60 miles for the free wash. By 7:15 am there was a steady stream of cars that didn't end till 7 pm that night. Like most other car washes participating in Grace for Vets, Bradley's Car Wash did not require vets to show proof of their military service.



Metro Express Car Wash, Meridian, Idaho

Metro Express also participated in Grace for Vets for the first time this year. They offered free washes at 2 of their locations in Idaho. Owner Bill Martin, an Army

Special Forces veteran himself and a friend of Mike Mountz's, had heard of the program for several years and decided that this was the year he was going to join in. They advertised their free wash through their Facebook page (www.facebook.com/metroexpress), through their Twitter feed (www.twitter.com/metroexpress) and contacted as many local veterans groups as they could find. Although the weather wasn't the greatest (rain in the afternoon giving way to snow flurries) they were pleased with the volume that they did that day. Metro Express had support from Congressman Walt Minnick who came out to visit their Meridian location to meet and talk with the veterans. KTRV Fox 12 also came out to cover the event.



Congressmen Walt Minnick, Idaho and Metro Express owner Bill Martin meet with some veterans.

It will be exciting to see how Grace for Vets grows over the years. The goal for the industry is to wash over 1 million cars. Mike would like to see Grace for Vets grow as a united front amongst car wash owners and car wash industry companies alike, giving back to our veterans one car wash at a time.



Bradley's Car Wash, Presque Isle ME washed over 360 veterans cars for free this Veterans Day.



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CAUGHT ON TAPE

AT THE

By John Tobias

CAR WASH



It was a normal Tuesday morning in Swartz, Louisiana when Gene BeDoit, owner of Clean Gene's Car Wash, headed down to his wash site at 5:30 a.m. to do his regular morning cleanup and maintenance check for the day. Upon arriving to his site, Gene noticed a white pick-up truck with a flatbed trailer attached to the back parked in one of his bays. With no owner of the vehicle in sight, Gene, a former Deputy and K-9 handler called on some of his old contacts at the local sheriff's office. He gave them the license plate number and asked if they could contact the owner and let him know that he needed the truck moved by 8 a.m. or he'd have to get it towed because it would be obstructing business once the morning traffic began rolling in.

he saw what appeared to be blood on the driver's side door

The sheriff's office contacted the truck owners wife, who suggested that perhaps the owner, 66 year old Joe L. Jones, parked in the bay and walked over to the store next to the car wash. Mr. Jones was a bit of a nightowl, she explained, and often got up in the middle of the night and went about his business while she was home in bed.

Gene finally went over and felt the hood of the truck to see if the engine was warm, it was cold. Upon further inspection he saw what appeared to be blood on the driver's side door and looking

through the window, blood in the interior of the vehicle. He immediately called the sherriff's office back.

Once the sherrif's deputies arrived they went inside and reviewed the video footage from the night before. Gene had installed a security system with 16 cameras three years earlier. "Well after Hurricane Katrina and Rita," Gene explained, "alot of people were displaced from New Orleans and many came to our area in Northern Loisiaana. Gangs started cropping up like never before, former New Orleans gang members came to our area and started up new gangs here. Crime was on the rise and burglaries and car-jackings started happening on a new level. The pharmacy adjacent to my lot was robbed, so I decided to have a camera system installed to protect my livelihood."

Upon reviewing the footage, they saw Mr. Jones arrive at the store next to the car wash on Monday night. He soon met a younger man who arrived in a smaller pick up truck. The younger man got into Mr. Jones' truck and the two of them headed down the road, away from

Swartz murder suspect in custody

Car wash surveillance led to man's arrest Tuesday

By Matthew Hamilton
Swartz, La. (AP) — A 66-year-old man was arrested Tuesday on a first-degree murder charge Tuesday after the investigation of a bloodstained truck left in a Swartz car wash.

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Michael Dourson/The News-Item Swartz, La. (AP) — A 66-year-old man was arrested Tuesday on a first-degree murder charge Tuesday after the investigation of a bloodstained truck left in a Swartz car wash.



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town and toward a swampy forested area. The video revealed the younger man returning alone approximately 33 minutes later driving Mr. Jones' truck. The young man, later identified as 23 year old Jason

eras. Local women have expressed their appreciation to him for the cameras as well, letting him know that they feel safer washing at night because the site is well lit and the cameras are there. "I guarantee,"



Ray Davis, can be seen parking Mr. Jones' truck in one of the car wash bays. He then gets out of the truck, puts money into the coinbox and spends ten to fifteen minutes hosing himself off with the high-pressure car wash gun in an attempt to wash the blood off his clothes and hands.

says Gene, "I'm doing the best I can to provide security for both my customers and my property. It's not for intrusion on people's privacy, it's for their protection. After years of being in law enforcement myself, I've learned that you can't depend on the authorities to protect you, you must be pro-active and take steps to protect yourself."

he spends ten to fifteen minutes hosing himself off with the high-pressure car wash gun in an attempt to wash the blood off

Sherriff's deputies suspected that Mr. Jones was a victim of violence and could not be far away as the suspect was only gone for 33 minutes. They began their search for Mr. Jones toward the forested area where the video showed them heading. Detectives combed the surrounding area Tuesday afternoon looking for a body, at one point calling in assistance from Louisiana Department of Wildlife and Fisheries. They were preparing to survey the area with helicopters when two detectives saw a patch of tall weeds bent over in a field.

"The victim's truck had grass in the door, so we knew to look for tall grass," one of the detectives said. "So we looked over the tall grass and saw the victim. It was like finding a needle in a haystack."

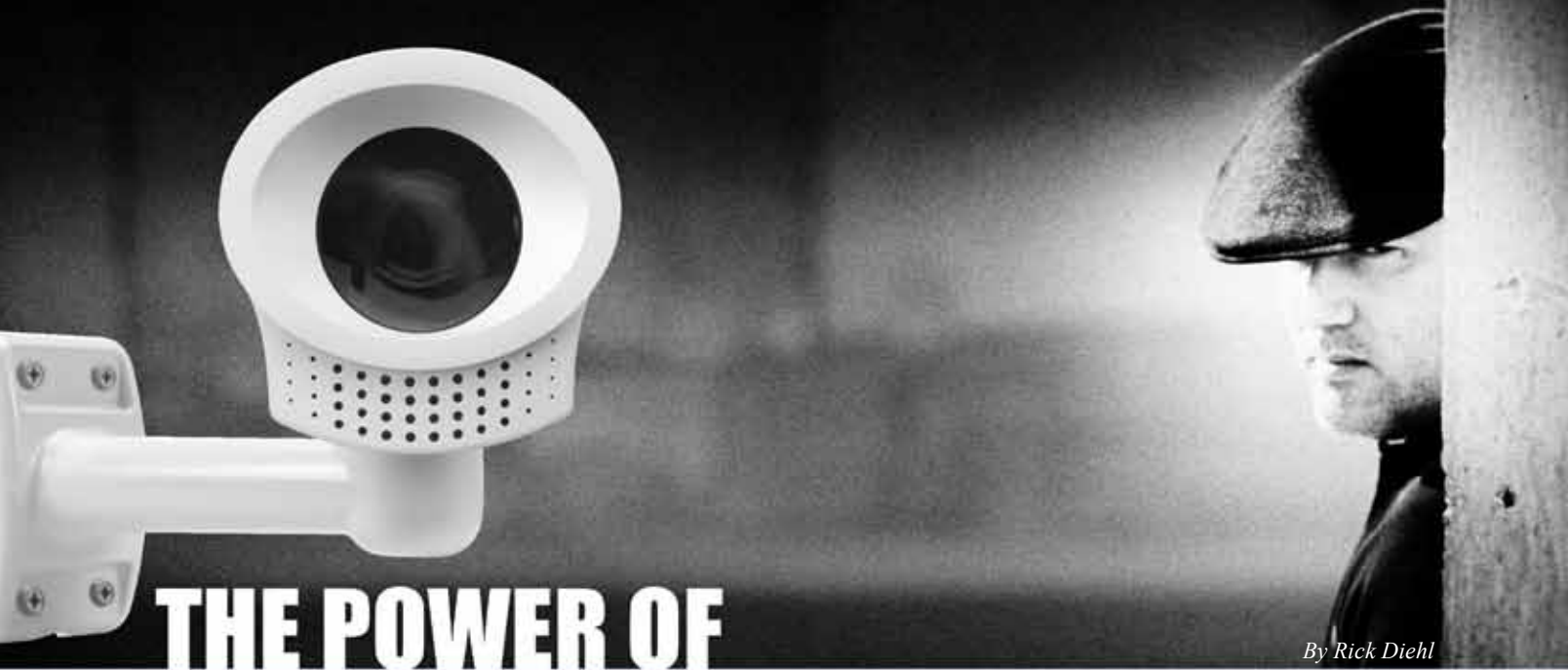
Joe Jones died of blunt force trauma, Davis admitted to meeting Jones at the car wash and striking him several times. Davis is suspected of trying to rob Jones, who kept a money box inside his truck. The arrest affidavit said the money box was missing. Davis was charged with first degree murder. The case has not gone to trial yet.

