

THE KLEEN-SCENE

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 19 August, 2012

**THE BEST
FOR LESS!**

Tom's Way: How To Service a
Flojet Pump

Revolutionary New
**LED Tube
Lighting**

G&G Lighting

Water: The Basic Need

Wash Away Thirst

Kleen-Rite Expo

Learn More, Earn More: This November

**FREE
SHIPPING
OFFER
INSIDE!**



Ashley Logan helps her Grandfather, Sam, clean his 1955 Thunderbird.

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Provide more options for your customers with Rowe's diverse suite of bill changers, including the revolutionary Model 400 Recycling Bill Changer. The latest addition to our existing line of reliable changers lets operators choose their bill validator, one of which recycles \$1 and \$5 bills, reducing the likelihood of money sitting idle. Rowe continues to provide customers the most complete line of changers available today for a variety of locations.



Model 400 Recycling Bill Changer



Rowe Changers are available from Kleen-Rite Corp, 800-233-3873 www.kleen-ritecorp.com



1 TUNNEL

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HIGH PERFORMANCE TUNNEL SOAP AT THE LOWEST PRICES!!

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kleen-ritecorp.com

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YOURS
TODAY!
SPECIAL RUNS
THRU AUGUST!

HIGH QUALITY
CHEMICALS
AT THE
BEST
PRICES!

KLEEN-RITE CORP.

Name	Product	Part #	Description	Dilution	Price
Tunnel-Prep	Presoak	KRT55200	Fast acting prep gun or pre-soak arch detergent.	48-80/1	\$216.93
Tunnel-Glide	Lubricating Soap	KRT55201	Hi Foaming Action plus Super lubricants.	160-240/1	\$302.11
Lo-pH Tunnel-Glide	Lo-pH Lubricating Soap	KRT55202	Lo Ph Foaming Action plus Super lubricants.	90-150/1	\$323.19
Tunnel-Treadz	Wheel & Tire Cleaner	KRT30400	Alkaline Tire & Wheel cleaner breaks down brake dust.	12-20/1	\$163.37
		KRT55400			\$258.50
Tunnel-Shield	Clear Coat Polish	KRT55300	Concentrated high foaming conditioning polish.	80-120/1	\$483.73
Tunnel-Towel	Drying Agent	KRT30301	Carnauba based drying agent/quick beading action.	64-100/1	\$199.41
		KRT55301			\$326.98

Let Your Message Be Heard:

LOUD AND CLEAR!

PLASTICAIDE™

SIGNICAIDE DELUXE

Two Great Ways to Communicate Your Message:

Choose The Message Board Insert or Choose the Quick Change Sign Option

Comes with
4 Message
Signs



SI0800M



- Quick-Change signs easily slide in and out.
- Sign stays securely in place.
- No Maintenance – all plastic.
- No tape, Velcro, or screws needed.
- Internally weight with sand to each leg.
- Hinges lock in open position.

Stand Dimensions 46.375" H x 27.125" W
Sign Size: 24" x 36" Weight 20 lbs.



SI0800S

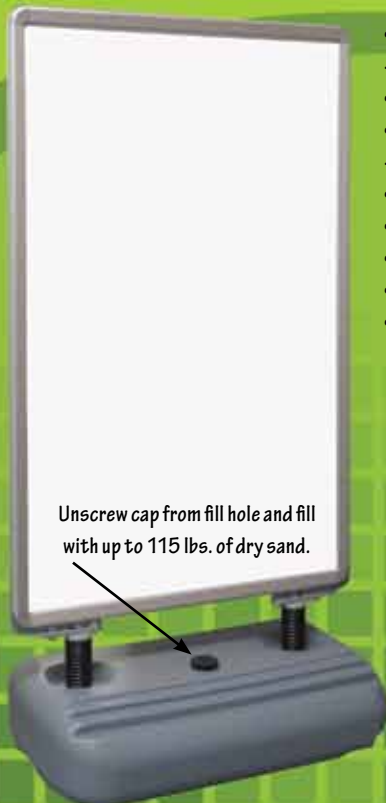


Comes Complete with
4 Message Signs

Coroplast Message Board comes with tracks permanently attached and an indexed box for letter storage. 2 boards per kit. Letter set contains over 300 letters and numbers plus 'SALE' and 'SPECIAL' headers and more.

WIND SIGN

With Snap Frame
Holds two signs/Dual sided: 28" x 44"



- Change graphics quickly and easily
- Snap open side rails, place graphic, snap close
- Satin Aluminum Frame, with rounded corners
- Plastic base has two built-in wheels
- can be filled with dry sand
- Heavy-duty coil springs resist strong winds
- PVC Clear Protective Cover, protects graphics
- Enclosed top and sides for moisture resistance
- Use indoors and out
- Tool free assembly

WMS2000

Coil springs resist strong winds and return the sign to an upright position



Unscrew cap from fill hole and fill with up to 115 lbs. of dry sand.

NAVICAIDE™ Traffic Cone

- 48" high channelizer with a slim design perfect for areas where space is an issue
- Very durable, designed to rebound after impact
- Unique handle is easy to grab e
- Stackable with or without base for easy transportation or storage
- Molded-in holes for mounting lights and signs
- Solid 16 lbs Rubber Bases.

SI0870

49.25"H x 7.6"W

Perfect for Traffic Control & Lane Closures!



Snug fitting black rubber bases are made from recycled materials



SI0870B



As we fly through another year, we want to pause a minute and say a big “THANK YOU” to all of our customers, suppliers and partners. We appreciate the support that helps make Kleen-Rite a success. We have many things that have happened so far in 2012. In March we began to ship from our new distribution center in Grand Prairie, TX. We have hit the ground running and are adding new products weekly to the offering from this location in order to better serve the customer.....we want to have what you need when you need it!!! Now shipping from Columbia PA, Las Vegas, NV and Grand Prairie, TX we can offer a level of service second to none in the car wash industry.

We are also working hard to improve our online offering. We have improved the information available in our resource library. Here you can find MSDS sheets, parts breakdowns and wiring diagrams. We have added around 50 product and how-to videos to our website to enhance your online experience. Don't forget that you can also manage your account online, whether or not the product was purchased online or via the phone, you will have access to past invoices and product history. This is a great tool that enables you to conduct business 24/7.

We look forward to seeing everyone at the fall shows this year. Remember that 2012 marks the return of the “Earn More Learn More” Kleen-Rite Expo at our facility in Columbia PA. Mark November 14th 2012 on your calendar. We have a great event planned with the leading manufacturers, training seminars and of course an ample supply of food, door prizes and specials. The cost to attend is FREE and we know that free means savings!!!

We are going to close like we opened, with a “THANK YOU”!!!! We will continue to do what is necessary to help make your business thrive in this challenging environment. We look forward to being your reliable supplier for the car wash industry.

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FREE SHIPPING OFFER

We are offering Free Shipping
on any **ONE** order placed over **\$500.00**
during the month of August, 2012.

Simply reference Kleen-Scene Offer #19 to your
order taker to receive free shipping on your next
order to anywhere in the continental U.S.

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

OFFER GOOD ON ONE ORDER ONLY!

“ does not apply to previously placed orders”new orders only.

Offer Valid Until September 1, 2012

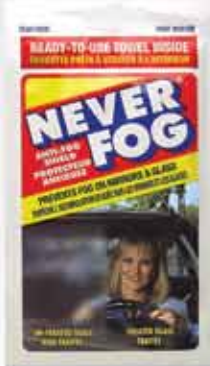
BUY 3 GET 1 FREE

FOR THE ENTIRE MONTH OF AUGUST

MIX AND MATCH: FREE PRODUCT WILL BE OF EQUAL OR LESSER VALUE.



Rain Vision
VSNA25 - 24/box
VSNA25C - 100/box



Never Fog
VSNA28 - 24/box
VSNA28C - 100/box



Glass Cleaner
VSNA10C - 100/box



Vinyl Plus Protectant
VSNA15C - 100/box



Vinyl Plus Cleaner
VSNA16 - 24/box
VSNA16C - 100/box



Just For Leather
VSNA17 - 24/box
VSNA17C - 100/box



Headlight Lens Restorer
VSNA247 - 100/box

Headlight Lens Sealer
VSNA240 - 100/box



Bug & Tar Remover
VSNA19C - 100/box

Black Jack
VSNA27 - 24/box
VSNA27C - 100/box



Metal Polish
VSNA245 - 100/box



BLUEMAGIC
AVAILABLE FROM
KLEEN-RITE CORP.

LED: TUBE LIGHTS

Revolutionary New Lighting

Built Specifically for the Car Wash

Going Green with G&G LED

In any economy, eliminating unnecessary overhead costs is a key aspect of running a profitable business. This is especially true in the car wash industry, given today's sluggish economy and rising power costs. This article will explain how to dramatically reduce your energy and maintenance costs by installing state-of-the-art G&G LED lighting.

Cost savings are not the only reason to replace old lighting. Modern LED lighting produces a brighter and more appealing bay or tunnel, resulting in a happier and safer customer. Customers will also appreciate that your car wash is "going green," by using LED technology to reduce your carbon footprint.

