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ISSUE NO. 21 August, 2013

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THE Wobblehead
Robert Gering



Here we are again in the dog days of summer. It is amazing how fast time goes by and we take such little time to reflect. It was just a few short months ago that we were at the ICA show in Vegas. It was great to see and speak with so many fantastic customers that took the time to stop by our booth. Despite the attendance numbers that were basically the same as the past year, the enthusiasm and spirit of our customers was renewed and upbeat. It seems like a new attitude of improving and growing the car wash business is back. We must say that we are excited and look forward to working with you in any way to help you achieve your goals!

We invite you to visit our website as we continue to make improvements. Our goal is to make shopping, or just finding information, a simple process. We have greatly enhanced our search feature and we've added information, such as breakdowns, daily. We just wanted to remind you that you can manage your account online, like getting a copy of an invoice or reviewing past purchases. It's all there. Despite all of these improvements, we know there will be things we've missed so don't hesitate to call – we will be happy to help you!! It's amazing how many relationships we have developed over the years talking on the phone. Thinking of those relationships, we would like to say a simple 'thank you'. We will continue to work hard to deliver superior service and to have what you need when you need it. We appreciate your business and hope you enjoy this edition of the Kleen-Scene. Thanks, once again, for allowing us to be "Your Reliable Supplier For The Car Wash Industry".

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Blueprint for Success

Making the best of your lot space to maximize profits.

The end-goal of any car wash (or for that matter, any business) is making money. Giving your customers more options not only keeps them coming back but gives you more chances to increase your per person profit. At Kleen-Rite Car Wash we have a number of different options to offer to our customers.

Kleen-Scene Magazine sits down with Kleen-Rite Car Wash Owner, Mike McKonly, to get his inside scoop as to what makes his car wash so successful and profitable.



Vacuums

"Kleen-Rite Car Wash currently has 7 vacuum islands with 11 vacuums and vac combos. Remember when purchasing a vacuum to consider a combination vacuum. Whether it be a shampoo/vac combo, a fragrance/vac combo or an air/vac combo - more choices for your customers = more money for you!" Another helpful tip Mike adds is to put a Dualer on some of your vacuums. "It increases profits even more by allowing customers to spend more time at the vacuum by using the crevice tool."



Vending

"By putting vending machines on all available wall space at our wash we are able to give customers more choices therefore increasing our potential profits. We make sure to offer a full array of products at a range of prices to keep up with our customers' needs. The addition of our in-the-wall spiral vendor allowed us to maximize a small amount of wall space with 24 additional products."



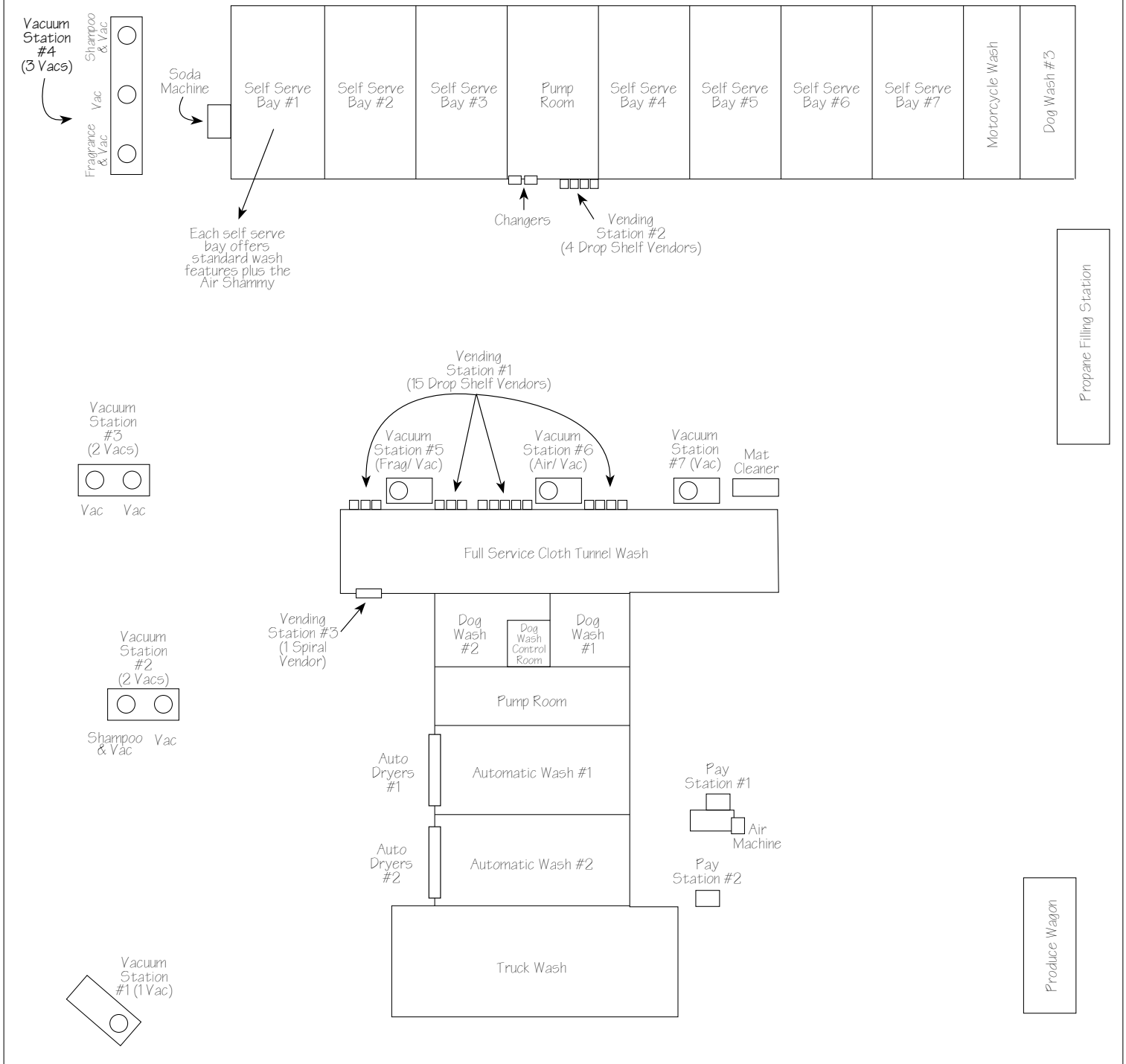
Air Machines

"In my opinion, air machines are the most overlooked and one of the most profitable additions you could have at your car wash," Mike says. "We have 3 scattered throughout our wash and I am always surprised at the amount of profit we receive from them - all with absolutely no overhead."

Soda Machines

"Another often overlooked item is the soda machine," Mike says. "However, there was a time when mine wasn't very profitable, which is when I rented my machine from the 'big beverage company' and had them come and service/stock it. But, once I bought my own machine and was able to put in several brands of sodas, it became a big success! I wasn't just tied to one brand and I could also put in different sized bottles and cans and price them accordingly." One of the biggest secrets to Mike's soda machine successes? He's a bargain shopper and takes advantage of any (and usually all) specials that our local grocery stores may be having for the week. "I'm just amazed at the amount of money this machine has made me," he says.





In-Bay Volume Boosters

“In our self-serve bays, our deluxe coin boxes are set up to take any kind of currency the customer has on them - don’t give them a reason to drive away! We are set up to accept any denomination of coins and bills and also have either Wash Gear or Cryptopay credit card acceptors at each of our boxes. Each coin box has 10 functions which offer a variety of services. We currently offer Presoak, Tire Cleaner, Foam Brush, Triple Foam Wax, Spot Free Rinse, High Pressure Rinse, High Pressure Soap, Wax as well as the Air Shammy feature.”



What is Mike’s inside tip for maximizing profits in his self serve bays? He makes sure that he puts mat clamps in every one of his bays to sell even more minutes of wash time to his customers!

Rug Beaters

“The rug beater is another unique feature that we offer at our car wash. While it only produces a modest amount of profit monthly, we have developed a loyal customer following to the machine and will continue to offer this self-serve feature to keep them coming back!”



Dog Washes

“Dog washes are probably the best thing to come along to the car wash industry since the foamy brush,” Mike says, “They are highly profitable and bring an entirely new customer base to our wash. I have one in every available space (he now has 3) and if I had more space I would put another one in. They are incredibly economical with an inexpensive start up and installation. With such a quick return on your investment, I can’t imagine not having one here!”



The Dog Washes are so profitable at Kleen-Rite Car Wash that this is the third one that was installed.

Motorcycle Washes

“The motorcycle wash is a great, unique, ‘one-up-manship’ to separate your car wash from the competition. It appeals to a whole new demographic of potential customers. I have found that the longer the season (warmer climate) you have for motorcyclists, it obviously creates maximum profit. But, even with our shorter biker season here in Pennsylvania, I have to say I am pleased with the return.”



