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ISSUE NO. 18 February, 2012

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Success Stories

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It seems as if time moves so fast.....it is hard to believe we are starting a new year. A new year filled with opportunity and possibility. The pulse of the industry seems to be more optimistic moving into 2012. While the past several years have been challenging, we sense a renewed focus and enthusiasm that will act as a springboard to future success.

We have worked hard at Kleen-Rite to continue to enhance the customer experience. We are a company that is driven by our focus on the customer and look to continue what we do well and improve areas that are in need. We continue to train and develop our staff to ensure that the customers need is handled in the best possible way. We appreciate the relationships that we form with our customers and look to build more in the coming year.

In 2006 we opened our distribution center in Las Vegas, NV. This distribution center allowed us to serve our west coast customers much more efficiently and resulted in an enhanced customer experience. Understanding the need to get our products to the customer when they need it, we are proud to announce the opening of a new distribution center in Grand Prairie TX during the spring of 2012. We have listened to the demand of our customers in that region over the past several years and have taken the action necessary to deliver on that demand. We are excited about this opportunity and look forward to the opening.

Our goal is to deliver value and we will continue to do what is necessary to deliver on this goal. We appreciate our customers and the feedback that they provide. We will work hard in 2012 in the hopes of making your business more successful. We wish everyone the best and look forward to being your reliable supplier for the car wash industry.

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Dog Wash Success Stories

Car Wash operators share their personal experiences.

Since we began selling the Dog Wash around ten years ago, the whole concept has taken off and created a life of it's own. We could not have foreseen the tremendous impact this simple add-on to current car wash sites has had. We've heard terrific stories from operators around the country about their personal success with their dog washes and decided to share a few with you.



Joe Manners
Bradey Street Car Wash
DuBois, Pennsylvania



The funny thing is, I didn't think that our Dog Wash service would be as big of a hit as it turned out to be. I am really glad I put it in. People now-a-days treat their dogs like they treat their kids.

I had five self serve bays, but I decided to take one of those bays and enclose each end to put in a Dog Wash. The way I figured it, I only used all five bays about twenty-four or twenty-five days out of the year, usually after it snows and we have heavy salt on the cars. Other than those particular times, four bays easily suffice our day-to-day traffic, giving up a bay for a Dog Wash was simple math.

It was inexpensive and easy to put in. I also made sure to add heat and air conditioning to the Dog Wash room for customer comfort.

When we first opened our Dog wash we ran ads on the local radio and in the newspaper to generate initial buzz and traffic. After that word just began to spread by itself.

We are currently seeing an influx of new customers. As the Dog Wash draws new people to our wash to clean their dogs, they then stick around and wash their cars too. It's a win-win for us. I'd highly recommend a Dog Wash to other car wash owners.

Sanford Simmons
Stop-N-Wash
Signal Hill, California



At first we were going to put our dog wash in at our Oceanside location, thinking there would be a big draw from folks bringing their dogs to the beach. After much considerations we decided the best place to install our new dog wash would be at our laundromat which was closer to a large residential area.

We wanted our dog wash to be the best. We went all out to make it as fancy as we could. We wanted our Dog Wash to be a Dog Wow! We put in marble tiling and a customer "Help" button that the user could press and an attendant would come in to help with any questions or concerns that they might have. The personal one-on-one contact with the customers ensured us that the customer had a positive experience.

The attendant would then give them a code they could redeem online for a free dogwash just for posting a review about our Dog Wash on yelp.com, an online community dedicated to reviews of local business. This helped spread the word in our local area about our Dog wash facility. We would then email the customer a coupon they could forward to all their friends online, offering their friends a free dog wash just for coming in. For every friend that redeemed the coupon, the original sender would get another free dog wash. Sure, we gave a lot of free dog washes away, but the point of the program was to increase traffic and awareness of our facility. It has been working out great ever since. Being on the cutting edge of today's social media has helped us tremendously!



\$\$ Average Dog Wash Revenue \$\$

Based on \$5.00 per Dog Wash

Average Revenue: \$1,200 per Month

Expense Ratio: 25% or \$300

Additional Profit Dog Wash Adds: \$900/month

**based on conversations with Dog Wash owners.*



**Ed Wood
Waterways, Inc.**
Waterboro, Maine



I took one of our self serve bays and turned it into two dog washes with a small control room in between them. I feed the 2 dog washes soap and electricity from the control room. Our car wash has a quick lube and a coffee shop attached, so adding the dog wash has helped enhance the multiple offerings we have available to our customers. We cross promote all of the businesses with social media like Facebook and local blogs.

The installation process was easy. Except for the hard plumbing and bringing the electric line in, I pretty much did everything myself.

Believe it or not our busiest times at the Dog Wash is in the winter. Folks up here don't want to wash their big dogs at home in the bath tub. They have to bend over the tub and then the dog shakes all the hair and water all over the place when they're done. Folks prefer the dog wash and it saves them on the back pain too. The customers that use our Dog Wash love it!



Weiss Guys Express Wash
Phoenix, Arizona



In the beginning of 2009, like all small businesses, we were looking to bring in more income to our twelve self-serve/exterior wash locations. In April of 2009 we took a five bay self serve & turned one of the bays into a Dog Wash with the help of Kleen-Rite. What we found out was:

1. Our wash bay business did not lose any income.
2. Many of the dog wash customers were new to our car wash location.
3. We have nothing but wonderful comments and excited customers!

This location paid for itself in one year. We have since added four more Dog Washes to our other locations and are looking to add a few more.



**Larry Groen
Road Runner Car & Truck Wash**
Bloomfield, New Mexico



While still in the designing phase of our new car wash facility, we planned on having a dog wash at the new site. We wanted to add something different to the site to separate ourselves from our competition. Adding the dog wash was a simple and cost effective way to do that.

People just love it. They drive to our wash from other towns just to use it. It's much better and cheaper than paying a groomer to bathe your dogs. Now customers are asking us if we'd please put one in at our other location. We probably will.

**Tommy Hoffman
Hoffman Car Wash**
Albany, New York



After hearing about the experiences of other operator's success with the Dog Wash, we decided to add one into the new car wash we are building. We weren't even open for business yet, but folks saw the custom Dog Wash awnings we had on the building and we had at least forty to fifty people stop in already wanting to know if the Dog Wash was open yet. It is creating a tremendous buzz around town and we haven't even finished the building yet. Our goal is to make sure that we keep our new Dog Wash clean and have a good ventilation system to keep the area smelling fresh. We want to meet our customer's expectations and give them 100% satisfaction once we are up and running.

For more information on adding a Dog Wash to your facility, visit:

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Hurricane: IRENE

RIPS THROUGH THE NORTHEAST

A Car Washer's Tale

Nestled in a small upstate New York village, Margaretville Car Wash is located in the heart of the Catskill Mountains, 146 miles north of New York City.

Purchased 5 years ago by the Busciglio family, Busciglio's son has been maintaining and running the car wash for his father, who owns the business. They are happy to say that they are the only car wash located within a 50 mile radius and away from any competition. The carwash sits on 2 ¼ acres and the building itself sits on 25,000 sq. feet. It is an up to date building that blends in with uniqueness of this quaint little country town.

The car wash was renovated soon after they purchased the property 5 years ago. 90% of the renovations included installation of new equipment such as a Ryko Radius automatic machine with a spot free rinse system by PurClean. Also added at that time was an automatic teller by Hamilton, which now allows them to accept credit cards. They found by installing that machine for the automatic bay, revenue increased by as much as 25 percent. The car wash also has three self serve bays, with one larger bay to accommodate larger vehicles and trucks. New self serve coin boxes were added at that time to the vending room, along with the addition of numerous mechanical vending machines.

The building design had to be approved by the Department of Environmental Protection in conjunction with the local town ordinance. The DEP demanded that the building be designed and termed "wet flood proof" before the plans were approved. They also are in constant contact with the local sewer treatment plant whenever a storm arises, so that the main shutoff valve is closed to prevent the catch basins from flooding, which would then dump water into the sewer and flood the sewer plant. Both the carwash and the Sewer plant



are constantly keeping on eye on the weather since the sewage plant is located only a ¼ mile away.

In the past 5 years, since the Busciglio family has owned the car wash, it has been flooded out four times, with approximately 3 - 4 foot of water each time. When they suspect a flood may occur, they are instructed by the local code enforcer to open the automatic doors that will allow the water to flow through the automatic bay, and then Busciglio has to shut off the sewer valve below a manhole cover.

August 28 2011, as the result of Hurricane Irene, the carwash was flooded with over 10 ½ feet of water that



went through the building and surrounded the property on which the car wash is located. The stream that lays adjacent to the carwash is the head waters of the Delaware River, leading into the Pepacton Reservoir. With the amount of the torrential rain, the stream over ran

its banks in a very short period of time. It soon flooded the town, diverting a new path in which the force of water took everything

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in it's path. The town of Margaretville sustained millions of dollars worth of damages and left many people homeless, seeking refuge in shelters.