Gene BeDoit says that not only have his security cameras helped solve this local tragedy but have also helped to curb dumping and vandalism at his site. He captured the licence plates of locals dumping trash and fish in his lot, went to their homes and returned their trash and let them know that next time the authorities would be involved. Trash & fish dumping is down 50% since installing the security cam-



Owners Gene & Karen BeDoit with their Granddaughter Brooke

Gene BeDoit owned another car wash when he bought the Swartz location in 1991. After 2 years of running two separate sites, he consolidated the business into one at the Swartz location. Upgrades included a foam brush system, tire/engine cleaner, new vacuums, vaults, electronic coin mechs and of course security cameras. Gene and his wife Karen, have taught their grandchildren to help out at the car wash at very early ages. Helping to pick up trash and police the area. The grandkids work on commission, learning the value of hard work and earning money.



By Rick Diehl

THE POWER OF Video Surveillance

Ask any carwash operator that has a Digital Video Recorder (DVR) if they would buy one again and the answer is a big yes. Time and time again operators say they can't go without their video of their carwash. Once you have video and have the ability to view the wash remotely and to instantly search and playback events at the wash, you would feel blind without it. It's hard to put a dollar value to what it is worth to an operator especially those that have yet to take the step of installing video at their wash but for those who have all will tell you it's invaluable to them. All types of washes benefit from having video. The following are examples of what a DVR has caught on video.

The carwash owner has been out of town and upon returning views the carwash remotely on the internet from home and notices a huge pile of tree limbs sitting on the asphalt of the rear exit. Upon further search of the DVR, it shows a pickup truck pulling a trailer through the back and stopping and then dumping all the limbs off the trailer in a pile. The truck had pulled through the area where the license plate camera was recording and was able to get a plate number. The police were called and within 2 hours the same pickup pulls back in and picks them up. The other part to this story is that the employee that was to clean up around the wash is shown on video to show up and kick a couple of limbs and then leave without trying to take care of the problem.

There have been multiple videos of people cutting off a bubble brush or wash gun and taking it with them. Through the license plate cameras a license was recorded and the police were called and the story is pretty much the same. Police show up at the house of the thief and the thief denies he was there and then the police offer to show him his video picture and the thief confesses and meets with the police and owner together at the carwash and then returns the gun or brush and usually 50-100 dollars for damages and is told to not enter the wash again or they will be charged with trespassing. The excuses as to why they did

it vary and are usually just that excuses. Video sends a message to these people and the word usually spreads around.

A group of kids show up and wash their car then they pull up to the vacuum island. Operator shows up the next day and sees graffiti sprayed on the island. Upon viewing the playback of the DVR, it shows these kids spray painting the island. The license plate was caught when they exited the wash. The police were called and as it turned out, the driver was not old enough to drive a car. The police visited the parents who owned the car and also visited the school to identify the others. The beauty of this was the message sent to all the students at the school. That carwash has video and we got caught, don't go there.

At a full service wash a customer accuses the employees of stealing an item from their car. Upon viewing the video on their DVR, they can see nothing was taken and have the owner open their trunk to find the item in the trunk. This type of claim has happened many times and by having cameras, it not only proves what happened but it helps keep both the employee and the customer honest and reduces these kinds of claims. The same scenario happens for damage or scratches on a car that a customer might claim the wash caused when after review shows that the car came in the condition before the wash.

DVR's have caught cars being stolen after being towed off before the owner could get to their car and the police were able to ID the thief and get the car back and prosecute the thief. There are videos showing sudden acceleration of jeeps in a carwash. Cars running into the inbay automatic equipment while pulling in and the operators were not only able to prove their equipment didn't cause the problem, but are able to get the driver to pay for the damages to the equipment. Crooks that break into cars to steal purses and goods often go to a carwash to dump off the items after they have taken the valuables. They too were identified and prosecuted. People trying to use stolen credit cards have been

caught by video from DVR's and the amazing part to this is that a good share of the stolen cards are stolen by the victims friend or someone they work with. The victim usually calls the operator wanting to know if they have video and then they come to the wash and can identify who it is.

I had a women come up at my wash and ask me "are those cameras real and working?" I assured her they were and asked why. She told me she feels safer knowing they are real and will use my wash because she knows that some places use fake ones and she didn't like that.

One morning the operator shows up to the wash and notices the chain link fence lying down. Upon review of the video of that area there was an accident the night before where a car ran through it and the police were there and the car towed away. With that knowledge the operator calls the police to find out the owner of the car so they can pay to have the fence fixed. Without video the operator would have had no idea how that happened and would have been paying out of his pocket to fix the fence.

These are just a few of the stories I know of and have been told and there are many more.

Aside from viewing theft, vandalism and other crimes, video at your carwash has many other advantages. Video helps you to manage your



employees; you know when they were there, what kind of work they performed and keep an eye on the cash register. Video has caught employees stealing from the bill changers, in one case it was a family member. In some cases you may lower your insurance by having a DVR system.

Remote viewing allows you to manage from another location, office or home by seeing if the wash is busy, working properly, attendant on duty, clean, changers working, garbage emptied and all lights working at night. In cold climates are the weeps working, snow been cleared and any ice on the floors. This remote viewing can cut down on many hours and miles driven to your wash just to "check it out".

If you are an operator that has video but still recording on tapes you can usually change out your tape recorder and use a DVR with your existing cameras. Doing this will save you many hours of searching through tapes, changing tapes and gives you remote viewing capability. DVR's provide a much clearer picture, many times I have been told by police that they are impressed with the quality of the video and they are much more likely to help you because you have given them a clear picture.

Give video surveillance a shot it is definitely worth the investment and you will wonder how you ever went without it before.

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Gray	5/1	1.2/1	6/1	10/1	20/1
Black	6/1	2/1	10/1	20/1	30/1
Beige	8/1	4/1	20/1	32/1	64/1
Red	17/1	6/1	35/1	48/1	128/1
White	23/1	9/1	52/1	67/1	144/1
Blue	25/1	10/1	55/1	96/1	173/1
Tan	36/1	13/1	70/1	144/1	218/1
Green	48/1	21/1	100/1	176/1	306/1
Orange	64/1	26/1	140/1	234/1	424/1
Brown	75/1	30/1	160/1	296/1	768/1
Yellow	90/1	38/1	190/1	416/1	896/1
Purple	120/1	50/1	250/1	596/1	930/1
Pink	240/1	100/1	530/1	1024/1	1024/1



THE KLEEN★TEAM

Diane Fry

Customer Support

As an order taker for Kleen-Rite for the past 9 years, I have answered a lot of calls. This is one thing I like about my job, every call is different. As Kleen-Rite has changed and grown, so have my responsibilities. I have the opportunity to talk to people from the companies we represent, giving me the chance to learn more about the products we sell.