Why replace my existing lighting?

Until recently, little has changed within the car wash lighting industry. For years, metal halide lamps have been the elite standard. Major advancements in LED technology, combined with G&G LED's innovative fixture designs, have made car wash lighting worth getting excited about.

What are LEDs? How do they work?

Light emitting diodes (LEDs) produce light more efficiently than traditional lighting sources. An LED is a semiconductor chip that emits photons (light) when conducting current. The technology for LEDs has been around since the 1960's, however, only recently have LEDs been made that produce acceptable levels of illumination for general purpose lighting.

Why use LEDs?

Energy Consumption

The most important benefit of LED lighting is the dramatically reduced energy consumption compared to traditional lighting technologies (i.e. HID, fluorescent, etc.). **In most cases, energy use is cut by 60-70%.** That translates into a huge savings when the utility bill arrives.

Long Lifetime

Customers can expect **quality LED products to last for over 50,000 hours.** That is over 10 years at 12 hours/day. LEDs don't "burn out" like typical lighting

solutions, but rather slowly fade over time. At 50,000 hours, our G&G LED fixtures will emit at least 70% of their initial light output. By comparison, a metal halide bulb will emit less than 50% of its initial light output after 6,000-10,000 hours.



Old, inefficient lighting consumes a large chunk of many sites' utility bills, maintenance budgets, and carbon footprints. In the past, these high costs were necessary to keep the operation running. This is no longer the case, as the majority of these costs can be eliminated by using efficient LED lighting technology.

Maintenance Costs

Additional savings come from reduced maintenance and upkeep. G&G LED products are virtually maintenance free throughout their lifetime. A metal halide fixture would require 5 or 6 bulb changes and 1 or 2 ballast changes over the LED fixture's 10-year lifetime.

Light Color

LEDs are versatile due to their ability to emit light at nearly all color temperatures (i.e. "warm white," "cool white," etc.). G&G Waterproof LED Tubes have been designed to emit a "cool white" light (~6000K) that is perfect for the car wash environment. Bays and tunnels look bright and wet cars appear clean and crisp.

Cooler Lens Temperatures

With older, high-intensity discharge fixtures (i.e. metal halide), heat from the bulb builds up within the fixture and lens. This eventually "bakes" residue from the car wash environment onto the hot lens, leading to a significant amount of light depreciation, and an increase in needed upkeep. This problem will not occur with LED products, which are always cool to the touch.

Why use G&G Waterproof LED Tubes over other LED products?

Unique Design

G&G Waterproof LED Tubes were designed specifically for the harsh environments within the car wash industry. The patented design features a seamless polycarbonate plastic outer shell that is completely waterproof and resistant to car wash chemicals. In harsh environments, no other LED product can match the performance of a G&G LED fixture.



LED Tube fully lit and submerged in soapy water solution.

Unlike other LED fixtures, our fixture is approved by UL Laboratories for use in "Wet Locations." This was permitted, in part, because our LED Tubes are driven using safe low voltage power. Power supplies are provided with the fixtures and can be mounted nearby or in a remote location. This ensures that only low voltages are exposed to the wet environment.

Perhaps the most interesting advantage with G&G LED Tubes is its unique linear design. Due to this design, light is distributed evenly throughout the area being lit. "Hot spots" and shadows are no longer an issue with our linear LED fixtures.

Money-Saver Mode

With G&G's LED solution, you are able to further reduce energy use by turning off every other light when the bay or tunnel is not occupied. When a customer enters the bay, the remaining lights turn on instantly, requiring zero warm-up time. Using this method, we are able to brightly light bays with only 200 watts of energy. Furthermore, customers appreciate watching the bay brighten as they arrive.



Bay pictured above in "Energy Saver" mode.

Easy Installation

Our tubes were specially designed to have the same outside diameter as 3/4" PVC conduit. This allows the Waterproof LED Tubes to be used in conjunction with standard 3/4" PVC conduit fittings, boxes, couplings, and conduit bodies. The mounting possibilities are almost endless.

Installation of G&G LED Tubes is a snap – literally. Plastic conduit clamps are provided to affix the tubes to a ceiling or wall. After attaching the clips to the surface, the tubes are pushed in, which securely locks them into place.

Lower Cost

At G&G LED, we quickly adopt the latest in LED technology and continually pass the savings along to the customer. This fact, along with our efficient design, allows us to offer our LED products at a lower cost than our competitors. **At the time of writing, G&G Waterproof LED Tubes provide 60% more lumens per dollar than the leading competitor's LED fixture.**

High Quality

All G&G LED lighting products are held to the highest quality standard. We have been burning in our first-generation LED tubes for over 3 years at 24 hours/day, with no failures or noticeable decay in the light output. Additionally, all G&G LED lighting fixtures come with a 3 year warranty.

What are the typical cost savings and payback times?

G&G LED recently worked with a car wash in Vestal, NY to light their tunnel. This was a typical 150 foot tunnel project, in which we

replaced twenty-two 320W pulse start metal halide fixtures with G&G LED Tubes. **Electricity use was reduced by 75%, saving the customer over \$5,500 a year in utility costs** (14 hrs/day at \$0.18/kWh).

Large savings were also realized in reduced maintenance costs. It was estimated that the customer is preventing around \$1,500/year in maintenance costs to keep the 22 metal halide fixtures running.

Installation of G&G LED Tubes is a snap – literally. Plastic conduit clamps are provided to affix the tubes to a ceiling or wall



The customer will have paid back their investment within 1.6 years as a result of these savings. Additionally, the site's carbon footprint was reduced by the equivalent of taking 4 cars off the road.

In conclusion...

As a smaller company, we are able to stay focused on our customers and their specific needs. Please feel free to contact us with any questions you may have about our products or your particular application. With the many benefits and quick payback, now is the time to install G&G LED lighting in your tunnels, bays, & canopies. Proudly, be part of the first wave of businesses to “go green,” with Kleen-Rite and G&G LED.



**G&G LED
TUBE LIGHTS
SALE PRICED
THROUGH SEPTEMBER!**



Visit the G&G LED page on the Kleen-Rite website to watch our informative video on our Tube Lights. Or simply scan this handy QR code to watch the video on your smart phone.

For more information contact Kleen-Rite:
800-233-3873



**Green (16" x 24")
RWMF1624G**

**Blue Towels
RWMF1612 (16" x 12")
RWMF1624 (16" x 24")**

**Violet (16" x 24")
RWMF1624V**

**Pet Wipes
(12x16) - PTW600
(24x16) - PTW610
(48x36) - PTW618**

**Bamboo (12" x 16")
RWBT20480**

**Bamboo (24" x 16")
RWBT20490**

RainWipes® RainWipes® RainWipes® RainWipes® RainWipes® RainWipes® RainWipes® RainWipes® RainWipes® RainWipes®

Buy 3 Get 1 Free!*

***Buy 3 cases of any Rain Tunnel towel and get a free case of RWBT20480 Bamboo Towels!**

**Cleans Faster,
Safer & Stronger!**

For the Entire Month of August!



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



Autumn 2012 Industry Calendar

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

- | | |
|-----------------------------|--|
| Sept. 18-20
2012 | Western Car Wash Convention
<i>San Diego Convention Center, San Diego, CA</i>
www.wcwa.org |
| Oct. 1-3
2012 | Northeast Car Wash Assoc. Convention
<i>Trump Taj Mahal, Atlantic City, NJ</i>
www.nrcshow.com |
| November 14
2012 | "Learn More, Earn More" Car Wash Expo
<i>Kleen-Rite: Columbia, PA</i>
kleen-ritecorp.com |

KLEEN-SCENE

SPECIALS CHECK LIST

There are many specials and deals scattered throughout this issue of the Kleen-Scene. We've listed them all below for you, to insure you don't miss out on these great sales!

- FREE SHIPPING:** Free Shipping on All Orders Over \$500.00, See Index Page for Terms and Limits.
- SUPER TUNNEL SUMMER SOAP SALE:** Sale Priced Tunnel Soaps Throughout August. See Page #1 for more details!
- G&G LED TUBE LIGHTS:** Reduced Pricing for the Month of August., See Page #7 for more details.
- BUY 3, GET 1 FREE:** Microfiber Towels from Rain Tunnel. See Page #7 for more details.
- HYDRO-SPRAY SELF SERVE SYSTEMS:** Special Kleen-Scene Pricing! See page #27 for full details!
- BUY 3 BOXES, GET A FREE HANDHELD VAC:** Simoniz Vending Deal. See page #28 for more details!
- AUTO DRY:** Handheld Vehicle Dryer. On Sale this Month! See Page #31 for full details!

TEXAS WAREHOUSE GRAND OPENING!



This past March, Kleen-Rite celebrated the opening of our new distribution center in Grand Prairie, Texas by hosting an Open House. The Open House was held the evening before the SWCA Annual Trade Show. We were pleased to see so many of our customers come out to tour our new facility.

After a Buffet style Texas Barbecue dinner, customers from all over the region were given a chance to win from hundreds of prizes that were donated by our various manufacturers.