The car wash sustained over \$360,000 worth of damages. Unfortunately \$90,000 had not been covered by flood insurance. Anything that was not attached to the building itself was not covered, including 25,000 square feet of black top, 4 street lamp polls, 4 vacuums, the automatic cashier, the removal of 300 yards of stream bed stone that now covered the entire back of the carwash, in places as high as 5' by two bays, and any landscaping that needed to be done. Virtually anything that was not attached to the building, was not covered by flood insurance.

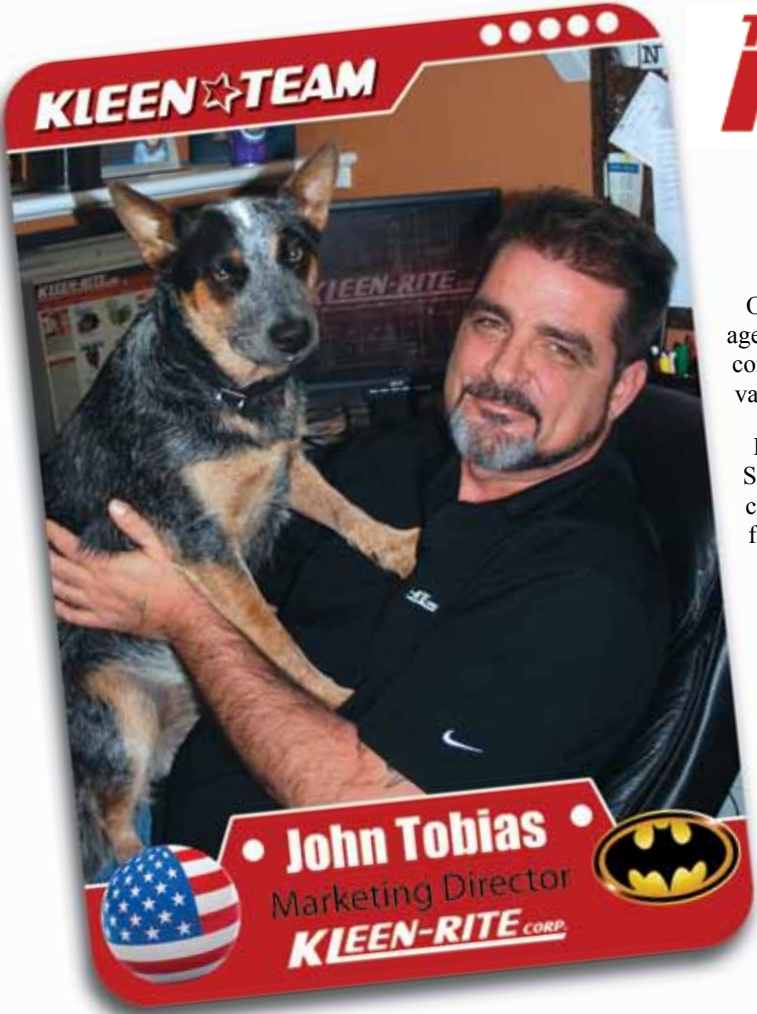
To this day they have not completely settled with the insurance company. It will take a few more weeks before the carwash is up and fully running. Right now three of the self service bays are fully operational. The automatic, however, is still in need of major repairs. They have recently purchased four new vacuums through Kleen-Rite Corporation. For the first time they will have a Shampoo and Spot Remover

Combination Vacuum, one Air and Vacuum Combination and two Super Vacuums with Lighted Display Timers.



Once the automatic is up and running, there will be a choice of four cleaning options ranging from \$7.00 for a basic clean to \$12.00 for the works. The three self-serve bays have a price of \$3.00 for 4 minutes. The vacuums are \$2.00 for four minutes. Since it is more convenient for people to use credit cards these days, credit card machines will be added to the self-serve bays this years.

After the shock of viewing the damage the first morning after the storm, Busciglio was not sure where to begin or how long it would take before he was in back business again. Minimum security convicts came in and removed many of the trees that were abutted up to the building. An area contractor came in and began slowly moving the stone back to the stream bed. Busciglio, who is quite handy and mechanically inclined, began ordering parts and was able to salvage some machinery, slowly rebuilding the car wash himself. Now he waits for the money from the flood insurance company to continue rebuilding, and hopes to be fully operational by the new year.



THE KLEEN TEAM

John Tobias

Marketing Director

Originally from Danbury, CT, I was raised in my father's print shop. By the age of 13, I began helping my dad design wallpaper and logos for various companies. By the time I was 18, I was painting murals around town in various offices, churches and restaurants. Art and design were in my blood.

I came to Pennsylvania looking for a change of pace. After attending Art School in York, PA, I began my career at Kleen-Rite in 2002. Designing the catalog, creating the Kleen-Scene, and developing our website were only a few of the projects I began to tackle.

I had to immerse myself in the Car Wash industry. My philosophy was, I couldn't promote products and equipment that I knew nothing about. It's been an exciting adventure and I've met and visited car wash operators from coast to coast. Our customers are great people and I learn something different from each of them.

I enjoy working at Kleen-Rite. I have a real passion for what I do here and I continually challenge myself to make things better all the time. I am blessed to have a great job at a place I love, plus where else could I get to bring my Dog, Ernie to work every day.

I live with my wife, Kate, in the small town of Conestoga, PA. Home to the famed Conestoga Wagon, which settlers used to transport their families and possessions across our great nation in search of personal fortune during the California Gold Rush.

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Hamilton Manufacturing Corp.

The Wobblehead

It's about time.



The foam brush has been around for over thirty years. It became popular after the Federal government put tight restrictions on the use of phosphates in the soaps we used in the self-serve car wash industry. High phosphate soaps did a great job of cleaning a car. Without this chemical, it was necessary to scrub a car clean. So the foam brush was invented to give the customer the tool that they needed to get the job done.

Since then, the foam brush has been used, misused and abused. We pay thousands of dollars to install and maintain our foam brush systems. All we ask of a customer is that they pay a modest fee to use it. Yet, studies show that over 25% of the time, they are using the brush with no time on the meter. It is the only “fee-based” piece of equipment that a customer can use for free.



Too often we get frustrated as we watch customers pull into our bays and proceed to use the foam brush as a broom to sweep out the bed of their trucks or use it dry to clean the wheels. With all the grit and debris that gets imbedded into the brush, we mount signs in the bays that tell the next customers to pre-wash the brush to make sure it's clean.

We have all heard, or told, stories of car wash owners having to tell customers “it works better if you put money in the meter”; or tell them not to bring their own buckets. (Do you have the sign posted in the bays? I do!) Yet, they continue to bring them. It still frustrates me when I think about the girls I saw spend 35 minutes using the weep water in the brush to clean their big truck without spending

What are you supposed to do when you see a customer continuing to use the brush after time has run out? They “should” drop a few more quarters, but if you say something, they may not come back next time and spend what little they do. And, it's not their fault; it's our system that allows them to do what they have been doing for over 30 years.

It's about time that someone finds a solution to these frustrating problems. Well, they have. Two car wash guys from the Detroit Metro area have a patent pending solution that not only keeps a customer from utilizing your foam brush for free, but also generates extra income by requiring patrons to pay for the use of the brush.

Patrick Ryan and Don Klemmer started this project several years ago. They spent that time researching, developing, and proving their new foam brush handle they call the “Wobblehead”.

What is the Wobblehead?

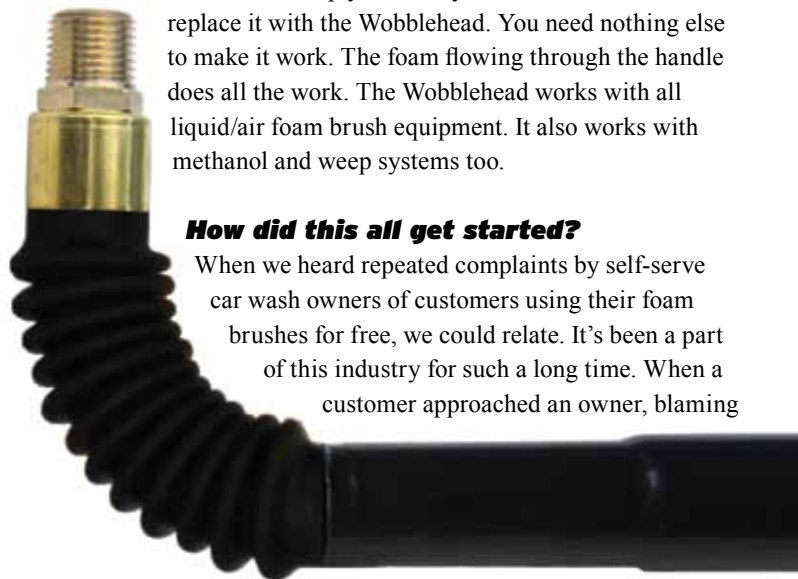
The Wobblehead is a foam-actuated foam brush handle. Without foam flowing through the handle, the brush head wobbles at the end of the handle making it very difficult to scrub the vehicle. When foam is flowing through the handle, the brush head becomes rigid and useful for the paying customer,” said Patrick Ryan.

It can't be that simple, can it?

