

THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 20 February, 2013

**THE BEST
FOR LESS!**

Cryptopay

The Latest

In Credit Card Acceptance

LED Lights

Not If, But When

**Cops Buy
Car Wash**

Give Ex-Felons 2nd Chance

High Pressure

**Dual Prep
Gun Stand**

**FREE
SHIPPING
OFFER
INSIDE!**

TOLL FREE ORDER LINE 1-800-233-3873

VISIT US ONLINE www.kleenrite.com

“They give my customers MORE”

Scott Funk: Prospect Car Wash, Mountville, PA



“While building my second car wash, I wanted to create the ultimate wash experience. That’s why I added J.E. Adams Combination Vacuum Units.

The units offer my customers **More Options** to choose from. Whether regular vacuum, Turbo vacuum, carpet shampoo and even a spot remover.

Adding all these options means my customers actually spend **More Time** at the vacuum station than a traditional vacuum area.

Which equates to **More Revenue** generated from my vacuums.

It’s simple math. For any operator who wants to see their bottom line increase, J.E. Adams Combo Units are an easy addition.”

Scott Funk

For a complete listing of all our professional car wash vacuums and accessories, visit the Kleen-Rite Catalog or Website.

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





WOW!

4 oz. Flat Bottles & Wipes!

Introductory Pricing
\$29.99
 24 per case



Multi-Purpose Cleaner

AR17233

Overlay Decal: DEDS17233
 1 Column Decal: ARD500

Extreme Tire Shine

AR17236

Overlay Decal: DEDS17236
 1 Column Decal: ARD503

Auto Glass Cleaner

AR17234

Overlay Decal: DEDS17234
 1 Column Decal: ARD501

Extreme Wheel & Tire Cleaner

AR17235

Overlay Decal: DEDS17235
 1 Column Decal: ARD502

Introductory Pricing
\$58.99
 100 packs per case



AR17239

Overlay Decal: DEDS17239

1 Column Decal: ARD506



AR17238

Overlay Decal: DEDS17238

1 Column Decal: ARD505



AR17237

Overlay Decal: DEDS17237

1 Column Decal: ARD504



AR17240

Overlay Decal: DEDS17240

1 Column Decal: ARD507

2 Wipes
 in each
 pack!



G&G LED

waterproof LED tubes

Highlights

- Uses up to 70% LESS ENERGY
- Waterproof
- Maintenance-free
- Instant on/off
- FREE installation support
- UL listed, patented design

Specifications

- 1/3 electricity cost of metal halide
- 100-277VAC input voltage
- 50,000 hour lifetime
- 24VDC power supply included
- Mounting accessories included
- Full brightness in cold temps

G&G LED products are available from Kleen-Rite Corp. 800-233-3873 www.kleen-ritecorp.com

NEW



APPLICATION

- Undercarriage wash
- Commercial
- Car/Truck/Bus/Train wash
- Mining-Vehicle wash
- Shipping Container
- Heavy debris
- Logistics

STABILIZER SPINNER

swiss quality

AVAILABLE FROM

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

800.233.3873

www.kleen-ritecorp.com

car wash technology | high pressure cleaning technology | rotary unions

MOSMATIC CORP. MAR 2011. Subject to change without notice. All rights reserved.



Here we go again.....time to put a new calendar on the wall!!!! Happy New Year, let us welcome 2013. We hope the calendar you choose this year is the Kleen-Rite Monthly Special edition. It is great to see the profiles of the customers each month as well as the great deals that are included. If you don't already have our calendar, feel free to ask during your next call.

We are now 10 months into the opening of our Grand Prairie, TX distribution center; hopefully the customers served from that location are seeing the advantages of the quicker delivery times. We continue to expand inventory at the location to better serve your needs. If there is an item that we don't currently stock at the location.....just ask and we will look to make it happen. Your feedback is our favorite tool to use as we adapt and improve our business.

Another one of the changes that we made going into 2013 is an enhanced search feature on our website www.kleen-ritecorp.com. This feature will help guide you through our website, getting you to the items you need quicker. We also have continued the process of adding product breakdown and specification sheets to the site in order for you to have access to information 24/7. These are just some of the examples of changes influenced by customer feedback.

No matter if you are coming off a good year or a bad year in 2012, we wish you a happy, healthy and prosperous 2013. We will continue to do our best each and every day, in hopes of making running your business just a little easier. We sincerely appreciate the business that is given to us and, like you, we look to continue to improve.

Thank you again for choosing Kleen-Rite as Your Reliable Supplier for the Car Wash Industry.

INSIDE

CONTENTS

- 7 Cryptopay: Credit Card System**
- 11 Kleen-Team: Michael Gaddis**
- 14 Kleen-Rite Expo: Update**
- 17 Air Shamee: 30 Day Trial**
- 19 Winter Check List**
- 20 Next Generation Vacuum Motor**
- 22 MFG Spotlight: Q.B. Enterprises**
- 25 Dual Prep Gun Unit**
- 26 Cops Buy Car Wash**
- 27 Industry Calendar**
- 28 LED Lights: Not If, But When**
- 33 Oral History: Frank Manni**
- 36 Tom's Way: Installing LED Retrofit Kit**
- 38 Operator Spotlight: Herman Fortkamp**

WARNING: This publication is Kleen-Rite Corp. proprietary intellectual property and is protected under United States Copyright Laws. No part of this newsletter including all text and graphical information and cover design, may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording, or otherwise) without the prior written permission of a corporate officer of Kleen-Rite Corp. © 2013 Kleen-Rite Corp.

FREE SHIPPING OFFER

We are offering Free Shipping
on any **ONE** order placed over **\$500.00**
during the month of February, 2013.

Simply reference Kleen-Scene Offer #20 to your
order taker to receive free shipping on your next
order to anywhere in the continental U.S.

** Select items such as Corrosive Chemicals, Non Stock Factory
Dropships, Vacuums, Vac & Vending Islands, Extrutech Wall Board,
Anti-Freeze Detergent, Pole Covers, Grating, Mega-Venders, Cages
& 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 March 1, 2013



AQUA MASTER

Reservoir Mounted Float Valve System

- Automatically dilutes & maintains chemical solution.
- Eliminates risks from manually mixing & handling concentrated chemicals.
- Ensures accurate chemical dilutions.
- Maintains desired level of ready to use chemical in tank or drum.
- Superior design minimizes hang-ups & flooded floors.
- The float is filled with water soluble material eliminating clogs.
- 90° barb rotates to ensure pick-up tube will not kink.
- Metering Tip kit with competitive cross reference included.
- Standard mounting bracket makes conversions a snap!



\$73.50

IN440-23BT
Various Models & Features Available!

Our floats are filled with water soluble material instead of sand, eliminating clogs if the float leaks or ruptures!

See our AquaMaster Video on the Kleen-Rite Website!
Or use this handy QR code to watch it on your Smart Phone!



DISPENSING SOLUTIONS

Water Powered Proportioning Pumps

- Chemically Resistant Nylon - Fiberglass body
- All seals specifically designed to withstand carwash additives.
- Easily replaceable wear parts.
- Extra Lip Seal Piston Kit included with each unit
- Higher 120 PSI operating range. 2.9 PSI to 120 PSI
- Optional Tip Kit, p/n 57-11-1 for dilutions from 750:1 to 2000:1.
- No special model needed
- Hose barbs with swivel for easy installation
- Injection from 300:1 to 1:10 (.3% to 10%)
- Includes 7 ft. 3/8" inlet tubing with foot valve strainer
- Check Valve with Hastelloy spring
- 19 1/2" high, 7" wide

MixRite

Accurate dispensing
Uses only 20% of pressure to drive the pump
Low maintenance and easy to adjust

Each unit comes with a free Lip Seal Replacement Kit!

MR570CW

Various Models & Features Available!

\$242.66



See our MixRite Video on the Kleen-Rite Website!
Or use this handy QR code to watch it on your Smart Phone!



Credit Card System

Designed for the self-serve carwash



Credit cards are accepted almost everywhere and consumers have become accustomed to using credit cards as today's cash. Self-serve carwash customers expect to use credit cards; however, accepting cards is fraught with problems for the carwash owner:

- Card swiping equipment that can survive the carwash environment is expensive and the expense is obviously compounded when there is a need to have one swiper for each bay and vacuum on the site.
- Credit card fees are highest for small-ticket purchases - like \$5.00 carwashes.

These two problems make adding credit card acceptance to a self-serve carwash an investment with a slow payback. That is until now.

The Challenge & The CryptoPay Response

At the 2010 ICA Car Care Show in Las Vegas, Genesys Technologies representatives noticed a glaring lack of affordable and easy to install options for self-serve carwash owners who needed to accept credit cards. Drawing on years of experience in the carwash and wireless business, the Genesys design team came up with an elegant solution to the problem: a wireless, cost-effective, credit card system that everyone could afford and easily install themselves.