Our goal for the new Texas facility is to be able to provide better, faster service to our customers in that area of the country.



Free Air Fresheners!



Vanilla
AR78518

Cool Mist
AR78517

New Car
AR78516

Wild Berry
AR78549

Mountain Air
AR78521

Buy 10 Get 1 Free!!



Buy any 10 Cases of Armor All Vending & Get 1 FREE case of Armor All Paper Air Fresheners!



4oz. Protectant - AR13040



4oz. Tire Foam - AR40040



Cleaning Sponge AR30800

Protectant Sponge - VS10800

All Armor All® products are available at Kleen-Rite!

The Wobblehead?

What Operator's Are Saying.

"For the forward thinking owners..."

The other day a friend sent me a link to a website with a note saying, "You have to check this out." It turns out WikiHow.com has an article on how to wash a car at a self-service car wash. What caught my eye was the information in steps 10 and 11.

#10: Rinse off the foamy brush with the high pressure nozzle before you activate the foam brush. **Grit, sand, and mud could be lurking in the brush from previous washes, and can scratch your finish.**

Step #10 illustrates the main problem the foam brush system has always had, a dirty brush. For over thirty years we have had to supply our customers with a foam brush. What we have never been able to prevent is a customer misusing the brush and leaving it dirty for the next customer. We all have installed the sign warning the customer to pre-wash the brush to get the dirt out of the brush.

#11: Turn the dial to the Wash cycle and the suds should start coming out momentarily. This is where it is good to have a rag or other cloth to wipe after the suds. **Maybe have a friend to help scrub as you spray.** Hit the floor mats with suds if you want, too.

Step #11 suggests using a friend to scrub as you spray. This is a classic way of abusing the foam brush system. It might not seem like a big deal, until you see the premature wear on the brush. Over time, using a brush without the proper lubrication flowing through the bristles causes a concave wear pattern. The wear pattern lets you know that dirt and debris have been working its destructive ability on the finish of a customer's vehicle.

Further inspection of this article revealed that despite the first comment of the article making fun of people's need for the article, over 123,000 people have viewed this information.

One thing is clear. Your customers know how to use and abuse your foam brush. They've known it for years and they do it all the time.

The good news is that the Wobblehead foam brush handle is the only device that can help prevent the misuse of the brush and make sure the brush is clean for the next customer.

Most owners are concerned with things like sales increases, durability, and customer reaction. So we went and talked to a few of our local Wobblehead owners. After a year or more of Wobblehead experience, this is a sampling of what they had to say.

Sam C., owner of The Twins Auto Wash,



a 5 bay in Warren, Michigan said, "My brother/partner didn't want to install the Wobbleheads. He didn't want to lose a single customer, even if they did abuse the foam brush. He felt that they would still spend money to rinse, use the vacuums or get something from the vendors. What I have been able to show him was revenue increases consistently up between 6% and 11% every quarter since we installed the Wobbleheads. Now he loves the Wobbleheads."

Gus A. owner of Michigan Car Wash,



a 7 bay in Detroit, Michigan said, "I put in the Wobblehead Foam Brush handles to make more money. My customers now put quarters in where before they just used the brush for free. My dollar volume is up between 10% and 15% every month. It only makes sense."

Mike S. owner of Water Works Car Wash,



with 3 locations in Belleville, Michigan said, "I still get complaints occasionally. Lets me know the Wobbleheads are still doing their job. The only ones that complain are the ones that need to start paying. The bonus is the brush heads last twice as long and the handles never break."

For over 18 months, the Wobblehead made some bold claims. The Wobblehead increased sales by 5% or more. The Wobblehead is built to withstand the harsh environment of a bay, including customer use and abuse. And the fact that the Wobblehead generates few complaints is especially true when the educated customer knows the Wobblehead will protect the finish of their car.

The other side of the Wobblehead story is the benefit to the customer. Last year I installed 6 Wobbleheads at a local car wash. I spent some days getting the customers used to the new handles. When I saw a customer using the foam brush, I would ask them how the foam brush was

working. They would say “fine” or “good”. I would then tell them that we were using NEW foam brush handles that were designed to protect the finish of the car. The response was always, “Thank you!”

Thank you? Thank you?!! What a great response! In that moment I saw that our customers really do appreciate what we do for them. I saw that the Wobblehead, originally designed to keep foam brush abuse at a minimum, was a great tool to build better relationships with our customers.

TO ACTIVATE BRUSH

1. INSERT PAYMENT
2. SELECT FOAM BRUSH

The brush becomes **RIGID AND USEFUL** with foam flowing through it. This protects your vehicle by assuring continuous flushing to remove abrasives during the wash process.

Some would ask how it helps to protect their paint. My answer was to describe how the brush would only work with foam flowing through the handle. With foam always flowing through the handle, any dirt that

the brush comes into contact with gets flushed away immediately. My final triumphant declaration was that a clean brush won't scratch your paint.



This is no small deal. In fact, this changes everything. Well, everything that a foam brush can do. At the very least the foam brush head will now last twice as long. At the most it allows car wash owners to provide a better service. Providing a better service is something worth advertising. It is something to be proud of. It sets us apart. The fact is, finding a way to differentiate our wash from theirs is already difficult enough. Now, providing a better service in a bay is as easy as installing the Wobblehead.

For the forward thinking owners that are reading this, imagine being able to post a sign in your bays declaring that this bay is equipped with the “Smart Brush”. This sign would say, “This brush is designed to protect the finish of your vehicle.” The “QR” code on the sign would direct the smart phone user to an instructional video that explains the process and purpose of the Smart Brush. The wording in the video would make it clear that the car wash owner went to great lengths to make this higher quality of service available.



For the first time in foam brush history, this better, higher quality service is available by simply installing the Wobblehead and posting a sign in the bay.

Taking action today will not only improve the quality of your car wash service but will also set your car wash apart. With the Wobblehead, you can begin the process.



To watch our informative video on the features and benefits of the Wobblehead, see the Kleen-Scene website or use this QR Code to watch it on your smart phone.



RING-O-MATIC, THE CARWASH PITCLEANING EXPERTS

I need a REAL Pit Cleaner!

Ring-O-Matic

WWW.KLEEN-RITECORP.COM CONTACT US 800.233-3873

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

THE KLEEN★TEAM

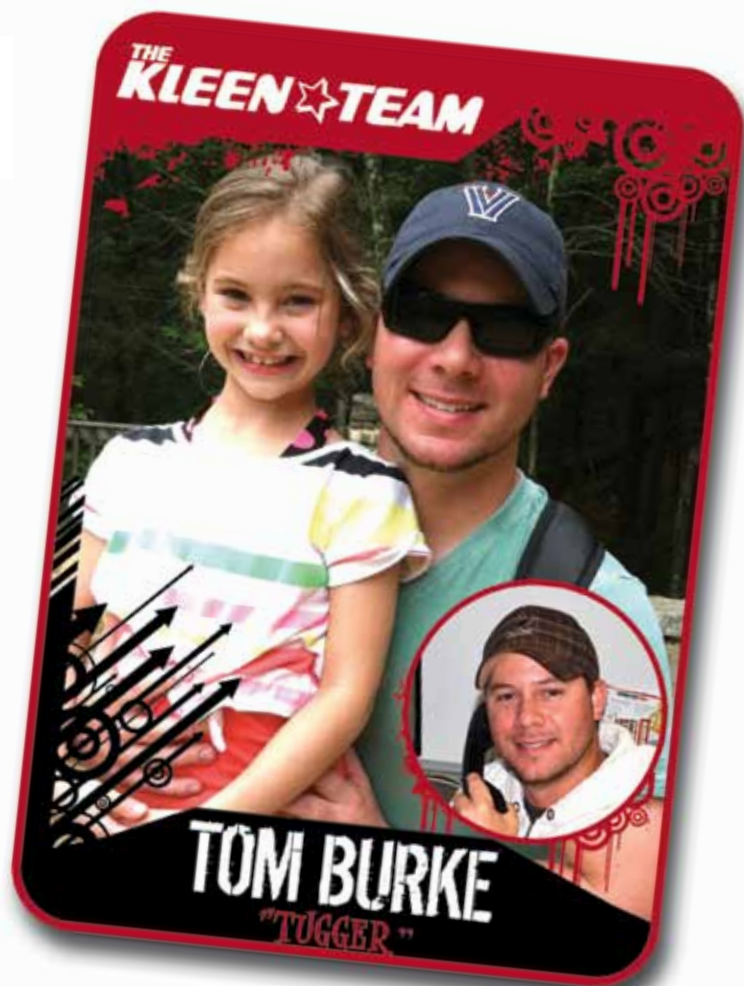
Tom Burke

Kleen-Rite Technician

I started working for Kleen-Rite in 2002. For the next couple of years I helped with pulling/packing of the UPS orders as well as fulfilling freight orders. Since then I changed roles a few times. I worked on the phones taking customer orders, and also in our Customer Service department. I currently work as one of Kleen-Rite's technicians. I enjoy talking to our customers and helping them troubleshoot to find resolutions to their individual problems. Each call is unique and provides me with a chance to learn more about the carwash industry.