In my spare time I enjoy reading, sewing, and baking. On weekends my husband and I like to ride his Harley and visit with our 3 daughters, 2 sons-in-law, and 4 granddaughters.

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

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Recora treadle switches are tough enough for multi-ton trucks, but still respond to the lightest of cars.



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Part #	GPM	Back Flow Prevention	Chemical Injection	Price
IN440-24	2.5	✓	✓	
IN440-22T	4.0		✓	
IN440-23T	4.0	✓	✓	
IN437P-21	22.0	✓	✓	
IN440N	6.0			
IN437PN	64.0			

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Tribute to Sandy McKonly

1942-2009

Our beloved Sandy McKonly passed away this past Autumn after a courageous battle with cancer.

From the very beginning, Sandy was an integral part of the growth and success of Kleen-Rite. Sandy learned quickly and became one of the pillars of the company as well as a real authority on the car wash industry.

In an earlier interview, Sandy explained, “No customer wanted to talk to me back in the early days because I was a woman, and they didn’t think I knew anything. Eventually that changed once the customer realized that I did know something and could help them. They became more receptive.”

When asked what she thought made Kleen-Rite different from it’s competitors, Sandy said, “ I think we care about what we do. That is the kind of people we are. I feel bad if I lose a customer, I take it to heart! We all care about what we do, and we want to give customers the best service and prices. Numerous customers have called us over the years to tell us how thankful they were that we saved them money and made their car wash much more profitable. It is rewarding to hear that.”

We have been truly blessed and fortunate to have had Sandy’s strong, stable prescence with us throughout the years, helping shape the company into something she was proud of. Our company and the industry as a whole have lost a truly valuable asset, friend and family member.

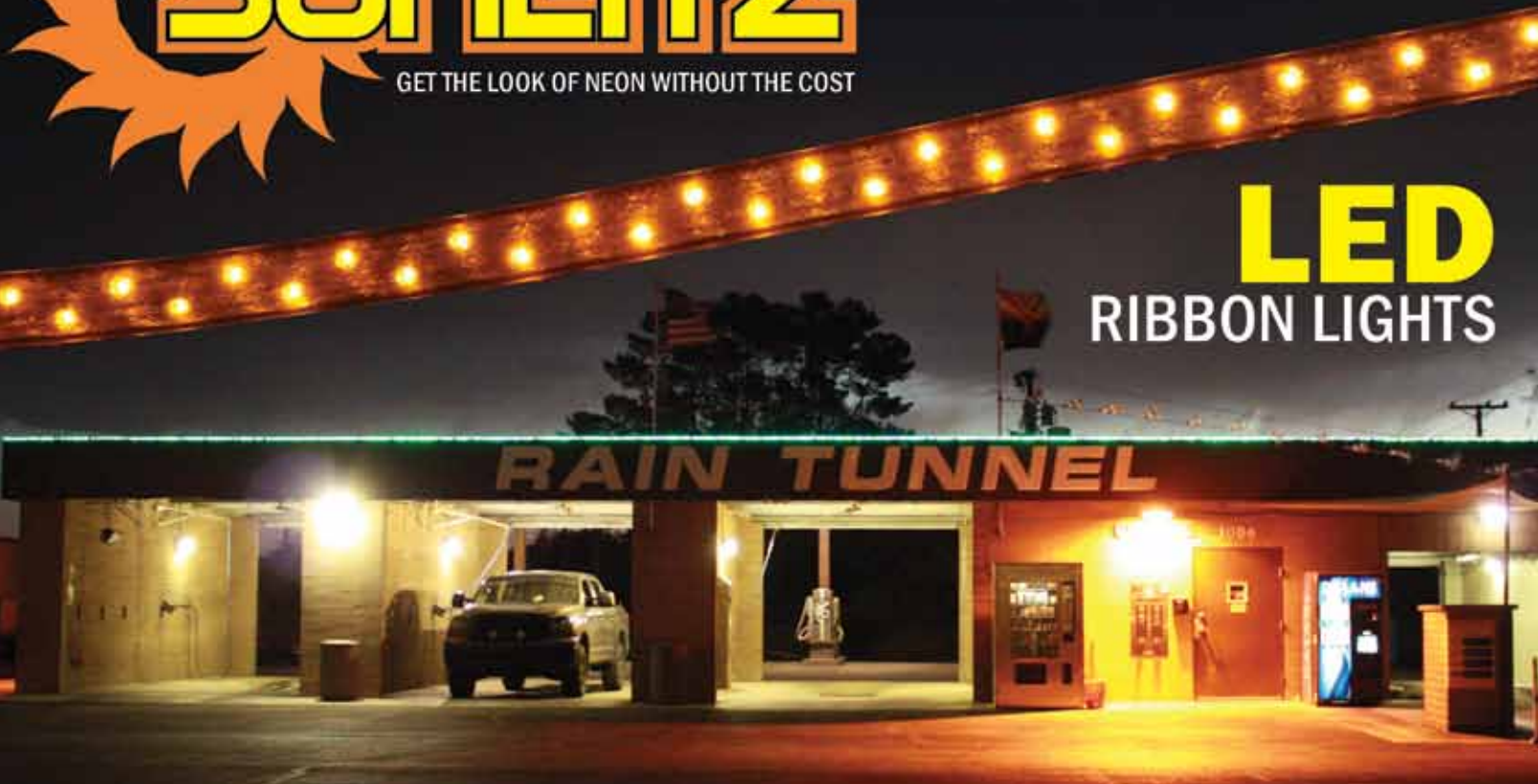
Sandy is survived by her husband Stanley Sandoe, her son Brian, daughter Tracy and stepson Shawn and five grandchildren. Sandy was a member of Manor Church in Mountville, PA.





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Yellow



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RTL91020

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RTL91050

PULSE START

By John Tobias

Lighting



Understanding The New Changes in Lighting

As we enter this new age of energy awareness, the lighting industry has been in the forefront finding more and more ways to conserve energy. One of these ways is in the technology and construction of Pulse Start lighting, resulting in significant improvements in both energy savings and performance.

Retrofitting existing fixtures to house the new Pulse Start lights is strongly discouraged.

For years, we in the car wash industry have relied on the old Probe Start Metal Halide bulbs, but legislation enacted under President Bush, has begun to put the Probe Start out to pasture as the country moves forward on a new energy efficient path. Lighting companies are no longer permitted to manufacture the old Probe Start light housings we have grown accustomed to. Although bulbs, ballasts and replacement parts for the old lights are still allowed to be made and sold, it is worth our time to look into the new Pulse Start lighting, as these new light fixtures will soon be the only lighting we can purchase for our car washes in the near future.

There are many benefits of the new Pulse Start lights besides just being energy efficient, the new lights also provide a longer bulb life, faster starting time allows lights to come on faster, better cold starting capability and they give more lumens or light with less wattage. For

example, an old 400 watt pulse start fixture can be replaced with a new 350 watt Probe Start and still generate the same amount of lighting. It is important to note that manufacturers strongly discourage owners of old probe start fixtures from trying to retrofit their existing fixtures to house the new Pulse Start lights. The Pulse Start generates an extremely higher initial burst of electricity to ignite the gas in the bulb and the older fixtures do not have the proper wire or socket to handle that amount of energy which could easily result in an electrical fire. They recommend buying a new fixture which is designed to handle the Pulse Start feature.