The Genesys credit card acceptance solution, CryptoPay, was unveiled at the 2011 ICA Car Care Show. The response was an enthusiastic YES!! The features the design team thought would be valuable to a car wash owner were on target. So, what makes CryptoPay a welcomed addition?

1. CryptoPay is simple, which makes it affordable and easy to install.
2. CryptoPay is rugged enough to survive in a carwash bay environment, without an unreachable price tag.
3. CryptoPay uses a secure wireless connection between swipers and the central collection point called the

Coordinator. This design provides easy installation at lower installation cost while maintaining data security.

4. CryptoPay reduces credit card processing costs to the absolute minimum, and then squeezes those costs some more (read about consolidation below).

A credit card system that everyone could afford and easily install themselves

What is CryptoPay?

The CryptoPay system is composed of only two building blocks: the CryptoPay coordinator unit, and one or more CryptoPay swipers. Each swiper can read a credit card, and can run a carwash timer based on its individual configuration. The coordinator talks to each of the swipers wirelessly, and also talks to computers over the internet to validate credit cards, finalize transactions, and re-configure the swipers when necessary.

Each swiper can be configured remotely by Genesys

to change the way the swiper works. The swiper can be set for count-up mode, count-down mode, auto-cashier mode, or vending machine mode. The prices and times can be configured, and several bonus modes are supported. The CryptoPay swiper sports a colorful LED light bar along its length. This

eye-catching feature lets customers know that the credit card reader is working and ready to take a card swipe. The flowing "waterfall" display is very visible at night and gives a carwash bay a new and high-tech look.

The CryptoPay coordinator connects to the swipers using a proprietary secure wireless connection. This secure wireless connection enables the car wash owner to put credit card acceptance everywhere in the car wash without running cat5 cabling to every point of sale.

How does it work?

When a customer swipes a credit card in the carwash bay, the swiper first validates the card. Expired cards, and cards that are not credit cards – like grocery store cards, driver's licenses, etc., are rejected. The authorization is then sent back to the swiper, which then starts the carwash.



If the internet connection is not working, the system will store the data until the cards can be processed.

In the event that the internet connection is not working, or the payment gateway is down, the CryptoPay system will store the encrypted card data until the cards can be processed. During this period, the system runs the wash as usual so that carwash customers are never inconvenienced due to internet problems.



One of the best features of CryptoPay is the consolidation of purchases. When you are accepting credit cards for small-ticket transactions, getting the average ticket price up is the only way to reduce the percentage of processing fees that you have to pay.

If a customer swipes his or her card several times in one visit (to run the bay again or to purchase a vacuum or vended item), the CryptoPay

system “runs a tab” with the credit card customer, and two hours after the last swipe, totals the final charge for the credit card transaction and then sends that final charge off to the processor in one transaction. This feature saves the merchant (carwash owner) processing fees, because one fee can now cover several card purchases at the carwash. CryptoPay consolidation coupled with low merchant rates provides the car wash owner with significant savings on their transaction fees.

What about tomorrow?

Things can change quickly in the credit card business. Rates change, and laws change. CryptoPay can adapt to changes because the entire system is remotely re-programmable. All of the firmware in the coordinator and swipers can be remotely upgraded when necessary. In fact, several new features such as Go Green Receipts and Washdown cards have been implemented.

Is CryptoPay right for me?

To remain competitive, credit card acceptance is now the standard in many carwash markets. CryptoPay is a secure, cost-effective, and easy to install solution for the self-serve car wash. When you consider the additional benefits of low rates due to purchase consolidation, you will see why CryptoPay is quickly gaining popularity among self-serve carwash owners.

Here are comments from CryptoPay users:



It's a MIRACLE!

Credit Card Acceptance in a Drop Shelf Vender!



Today's consumers use credit cards as cash. Now for the first time, a credit card system for drop shelf vending machines! The CryptoPay System makes it easy and affordable!

1 Column Electronic Vender **VEL399**

CryptoPay Swiper **CPS3005**

LAUREL
METAL PRODUCTS INCORPORATED

Coming Soon To 3 Column & 5 Column Little Tree® Drop Shelf Vending Machines!

Testimonials:

Jeff Staffin, Lil Rascals Car Wash, Dallas Texas

CryptoPay Credit Card System has no complicated wiring. If you can screw in a light bulb you can install CryptoPay. CryptoPay has been up and running for a year and never a problem and the money just finds its way to my bank account. It has a compact design that is easy to adapt to existing bay doors. CryptoPay is built for the car wash environment. We use the units in the most severe environment and if corrosion was an issue it would have failed already.

Morris Hoole, Dixmor Enterprises, Littleton, Colorado

In August 2011 I installed CryptoPay in one of my carwashes which is located next to my office. These were the first CryptoPay installations and I was the beta site. I mounted the coordinator in my 2nd floor office window since there was no phone at the wash and I was too cheap to install one just to test a new system. It is still in the window and has never missed a lick. After about 6 weeks I decided to install CryptoPay in another wash location across town. I mounted the coordinator in the equipment room like it should be. My modem at that location has gone out of service twice but I have not lost any sales due to the storage feature built into the CryptoPay System. I am very satisfied and still have the two original installs untouched with no upgrades done.

Ken Scheeler, Shasta Spotless Carwash, Redding, CA

For years I looked at credit card systems. They all seemed very complex and extremely costly with very long pay backs. It was refreshing to find a system, CryptoPay, that was cost effective, simple to install, and requires virtually no operator monitoring or maintenance with top notch customer service as well as a fast payback. I have a full time day job as well as many kids and two car washes. It is important to me that the credit card system does not require my daily attention to operate. Thank you for the opportunity to work with CryptoPay.

Brock Taylor, Car Wash Installer/Tech, Edmond OK

"The CryptoPay system has been fantastic for us with self-serve bays, vacuums, and Hamilton auto cashier retrofits. A credit card system that truly has it all; low cost, simple installation, reliability, and top notch support. When it comes to retrofitting credit card acceptance CryptoPay is King!"



WATCH OUR PRODUCT VIDEO

Use this handy QR code to watch our video on your smart phone device.



Or Visit:

WWW.KLEENRITE.COM
and Click on the VIDEO Tab!



HAMEL
MANUFACTURING
MADE IN THE  **USA**

FOAMY BRUSH BUCKET ★ ★ ★



Heavy-Duty plastic molded Foam Brush Buckets mount to your floor or wall. Simply drill drain holes wherever you need them.

FBB911R **\$9.99**

Available in Red, Black or Blue!

VACUUM DEBRI CATCHER ★ ★ ★

Sturdy Rubber Dirt Catchers for your car wash vacuums make clean outs a snap!

VDC10 **\$20.99**



ORIGINAL FLEX WANDS[®] ★ ★ ★



Available in Stainless Steel or Galvanized!

Flex Wands allow you to "Bend" the wand on the end of the spray gun, making it easier to clean wheel wells or other hard to reach places on a vehicle.

18" Galvanized: WTGRFBK **\$12.70**

Available in 8 exciting colors!

TIP PROTECTORS ★ ★ ★



NP139BK **.99¢**

Available in Red, Black or Blue!

Mounts to the end of your wand tube by screwing the spray tip "through" the protector and on to wand. Prevents accidental scratches or damage to the car.

FLOOR MAT CLAMPS ★ ★

Give your customers a place to hang and clean their auto floor mats. Simply mount on bay walls or your vacuum stations for easy cleaning of floor mats.

Stainless Steel Channel Style: MCSC35 **\$8.32**

Available in Stainless Steel or Aluminum

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



SIMONIZ®

SUPER VENDING EVENT

Special Offer Ends March 1st

**BUY TWO
GET ONE
FREE!**

**OR
BUY FIVE
GET THREE
FREE!**



Great New Products!

\$35.30

**3 Count
Glove Wipes**
24/case

**Glass
Glove Wipes**
SM910

Decal - SM910D

\$35.30

**Cleaning
Glove Wipes**
SM900

Decal - SM900D

\$35.30

**Protectant
Glove Wipes**
SM905

Decal - SM905D

\$35.30

3 Column Decal - SMD900

fix it!

Scratch Remover

Safely repairs scratches
from car's finish quickly
and easily.