Yes it can. Simply take off your current handle and replace it with the Wobblehead. You need nothing else to make it work. The foam flowing through the handle does all the work. The Wobblehead works with all liquid/air foam brush equipment. It also works with methanol and weep systems too.

How did this all get started?

When we heard repeated complaints by self-serve car wash owners of customers using their foam brushes for free, we could relate. It's been a part of this industry for such a long time. When a customer approached an owner, blaming



him for scratches on his vehicle, we decided to see if we could finally find a solution.

We needed to find something that was simple. We didn't want to use electricity, or another drop line. We wanted it to be seamless for the customers, maintenance free for the operator and durable enough to last for years.

Our process started with a brainstorming session. We imagined how this device could possibly work. We allowed any idea to be spoken, no matter how impractical, impossible or ridiculous the idea was. We then weeded out ideas that included magical leprechauns and magnetic locking systems. The first breakthrough came when we defined the solution as making the handle useless. We immediately got to work on a proof of concept.

The next breakthrough came when Don discovered that he could make a spring loaded piston rod move forward using the foam pressure in a standard liquid/air foam brush system. He used PVC and a spring from the local hardware store. It wasn't pretty, it wasn't going to last, but it did work.

The real trick was using the right amount of energy from the foam. If we set things too tight, the piston would move forward, but it would crush the foam to bubbly water. Too loose and the piston wouldn't move.

After a year of working part time out of our basements, we installed our first units at our test facility, a great car wash in Warren, Michigan.



How did that work out for you?

It failed... miserably. We thought that the first piston rod we used (which could withstand 85 pounds of pressure before bending) was strong enough to withstand customer use. It wasn't. The customers were able to bend the rod, locking it in place, and continue using it for free.

This was a major setback. At one point we gave up. Almost. We were so close to having a workable solution. Our studies had shown that this was a real problem that was costing operators real money, and causing frustration and confrontations with customers.

The second breakthrough occurred when I made a slight modification to the piston assembly. It allowed us to use a bigger piston. I coupled that with a much stronger piece of stainless steel rod.

The result was incredible. We can now run the Wobblehead over with a 4000 pound truck without bending the rod inside. This eliminated the customer abuse problem for good.

You mentioned studies. What studies?

We had access to video files at our car wash test facility. I went through 3 months of pre-Wobblehead files where I watched and recorded how many patrons used the foam brush without paying. I found that over 25% of foam brush

users underpaid or didn't pay at all to use the brush. At another car wash, just 6 miles away, we found that over 40% of foam brush users cheated.

We came up with fun names to keep track of the different type of cheaters. Names like the Tag-Teamers, Weep-Misers, and Puddle-Dippers. You get the idea. I was amazed at how people are willing to risk the finish of their cars and trucks in order to save a couple of quarters.

After we installed the Wobbleheads, we did the video study again. My favorite one was a pair of Tag-Teamers. As the first guy was using the high pressure wash, his buddy started to scrub the work truck behind him. I watched as he made a couple of strokes and then looked at the brush quizzically. He then said something to his friend. After his friend had sprayed the truck down, he went and looked at the foam brush. He wiggled the head with his hand, said something to the other guy who went over and turned on the foam. With foam flowing through the handle he proceeded to scrub the truck, hard. He really pressed hard. He scrubbed the rest of the truck, added more money to the box, and rinsed it off. Watching him add some quarters was great, but the initial look on his face was priceless.

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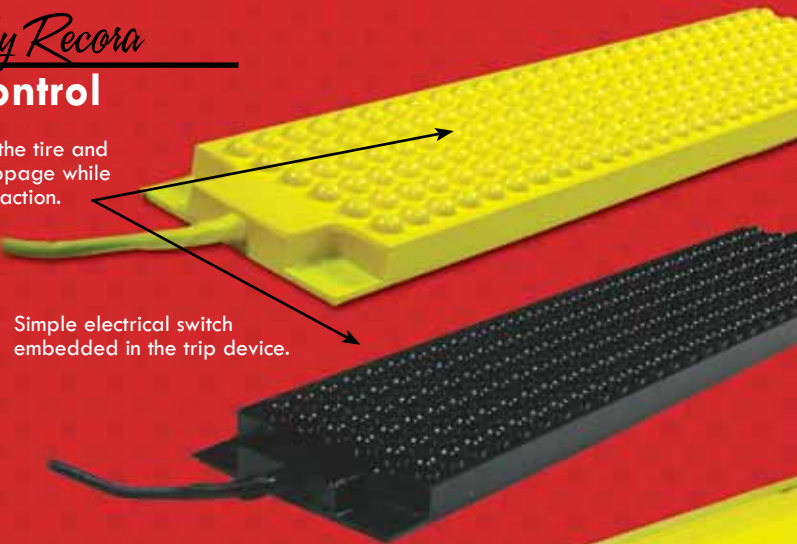
Treadle Floor Switches *by Recora* Solutions in Car Wash Traffic Control

Traction Control Series

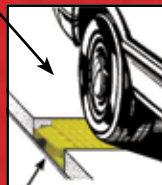
Introducing our Traction Control Series of Auto Alerts. The car wash industry finds the Auto alert ideal for turning equipment on and off without touching cars. The RECORA Auto Alert is rugged enough to work under multi-ton trucks, yet sensitive enough to react to the smallest, lightest cars. The Auto Alert is safer, faster and easier to move to any spot in the wash tunnel or on the apron for exact timing control. The Auto Alert has hundreds of uses.

Cleats grip the tire and minimize slippage while improving traction.

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



Simple electrical switch embedded in the trip device.



5" x 24" Yellow

5" x 24" Black

AM310Y

\$106.04

AM310

\$106.04

5" x 32" Yellow

5" x 32" Black

AM315Y

\$115.80

AM315

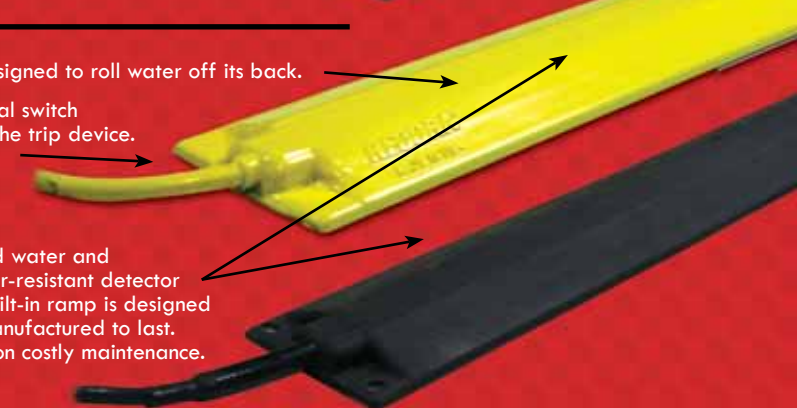
\$115.80

N3 Series Treadle Floor Switch

Treadle Floor Switch provides automatic vehicle detection without frequent maintenance concerns. The RECORA Treadle Floor Switch is manufactured for rugged reliability and is able to withstand severe weather conditions. The N3 is an extremely effective, yet uncomplicated economical vehicle detection device, perfect for any drive through wash system where additional systems need to be activated within the wash tunnel.

Designed to roll water off its back.

Simple electrical switch embedded in the trip device.



Rugged water and weather-resistant detector with built-in ramp is designed and manufactured to last. Saves on costly maintenance.

3" x 24" Yellow

3" x 24" Black

AM320Y

\$100.84

AM320

\$100.84

3" x 32" Yellow

3" x 32" Black

AM325Y

\$107.18

AM325

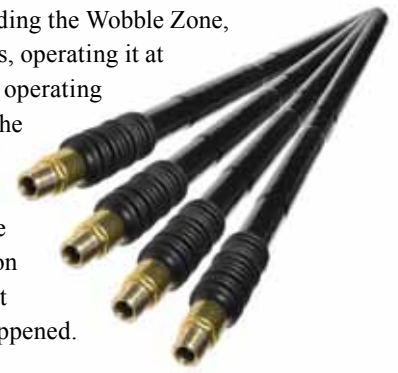
\$107.18

How have patrons responded to the Wobblehead?

Our post-install studies showed that most customers are surprised by the brush head bending out of position. Then they drop some quarters and proceed with their wash process. For some, the re-training process takes 2 or 3 visits. They usually start off by grabbing the brush itself and try to clean their car. This doesn't last very long. The Wobblehead has become the silent attendant that politely says "pay for me, please!"

The diameter of the handle is bigger than the old handles, and a bit heavier. We wanted to know what customers thought. When asked about the new handle, patrons usually responded about the foam itself, not the handle. For the paying customer, the Wobblehead is almost invisible.

We've tested it by repeatedly bending the Wobble Zone, doing solid freeze and thaw cycles, operating it at sub-zero with weep and no weep, operating it at high temperature and doing the 4000 pound truck test I mentioned earlier. The Wobblehead takes it all and keeps working like nothing happened. The only reason the Wobblehead won't work is if it starts to leak, which has never happened. And, there's a warranty for that.



How have operators responded to the Wobblehead?

The new handle was designed to protect their vehicle by making sure the brush was continuously flushed of debris.