I live in the small town of Columbia, PA with my 7 year old daughter Madison, and our yellow lab Cooper. In my free time I enjoy watching Madison at her numerous sporting events and coaching our local high school football team.

Everyone at Kleen-Rite would like to thank Tom for his dedication to our customers and the industry as a whole.



MEGA-VENDOR™

A REVOLUTION IN VENDING

MEGA-VENDOR I

39-55 SELECTION - REFRIGERATED & NON-REFRIGERATED
44" W X 40" D X 76" H **STARTING AT \$3398** MG90001

MEGA-VENDOR II

41-51 SELECTION - REFRIGERATED & NON-REFRIGERATED
39" W X 35" D X 72" H **STARTING AT \$4598** MG90020

MEGA-VENDOR III

41-56 SELECTION - REFRIGERATED **STARTING AT \$4998**
(WITH & WITHOUT DRINK TRAYS) 39" W X 35" D X 72" H
MG90040

MEGA-VENDOR MINI

27 SELECTION - REFRIGERATED & NON-REFRIGERATED
39" W X 35" D X 72" H **STARTING AT \$2740** MG90050

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



Earning Your Trust Year After Year

Emperor

HTS SERIES
Up to 5.6 GPM
Up to 3000 PSI
950/1200/1450 RPM
HTS2215S is a direct replacement for the 5CP/310

CW2040
5.0 GPM
2500 PSI
1250 RPM

HTCK4050S
36.0 GPM
1500 PSI
800 RPM
HTCK4050S is a direct replacement for the 3535

CW1541
41.0 GPM
1200 PSI
1000 RPM

All Are Available Through Kleen-Rite!

30 YEARS OF TRUST

1982 - 2012



Tired of Dirty Bay Walls?

INTRODUCING KLEAN WALL™

WORKS GREAT ON:

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

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WATER: THE BASIC NEED

The “Wash Away Thirst” Program

ONE car wash gives ONE day of water to ONE thirsty person

By Sarah McCarriar

Over 100 independent car wash operators throughout the US and Canada have joined together to provide clean drinking water to those in need throughout the world. The campaign, called Wash Away Thirst, currently has over 100 car wash locations participating in the cause, which started in July 2011.



*Jim Dudley, Founder
Wash Away Thirst*

Jim Dudley was inspired to start the campaign after reading a book called “A Million Miles in a Thousand Years” by Donald Miller. A book, he says, that challenged him with the question: What are you doing with your life that matters? Dudley was a happily married man with 2 children, and a successful business owner,

but he still felt something was missing. So he and his wife began discussing the question “how is our family going to make a difference?”. And then one day Dudley thought about Tom’s Shoes (www.toms.com) where for every pair of shoes you buy they give a pair of shoes away to a person in need. The light bulb went off. We can do this with car washes, he thought, water is at the core of what we do as car wash operators.



Wash Away Thirst is a one-for-one-for-one campaign. Every wash gives one day of clean water to one thirsty person. Wash Away Thirst has partnered with WASRAG (Water and Sanitation Rotarian Action Group) to fund projects around the world. WASRAG was formed and recognized by Rotary International in the spring of 2007. WASRAG is the hidden giant in the struggle to solve the global water & sanitation challenge. With 1.2 million men and women in business or professional life, nearly 34,000 clubs in over 200 countries (including all those most acutely affected by the water and sanitation crisis). Rotary is uniquely qualified to deliver sustainable solutions. They understand the culture and values of the local communities to which they belong. They are attuned to political considerations and can pinpoint problems before they become hurdles.

All donations to Wash Away Thirst go directly to WASRAG.

Wash Away Thirst supports the efforts of WASRAG in providing clean drinking water to people around the world. While they support many worthwhile projects with their general funds, there are two specific projects of focus:



Rotarians meet regularly with villagers to monitor progress of every aspect of the project.

India - 100 miles east of Mumbai – a rain water harvesting project will provide clean drinking water and enable a change in agriculture from low value rice to three high value crops as a result of having water year-round.



Kenya - Rift Valley – Installation of a rain water harvesting system liberates women from spending hours each day collecting water. This allows young girls the opportunity to go to school and the women in the villages are able to become entrepreneurs (sewing garments for sale, running convenience stores, raising livestock and teaching).

“Nearly 1 billion people lack access to clean drinking water and every day, 5,000 children under the age of five will die as a result. One of our organization’s greatest assets is the ability to raise funds that can translate into operational programs throughout the world, which will ultimately save lives,” said Ellsworth Havens, WASRAG Development Chair. “We are excited to have a network of community-based businesses to help educate Americans about the critical need for clean water.”

“As an industry, we are very focused on water-related issues and are on the forefront of water conservation practices such as recycling,” said Gary Dennis, president of the Georgia Car Wash Association. “This is an opportunity for independent car wash operators to educate our customers of this critical issue and join together to bring clean drinking water to developing countries. There is the potential for this campaign to have a huge impact globally.”

“We are thrilled to unite car washes throughout the US and Canada and to partner with WASRAG to support clean water efforts around the world,” says Dudley, “Through this campaign, we will provide car wash operators with the opportunity to make a difference in others’ lives by doing something as simple as washing cars.”

Current Members of Wash Away Thirst



Al Baggarly and son Sam stand in front of a windmaster sign advertising the Wash Away Thirst Program at their car wash, Speed Wash.

Al Baggarly, of Speed Wash in Georgia, has been involved with Wash Away Thirst since it’s inception in 2011. A member of Rotary International, Baggarly was actually the one that got Dudley involved with WASRAG and Rotary International in the first place. Georgia was initially supposed to be the test state for the program but when it was brought up at a International Car Wash association meeting, the response was overwhelming with car wash operators from several states joining immediately. Baggarly says that one of the reasons this program goes so well with car washes is that WASRAG doesn’t have to depend and wait for individual donations to come in. Because of the steady flow of donations from the car wash industry it allows WASRAG to make a larger commitment to the clean water movement.

All three of Baggarly’s car washes participate in Wash Away Thirst. Although Baggarly is not sure if people come to his washes specifically because he is involved with the program, they are certainly happy when they find that part of their wash will be donated to clean drinking water. Wash Away Thirst for him, he says, is not about drawing people to his car wash, it’s about the end result of helping people. He does believe, however, that once popularity with the program grows, it will end up having a dual benefit for car wash owners and Wash Away Thirst. He hopes that once the public gets wind of this program that they will specifically search out washes that are participating in the program to wash their vehicles at. Meaning more revenue for operators and more donations for Wash Away Thirst/WASRAG.

Adam Korngold, of Waves Car Wash in Massachusetts,



has been participating in Wash Away Thirst since February 2012. He heard of the program from another car wash web site and thought it was a great way to raise not only money, but awareness for the potable drinking water problem across the world. Korngold feels that the program is an ideal fit for car wash owners because it also helps bring attention to the fact

that car washes are not “water wasters” and in fact employs several different techniques to save water. Conserving water and providing clean drinking water for those in need, he says, are a very natural combination.



This banner hangs at Waves Car Wash and was made using marketing materials provided by Wash Away Thirst

Interested in Participating?

Currently car washes participate year round but Wash Away Thirst is working on fund-raising solutions to where each operator can be flexible in their participation. What really matters, Dudley says, is the amount of money each wash donates to the campaign. “We want to stay true to our one car wash equals one day of water concept. This equates to one penny a car”.

If you are interested in signing up, you can do so by completing the “Take Action!” form on Wash Away Thirst’s web site (www.washawaythirst.org) or by emailing Dudley directly at jim@washmefast.com.

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EQUIPMENT ROOM

Saving Space

Cramped Equipment Room Got You In A Pinch?

I was recently talking with a friend who is a 30-year carwash veteran about the “Glory Days” of car washing that we all enjoyed many years ago. Construction was booming, owners were expanding, and there seemed to be a new conveyor or self-service wash opening every day. Our customers were finally becoming educated to the negative environmental impact of driveway washing. More importantly, those customers had the discretionary income to do something about it by bringing the family car to their favorite local professional carwash.



But, to the carwash owner the cost of construction and the expense of future property taxes were a lingering concern. One way builders and operators addressed those concerns was to reduce the size of the equipment room to its absolute minimum. In making it more compact, construction materials and labor costs went down, and long term real estate tax bills were kept manageable. It was a happier and simpler time.

Then, in September, 2001, we experienced something that would change all of us, our lives, and our economy for years to come. As the stock market sputtered, business expansion stalled and unemployment grew. While income declined the consumer’s discretionary dollar vaporized and car washing was one of the first industries impacted. Many operators were forced out of business while others simply treaded water. Now, over a decade later we are finally enjoying signs of improvement. Business is on the upswing but those returning customers are now more value conscious than ever! Their

demand for service, price, and selection is being heard loud and clear throughout the industry. Car wash owners who survived the downturn are answering their returning

customer’s demands and are cautiously reinvesting in improvements and remodeling projects they’ve held off on for many years. Unfortunately, those compact equipment rooms, built years ago, now have to accommodate more equipment and chemicals than ever before in order to satisfy the new value-savvy consumers. And so there you stand, squeezed in the equipment room doorway scratching your head as you survey a spaghetti bowl of hoses, tanks, and pumps. You want to add extra services to enhance your customer’s selection but where will you fit another venturi, tank, air diaphragm pump, and pail of chemical?