**Fix It Pro
2 oz. Pen**

JSFIXIT

6 pens per case

\$35.99

**Fix It Pro
2 ml. Key Chain**

JSFIXIT-KEY

6 key chains per case

\$19.50



PermaScents

air
fresheners

\$21.20

SPRAY PEN
4oz.
12/case

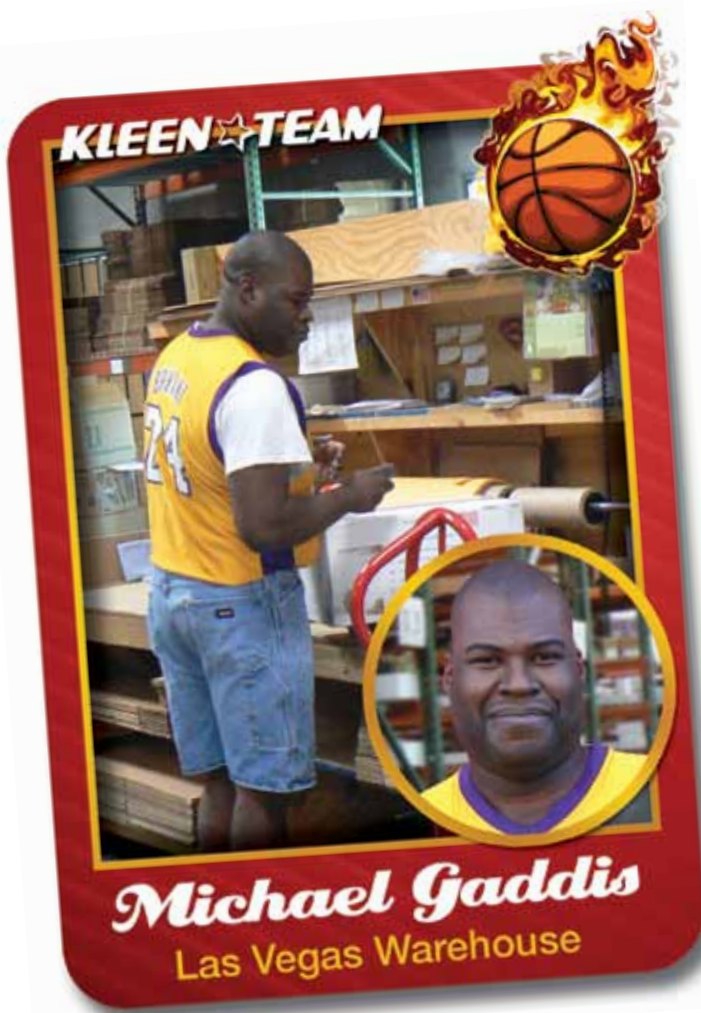
Lemon
JSP401

Cherry
JSP402

Vanilla
JSP403

Jasmine
JSP404





THE KLEEN TEAM

Michael Gaddis

Order Fulfillment

Born in the small town of Forest, Mississippi, my parents and I moved to Las Vegas, NV 8 months after I was born, so I am a local native here in Las Vegas. During my first two years in high school, I played basketball for the Eldorado Sun Devils and during my junior and senior year, I played for Southern Nevada Vocational Technical Center.

I majored in Arts & Crafts, Electronics, Graphic Communications, and Printing Technology. From 2000-2005, I participated in a program called the Southern Nevada Volunteer Sports Club and played basketball for charity and fitness activities for the Summer League Program. Later, I enrolled in the University of Phoenix here in Las Vegas, for Business Management.

During my leisure time, I like to play basketball, go to the gym and work on projects at home like painting, drawing, sketching, and little bits of craft work.

“My experience at Kleen-Rite for the past 5 years has been great! The staff members out here in Las Vegas have been very kind to me and we all communicate effectively to make our jobs easier to handle. And although I dearly miss my former managers Jim and Sally Lutz, our new manager, Tom O’ Leary, has done an excellent job of handling the many different tasks and situations that come our way daily. I have really enjoyed working for a corporation that cares for everyone and in particular, treats me personally as one of the family. I can say that it is the most family-oriented company that I have ever worked for.

VIDEO SURVEILLANCE SYSTEMS

PEACE OF MIND

ANYWHERE, ANYTIME



CHECK IN ON YOUR WASH FROM YOUR IPHONE, IPAD OR “DROID” SMART PHONE



POWERFUL DRYING FOR PREMIUM PERFORMANCE. ONLY FROM PROTO-VEST!



PVINBAYRM



PVT130RM



PVS130



PVINBAY

**PROTO-VEST
DRYERS
PROVIDE.**

Expedient drying time

Efficient designs that require minimal horsepower

Proficient patented bag designs that effectively strip water from the vehicle's surface

Extended equipment life and low maintenance

Compact sizes to fit in narrow bays

Optional Proto-Vest Silencing Package to reduce decibel readings lower than OSHA regulations

Proto-Vest, Inc.

CALL TODAY!

1-800-233-3873

THE BIG

BUY ANY 3 ULTRA FOAM BRUSH SOAPS
AND GET A FREE
 5 GALLON PAIL OF THROTTLE DRY
SEALER/WAX/DRYING AGENT

GIVEAWAY!

| | | | | | | |
|--|--|---|--|-----------------|--|--|
| <p>BUY Banana Ultra Foam Brush Soap 5 Gallon Ultra-Concentrated Banana Scented Foam Brush Soap NAC5203 \$73.40</p> |  | <p>BUY Cherry Ultra Foam Brush Soap 5 Gallon Ultra-Concentrated Cherry Scented Rich Pink Foam NAC5202 \$73.40</p> |  | <p>=</p> | <p>FREE Throttle Dry Sealant/Drying Agent 5 Gallon Fast Drying Lemon Scented Carmauba Based NAP5350 FREE</p> |  |
|--|--|---|--|-----------------|--|--|

HURRY! FREE THROTTLE DRY DEAL ENDS MARCH 1ST!

the
Ace 
 The Next Generation
 Air Freshener

| | |
|------------|--------|
| Cherry | JPPC2 |
| New Car | JPPC22 |
| Strawberry | JPPC7 |
| Vanilla | JPPC23 |
| Ice | JPPC74 |



\$5.70
 per 12 pack

KLEEN-RITE: EXPO

LEARN-MORE EARN MORE: SUCCESS!

Expo Wrap-Up

The latest gathering of the “Learn More, Earn More” Car Wash Training Expo was another hit with our customers. Car Wash operators from around the country descended on Columbia, PA for this one day event.

Attendees were treated to a full schedule of events, car wash related seminars, bus tours of the Kleen-Rite facilities and car wash, lunch buffet and more. The expo floor was jam packed with all the leading manufacturers in the car wash industry, eager to share the features, options and maintenance of their goods.

The day wrapped up with door prize drawings. We gave away thousands of dollars in door prizes to lucky customers, including trips to Las Vegas for the ICA show as well as Key West, Florida.

The best part is that the entire day was absolutely free to attend to any car wash operator, their families and workers. Our next expo will be held in November 2014.

We'd like to thank the following sponsors for donating to the door prize give-aways:

- | | | | |
|----------------------|--|--------------------------------------|-------------------------|
| Simoniz: | Trip for 2 to Las Vegas, ICA Show | JE Adams: | Kindle |
| Simoniz: | iPad | National Automotive Chemical: | Kindle |
| Armor All: | iPad | Universal Brush: | 5 Brush Packages |
| Car-Freshner: | Cash Give-Aways | | |

- | | |
|------------------------------|------------------------|
| Rowe: | Digital Camera |
| Jobe Valves: | Flat Screen TV |
| Wobblehead: | Flat Screen TV |
| Giant Ind.: | iPod |
| JBS Ind.: | iPod |
| Xylem (Flojet): | Xbox |
| Laurel Metal: | iPhone Speakers |
| Genesys Tech.: | Emergency Radio |
| GinSan: | Garmin GPS |
| Vehicle Wash Systems: | Garmin GPS |
| Hamilton Mfg: | Blu Ray Player |
| Parker Eng: | Blu Ray Player |
| Ultimate Products: | Bluetooth |
| Hydro-Spray: | Binoculars |
| Trans-Mate: | Binoculars |
| Hydro-Spray: | Cordless Drill |
| Trans-Mate: | Cordless Drill |
| Rain Tunnel: | 2 Air Dancers |
| Repforce: | Nascar Models |

Join us in 2014 for our next Expo!





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

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

CW2040
 5.0 GPM
 2500 PSI
 1250 RPM

CW1541
 41.0 GPM
 1200 PSI
 1000 RPM

Emperor

Earning Your Trust Year After Year

All Are Available Through Kleen-Rite!

30 YEARS OF TRUST

1982 - 2012



GENERAL PUMP





Your Satisfaction is 300% Guaranteed with the
ERIE 3 FOR 1 GUARANTEE®!

**PROUDLY MADE
IN THE U.S.A**



FOAMY BRUSHES



**BI-LEVEL
BRUSHES**



**WHEEL
WIZARDS**



**ROUND
BRUSHES**



**SPARE
PARTS**



**SPOKE
BRUSHES**



Air Shamme 30 Day Trial

WE ARE DOING IT AGAIN!!!



Last year we offered a free 30 day trial of the Air Shamme to our customers from all across the country. The phenomenal success that the hand-held in bay dryer has brought to operators has inspired us to share thier stories here with you! And because of the success that these blow dryers for self serve bays have brought to our customers, we are bringing back our FREE offer to you. Have an Air Shamme installed at no cost to you in a self serve bay at your wash and keep the extra 10% in revenue that is generated for the month in that bay too! Absolutely no cost to you, only money to gain! After the 30 day trial, if you would like to continue making the additional money in that bay, you may purchase at that time. Don't miss your chance to get in on our FREE INSTALL as we are setting up specific locations and times near you.