Old Probe Start		
Watts	Illumination/Lumens	Life Hours
175	9,100	10,000
250	13,500	10,000
400	24,000	20,000
New Pulse Start		
Watts	Illumination/Lumens	Life Hours
150	10,500	15,000
175	11,200	15,000
200	16,800	15,000
250	16,625	15,000
320	21,000	20,000
350	25,200	20,000
400	29,820	20,000

Kleen-Rite carries a large selection of the new Pulse Start lighting fixtures for your lighting needs. Recently several states and local energy companies have been offering rebate programs to small businesses who install Pulse Start lighting in their operations. Check with your state and electricity provider to see if they have a rebate program.



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ANTI-STRINGING ANTI-MAGNET



Industry CALENDAR

Winter/Spring 2010 Industry Calendar

Please visit the websites of the shows listed below for a complete schedule of events and participating exhibitors.

- | | |
|-------------|--|
| Feb. 21-23 | Southwestern Car Wash Convention
<i>Arlington Convention Center, Arlington, TX</i>
www.swcarwash.org |
| March 3-4 | Convenience U CARWACS
<i>Toronto Congress Centre, Toronto, ON</i>
www.carwacs.com |
| March 18-19 | Heartland Car Wash Convention
<i>Prairie Meadows Casino, Altoona, IA</i>
www.heartlandcarwash.org |
| May 11-14 | Car Care World Expo
<i>Las Vegas Convention Center, Las Vegas, NV</i>
www.carwash.org |

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ARM61000 Left Shaft

AR6M1001 Right Shaft



516 Self Serve

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ARM61002 Left Shaft

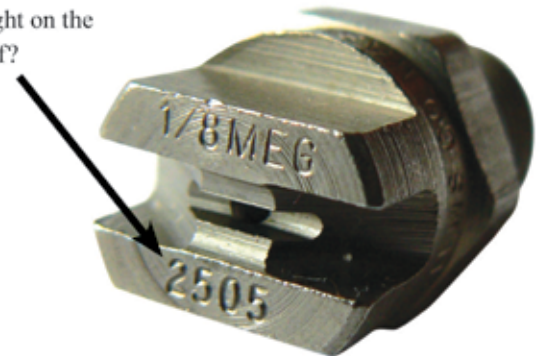
AR6M1003 Right Shaft



AVAILABLE FROM
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FYI: Spray Tips

Did you know you can find the number of your spray tip right on the front of the tip itself?



But just what do these numbers indicate?

The first two numbers show the degree of spray, this tip has a 25° fan. The last two numbers show the nozzle size, the tip shown above has a nozzle size of 05. Calculate your GPM & PSI to determine nozzle size. The spraytip above would be ordered as a 2505 1/8 inch MEG Spraytip.

For more help, see the Bay Accessories section of the Kleen-Rite Catalog for a chart to calculate your GPM & PSI to determine your nozzle size.

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Island-Inspired Scents



Cleaning Your BAY WALLS

by Alan Palermo, Lead Chemist: AP Formulators

Q: What is the proper way to clean the walls of a carwash?

A: Take an eight foot dry section of the wall. Using a pump up garden sprayer filled with properly diluted cleaning detergent, spray the detergent from the bottom of the wall moving upward. By starting at the bottom of the wall and moving upward you will eliminate streaking. Allow the detergent to dwell on the wall for 3-5 minutes. Using a power washer of at least a 1000psi start spraying the wall with water. Remember to keep the nozzle only 2-3 inches from the wall to get maximum power from the power washer. The wall should be clean now. If you come across a stubborn spot reapply a second application of detergent and agitate with a stiff bristled brush. Always wear safety glasses, rubber boots, and rubber gloves when handling chemical detergents.

Q: What is the importance of setting up a maintenance schedule, what is that schedule?

A: A maintenance schedule is a routine cleaning schedule. Owners who don't clean their walls for a year have a very difficult time making them look new again. A carwash owner should wash down their walls with a mild soap and high pressure power washer weekly. They should perform a deep cleaning every 2-4 weeks depending on how busy the carwash is. Deep cleaning requires the use of a specialized acidic detergent. Rainy days are great days to clean car wash walls.

Q: Why do they get so dirty and hard to clean?

A: Carwash walls get so dirty because of a combination of factors. The cars come in soiled with road grime, oil, dirt, etc. The high pressure gun used in the carwash blows this road grime off of the car and onto the walls. The road grime that is now on the wall is mixed with surfactants, oils and hard water from the carwash soap and water. This cocktail is allowed to dry on the wall. After several days of this cycle your carwash ends up with a hard water/dried soap coating several layers thick. The only way to remove this coating is with a specialized acidic detergent.

Q: What are common mistakes made in cleaning car wash walls?

A: The biggest mistake people make about cleaning car wash walls is not cleaning them enough. If cleaned under a maintenance program your walls will never get to the point they cannot be cleaned.



Q: If an owner is in a jam and needs to clean the walls, but is out of cleaning product, do you have any suggestions what could be used?

A: If you were out of a cleaning product to clean walls and had to use something readily available use the Tire and Engine cleaner in your chemical room. This chemical is alkaline and is good at removing soil and grease that may be on your wall from a busy weekend of carwashing. When you are ready to perform your every 2-4 week heavy duty wall cleaning you must use an acidic cleaner. A specialized acidic cleaner has a balanced amount of phosphoric acid, surfactants, and chelating agents that penetrate the soil/hard water which is dried on the walls. A product like Klean Wall will save an operator countless hours in the task of cleaning their carwash walls.

Q: What are some of the toughest stains or spots to remove and why? What should be done to clean them?

A: Grease on the wall use tire and engine cleaner or a degreaser. Colored stain from a colored soap or wax use bleach to remove the stain. Hard water and scale buildup on your walls or equipment use Klean Wall.

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What's NEW?

Highlighting New Products in the Car Wash Industry

Dralco Systems has been manufacturing quality precision products servicing the car wash industry for over 25 years, offering customers a variety of car wash equipment options. Dralco Systems manufactures and provides superior economical equipment ranging from wand-holders, tanks, vacuum islands and mat cleaners. The Rug-Beater has been providing dependable and superior mat cleaning for the full and self service car wash industry for over 15 years. Dralco Systems now debut's the Matwacker to the car wash industry. The Matwacker has been designed to provide an economical machine with reliable and superior mat cleaning performance. Designed utilizing the same patented skip brush technology of its brother's the Rug Beater, and the hands free Mat Master mat cleaners. The Matwacker offers an economical choice in the mat cleaning market while providing superior mat cleaning performance.

Matwacker Performance:

- Remove dirt, sand, hair and salt.
- Raise the "nap" in the rug for a more finished new-vehicle look.
- Remove stains (by applying dry-clean stain remover)
- Provide quick, easy usage.
- Cleans Wet or Dry mats.
- No water required!



MW110

Matwacker Features:

Cleans mats up to 30" Wide
Patented Skip-Brush Technology
2-Greasable Bearings
Indoor/Outdoor Service
110VAC Standard Power
Galvalume Steel Construction
1/3 HP Single Phase Motor
Shutoff & Adjustable Timer

Available Options:

Off-Shore S/S Package
Dry Clean Adapter Kit
Urethane Wheels/Locking
Spray Bottle Holder
Shelf
Extended Warranty

Matwacker Dimensions & Weight:

Length: 40"

Height: 35.75"

Depth: 18.75"

Weight: 225 lbs.

The Matwacker improves full-service wash by providing customers superior mat cleaning that is dependable, quick & efficient. Employee's can be trained in seconds to thoroughly clean a set of mats in under a minute. Stubborn stains on mats can be removed quickly and efficiently with the use of a dry-clean solution. Simply apply the dry-clean solution directly to the stain, run the carpet mat through the Matwacker and in less than a minute you have a dry, clean mat with no stain. This cleaning process does not require water, and will save your employee's valuable time while providing superior mat cleaning.

Visit our web-based informational video on the Matwacker:
<http://www.youtube.com/watch?v=8qOkMmJ9C2c>

A few suggestions for the Matwacker Revenue Stimulus Package:

- Provide mat cleaning service at no additional cost, build and retain customer base.
- Increase revenue with mat cleaning in your wash and interior cleaning for an additional charge.
- Market the complete dry cleaning stain removal package for additional income.