For non-paying customers, most just add money to the coin box and resume cleaning their vehicle. Some get frustrated because they can't use it for free anymore.

Frustrating customers doesn't seem like a good idea.

This was a big concern for us. Losing a paying customer goes against everything we know. We spent a lot of time tracking customer reaction. We did find a few customers that are only willing to come to a car wash if they can use the brush for free. In general, we think that a non-paying customer isn't a customer. The vast majority simply pay for the service. And by using a brush flowing with foam, they are now using it properly AND protecting the finish of their vehicle.

We also found that when customers read the in-bay sign or we told them directly, that the new handle was designed to protect their vehicle by making sure the brush was continuously flushed of debris, they always said thank you.

Does the Wobblehead increase revenue?

It does! Please understand, Don has been in this industry for over 40 years; I've been in it for over 10 years. Our approach is to under promise and over deliver. We have used the most conservative numbers in all of our calculations. We have been committed to the Wobblehead being a real solution to this real problem.

Depending on your sales and your start price, revenue increases by over \$50 a month. Just one more \$1.75 a day in a bay, yields an extra \$52 a month. That's per bay, every month from now on. That's for a car wash doing \$50k a year out of a 5 bay. The bigger and busier you are, the more revenue you gain. The reality is this. The conventional \$10 handle we have all been using for over 30 years, costs over \$600 per year in lost revenue. The Wobblehead earns at least that amount, every year for years to come.

Is the Wobblehead built to last?

It is...now! Our production model has been in the field for over a year. We make it out of stainless steel and brass. The "bendy" part we call the Wobble Zone is made of high grade, industrial strength rubber.

After 30 years without an alternative, the response has ranged from excited to seriously skeptical. And, I have run into more than one operator that scoffs at the idea.

It's what you would expect with any new approach to doing business. Some get it quickly. Some just don't get it. Still, others are waiting to see how the industry responds to the Wobblehead.

Most however, listen to the information, consider how different business life would be, and then order some Wobbleheads. After just three days with Wobbleheads at one location, one operator called and ordered more for his two other locations. Some have ordered their second round after a couple of months for additional locations.

After having their Wobbleheads for a while, most enjoy the end of dealing with cheating customers. Everyone enjoys the extra revenue.

Owning a car wash is about selling a time sensitive service. We ask a patron to pay us for the right to use our equipment, in our bay, on our property. In exchange for a few quarters we let them use our equipment for a given period of time. For over 30 years the old foam brush system allowed customers to under pay or not pay at all to use it. For over 30 years we have had to confront customers about using our system for free. The weep system made this problem even worse.

It's about time we have a choice. It's about time we update 30 year old technology. It's about time we get paid for our service ...every time. It's about time we put an end to the misuse and abuse of our foam brush system. It's about time we stop confronting our customers.

The Wobblehead allows us to do all this and more. It's an easy, polite way to ask our customers to pay for the use of our equipment. That's how it's been for every other system on our property. Now, we have it available for the foam brush system. After 30 years... it's about time.



AMERICAN CHANGER

The 1st to incorporate the MEI Recycler Bill Acceptor into our full line of Changer Machines!

The MEI Recycler allows customers to receive bills back through the bill acceptor. Customers can receive either \$5 or \$1 bills along with their change when a higher valued bill is inserted. Considered to be a mini bill breaker, this option allows customers to receive bills back and just enough coins to help prevent unused coins from leaving your business!



This AC2225 rear-load change machine can be ordered with 2 optional MEI bill recyclers. This model features dual redundancy and includes:

- 2 MEI Recyclers
- 2 Boards
- 2 Power supplies
- 2 Hoppers
- 11,200 coin capacity
- Custom payout decals
- Machine dimensions: 19"W x 29"H x 14"D



AMERICAN CHANGER

For more information
contact Kleen-Rite Corp. 800-233-3873

MEI Recycler

New Feature in Bill Acceptors

American Changer is the 1st Changer Company to incorporate the MEI Recycler Bill Acceptor into their full line of Change Machines. The MEI Recycler has been used in the Vending industry for many years and allows customers to receive either \$5 or \$1 bills along with their change when a high valued bill is inserted. Considered to be a mini bill breaker, this option allows customers to receive bills back and just enough coins to help prevent unused coins from leaving your business!



Currently, when your customers insert a \$10 or \$20 bill into your change machine they receive 40 or 80 quarters back. Many times, your customers will have quarters left over and leave your Car Wash forcing you to make frequent trips to the bank to replenish your supply of quarters. By purchasing a new American Changer with the "optional" MEI Bill Recycler you can give your customers \$5 or \$1 bills back directly from the bill acceptor and dispense a smaller amount of coins from the hoppers.

The first step is to decide what bills you want to dispense, either \$5 or \$1 bills. Set the program mode and load the MEI Recycler with either \$5 or \$1 bills, up to 30 notes. As a larger valued bill is inserted, the machine is programmed to dispense a few bills back and dispense the balance in quarters. For example: A \$20 bill inserted = 3 x \$5 bills and 20 quarters.

Another great feature of the MEI Recycler is that the lower storage unit refills up to 30 bills as your customers insert either a \$5 or \$1 bill. Once the recycler storage unit is full, bills will move into the stacker along with the other bills.

Adding an American Changer with an "optional" MEI Recycler bill acceptor will provide a great convenience to your customers and save you time and money!

This AC2225 rear-load change machine can be ordered with 2 optional MEI bill recyclers. This model features dual redundancy and includes:



- 2 MEI Recyclers
- 2 Boards
- 2 Power supplies
- 2 Hoppers
- 11,200 coin capacity
- Custom payout decals
- Machine dimensions: 19"W x 29"H x 14"D

Please call Kleen-Rite for special pricing! The List Price for the American Changer AC2225 is \$4,747.00 with 2 optional MEI recycler bill acceptors.

You can also order an MEI Recycler Kit for your existing American Changer machine. Please call for details on which models are available for upgrade.



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Manufacturers Spotlight

Highlighting The Companies That Make Our Products



Car-Freshner®

Car-Freshner® Corporation: Still Fresh After 60 Years

You see them everywhere, but chances are you never thought much about the Little Trees® air fresheners. In fact, we would bet you wouldn't believe us if we told you that the idea behind the best-selling automotive air fresheners was born from trying to cover up the smell of spilled milk!

It was 1952 in Watertown, a small town in upstate New York, a milk truck driver complained to a local chemist, Julius Sämann, about the smell of spilled milk in his truck. As luck would have it, Julius had spent some time deep in the Canadian pine forests learning about aromatic oils that give evergreens their soothing, distinctive smell.

Julius went to work on finding a solution to the milk truck driver's problem. Through the use of exceptional fragrances on specialty created blotter stock – he soon developed the concept of a hanging air freshener. He also drew the abstract evergreen shape and gave it the brand name Car-Freshner®.

Julius produced the first air fresheners in an empty auto shop. They came in four fragrances: Royal Pine (green), Clover (silver), Spice (red), and Bouquet (blue). He sent samples to local gas stations, and the air fresheners flew off the shelves. Consumers appreciated the

products' unmatched quality, convenience and value. Retailers liked that the products "sell on sight, repeat on quality", as an early slogan noted. Soon orders were coming in from all over the country.

Throughout the 1950s and '60s, people realized that Julius' air fresheners were an effective way to freshen homes, cars and offices, and the products continued to gain in popularity. The company added other fragrances, and soon a distributor opened



a European factory. By the 1970s, Julius' "Little Trees" air fresheners could be found in most countries around the world.

The original fragrance king Royal Pine was toppled in the 1980s, with the arrival of the bright yellow Vanillaroma. Then in the 1990s, New Car Scent took over the top spot, before the arrival of reigning champion Black Ice in 2005.

Today there are 65 fragrances to choose from with new ones being launched several times a year.

The process of launching the next Little Trees® air freshener fragrance is not one that is taken lightly at Car-Freshner®. The fragrance note has to be just right, and it must prove it has the



CAR-FRESHNER® Corporation headquarters, Watertown, NY.

longevity the Little Trees® air fresheners are known for and what the consumers have come to expect. Fragrance is taken so seriously at Car-Freshner® there is a dedicated fragrance department that performs daily, rigorous fragrance note testing. In addition, Car-Freshner® is always developing new fragrances and designs to appeal to a broad range of consumers.



While focus on fragrance quality and customer satisfaction is important, so is consistency. Demonstrated dependability has helped to make the Little Trees® air fresheners an American icon. Royal Pine smells and performs today as it did 60 years ago. If a consumer knows and likes a particular fragrance, they can be sure that fragrance will smell and perform the same for years to come no matter where in the world they are purchased.

No matter where your travels may take you Little Trees® shape remains the same. In fact, the shape used today is almost exactly the same shape as the first Tree designed by Julius. The Little Trees® defining shape makes them easily spotted, and you can see them everywhere from TV shows like Letterman, Conan, Glee to classic movies like Repo Man, Seven and Oceans 11 as well as newer releases like The Romantics, Fair Game and \$5 a Day.



