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ISSUE NO. 15 August, 2010

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How To Troubleshoot a  
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Singled Out & Shut Down  
**Nightmare in Nashville**



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### ON THE COVER ★★☆☆

We'd like to thank Mallory Smith for being on this issues cover. Mallory is currently working as a Registered Nurse on a surgical floor at a local hospital. Her future plans are to travel around the United States as a traveling nurse.

We'd also like to thank Jim Smith of Landisville, PA for allowing us to use his truck. Jim is an Auto Mechanics instructor. His truck is a 1947 GMC 1/2 ton pick-up with V-8 engine and manual transmission. He's a member of the Vagabonds Rod and Custom Car Club of Lancaster, PA



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It is hard to believe that we are already through the first half of 2010. We have seen business stabilize and have a renewed outlook on future prospects. We can say that the one constant over the past few years is that weather is the ultimate factor in our business. We are sure that every operator knows what a clear weekend forecast brings to their business.....and that is always a great feeling.

Everyone has been busy adding to their to-do list as they waited for the business climate to improve, and now are beginning to work on that list. We look forward to helping our customers enhance their washes including the addition of new meterboxes, additional functions such as tri foam and air dry, as well as refreshing their vending and vacuum areas through the purchase of new equipment. Our staff is ready to assist and guide you through this process.

If you need a closer look or new ideas, come join us at our "Learn More, Earn More" Expo this November 10th at our facility in Columbia. We are expecting over 65 manufacturers and the event has always exceeded our expectations.....and by the way it is FREE to attend. We hope that business continues to improve and look forward to being a resource towards your success. We are a company driven by our customers and look forward to being your reliable supplier for the carwash industry.

All the best!!!!

*Mike McConky*

*Keith*



# Nightmare in NASHVILLE

## Car Washes Singled Out & Shut Down

by John Tobias

It started raining Friday night, May 2nd, the local forecast said to expect heavy rains with areas of localized flooding. Little did the residents of Nashville, Tennessee realize that by the time the rain finally stopped on Monday morning, May 4th, they would have anywhere from 13 to 23 inches of rain dumped on them.

Recently I spoke with some car wash operators from the area, and was shocked as they told me the nightmare scenario that played out over the next month for many car wash owners in the Nashville area.

John Owens of Rojored's Car Wash explained that so much water was dumped on the area that the local reservoir dams were near the bursting point and were forced to discharge a lot of the water. This resulted in the area rivers and lakes, already bursting with extra water, to simply overflow and flood the streets.

Streets and highways were closed up to 6 blocks away from the river. Tennessee Titan Football Stadium was under 6 feet of water. The Grand Ole Opry House was flooded as well as many homes and businesses.

But the main source of trouble came when one of the two water treatment plants was under water. The Mayor asked all area car washes to voluntarily cut consumption on Monday. By Tuesday, the TDEC (Tennessee Department of Envi-

ronment and Conservation) declared a water emergency situation and they told the city to close all car washes, told nurseries to quit watering their plants and asked all citizens to conserve water.

"Well a police officer came to my car wash," said John Owen, "and asked me if I would voluntarily shut down my wash. I asked him what

if I chose not to volunteer. He said he would put crime scene tape up around my property and if I crossed it, I would be arrested. Well, I quickly volunteered to comply. Other operators simply showed up at their own washes unaware of the situation to find their operations cordoned off with yellow crime scene tape."



"They shut down every car wash in Nashville. The local media demonized us." John continued, "They told folks to patrol their neighborhoods and if they saw an open car wash, they should report them to the authorities."

"I was in my equipment room one day working on my wash while it was closed, and an elderly gentleman drove into one

of my bays not realizing the bays were closed. Well before I had time to go out and inform him that we were closed, some woman pulls up

and begins to verbally berate the older gentleman.” John explained, “It was a shame for anyone to talk to a senior the way this woman was chewing out this gentleman. I asked her who she was and why she was on my property. Looking rather confused and frightened, she said she was an undercover police officer. She then hurriedly got in her car and drove away. Yeah sure, I thought, under cover police my foot!”

“Meanwhile, surrounding areas were on different water treatment plants and were not effected at all. Our competitors down the street were super busy and washing cars like no tomorrow.”

After 2 long weeks, car washes in Nashville were still shut down, although nursery’s were allowed to start watering plants again. “We were singled out,” said Mr. Owens, “no other industry was effected or

”I basically told them that if they were not informed of the new restrictions and were negligent in their duties to know what was going on, that I considered them to be trespassing. I was willing to allow myself to be arrested to make an example of just how ridiculous and serious this public hysteria against us was becoming.”

“Well after 15 to 20 minutes of them making phone calls, they finally got word from the local TV station that we were allowed to be open. I’ve never heard of the police having to get an OK on the law from the TV station. They left my property, no apology, no we’re sure sorry, nothing.”

“We believe that most of the hysteria and animosity generated towards us was the result of one overzealous local news anchor.” Matt



## **The news whipped the folks into a frenzy. I've never seen anything like it.**

forced to shut down, just car washes. We were seriously losing money. The Mayor told us to apply for FEMA aid. FEMA told us they couldn't help, they don't give aid to businesses, only people. FEMA told us to go to the SBA. The SBA offered us loans at 6%. We don't need loans, I told them, we need aid. We called our state senators and congressman to no avail. No one would help us and we had no idea how long the shut down would last.”

After a few weeks the Water Company just quit answering the phones. Operators would call and they couldn't even leave a message because the mailbox was full. The Nashville operators were left in the dark.

Finally an area car wash owner with some connections was able to persuade the local Chamber to allow car washes to open from 4 p.m. till 9 p.m. Though it wasn't much, operators were happy they could open at all.

Matt Fuqua, owner of Carl's Car Wash opened his wash up at the newly designated 4 p.m. “I was open for maybe 10 minutes when the police rolled in and began to threaten both me and my customers with arrest if I did not shut down and my customer's leave. I had 3 customers washing their cars when this happened. They told me that they never heard of the new restricted operating hours,” Matt continued,

explained, “Car washes and their owners were painted out as such villainous wasters of water, it was like a witch hunt. The news whipped the folks into a frenzy. I've never seen anything like it.”



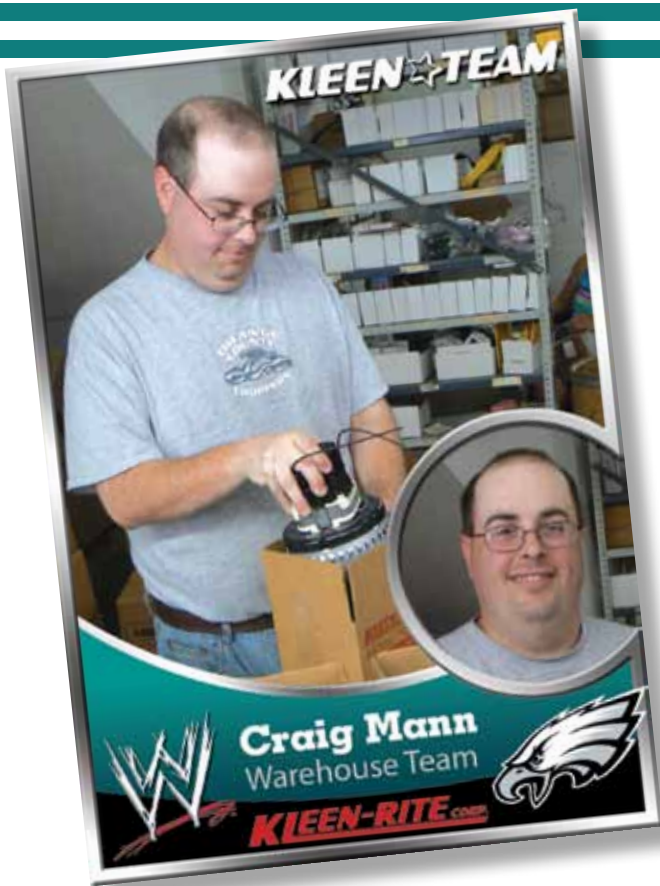
On Memorial Day weekend, car washes in the area were allowed to open from 10 a.m. till 4 p.m. for Saturday, Sunday and Monday. Finally on Tuesday, June 1st, washes were allowed to open again for good.

All in all, Nashville operators were forced to shut down for a total of 28 days, pretty much an entire month. There are 76 car washes in the Nashville, TN area who were forced closed that month. It was a huge loss of income. Operators who contacted their insurance companies to file a loss of income claim were all categorically denied.

“Even now that the emergency is over,” Matt Fuqua explained, “Public perception was slanted so severely against us, that area wash sales are still down anywhere from 60% to 85%.”

In the aftermath, local operators are joining forces to form the Tennessee Car Wash Association. They hope to get lobbyists to work on their behalf in the state capitol to make sure this type of thing never happens again.

Preston Wright of Splash Express Car Wash summed it up for me, “The perception of the powers that be is that car washes use a lot of water, well it's been pretty well documented that we don't. Getting the folks in authority to take another look at our industry and see just exactly how much water we use will be very important moving forward.”