Kleen-Rite Car Wash has the only motorcycle wash in the area, making it stand out from the rest.

Wash Choices

“In addition to our 7 Self-Serve bays we also have 2 High Pressure Touchless Automatics, a Self-Serve Truck Wash and a Cloth Tunnel Wash. This gives our customers a variety of ways to wash their vehicles and we don’t have to turn anyone away for not having the wash service that they wanted.”



The Cloth Tunnel Wash is manned by an attendant.

The Truck Wash

“Another customer niche that needs to be serviced is our Big Truck, RV and Boat owners. In my opinion it is a largely underserved market. In our area we are located near a river and capture a lot of the boat traffic that comes past the wash. We also do a lot of marketing via the local newspaper, advertising our fleet cards to commercial companies and truck fleets. The truck bay is long enough that we have 2 coin boxes in it so 2 people can wash at the same time. On high volume days at the car wash, I can also put 2 cars in the bay to maximize the amount of people that can wash at a time.

Additional Add-Ons

“For washes that have attendants, the number of additional revenue profit centers that you can add by offering other services is limited only to your imagination. At our wash we also have a propane filling station and a produce wagon. It’s really just another way to drive more traffic into our wash.” Mike says he has also seen other car washes that have a food truck come to their lot or offer detailing services.



The Propane Filling Station is a great add on for attended washes.

Mike also says that another great (and inexpensive) way to advertise your wash is to host community events like chicken barbeques, free washes for military veterans (www.graceforvets.org) and other fundraisers. “Not only does it show your community support but it keeps the traffic coming in!”



The Produce Wagon brings in more traffic on summer days.

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Girls SOFTBALL

THE KLEEN STAR TEAM

Jeff Detz

Chief Financial Officer

Education: Masters Business Administration, York College of PA
B.S. Business Management, York College of PA

Hometown: Columbia, PA

Tell us a bit about yourself. Where did you grow up?

I was born and raised in Columbia. After traveling around the world in the USMC after high school, I returned to Columbia to go to college and raise a family. My wife Christine and I have three daughters; Emily, 20, Maddy, 7, and Kailee, 3.

How long have you been with Kleen-Rite?

It will be nine years in August.

Tell us about your current role and what you do.

In addition to being the numbers guy, I am also responsible for leading the Purchasing Team. I enjoy negotiating with our suppliers and trying to find that next deal.

What do you like about your job?

Every day is unique; there is always a new challenge. I enjoy the “family” atmosphere and working with the wonderful people who make Kleen-Rite such a successful company.

Tell us about some of your interests/hobbies outside of work.

I enjoy coaching girls fast pitch softball. I have coached for over 13 years; starting with my oldest daughter Emily and most recently with my middle daughter, Maddy.

Favorite quote

“In business as in life, you don’t get what you deserve, you get what you negotiate” (Chester Karrass)



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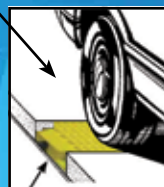
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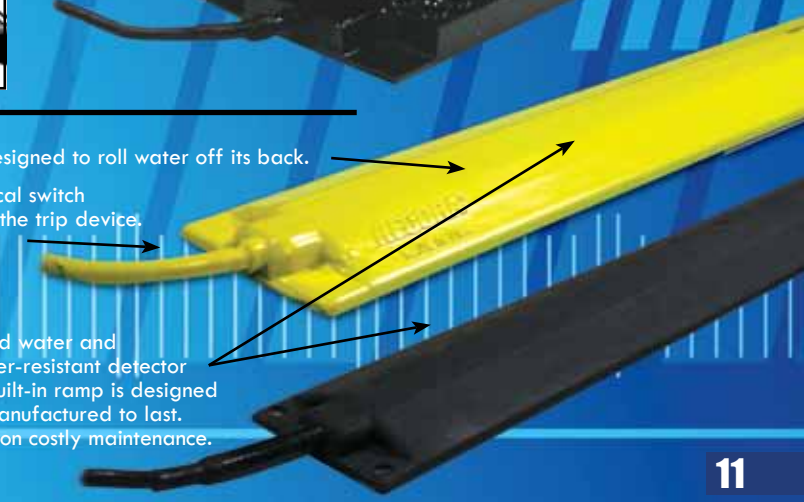
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CAR WASH FUN FACTS

- The first car wash was started in 1914 in Detroit, Michigan. It was a manual car wash that required customers' cars to be pushed around a circle to different stations, where it went through the various stages of washing.



- An estimated 38 gallons of water is used to wash each car at a car wash. (Compare that to the 80-100 gallons of water used per car in home washing!)



- Around 8 million cars are washed per day. That's around 2.3 billion per year!



- In 1988 police shut down a car wash in Jacksonville Florida that touted itself as "the only nude car wash in the nation".

- It is illegal to wash your car anywhere on Sundays in Switzerland.

- 25% of people wash their cars on Saturday, making it the most popular wash day of the week. The least popular day is Monday.



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Carnival

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Shamy Dry

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Dura Shine

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Ring-O-Matic

Hydraulic operated pit cleaning

Henry Ford started rolling the first Model T's off of his Detroit assembly line in 1908. A few years later, the first carwash facilities started showing up around the Motor City. Although these carwashes were a far cry from what we have today, the basic concept has not changed.

- The work is easier and cleaner for who-ever gets the job of cleaning the pits.
- You can clean the pits on your schedule instead of on your cleaner's schedule. No one one wants to see their customers wait or go away when the bay is closed for cleaning.



With the carwash industry nearing the century mark, one challenge that has not changed is the need to remove and dispose of the mud, sludge, and other debris that comes along with washing vehicles. Ring-O-Matic company founder, William (Bill) Van Zante, who was always a bit of a tinkerer growing up on an Iowa farm, saw a need to make a not so pleasant job a little easier. In 1968, Ring-O-Matic debuted its first hydraulic operated pit cleaner. The Model 400 was a clam shell digger that dropped its bucket into the pit, scooping out anything it could grab. This made the job easier and cleaner for the operator. In the 45 years since, Ring-O-Matic has proven its reliability as there are still some of the original machines in use today. Since this early start, Ring-O-Matic has continued to grow and improve its line of carwash pit cleaners.

- Carwash operators report big dollar savings from doing their own cleaning. In some parts of the country, pit cleaning costs can run up to \$300 per pit and some have reported costs over \$600. With these kind of costs, the carwash operator can get a very fast payback on running their own equipment.
- When carwash operators run their own pitcleaners, it's easy to get into the habit of cleaning the pits on a regular schedule. Carwash operators tell us stories about cleaning all of their pits on a monthly or bi-monthly basis. This means it's a quick, easy job and can eliminate that dreaded phone call that the pit is full and running over.

Today, Kleen-Rite with Ring-O-Matic offers two different styles of pit cleaners; a clamshell style and a vacuum style. The clamshell model, which comes in three different sizes, is similar to the original Model 400. The 450T, 500T and 1000T models are trailer mounted with a

Today's smart carwash operator finds there are several key advantages to operating their own pit cleaner. These include:



hydraulically powered boom with a clamshell bucket. The clamshell bucket is hydraulically lowered into the pit, closed, then raised up and the debris is dumped into the box. All of the movements are controlled using hydraulic levers. The work for the operator is easy since he is simply moving a series of hydraulic control handles. Because the units

times are, so you don't disrupt potential customers by having to close bays while waiting on the septic truck to show up? It also allows for you to clean your pits at regular intervals, avoiding the emergency overflow cleanup. We have had some operators buy a machine with the intention of cleaning just their own pits and before long they hear

Today's smart carwash operator finds there are several key advantages to operating their own pit cleaner.

have a hydraulic dumping hoist, even unloading the trailer is easy. There are two different standard vacuum models, the 750 Vac and 850 Deep Vac. These machines rely on the vacuum created by the heavy duty Masport rotary vane vacuum pump. The machines come standard with a rugged 25 foot, 3 inch suction hose and suction tube. The tube is lowered into the pit and operates like a giant shop vac. The debris is sucked from the pit and is held in the enclosed tank.

There are several factors to think about when deciding which model is right for you. The largest determining factor is the size of your pit. The bucket of the clamshell model is just over 12 inches wide. You will also need some wiggle room, front to back and side to side, to gain maximum performance using the clam



shell model so Ring-O-Matic only recommends their use if the pit access is larger than 2 ft x 3 ft. The clamshell style has several advantages. It requires little manual labor. Another advantage of the clamshell model is that it leaves most of the standing water in the pits. You are removing the stuff you want and leaving the water in the pits. This helps when it comes time to dispose of the material.

The vacuum model has advantages too. As discussed before, some pits do not allow the room needed to work with a clamshell model. As long as you have an opening slightly larger than the three inch suction tube, the vacuum model will work for you. The vacuum models can easily get down to 15 feet. According to our customers, if you plan on having multiple operators, the vacuum model is the way to go. It is easier to train the operator to use the vacuum hose instead of the multiple controls on the clamshell model. When you want to completely empty your pits, water and all, you can accomplish this with the vacuum model. Lastly, when you are on a tight schedule and your time is valuable, the vacuum model will save you time.