Dosatron has the answer! Our water-powered chemical dispensers require no air or electricity to operate. The same water you use to dilute your chemical concentrate is the energy source that drives the Dosatron. As water flows through the Dosatron a piston is driven in a vertical stroke. A plunger is connected to the bottom of the piston drawing chemical concentrate at the required percentage, mixing it with the water, and dispensing the mixed solution directly to the carwash arch or self-service wand. Since



Dosatrons work on demand by the water flow and pressure, you no longer need a venturi, tank, or air diaphragm pump, immediately saving you extra space!

Want to save even MORE wall space? Dosatron now offers the NEW Space Saver Mounting Bracket. By using this unique bracket you'll save over 35% wall space versus mounting three injectors in the conventional side-by-side method of installation. Another way to save wall space is to place one Space Saver Mounting Bracket above another. Doing this allows you to fit six low pressure chemical systems in only 23 inches of horizontal wall space!

Now that you've saved that much needed wall space you might be asking, "How can I save floor space as well?" Dosatron can help you there as well by using our ingenious Bucket Stacker system. Using the Bucket Stacker system you will reduce the required floor space for two 5-gallon pails by 50%. It will also raise the bottom pail off the floor eliminating the chance of chemical separation or freezing in the winter months.

Dosatron is the original water-powered proportional chemical dispenser. For over 35 years we've listened to our customers' needs and worked hard to provide solutions to their problems. Dosatron products can be purchased through Kleen-Rite's website (www.kleen-ritecorp.com) or catalog. If you have questions, please feel free to call me at 847-612-5226 or drop me an email (craig@dosatronusa.com).

Craig Peterson is Vice President of the Vehicle Wash Division at Dosatron International. He has been with Dosatron for 13 years, and he has over 20 years of industry experience ranging from carwash owner to equipment distributor and chemical sales representative. Craig would be happy to discuss any questions you might have.



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Owner – Hoffman Car Washes
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Manufacturers Spotlight

Highlighting The Companies That Make Our Products

Universal Brush

MANUFACTURING COMPANY

Premium quality brushes made in the USA for over 60 years

A Legacy of Innovation

Universal Brush Mfg. Co. has a long and distinguished history. The company has been in existence since the early 1940's. The company was founded by Lou Mundo - a man who was way ahead of his time. Lou was an industrious, visionary who literally worked his way up from nothing. Lou was born in Chicago in the early 1900's and grew up near the Chicago Stock Yards. Unfortunately, for Lou, his father passed away when Lou was a 12 year old boy. Being the oldest of 5 children, Lou set out and began working full time jobs to help support his mother and siblings. Lou would take any job he could find and often worked 2 jobs. Lou eventually made good money driving a delivery truck at the age of 14. Lou's work ethic and ingenuity opened many doors and Lou worked at many different jobs. He taught himself some basic book keeping skills and ended up doing some light book keeping / accounting work for a small growing company named Sherwin Williams.

In the late 1930's Lou saw an opportunity in the stock yards. He noticed that the stock yards went through a large number of brushes that were used to clean out the railcars and animal processing facilities. When the brushes wore out, the stock yards would throw them away. Lou would see these piles of worn out brushes and think – what a waste. Lou was a “green entrepreneur” long before it was fashionable. He would take the worn out brushes away from the stock yards and pile them up in the basement of his family's home. After working all day at his regular job, he'd strip and clean brushes at night - experimenting with different ways of refilling the brushes. Lou would quickly perfect this process and start selling these brushes back to the stock yards – and that is how Lou Mundo got into the brush business.



Lou Mundo, Founder of Universal Brush Company

Lou quit his day job and took his growing stock yard business account to an existing brush company and was brought in as a full partner. In 1944, Lou bought out his business partner and named his new company Universal Brush. Lou oversaw every aspect of the business and Universal Brush was well on its way. Universal Brush's earliest customers were the stock yards, railroads, flour mills, window washers and hand car washers. Lou focused his attention on the growing car wash industry. He helped to design and develop one of the very first automatic rotational washing brushes used in the car wash industry – it was a wooden core brush filled with a natural Tampico fiber that was attached to a shaft and rotated at high speeds to help wash vehicles. The Tampico fiber worked well but it was only available in relatively short lengths. Lou helped to develop a plastic substitute product that would replace the Tampico fiber allowing for the creation of much larger diameter brushes. This new product was patented by Lou and bore the trade name “Unilon”. This x-shaped, plastic filament would be the main product used in the car wash industry for decades. Similar plastic filaments are still used worldwide in the car, bus, truck and train wash industries.

In the 1960's Lou transferred the responsibilities of running the company to both his son, Richard Mundo and his son in law, Dewayne Reid. Lou would continue to watch the company he built grow until his death in the early 1970's. Richard and Dewayne guided Universal Brush through the 70's, 80's and early 1990's. In the 1980's Richard and Dewayne would work with textile manufacturers to help improve and develop the soft cloth materials that were revolutionizing the car wash



industry. In the mid 1990's, Richard's sons John and Kevin Mundo began taking over responsibilities of running the company. Richard's sons, John and Kevin, continue their grandfather Lou's long, rich tradition of serving the car wash industry by helping to improve and develop the soft cloth, closed cell foam and micro fiber materials being used in the car wash industry.



Lou Mundo's Grandsons, John & Kevin Mundo, maintain the legacy of Universal Brush today.

Today, Universal Brush manufactures and supplies brushes to many of the leading car wash equipment manufacturers, distributors, service companies and individual car wash operators worldwide. With nearly 70 years of experience, Universal Brush is capable of manufacturing a wide variety of high quality products including:

- Soft Cloth Replacement Pads along with aluminum cores for automatic equipment
- Universal Foam Replacement Pads for automatic equipment
- Soft Cloth and Micro Fiber Mitter Curtains
- Traditional Filament / Bristle Style Brushes for automatic equipment
- Complete line of Detail Brushes, "Prep" Brushes and Hand Car Wash Brushes
- Tire Brushes , Wheel Cleaning Brushes, Tire Dressing Applicator Brushes
- Self-Service Foaming Brushes made with 100% Pure Hog Bristle or Nylon

Universal Brush takes great pride in continuing to manufacture all of its products here in the USA! Universal Brush has distinguished itself over the years as a trusted and dependable supplier to the car wash industry by offering the highest quality, most reliable and consistent products at a fair price. Universal Brush has prospered for so many years because of its commitment to the satisfaction of its customers. Customer Satisfaction is our top priority at Universal Brush. It is behind everything we do - it is why we exist today and the only reason we will be able to sustain our record of growth in the future.

Anecdotes:

Lou Mundo and Universal Brush attended the first International Car Wash Association convention, which was held in Mexico City in 1955. Since then, Lou Mundo or a representative of Universal Brush has attended every ICA convention to date.

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Each carton shipped UPS and FedEx small package services now contains a box content label. These labels indicate the quantity and content of your order that you will find in that carton. Just check the content label to determine what is in each carton. The packing slip will still be provided with the shipment and will contain the list of any backordered items from your order.

○ **Where are my Blue Foamy Handles?**
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Reff#: 515780C Box: 3 of 4
JOHNNY T'S CAR WASH
545 SUMMIT DRIVE
CONESTOGA PA 17516 J0400-1

Puller: RA Packer: SD

Qty	Item#	Description
1		310 CAT PUMP 4GPM2000 PSI

Box: 1

Reff#: 515780C Box: 1 of 4
JOHNNY T'S CAR WASH
545 SUMMIT DRIVE
CONESTOGA PA 17516 J0400-1

Puller: RA Packer: SD

Qty	Item#	Description
1	VSK2500	BULK KR 50 TRUCK TOWEL

Total Pieces In Box: 1

Reff#: 515780C Box: 2 of 4
JOHNNY T'S CAR WASH
545 SUMMIT DRIVE
CONESTOGA PA 17516 J0400-1

Puller: RA Packer: SD

Qty	Item#	Description
4	VS10800	PROT SPONGE ARMORALL 100/CASE
2	PU30623	SEAL, PACKING KIT 310,340,350
2	PU30821	VALVE KIT 310,340,350
2	PU30611	ANGLE RAILS WITH BOLTS -SET 2
1	SN2506M2	2506 1/8 MEG SS SPRAY TIP
12	GUK600W	GUN, K-R WEEP BLUE TRIG.
6	C80190	INSERT,GIN SAN SENSOR,IRON-GS41
2	SN2510M2	2510 1/8 MEG SS SPRAY TIP

Total Pieces In Box: 35

Reff#: 515780C Box: 4 of 4
JOHNNY T'S CAR WASH
545 SUMMIT DRIVE
CONESTOGA PA 17516 J0400-1

Puller: RA Packer: SD

Qty	Item#	Description
6		BLUE ALUM FOAMY HANDLE 40"

42

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Takagi • Hypro • Jenray • Keystone Scent
London Mat • Laitner Brush Co. • Medo • Shurflo
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Please list the names of all attendees who will be accompanying you to the expo.