# THE KLEEN-TEAM

## Craig Mann

Warehouse Team

Craig has been a part of our warehouse crew for 10 years now. His main responsibilities are packing vac motors and helping load orders onto the trucks. Craig also assists with product assembly and is in charge of trash removal.

“I really like the people I work with, that’s probably my favorite thing about Kleen-Rite, the people.”

In his spare time Craig enjoys sporting events, especially Eagles football, the Phillies, Hershey Bears Hockey, WWE wrestling and Columbia High School games. He enjoys live rock concerts, video games and going for walks around town.

*All of us at Kleen-Rite want to thank Craig for his 10 years of service and helping Kleen-Rite grow to become what it is today.*

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NAK200



# How To Troubleshoot a Digital Display Timer



by Morris Hoole, Dixmor Enterprises

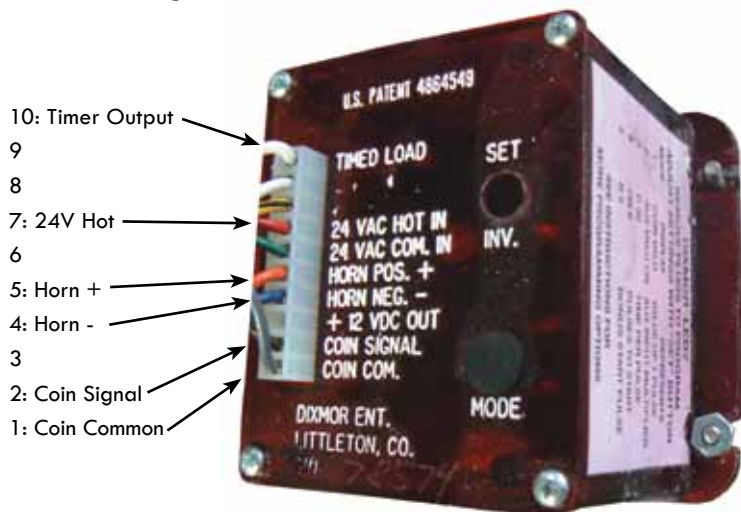
## Most Common Problems

When troubleshooting, never assume anything, always check it out totally, or you will probably miss something. A lot of problems are the most obvious things we overlook

**1.** Display not lit up—first verify with a voltmeter that 22 to 28 volts is present to the timer. If connected with a push-in type harness, remove and reinsert harness as it may be corroded and not making good connection. Clean connectors if needed. Disconnect power for 30 seconds and reapply. Sometimes a power surge can lock up the electronics and this will reset it.

If you have an older timer with an internal back up battery in it the battery could be weak or dead. If you are trying to use a timer that has been in storage for some time follow these hints. Some timers have self charging batteries and if you leave it plugged in for 30 minutes, it may start working once you disconnect and reapply power. You will need to reprogram if this happens.

**2.** Time shows on display and counting down but nothing turns on—take a small piece of wire stripped on both ends and touch between 24 volt hot and timer output. Timer is now out of system and if nothing still turns on you have a problem elsewhere, possibly rotary switch or touch pad.



Note: Pictures apply to Dixmor LED7 timer. Wiring may vary for different makes & models.

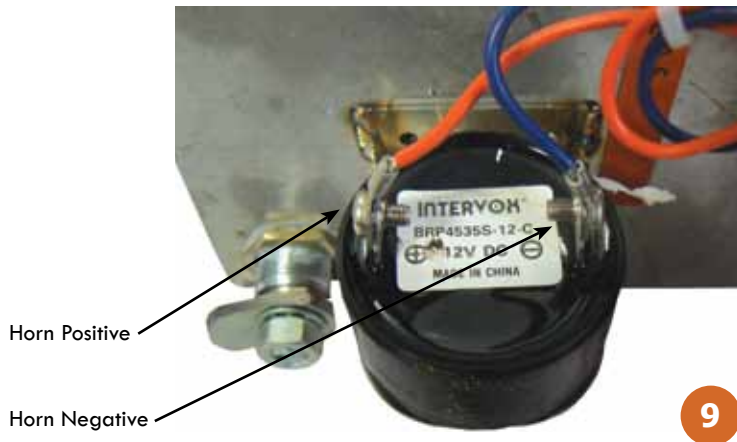
**3.** Low pressure functions work but high pressure pump does not run—first verify drive belt for pump is not broken. Second check breaker in high voltage distribution panel, turn it off and back on as

one leg only might be tripped. --- WARNING--- IF YOU ARE NOT EXPERIENCED WITH HIGH VOLTAGE STOP HERE. OBTAIN QUALIFIED HELP. Next verify that motor starter has high voltage coming to it and passing all legs through it. Do not discount the possibility that there may be a fuse somewhere in the system that is blown.

**4.** Timer shows time expired but system continues to run. Disconnect timer output wire; if system shuts off, timer is probably defective. If system stills runs you probably have a bad relay, or motor starter contacts stuck in the closed position. Even though it is rare, occasionally a power surge can lock up a timer. Remove power for a few minutes to allow reset.

**5.** Inserted coins are accepted but do not add up time.—Make sure timer is programmed correctly. If new installation you probably have the polarity reversed. Double check the instructions and make sure you are wired according to the timer instructions, not the coin acceptor instructions. If unit has been working and now isn't, take a short piece of small wire and momentarily touch between coin common and coin signal. Each touch should add one pulse. Some timers use 24v hot for coin signal and some may use 24v common. If you don't know which you use, touch between 24v hot and coin signal. If this doesn't work, touch between 24v common and coin signal. If you still get no pulse you probably have a defective timer and it should be returned for service.

**6.** Horn does not sound or continuous horn.—Verifies proper polarity according to timer instructions. Replace with known working horn. Sometimes we find a horn which is labeled for the wrong voltage. Double check programming to verify that horn has not been turned off. Timer may have shortened horn driver and need to be returned for service. *continued on page 11...*



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**7.** Display reads "closed" or "fail" or "error" or "coin" (Dixmor timers only)

"Closed" or "coin" indicated a continuous coin pulse coming to timer from coin acceptor or a shorted coin signal wire. Disconnect coin signal wire at timer to verify this problem.

"Error" indicates programming has been lost. This can happen due to a severe power spike or possibly a bad battery if timer has one. Reprogram timer.

"Fail" can mean continuous coin signal or program lost depending on timer. Follow above hints to determine problem.

**8.** Numbers on display missing segments—bad display or driver internally. No user serviceable solution. Return timer for service.

**9.** Display reads proper amount of time but does not count down or start equipment. ---Double-check programming---this situation usually occurs after a price change and a small error was made in your calculation of time per coin and coins to start.

**10.** Even though this is written for digital display timers, most of the problems associated with car wash timers and coin acceptors are exactly the same as what is outlined here. A good method of troubleshooting is to interchange a known working component between bays and see if the problem goes with the part or stays in the same bay. All operators should include a spare coin acceptors and timer in their parts inventory. As you know most problems arise on Friday or Saturday when you can't get parts or advice.

If you are working with a Dixmor timer and can still not figure out call Nick, John, or Morris at Dixmor—phone 303-794-1387 or 303-794-0597. We will do our best to help you solve your problem

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**ITT**



# AUTO CARE FORUM

## A Great Resource for CARWASH OPERATORS

by William M. Pitzer

[www.autocareforum.com](http://www.autocareforum.com)

*“When I first came on board here at Kleen-Rite, it was imperative that I educate myself on the inner workings of the car wash industry. I spent a lot of time talking with operators and old timers in the business. I also spent a lot of time online trying to immerse myself in this field. One of the best resources I found was the Auto Care Forum. It’s an open forum where car wash operators freely exchange thoughts, lessons and information with each other. Now as I travel the country meeting many of our customers, I am surprised at how many operators are still unaware of this invaluable resource.”*

*John Tobias, Kleen-Rite Corp.*

### **Where to Go For Advice and Help**

Have you been sitting there thinking about a problem you have running your property? It could be anything from a personnel problem to how to fix a door that keeps jumping the rail. In other words, there are questions all the time, wouldn't it be really nice to have access to a really smart person that has done it all and knew how to deal with anything that comes up? That is always a problem for the manager and owner. There are always more questions than answers.

I'd like to make you aware of a 24/7 site on the Internet where you can ask all of those questions, it will make you a smarter and more successful operator. The site is [www.autocareforum.com](http://www.autocareforum.com), there is also a self-storage area as well. Since there is a lot of cross investing, the site not only has Forums for the car wash, but the quick lube, laundromat and detailing industries as well.

The Forum was created to provide 24/7 access to the collective knowledge and experience of operators from all over the world. It's amazing to me the help operators are willing to give their fellow operators. It's also amazing the wide range of experiences you have access to. You would have to live to be 100 to even come close to having these experiences. We all know you only learn from your own mistakes, but the Forum gives you the option to learn from other operator's mistakes and successes.