Regardless of the style, either machine will be a great addition to your operation. With the ability to tend to your own pits, you can clean them on your schedule. Who better than you knows when the slow

“can you clean my pits, too”? There are also customers who do not own a carwash, but have found their niche in the market simply just cleaning pits. These machines can turn into money makers. We have heard of customers who have cleared over \$20,000 per year cleaning other people's pits.



Beyond the basic questions of functions, options and cost, the most asked question we get is “what do you do

with the mud and sludge”? Unfortunately, there is no cookie-cutter answer to this question. The laws vary state by state, county by county and city by city. Most locations allow you to dry the material until it passes the paint filter test, and then dispose of it as clean fill dirt. We've heard of an enterprising carwash operator who sold his dried fill to a local plant nursery who used it for potting soil. The residual phosphates from the wash detergent makes a great fertilizer. The paint filter test is done by partially filling a paint filter with the contents of your pit, if no water seeps out of the filter, the material is considered dry. Again, because of the wide variety of regulations, the best answer to this question is to contact your local governing agency. We will close with this tip, it is often easier to get a simple answer about local requirement from the operator of your local landfill.

I'm sure you have heard the old saying “work smarter, not harder.” It is time to retire the shovel and wheelbarrow and let a Ring-O-Matic pit cleaner do the work for you.



Jim Zylstra
Sales & Marketing Manager
Ring-O-Matic

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Geir Magnusson

Making it in America

“I consider myself a tinker, I love to make things work. I get a lot of joy from buying something used and getting it to work” says Geir Magnusson, owner of two successful car washes in the Mechanicsburg area of Pennsylvania. His story is one we can all appreciate, as most Americans are descendants of immigrants. His is a first hand account of coming to the United States as a young man and pursuing the American dream.

Born in Reykjavik, the capital of Iceland, Geir Magnusson was the son of a postmaster. He began his working career in a local bank and then moved on to a company that exported frozen seafood. On St. Patrick’s Day 1960, the frozen seafood company sent him to their Maryland processing plant on a two year contract to work as an accountant. Although Geir was eager to come to the U.S. to work, he did not realize at the time that he would wind up making the United States his permanent home.

“I always wanted to be an engineer, I was very mechanical. I started working at my new car wash for the sheer pleasure, I found it very enjoyable.” It consisted of three self serve bays and an old Hydro-Spray automatic.

“Later on I bought into a Canadian franchise called Perma-Shine. It was an add on service where we applied a silicone based clear coat onto the car and it was very shiny and lasted a very long time, so the owner would never have to wax his car for years to come. We closed in one bay with a garage door and the service became very popular. Eventually Perma-Shine diluted their formula in an attempt to lower production costs and the product suffered. It just wasn’t as good anymore.”



Not long after arriving in Maryland, or in the spring of 1961, he was transferred to the company headquarters in New York where he became the traffic manager. Eventually he worked his way up to office manager and finally Vice President. Things were looking up for the young Icelander when he made several career moves to finally being offered the president’s position of Iceland Products in Camp Hill, PA. He ran that company from 1975 through 1988.

“I bought my first car wash in 1979. A young man who worked for me at the frozen fish company came to me and asked if I would be interested in buying his uncle’s car wash.” The young man had been running the car wash for his uncle, so with a down payment of \$5,000, Geir bought the site as an investment and kept the kid on board to help run the operation.

“I bought my second wash in 1981. The same young man told me about another car wash for sale and it was only a mile away from the wash I already owned.”

“In 1988 I was fired from the frozen seafood company. A board member’s son was hired for a position of influence and wanted to take the company in an entirely new direction. I questioned that move and was subsequently let go. Not long after, they were out of business. It was all for the best, I ended up working at my car washes full time. Eventually I bought a third location in 1986.”

“I’m very cheap for fun, I try not to buy anything new if I can find it used and usable. I like using something to solve a problem that isn’t supposed to be used for. It’s a challenge. I learn the hard way though.

When I first put a new motor on one of my pumps, I used the wrong pigtailed and burnt the motor. When I put my first vacuum in, I burned out the motors. I had connected it the "high" leg but I learned as I went along."

"Before trigger guns came out, wands were just a bent pipe, since the unloader had not been adapted for the car wash industry yet. And when they first came out with the foam brush, I paid an arm and a leg for my first one. Since then I have made my own; there is nothing to them, just a tee and two solenoids."

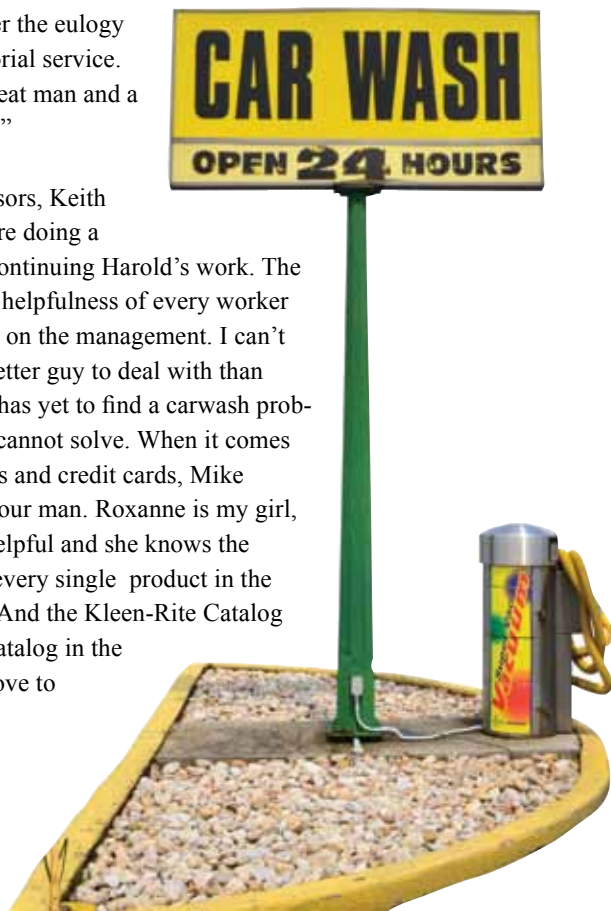
"In the early days I bought my supplies and parts from a local supplier who always charged me list price. Then I found Kleen-Rite through Emory Young, an old jobber who bought his stuff from Kleen-Rite and then drove around and resold it to car washes."

"My first trip to Kleen-Rite was to their original location on Cherry Street. I remember seeing a shampoo sink in the corner and a big plaque on the wall certifying Harold McKonly as a certified Hair Dresser in the state of Pennsylvania."

"I was pleasantly surprised at how reasonable Harold's prices were. As a member of the Carwash Association, I would get flyers in the mail from all kinds of different suppliers and manufacturers. Each flyer would be some sort of promotion or sale. Their sale prices were never as good as Harold's everyday prices."

"I became a life-long Kleen-Rite customer. I had many friendly arguments with Harold; we were the opposite poles when it came to politics and I even exaggerated mine to really get things going. His untimely death came as a shock to all who knew him and I was very honored when his widow and son asked me to deliver the eulogy at the memorial service. He was a great man and a good friend."

"His successors, Keith and Mike, are doing a fine job in continuing Harold's work. The attitude and helpfulness of every worker reflects well on the management. I can't imagine a better guy to deal with than Keith. Tom has yet to find a carwash problem that he cannot solve. When it comes to computers and credit cards, Mike Lefever is your man. Roxanne is my girl, always so helpful and she knows the location of every single product in the warehouse. And the Kleen-Rite Catalog is the best catalog in the industry, I love to read it."



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



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

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Both 15 1/2" Long!



Mr. Nozzle's combines the functions of the crevice tool and claw nozzle. Vacuum more thoroughly by combining both functions. Wide opening enabling strong suction and efficiency for large areas, while also maintaining a narrow shape for hard to reach places!!!

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Fits Both Sizes!



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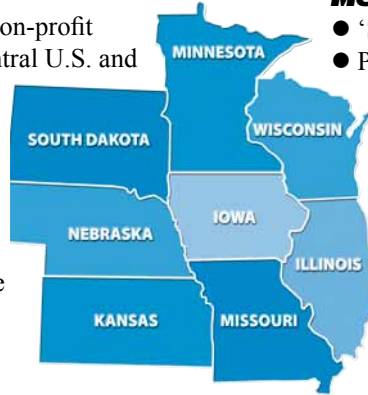
VCV500
\$21.99

CAR WASH ASSOCIATION SPOTLIGHT:

Heartland Car Wash Association Supporting Car Washes in our region of the U.S.A.