The company, still headquartered in Watertown, NY, and still owned by the Sämamm family, has continued to grow over the years, and built factories in DeWitt, IA and Berlin, NH. Little Trees® air fresheners are still the most popular brand of automotive air fresheners as we continue through the 21st Century. They also continue to be proudly made in the US with top quality raw materials and craftsmanship. But no matter what changes, Car-Freshner® products will be with us as we make more great memories with our families and friends.

NO HASSLE DIRT REMOVAL!



Clean-Out
Bin
VDC-10
\$25.99



PROUDLY MADE IN THE USA

**ROLLED EDGES
FOR SAFETY!**



**17" HOLDER
WHS17
\$27.75**



**22" HOLDER
WHS22
\$29.75**



**6" HOLDER
WHS06
\$12.60**

AVAILABLE FROM
KLEEN-RITE CORP.

UPDATE:

TRIAL BY FIRE

Hamel Mfg. : From Ashes to Iron.

We have walked through having a fire, gone from ashes to iron for our customers, launching our old and new production again from Hamel Manufacturing Inc.

We've worked in all kinds of weather to get our manufacturing back online and supply products for our customers.



We at Hamel Manufacturing would like to thank you for your support throughout our trying times. We are

making progress every day and hope to be up to 100% in the near future. It has not been an easy thing to go through, but without the support of distributors like Kleen-Rite and their dynamic relationship with their customers, our re-build would not have been possible.

From our family to yours...

Thank you for all your support. . .

The Hamel Family



JBS POWER CONCENTRATES

KLEEN-RITE CARRIES A FULL LINE OF JBS POWER CONCENTRATES. EVERYTHING YOU NEED TO STOCK UP YOUR SELF-SERVE CAR WASH. WITH DILUTION RATES STARTING AT 240-1, JBS POWER CONCENTRATES ALLOW YOU TO SAVE IN STORAGE, FREIGHT AND COST-PER-CAR WITHOUT SACRIFICING PERFORMANCE.



Industry CALENDAR

Winter/Spring 2012 Industry Calendar

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

Jan 31 - Feb 2012	Midwest Car Wash Convention Suburban Collection Showplace, Novi, MI www.midwestcarwash.com
March 4-6 2012	Southwest Car Wash Assoc. Convention Arlington Convention Center, Arlington, TX www.carwacs.com
March 20-21 2012	CARWACS/Convenience U Toronto Congress Centre, Toronto, ON toronto.convenienceu.ca
May 7-9 2012	The Car Wash Show / ICA Sands Convention Center, Las Vegas, NV www.carwash.org



FREE
CAR WASH TRAINING EXPO
Wednesday
NOVEMBER 14
2012

Hosted at Kleen-Rite, Columbia, PA

KLEEN-RITE CORP.

Customer SURVEY

HELP US SERVE YOU BETTER!

What type of car wash do you currently own?
 Self Serve Touchless Automatic Conveyor

Do you offer car wash services from multiple locations? If so, how many locations do you currently have?
 1-2 3-5 6 or more

Do you anticipate making any major upgrades or renovations to your washes in the next fiscal year?
 YES NO

If yes, what type of equipment purchases or renovations do you see yourself making next year?

- AIR MACHINES**
- CHANGERS / BILL BREAKERS**
- COIN BOXES**
- CONVEYOR CHAIN / ROLLERS**
- DVR CAMERA SYSTEM**
- FREEZE GUARD / WEEP SYSTEM**
- LOW PRESSURE SYSTEMS**
- PET WASH**
- PUMP STANDS (HIGH PRESSURE)**
- REPLACEMENT CLOTH**
- RO/ WATER SOFTENER SYSTEM**
- SELF SERVICE AIR DRYERS**
- VACUUMS**
- VENDORS**
- WALL BOARD/ PAINT SYSTEM**

If you would like to talk with a Kleen-Rite representative in regard to any of these items, please provide us with your preferred method of contact.

Name: _____ Customer# _____
 Phone: _____ Email: _____

Please FAX completed form to: 800-446-0495
or Mail to: Kleen-Rite Corp. PO Box 886, Columbia, PA 17512



Always the Highest Quality, Always®

• Highest Quality • Highest Value • Cost Effective • Made in the U.S.A.

HAND-HELD BRUSHES

FOAMMASTER® BRUSHES

HOGS HAIR



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WHEEL WIZARD®



HI.LO SOFTSIDER



SPOKE BRUSHES



DOUBLE HEADER™



LONG HANDLE DETAIL



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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

Toll Free Order Line: 800-233-3873
Order Onle: www.kleen-ritecorp.com



Money Saving Changes

Converting from metal halide to compact fluorescent

Many car wash owners are rewiring their old bay light wall units for new compact fluorescent lighting. Here we will show you step by step how to swap out your old 175W or 250W metal halides with a 110W compact fluorescent (CFL's), which produces the equivalent of 300 Watts of light without producing heat. Less heat means they won't burn or discolor plastic light lenses.

The switch will help you save money on your electric utilities as well as eliminating the need for a ballast and capacitor, saving you even more on replacement parts.



Metal Halide



Compact Fluorescent



Step 1

SHUT OFF THE POWER TO THE LIGHTS!

Remove the light cover. You don't need to remove the light from the wall, the conversion can be done right in your bays.



Step 2

Remove the light bulb and then unscrew and remove the 4 screws securing the casing cover.



Step 3

Remove the screws on the capacitor mounting bracket and disconnect the wires from the light socket. Remove capacitor.



Step 4

Disconnect the wires from the ballast to the socket. Remove the mounting screws on the ballast and remove the ballast. There should be nothing left but the socket inside the casing.



Step 5

Hook 110 Volt power directly into the light socket. don't worry about positive and negative, the fluorescent light doesn't discriminate. Either way you wire it is fine.



Step 6

Once the wiring is secure with wiring nuts, reinstall the casing cover.



Step 7

Install the new bulb. You may need to push the socket down a little first to make room as the new bulb is a bit taller. When screwing in the bulb, be **VERY GENTLE** as the 2 stems are very fragile..



Step 8

Turn the power back on and test that light is properly working before reinstalling the cover. If it is not working **TURN THE POWER OFF** before checking wires.

the best "VENDING VENUE"

FREE VACUUM DEAL!

fix it!
attaches to your keychain



Simoniz® Fix It Pro Pen
Item No. JSFIXIT

#1 advertised scratch repair product

Fix It Pro Key chain: JSFIXIT-KEY

glove wipes 24/3 packs



Simoniz® Glove Wipes-Glass
Item No. SM910



Simoniz® Glove Wipes - Protectant
Item No. SM905



Simoniz® Glove Wipes - Cleaning
Item No. SM900

traditional wipes 48/20 count



Simoniz® Wipes - Travel
Item No. SM850



Simoniz® Wipes - Cleaning
Item No. SM825



Simoniz® Wipes - Protectant
Item No. SM875



Simoniz® Wipes - Glass
Item No. SM800

sponge packs 100/case



Simoniz® Leather & Vinyl Sponge
Item No. SM700



Simoniz® Tire Shine Sponge Gel
Item No. SM625

FREE VACUUM

offer expires March 1st, 2012

Buy any 10 Vending Products get a Free Cordless Vac!



JSVAC

IN THE INDUSTRY!

SIMONIZ
VENDING CENTER

FREE VACUUM

JSVAC
FREE VACUUM

Buy any 10 Vending Products
get a **FREE** Cordless Vac!
offer expires March 1st, 2012

\$1.00 DEPOSIT QUARTERS
\$2.00 DEPOSIT QUARTERS
\$2.00 DEPOSIT QUARTERS

new

ATOMIZING AIR FRESHENERS

FREE DECALS FOR ALL PRODUCTS!

4oz Vending Bottles



Simoniz® Glass Cleaner
Item No. SM300FLAT

Simoniz® Multi-Purpose Cleaner
Item No. SM500FLAT

Simoniz® Multi-Surface Protectant
Item No. SM400FLAT



Simoniz® One-Step Polish
Item No. SM600FLAT



Simoniz® Wheel Cleaner
Item No. SM100FLAT



Simoniz® Tire Shine
Item No. SM200FLAT



Simoniz® PermaScent Spray Pen Lemon
Item No. JSP401



Simoniz® PermaScent Spray Pen Jasmine
Item No. JSP404



Simoniz® PermaScent Spray Pen Cherry
Item No. JSP402



Simoniz® PermaScent Spray Pen Vanilla
Item No. JSP403





18000
IN-BAY HOT AIR DRYER



17000
HOT AIR DRYER DETAIL STATION



29050
ULTRA VAC/HOT AIR DRYER



9215
VACUUM/HOT AIR DRYER



29035
ULTRA VAC/TIRE SHINE



29003 - ULTRA VAC/
SHAMPOO & SPOT REMOVER



29015
ULTRA VAC/FRAGRANCE

Backed by 36 years of manufacturing experience!

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9213LD
COIN OPERATED VACUUM



9209-6
COIN & BILL OPERATED VACUUM



9200-1LD - COIN & BILL OPERATED
VACUUM W/DIGITAL DISPLAY

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www.kleen-ritecorp.com

an Oral History of the Car Wash Industry

In an attempt to capture our industry's heritage, we present to you the chronicles of various personal stories that helped shape our industry in this regular feature, an Oral History.