Stand above your competition; offer the service of the Matwacker a tough, simple and dependable mat cleaning machine. Kleen-Rite has been the reliable supplier of choice in the industry for 50 years, and Dralco Systems is proud to have Kleen-Rite offer the Matwacker to the car wash industry.

Smart Ways to ATTRACT NEW Car Wash Customers

By Kyle Doyle

Quick question: what is your current strategy to acquire new carwash customers? If you don't have a quick answer, it might be time to come up with one. The reality for all businesses is that some customers will be lost over time — some due to things you control and others for things you don't. The key is to acquire more new customers than you lose. In fact, customer acquisition is one of the three main objectives of carwash marketing, along with increasing customer frequency and increasing average ticket.

Before we discuss strategy and tactics, let's talk about a few precursors. First, remember the old cliché that you only get one chance to make a first impression. It may be a cliché, but it is important that your first interaction with customers be a good one. To get a return on the money you invest in acquiring new customers, you need those customers to keep coming back after their initial visit. You don't need to be the perfect carwash, but if there are any glaring deficiencies, fix them before you do any marketing. Nothing kills a bad business faster than good marketing.

First, remember the old cliché that you only get one chance to make a first impression.

The next thing to keep in mind when attracting new customers is that they do not all have the same economic value. According to one study published by Mercer Management Journal, most companies "earn 150 percent or more of their profits from a third of their customers, break even on the middle third, and run significant losses on the bottom third." That means that the goal is not just to attract new customers, but the right kind of new customers.

For example, every carwash has customers who come in every few months and use a coupon on a basic wash. Every operator also has customers who come in once a month and buy a top package. While both customer types are important, if you do the math, you'll realize that the second customer type is about 25 times more profitable than the coupon customer. That's 2,500 percent more profit! Of course, it's impossible to target only those regular customers, but it's definitely worth some effort.

The best way to find new high-profit customers is by understanding your current high-profit customers. This requires some informal market research. Talk to your top spenders and ask them why they first came to your wash and why they continue to come back. Find out the general location where they live and what their basic life situation is.

It usually takes about 10 to 20 informal surveys to clarify who your high-profit customers are. This will help you determine where you want to spend your marketing dollars. If you're the shy type, write out a basic survey and have one of your more affable employees conduct the surveys.

When deploying methods to lure new customers, remember that no marketing tactic is a silver bullet. None of the following strategies by themselves will cause customers to rain down. Marketing is cumulative, and your overall strategy plays a huge role in your success or failure. Also remember that the creative execution of any of these tools will make a big difference in the outcome.

Promotions

The obvious first step in getting new customers is to let them know you exist. Keep in mind that you need to reinforce your brand and communicate that you are the carwash that stands for something. When it comes to promotions, first pick a message, then pick the marketing vehicles you'll use to communicate that message.

Price Promotion (aka Coupons). Unfortunately this is the most used and abused tactic for bringing in customers. Most operators who regularly use coupons don't realize the long-term damage bad price promotions do to their bottom line. The major problem with coupons is that when used as a regular and generic incentive, they devalue your

services and result in a disloyal customer base.

Coupons do have a place in the marketing toolbox, but their purpose is specific. The textbook purpose of price promotions, based on decades of data,



Coupons are the most used and abused tactic for bringing in customers

is to (1) introduce a new product or service, (2) attract loyal customers away from the competition, and (3) prevent customer defection to a new competitor.

If you're a new carwash or just went through a renovation, you can use coupons effectively. If you have a strong competitor and want to try to entice its customers, use coupons. And, if a new wash just opened down the road, then deploy a coupon promotion.

However, if you don't fit into one of those three situations, avoid couponing or at least use them sparingly. If you are going to use coupons, try offering an extra service free with the purchase of one of your packages, instead of coupons that offer a discounted price. This is still a good incentive but doesn't water down your perceived value.

Product/Service Campaigns. One good way to create value and give consumers a reason to visit is by announcing a new product or service. If you bought a new piece of equipment that adds value to the wash, tell people about it. You also can promote offerings like prepaid cards (especially around the holidays), a loyalty club, unlimited plans or even a rain guarantee. Bringing attention to these parts of your business adds perceived value and could provide the incentive for undecided customers to try your carwash.

You also can promote offerings like prepaid cards, a loyalty club & unlimited plans



Your Brand. Nothing builds value better than a strong brand. If you have built a recognizable brand — something you stand for that is clear in the community's mind — then tout it. Advertise your competitive differences and core values. Nothing increases perceived value more than a strong brand.

Fundraising Events. Hosting fundraising events is one of the best ways to promote and create buzz. They create anticipation and give your marketing a clear focal point. Events are both a message and a vehicle because their very existence sends the message that your carwash is a contributing member of the community.

Fundraisers also allow you to promote your business to a whole new group of potential customers. Hopefully a good percentage of participants will come back after the initial event. In addition to the exposure and benefit to the charity, fundraising events create goodwill in the community. In turn, this increases your perceived value and helps differentiate you from competitors.



fundraising events create goodwill in the community

Free Wash Events. Another popular event is a day dedicated to offering free washes or deep discounts. These are used primarily by brand new carwashes to attract new customers; however, if used rarely (once or twice a year max) by existing carwashes, they can be effective in enticing new customers even if you've been open for 20 years. If you offer washes at cost or less than cost, you'll be laying out money, but it's also a marketing expense that can bring a better return in the long run than many other promotions.

Messaging

Mail. Direct mail, whether via regular postal mail or e-mail, is another way to reach potential customers. The key to postal mail is finding a good list. One good target is people who have just moved into the neighborhood. When it comes to e-mail, you have to be careful not to be considered just another spammer. Develop your own list or obtain one from a reputable source, and be careful in crafting messages that are not too pushy.

Radio & Television. When it comes to radio and TV promotions, a lot depends on your market since ad price is based on how many people are reached. However, local spots are often less expensive than you think, and in this economy, it's a buyer's market. To find out more, contact a marketing firm that can handle the media buy as well as production of the ad. You also can contact your local cable provider and/or radio station. They usually have a variety of options to fit your budget.

Local TV spots are often less expensive than you think, and in this economy, it's a buyer's market



Cross Promotions. Another excellent strategy is cross-promoting with other local businesses. These can be other retail businesses or even office buildings. For example, a local auto body shop could hand their customers a special discount for your carwash, and you could do the same for the body shop. If the opportunity exists, you might consider printing special tickets for that business: "For your loyal patronage, Joe's Auto Body would like to offer you \$X off at Acme Car Wash." This makes the other business look good and gives staff reason to make sure every customer gets the coupon.

Street Signage. Most carwashes have literally thousands of consumers passing by their sites every day. Professional signs with creative messages might be just the trick to attract the attention of passing motorists who have never visited your carwash.

Other Strategies

Besides promotions, there are other strategies that help attract the attention of new customers.

Curb Appeal. With good traffic counts moving past your business, it is important to present a positive image to passing drivers. Even though Mom taught us not to judge a book by its cover, that's exactly what consumers do when evaluating a business they've never been to. A carwash made attractive through architectural details, fresh paint, landscaping and regular cleaning increases the likelihood new customers will visit.



It is important to present a positive image to passing drivers

Visibility & Accessibility. One of the keys to business is making it easy for consumers to spend money with you. Make sure your entrance is clearly marked and consistent hours of operation are clearly displayed. In addition, make sure your Web site has all of your current information and that your carwash is listed in all the obvious places. (Don't forget Google Maps!) In addition, accept credit cards and clearly communicate that you do.