Who we are and what we do:

The Heartland Carwash Association is a non-profit industry trade association based in the central U.S. and established in 1981 to: 'Strengthen the Professionalism of the car wash industry in our eight state region. Through the dissemination of information, opportunities for idea exchanges and networking, lobbying efforts and access to the latest in equipment and supplies. We support the achievement of this goal.



Member benefits:

- 'Splash': quarterly informational newsletter
- Preferred Insurance Partnerships
- Assistance with regulatory issues
- Discounted credit card processing
- Web site creation and hosting
- Logos and business cards
- Legislative monitoring and lobbying



Who should join?:

Owner and Operators – any individual or company owning a car-wash or thinking of building a carwash should join the HCA! We are here as a resource for your needs as well as to represent your interests. Manufacturers, Distributors, Suppliers – any company currently serving the needs of those within the vehicle washing industry. Partner with the HCA to market your products and services to our members. Exhibit at our Product Show, advertise in our 'Splash' newsletter or offer special discounts to anyone involved or interested in the vehicle washing industry should join the HCA!

Save the Date!

**31st Annual
HCA Product &
Equipment Show**
April 29th and 30th, 2014
Prairie Meadows Racetrack,
Conference Center,
Hotel & Casino
Altoona, Iowa
(minutes from Des Moines)

CONTACT:

Phone: (515) 224 - 6845
info@heartlandcarwash.org
www.heartlandcarwash.org



Congratulations!

Kleen-Rite would like to congratulate Jessica Richardson for being one of this years recipients of this years Kenneth M. Gustafson Sr. Scholarship, sponsored by the Connecticut Car Wash Association (CCA). Each year the CCA awards two \$1000 scholarships to CCA member employees at their annual meeting. Jessica is the daughter of JR Richardson who works as the Inventory Control Associate at Kleen-Rite's Columbia PA facility.

Jessica is graduating from Northeastern High School with honors, Cum Laude, for being in the top 25 of her class. She is also graduating as a member of the National Honor Society and the National Business Honor Society. Throughout high school she participated in soccer and tennis. She was awarded 3rd place in the Future Business Leaders of America competition at the regional level as well as 10th place in the state level. She was also awarded the department award for English at Northeastern High School.

In addition to the scholarship she received from the Connecticut Car Wash Association she has also received scholarships from Fulton Bank as well as the York County Essay Contest.

Jessica plans to attend Shippensburg University in the fall to major in Communications in Journalism with a minor in English. At Shippensburg she hopes to continue her achievements both in academics and co-curricular activities. Of all the achievements she has made she would like to say that "I am very thankful for the opportunities I have had and take pride in all of my achievements. I am also very thankful for those who support me in my future endeavors".



Talkcarwash.com

A father to son challenge

...build a better forum.

by Jimmy Branch

My five children appreciate their upbringing. Not only did they receive a natural birth and a good year or so of healthy nursing, they were homeschooled until high school. My wife and I took our five little ones everywhere we went. Because I was so active in car wash conventions, traveling to see the latest location or innovation, we purchased a small motorhome to enable our children to travel with us.

While I attended car wash meetings, my wife and kids enjoyed local sites for educational purposes. I actually have the only children on Earth that became weary of going to Disney World because of my frequent business trips to Orlando. "Do we have to go to Disney again?" "Please Mom...not another museum." My wife had the tenacity to make everything either a life lesson or an educational opportunity. My children grew up while traveling to car wash conventions and looking at other car washes.



It was on one of these car wash adventures that a challenge was made. This was a long trip from Panama City to Detroit, just to see MacElroy's



under utilized by both vendors and conveyor operators. Bill's site had filled a needed void, but an active few "elites" dominated the activity and attitude.

Allan said he could build a place where everyone could speak, whether they were the most seasoned veteran vendor or a timid, unstained newbie.

beta version of the IP dryer. My two sons, Allan and John, accompanied me on this long trip. Allan had just finished college and was writing code for the Internet. He had achieved some success already with his own social networking sites, high on confidence and full of optimism. We discussed Bill's Auto Care Forum, how it began as an advocate for the operator in conflict with vendors and was

My experience on the Southeastern and International boards was that most vendors are not just vendors. Most began as operators and more than likely, still have car wash locations in the family. Their insight into operations has more history behind it and a larger geographical base from which to speak. Sure, they have hardware and supplies to sell, and a sales agenda, but many can put that need aside just to "talk car washing." Their passion and love for this industry often exceeds that of the average operator.

Our industry is unique in that our associational boards are a balance of both vendors and operators. Other industries are usually one or the other. Without vendors buying booths, our shows would



have little flair and our association's financial abilities would be greatly limited. Membership dues and day passes to the shows are a very small percentage of the necessary funds needed to staff these associations. We need the vendors' financial support. We need their historical wisdom and geographical knowledge. We also need newbies...sure we may have to answer a simple question for the hundredth time, but it's this new blood that has fresh insights and the passionate optimism others have lost.

Allan said he could build a place where everyone could speak, whether they were the most seasoned veteran vendor or a timid, unstained newbie. By their nature, forums are intimidating even



Father and Son: Allan & Jimmy Branch

without an elite few members of a clique trying to dominate others. Thousands may read a thread, but only a handful will take the leap and post. Bullying and ridicule just make it harder to get members to have a dialogue. Allan had been around a lot of vendors and operators and knew what I was talking about. He kept telling me he could build a functional and balanced forum. Finally, I said, "If you think you can, just do it!"

And he did. Now after 7 years, Talk Car Wash has 3400 members and 32,000+ visitors per month.

Allan did exactly what he said he could do. I'm proud of what he has done. He never said he would make a lot of money with it, but he has done extremely well on his many other projects. TCW has kept him involved in our industry, even while he has become deeply involved in networking within his programming industry. His company, www.lesseverything.com, has hosted six successful conventions for programmers and web developers. My grandchildren are now traveling with their father to programmer conventions. The acorn didn't fall far from the tree.

I'm proud of the platform he has generated for our industry: a place where anyone--vendor, veteran or newbie--can talk without intimidation, and a place that has become a tremendous reservoir of information. Sometimes a challenge is all we need to find success.

*Jimmy Branch, Speedy Car Washes, Panama City, FL
and 50th President of the ICA*



Fall 2013 Industry Calendar

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

- | | |
|----------------------------|---|
| Sept 11-12
2013 | Western Car Wash Show
<i>San Diego Convention Center, San Diego, CA</i>
www.wcwa.org |
| Sept 26
2013 | Car Wash Assoc of PA: Golf Outing
<i>Cumberland Golf Club, Carlisle, PA</i>
www.pacarwash.org |
| Oct 1-2
2013 | CARWACS: Calgary
<i>BMO Centre at Stampede Park, Calgary, AB</i>
http://calgary.convenienceu.ca |
| Oct. 7-9
2013 | Northeast Regional Car Wash Convention
<i>Trump Taj Mahal, Atlantic City, NJ</i>
www.nrccshow.com |

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313

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Arimitsu 313

Upgrade from 310, 530, 5CP and more

- Self Serve and Single Gun Prep
- PN-61000 Left (as pictured)
- PN-61001 Right



516

Arimitsu 516

Upgrade from 310, 530, 5CP and more

- Self Serve and Single Gun Prep
- PN-61002 Left (as pictured)
- PN-61003 Right



508

Dual Gun Prep

Arimitsu 508

Upgrade from 7CP, 820 and more

- Dual Gun Prep
- PN-61004 Left (as pictured)
- PN-61005 Right

QUIET

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Why ask for Arimitsu Pumps:

Since 1923, Arimitsu Pumps has been providing these customer recognized benefits. Proven high efficiency and reliability, deliver lower costs of ownership. Learn why more owners and operators now specify Arimitsu Pumps on their new or existing equipment, and are migrating away from old and costly habits.



There are now several things Kleen-Rite customers should keep in mind to help reduce their shipping costs. Below are the Top 5 things to consider when placing an order to help keep your shipping costs as minimal as possible.

- 1.** Buy in bundles! We don't want you to pay any more than you have to for shipping either so we bundle or package your order into as few packages as possible.
- 2.** Consolidate to larger orders to get even better shipping discounts. Get to 200 lbs and your shipment is eligible for even steeper discounts with the UPS Hundred Weight Service program.
- 3.** Ship to a business address. UPS and Fed Ex small package services charge more to ship to residential addresses, \$2.80 per package more.
- 4.** Take advantage of the Kleen-Rite Free Shipping offers. Full pallets of soap ship free in the continental United States and most of Canada. Feel free to mix and match pails with drums to take advantage of this offer. And don't forget to top off the pallets with vending products and supplies which can ride along for free.
- 5.** Avoid the small package hazardous fees. Add these hazardous pails or boxes to your palletized freight orders and we will let them ride along without the fee. No minimum required.

Try and keep these 5 things in mind when planning your orders to help lower your costs and add to your bottom line!