Kevin Reilly:

I have been working in the Car Wash industry for 46 years, starting in March of 1965. Prior to this I had worked for General Electric Supply Company for 7 years in sales. After spending 7 years with GE it was no longer challenging. I put the word out with friends and was told that a friend of mine was looking for someone to manage his full service car wash. I contacted him, interviewed and he hired me. In March of 1965 I went from wearing a suit and tie to Levi's and a towel hanging out of my back pocket. I had no idea what I was getting into. When I went to work for Remo Canepa at his downtown wash it had two lanes entering to the Service Writer and gas pumps. We took control of the vehicle to be washed, gassed, and then driven onto the conveyor. In 1965 the state of the art conveyor used a pull-chain with a hook attached to the bumper braces which then pulled the car thru the wash, or else a push bar was set against the rear bumper and that pushed the car through the tunnel. That car wash had anywhere from 25 to as high as 37 men on the line and the Detail shop had eight employees. For Stockton, this was a high volume car wash and was a great education for me.

In 1966 Remo and a partner got together and built a 4-Bay coin-op car wash with Hannah's first "Follow Charlie" drive-thru wash and gasoline pumps in Lodi, CA. "Follow Charlie" was designed by Dan Hanna for exterior washing. It was made to be unattended, had an auto-cashier (which was nothing but a steel box with a bill validator in it) and the wash was \$1.00. It had a rail that you drove into and there was a series of sequential lights that came on and your customer was supposed to keep driving forward as the lights came on sequentially. This would take you through Hanna's first generation wrap brushes, a curtain and then rinse unit. That was "Follow Charlie"!

After 3 years working for Remo I went out on my own. In those 3 years I learned how to manage employees and run a Full Serve Car Wash but didn't get into the business end of the business. I just knew the car wash was successful!

In 1968 I took over a car wash in Lodi that was built in 1955. The Car Wash had a Chevron gas station in front, a small Café, a shoe shine stand, and a detailing business. It had a 120' conveyor and the

equipment was about two years old at the time.

My wife (Brenda) and I took ownership in November of 1968. Brenda handled the books and I ran the Car Wash. We both learned very quickly that you NEVER buy a car wash in Central California in the beginning of Winter unless you are loaded with cash and don't need to buy a car wash! It rained from November into April the following year and we had run out of money in December. Keep in mind in those days there were no electronics. We had an electric cash register; credit cards were swiped on a mechanical imprinter and rotary phones. We would start the day with the sun shining, put on a crew and by 10 a.m. it was raining and this seemed to happen 4 or 5 out of 7 days that season.

With all the disappointments coming from the weather I started talking to the dealers for their detail business. The facilities were there for detailing with 2 stalls, and a rack for power washing the engines etc. I went to the Cadillac dealer down the street and the owner's name was Dick Benson. I told him we were having a rough time because of the weather. He had a large dealership in Lodi and he took me outside to his car lot and pointed to a section of his lot. He said: "I want all of these cars detailed! Get these detailed and there will be more." This man saved us and we were able to survive the winter. Dick Benson became a very good friend who has since passed away but he has never been forgotten by Brenda and me.

Spring arrived and we offered a full service car wash for 99 cents with a fill-up of gas (minimum 8 gallons!) All of a sudden we had a cash flow. We were washing cars, we were detailing cars, we had a good working crew and we were making money.



In 1970 the self service wash that my friend Remo had built with a partner in Lodi wasn't working out for them and being in Lodi about a 1 ½ miles from our full serve location would make sense for me to buy this location. Everything was working; four bays of self-serve, the "Follow Charlie" drive-thru and gas pumps and it was situated on a large lot with room to grow. We bought the business and the property. What an education!!! The self-serve package was put together by Malsbary (who built heaters and boilers). Price was 25 cents for five minutes and supplied "Soap, Wax & Rinse"! Vacuums were 10 cents for five minutes. The vacuums were shop vacuums that you could buy at Sears and were locked in a square metal container with a side door for emptying the dirt and shaking the dust bag. In the Bays a small electric motor with gears operated the time. If you wanted to change time you bought another motor with different gears in it. You couldn't



DETAIL by JOBE

Quality detail products, safe for you and the environment

CLEARVUE AEROSOL

A light foaming cleaner that can be used on glass and many other surfaces. It will instantly cut through grease, dirt and grime to leave windows sparkling clean, and will not streak, haze or smear. **NON-FLAMMABLE.**



InstaSpot

Multi-purpose Stain & Spot remover for carpets, upholstery, and fabric in your home or car. Use on food stains, tracked-in dirt, pet soil, etc. Ready to use, no diluting required. Spray on, allow to penetrate from 15-60 seconds, blot with clean absorbent cloth.



This concentrated solution meets all of your carpet and fabric cleaning needs, simplifying carpet cleaning and maintenance. May be used "in tank", or as a spotter or a prespray.

Scensible

Odor neutralizer. Removes odors from fabric with no perfume cover-up. Contains no enzymes. Safe on virtually all fabrics.



an Oral History Continued

increase the price; you could only reduce the time. The major problem was that 1 pump operated 2 bays and when a customer went into the next bay and you were in the first bay using the equipment bay #1 immediately lost half of his pressure. They were a constant problem.

Then I met "Shorty Shortridge" who had 6 or 7 self service locations in Stockton, CA, he introduced me to the Cat Pump. He was using the Cat model 400 piston pump, the grandfather of the Cat model 430. He had his sitting on top of barrels and siphoning whatever product was needed. I designed something around his system except I built a platform with a small tank water supply through a Roberts valve and siphoned the chemicals through solenoids much the way our bays are supplied today. We worked with the Greenwald timers for a number of years and they were a problem. We found that you could put black electrical tape around the quarter, put it in the coin slot, twist the knob and keep doing it until they were done washing. We had no way of knowing how many cycles we had done. The only count we were able to make was to empty out the money box.

In 1973 we had 7 employees pumping gas at the self serve location as we went through the first gasoline shortage. You had a monthly allotment and when you used your allotment there was no more fuel until next month. This happened again in 1978 and by then I had learned a little more and by working with the Department of Energy I was the first person in the country to force my gasoline supplier to supply me my allocation within 24 hours or be fined \$25,000 per day for every day that they didn't supply us with fuel. It was called a "Remedial Order for Immediate Action" and it was the first "Order" to come out from the U.S. Justice Department and we made National News. A very tough fight but we won it.

In the mid 70's I gave our 2 older children jobs at the full serve wash. Tim was 14 and Kelly was 15. They started early in life working and learning the Car Wash Business.

In the early 80's as the coin-ops progressed so did the equipment. Suppliers and manufacturers started building better coin boxes, better locking devices, better mechanical coin acceptors, multiple pump manufacturers with many choices of pumps sized for pressure and water volume.

In 1981 we purchased another Self Serve in the same town. Three months after we bought this wash the street it was located on was shut down for 6 weeks. The city tore it all up and put in a new street. My sons and I decided to build a new system during the street shutdown and upgrade everything at the location.

Electronic timing devices were appearing that you could change the time and price by turning a dial or moving dip switches and they were 24 volts. We were seeing round upright vacuums with a strong coin

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box welded on with a side door for shaking the dust out of the bags and a lower door to empty the trash. This was nice stuff and there were a lot of manufacturers and suppliers getting in the business. Buildings were being built out of block instead of steel metal walls and designed more attractive with mansards, coin boxes built into the wall. Signage was becoming attractive.

Then I was introduced to the electronic coin acceptor "Sensatron". I didn't know until later that Parker Engineering (Slugbuster) designed and held the patent for this system. It was another "Holy Grail" for this industry. No more jam-ups with coins; put in the wrong coin it's rejected; doesn't pulse the timer until the coin is past the reject area. Good stuff and we bought them and installed them.

We still didn't have a way of knowing how many cycles we had other than emptying the coin boxes and what we counted was what we got. Then GinSan came out with a digital counter on their timer. Wow, now we can just look at the number on the digital timer and know how many coins we've made! We can record it and keep a history of the counts for comparison.

When the "Foam Brush" hit the market we were priced at 50 cents for 5 minutes and it was the "crowning achievement" for the self serve industry from the customer standpoint. All kinds of soap coming out of this brush on the end of a handle that gives them friction to clean their car. I might add that the designer of the foam brush gave it to the industry "free". That is to say he didn't patent it, or try to patent it, I don't know, but the write-ups at the time indicated that it was a "gift" to the self-serve industry on what one individual in this industry had decided that his location needed; he designed it, built it and allowed everybody to copy it.

In 1983 we also decided to get out of the gasoline business at our Lodi location. We sold our gas, removed the pumps and told the gas supplier to take a hike! We were out of the gasoline business.

In 1983 I found a location in Stockton on a corner on the south side of town. We built a seven Bay self serve with eight vacuums. We called it "Buggy Bath Car Wash", but the locals called it the "Cadillac Car Wash". I didn't care what they called it as long as they used it.