You will find the information is monitored so that it isn't biased by a manufacturer or someone that is selling something. The purpose is to give you totally unbiased and accurate information. Personalities and bashing of another operator is not allowed either. Another value of the Forum is that, because of constant monitoring, there is accountability. If you have a problem with a company or distributor because their poor customer service or their product is misrepresented, you are able to bring this to their attention and the attention of your fellow operators. The Forum has made the manufacturers and distributors more accountable. None of them want to read their name in the Forum about lack of service.

On the car wash forum awhile back an operator emailed a sound file that was the noise that his new pump was making. A link was provided and within two hours another operator that had the same type of pump had listened to the noise and gave him the solution. You can see how this asset will provide you with unlimited value.

On the site you will also find articles from attorneys, accountants, financial advisors and many more people that will help you be a better operator. There are over 3500 pages of value and over 600 visitors a day. This valuable site will help make you a more successful operator.

*In 1969, William Pitzer returned home from the US Navy. His introduction into business was a Pizza Parlor. In 1981 he purchased a new car wash business. Later he developed an Internet hosting service, which lead to the AutoCareForum.Com.*

*William Pitzer has been invited to speak many times at industry conventions and has contributed articles for several trade magazines. Today, Mr. Pitzer is semi-retired but still operates the forum, doing consulting and serves as a Director of Amalgamated Enterprises, Inc. and CEO of Net Connect, Inc.*



# Manufacturers Spotlight

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### **Dedicated to Quality and Consistency**

Trans-Mate, Inc. is a manufacturer of professional car wash and car detailing products operating out of a 40,000 square foot manufacturing facility in Billerica, Massachusetts. Trans-Mate was founded in 1979 by Carl Evangelista and Bud McDonald who built their business by delivering quality, consistency and value to their customers. Carl and Bud chose to keep Trans-Mate uniquely focused on automotive appearance care and to avoid making other products, such as janitorial cleaners, consumer products, or dish washing soap. This focus has helped Trans-Mate develop a higher level of product and market expertise.



Carl and Bud sold Trans-Mate in 2008 to Steve Stockman. Steve had developed his business skills managing different operating divisions of a major manufacturer for 30 years. Steve jumped at the opportunity to run his own business and is now both the owner and operator of Trans-Mate.

“My plan is to use the solid foundation put in place by Carl and Bud and build and grow from there”, explains Steve. “Trans-Mate has a well-earned reputation for consistency and quality. My most important duty as President is to keep delivering the message that consistency and quality are everyone’s job.

“Consistency is really about attention to detail. It starts in the product development effort; we actually build our products to be consistent from batch to batch and to have what we call “good shelf-life stability”. We evaluate new products at 120F and 40F for a month to make sure they tolerate a warehouse environment both in the summer and the winter. Consistency mostly is a manufacturing responsibility though.

Our employees who compound product are really good at what they do; they are experienced, well trained and are committed to doing their job well. Trans-Mate quality control specialists test every batch we

make to assure all products have been compounded properly and have the same color, fragrance, thickness and activity as previous batches. We keep samples of each batch for two years in case there are questions down the line as well. We don’t take shortcuts. We don’t buy off-grade raw materials. We don’t make “emergency substitutions” when a raw material gets expensive or is out of stock. It’s all about getting the details right.”

“Quality, on the other hand is more about product design, purchasing practices and understanding our market. Trans-Mate has been fortunate to have employed very talented chemists over the years, which is why our products work as well as they do. Our purchasing manager buys only raw materials that have been approved in the lab. Packaging decisions are made with everyone’s input, especially from sales. On several occasions we have decided against using alternative packaging that is more economical simply because we knew the package would not be well received by our customers.”



(L-R) Steve Stockman, President; Dan Breyfogle, Technical Director; Jay Cogley, National Sales Mgr.

The development of a continuous stream of new and exciting products is a very important part of Trans-Mate’s business strategy. Trans-Mate’s development team is busy creating new technologies that improve product performance, environmental friendliness and safety while keeping costs under control. The Trans-Mate development team is lead by Dan Breyfogle who has 35 years of experience in commercial cleaning product development and marketing.

“The needs of our customers are constantly changing and we are in a great position to respond”, says Dan. “Trans-Mate is large enough to have the resources to create products and programs that solve customer problems yet we are small enough to avoid the layers of management and committees that slow big corporations down. Ideas for new



products and programs come from a lot of different places, including customers, suppliers and our own employees. Defining what exactly a new product should be is the most important part of the process; we spend a lot of effort to get this right. Creating new products is as much art as it is science and I still do my own lab work. New product evaluation involves not only me but Trans-Mate sales teammates and our distributors as well. We believe “getting it right” is more important than “doing it fast” and that it is best to introduce a product only when the evaluation team is happy with performance.”



A recent example of this effort is Enviro-Mate by Trans-Mate, introduced in late 2009. Enviro-Mate car wash products are formulated with environmentally-friendly ingredients that provide superior performance at an affordable price. Enviro-Mate is the practical alternative for car wash operators who wish to make their operations earth-friendly. Enviro-Mate products provide tangible environmental advantages and high levels of performance yet are economical to use.

Jay Cogley, Trans-Mate’s National Sales Manager, has worked in the automotive appearance industry for 36 years; he is a hands-on

manager and is in the field working with customers almost every day. Jay believes two keys to the company’s success are delivering value and integrity.

“You will find that Trans-Mate products are economical but not necessarily the least expensive products in the market”, explains Jay. “We sell products that work well which means they can cost a little bit more. I find that customers who experiment with bargain brands usually come back our way; the best value is rarely the cheapest product. The best value usually is a quality product delivered at an affordable price. Everyone in the company works hard to keep our products affordable, which has been quite the challenge these last few years. Fortunately we are big enough to buy our raw materials and packaging at very competitive prices.”

“We also make it a habit to communicate with integrity. This applies both to our daily verbal communications with vendors and customers and to written communications such as our catalogs and data sheets as well. I think Enviro-Mate is a great example of how we work to communicate with integrity. “Green” can be confusing to customers; in our literature we spell out exactly what it means for a product to earn the Enviro-Mate seal.”

Trans-Mate products are sold through quality distribution; Kleen-Rite services Trans-Mate customers who prefer purchasing via catalog or on-line. Kleen-Rite carries a wide range of Trans-Mate products for detailing and for self-serve, in-bay automatic and tunnel car washes..

**Trans-Mate™**  
WE MAKE YOU SHINE

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# Smart Ways to IMPROVE CUSTOMER LOYALTY & FREQUENCY

By Kyle Doyle

The “Great Recession” has affected businesses across the globe and carwashes have been far from immune. One big reason why is although consumers are still shopping, they are doing so less frequently. The key for carwash operators is to attack customer loyalty head on and make sure they are doing everything possible to improve customer frequency.

To illustrate the importance of frequency let’s do some math. Let’s assume Acme Car Wash is washing about 50,000 cars a year at an average of \$10 per car. Let’s also assume that the average customer comes in once every 12 weeks, or 4.33 times per year. If Acme Car Wash can reduce the average time between visits from 12 weeks to 10 weeks (or 5.2 visits per year), the wash will add another \$100,000 in sales.

Wouldn’t we all like to find an extra \$100,000 in sales? This is why an effort to increase customer frequency should be on every operator’s priority list.

***This is hugely important because loyal customers visit more often and spend more per visit.***

## **Loyalty vs. Frequency**

In this discussion though, we need to recognize an important difference between frequency and loyalty. People often talk about “loyalty” programs and “loyalty” promotions; however, what they really mean is “frequency” programs and “frequency” promotions.

Frequency is the number of times a customer visits over a period of time. Loyalty is a person’s conviction to remain firm in support of someone or something. Loyalty connotes allegiance. While it is important to pursue both frequency and loyalty, keep in mind that separate tactics are required to accomplish each.

This was illustrated perfectly during a Seinfeld episode in which Elaine loses a sandwich “punch card.” She had earned 23 punches on her card and the next one would have entitled her to a free sub. Frustrated that she lost the card, she laments, “I’ve eaten 23 bad subs; I just need one more!” While this card worked for frequency, it certainly didn’t create any loyalty.

We’ve all had punch cards that accumulate in our wallets. In the vast majority of cases, once we get the reward or realize we’re not going to earn it, we stop going to that store or business.

This is in stark contrast to customers who are loyal to a company. Loyal customers will go out of their way and usually pay more simply because of their loyalty. People don’t buy Apple computers because Macintosh is the cheapest computer or because the fifth computer is free. They buy Apple because they are loyal to the brand.



Similarly, people don’t buy Starbucks coffee because it’s the cheapest coffee or because a Starbucks location is the closest to their neighborhood. They buy Starbucks because they’re loyal to the brand.



This is hugely important for carwashes because loyal customers visit more often and spend more per visit.

## **Creating Loyalty**

How does a carwash go about creating loyalty? Customer loyalty is built the same way that all loyalty is created: by sharing and relating.