VENDING

How To Load A Spiral Vendor Properly Loading & Moving Your Spirals



Glass front spiral vendors are becoming more and more popular at our customers car washes these days. There are many advantages to spiral vendors as they centralize all of your vending products in one machine and are able to hold a multitude of products including drinks and snacks alongside your car wash items.

The proper loading of your spiral vendor is essential in ensuring that your customers receive the product they have just paid for. Below we show a brief tutorial on how to move your spirals and dividers as well as show you how to properly load some of the most popular car wash vending items.



To move/change the spirals, first pull the drawer all the way out so you can access and reach the back of the drawer.



On the very back of the drawer you will see the White Vendor Motor.



Simply pinch the Black Pronged Nipple together and pull the spiral out from the front.



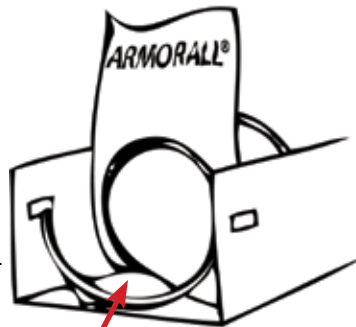
Replace with the desired spiral size by simply pushing the Nipple the through the hole until it snaps in place.



Now move the divider by lifting up the front and pulling toward you. Move the divider to desired position and reinsert.

The next step is to load your product. Products should fit freely between the dividers. If you have to force a product into a spiral you need a larger spiral. Proper loading is important to keep products from hanging up in your machine. Load products left corner first into the spirals.

The bottom left corner of the item should be in front of the spiral. This will allow the spiral to push the product out. The product should slide on the bottom of the tray and not ride on any part of the spiral. The only exception to this loading process is fragrance packets. Fragrance packs will ride on top of the spiral.



INCORRECT



CORRECT

Hang ups and multi-vending these items can be avoided with high capacity spirals and sensor technology which will stop your spirals as soon as a vend is detected.



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Simoniz® Glove Wipes - Cleaning
Item No. SM900

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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



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Titrating

To control chemical costs

The key to cleaning and managing your chemical cost for all Acid and Alkaline based soaps is using them at the correct dilution ratios. Cars will be cleaner in the most cost efficient way by checking their concentration in the bay. This is achieved by performing a Titration test. High Ph and Low Ph products can be tested in this way and the results are set by the manufacture of your specific products.

When performing one of these tests safety should always be first and foremost in your mind. These chemicals usually will carry a corrosive label and will cause severe burns to the skin. Always protect yourself. In case of accidental exposure follow the recommended instructions found on the MSDS sheet.

The titration test is performed the same for each test but different chemicals are used based on the product you are titrating. First make sure you are using the correct test kit for your products. Follow the instructions provided. The test consists of collecting a sample of the product in a larger container in the bay at the nozzle just prior to going on the vehicle. When the sample is collected a high amount of foam may be present, allow for the foam to subside. In the titration kit there will be a measured vial for collecting the correct amount for testing. Once this is completed there will be a larger vial for transferring the sample into and performing the test in.

Pour the measured amount of product into the testing vial. At this point you will see an Indicator solution in your kit that will be added based on the instructions (usually 2 or 3 drops) and swirl to mix. Once the product turns the instructed color there will be a titration solution based on the soap you are testing (Acid for testing Alkaline, Alkaline for testing Acid). This titration solution will be added one drop at a time, While keeping track of drop count you will continue adding till sample turns to the color indicated on your instructions (different manufactures have differing colors).

Once the solution turns the correct color the amount of drops will be in correlation to the dilution ratio determined by the manufacture (I.E. A High PH presoak at a dilution of 64/1 equals 18 drops). Based on the results an adjustment may be required. If your sample changes color too fast (fewer drops) this means that the solution is too weak and needs increased and vice versa.

Dilution ratios for a specific colored dilution tip can vary greatly based on thickness of product (winter time products thicken) and water pressure. By performing a titration test you can verify that you are truly applying the product at the correct dilutions. Kleen-Rite offers titration tests for all manufactures products we sell.

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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.

John Ferruolo

Mr. Sparkle:

In the early 1960s, after spending five years working for Johnson & Johnson in Albany, NY, John Ferruolo wanted to return to New England and start his own business.

John researched the market, seeking just the right business to develop in New England. He came across an article in the Wall Street Journal where he first learned about coin-operated car washing. Soon after reading the article, he happened to meet a new Magic Wand distributor in Rhode Island. The only other company producing this kind of equipment was Soft Spray out of Texas and John chose to go with Magic Wand.



John Ferruolo, Founder of Mr. Sparkle Car Washes in Connecticut.

In December, 1966, just a few weeks before Christmas, John and his partner were putting the finishing touches on their new car wash. The owner of a neighboring pizza restaurant would stop by to remind the new entrepreneurs, "Don't expect to succeed right away; it will take a few years for people to catch on."

When everything was ready, John and his partner each pulled a car into separate bays, put out the "open" sign and began to wash. "Almost immediately, we had cars stacked four deep at each bay waiting to get in." John recounted. "It stayed that way the entire winter. Word spread and it was an immediate success." John knew he had to build more.

But everything didn't run smoothly that first winter. "We soon developed freezing problems," John said. "We had to store the hoses and guns in the equipment room each night to prevent freezing. I had to come up with a solution. Knowing that running water never freezes, I went to the hardware store, purchased small valves and created a rough bypass system. No more frozen lines and equipment." Nevertheless, below freezing conditions created other problems. "There was no floor heat in those days; we had UV heaters overhead which weren't very effective." John would often arrive at his car wash to find several-inches-thick ice on the floors with ruts where customers pulled into the bay to wash.

Nevertheless, with each new challenge, a better product resulted. "When I saw customers struggling to remove heavy grime from their

Albany Ave. Hartford, CT location 1967.



John decided to open his car wash in Connecticut. He found a good location in Manchester. In 1966, the entire cost of start up was only \$25,000 and included the lot, the building and the equipment.

At this time, Mister Clean brand detergents were new and their ads could always be heard on the radio and television. John loved the name, but made it his own, calling his new business Mr. Sparkle Car Wash.

cars with the spray gun, I asked a friend in the brush business to design a round brush that could be attached to the end of the wand. It wasn't a foamy brush, but was still something customers could use to knock off the heavy stuff." John said. "We charged twenty-five cents to use one of our two bays without the brushes, and thirty five cents to use the bays with the brushes. The brushes were an instant success." At least one brush bay remained at all Mr. Sparkle self-service locations until the arrival of the foamy brush in the 1980s.

an Oral History Continued

“But the biggest benefit to the self-service business was the arrival of the Touchless Automatics which allowed customers to remain in their cars. Some people like to wash their own car, others don't. We wanted to cater to both sets of customers. The equipment fit into an existing self-service bay and it doubled our volume at each location.”
The equipment was new and required a new round of innovation on John's part. With the help of a technician from Benaradi Brothers (Manufacturers of Touchless Equipment) John helped develop the low pressure soap cycle and the concept of dwell time in the Automatics.

But operational challenges weren't the only ones the new car wash owners faced. For the first ten years of operation, banks would not loan to John to build a car wash because they did not think the business would survive. But once they realized the car wash was here to stay, Mr. Sparkle was able to secure a loan. “This allowed me to add tunnel washes and gave Mr. Sparkle the opportunity to meet more customers' needs.”

As the business developed, John continued to make modifications that allowed for additional growth. Raising prices was one of these modifications. “Charging an additional quarter or fifty cents made a big difference to our bottom line.”

Tolland, CT location 1971.



Tolland, CT location after 2000 restoration.



But after fifty years in the business, John maintains that location is the one factor that trumps all others. “You can't compete with location. Some competitor might come in and build a fancy new car wash five miles down the road. At first, some customers will want to experience this new facility. But if you consistently provide exceptional service and produce clean cars, customers will always come back. People want a convenient, local neighborhood car wash they can depend on.”

Mr. Sparkle Car Wash has grown over the years to include 14 separate car wash locations and is now operated by John's sons Greg and Paul.