Accept credit cards and clearly communicate that you do

Squash Bad Word of Mouth. Nothing turns away new customers faster than bad word of mouth. While every carwash operator has cranky customers who can be near impossible to please, you can limit the damage. Make sure you have a policy in place for handling complaints and train all employees, especially managers, in how to implement procedures properly.

Also, check your carwash's reviews on popular sites like Yelp.com and Google Maps. If there are bad reviews, create your own posts to explain your side or contact those customers directly to see if you can ease their discontent. Another good tool to monitor what consumers are saying about you online is Google Alerts. All you have to do is enter keywords, such as your carwash name, and then Google will send you an e-mail whenever it finds a new reference to that keyword anywhere on the Internet. For example, if you create an alert for "Acme Car Wash," you'll get an e-mail whenever "Acme Car Wash" is mentioned online.

Believe it or not, there are customers in your community waiting for the right message and incentive to inspire them to visit your carwash. With good strategies in place, there is no reason you can't attract new customers and grow your business, even in this economy.

Kyle Doyle is the President of Blue Sky Image Group, a full-service marketing firm dedicated to the car wash industry. Kyle has been in the car wash industry for 15 years and writes articles for various Car Wash

publications. In addition, many articles and webinars on car wash marketing can be found at Blue Sky's website, www.CarwashImage.com.

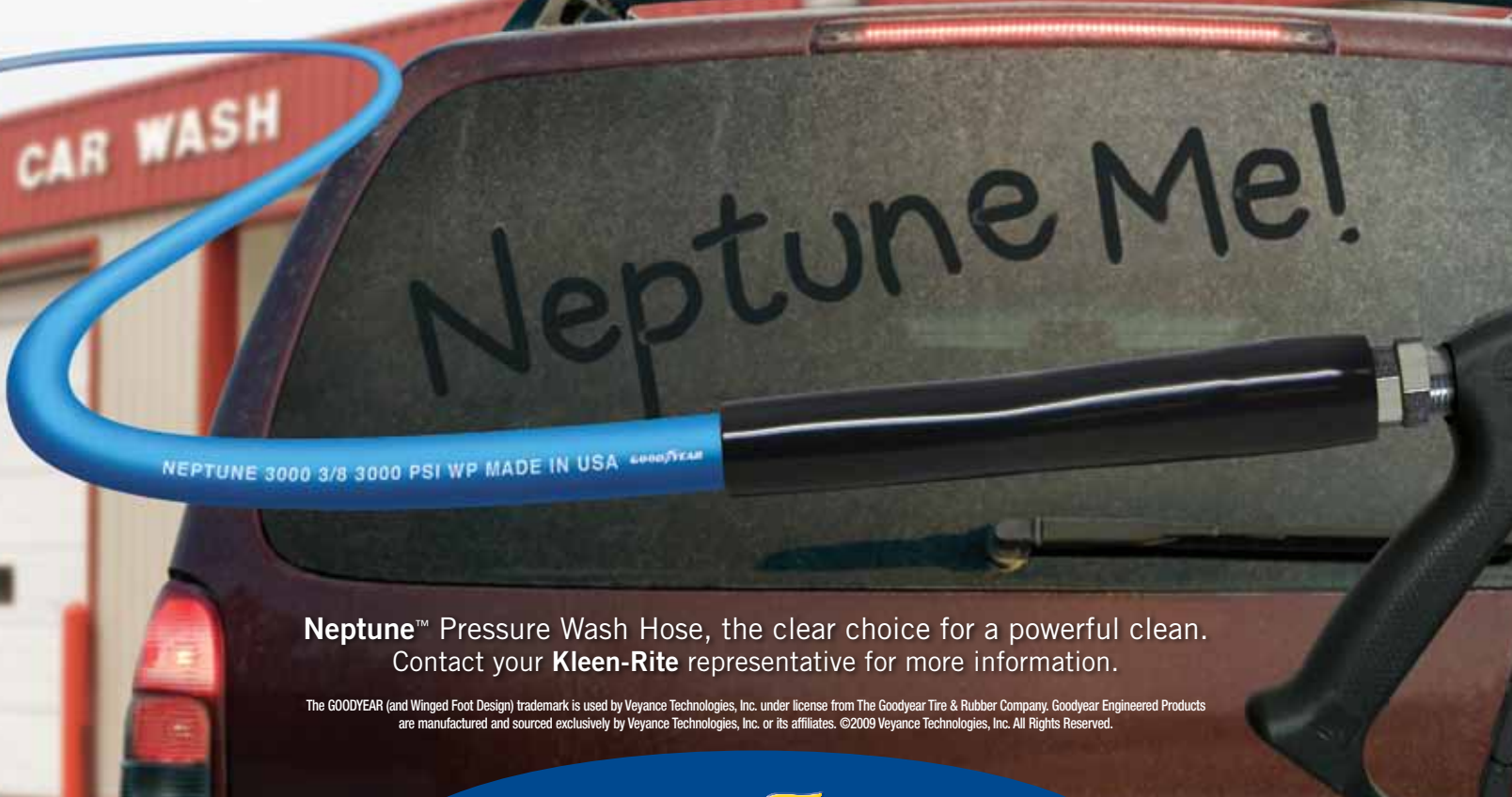


About Kyle

After managing the family full service car wash in Long Island, NY, Kyle decided to pursue a career in marketing. He worked for several firms in New York City and had his material published in everything from the New York Times to small trade publications. However, the nostalgia of car washing, along with a love for small business, brought him back to his roots. In 2001 Kyle went to work for Compuwash, the family car wash controls company. When his father Alan retired in 2004, Kyle took over as President and C.E.O. Under Kyle's direction the company developed a state-of-the-art tunnel controller and the industry's first software-as-a-service (SaaS) point-of-sale software. The company was sold in January, 2009.

Combining his marketing, car wash and business experience with his love for the car wash industry, Kyle decided to form Blue Sky Image Group. The goal is to significantly increase a site's sales and net-profit through professional and well thought out marketing plans. Whether it's designing and implementing a brand for a car wash or just creating a web site, Blue Sky has the capabilities to generate new customers, visiting more often and spending more per visit.

Kyle can be reached at (631) 431-2600 or kdoyle@carwashimage.com.



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TRIPLE FOAM



The Art of Visualization

By Doug Gibbs, Kleen-Rite Soap Specialist

Triple Foam has become a staple of the car wash business, whether you are looking to clean, shine or just put on a show for your customers. Tri foam is the answer. Today's Triple Foams come in many different colors, scents and are available in either polish or detergent. Most manufacturers are now offering these products in a Lo Ph version that will dramatically help with the drying of the car when applied just prior to your drying agent and clearcoat application. Triple Foam polish offers a three fold effect. The customer receives added wax protection and luster to the surface of their vehicle, while the operators add an extra profit center with great visual appeal that could set them apart from their competitor, and the car's surface dries more quickly and efficiently especially when using a Lo Ph version of the product. Polishes will have either Carnauba wax or a Silicon Carnauba in them to provide the additional surface protection, shine and ease of rinsing. Or you could opt for the detergent version and provide the same show while producing a cleaner car. The first thing to consider when adding this to your lineup is to figure out what you are looking to accomplish. If your goal is to add shine and better drying a polish should be your choice, but if you are looking to provide a little more cleaning ability then a detergent would be the way to go.



A few other things to consider, are you on reclaim? If so make sure you choose a Triple foam with colors that will rapidly breakdown in your pit and do not have an oil component that will float to the top and contaminate your reclaim pits. These products come in a Lo Ph version to help keep the reclaim water in the proper Ph range to prevent bacteria growth, or a neutral Ph that will not effect the Ph of your reclaim. Another option is an Ultra concentrated Triple Foam that will save on shipping since a 5 gallon pail will make 15 gallons of product that

would get further diluted through your proportioning system. The Ultra concentrates come in an easy to handle 5 gallon pail for those washes that do not have the room for storing large drums while still maintaining a good stock of products for those busy weekends.