*continued . . .*



# LED LIGHTS

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- In the event of external damage, can be repaired in three-foot long sections.
- Operate on 110 VAC versus 6,000+ volts for neon!
- Are environmentally friendly consuming only 1.4 watts per foot. This is 6 to 10 times less than neon!

Considering the cost of purchase, installation, maintenance and operation, the total expense for SunLitz LED Ribbon lights is significantly lower than neon lights.

Brighter, Safer, and Greener! SunLitz LED Ribbon lights help you get noticed!



SunLitz LED Ribbon Lights (100' Roll) **\$455.50** Any Color



<b>RTL91000</b> SunLitz LED Ribbon Lights Red (100')	<b>RTL91010</b> SunLitz LED Ribbon Lights Amber (100')	<b>RTL91020</b> SunLitz LED Ribbon Lights Green (100')	<b>RTL91030</b> SunLitz LED Ribbon Lights Blue (100')	<b>RTL91040</b> SunLitz LED Ribbon Lights White (100')	<b>RTL91050</b> SunLitz LED Ribbon Lights 4-color (100')
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## Accessories

RTL91080	36" Mounting Channel
RTL91086	Additional Installation Kit
RTL91092	LED Controller (1200W)

Think about the people in your life that you would say you're loyal to. In every case it's because you share something in common with them. Maybe it's a shared bloodline or a shared commitment. Maybe it's a shared childhood, a shared employer, or some other shared experience. Whatever the circumstance, sharing enabled you to get to know their personalities and helped you relate to them.

Through these shared experiences and the discovery of each others personalities, loyalty was created. You became firm in your support of these people and developed feelings of allegiance.

With that in mind, the first step in creating loyal customers is expressing the personality of your carwash. This is the essence of branding — the effective communication with your market about the unique personality of your business in a way that highlights the valuable differences between you and the competition.

The problem for most carwashes is, even if they have a clean site



with effective equipment, there is usually little personality shining through — they are just a carwash. Apple isn't just a computer company. Apple has a personality, a style, a value set, a way of looking at the world, and these come across in everything the company does. The same is true with Starbucks.

When a company shares its personality, certain people will relate to it and want to enter a loyal relationship. As long as that perceived personality is proven to be authentic over time, those customers will remain loyal.

Loyalty is critical in this economy because carwashes that successfully build a brand and establish a personality will not experience the same declines in sales and decreases in customer frequency as others. This is because loyal customers visit their favorite washes because they relate to the brand, not because they are seeking the cheapest wash in town.

Of course, this is easier said than done. It is vital to realize that consumers are changing and demanding strong brands. Gone are the days where you could simply open a business, do a decent job and rely on the continued patronage of your market.

Building a brand that attracts loyal customers requires these basic steps:

1. Figure out who your target customer is or who you want it to be. It is imperative that you understand your customers and the people in your community.
2. Determine what your values are. This is the foundation of your car-

wash's personality. Do you support the community through fundraisers, special events? Do you believe in the environmental advantages of professional carwashing? Do you love cars? Do you value speed of service in an increasingly busy society?

3. Communicate through your marketing the personality of your carwash. Don't be afraid to show it. It should weave its way into every aspect of your business.
4. Create a style based on that personality. This includes your logo, standard fonts, sign template, design aesthetics, etc.
5. Tell the world about your personality through promotional vehicles.
6. Don't forget to be authentic. Nothing destroys loyalty like a company that claims to be one thing and then acts differently.

### Improving Frequency

While creating a strong brand with a clear personality will definitely improve customer frequency, it's not the only way. Even without a strong brand there are ways to get your customers to visit more often.

One of the most important tools is a membership club. (These also are called loyalty clubs, but for reasons we've already discussed, I call them membership clubs). The premise of a membership club is that the customer has done something to "belong." This is a powerful motivational tool, even if there is no actual cost to join.

It is important to give the club a high perceived value by adding good features, discounts or even a free wash upon signup. I also recommend giving it its own logo and signage. In exchange for the value of club membership, it is imperative that you get as much information as possible from the customer. Ideally you should get their name, home address and e-mail.

This is essential because the biggest advantage to running a club is having a way to communicate with your customers whether through direct mail or e-mail. If you have a point-of-sale system with a customer-tracking option, you can examine purchase histories to analyze customer behavior over time — a tremendous asset. I strongly believe that having an active opt-in list of your customers is a vital tool for any carwash that expects to be successful in today's market.

The punch card satirized on Seinfeld may be old-school, but it still works. The important part is to make it simple enough to understand and to make the reward reachable. If you have a POS system that can keep track of purchases great; if not, the old punch card method will work.

A frequency discount is another great tool to get people in more often. I like deep discounts with short expiration dates. For example, you might consider offering customers a discount for 25 percent to 50 percent off a wash if they bring in another car within 24-48 hours. The offer can be printed on the customer receipt or handed with the receipt.

This is the type of offer that might provide enough incentive

*continued . . .*

for customers to bring in their second car even if they weren't planning on washing it. Or, they may give the offer to a friend who can't pass up the discount. Either way, you wind up washing another car that you probably wouldn't have washed without the promotion.

Prepaid wash books or cards are another good way to increase frequency. For example, a card with four washes for the price of three is a common strategy. In reality, this is a different pricing model not a promotion, but it often increases frequency.

The key is to make sure you're not rewarding customers who would have come in anyway. In other words, if you have customers who come in once a week, they would obviously be interested in a prepaid card. However, while the prepaid card gets customers to pay upfront, you might be hurting yourself by discounting customers who were already planning to pay full price.

It is important to track your dollar-per-car report and make sure prepaid cards are not lowering your ticket average. If they are, simply decrease the discount. Instead of buy three washes to get the fourth free, increase it to five washes for the price of four.

Unlimited plans are another growing trend that help increase frequency. Again, this is more of a pricing model than a promotion,

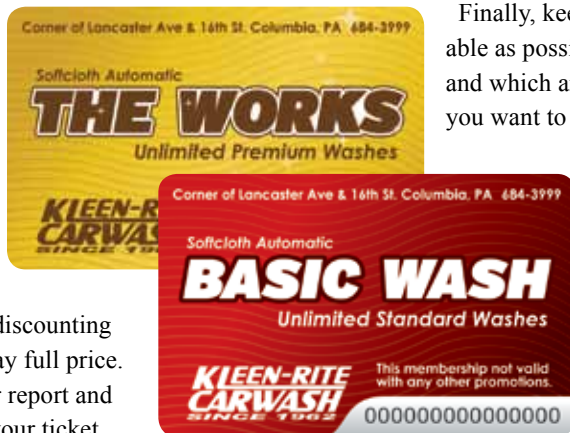
but they work. The key is to get a system to manage the plans and promote, promote, promote.

Rain guarantees also entice customers to come in more often because they remove a common reason consumers use to delay getting their cars washed. Rain guarantees need to be well promoted so customers remember the offer when they're home deciding whether or not to visit you.

Finally, keep in mind that marketing should be as quantifiable as possible so you know what promotions are working and which are not. When it comes to customer frequency, you want to be able to measure quality visits. If you have a POS system that can track license plates, use it. Analyze the data and compare the results against different promotions to measure their effectiveness. Even just tracking your membership club will produce useful information.

No one in this economy can afford to ignore customer frequency. Give it some thought and come up with a plan to improve it. Your efforts will be well worth it.

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



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## Fall 2010 Industry Calendar

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

- |            |   |
|------------|---|
| Oct. 4-6   | <b>Midwest Car Wash Convention</b><br><i>Rock Financial Showplace, Novi, MI</i><br><a href="http://www.midwestcarwash.com">www.midwestcarwash.com</a>               |
| Oct. 11-13 | <b>Western Car Wash Assoc. Convention</b><br><i>MGM Grand, Las Vegas, Nevada</i><br><a href="http://www.wcwa.org/">www.wcwa.org/</a>                                |
| Oct. 18-20 | <b>Northeastern Car Wash Convention</b><br><i>Trump Taj Mahal, Atlantic City, New Jersey</i><br><a href="http://www.nrccshow.com">www.nrccshow.com</a>              |
| Nov. 11    | <b>Learn More, Earn More, Training Expo</b><br><i>Kleen-Rite Corp. Columbia, Pennsylvania</i><br><a href="http://www.kleen-ritecorp.com">www.kleen-ritecorp.com</a> |

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-Brian, Orlando, FL 3/13/2010

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-Dale, Las Vegas, NV 12/25/2009



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## Exhibitors Include:

Cat Pumps : Simoniz : Hydro-Spray : Dixmor : ArmorAll  
Car-Freshner : Dema Engineering : General Pump : Jobe  
Blue Magic : Laurel Metal Products : Rain Tunnel : LSI  
Trans-Mate : Q.B. Enterprises : Blue Magic : Hamel Mfg.  
Arimitsu Pumps : Ametek : American Changer : GinSan  
Flojet ITT : Giant Industries : Dosatron : Comet Pump  
Disken Systems : Air Logic : Erie Brush : J.E. Adams  
Hamilton Changer : JBS : Mosmatic Corp. : Proto-Vest  
Turbo Wash DVR : Wyndstar Doors : Parker Engineering  
Takagi : Hypro : Jenray : Keystone Scent : London Mat  
Laitner Brush Co. : Medo : Shurflo : Standard Changer  
Mother's : National Automotive Chemical : Vac-it-Up  
Versamatic Pump : Yankee Candle : TR2 Corp : Mars  
AP Formulators : BE Pressure : Ultimate Products  
STP : Mercantile Development : Rowe International  
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**P.O. Box 886**  
**Columbia, PA 17512**  
**Expo Fax # 800-446-0495**

Or register online at [www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)

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Company Name:	
Customer #:	
Address:	
State:	Zip:
Phone #:	
Email:	

Please list the names of all attendees who will be  
accompanying you to the expo.