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- "Enhances our customer's experience"
- "Appropriate level of grape scent"
- "Impressive level of foam and lubricity"

Joe Sproul: J&S Ultra Clean Car Wash, Waterville, Maine



CAR WASH ASSOCIATION

by Dave DuGoff, MCA President

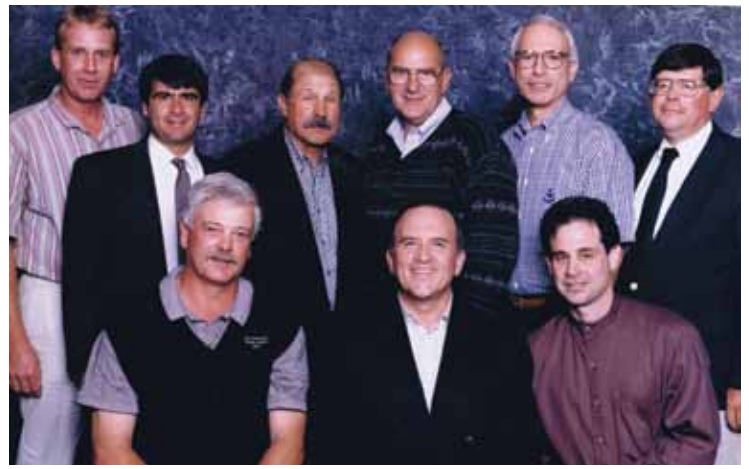
MCA Mid-Atlantic Car Wash Association

MCA History

The Mid-Atlantic Carwash Association, Inc. was formed in May 1997 by a group of Maryland and Virginia carwash operators and distributors. The energy to come together came primarily from Tony de Lange, owner of Wash Works Car Wash in Baltimore. Benson Rice, Whiz Car Wash, became the first president.

The founders could not have anticipated just how quickly the MCA would take a prominent political role. In 1999, the east coast was in the grip of the worst drought in memory. Reservoirs were down everywhere, particularly in Maryland. The Governor of Maryland acted over a weekend and declared that all carwashes that could not recycle 80% of its water would have to close. This ill-informed and ill-advised action was met with a full throttle reaction from the MCA. The local TV showed stories of unemployed carwash workers. MCA engaged a professional lobbyist, who persuaded the Governor's office to rescind the order to close.

The lobbyist opened doors for MCA to meet with the administration and persuade them that closing carwashes was unfair, and would not result in significant water savings. The Governor appointed a Drought Commission which included the MCA.



Front – Bill Bascom, Benson Rice, Steven Harris **Back** – Bob Boardman, Nick Schiattareggia, Sam Pellerito, Tony DeLange, Warren Cohen, Bob Brady

The next few years was a difficult period for drought. The City of Frederick, Maryland contemplated closing carwashes, but decided not to do so after meeting with local carwash operators and the MCA. The City of Charlottesville, VA, summarily closed 17 carwashes, and did not relent until MCA bought radio advertising criticizing the decision and making the case for carwash operators. MCA was also a member of the Virginia Governor's Drought Task Force.

Over the last five years, MCA has been concerned with avoiding a sales tax on carwashing. The Maryland legislature has twice considered bills that would have extended the sales tax to the service of carwashing, as well as many other services that have been exempt from sales tax. Again, MCA engaged a lobbyist to help us make our case. We have been successful in explaining to the legislative leaders why taxing carwashing is bad for the environment, and unfair to self-serve operators.

States Covered by MCA

Maryland Virginia
West Virginia Delaware
District of Columbia



MCA President, Dave DuGoff of College Park Carwash with former President Mike Ashley from Virginia Carwash Industries.

MCA Upcoming Events

- | | |
|--------------------------|--|
| Sept. 12
2012 | Wash Open House, Program, Dinner
Crowne Plaza Hotel, Williamsburg, VA
3pm Open House/6pm Reception/7pm Dinner Program |
| Nov. 30
2012 | Facility Tour Dinner & Program
Unitec Electronics, Elkridge, MD
4pm Tour/6pm Dinner & Program |

MCA Contact Information

Patricia H. Troy, CAE – Executive Director
MCA HQ
550M Ritchie Highway, #271, Severna Park, MD 21146
410-647-5780; 888-378-9209
admin@mcacarwash.org
www.mcacarwash.org



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Recycle

Previous Customer's Bills

By Tom Kozlik, Rowe Bill Changers /AMI Entertainment Network, Inc.

What happens when a customer says, I do not want 80 quarters or 80 tokens for a twenty? Do you direct them to your attendant or reach into your pocket for 4 five dollar bills? Who services your customer when you or your attendants are not at the carwash or if your attendant has called in sick? How does a customer purchase tokens with a credit card?

Keep Your Customers

Introduce customers to the new Rowe changer that does it all 24 hours a day and 7 days a week!! Visit the Rowe Changer pages on the Kleen-Rite website for a short changer demonstration or use this



QR code to watch on your phone. Do not force your customers to leave your location to get change at the convenience store down the street or worst case go to a competitor's carwash and never return to your business. Statistics show it is 7 times harder to win a new customer than keep your current ones.

So let's discuss some easy ways to keep your current customers. Today, your patrons have other choices for a carwash so keep them on your lot and impress them with your wash quality, good-working equipment, clean facility and superior customer service so they will return.

Mr. Sudz- Conroe, Texas

Phil Tutt, the owner of Mr.Sudz in Conroe, Texas has used Rowe changers for over 20 years and recently installed the new Rowe model 400 rear load changer with MEI bill recyclers to make it easy to break twenty and ten dollar bills into fives and tokens. When a customer inserts a five, it is stored in the bill acceptor's recycle barrel. When the next customer inserts a ten or a twenty, that customer receives fives inserted by the previous customers. This system dramatically reduces the amount of cash and coin operators need in bill changers.

Phil says, "It is now easy for customers to break a twenty and get 3 fives and 20 tokens rather than a pocket full of 80 tokens. The new Rowe changer keeps people from leaving the site and prevents drive offs." Customers tell Phil they keep returning to his carwash because the equipment always works and he is frequently on site to handle questions. In fact, several customers have become "unpaid attendants" reporting to Phil when something



needs attention or if an undesirable person is on site. Phil believes this is the result of being friendly and engaging with customers, plus there is a mailbox on the pump room door for customers to deposit notes about equipment repairs and refunds.



Phil is a first generation carwash owner whose son is very rapidly learning the car washing business to assist handling their 3 carwashes. Owning and maintaining carwashes is a simple business according to Phil. He commented, "But we must stay on top of each carwash and we are accustomed to long, 10-12 hour workdays." Phil is a board member of the Southwest Carwash Association and long time member of International Carwash Association devoting a good share of his time to association business.

Secrets of Success

Some of the secrets of Phil's carwashing success are: providing a consistent car washing experience for his customers, being on site regularly and staying up to date on the latest car washing technology. He is the first carwash to install recycling bill changers in his market area. Some of the other Rowe changers used by Mr. Sudz use USA Technologies wireless credit card systems and dispense tokens. Phil likes the low flat transaction fee for all credit card purchases. In addition he has replaced his drop shelf vending units with spiral vending machines. He is also installing PVC wall surfaces in the self serve bays providing a low maintenance, fresh, clean wall surface.

Lowest Flat Credit Card Fee for All Cards

The new Rowe model 400 recycling changers can be customized to include USA Technologies wireless credit card systems. Accept all Master Card, Visa, American Express and Discover cards for one low flat transaction fee. A \$10 transaction only costs 2.55% plus there is no extra charge for loyalty credit cards. These wireless units are PCI compliant for maximum credit card account security. There is no extra cost needed for phone lines, internet connection or router. An optional receipt printer is also available. Customers can now also break twenty and ten dollar bills into fives and coins and or tokens using the same changer. The two high capacity coin hoppers each hold



5600 quarters for a total of 11,200 coins. Visit the Rowe Changer pages on the Kleen-Rite website or use this QR code on your smart phone to see a short demonstration of this exciting new product.



Otto Carwash- Topeka, Kansas

Mark White is a 2nd generation carwash owner with 3 locations in Topeka, Kansas and has been using Rowe bill changers since 1972. He has recently installed the new Rowe 400 rear load changer with 2 MEI bill recyclers at Otto Carwash with 7 self serve bays and 2 automatics. The Otto Carwash manager, Vincent



Cook, says, "The new Model 400RL creates a much safer carwash for the attendants because they no longer carry cash for customers that need 4 fives for a twenty. Plus this location is the only carwash in the area that breaks large bills into fives 24 hours/day." Vincent said he likes the unique recycling method of giving customers change that is provided by previous customers.

Fits In Same Wall Opening As Rowe BC1400

The Model 400RL is easy to customize the faceplate graphic and fits in the same size wall opening as the popular, older Rowe BC1400 changer so no installation expense was needed. Vincent believes the secret to their car washing success is: they keep all equipment working in top shape, customers like seeing an attendant, free vacuums attract new customers and high pressure automatics are a customer favorite.

Magic Minit- Enfield, Connecticut

Magic Minit Carwash in Enfield, Connecticut recently installed 2 new Rowe Model 400 rear load changers that feature the MEI bill recyclers. Magic Minit is a successful family business owned by Alan, Teresa and Joe Tracy. Alan Tracy, a founder of the Northeast Regional Carwash Association, is a very active regional and national association member and strongly supports many of the local Enfield charities. Magic Minit offers free carwashes on Veterans Day and is a huge supporter of the World War II veterans.



Customer Retention Secrets

Alan has been using Rowe bill changers since 1976 and said the new Model 400RLs are very reliable and his customers appreciate receiving fives for tens and twenties. Alan said, "Our business depends upon a core of loyal, repeat customers. In many cases our customers have become special friends and acquaintances." The secrets of Alan's car washing success have been that all their 12 employees are persistent at keeping the washes 100% operational and clean. According to Alan, it is important to treat employees right to keep them on board and motivated.