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LinkedIn

The Sonic Swivel

By Scotch Plaid



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- Patent Pending

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- Three minutes!
- No special tools
- Rebuild without removing it

1/4" SON14MF



Charlie SAYS!

by Charlie Wilson, Kingsgate Car Wash

PART 1: “An Operators opinion on making old . . . new again”

I often hear the comment, “I just purchased a run-down wash, but I have no idea where to start.” This guide will give you a good idea of where to start, and where to put your money with the best return on your investment.. For this article, we will use a 5 bay self-serve wash with one in-bay automatic for the example site.

Step One- Assessment. Determine what can be saved and what will need to be replaced. Look at all the equipment, and determine what can simply have new decals put on, and what needs to be replaced or repaired.

Self Serve equipment

It is a good idea to repair the backroom equipment if possible. This could cost you over \$30,000. But, if it is in horrible condition, it may need to be replaced. For this example, we will assume that the back room is able to be saved, and you will only be replacing the pay bay meter boxes in the self-serve. If you have a vault system, keep the vaults, and purchase what is called in the industry “vault-ready” meter boxes. Your customers never see the back room and as long as everything works, they will think that they are using brand new equipment! This is a great time to add all the new features available with new meter boxes. Some options include; Cash acceptance, Credit Card acceptance, and electronic coin acceptors (which will accept up to 8 different coins). *TIP- I program my acceptors to take all competition’s tokens, and give the customer 50% of the value of the token. The last thing you want is for the customer to leave because he has the wrong tokens. If you accept them, it gives you a better chance for them to stay, and if they like what they get, they will be back! It’s a win-win for everyone. Cost of new vault-ready meter boxes (5 bays) Around \$8-10K. You may have to find an add-on credit card acceptor, depending on who you purchase the meter boxes from, but a little searching, and you can find one that will either fit on the face of the meter box, or one that will be in its own enclosure.

Vacuums:

A typical 5 bay self-serve will have 6-8 vacuums. For this discussion and cost estimate, we are going to use 6. Vacuums are really a very simple piece of equipment. They are made up of the following; Vacuum motors, (Usually 2, sometimes



3) and coin/cash acceptor. Take a look at the vacuums. 95% of the vacuums out there are made from stainless steel, so they can last well over 20 years. The first thing to check



if a motor is not running is the motor brushes. These are accessed by taking the dome off the vacuum (make sure to power it down first) and then remove the black lid off the vacuum motor. Once the lid is off, you will see 2 motor brushes on either side of each vacuum motor. They will be held down by either 2 phillips head screws, or a clip. Remove the brushes. They are spring loaded, and when new, have 1-2 inches of graphite. If there is less than 1/2” left, replace it. Repeat for all motors, then test. If you have power going to the vacuum motor, and it is still bad, then replace the motors. This is a good time to also replace the gasket it sits on. If you see that you only have a 2 motor system, depending on the vacuum, there may be a spot for a third. Call the vacuum manufacturer and they can walk you through the process.

Coin Acceptors:

Now we want to look at the coin acceptors. Many older vacuums are simply a mechanical whisker switch. If this is the case, talk to the manufacturer about upgrading to electronic coin acceptors, along with a digital timer. It will be well worth the cost in the long run. I had a site that had J.E. Adams vacuums, and the upgrade ended up costing more than the original vacuum! But now that site accepts tokens, quarters, dollar coins, and let's not forget the competition's tokens.

Remember, you can accept usually 8 different coins with an electronic coin acceptor. If you are doing an upgrade from the manufacturer, see if they will let you send them all the tokens you want to accept, and many times they will program them for you. Approximate Cost- \$5-6k (assuming you are replacing the faceplates with electronic coin acceptance). If you have room, you also can look at bill acceptance, but I feel that there is money better spent elsewhere, as that is what the token machine is for. If you don't have to replace the faceplate, the cost will be under a thousand.



Bill Changer and Tokens:

If you already have a dual hopper, dual validator (bill acceptor), you are in great shape. If everything is working, and dispensing tokens, simply take a look at the decal, and determine if you need to refresh it. The cost of this will be around \$100. Check with the manufacturer of the machine. If you are not dispensing Tokens, now is the perfect time to switch over. There are a couple reasons why I feel this is a good investment. First, for every token that walks off the site, you are going to profit over 60 cents (provided you are dispensing \$1 tokens). Second, it will reduce the chance of theft. Third, less trips to the bank to get quarters. Many "non-customers" will use you as a change machine if you dispense quarters. Especially if you have a lot of apartment complexes near by. Most units can be converted to dispense tokens. Check with your manufacturer. If you have an old, run down changer that is always breaking, invest in a new bill changer. A great option would be one that not only dispenses tokens, but one that also breaks big bills, and accepts credit cards. (You must only dispense tokens if you are going to use the credit card feature here.) Cost of replacement- Around \$3-5k, depending on how many options you choose. *TIP- If you do switch over to tokens, make sure that all your equipment is set up to accept them. Old style "pull-knob" vending machines can be converted with a kit. Fragrance machines and Carpet shampooers can also be converted, as long as you have a 24v source in the machine.

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How To Find Your Invoices

A simple guide to a great online resource

Some customers prefer to shop as a guest each visit to our site, which is fine. But there are many benefits to placing your order while logged in with your customer number. The main benefit being able to access and print out all your past invoices at anytime you wish. Below is a short tutorial on how to print out your invoices.

Step 1: Log In

Simply click on the Log In Button on the top right of our Home Page. You will be instructed to Log in using your customer number and password.



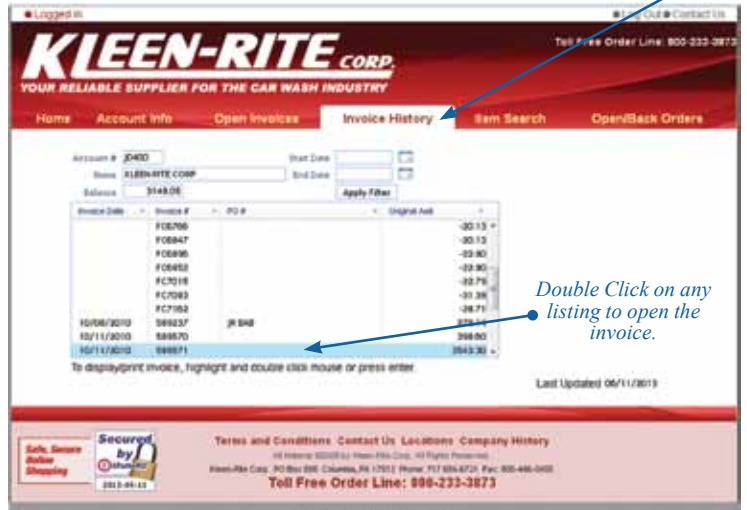
Step 2: Customer History

Once you are logged in, find and click on the tab called "Customer History" to the far right of the top tabs.



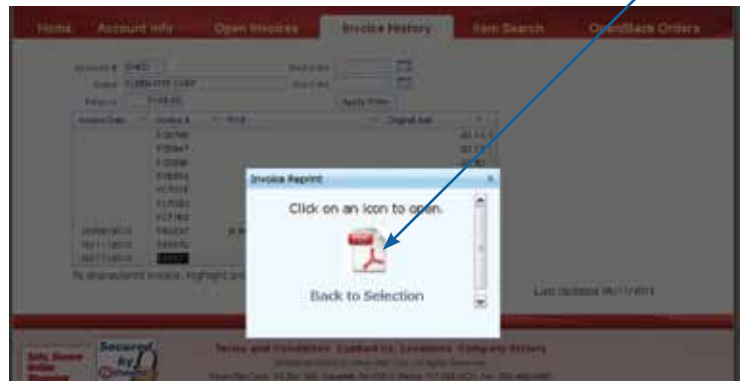
Step 3: Invoice History

Once you are in the Customer History screen, a new set of tabs will appear on the top of the page. Click on "Invoice History" to access all your past invoices. Scroll down to see your list of past invoices arranged by date. Double click on any invoice listing to open it.



Step 4: Click on the Icon

After clicking on a listing to open, the icon below will appear on your screen. Double click on the icon to open your invoice.



Step 5: View and Print your Invoice

After you have successfully followed the simple instructions above, your invoice will open in a new page ready for printing.



CONNECT with **KLEEN-RITE CORP.**





Manufacturers Spotlight

Highlighting The Companies That Make Our Products



INTERNATIONAL

Rowe Bill Changers Continue to Lead the Industry

The New England Car Wash Association recently named Rowe's Model 400 recycling bill changer the Most Innovative Car Wash Product.



Tom Kozlik & Chuck White win Innovative Award.

Tom Kozlik, Rowe's Vice President - Major Accounts for the Bill Changer Division says, "Rowe products are shaped by car wash operators wants and needs, not by what our company wants and needs." The inspiration for the Rowe Model 400 design came from listening to car wash owners. Rowe learned that most car wash operators have attendants on their locations with a pocket full of bills trying to satisfy their patrons that do not like receiving 80 quarters for a \$20 bill. Rowe developed a bill changer to eradicate those concerns.