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# Water **HARDNESS** and its effects on Chemical Usage

## ***Never underestimate the value of your water***

When considering your soap needs one thing you should know is what type of water you have. Hard water is by far the biggest reason soaps do not perform as they should. Bad water can mean many different things, from water hardness, alkalinity, iron, sodium, sulfates, petroleum based contaminants, organic/chemical contaminants to name a few. Water hardness is measured in grains with anything over 3 grains being considered hard water. When water hardness goes

Anyone running a wash in an area with bad water knows first hand that soaps have a tendency to “snot up” in the mix tank mostly due to bacteria feeding off of the components of the soap and the resulting snot needs strained out on occasion. I have spoken with a lot of operators who have found that placing a small piece of copper in their mix tank helps in this situation but I have also talked to owners that say it didn't help them. The idea behind this is that the bacteria will be attracted to the copper and not cause as many issues with the soap, similar in a way to the sacrificial anode on a boat.

## ***Hard water requires more detergent than is necessary***

above 5 grains a detergent containing a high percentage of sequestering agents should be used. Sequestering agents will combine with hardness Ions to prevent precipitation.

When water hardness exceeds 5 grains the use of a water softener should also be considered. Softeners will remove the calcium and magnesium, and replace them with sodium Ions that will not interfere with detergents. Also an R O System should be considered but only for helping to get a spot free car when dry. R O systems will produce a water quality comparable to distilled water. Which path you choose should be based on how hard your water is and what makes the most sense dollar wise for your situation. Hard water requires more detergent than is necessary and soft water will require less soap thus reducing your chemical cost. Hard water also leads to scale build up in the pipes and mix tanks.

The quality of your water could add as much as 20% more to your soap cost due to drawing more soap than recommended to achieve the desired show in your bay. As you all know, the foam is not what is cleaning the car but is what your customers look for when determining that enough soap is coming out. Getting a handle on the type of water you have will go along way in eliminating the problems associated with bad water while allowing you to get a better handle on your chemical cost. Kleen Rite carries a wide variety of soaps for most water conditions along with test kits for helping to identify water quality.

*Happy Washing!*

**DOUG**  
*Your In-House Soap Specialist*



# GET ON BOARD NOW with the **CREDIT CARD BOOM!**

## Accept Credit and Debit Cards Throughout Your Carwash for Less than \$200 per Bay/Vacuum!

It is no longer necessary to purchase a new machine to accept credit cards and dispense tokens! If you currently own an "American Changer" you can easily convert it to "wirelessly" (no phone line necessary) Change Credit Cards, Debit cards and Bills to secure tokens. Your customers can then use those tokens just like coins! And, you gain the ability to remotely monitor your credit card and cash sales as well as your machine status from a secure website.

Converting your Changer to accept credit cards allows you to:

- Take advantage of the cards that everyone carries already
- Increase your customers purchasing power
- Reduce cash on-site
- Reduce vandalism
- Increase security

Also, there are several new token alloys available that enable you to dispense tokens that are different than the ones your competitor may use. These tokens can then be customized with a look and feel unique to your carwash.

Dispensing SECURE tokens allows you to:

- Eliminate unwanted tokens from competitors

- Reduce theft
- Take advantage of pricing flexibility and promotional opportunities
- Reduce operating costs

It has never been easier to capitalize on the additional benefits of accepting credit cards and dispensing secure tokens! Using the AMCK 100-200 (2010 Catalog Page 187) and some secure tokens (2010 Catalog Page 399) follow these simple step by step instructions:

### Wireless Credit Card System Installation Instructions

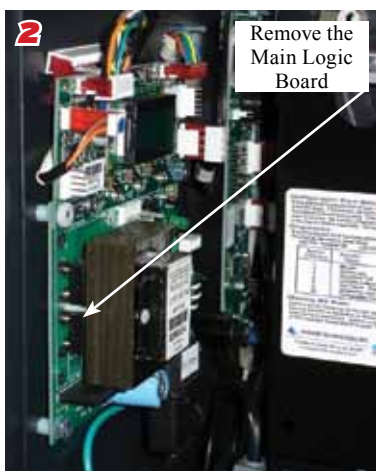
Your kit includes the following parts:

- 1** 1 Modem Processing Unit Part# AC7777-MODEM
- 2** 1 SMA External Stub Antenna Part# AC7777-STBANT
- 3** 1 External Credit Card Reader/Display Unit with Harnesses Part# AC7777-CCRDR
- 4** 1 Translator Board with Harnesses Part# AC7777-ND
- 5** 1 Universal Board with Wireless Software Part# AC1067
- 6** 1 Template for Credit Card Reader/Display Unit

\*\* Prior to installing this kit contact American Changer at 888-741-9840 to get the necessary forms to setup your accounts.



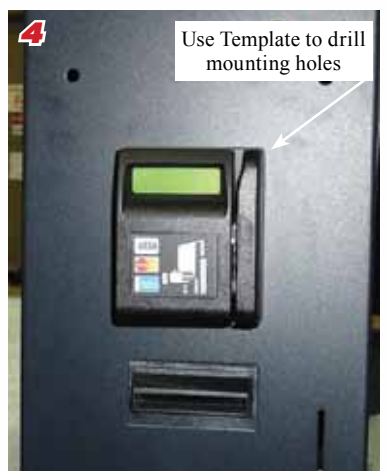
**Step 1**  
Remove the Coin Hopper(s) from the machine.



**Step 2**  
Remove the main logic board that is installed in your machine.



**Step 3**  
Drill a hole in the top of the machine to mount the antenna using a 5/8th inch steel hole saw.



**Step 4**  
Use the template to drill the 5 holes required to mount the Credit Card Reader/Display Unit using a 3/16th inch steel drill bit for the 4 mounting holes and a 5/8th inch steel hole saw for the wire harness opening. See picture for mounting location of unit.

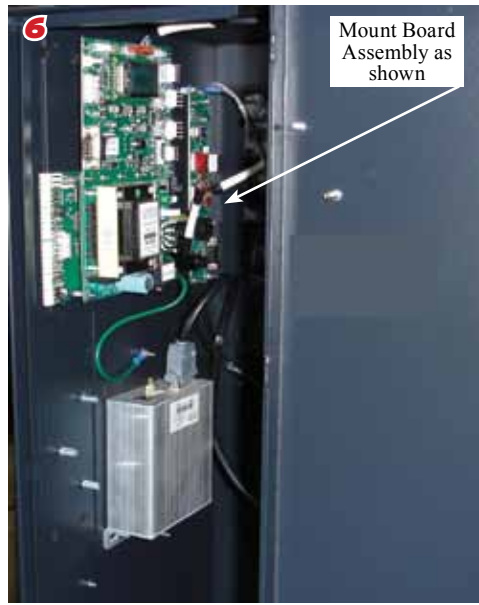


**AMERICAN CHANGER CORP.**



**Step 5**

Mount the Credit Card Reader/Display Unit and the antenna to the machine using the hardware included



**Step 6**

Install the new logic board assembly where the old board was removed.



**Step 7**

Connect the wire harnesses according to the accompanying picture.

**Accept Credit and Debit Cards throughout your carwash!**

*Not taking credit cards at your wash? – think it's too expensive? – think again, with this kit and your existing American Changer you can accept credit cards everywhere in your wash by simply converting your customers credit card into spendable tokens!*

**AMCK100** - Wireless crcd system for Double Board

**AMCK200** - Wireless crcd system for universal board



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**INCREASE PROFITS**  
with our superior quality  
**PAYSTATION, TOKEN STATION**  
and **BILL CHANGERS**

We manufacture a full line of machines and products designed to benefit both you and your customer. Our PayStation, designed with the WASH CARD system, can offer your customers fleet card and debit card access, tracked through the internet. Our new 7700 & 7800 Series Bill to Bill Changers and our complete line of Bill to Coin changers provide you with the highest quality machines in the industry. The AC2007 Credit Card Token Station allows your customers to use their credit/debit cards to purchase tokens that can be used throughout your car wash. We can provide your company with the perfect solution to meet all your car wash needs.