Here's how it works. You call Kleen-Rite and we'll set you up for a free 30 day install. You do not pay for the unit or installation of it until the 30 days has ended and you decide to keep your unit. The amount of time that has been used on your unit will be proven to you by a counter that is mounted on the outside of the dome. This will also prove to you how fast your unit would pay itself off. After the unit has paid for itself, it is almost pure profit because all you are selling is air!

We have offered free installs in the past so please listen to what your fellow owners have said regarding this program:



Melvin Brown

Naples Car & Truck Wash: Vernal, Utah

“At first we had only one Air Shamme installed and had people waiting in line for it. We could see right away that it would be a profit maker in no time. It had ten hours use in the first

week. So we ordered three more for the other self-serve bays. Our customers love them, some even use them to blow dust from inside their vehicles.



Larry Carter

Quality Lube & Car Wash: Shawnee, OK

“At first we said “What? 30 days no risk? Ok!” So we had one installed and what happened next was unreal + it took off. At one time we had people backed up for that bay. After that we

installed 13 more, now every bay has one and people love them, especially motorcycles . It was a good investment!”



The lighted domes of the Air Shamme draws attention to the inside of Melvin Brown's bays.



Paul Kennedy

Manchaca Car Wash: Austin, Texas

“At first I didn’t know if the Air Shammee would get used at all or even pay for itself, so the 30 day trial was perfect for me. Its a risk free way to determine if they were profitable and if

my customers like them. It’s one of those things you make money on the sooner you put them in and they put an hour meter on it to prove it. I had 2 units installed at 2 different car washes for the 30 day trial and recieved so many hours on the meter that I put Air Shammees in 12 more bays. I now have 14 units working great and making money and I will be having 7 more units installed in the spring of 2013.”



Gary Shafer

Soapy Suds Car Wash: Fort Myers, FL

“For my 30 day trial I had 2 units installed, one in each of 2 locations. After 30 days one unit had 11 hours and the other had 10 hours on the counters. Now after 12 months of operation one

unit has 129 hours and the other 119 hours. At .50¢ per min that is revenue of \$3870 and \$3570 in the first year! Shortly after seeing those results I had 7 more installed and plan on adding 11 more units in 2013. Customers are elated with the dryers. My motorcycle customers love them but my car customers actually use them more. I am very happy I took advantage of the 30 day trial!”



Paul Kennedy (L) and Larry Carter (R) with their proven Air Shammees!

“CALL TODAY TO SCHEDULE YOUR INSTALL....AVAILABILITY IS LIMITED”

2013 Air Shammee 30 Day Trial Schedule

See chart below for when the 30 Day Trail will be available in your area of the country. Be sure you don't missout!



Jim Gaberino put in a spanish version of his rotary dial to increase usage



WATCH OUR INSTRUCTIONAL VIDEO

See the Air Shammee being demonstrated in our new online video. Learn how easy it is to add an Air Shammee to your wash!

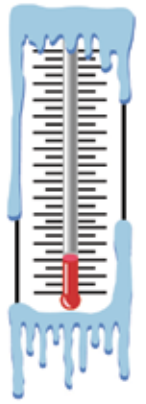
Visit:

WWW.KLEENRITE.COM
and Click on the VIDEO Tab!





WINTER Check LIST



Winter is here, and it's time to prepare for the freezing temperatures. The following is a list of some of the things you should check to get ready for it.

✓ **WEEP SYSTEM:** Make sure your weep system is working properly. Check the controls, be it a weep mizer or thermostat, to make sure it's reading the temperature correctly and sending power to the weep solenoid. Also check the normally open solenoid to make sure it functions properly, and check to make sure your guns are allowing adequate weep water through.

✓ **ANTI-FREEZE DETERGENT:** If you use anti-freeze detergent for your foam brush and/or triple foam systems, make sure you have chemical on hand before the temperature drops below freezing. Don't forget to make sure you're using the appropriate Hydrominder tip when you make the changeover to winter chemicals.

✓ **FLOOR HEAT:** Do a check of your floor heat system and make sure everything is in working order. You don't want to find out it's not functioning properly after winter is already here.

✓ **RADIANT HEAT:** Just as with your floor heat, if there's a problem with your radiant heaters, you want to find out before you need them.

✓ **GARAGE DOORS:** If you have garage doors on your in-bay automatic, make sure they cycle properly to let cars enter and exit the wash.

✓ **BAY FITTINGS:** Check your swivels and fittings in the bays for leaks to avoid ice buildup.

✓ **PITS:** Check to be sure your pits aren't full before the weather gets bad. It's a lot easier to empty them in nice weather.

Remember, Kleen-Rite has all the parts and supplies you need to get through the winter months.

DIXMOR Weep Mizer

- Cycles your weep system on and off for maximum dollar savings
- Continuous display of outside temperature for your convenience
- Automatic secondary function controlled by rise or fall of temperature
- Easy manual override of automatic operation for either input
- Use of multiple sensors possible; weep system controlled with coldest reading
- Battery backup to eliminate reprogramming in case of power failure
- Built in "FAIL SAFE" program for peace of mind operation
- Easily programmable with two
- Maintains memory of what time temperature was below turn on point, time water actually ran, in hours, high/low temperature since last reset



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

DIXMOR LED6 Model Timer



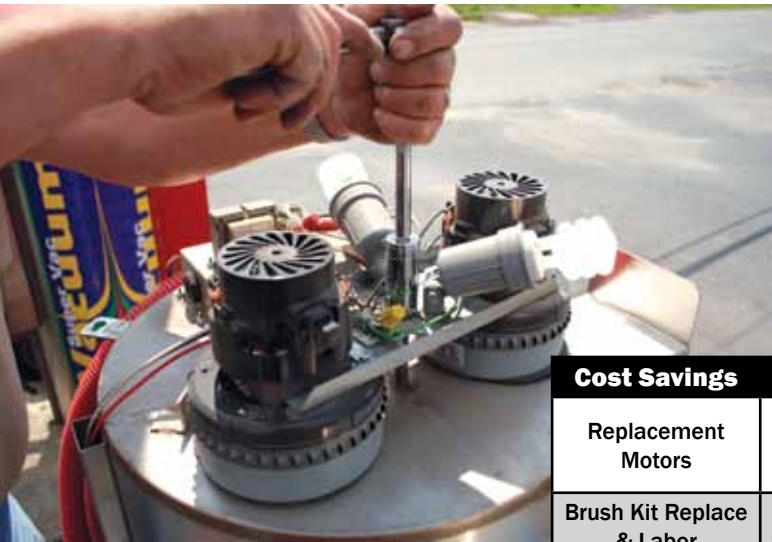
- Shelf mount timer - case size 3.5"W x 2"T x 3"D
- Super bright red dot matrix LED display 2.5" x 3/4"
- Standard 24VAC timed load plug with 4 extra inputs and 4 extra outputs for combo machines
- Two separate time and price settings: One for timing standard outputs, one for extra outputs
- Credit card input with advanced features: count up in time or money, display programmable message during countup
- All the standard features of the LED5 and LED7 timers

| | |
|----------|---|
| DMLED6 | LED6 Model Timer |
| DMLED6-S | LED6S Dual Function Combo Vac/Bay Timer |

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

The Next Generation of car wash vacuum motors

The goal of any car wash business is to keep the downtime of all the various equipment to a minimum. Revenue is lost if any bay is temporarily closed for maintenance or repair or if the change machine does not produce the coins needed. This applies to car wash vacuum units as well. Not only is there the loss of revenue from a vacuum sitting inoperable, there is customer dissatisfaction that can likely result in customers searching for another local car wash facility.



At the heart of any vacuum system is the motor. The most commonly used car wash vacuum motor is a 5.7-inch diameter, 2-stage, peripheral bypass motor, with a brush life of 600 to 700 hours. The common practice in car wash vacuums is operating two motors in air-parallel (side by side) to achieve an increase in air volume (CFM). Replacing the brushes will likely mean an additional 300 to 400 hours of life, since the commutator surface is worn considerably from the first set of brushes. Each time the brushes wear out, the vacuum unit is unavailable for customers until either the motor's brushes are replaced or a replacement motor is installed. This usually involves a costly service call. And for owners who repair their own units, it means costly motor and replacement brush purchases along with labor time.