Tri Foam can be used in all types of washes from Self Serve to Full Serve Express Tunnels and everything in between. These products can be applied through a Triple Foam arch in a tunnel,

K-Sticks in a Touchless automatic or through the foam brush or spatter gun in a Self Serve. If you want to set yourself apart from the competition Triple Foam may be the way. Kleen-Rite offers 10 different colors of Triple Foam with different scents and dilution ratios to meet your needs. Show your support for the local sports team by proudly displaying their colors in your bay. Call us to see what we can do to help.



Airwash
Golden Silk
VS14332 (72)
VS54332 (24)



Wild Rose
VS17127 (72)
VS57127 (24)



Vanilla Spice
VS10204 (72)
VS50204 (24)



Petals on the Beach
VS17378 (72)
VS57378 (24)



Ride Fresh
VS17155 (72)
VS57155 (24)



Night Sky
VS10279 (72)
VS50279 (24)



Cherry Kiss
VS17311 (72)
VS57311 (24)



Applewoods
VS10595 (72)
VS50595 (24)



Smooth Amber
VS10175 (72)
VS50175 (24)



Mango Mania
4 Pack
VS16858



New Car
4 Pack
VS16889



Linen Blossom
4 Pack
VS16826



Lotus Bamboo
4 Pack
VS16825



Rich Vanilla
4 Pack
VS16805



Petals on the Beach



Night Sky



Night Sky

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24 Pack - 10.40 24 Pack (Air Wash)

72 Pack - 28.99 72 Pack (Air Wash)

Liquid Aire™ Extreme Vent Clips

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WEBSITE UPDATE

New Features Online

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Now you can check open invoices, search the products you've purchased and print out past invoices with our new Customer History Feature! This feature will be updated every evening.

Customer History:

After logging in, the Customer History icon will appear in the top right hand corner



OPEN INVOICES



This screen will display all your open invoices. You can also click on the invoice for a pdf file including your tracking #.

OPEN ORDERS



Check the status of your open orders, including anything that is on back order.

INVOICE HISTORY



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ITEM SEARCH



Can't remember when you placed that order but remember a product that was in it? Search for invoices by the product you purchased.



Track Your Shipments with UPS & FedEx Tracking!

Want to know where your shipment is right now or when it will arrive? Well the new tracking features on the Kleen-Rite website lets you track your shipments anytime day or night. Located in the right hand column of our homepage, we have separate tracking boxes for both UPS and FedEx.

How To:

TROUBLESHOOT A WEEP SYSTEM

By Morris Hoole,
Dixmor Enterprises

Note: A Normally open solenoid valve allows water flow when no power is applied to the coil. A normally closed solenoid valve is the opposite. It does not allow flow until power is applied to the coil.

The majority of weep systems use a normally open valve. If you are having a problem with the weep not shutting off, use a voltmeter to verify that power is getting to the solenoid coil. If the correct voltage is there you should be able to feel a slight magnetism when holding a small screwdriver on the top of the coil. If you do not feel it, loosen the nut or clip holding the coil to the valve body. Lift the coil slightly and you should feel a resistance from the coil. If not the coil is probably bad. Do not lift the coil completely off of the valve body as this can burn up a good coil without the mass of the stem in it.

If you do not feel a slight magnetism from the top of the coil, loosen the nut or clip holding the coil to the valve body



If the coil is good you probably have a bad diaphragm, stuck plunger, or a piece of debris holding the valve open. A small speck of sand in the right place on the valve seat is all it takes to keep the valve from closing properly.

If you are having this issue and your system is using a normally closed valve, the troubleshooting procedure is similar but you want to verify that there isn't any power to the coil when the weep is off. If there is no power to the coil and the weep is still running, it could once again be debris in the solenoid preventing it from closing completely.

If the problem is not with the solenoid itself, it could be that the temperature sensor or capillary tube is defective and not sending the correct signal to the controller or that the controller (thermostat or Weepmizer) is faulty.



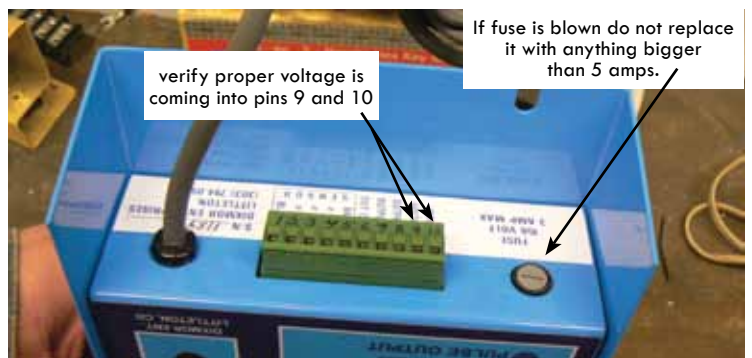
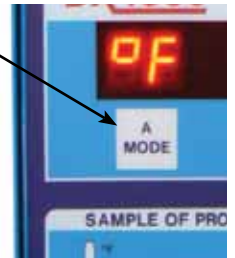
Temperature sensor location is extremely important. Do not install sensor where it can ever be in direct sunlight or where it is possible to pick up heat from another source. Do not mount sensor on exterior wall of a heated room as this can cause readings 5 to 10 degrees high. Sometimes the heat from the equipment room can float through cracks or the fresh air intake for the boilers and give a false reading. Also make sure your bay lighting is not heating up your sensor. Even the sun reflecting off another surface can warm up the sensor to make it inaccurate.



Dixmor Weepmizer troubleshooting

The Weepmizer is designed for a normally open solenoid valve. Some companies have the Weepmizer modified to use a normally closed valve, which will make the following procedures backward. The following applies to a system using a normally open valve.

If the weep water runs continuously, push button "A" three times. The display will read "OUT 1." Now cycle "B" button a few times. Display will cycle between "IS ON" and "IS OFF." Each time you cycle it you should hear the solenoid valve click, or feel it if the room is noisy. If there is no click, check the fuse located just left of the green wiring connector on the bottom of the Weepmizer. If fuse is blown do not replace it with anything bigger than 5 amps. If fuse is good, verify proper voltage is coming into pins 9 and 10 (far left two wires). Verify voltage is passing through Weepmizer with voltmeter at the solenoid coil. If voltage is on pins 9 and 10 but not coming out 6 and 8 there is a problem internally and the unit must be returned for repair.



Remember, with a normally open valve, when output 1 light is on that means power is going to the valve and water is not running. When output 1 light is off the water should run.

If the temperature is not reading correctly, first double check the sensor location as discussed previously. Make sure you do not run sensor lead wires along a conduit carrying 120 or more volts as this can sometimes cause a false reading. Also do not run sensor lead wires along fluorescent light fixtures.

The best way to check the sensor is to pack it in snow or crushed ice for 15 minutes. After this time you should get a reading of 32 or 33 degrees. If it is no more than 5 degrees off you can calibrate the sensor by turning the small screw embedded in the silicone on the back of the sensor. Turning the screw clockwise one complete turn should lower the reading approximately 2 degrees and counter clockwise should raise the reading.



The sensors and the control box are both calibrated electronically when they are built but sometimes an electronic component can change characteristics after being in use for a short period of time. If adjusting the sensor does not cure the problem you will have to return the complete unit to have it recalibrated.



If your Weepmizer is reading -22 that indicates that it is not seeing a sensor

If your Weepmizer is reading -22 that indicates that it is not seeing a sensor. The sensor could be bad or the wires going to it could be cut or broken. A quick check for this is to take a short piece of small gauge wire and touch between terminals 1 and 2 (far right hand terminals) on the green plug, where the sensor wires are. This should now read 112 or 113. If it does then your sensor circuit is open.

If your Weepmizer is reading 112 or 113 the wires or sensor could be shorted. Disconnect the sensor and it should read -22.