AC2007/AC1005 Combo



AC2221



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Display Contains:  
8 Tubs of Protectant  
8 Tubs of Glass Cleaner  
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SPECIAL PRICING!  
**3 Pack  
Wipes**

Comes with:  
Protectant Wipes  
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Glass Wipes

AR44983

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# How To SERVICE AN RO SYSTEM

Your Filters Should Be Changed every 6 Months, Here's How:

**Be sure to turn Power OFF**  
**Turn Water feed OFF**

**Tools you will need:**  
**2½" Pliers**  
**Plumber's Wrench**



Unscrew the PreFilter counter clockwise until it comes off. You may need to use a wrench or hammer to get it started.



Take out the old filter and swap with a new one.



Hand tightened back on, then push in the bleeder valve to release excess air, hold until you get water.



Now you need to change the filter in your Membrane. Use 2 wrenches to loosen the nuts on the collar.



After the collar is off, grab the nipple on the filter with your plumber's pliers and turn and pull at the same time.



Once the filter is loose, pull it all the way out and discard.



Make sure the O-ring seal is on the Top of the filter while inserting.

Insert your new filter into the membrane. Be sure the O-ring seal is at the TOP when inserted.



Inspect O-ring seal on cap, replace if needed.

Before placing the cap back on, check the O-ring seal on the cap and replace if needed.



Push the cap down until it seats itself. Then put the collar back on. Turn water and power back on.

# How To:

## Retrofit with a **DOSATRON SYSTEM**

### Who is Dosatron?

Dosatron is the original inventor of the water-powered dosing pump. Since the first Dosatron was manufactured in 1974, our company has grown to be the world leader in water-powered dosing technology. Today, Dosatron manufactures and sells a wide variety of chemical injectors in over 20 countries worldwide. We address precise chemical dilution needs in applications ranging from fertilizing and car washes to food processing, livestock medication, and even hospital sanitation, where proper chemical dilution can truly be a life-or-death requirement.

### Dosatron and Car Wash

Dosatron has enjoyed great success in the conveyor carwash industry for many years by offering the most reliable, durable, low maintenance chemical injectors made. You're probably familiar with Dosatron water-powered dosing pumps through your buddy the tunnel operator down the street or your local garden center.

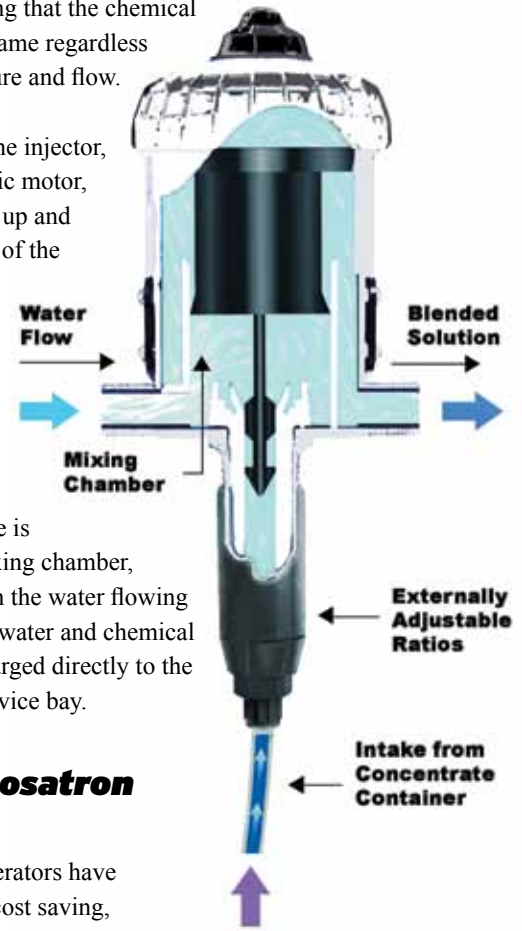
In a recently published Top 50 conveyor carwash list, four of the top five chains in the United States accounting for over 225 locations nationally use Dosatron injectors throughout their washes! We're very proud of that accomplishment at Dosatron and feel it reflects the faith the country's largest operators have in our product and company.



### How Does a Dosatron Work?

Dosatron water-powered, non-electric chemical injectors are the easiest, most reliable way to accurately inject chemicals into water lines. Dosatron injectors work using volumetric proportioning, ensuring that the chemical mixture remains the same regardless of variations in pressure and flow.

When water enters the injector, it triggers the hydraulic motor, which begins moving up and down inside the body of the injector. On the up stroke, the Dosatron draws fluid up from the concentrate tank in an action similar to a hypodermic syringe. On the down stroke, the concentrate is displaced into the mixing chamber, where it is mixed with the water flowing through the unit. The water and chemical mixture is then discharged directly to the tunnel arch or self service bay.



### How Does Dosatron Save Costs?

For years, tunnel operators have enjoyed the reliable, cost saving, "set it and forget it" benefits Dosatron offers. And now, so can you!

Dosatron is IDEAL for all your self service carwash chemical mixing needs! Just imagine your equipment room with NO CHEMICAL TANKS AND NO AIR-DRIVEN DIAPHRAGM PUMPS! The same flowing water you use to mix your chemicals to their proper dilution is the energy source that drives the Dosatron motor. No air diaphragm pumps, no air compressor, and no electricity, equals LOW ENERGY COST!

### How Do I Retrofit My Wash to a Dosatron System?

It's easy. The photograph to the left shows a typical Dosatron selfservice, low-pressure system for a three bay carwash. A city water supply is simply connected to the inlet side of the filter. Mixed chemical discharge lines are run from each of the three solenoids directly to each of the three bays.

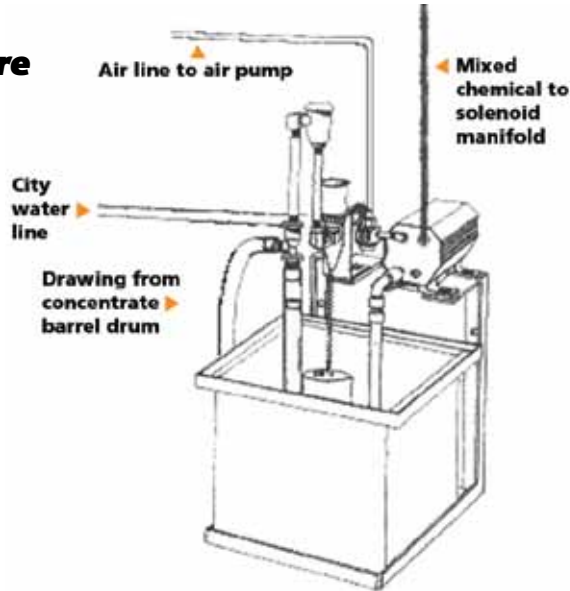
In a retrofit from an existing system, the product solenoid manifold will already be there. In that case, you'd connect your city water supply to the filter inlet and run a hose or tube from the discharge side of the Dosatron to the inlet of the existing product solenoid manifold.

## Step-By-Step Instructions

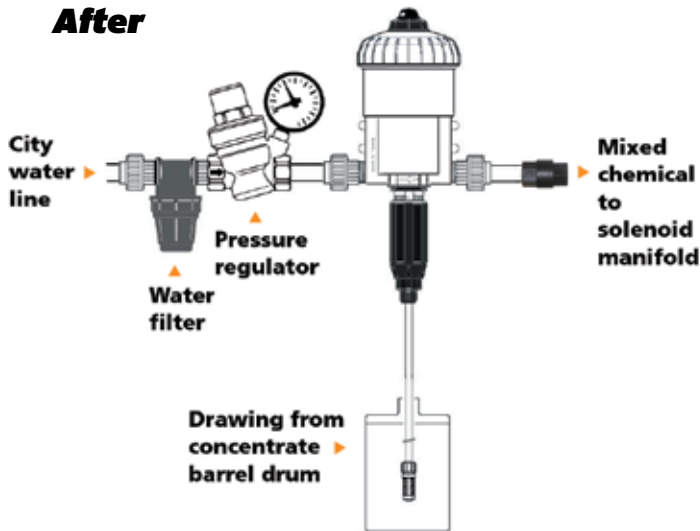
Below is a brief guide on how to retrofit an existing Venturi system to an on-demand Dosatron self-service low-pressure system. In a Self Service application, the existing product solenoid manifold will control flow through the Dosatron.

1. Plumb city water line currently supplying venturi to inlet side of the 80 micron water filter.
2. Plumb discharge of water filter to inlet of Dosatron.
3. Plumb discharge of Dosatron to inlet of 3/4" check valve.
4. Plumb discharge of check valve to mixed chemical line going to self serve product solenoid manifold.