Over the decades, not much has changed in the universal vacuum motor design. That is until now. AMETEK Floorcare & Specialty Motors, the global leader in universal vacuum motors for the car wash industry, has successfully incorporated its new patented "Eternity

Brush" design into a 5.7-inch diameter bypass motor. The 120-volt version is the Model 122315-18. The "Eternity" Brushes are longer and curved to provide 1500 to 2000 hours life from one set of brushes. This means less downtime and a lower part and motor replacement and labor costs. And since the fan diameter of the 122315-18 is the same as the standard brush motors, the 122315-18 fits in any car wash vacuum unit. The overall height of the 122315-18 is about 0.5 inches taller than the standard motor.



| Cost Savings | Typical 5.7" | 122315-18 |
|--|---|--|
| Replacement Motors | \$170 \$70 (\$35 x 2) \$100 (labor) | \$200 \$100 (\$50 x 2) \$100 (Labor) |
| Brush Kit Replace & Labor (after 600 Hr) | \$130 \$30 (\$15 brush x 2) \$100 (labor) | \$0 |
| New Motor (after 400 hrs) | \$170 \$70 (\$35 x 2) \$100 (labor) | \$0 |
| Brush Kit Replace & Labor (after 600 Hr) | \$130 \$30 (\$15 brush x 2) \$100 (labor) | \$0 |
| Loss of Revenue for down-time (\$25) | \$75 (\$25 x 3) | \$0 |
| Total Hours | 2000 | 2000 |
| Total Costs | \$675 | \$200 |
| Savings: | \$675 - \$200 = \$475 | |

This new "Eternity" Brush motor design was first introduced in AMETEK's new 8.4-inch and 6.6-inch motor designs in 2010. The new car wash vacuum model also incorporates a new bearing protection scheme that was introduced in the 6.6 and 8.4 designs. The fan-end bearing is relocated from the bottom bracket to an area above the cooling fan. Labyrinth seals are used to keep moisture from the fan-system from reaching the bottom bearing. Motor bearings are protected and bearing life improved, in the event a car wash customer decides to vacuum liquid from his car, truck or boat.

The new Model 122315-18 car wash vacuum motor is now available through Kleen-Rite. Call today for pricing and additional information, especially regarding any mounting concerns.

CONNECT with **KLEEN-RITE** CORP.



KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

72 Count Vend Packs
\$33.25



Black Ice
24 Card: VS50155
72 Vend: VS10155



Grape
24 Card: VS50363
72 Vend: VS10363



White Water
24 Card: VS53844
72 Vend: VS13844



Cotton Candy
24 Card: VS50282
72 Vend: VS10282

24 Count Card Packs
\$11.90



Woven Whites
24 Card: VS50526
72 Vend: VS10526



Strength
24 Card: VS57501
72 Vend: VS17501



Cherry Kiss
24 Card: VS57311
72 Vend: VS17311



Pineapple
24 Card: VS50364
72 Vend: VS10364



Little Tree® 96 Piece Counter Display
(Contains 96 1-Packs)

24 of each fragrance:
New Car Scent, Black Ice®,
Strawberry, Vanilla®.

VS10000

\$46.95

Little Tree® 24 Piece Handi-Strips
(Contains 24 1-Packs)

| | |
|-------------|---------|
| Assorted | HS10100 |
| Royal Pine | HS10101 |
| Spice | HS10103 |
| Vanillaroma | HS10105 |
| New Car | HS10189 |
| Wild Cherry | HS10311 |
| Strawberry | HS10312 |
| Black Ice | HS10155 |

24 Count Handi-Strips
\$12.10



\$12.10

Your SOURCE FOR Little Trees®

Maximizing your profits by offering Little Trees®! Little Trees® are the number one selling air fresheners in the car wash industry, and Kleen-Rite offers them at the lowest price, adding to your bottom line!

Car-Freshner®

800.233.3873
www.kleen-ritecorp.com



Manufacturers Spotlight

Highlighting The Companies That Make Our Products

Quick Dry

Q.B. Enterprises, Inc.

The Quick Dry story begins fittingly at a car wash in the fall of 1982. Roger Kube, at that time a sales representative for a major medical supplier, was having his car washed and detailed at Express Full Serve Carwash in Charlottesville, Virginia. A car wash employee mistakenly used surgical towel samples located in the back seat of Roger's car. The blue cotton towels looked similar to the towels Express Carwash used in their detail area. Roger was obviously upset because his next sales call that afternoon was to deliver these towel samples to the University of Virginia's Operating Room. Express' owner, Henry Weinschenk, spent a while trying to calm Roger down. Realizing that the towels were 100% cotton, lint free and extremely absorbent, Henry thought the towels would be a great product for the carwash industry. He suggested that Roger attend the Southeastern Carwash Show in North Carolina the following weekend.



The only towels vended at that time were bonded cellulose or paper, sold from \$.25 to \$.50 and came in two colors, blue or white. The paper towels were small, flat and machine manufactured to fit the shelf of stainless steel drop shelf vending machines. Q.B. Enterprises' sources for surgical towels were local hospital laundries or industrial laundry facilities. The laundered towels were dumped from the dryer into boxes and wrinkled. The obstacle for Roger to overcome was a fold that allowed the fluffy 100% cotton 17" x 22" towels to fit the small vending machine shelf and drop correctly without hanging up on the wires supporting the shelf. Many variations to the fold were tried including ironing. This seemed to be the only way to get the towel to fit into the machine. Ironing added cost so the goal became a fold without ironing. The solution was a local workshop for adults with disabilities, Didlake. Quick Dry Cloth Towels was born.

With a handful of blue surgical towels in his briefcase, Roger attended the biannual gathering. Two gentlemen offered to buy Roger's breakfast, Larry Harrell and Sam Brookshire, and shared their observations with him. Larry owned Harrell's Carwash Systems in Indianapolis, IN and Sam was the owner of a self-serve in Taylorsville, NC. Both men were enthusiastic about vending a cotton towel and told Roger that if he could figure out a way to make the towel vend, he could revolutionize the carwash industry. Roger took their advice and began learning about the self-serve carwash industry and vending machines.





Didlake ran a three county program that trained consumers to work in the community. Those individuals that were unable to graduate from a sheltered supervised environment became our core team to fold and count the correct number of towels per case. This number averages about 50 adults each year. Roger and Becky began attending all of the regional carwash shows to demonstrate that a thick cotton towel would vend



correctly from a drop shelf vending machine and turn the quarters into dollars! Soon, Becky and Roger expanded their business adding Terry Cloth towels, Detailing Diapers, and microfiber towels.



Q.B. Enterprises' next innovation in drop shelf vending was to bottle products in flat oval bottles. The importance of the flat oval bottle was that operators didn't have to buy an expensive bottle vender. Flat bottles didn't roll off the shelf.

Q.B. Enterprises continues to grow adding a full service line and private labeling for companies that wish to vend their own vending line. The company is family owned and operated with the help of son Chris Thomas and son-in-law Jonathan Wiles.

CELEBRATING

30 YEARS

THANK YOU!

Quick Dry
The Vending Company

Tapeswitch

A full spectrum of sensing and signaling products for protection, detection and safety.



Tapeswitch Car Wash Vehicle Sensing Switches are designed to detect the downward or angular pressure of an automobile tire in the harsh environment of vehicle wash down systems. These vehicle detection sensors are molded from 100% PVC Plastisol and features anti-wicking Dri-Run cable, which provides exceptional protection from moisture intrusion through the electrical lead wires.

Many sizes and styles available.

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

Introducing the

Autodry

by AirLogic

Kleen Scene Special! \$1,385.00

AD0120 - 120V - \$1,385.00

AD0220 - 220v - \$1,385.00

Featuring a powerful in line design, high strength nozzle and stainless steel construction the Autodry is AirLogic's newest way to keep your customers happy and profits high.



Air Logic

10% off wall mount panels!

- Triple Foam Polish
- Tire and Engine Cleaner
- Foam Brush
- Presoak
- Bug and Mag Cleaner



Upgrade your equipment room with our space saving wall mount panels.

Tired of Dirty Bay Walls?

INTRODUCING KLEAN WALL™

WORKS GREAT ON:

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

100%
Hydrofluoric
Acid Free!

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



Call today for
a free sample!

1.800.233.3873
Kleen-Rite: an Authorized Distributor

AFTER BEFORE

APFormulators
Making a cleaner world

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

NEW EQUIPMENT: HIGH PRESSURE Dual Prep Gun Unit

This high pressure dual gun prep system will meet the demands of your high volume tunnel. We designed the unit to meet all of your expectations. It is powerful, reliable and most importantly; affordable. The unit can be purchased with or without the motor controls.

FEATURES:

- Stainless Steel Stand
- Poly Tank & Lid
- 530 Hydrominder
- 7CP Cat Pump® (8 GPM @ 1250 PSI)
- 7.5 HP Baldor® Motor
- Belt Driven
- Dual Gun Ready
- Unloader & Pulsation Dampener

Dual Prep Gun Stand

PS7CP \$5,799.00

Control Box

PS7CP-CB \$575.00

**Shown with optional motor control*



Back View

Front View

Cops buy car wash

give ex-felons 2nd chance

Officers help ex-cons get work after prison

As they make regular patrols through the Cincinnati police district covering Avondale, Bond Hill, Roselawn and seven other neighborhoods, officers Michael Donald and Charles Utley always hear the same answer when they ask, "Why'd you do it?"