"The Rowe Model 400 creates a much safer car wash for attendants because they no longer carry cash for customers," says Vincent Cook, Manager of Otto Car Wash in Topeka, Kansas. In addition to the safety factor, the location's cash flow improves by recycling a patron's \$5 bills as change for another patron without the operator or attendant handling the bills. Operators can also select the USA Technologies wireless ePort credit card system, which accepts all major credit cards and dispenses tokens. Plus, the Model 400 can connect to a remote computer for audit and help code reporting.



Model 400RL

Car Wash Industry First

Rowe has just introduced another car wash industry first by matching up an MEI bill recycler with a Fujitsu bill dispenser. Gary Baright of Foam & Wash in Hudson Valley, NY has been one of the Carwash Industry's biggest innovators, providing the vision to combine the two components. "By recycling patron's \$5 bills, we now have plenty of bill capacity, reducing the number of times we need to restock the changer with bills," says Gary. "It saves us time and money." The new Model 500RL-3 recycles \$5 bills and dispenses \$10, \$5, and \$1 dollar bills, \$1 coins, or \$.25. This new bill changer offers time-tested software and hardware components now pack-

FIRST CARWASH REAR LOAD CHANGER

In 1958, Rowe International merged with Automatic Canteen, Co, then nation's largest vending company, and recognized an opportunity to take the vending industry's existing changers to the next level. Understanding the needs of the coin-op vending industry, Rowe began manufacturing their first bill changing system, the Model 5, revolutionizing the bill vending business forever.



Not resting on the success of the Model 5, the company continued to innovate and earned a reputation of high quality, reliability, and dedication to their customers. After introducing several leading-edge changer

features, including the "Dynamic Scan System" bill acceptor and the "Hopper/Escrow Payout System" to the vending industry, the business quickly expanded to support and serve the car wash and laundry industry.

Working closely with car wash owners to determine the best car wash bill changer specification, Rowe was the first to introduce a rear loading bill changer and other wall mount bill changer applications. These rear load models featured heavy duty, long lasting, unique 1/8" stainless steel face plates that became the foundation for the Rowe Bill Changer product line.

aged in the same popular compact cabinet size as the BC1400.

“My customers tell me they keep coming back because the equipment at my washes always work,” says Phil Tutt, owner of Mr Sudz in Conroe, Texas. That is the kind of dependability and peace of mind that Rowe bill changers have provided car wash operators since 1958(see side bar). The heavy duty BC1400 demonstrates the reliability and security that operators have grown to expect from Rowe. In addition to displaying help codes to quickly diagnose a problem,



500RI-3

Rowe changers have well-trained technical experts on hand Monday – Friday from 8:30am-7:00pm EST. “Keeping bill changers up and running is job #1 for our support team,” states Rowe’s Technical Support Manager, Tim Kotzen.



Kleen-Rite is Rowe’s Leading Car Wash Distributor

Rowe is proud to be long-time partners with Kleen-Rite, Rowe’s leading car wash distributor. With Kleen-Rite’s 3 offices strategically located in Pennsylvania, Nevada, and Texas, Rowe and Kleen-Rite have been able to provide the best customer support in the industry.

Made in the USA

Rowe’s BC models, including the BC 1400, and Century Model changers are all assembled in McAllen, Texas. Parts repairs for these models are also handled at this facility. Model 400 recycling changers and Model 500 bill breakers are assembled and supported with parts repairs in Littleton, MA. Both of these sites utilize a state-of-the-art small batch assembly process so that each changer manufactured in a batch can be custom built to meet each operator’s needs.

When you think about Rowe Bill Changers, you think value and dependability. You can trust that these qualities are built into every manufactured Rowe changer. With its BC Models, the Model 400, Bill Breakers, Century Bill Changers, and continuous innovation and dedication to the industry, Rowe is proud to lead the bill changer business.



TRULY RELIABLE FLOAT VALVES



TOPAZ FLOAT VALVE

- High flow
- Max Temp 115°F
- Shuts down slowly to minimize water hammer
- 20 - 60mm (¾" - 2 ½") water level differential (increases as water inlet pressure increases)
- 5-100 PSI
- Has port to connect Frostpro anti freeze device
- With complete float and arm

3/4" Valve
JFVTS12

\$55.99

1" Valve
JFVTS16

\$54.99



TOPAZ INDUSTRO FLOAT VALVE

- High flow
- Compact robust construction
- Maximum water 176°F
- Made from corrosion resistant materials
- 20 - 60mm (¾" - 2 ½") water level differential (increases as water inlet pressure increases)
- Pressure rating 5-100 PSI
- With complete float and arm

3/4" Valve
JFVT12

\$156.99

1" Valve
JFVT16

\$157.99

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



#1 PUMP IN CAR WASH

Over 85% of all car wash owners rely on Cat Pumps to keep their washes operating at maximum profitability.

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

Contact Kleen-Rite for a quote at
customerservice@kleen-ritecorp.com
800-233-3873 – www.kleen-ritecorp.com



EQUIPMENT:

Low Pressure Panels

Air Logic Makes Adding Functions Simple!

For years Air Logic has been supplying the Carwash industry with quality product dispensing equipment. It's a very economical way to upgrade your old systems or to offer new products to your customers. We offer foam brush, presoak, tire/motor, bug/mag, single foam wax, and triple foam wax.

Our single panel boards are compact and very easy to install. They are only 14" wide and vary in length from 19" to 36".

As an example, to install a new foam brush panel, all you have to do is remove all your old system in the room and mount the panel to the wall with 4 fasteners such as 1/4" nail anchors. Attach an air line from the compressor to the pre plumbed air regulators, and bring a water source to the Hydrominder. After that, attach the 1/4" poly tubing that goes to each bay. Next, attach the 24 volt control wires from each bay to the wiring strip on the

Double Function



High Volume



panel. Insert the correct tip in the Hydrominder and fill the product tank. Now turn on one of the bays and set your air regulators. A good starting point is 45 psi for the Flojet pump and about 30 for the air. Remember to adjust the metering screws on the product solenoids for desired flow.

Installation for Air Logic's TRIPLE FOAM SYSTEM is very similar to our single function panels. The control box consists of a pre programmed logic controller that is pre wired. The triple foam system requires 120 volts to the panel to activate the 24 volt transformer. The three tanks for the different colors come pre plumbed and only require one water source to the hydro minders. Install your 1/4 poly to the coily hose or boom in the bay and start it up the same way as the single product panel.

Air Logic builds SPOT FREE RINSE

DIXMOR Weep Mizer

- Cycles your weep system on and off for maximum dollar savings
- Continuous display of outside temperature for your convenience
- Automatic secondary on/off 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
- Double EEPROM backup to eliminate reprogramming in case of power failure
- Built in "FAIL SAFE" program for peace of mind operation
- Easily programmable with two push buttons
- Retains memory of 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 10 pin wiring harness included
- Four extra inputs and four extra outputs on LED 6S
- 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



systems varying in size from 800 gpd to 9000 gpd. The repressurization system utilizes our pre programmed logic controller and will provide years of trouble

free service. The 800 gpd wall mount will handle up to 8 self serve bays.

We have been building custom dispensing panels for AUTOMATIC EQUIPMENT in our area for years. We recently refined them and they are available as single, double, triple (single product) and triple foam. These are very simple to install and adjust. We have used them to replace or upgrade all types of manufacturers dispensing designs.

Reasons for purchasing our products vary from just needing to upgrade an outdated system, to adding new services. Remember the more you offer your customers, the more they are likely to spend.



Triple foam systems offer a great ROI since you not only sell the time to dispense the wax, the customer has to rinse his vehicle again after applying it. Reduce your down time and frustrations of continually adjusting and replacing parts on your old system.

Take advantage of the **10% OFF** all low pressure self serve panels and triple foam systems.

Sale good through September 1st, 2013!

Air Logic

Spot Free Rinse System




Emperor
Run Dry

No

CopyCat

Here



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



HTS2215S
4.0/5.0 GPM
2300 PSI
950/1200 RPM
HTS2215S is a
direct replacement
for the 5CP1310

Us.....1
Them...0



Emperor Pumps.

**Premium patented pumps that can
withstand temperatures up to 185°
and can run dry for several hours.**



PRODUCTS:

The Dualer

Increase Your Vacuum Time

The Dualer is an easy, inexpensive way to increase the time customers spend on your vacuum, as well as offering a new convenient feature that not many car washes have available. The Dualer allows you to connect 2 hoses with different attachments to one vacuum and lets the customer switch between the two. The Dualer attaches to your vacuum where you would normally connect the hose. Then you attach your standard 2 inch hose to one side of the dualer with a normal claw-type vacuum nozzle, and attach a 1 ½ inch hose to the other side with a crevice tool. The customer chooses between them by moving a lever from one side to the other.