About a month later I got a call from Shortridge's wife, "Fran". She asked me if I would be interested in buying her four self serve car washes. Shorty had died in 1976 and she had been running them ever since. They were in need of a lot of love and tender care. After negotiating with her we made a deal and we bought them. By the time we were got through upgrading these washes all we had really bought was the ground, metal buildings, water heaters and electrical panel. We spent the rest of the year rehabbing all of these washes. The following year we were doing four times the income that we received when we bought them with no mechanical problems.

In 1987 A local bank called me and asked me if I would be interested in taking over a three Bay Car Wash with an exterior tunnel. I was familiar with the Wash and not only was it an excellent location, but I could pick it up for debt. It of course it need work, but we bought it. At this time, our son Kelly had an itch and wasn't satisfied being number two and decided to go out on his own. He was able to buy, own, and be his own boss at his first location.

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an **Oral History** *Continued*

Our son, Tim had gone on to graduate from Chiropractic College and had a practice of his own. Great stuff! I had my own personal Chiropractor!

In the 80's in our area (and probably others) stringing of changers was a problem. Parker was selling a dual coin acceptor so we put them in the bays and vacs so we could accept both token and/or a quarter. We used a mix of quarters and tokens in the changers and within a year we went to all tokens in the changers and never had a complaint with the customer. This resolved problems with attempted break-ins.

Business was booming and for the past 4 years the gross dollars increased. May of 1992 hit and it was like we fell off a cliff. The country was in recession. We dropped 30% the month of May over the previous May. Business in some of our areas looked like the streets had been shut down. It was a very depressing time. We had been through a few downturns before, but nothing like this. Everybody you talked to out here had nothing good to say about business. It was hard to stay positive. Huge car washes in the major cities of California (and especially Los Angeles area) that were built for 4 to 7 million dollars

were turned back in to the lender. This was during the Savings & Loan fiasco. I was President of the California Car Wash Association in 92-93 and while travelling around the state it seemed like only the older operators were surviving in California. During those two years we enlarged the Association and joined with the Arizona group and the Washington State group, changing the name to WCA.

In 1997 we went through all the car washes. We put new equipment in the two tunnels from the conveyor up to the blowers. At all the locations we put in new combo vacs splitting between the shampoo vac and the scent vac. We bought Laurel Electronic vendors and if we had wall space they had vendors, we put in Dixmor DX2002 digital timers up high in the bays. We put changers in the back near the vendors so the customer didn't have to walk to the front for change. Business took off again. We were climbing again.

In 2006 son Kelly had 6 Car Washes. He came to the house one evening and told me he wanted to buy 3 of our locations. They were the 2 locations with tunnels and the other Lodi location. He made the offer and Brenda and I agreed. Son Tim was hired by Kelly as his General Manager which has made Kelly's life easier to do what he does best, design and build car washes. Daughter Julie is now running our 5 locations on a day to day basis with one other employee. Julie has been with us the longest and she has done it all. She is very knowledgeable.

When I entered this business in 1965 Brenda and I had no idea that the run would be this long and still going and we have made life-long friends that we still stay in contact with.

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FRAGRANCE VAC

Fragrance/Turbo Vac Combo

- Pressurized fragrance delivery system ensures clog-free vends and eliminates dry hose
- 2 Motor Vacuum
- 3 Motor Turbo Feature
- IDX MA800 Coin Acceptor
- Mars \$1 & \$5 Bill Acceptor

MM5700



SHAMPOO VAC

Shampoo/Turbo Vac Combo

- Dual purpose Shampoo/Spot Remover
- 2 Motor Vacuum
- 3 Motor Turbo Feature
- IDX MA800 Coin Acceptor
- Mars \$1 & \$5 Bill Acceptor

MM5800



Coming Soon To Kleen-Rite:

As a lot of you are aware Kleen Rite has been offering Self Serve soaps in an Ultra concentrated version where five gallons make 15 gallons for many years. These products were designed to offer exceptional value and to save money on shipping water around to our customers. In this line of Self serve products we offer everything from Presoak to Tire and Engine cleaner. Now we are currently working on bringing in a line that will be able to be used in Touchless automatics and Tunnel applications. These products were designed with that same idea in mind; create a product in five gallon pails that can make 15 gallons of a concentrated soap. For the Touchless automatics we are already offering an Ultra concentrated version of our Triple foams both in a neutral Ph and a Lo Ph versions.



This new line will offer Lo and High Ph touchless presoaks as well as a drying agent and a clear coat sealer. Tunnel operators will also be able to get in on the savings with high foaming lubricating soaps as well as a prep and wheel cleaner combinations.

Imagine no more moving 300 lb-30 gallon, or 500 lb-55 gallons drums around the wash, instead just grabbing a five gallon pail and pouring it into your mixing drum and adding ten gallons of water. It is that simple. Unlike powders that require a mixer, these liquids will go into solution with ease. And for the operators that have limited space in their equipment room, these products can be drawn straight from the five gallon pail. Dilution ratios range between 240 – 375/1.

Here at Kleen Rite we are always looking to find the best products that offer the best value for our customers. We believe that this new line will accomplish just that.

DOUG
In-House Soap Specialist





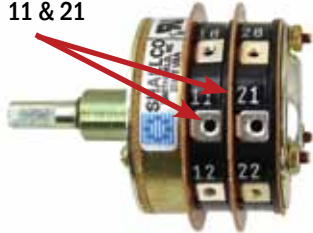
ROTARY SWITCHES: 101

Rotary switches can seem confusing at first, but with a few simple things to keep in mind, Tom takes the mystery out of them for you.



Most car washes today use a simple 2 stack rotary switch. The front row or “stack” (the one closest to the knob) is a non-shorting stack. The back row or “stack” is a shorting stack, which is used for your motor starter on high pressure functions.

8 Position 2 Stack 11 & 21



POWER IN:

Style	1st Stack	2nd Stack	3rd Stack
10 position/2 stack	10	20	-
8 position/2 stack	11	21	-
8 position/3 stack	11	21	31

8 Position 3 Stack 11, 21 & 31



10 Position 2 Stack 10 & 20

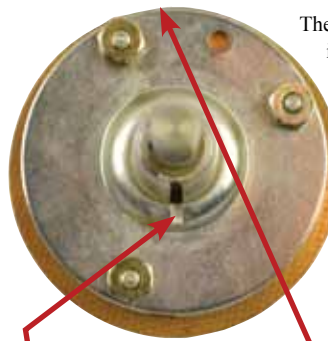


The first thing you want to be aware of is where your power is coming in at. On a standard 10 position switch, your power will come in on the #10 slot on the first stack and the #20 slot on your second stack.

For an 8 position, 2 stack Switch: #11/1st stack #21/2nd stack
For an 8 position, 3 stack switch: #11/1st stack #21/2nd stack & #31/3rd stack

3 Stacks (shown above) are only needed on systems that need to run 2 functions simultaneously. Such as a solenoid and a motor starter on high pressure functions. But for the most part, a 2 stack is most commonly used.

Finding The OFF/STOP Position

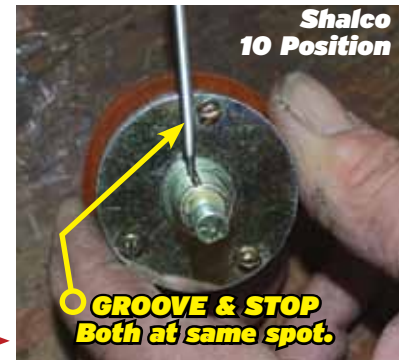


The second most important thing to remember is where your “Stop” or “Off” position is on your rotary switch. On the stem that the dial knob attaches to, you will find a groove or slot at the base of the stem. Depending on the brand of your rotary switch, the “Stop” position may be at a different angle. Locating your Stop position is key to wiring your switch.

**GROOVE IS HERE
STOP IS THERE**

On most rotary switches, the Stop position will be directly across from the groove.

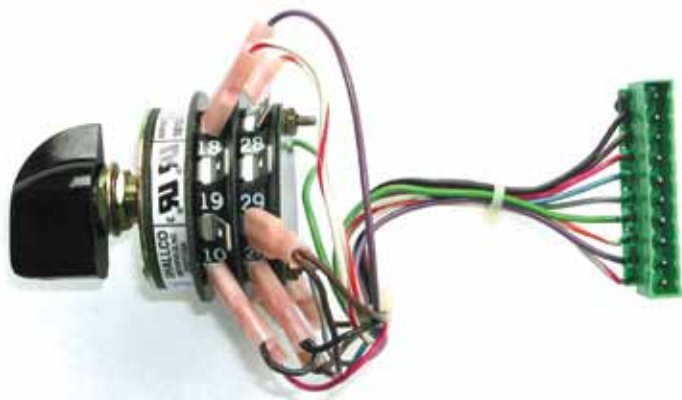
With the exception of a 10 position Shalco Model where the Stop position is located “at” the groove.