"I can't get a job because of my record," the offenders answer.

Looking two years ago to start a side business as a hedge against possible police layoffs - Donald and Utley were among 250 police officers let go in Cleveland in 2004 - they focused their idea on helping former criminals who'd been jailed.

On patrol one day, they noticed



that Howdy Car Wash, which had been open since 1950 on Reading Road in Paddock Hills, had closed and was for sale. They bought the property in late July 2011, made \$22,000 in improvements and opened a month later. Back in business for a little more than a year, Howdy has 12 employees making \$8 an hour and is about to hire its 13th.

"This is our way of giving back," said Utley, 42, originally from Toledo and now living in Golf Manor. "We thought about what we could do to reduce crime."

Utley, Donald and Donald's wife, Marchelle, who runs the business, have not made any money from the car wash. "Our first goal," added Donald, 47, of Colerain Township, "is pretty simple: Get them off the street, give them a job and help them become more productive citizens."

Need is great for jobs for people with felony records. Ohio prisons release an average of 2,100 inmates back to Hamilton County each

year, mixing with the county's roster of about 5,000 felony probationers - criminals convicted of serious crimes but sentenced to probation instead of prison.

Anthony White, 41, unemployed since 2003, has worked at Howdy since February and says he has never been more productive.

He'd filled out countless job applications, but prospective employers couldn't get around his multiple felony convictions that included grand theft auto and drug trafficking. Off and on, he'd go back to the streets to sell drugs but didn't get caught.

Then White applied for a job at Howdy Car Wash. He'd heard the owners give ex-cons a chance. "They've helped me get on the right track," White said.

The ride hasn't been smooth, for either White or his employers. "I was leery of working for cops," White said. "Then I realized they are just people, good people."

"I fired him and kicked him off the property in the beginning," Michael Donald said.

"I brought him back," Marchelle Donald, 42, said. "I had a long talk with him."

"I wasn't listening and wasn't being part of the team," White said. "I wanted to do everything my own way."

Marchelle Donald's



nurturing tough love is something White hadn't ever experienced. "I do feel like their mother," she said. "They all have my cell number. They all know they have to call me if they're going to be late. They're all learning how to work."

They're seeing the benefits.

"I'd never had a job this long," said White, who recently rented an apartment nearby for himself, his two young children and their mother. He works 15 to 25 hours a week and likes how it feels to pay his bills legally: "I look forward to going to work."

Burl McLachlan, 38, of Norwood likes the sense of self-worth that comes with honest work. He gets 30 hours a week at Howdy and can pay his rent and utility bills and otherwise support himself and his two young daughters. He served 10 years at Mansfield Correctional Institution for assaulting a police officer when he was 18.

"It's a rush to do a good job," said McLachlan, whose own work history is spotted with stops and starts related to his criminal record. "Our bosses respect us here and get that respect back. If you do something wrong, they let you know, but it's not out of line."



Rules are listed on a sheet inside the car wash. Customers are to be called "sir" or "ma'am." Tips can be accepted, but, if as much as a nickel comes up missing from a car, "We will fire you, and we will press charges," Michael Donald said.

"Attrition is high," Utley said.

Owners take pride in the successes of their employees, especially that of a man convicted of rape 13 years ago who today is among their longest-running and most productive employees.

"We believe people can change for the better," said Marchelle Donald, who had to be OK with hiring a sex offender.

Word on the street is Howdy is a good place to work. The owners recently hired a woman and two men without criminal records referred from a job fair.

Cincinnati police chief James Craig likes what two of his officers are doing. "It's noble on their part," he said. "They see a need and are addressing it. It's really what community policing is all about. They're giving people a second chance who need a second chance."

Reprinted with permission of the Associated Press



Winter/Spring 2013 Industry Calendar

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

- | | |
|-----------------------------|---|
| Feb 16 2013 | Kleen-Rite Open House & Barbecue 1375 114th Street, Grand Prairie, TX Kleen-Rite Texas - FREE EVENT! |
| Feb 17-19 2013 | Southwest Car Wash Assoc. Convention Arlington Convention Center, Arlington, TX www.carwacs.com |
| March 5-6 2013 | CARWACS/Convenience U Hall 2 - International Centre, Mississauga, ON toronto.convenienceu.ca |
| April 22-24 2013 | The Car Wash Show / ICA Sands Convention Center, Las Vegas, NV www.carwash.org |



Helping Those in Need

"2,054 lbs of food"

JE Adams Industries, located in Cedar Rapids, IA, is a manufacturer providing vacuums, air machines, and combination units to car washes and convenience stores. We put a goal out to our employees to collect food for the Salvation Army. Our goal was to accumulate 1,000 pounds and we ended up with 2,054 pounds of food/supplies for local needy families. Lonnie Schwartz, President and CEO of JE Adams, states "I am overwhelmed by the amount of support the company's employees put forth and I couldn't be prouder of our organization for giving back to our local community".

LED Lighting: Not If, But When



Operators First

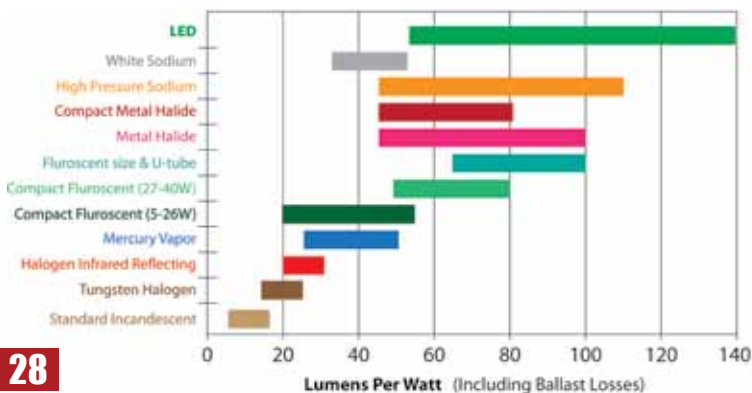
As car wash operators we at Mile High Wash Systems are constantly looking for ways to improve our business, increase our revenue, and lower our costs. With over twenty five years in the industry, we have five self service locations in the Denver metro area. We do our own maintenance and one of the things that has been a constant source of problems over the years was how to keep over 100 metal halide fixtures running all the time. Whether it is bulb changes, ballast changes, or just cleaning the lenses from the grime that gets baked on and the bugs that find their way into the fixtures, we thought there has to be a better way, and in looking at alternatives to metal halide lighting, we developed our own line of LED products.

What is an LED?

A light-emitting diode (LED) is a solid state lighting source that uses a semiconductor to produce light rather than electrical filaments, plasma, or gas. There are no gasses to escape, filaments to burn out, bulbs to crack, or high voltage requirements to produce light. LEDs have been around since the 1960s, but recent developments in producing white LEDs are now making their way into the supply chain. Your local home improvement store now stocks LED replacements for most of the popular size light bulbs in your home.

Why use LEDs?

LEDs can produce light at up to an 80% greater efficiency than other conventional sources. See chart below:



Furthermore, LED light is directional. 100% of the light is produced and emitted in the direction you want it. A metal halide fixture loses over 60% of its output because the majority of that output is going in the wrong direction and must be redirected using reflectors.



LEDs also have extremely long life. Today's best LEDs have ratings exceeding 100,000 hours. That's over 25 years running at 12 hours a day. Even at the end of 25 years the LED will still emit light, but at a rate that is 50% of what it was when new. Contrast this 2% per year decrease in LED light output with a metal halide bulb that loses 3% of its output each month. After one year a metal halide bulb out-

puts only 70% of the light it did when it was new. After 2 years and it is less than 50% of its original output. This is the lower maintenance advantage of LEDs. No bulbs to change. LEDs do use a driver that converts AC line voltage to DC to power the LEDs, but these drivers are not like your typical ballast. They are lower voltage and are quick changeouts.

Since LEDs are a solid state circuit, they are quick start with no cycling delays, and cold weather does not affect them like cold can affect fluorescents. LEDs also output a very specific frequency of light, with no infrared or ultraviolet frequencies that can attract bugs like conventional lighting.

LED Disadvantages:

Cost. LEDs have a higher initial cost than conventional lighting. However, the economics have improved such that you can now expect to receive a two year payback in just electricity savings with the LED lighting we sell.

LED Buying Considerations.