The Dualer is easily retro-fitted to any vacuum that has an external nipple that the hose is attached to. It will not work on vacuums where the hose is screwed into the body of the unit. Once you remove your hose from the vacuum, the Dualer slides over the nipple and is clamped on to it. Then your 2 inch hose is inserted in one side of the Dualer and the 1 ½ inch hose is inserted in the other side and both are clamped in place. Use a normal nozzle on the 2 inch hose and a crevice tool on the 1 ½ inch hose. The customer can use the traditional

nozzle to do the majority of his vacuuming and the crevice tool to get in small areas where a normal nozzle will not fit. Your customer is able to do a better job cleaning his vehicle, and spends more time using your vacuums in the process.

John Slatky, owner of Splash N Dash and Splash Away car washes in York, PA recently installed 6 Dualers in each of his locations. He says, "I see a lot of people using the crevice tool. They like the option and the idea is to get them to spend more time. I'd buy them again in a heartbeat."

Call Kleen-Rite if you're interested in trying the Dualer for yourself. There are instructive decals available to help train your customers how to use the Dualer, as well as hooks to hang the secondary hose on. The Dualer is also available as a pre-installed option on new J.E. Adams vacuums.



LOSING MONEY?

STOP FOAM THEFT WITH THE WOBBLEHEAD FOAMY BRUSH HANDLE



HOGS HAIR BRUSH (6 MONTHS OLD)

This is how a foam brush wears if the foam is NOT flowing when it is used. If your brushes look like this your customers are NOT PAYING to use the foam brush



HOGS HAIR BRUSH (18 MONTHS OLD)

This is how a foam brush wears if the foam IS flowing when it is used. If your brushes look like this your customers ARE PAYING to use the foam brush

Wobblehead



Frequently Asked Questions

with Gary Frey
Kleen-Rite Sales Team

1. Does Kleen-Rite offer free shipping?

The answer to this is YES. When you purchase a full pallet of car wash chemicals from Kleen-Rite, we will cover the shipping. A full pallet of chemicals consists of the following:

36 – 5 Gallon Pails	36 – 50 lb. Boxes
18 – 100 lb. Drums	5 – 30 Gallon Drums
4 – 55 Gallon Drums	

In addition to covering the shipping of your chemicals, Kleen-Rite also allows you to top off your pallet with vending supplies and car wash equipment and replacement parts.

Another way to receive free shipping is to take advantage of the Kleen-Scene coupon on orders over \$750.00. The Kleen-Scene is a bi-annual publication that is sent out every February and August. Don't forget to place your order before the end of these months.

The best way to minimize shipping costs on your bottom line is by proper planning and order consolidation. If you can place your orders throughout the year when we have our promotions and soap special you can virtually eliminate all your shipping cost.

2. With the rising cost of water, how can I lower my monthly cost?

One of the easiest and most economical ways to control your monthly water bill is by inspecting and performing preventive maintenance on your spray nozzles.

The number one reason for increased water usage at your wash can be attributed to erosion and/or wear of spray nozzles.

If you do not change your tips over the course of a year, the orifice will gradually enlarge. This enlarged orifice can increase the flow of water/chemical and decrease the pressure coming from your pumps. Ultimately this is raising your cost per wash and in many cases offering an inferior wash to your customer.

This topic has been covered on two separate occasions in past issues of the Kleen-Scene. The articles can be viewed in the archive section of our website www.kleenrite.com.

Issue No. 13, August 2009...Nozzle Wear the Hidden Profit Drain
Issue No. 9, May 2008...Spray Nozzle Maintenance

3. How often should I change my pump oil?

Generally, manufactures recommend an oil change after the first 50 hours on a new pump and 500 hours of operation then after.

While many pumps may be listed in the same family plunger pump and/or piston pump, they have different size crank cases and in some instances use different weight oil.

To insure proper lubrication for the pump you are using, it is important that you refer to the service manual for your specific pump model number. Many of these can be found on our website www.kleenrite.com.

★☆☆★ BECOMING AMERICAN

Congratulations to Yifei Zhang, our Multi-Media Creator for recently becoming an American Citizen.

Yifei was born in Dalian City in Northeast China. His father worked in the Finance Department of the local government. Yifei earned a degree in Enterprise Management from Liaoning University in China.

Yifei met his wife, Julie Shumway from York, Pennsylvania when she travelled abroad to teach English as a second language to Chinese students. The two met and soon fell in love. They were married in York, PA on July 30th, 2004.



Yifei attended the Art Institute of York, PA where he gained a degree in Digital Art. He is responsible for creating all of the Kleen-Rite Videos that appear on our YouTube channel and web pages.

Yifei and Julie have two daughters: 7 year old Verona and 2 year old Arden.

“America offers a better life for me and my family. More freedom, the environment is much cleaner and the people are really warm. I am proud to be American!”



Eternity Brush Motor

Up to twice the brush life!



VAL2315

2 stage 5.7" diameter
 New generation bearing protection system
 Peripheral air discharge
 120 volts
 UL recognized
 Provision for grounding

Available from Kleen-Rite, your **AMETEK** headquarters!

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!



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 a free sample!

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AFTER BEFORE

APFormulators
 Making a cleaner world

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

APPLICATIONS

Simoniz® Hot Wax

The ultimate top package!

There are now numerous quality equipment options to apply Simoniz Hot Wax and Shine in your tunnel. Chose the one that's best for you...but always chose Simoniz Hot Wax and Shine.

Why? To start with our unique formulation is a technological breakthrough. It combines the shine produced by a blend of polymers, the durability of carnauba wax, the ability not to adhere to glass, the rinseability produced by surface active agents to provide a spot free finish, and the ability to be applied again and again without a build up on your cloth or equipment. At the end of the day...or at the end of your tunnel...we have proven that customers can see and feel the difference...and become repeat buyers of the service.



But the real deal is that properly executed, operators are adding over \$1.00 per car in revenue!

Secondly... branding. Simoniz Hot Wax and Shine resonates with the consumers. They know and trust the brand and the name says exactly what they want...shine and protection. And a recent survey said overwhelmingly that consumers understand what "carnauba wax" is and that they believe it provides long lasting protection.



Thirdly... marketing. Our Simoniz Hot wax and Shine marketing collateral is cutting edge. Your customers will see "Simoniz Hot Wax and Shine" marketing collateral from driveway entrance to menu presentation to tunnel and walkway signage. And our marketing approach to add a new "Top Package" is almost fool proof. Simoniz will assist you in designing a new menu and will help you build your packages in a "value added" way. We have proven over and over again that at least 10% of the car wash consumers will purchase your "Top Package" if they feel there is value. Simoniz Hot Wax and Shine represents that value.

Finally... it represents a great investment and an incredibly fast ROI. Most equipment and signage packages range from \$5 -\$7k and we have had many operators return that investment in 60 days. But the real deal is

that properly executed, operators are adding over \$1.00 per car in revenue!

So whatever equipment package you chose...and Simoniz has many to offer...get off the sidelines and get into the game. Upgrade the services you offer your customers... and drive profits to your bottom line.



CREATE A NEW TOP PACKAGE

BEFORE	AFTER
<p>WORKS WASH</p> <p>UNDERCARRIAGE PRESOAK FOAM BATH TRIPLE FOAM TYPHON SEALANT</p> <p>BEST VALUE!</p> <p>\$9</p>	<p>BEST VALUE!</p> <p>PLUS HOT WAX & SHINE!</p> <p>WORKS WASH Plus!</p> <p>UNDERCARRIAGE PRESOAK FOAM BATH TRIPLE FOAM TYPHON SEALANT HOT WAX & SHINE</p> <p>\$12</p>
<p>DELUXE WASH</p> <p>UNDERCARRIAGE PRESOAK FOAM BATH</p> <p>CLEAR COAT SPOT FREE DRYER</p> <p>\$7</p>	<p>WORKS WASH</p> <p>UNDERCARRIAGE PRESOAK FOAM BATH TRIPLE FOAM TYPHON SEALANT</p> <p>SPOT FREE DRYER</p> <p>\$9</p>
<p>BASIC WASH</p> <p>FOAM BATH CLEAR COAT</p> <p>SPOT FREE DRYER</p> <p>\$4</p>	<p>DELUXE WASH</p> <p>UNDERCARRIAGE PRESOAK FOAM BATH</p> <p>CLEAR COAT SPOT FREE DRYER</p> <p>\$7</p>
	<p>BASIC WASH</p> <p>FOAM BATH CLEAR COAT</p> <p>SPOT FREE DRYER</p> <p>\$4</p>

GROWING TRENDS:

Adding More Revenue:

Should I be accepting credit cards at my car wash?