COMMENTS, SUGGESTIONS & IDEAS?

Do you have a topic you'd like us to cover, or a story from your car wash you'd like us to tell? Is there an area of your operation you'd like to learn more about, or a product you'd like featured. We want to be sure we publish the stories and information that's important to you.

Send your suggestions to: john@kleen-ritecorp.com or mail them to: Kleen-Rite Corp/John Tobias
P.O. Box 886, Columbia, PA 17512

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PRESS RELEASE



Simoniz through its partnership with EPA's Design for the Environment Program has formulated the first and only EPA Certified "Green" product line of vehicle cleaners for the car wash industry.

Realizing the need for safer and environmentally friendly products, Simoniz first gained certification from an independent agency, named Green Seal, for its janitorial Green Scene product line in 2005. The car wash industry was also in need of a similar initiative to develop safer cleaning technologies. The challenge was to develop criteria for products that reduce risk through pollution prevention and are less harmful to the public and the environment.

The EPA recognized the need to partner with industry to develop cleaning technologies that addressed environmental, risk reduction, economic and performance factors. Many non-regulatory and independent agencies combined together to create the EPA's Design for the Environment (DfE) Program.

Simoniz elected to proceed with the rigorous chemical certification process to be able to offer the car wash

industry a truly EPA certified "GREEN" product line. Car wash operators are able to display the Design for the Environment / EPA logo when using this product line.

What does the DfE label mean?
"EPA allows safer products to carry the Design for the Environment (DfE) label. This mark allows consumers to quickly identify and choose products that can help protect the environment and are safer for families. When you see the DfE log on a product it means the DfE scientific review team has screened each ingredient for potential human health and environmental effects and that based on currently available information, EPA predictive models, and expert judgement the product contains only those ingredients that pose the least concern of chemicals in their class." (www.epa.gov/dfe)

When considering an environmentally friendly product line, choose Simoniz GreenScene - EPA certified Green products for your car wash.





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vending



AR78467



AR30800



AR13040



VS10800



AR40040



Tools You Will Need

- Scraper/Spackle Knife
- Propane Torch or Heat Gun
- Laquer Thinner
- Glass Cleaner
- Towel



How to Remove and Apply Vender Decals Tom's Way.

There's a right way and a wrong way, and then there's Tom's Way! With over 27 years of car wash experience, our Senior Technician, Tom Allen, has learned some tips and tricks along the way and now Tom shares them with you in his regular feature.



Replacing decals can be a tough job, but it can be a lot easier with a little patience, elbow grease & know how. Our task is a little more daunting as our vender has 2 decals on top of each other.



Starting from the top, warm up the decal with your torch or heat gun and begin to remove. Use your scraper for tough spots. Be sure not to overheat or burn the decal.



Continue working your way down, warming the decal in the current spot your working on until you have it completely removed.



Once the decal has been removed, you must remove any residual glue. Using Laquer Thinner and a rag, completely wipe off any remaining glue.



Spray a fine mist of glass cleaner on the surface. The glass cleaner creates a slick barrier between the vender face and the glue on the decal enabling you to move the decal or pull it off if your first attempt is crooked.



Pull off the bottom portion of the backing and align your decal with the "Insert Coins" and "Pull" features. If it's crooked, pull it off and begin again. If after several attempts it is still crooked, reapply glass cleaner.



Once the bottom of the decal is aligned correctly, remove any air bubbles with your towel. Continue working until all air bubbles are removed.



When the bottom is secured, remove the top portion of the decal backing. Working your way up, rub it with your towel. Be sure to work out all the air pockets. The glass cleaner will eventually dissipate behind the decal leaving the decal firmly adhered to your vender face.



Remember, your vender decal is the only thing that “sells” your product inside. It’s important to create a clean, slick, inviting display that entices your customers to make a purchase. Kleen-Rite has a vast array of vender decals and many of them are either free or very inexpensive. Inspect your venders and decide if it’s time to replace your decals.



Have a problem/suggestion you'd like us to feature?

Send your questions/suggestions to TomsWay@kleen-ritecorp.com and we'll try and show you Tom's Way of solving it.

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GinSan
INDUSTRIES

OPERATOR SPOTLIGHT



by John Tobias, Kleen-Rite Corp.

CHICAGOLAND CAR WASH

Lyons, Illinois

Recently we had the chance to travel to the greater Chicago area and visit with one of our customers, Bill Knapp Jr. owner and operator of the Chicagoland Car Wash.

In 1985, Bill Jr. graduated from college. His family already owned and operated a successful motel and restaurant and had some other buildings on the property that they wanted to take down and build something new. Both Bill and his father Bill Sr. were interested in the car wash business and decided to go to a few industry trade shows to look at equipment and learn about the business.

Shortly after, they met Jim Schimpf, a local distributor and wealth of knowledge about the industry. In 1986, the Knapp's had Jim and his brother Mike build their first car wash for them, a seven bay, all self serve location.

Several years later they converted two of the bays into automatics.

Bill Jr. took over the day to day operations of the wash, learning everything he could from Jim and others in the industry, asking questions and going to trade shows to gain as much knowledge as he could about the upkeep and maintenance of a car wash.



Then in 1992 they bought their second location in Niles from Mike Schimpf, the buider of his original site. When we first visited the Niles wash, the first thing we noticed was the tremendous amount of traffic in front of the site. Bill says that over 42,000 cars per day drive by that location.

The Niles wash was originally thirteen self serve bays. They took one of the bays and converted into an additional equipment room and converted three more of the bays into automatics.



Bill has made many upgrades to both locations over the years, always trying to stay ahead and give his customers better services and easy payment options.

He added all new coin boxes with Bill Acceptors. Since adding bill acceptors in the bays, 44% of all income now comes in bills. He also added Bonus Time Pricing, which gives customers an additional two minutes for depositing a \$5 bill, which has proven very successful. Bill also added credit card acceptors to his bays and automatics. Close to 50% of total sales are with credit cards in his automatics now.

Other additions he's put in are:

- Air Shammee self serve dryer into one bay after seeing it at a show. He figured he'd put it in his busiest bay and see how customers like it. So far it's been pretty good.
- The Dualer which allows customers the ability to switch over from a standard vac nozzle to a crevice tool, a huge hit with customers.
- Lazer update, virtual treadle, triple foam and Rain-X®
- Put in new trench sewers



Bill gives a lot of credit to his first car wash distributor Jim Schimpf, who taught him much of what he needed to know to become successful in this business. After Jim passed away, Bill was left wondering where he was going to get his parts and supplies from.

"I came across Kleen-Rite in one of the car wash magazines," he told us. "I gave them a call and got their catalog and have been buying from them ever since. One thing I do have to say about the technical support is that they always follow through, if I call with technical questions, someone always gets back to me and helps me out."

Overall, our time visiting with Bill left us with the impression that here was a "true" car wash owner/operator. He is a successful, hands-on, do-it-yourself type guy, the backbone of our industry.



Bill Knapp Jr.



The more things change... the more convenience you offer your customers.



With the ever-increasing amount of coin-up options, you need to provide your customers with several bill and coin changer options to keep them using your services. The new Bill Breaker bill-to-bill and bill-to-bill & coin changers provide the perfect solution. With the addition of the Bill Breaker to an existing line of front- and rear-load changers, Rowe International provides one of the most complete lines of changers available today. Reliability is what counts most when considering bill changers for your locations. And with Rowe International you can trust that the quality and dependability are built into every one we make. **Rowe. World Leaders In Changers.**

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For more information about our full line of bill changers, please contact your authorized Rowe International distributor. Visit www.RoweInternational.com to find a distributor in your area or call us at 800.397.0201.





AFPP105



AFPP106



AFPP109



AFPP101



AFPP110



AFPP104



AFPP103



AFPP102



AFPP108



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AFPP113



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AC2007/AC1005 Combo



AC2221



AC7705



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