### Before



### After



## BENEFITS OF RETROFITTING

Space Saving

Reduced Equipment Needs

On-Demand Mixing

Reliable, Repeatable Results

Non-Electric, Water-Powered

No Air Required



# DOSATRON®

WATER POWERED DOSING TECHNOLOGY



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Presoak**

**Wheel  
Cleaners**

**High Pressure  
Soap\***

**High Pressure  
Wax\***

DOSD25RE2  
500:1 - 50:1  
(4 Models  
1500:1 to  
10:1)

3-bay low-  
pressure  
system for  
foaming and  
non-foaming  
products



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Offer good 8/1/10 - 9/1/10.

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**Craig Peterson**  
847-612-5226

craig.peterson@dosatronusa.com

**To order, call Kleen-Rite  
800-233-3873**

**www.kleen-ritecorp.com**

\*Call for high pressure application details.



# **CAR WASH Worker's HONESTY PRICELESS**

**Russell Speeder's Car Wash - Omaha, Nebraska**

According to the Omaha World Herald, Barb Coleman thought she was doing a good deed when she took her husband's car in for a surprise detailing job.

Her good deed could have gone very wrong - she didn't know her husband, Jerry Coleman, had just been to the bank and had hundreds of dollars in an envelope in the car.

Thankfully, German Ramirez and Roman Rivas did an even better deed. The two employees of Russell Speeder's Car Wash at 118th Street and West Dodge found the money, along with several gift cards, and locked it all in the company's safe until the Coleman's could retrieve it.

The Coleman's don't use credit cards much, paying for most things with cash. After Barb picked up the car the next day, she and her husband were thankful to find everything accounted for.

Ramirez said the car wash tries to avoid situations like that and asks customers not to leave things in vehicles.

But he regards keeping customer's things safe - and returning them - as part of his job.

"We don't want to lose trust with customers," Ramirez said.

"These were two really honest, honest people," Barb Coleman said, and she and her husband are grateful - hundreds of times over.



## **Quality, Reliability, Dependability**

- Cat Pumps are working hard so you don't always have to.
- Insist on field-tested Cat Pumps at the heart of your car wash system.
- Enjoy the benefits of quality construction for dependable performance.

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Popular Conversion Packages



## 313 Self Serve

Arimitsu proven Quiet & Simple

**Includes:**

313 Pump, Rails, Pulley, 7.2" single groove

**Features:**

4 gpm 1500 psi 1050 rpm

- ARM61000** Left Shaft
- ARM61001** Right Shaft



## 516 Self Serve

Arimitsu proven Quiet & Simple

Most Popular Upgrade for Self Serve

**Includes:**

516 Pump, Rails, Pulley, 8" single groove

**Features:**

4 gpm 2300 psi 950 rpm  
5 gpm 2000 psi 1200 rpm

- ARM61002** Left Shaft
- ARM61003** Right Shaft



## Model 508

Dual Gun Prep Favorite  
Popular Operators Choice

**Includes:**

508 Pump, Rails, Pulley, 9.7" double groove

**Features:**

8 gpm 1200 psi 950 rpm  
10 gpm 1000 psi 1200 rpm

- ARM61004** Left Shaft
- ARM61005** Right Shaft



## Model 3615

Automatic Special  
Stainless Steel  
Drop-In replacement

**Features:**

36 gpm 1500 psi 800 rpm

- ARM3615** Dual Shaft



# Wash, Rinse, & Raddish...



## Joan's Self Service Car Wash



For a few quarters, customers can wash and dry their cars at Joan's Self Service Car Wash.

When they're done, they can grab some garden-fresh produce for free.

Joe Mapes runs Joan's Self Service Car Wash on North Main Street in Euless, TX. He decided to plant a garden in front of the washing bays.

The garden is packed with tomatoes, peppers, eggplants, squash, cantaloupe and cucumbers. "We got peppers -- five or six kinds of peppers, even including jalapenos." He even planted some dill, basil, curry and mint for herb lovers.

Mapes said the garden isn't just for customers, but for anyone needing a few veggies. Mapes remembers having a "victory garden" while growing up. Victory gardens started during World War II, when the government encouraged people to grow their own food during the war. But Mapes planted his garden for a different reason.

"Primarily, it originated as a result of the economic conditions that exist today," he said. "Nobody's abused it in any way, shape, matter or form, and it's created a lot of nice conversations, conversations with customers," he said.

Joan's Self Service Car Wash is located at 504 N. Main St. in Euless, TX.

# Would you dry your hair without heat?



## Why treat your car any less?

The JE Adams Turbo Towel is the first touchless dryer on the market with heated air. Using 1 motor and a thermostatically controlled heating element, your customers will be lining up to use this product!

- Prevent scratches and marks caused by standard hand towel and chamois drying
- Eliminate water spots caused from merely blowing air around – dry them instead
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- Great for drying motorcycles, chrome wheels, and engine compartments
- Dry floor mats and carpets in a matter of minutes



Dimensions:  
10"W x 10"D x 19.5"L

18000  
**NEW!!** Turbo Towel  
In-Bay Hot Air Dryer



29050  
**NEW!!**  
Ultra Series Vac/Hot Air Dryer



17000V  
**NEW!!** Turbo Towel  
Hot Air Dryer



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**NEW!!** Turbo Towel  
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[www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)

# CLOISTER WASH & LUBE LAUNCHES CHEMICAL LINE

Cloister Wash & Lube's success stems from an admirable formula of innovation, creativity and passion. It's also known for being innovative in developing and designing some of the car wash industries firsts: **Down Draft Hot House Dryer, People Mover Conveyor System, First Dedicated Self-Serve Motorcycle Bays, Exterior Tunnel Belt Setup and others.** Cloister has been recognized for its accomplishments and innovative thinking by the International Carwash Association by being presented the Community Leadership Award in 2000 and the Leadership in Innovation in 2005. Mike Mountz, owner and CEO, was also inducted into the ICA Hall of Fame in 2010. As another first, Cloister launched a "new age" tunnel formula line earlier this year. As with all of its other innovations, Cloister continually tested and made adjustments until the formula produced the quality wash that met Cloister's standards. Cloister's goal was to produce a chemical line that was HF free and highly concentrated to produce more cars per drum, and quick releasing to produce drier cars when exiting the tunnel, to allow for better efficiencies in the tunnel and workforce.

Del Burkholder, Chief Chemical Coordinator for Cloister, has trained under several car wash chemical legends and leading car care chemists in the industry. Bukholder has used his 30 years of hands-on experience in addition to teaming with Shore Corporation's astute chemistry team to develop Cloister Formula.

Cloister Formula is a coordinated end to end line of products developed with sophisticated surfactants. Some of the most advanced and powerful working agents are:

- **212 Presoak** – A highly concentrated, low pH presoak safely replacing the older HF presoaks. Significantly increases the amount of cars per drum, decreasing the cost per car.
- **612 Prep & Body Soap** – An alkaline based soap like no other with a quick cleaning and quick releasing formula resulting in drier cars, improving efficiencies in the tunnel and workforce.
- **901 Clear Coat & Drying Agent** – A specially advanced silicone clearcoat drying agent formulated to repel water off vehicles faster, reducing drying time making it a more energy efficient solution. The UV protectant also helps to repel water off windshields during wet weather driving.

These are only a few of the end to end line of products available. With each product complementing the other it's a full line solution that will meet all of your tunnel needs.

Cloister isn't new to this type of chemical innovation. They have had their own line of air fresheners, Glass Cleaners and even developed a motorcycle line that is used in their self serve motorcycle bays.

This specially formulated line is just another example of why Cloister is a leader in the car wash industry. Contact Kleen-Rite to request a free sample.

## WASH MORE WITH LESS

WITH **Cloister** FORMULA

Call for a  
Free  
Sample

- **Highly concentrated formula increases the number of cars washed per drum**
- **Outlasts most soaps on the market**
- **Decreases the cost per car**

Cloister Formula is exclusively distributed by Kleen-Rite Corp. The entire line is available at [kleen-ritecorp.com](http://kleen-ritecorp.com)



## Tools You Will Need

- #2 and #4 Flat Head Screwdrivers
- Adjustable Wrench
- Plumber's Pliers



## How to Service a Dog Wash Tom's Way.

*Having trouble with your Dog Wash drawing/pulling up soap? Well, there's a right way and a wrong way to service a Dog Wash, and then there's Tom's Way!*

**START**



**Servicing the Solenoid 1**



First be sure the Power is OFF or you will blow the coil. Start at the top of the block, working your way down, one solenoid at a time. Unscrew the nut.



After the Nut is off, pull off the coil.



Then with your flathead screwdriver, unscrew the stem.



Carefully remove the stem.



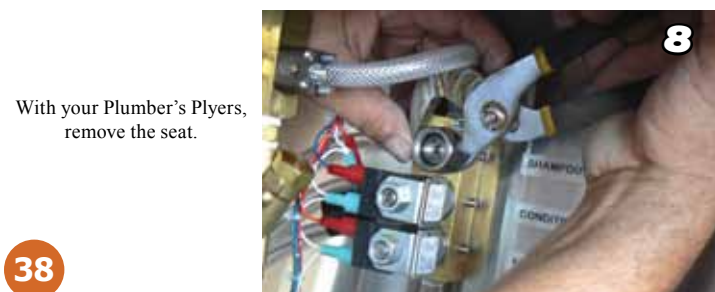
Plunger top can be either red or black, ours happens to be red. Be sure the top of the plunger is clean.