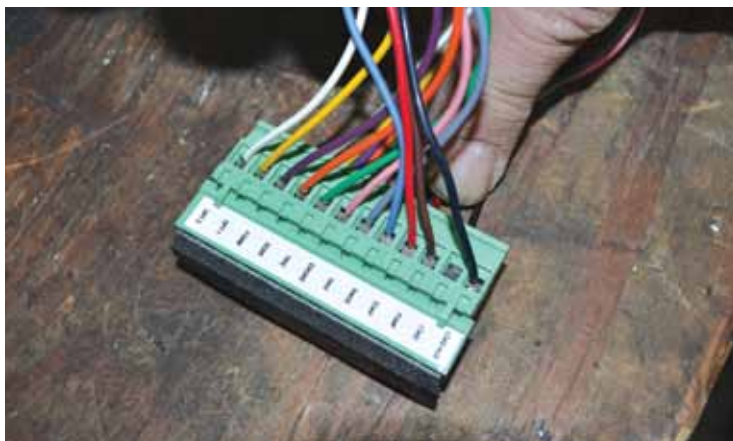
When wiring your rotary switch, be sure to position the “Stop” groove to match up with your faceplate decal, if your decal has “Stop” at 11 o’clock, be sure to mount the rotary switch with Stop at 11 o’clock. Then wire your other functions clockwise around the switch in accordance with your faceplate decal.

Style	Stack	STOP
Electroswitch 8 position	2 stack	180° - Directly across from the groove
Electroswitch 8 position	3 stack	180° - Directly across from the groove
Electroswitch 10 position	2 stack	180° - Directly across from the groove
Electroswitch 10 position	3 stack	180° - Directly across from the groove
Shalco 8 position	2 stack	180° - Directly across from the groove
Shalco 8 position	3 stack	180° - Directly across from the groove
Shalco 10 position	2 stack	Inline with where the groove is pointing
Shalco 10 position	3 stack	Inline with where the groove is pointing

The QC "Quick Connect" Switch



The latest innovation in rotary switch technology is the QC or Quick Connect switch. This new switch vastly simplifies the process of replacing a rotary switch. It comes pre-wired to a plug that you hard wire to your existing coin box wiring.



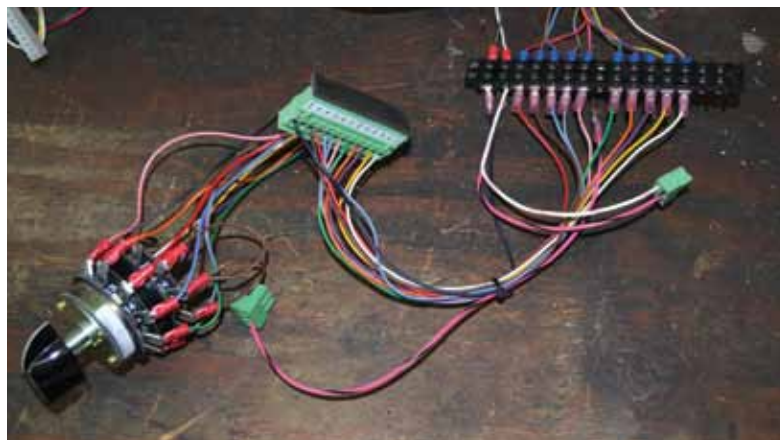
Then in the future replacing a bad switch is as simple as unplugging this plug and plugging in a new QC switch. This plug has all the wires labeled with their function making it easy to integrate with your existing wiring.



The biggest advantage of the QC switch over a traditional rotary switch is that the screw holes where you attach the wires are replaced by spade connectors. Rather than having to use a screw starter and tiny screws to attach the wires to the switch, you can just push the connectors onto the desired terminals. This is a great time saver when organizing the wires on the switch to match the function layout on your coin box.

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

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



QC switches are available from Kleen-Rite in 8 and 10 position configurations. They make a simple inexpensive upgrade from a traditional screw-terminal rotary switch.

To watch Tom's Way in Video Format:

Simply got to www.kleen-scene.com and click on the Video Tab for a full list of Tom's Way Videos.



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Operator SPOTLIGHT



Buggy Bath Car Wash San Diego, California

by John Tobias, Kleen-Rite Corp.

In 1965, Lisa's father bought his first car wash in San Diego, California. In those early days, a car wash only cost fifteen cents and Lisa helped out as a young girl by rolling nickels and dimes and cleaning up around the wash.

When she got older, Lisa married and moved to Minnesota. For years they would come back to San Diego to visit for holidays and other occasions. When her dad began expanding his car washing business, it was obvious he needed some help. The year round warm temperatures were a strong influence on the couples decision to return to southern California after enduring the harsh winters in Minnesota.

In 1989, Lisa began running the car washes for her father while he was busy building car washes for other operators in the region. She learned a lot about running and maintaining the car washes

from her dad. "I was a hands-on operator, if I didn't know how to fix it, I sure learned in a hurry."

Today, Lisa operates five different car wash locations, and has eight employees. She has recently renovated all



of the equipment rooms at each of the sites. “I wanted to have all the equipment, at every location, to be the same. It just makes things more simplified and streamlined when repairs are needed and for ordering our replacement parts.”



“My favorite thing about running my own car wash operations is that I can make my own destiny, I can be my own boss.”

“I met the Kleen-Rite crew years ago while attending the Western Car Wash Association’s annual tradeshow. I love doing business with them. They have the parts I need at the best prices. The specials they run throughout the year really help me save money and since they’ve opened their distribution center in Nevada, I get my orders usually the next day. It’s great!”



Lisa Lyons
San Diego, CA



Introducing:

AQUA MASTER

The latest technology in dispensing profits

Dema Engineering Company, the leading supplier of solenoids and chemical dispensing equipment to the carwash industry, recently introduced Aqua Master. A new and improved Kleen Rite exclusive reservoir mounted float valve system. Aqua Master is designed to automatically dilute and maintain a desired amount of ready to use chemical solution in a holding drum or tank. Aqua Master eliminates the risks of manually mixing and handling concentrated chemicals and ensures accurate chemical dilutions, controlling costs and eliminating rewashing from improperly mixed chemicals.

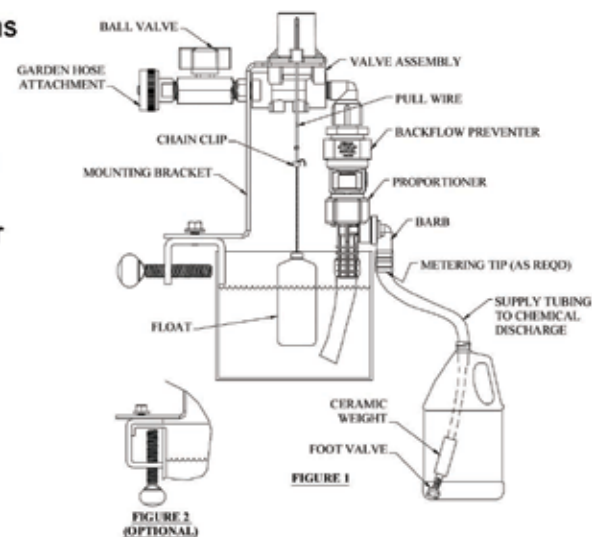
Aqua Master automatically maintains a desired level or ready to use chemical in any drum, tank or other reservoir. As the holding tank's solution level falls, the Aqua Master float activates a magnetic water valve that automatically mixes chemical with water at any dilution from 1:2 to 1:512. As the solution rises, the float automatically turns the valve off keeping the right level of ready to use solution.

Aqua Master delivers reliable water valve activation every time with superior features for greater reliability. Compare the Aqua Master to other reservoir systems and see the difference. The water valve activation is a superior design that minimizes the potential for hang-ups and flooded floors. The float is filled with water soluble material while others use system clogging sand. The chemical in take is a 90 degree barb that rotates completely to ensure the chemical pick-up tube will not kink. Other systems use straight fixed barbs that are easy to kink causing inaccurate chemical dilutions.

Aqua Master features a standardized size mounting bracket that makes conversion from other systems easy. An on-off ball valve is included on all 440 series Aqua Masters that provides greater flexibility. The action gap backflow preventer meets 1055B backflow requirements and has a smaller profile than metal backflow preventers on other float valves. Also a metering tip kit with competitive cross reference is included with every unit. The Aqua Master series is available with chemical injection at 2.5, 4 and 22 gpm water flow or without chemical injection at 6 and 64 gpm flow rates. Compare and see how Aqua Master sets the standard in float valve design.



LIQUID PROPORTIONING LEVEL CONTROL



SPECIFICATIONS

PART #	FLOW RATE (GPM @ 40 psi)	INDUCTION MIN	INDUCTION MAX	BACK FLOW PROTECTION	ON / OFF VALVE
CHEMICAL SYSTEMS					
440-22T	4.0	430:1	4:1	NO	YES
440-23T	4.0	430:1	4:1	ACTION GAP	YES
440-23BT	4.0	387:1	7:1	ACTION GAP	YES
440-24	2.5	195:1	2:1	ACTION GAP	YES
437P-21	22.0	512:1	10:1	SIPHON BREAKER	NO
WATER VALVE SYSTEMS					
440N	6.0	N/A	N/A	N/A	NO
437PN	64.0	N/A	N/A	N/A	NO



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