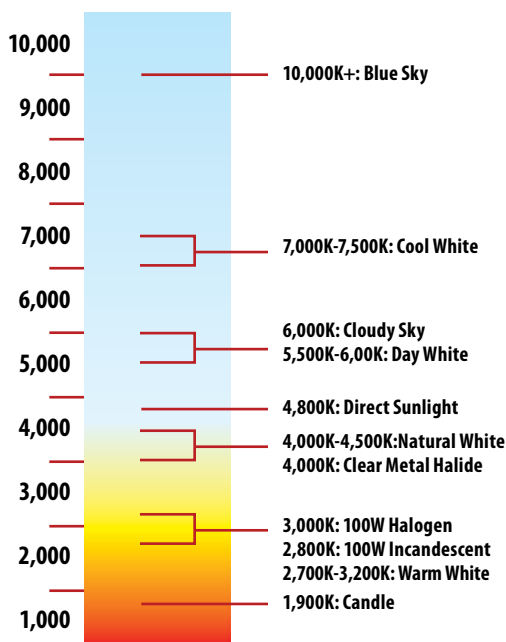
One of the most important considerations in choosing an LED light is the lumens per watt that the fixture produces. Like miles per gallon, lumens per watt is a measurement of the efficiency of a fixture. The greater the lumens per watt, the more energy efficient the fixture is. A fixture at 130 lumens per watt is 2X as efficient as a fixture at 65 lumens per watt.

- Standard incandescent fixtures (100W light bulb) emit approx 15 lumens per watt.
- LED bulbs sold at home improvement stores (Home Depot, Lowes, etc.) will typically have output in the 50 – 70 lumens per watt range.
- High end commercial LED fixtures will have output in the 70 – 100 lumens per watt.
- LED Research and development labs have exceeded 250 lumens per watt.

The LED lighting we sell all use Cree LEDs that output over 130 lumens per watt. Our kits and lights will be some of the most energy efficient you can buy in the market.

A second consideration in purchasing an LED fixture is the color temperature of the LED. The higher the temperature, the more blue the light. See chart:

Kelvin Color Temperature Scale



LEDs are easier to produce (and therefore cheaper to purchase) in the 6,000 – 7,000K color temperature range. We think car wash lighting should be a natural white light so we use LEDs in the 4,500K temperature range. This produces a very dynamic, natural color that is very similar to sunlight and doesn't make your customer feel like they are in a hospital.

Finally, when comparing different manufacturers of LED lighting with different size fixtures and lumen output, you can take the cost of the fixture divided by the total lumens produced by the to figure out what you are paying per lumen. For example, a fixture that produces 8,500 lumens and costs \$379 costs \$0.0446 per lumen, a second fixture that produces 6,300 lumens and costs \$500 costs \$0.0794 per lumen.

Cost per lumen shouldn't be the only consideration, but it is a useful comparison tool.

Why choose Mile High's LED lighting:

We were not in the light fixture business before we got into the LED kit business. We found a solution that worked for us and then brought it to the market that we know. We prove the concept at our own facilities and then sell to other car wash operators. Our kits are easy to install, and are economical since we are reusing your existing fixture and lens. Our ceiling mount lights have the lowest cost per lumen of any manufacturer we know. They are IP65 sealed for use in wet environments and are a similar footprint to replace a LSI Scottsdale fixture. Since you are reusing your existing fixture, there are no new electrical



Turn this:

Into this:



runs or modifications required. Pull out the guts of your metal halide fixture, install our kit, and you now have an energy efficient, vibrant light that will provide years of maintenance free service.

Our 50W kits output as much light as a new 175W bulb. That's a 72% reduction in electricity usage. You can figure out how much you can save by using the chart below:

For example, if your cost of electricity is \$0.20/KWh then your cost to run a 175W metal halide fixture each year is \$153. With a 50W kit, your cost drops to \$44. You will save \$109 each year just in electricity plus you won't have annual bulb change and other maintenance costs. Our kits come with auto ranging drivers. Connect them to any line voltage from 100VAC to 277VAC and the drivers will figure it out and will provide what the LEDs need to operate. They are not multi-tap. There are only two line wires. Connect them to any AC voltage used in the USA, and the light will work!

LEDs have the same high quality light output as a metal halide, but with much greater energy efficiency and lower long term maintenance costs. In the coming years LEDs will replace all current HID lighting because of their greater efficiency and other benefits. The economics already make sense with our kits in just energy savings. Plus they look great since the LED kits we sell all output the same color temperature light. You won't have bays with different color hues. We are LED light converts and once you try our kits, we know you will be too!



Still making change. Only now more green.

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



UPGRADES:

What's New In Coin Boxes



CBK5000

\$1,750.00

Long Hull



CBK6000

\$1,625.00

Short Hull

Kleen-Rite deluxe coin boxes are a great upgrade for older self serve bays. The coin box is one of the most critical components of a self serve car wash. It's where the customer interacts with your equipment, making payment and selecting functions. You want to make this process as easy for the customer as possible, and our deluxe boxes do this, accepting coins and bills as well as optional credit card acceptance in a clean, attractive package.

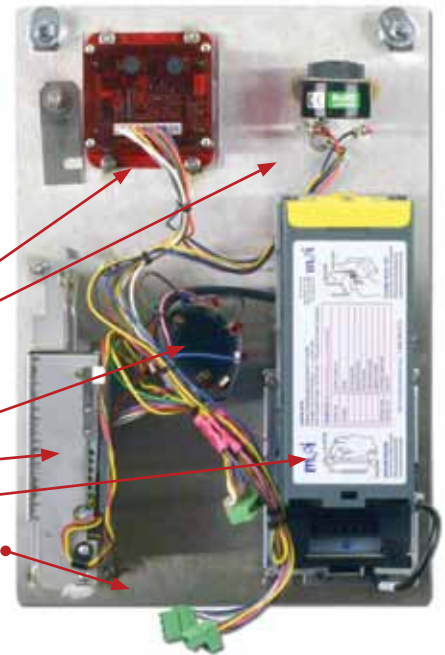
Kleen-Rite deluxe boxes come standard with 10 position rotary switches, which allows for adding functions versus standard 8-position switches. They are our quick connect (QC) switches which allow for very easy change out of the switch when necessary, eliminating the need to deal the tiny screws that a normal rotary switch uses. We use state of the art Dixmor digital readout timers, Mars bill acceptors, and IDX electronic coin acceptors.

You want to make it as easy as possible for the customer to make payment, so the bill acceptors are capable of taking bills ranging from \$1s to \$20s (Larger denominations can be turned off if you don't want to accept them) and the coin acceptors allow you to accept any variety of coins you wish (quarters, tokens, dollar coins). Another very popular option these days is credit card acceptors, which add another avenue of payment for your customer. We offer a variety of options for credit card systems, ranging from basic low cost systems for simple credit card acceptance to more elaborate systems that also allow for fleet and gift card capability.

Kleen-Rite deluxe coin boxes are the perfect upgrade for aging self serve bays, offering great ease of payment and use for the customer, which leads to more income for you.

Inside Your New Coin Box

- Dixmor Digital Timer
- Last Coin Alert
- 10 Position "QC" Rotary Switch
- IDX MA800 Coin Acceptor
- Mars Bill Acceptor
- 11 Guage 304 Stainless Steel Plate



IN-BAY Air Shammee

TOUCHLESS HANDHELD VEHICLE DRYER

3rd most profitable function on the selector switch!

Optional Fan Tip

Combo Unit

Extreme Air Compressor

Customer Service & Sales

Toll Free: 800-233-3873

Fax: 800-446-0495

www.Kleen-Ritecorp.com

RainWipes®

- Super Soft
- Super Thick
- Super Absorbent

SAVE 10% OFF
Through February!



| Style | Part # | Everday Price | Sale Price! |
|----------------------|-----------|---------------|-------------|
| Vender Ready Wrapped | RWMF1612 | \$74.99 | \$67.50 |
| Blue Detail Towel | RWMF1624 | \$120.00 | \$107.99 |
| Green Detail Towel | RWMF1624G | \$120.00 | \$107.99 |
| Violet Detail Towel | RWMF1624V | \$120.00 | \$107.99 |

MICROFIBER SALE

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

FREE DECAL: VE012-1



FREE DECAL: RWD100



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.



Frank Manni
New Kensington, PA

In the 1972 Frank Manni had a gas station in New Kensington, Pennsylvania. He decided to put in a tunnel style car wash at his location. He got the equipment from Bernardi Brothers in PA and after it was installed, Frank modified the equipment more to his liking.

“The front brushes were straight originally and always left a spot on the front of the car.” Frank explained, “So I designed something that would wrap around the front of the vehicle to be sure to get the entire front section of the car. Well Bernardi Brothers came out to take a look at my design, and they were so impressed they incorporated my design into their equipment and also made me a distributor.”



ing over \$100 bucks a day off of them and that was good money back then.”

“Eventually Bernardi sold out to Southern Pride, so I became a Southern Pride distributor. Their equipment was far more superior

than what I had been selling. They were the first to introduce presoak, foamy brushes and tire cleaner functions, eventually everyone started to copy their equipment. Southern Pride was just so much easier to sell, and there was more money in it from a distributor perspective.”

“Eventually Southern Pride went out of business. You could tell that things were getting bad for them. They kept raising their prices and when we went to pick up equipment from them, they would come out to the truck and wanted the check in their hands from you before you even stepped out of your vehicle. The writing was on the wall. I knew it was only a matter of time till they went under.”