Be sure that the plunger moves in & out freely by pushing with your finger. Replace if needed.



Clean the seat with a water & alcohol mixture. Check the O-ring for wear & replace if needed.



With your Plumber's Pliers, remove the seat.



Check both O-rings for wear and replace if needed.

Reassemble the solenoid and proceed onto the next solenoid below in the block. Continue cleaning & inspecting until you have cleaned all 6 solenoids in the block.



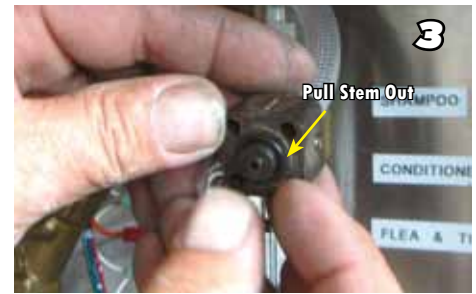


**Servicing the Injector 1**

If your Injector gets any dirt in it at all, it will not work. Start by removing the four screws on each corner.



Once screws are removed, carefully pull out the housing.



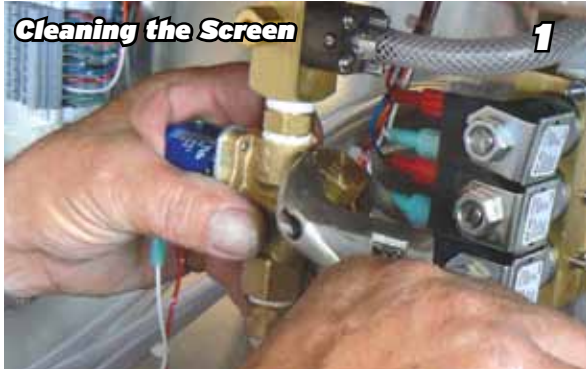
Carefully remove the spring, be sure not to lose the ball, spring or O-ring. They have a tendency to fall out.



Thoroughly clean the ball, spring and O-ring with alcohol and water. Then clean the seat. Carefully put everything back together again.



Once you have the injector back together, turn the power back on and turn on your Dog Wash. With selector switch on Disinfectant or Veterinary Shampoo, squeeze shower head handle to see if soap is being pulled. If no soap is being drawn, slowly turn the screw on injector to the right until soap draws. If soap is still not being drawn up, slowly back down the screw and keep going left until soap begins to draw. Turn clockwise to increase pressure, counter clockwise to decrease pressure.



**Cleaning the Screen 1**

Using your Adjustable Wrench, turn the nut counter clockwise until nut comes off.



Reach inside and pull out the strainer screen and clean it with alcohol and water. Replace if worn.



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

Send your questions/suggestions to [Tomsway@kleen-ritecorp.com](mailto:Tomsway@kleen-ritecorp.com) and we'll show you Tom's Way of solving it.



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 Crowned Skull JPLT12	 Skull Jester JPLT13	 Ax Clown JPLT14	 Purple Butterfly JPLT16	 Ace Pin Up JPLT17	 Wolf Pack JPLT24

# Lethal Threat

AIR FRESHENERS

# ON THE WEB

## Fun Car Wash Links We've Found



**urlesque.com**  
Search the term:  
"15 people who don't know how to use a car wash"  
15 different videos of some of the most dense car wash customers, some funnier than others.



**carwashtv.com**  
Car wash related videos.  
Check out the video profile on Kleen-Rite



**G4TV.com**  
Search the term:  
"Star wars Charity car wash"  
Charity car wash has an army of slave Leias rinsing and lathering dirty vehicles



**stupidvideos.com**  
Search the term:  
"Car wash"  
Lots of funny car wash videos

# Operator SPOTLIGHT



by John Tobias, Kleen-Rite Corp.

## SUPER SONIC Car Wash

### Ogden, Utah

On my way to the Car Care World Expo this past May, I had the chance to swing by Supersonic Car Wash in Ogden, Utah and chat with brothers, Mark & Jeff Goddard. I had met Mark at various Car Wash trade shows before, but this was my first opportunity to visit him on his home turf and tour his facilities.

The original Supersonic was built in Ogden in 1959 by his Dad, Wayne. The name Supersonic was taken from the original equipment that was installed in that first car wash. Today they have four full serve and 2 self serve locations and will have over 200 employees during the peak winter months.

I was impressed by the cleanliness and design of each location we visited. It was obvious that a lot of care and planning went into the construction and overall theme of the Supersonic brand. Though each site was different and offered different services, the overall theme was consistent, thus creating an easily recognizable Supersonic brand.

“One of the many challenges we face in this part of Utah,” says Mark, “is what is known as Temperature Inversion, which causes the trapping of pollutants in the atmosphere. This causes a heavy cloud of soot hanging between the mountains that just covers everything, cars are just covered in soot.”

The Goddard brothers also invest a great deal of time and energy in contributing to local charities. “We like sponsoring charities, not only does it help give exposure to our business but we believe in spreading good will throughout our community. We sponsor a lot of golf tournaments, bike rides, we participate with the Make-A-Wish



Foundation, the Boys & Girls Scouts, local schools and the Grace for Vets free car wash day for veterans.”

As far as adding new equipment and features to their washes, Mark says. “We try and stay informed of any new products, trends, and equipment in our industry. We want to stay ahead of the curve and one step ahead of the competition. Recently we’ve added credit card



Promontory Point

SEE MAP INSET

134 Roy

343

Ogden

MORGAN

MONTE

Lost Creek



acceptors in our self serve bays and we are trying out several free vacuum stations in some of our locations” Mark informed me. “We also started an unlimited wash program, where customers pay a certain monthly fee and in return receive a card which allows them to wash as much as they like during the month. It has really boosted customer loyalty. We are also planning on adding a couple of Dog Washes in the near future.”

“Well over the years we just started getting more and more products from Kleen-Rite,” explained Mark. “The thing I like best about Kleen-Rite is I don’t feel like someone is trying to sell me something. They are car wash people, and I feel like they are being sincerely honest with me when we talk about my operation.”



Back in the day, Supersonic used to use liquid spray fragrance in their full service offering. But customers would come back and complain that the smell would be gone within a day or two. “So we decided to switch to the Little Tree paper air fresheners. Customers seemed to like them and the fragrance would last much longer. We began purchasing from Kleen-Rite then because they gave us the best deal on the Little Trees.”



**Mark & Jeff Goddard**



Wasatch-Cache National Forest

36

21

67

Eureka

UTAH

13

Fiber

ing

8.

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Have More Fun When Done Sign  
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Wheel Cleaner  
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Tire Shine  
SM200FLAT -

Multi-Purpose Cleaner  
SM500FLAT -



SM300FLAT

SM100FLAT

SM600FLAT

SM400FLAT

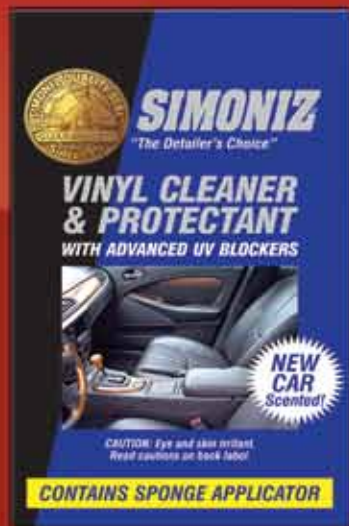
SM200FLAT

SM500FLAT

\* (24 per case)

## Vinyl Cleaner & Protectant

- ✓ Protects & beautifies your vehicle
- ✓ for vinyl, plastic, leather & rubber
- ✓ safe on all surfaces



SM700  
\$47.52  
(100 per case)

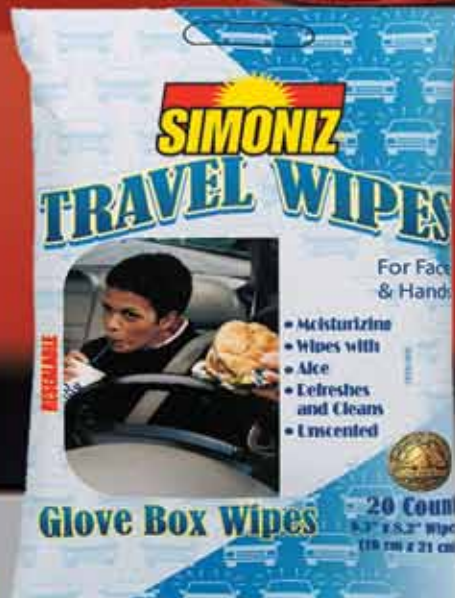
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the wipes!



SM825 -  
(48 per case)



SM800 -  
(48 per case)



SM850 -  
(48 per case)



SM875 -  
(48 per case)

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See page 18 for details



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