Magic Minit has grown from being the first carwash in Enfield to one that provides all the car care services including self serve bays, friction and touch free automatics, touch free tunnels and detailing in 3 locations. Plus the Magic Minit VIP gift cards can be purchased on line and can be used at all the Magic Minit washes.

When it is time for bill changer purchases, rely on the knowledgeable associates from Kleen-Rite Corporation.

For a Complete List of Videos:

Watch all the Rowe Changer Videos at www.kleen-scene.com



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HOW TO REBUILD A FLOJET PUMP

Servicing a Flojet pump can be tricky, but with a little patience and know-how, you too can learn to change your seals and valves.



Tools You Will Need:

- Valve Kit: You will need the correct kit for your specific model.
- Seal Kit: You will need the correct kit for your specific model.
- Phillips Head Screwdriver
- Flat Head Screwdriver

*** All Flojet Kits can be obtained through Kleen-Rite*



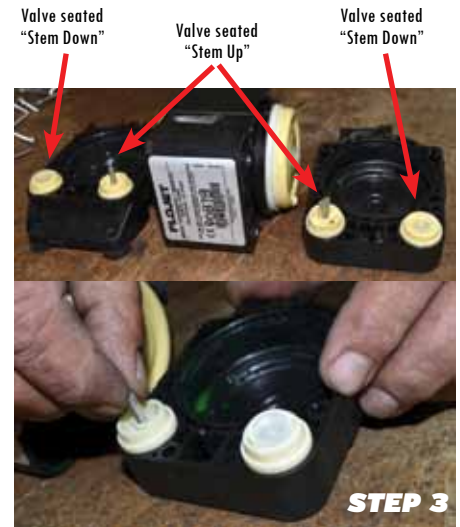
STEP 1

Begin by removing all of the screws on the front and back covers.



STEP 2

Use a screwdriver to loosen the covers from the body, once loosened, remove front & back covers.



STEP 3

Inside you will see one of the valves seated with the stem up and the other set stem down. Replace the 4 valves in the same pattern.



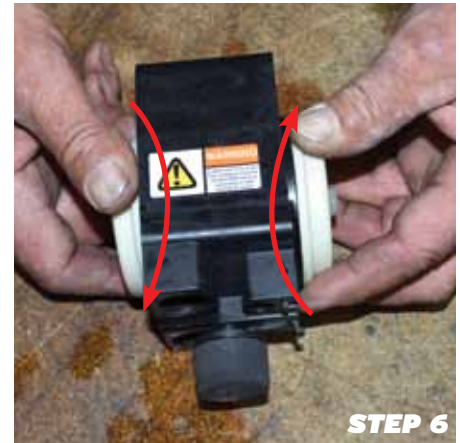
STEP 4

Unscrew and remove diaphragms from the front and back. Be sure you remove the O-rings as well.



STEP 5

Replace the O-rings prior to the diaphragms.



STEP 6

Replace the old diaphragms with the new ones. They simply screw on to the center stem. Tighten by hand.



STEP 7

While replacing the diaphragms and valves, the clips for the bar-stock fittings may have come loose or fallen out. Be sure to replace them before reinstalling the covers.



STEP 8

Test your diaphragms prior to replacing the covers by pushing them back and forth through the body, ensuring that they move freely without obstruction.



STEP 9

Replace the front and back covers and resecure cover with screws.

When deciding to rebuild your pump, take into consideration the cost of the seal and valve kits, as well as your time involved. Depending on the model of your pump, sometimes it is more cost effective to simply replace the pump with a new one.

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



by John Tobias, Kleen-Rite Corp.

WATERLINE AUTO SPA EXPRESS

Glassboro, New Jersey

I had the good fortune of meeting Tyler Harley of Waterline Auto Spa while he was at Kleen-Rite picking up supplies. He spoke in depth of his operation and the passion he showed for his car wash was contagious. I told him I'd like to come visit his location and learn more about Waterline.

When I finally made the trip to Glassboro, NJ and pulled into the parking lot, I would have guessed I was at the wrong location if not for the signage on the building. The place looked like no other car wash I had been to before, and I have seen a lot of car washes. The exterior reminded me of a fancy furniture store or perhaps a bank, but definitely not a car wash.

Tyler introduced me to his executive team,
Steven Green, Bishop Keith W. Reed and

Tyler's wife, Jackie. They had all known each other for years as they all work together for the 2nd largest church in Philadelphia, Sharon Baptist.

Prior to Waterline, Tyler was an entrepreneur involved in Business Development. Due to his passion for cars and service, Tyler was intrigued by the car wash industry and together with his wife Jackie, they decided they wanted to open a car wash. They shared their vision with both Pastor Reed and friend Steven, who told them that if they did get involved in the industry to let them know as they too had a passion for car care. They began to visit car washes together in Chicago, Atlanta and Florida to study different car wash styles.

Once they decided on the type of wash they wanted, they worked with a local architect firm to help them find the right location. It took some convincing, but the architect was persuasive that they rehab an existing facility rather than deal with the hassles and headaches of trying to get the proper zoning and such for a new facility. They finally settled on an old run down site in Glassboro, New Jersey.

"The place had a bad reputation," says Jackie, "They were prepping cars with a



Waterline Executive Team

Steven Green, Tyler Harley, Jackie Harley, Bishop Keith W. Reed

garden hose and using their fingers on the end to create pressure. We wouldn't have brought our cars there ourselves. The place needed a lot of work."

"We ended up going with Econocraft equipment in our tunnel because we wanted to buy local and have the convenience of their support close by," said Tyler.

Upon opening, the Waterline team became very active in the local community, joining such organizations as the local Rotary Club, the Chamber of Commerce and supporting the local Boy's and Girl's Club through an annual contribution. They host various fundraisers throughout the year for multiple local school's baseball, football and soccer programs. They also do charity washes to help raise money for People for People, an organization that helps local people in need.

The Waterline Team stresses that they are extremely service oriented. "It was important to us," said Tyler, "that we create an environment where the customer experiences the same quality service that we would want to experience ourselves."

When asked how their background as Christians impacts the way they run their business, Steven perked up and replied "Integrity. We are very deliberate about what we do and how we do it. We are determined not to be slothful in our business, we do everything above board with integrity."



Waterline turns this:



Into this:



"Our car wash has been open now for five years," Tyler continued, "we've created an environment where people can relax and know that they're being taken care of. From the uniforms our staff wears to the relaxing music we play throughout the entire car wash. We offer complimentary Starbucks coffee, tea and drinks. On Sunday mornings, the first 50 customers receive a free newspaper. Customer's became aware that we are Christian owned and hands on operators and that reflects well for us in the community."

"Currently we purchase a lot of our tunnel soaps and chemicals from Kleen-Rite. We were using another brand but were not pleased with the results. We decided to try some of the Kleen-Rite tunnel soaps and got great results."

Before leaving, I asked Bishop Reed if he could summarize for me his thoughts about running a car wash. He responded he was "really pleased to have the opportunity to participate in a small business that helps create employment in the community. I have enjoyed being a part of the initial vision and watching that vision unfold."

I thanked Tyler and his team for having me down and headed back to Pennsylvania. I have met many fine people over the years who operate car washes, and after spending time at Waterline Auto Spa, I smiled to myself on my drive home, confident that our industry continues to be in good hands.

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Rojo Float Valves are float operated valves for automatic filling of water storage vessels. The Rojo can be mounted above or below water level. It is a simple mechanically operated valve. The Rojo is a good choice where its low flow is sufficient and its compact non corrosive construction is beneficial.

Topaz trough valves are float operated valves for use in automatic filling of water troughs, tanks, cisterns etc. The valve is configured for above or below water mounting. The float operates a small pilot valve which in turn operates the main diaphragm valve. Topaz trough valve are a good choice where their high flow, compact, robust, non corrosive construction and high level of adaptability are needed.

TOPAZ FLOAT VALVE



JFVTS12	3/4" Valve	\$49.99
JFVTS16	1" Valve	\$49.99
JFVSTK	Service Kit	\$11.99



JFVV20	1 1/4" Valve	\$182.99
JFVV24	1 1/2" Valve	\$184.99
JFVV32	2" Valve	\$189.99

Vortex float valves are float operated valves for use in automatic filling of water tanks, troughs, cisterns etc. The valve is configured for above water mounting. The float operates a small pilot valve which in turn operates the main diaphragm valve. Vortex float valves are a good choice where their maximum flow, compact, robust, non corrosive and variable float levels are required.

TOPAZ INDUSTRO FLOAT VALVE



JFVT12	3/4" Valve	\$149.99
JFVT16	1" Valve	\$149.99
JFVTIK	Service Kit	\$28.99

Topaz Industro Float Valves are designed to maintain water levels in applications requiring a valve with high mechanical strength and heat resistance. Some typical applications would be refilling cooling towers and storage tanks, high pressure cleaning and car wash systems as well as many light industrial, air conditioning and irrigation installations.

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