“When Southern Pride went under, it really prompted me to start making my own equipment. The units we make now are pretty much knock offs of the Southern Pride stuff we used to sell. They were good units, so why not continue with what works best.”

We've been selling and installing car wash equipment all over the U.S. since then. The last few years have been really slow, but 2012 has picked up real well. The way I see it, when the economy tanked, everyone was just waiting and waiting for things to get better and not investing in new stuff for their washes. Plus in the 90's everyone was building car washes and when you flood an area with car wash locations, well there's just so many pieces of the pie, so it hurts. But now it seems like things have started picking up, even though its harder than ever to build a new wash with all the regulations and zoning.”

“I have enjoyed my years in the car wash business, plus I have a marina as well. There are only 4 of us here at Manni's Wash Systems. We do it all, we make it, sell it and install it!”



What Does Your Self Serve System Offer You?

"With Touch Screen"

"Without Touch Screen"



4 BAY SYSTEM
\$51,495.00

25+
YEARS
of Innovation and Excellence

4 BAY SYSTEM
\$40,866.25

FUNCTIONS INCLUDE: SOAP, RINSE, WAX, FOAM BRUSH, TIRE CLEANER, PRESOAK, BUG CLEANER, FOAM GUN, SPOT FREE READY

ELITE Series
Self Serve Systems

ELITE PRO
Self Serve Systems

Hydro-Spray's new Elite line of self service equipment offers operators the latest advancements in self service technology at competitive pricing. The Elite Series offers operators touchscreen convenience along with state of the art PLC controls that can be accessed remotely. In addition the Elite Series equipment package includes a built in weep water saver to enhance freeze protection as well as variable speed controls to insure efficient wash operation. The Elite Pro contains many of the same advantages with timer controls and energy and water conservation features. You can count on quality and reliability when you choose the Elite line of self service equipment from Hydro-Spray.

The Future of Float Valves...Today!

ROJO FLOAT VALVE



| | | |
|--------|------------|---------|
| JFVR08 | 1/2" Valve | \$23.99 |
| JFVR12 | 3/4" Valve | \$23.99 |

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 | \$50.50 |
| JFVTS16 | 1" Valve | \$51.50 |
| JFVSTK | Service Kit | \$12.50 |

TOPAZ INDUSTRIRO FLOAT VALVE



| | | |
|--------|-------------|----------|
| JFVT12 | 3/4" Valve | \$154.50 |
| JFVT16 | 1" Valve | \$154.50 |
| JFVTIK | Service Kit | \$29.99 |



| | | |
|--------|--------------|----------|
| JFVW20 | 1 1/4" Valve | \$188.50 |
| JFVW24 | 1 1/2" Valve | \$190.99 |
| JFVW32 | 2" Valve | \$194.99 |

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 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.

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





INSTALLING LED RETROFIT KITS in your existing wall pack units

LED lights are a smart and economical upgrade for your traditional bay lights. Not only are they much brighter, but they also reduce your utility bills by up to 70%. In this issue, Tom shows us how to upgrade your existing wall packs with our new LED retrofit kit.



Tools You Will Need:

- **Phillips Head Screwdriver**
- **5/16 Nut Driver**
- **Wire Nuts**



Step 1: Remove the glass lens cover. This retrofit can be done right on the wall inside your bays, but for our demo, we will be showing it on Tom's workbench.



Step 2: Remove all the reflectors inside the unit. Be sure to save the screws you remove as it will be easier to reuse these instead of buying new screws.



Step 3: Remove reflector box covering the ballast and inner components.



Step 4: Unscrew the brackets that hold the ballast, capacitor and light socket.



Step 5: Remove all of the components inside your light housing.



Step 6: When you are done, you should have a totally empty light housing. Clean away any debris inside the unit if needed.



Step 7: Install the mounting brackets on the sides of your LED unit. Mounting brackets are included with your LED light kit.



Step 8: After placing the LED unit inside the light housing, secure it in place by screwing tight the mounting brackets.



Step 9: Prepare to mount the transformers with the mounting straps included in your LED kit. Screw in one side of the bracket closest to the LED light unit.



Step 10: Place the transformers in place side by side and secure by anchoring the other side of the mounting strap.



Step 11: Connect the power lines from the transformers to the LED unit. Simply push and twist the ends for a tight seal.



Step 12: Now wire 110 Volt power to your transformers. The wires coming out of the transformers are color coded, blue for neutral, red for hot.

Step 13: Reinstall the glass cover. Once all your units are installed and wired correctly, turn the power back on in your bays. Try not to be staring directly into the lights when you turn your power back on, as your new LED lights will be Super Bright!



To watch Tom's Way in Video Format:

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

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.



| | | |
|---------|---------------------------|---------|
| FO1808 | Hogs Hair Brush | \$71.75 |
| FO1808G | Green Feather Tip Brush | \$15.99 |
| FO1800 | Hogs Hair Detailing Brush | \$75.75 |

Universal Brush
MANUFACTURING COMPANY

Operator SPOTLIGHT



H&G Enterprises, Inc. Lehigh Valley, PA

Herman Fortkamp was born in Hilstrup, Germany in 1937. He studied to be a textile merchant, but he dreamed of leaving Germany for a life of opportunity in the United States. He received a sponsorship to come to the United States in 1958. He joined the United States Army in 1960 where he returned to his native West Germany to be stationed at U.S. Headquarters in Heidelberg. Meeting his wife, Marianne, in Belgium, they returned to the United States to start a family. They raised two daughters, and a son together.

Herman started a general contracting business, and built many houses, developments, and apartment

buildings in the Lehigh Valley. From blueprints to the final settlement, Herman was involved in all aspects of construction. Many times doing much of the work himself. Marianne was the bookkeeper of the business for many of these years. Presented with a unique opportunity to buy a full service car wash, Herman left the construction business to begin a new enterprise in 1984.

He turned his efforts into making the Allentown Car Care Center synonymous with quality and customer service. Ever present at the location, customers knew that their expectations would always be met, or exceeded. Herman went back to his construction roots, and built a 6-bay self service car wash at the location to compliment the thriving full-service. Satisfied that the self serve was a viable business by itself, he purchased a small self service car wash in Coplay, PA after selling the full service in 2000.





Herman asked his son, Glen, to help with the operation of the wash. Soon after, they built a new 4-bay with a touch free automatic self serve wash in neighboring Walnutport, PA. In 2001, they acquired an existing 7-bay self serve wash in Emmaus, PA. This site got an equipment upgrade, and was converted into a 5-bay with two touch free automatics. These three sites comprise the daily operation of H & G Enterprises, Inc.

Since 2000, H & G Enterprises, Inc. has continued to focus on service, and customer satisfaction. Kleen Rite shares this trait, which is why H & G Enterprises has done business with the Kleen Rite Corporation for over twenty years. Glen continues the business lessons learned from his father. He oversees the daily operations of the washes while he and his wife, Gina, raise two daughters, and a son together.

Glen has been helping with the family business since he was sixteen. He worked at the full service after school, and on weekends. Later, he would take charge of the operation of the self service wash at that site. Here he was introduced to the Kleen Rite Corporation. He was in charge of ordering the vending products from the vast selection that Kleen Rite offers. It was not until after the sale of the full service that he got involved in the mechanical aspect of a self serve wash. He now does all the maintenance, and most repairs at the locations. He relies on Kleen Rite's catalog, and knowledgeable staff to keep his equipment running.



**Glen & Herman
Fortkamp
Emmaus, PA**



One.. Two.. FREE! DEAL

Deal #1: February

50% OFF

Promo Code: **TM5**

That's right! Half Price on Select 5 Gallon Soap Products!



limit one of each product only

Deal #1 good for the Month of February, 2013

* Limit of one of each product!

| In-Bay Chemicals | 5 Gallon | 30 Gallon |
|---|----------|-----------|
| Prep Presoak Detergent | TM5060 | TM30060 |
| Value Dry Drying Agent | TM5029 | TM30029 |
| Self-Serve Chemicals | 5 Gallon | 30 Gallon |
| California Grape Foam Brush Soap | TM5140 | TM30140 |
| Aspen Mint Foaming Presoak | TM5144 | TM30144 |
| Florida Citrus High Pressure Detergent | TM5142 | TM30142 |
| Cinnamon Stick Wheel/Engine Degreaser | TM5146 | TM30146 |
| Hawaiian Melon Foaming Wax/Drying Agent | TM5148 | TM30148 |

We believe you'll like our product so much that we are practically giving it away just to get you to try it!

Deal #2: March

Buy 2, Get 1 FREE



Unlimited quantity, but must be one order!

Buy any two 30 Gals of the listed products on your second order, within 30 days of your first order, receive a third 30 Gal of equal or lesser value for FREE! **Promo Code: TM30**

Deal #2 good for the Month of March, 2013

* Unlimited quantity, but must be One order!

Trans-MateTM
WE MAKE YOU SHINE