Accepting credit cards at a self-serve or automatic car wash is a growing trend. The benefits seem to be obvious; credit card customers will add new revenue, credit card customers spend more money, the younger generation doesn't carry cash, and so forth. So why aren't car wash owners getting on the bandwagon by accepting credit cards?

This article will provide information to help you make an informed decision about accepting credit card payments at your car wash.

What do the numbers tell us?

The team at Genesys Technologies reviewed data from over 300,000 car wash purchases that are using the CryptoPay Credit Card System. After evaluating the data the following trends emerge:

- The average ticket for a car wash is \$5.51.
- Sixty percent of the sites use the count-down mode with an average swipe of is \$4.29
- Forty percent of the sites use the count-up mode with an average swipe of \$5.80
- The average purchase includes 1.2 swipes. This means that one out of 5 swipes is consolidated with another purchase using the CryptoPay Consolidation feature.

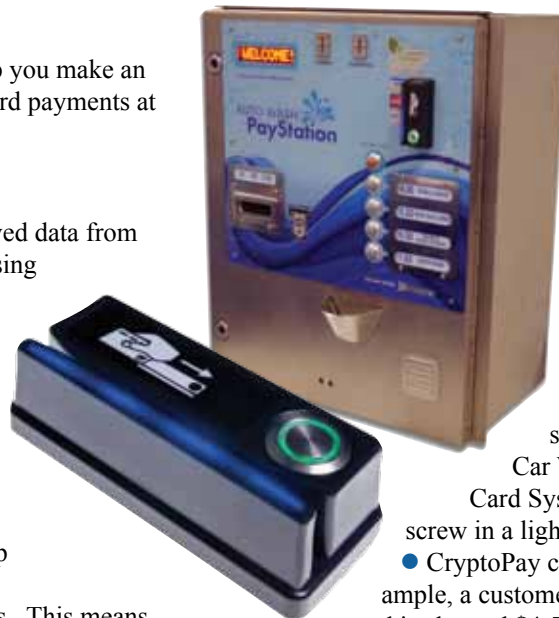
Does CryptoPay raise the ticket average?

Yes - The CryptoPay Credit Card System does raise the ticket average. Here's why:

- Customers spend more money when paying with a credit card rather than cash. Investment advisor Dave Ramsey quotes, "When you pay cash, you can 'feel' the money leaving you. This is not true with credit cards. Flipping a credit card up on a counter registers nothing emotionally. A study of credit card use at McDonald's found that people spent 47% more when using credit instead of cash."
- The CryptoPay Advanced Count Down feature allows the end customer to purchase their wash and then add additional wash time as needed by simply pressing a button on the CryptoPay Swiper. Every button press provides the customer with more wash time which raises the ticket average.



- The CryptoPay Count Up feature allows the customer to purchase as much time as they think they will need and then press the CryptoPay Swiper button to end the wash cycle. This process will typically raise the ticket average.



What is my Return on Investment (ROI)?

The average ROI for the CryptoPay Credit Card System is just under 120 days. Obviously car washes with higher traffic will recover their investment sooner than car washes with low volume. ROI is due to several factors including:

- The CryptoPay Credit Card System is a cost-effective solution. The initial investment for a 5 bay system would be approximately \$2200.00.
- CryptoPay is an easy to install wireless solution. Jeff Staffin, owner of Lil Rascals Car Wash in Dallas Texas, said 'CryptoPay Credit Card System has no complicated wiring. If you can screw in a light bulb you can install CryptoPay.'
- CryptoPay consolidation reduces transaction fees. For example, a customer swipes his credit card to start the car wash and is charged \$4.50 to wash his car and then ten minutes later he swipes his card again to use the vacuum, and is charged \$1.00. CryptoPay combines these two charges into one \$5.50 charge that is submitted to the credit card company, which results in only one merchant fee for the purchase.

So let's answer the question at the beginning of this article. Should I be accepting credit cards at my car wash? The answer is an emphatic yes and here are the conclusions.

- Credit Card Customers expand our customer base
- Customers spend more money when paying with a credit card versus cash
- People increasingly don't carry cash and avoid businesses that don't accept credit cards.
- CryptoPay Credit Card System raises the ticket average
- CryptoPay Advanced Count Down and Count Up features raise the ticket average
- CryptoPay has a rapid Return on Investment
- CryptoPay is an easy to install wireless solution
- CryptoPay individual charge consolidation reduces transaction fees

Considering the benefits, why would you not start accepting credit cards today at your car wash?





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

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IN THE U.S.A**



FOAMY BRUSHES



**BI-LEVEL
BRUSHES**



**WHEEL
WIZARDS**



**ROUND
BRUSHES**



**SPARE
PARTS**



**SPOKE
BRUSHES**



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

New!
LINE-X reinforced
handle!

Featuring a powerful in line design, high strength nozzle and stainless steel construction the Autodry in bay dryer 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

Offers good through September, 2013!



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

5 Troubleshooting Steps

for Cleaner In-Bay Cars

Rick Leizgold and Michael Ilacqua, Trans-Mate Inc.

There are many factors in running a successful in-bay carwash, most important of all is producing superior-looking cars at a low cost per car. Creating customer-pleasing results requires good equipment, quality chemicals and ongoing maintenance and upgrades to both your equipment and facility.

Operators from time to time may discover that their cars are not coming out as clean and shiny as they know their wash can produce, and can become frustrated trying to figure out why, which is why we offer the following “5 Troubleshooting Steps for Cleaner In-Bay Cars”.

Step 1: “You can’t clean cars with cold water”

Your mixed water and presoak/detergent wash solution needs to be 100-120 degrees Fahrenheit at the nozzle to provide effective cleaning. Whether you use a hot water storage tank or a tankless “instant” hot water system, be sure to check the actual solution temperature at the nozzle to make sure you are in the effective range, and make any necessary adjustments if below that range. Note: in the summer you don’t need to heat the water as high, 80-100 degrees will work in hot temperatures, which can save you money.

Step 2: “Check your pressure!”

Your wash solution nozzles should be set at 1,000-1,200 PSI to create enough impact on the surface to generate the friction that helps wash off soils and grime. As nozzles wear, the pressure they create drops, which reduces cleaning. Replace your nozzles at least every 12 months, and at least every 6 months if you use a reclaim system.

Step 3: “Titration...what?”

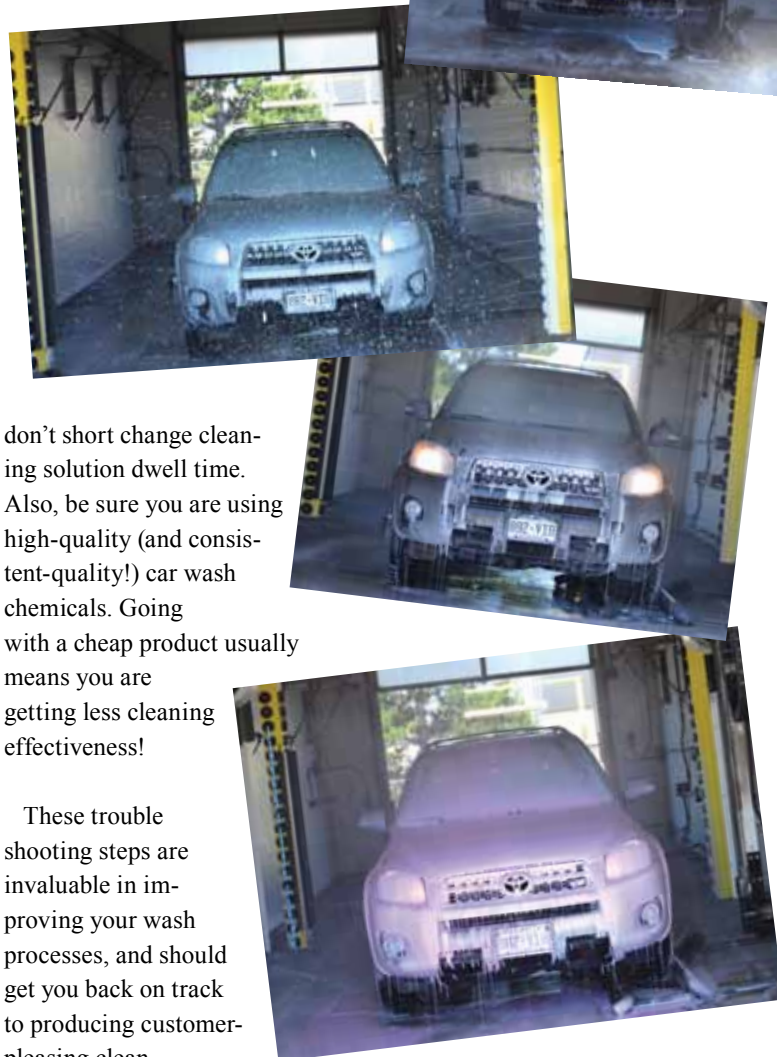
Titration kits provided by your chemical manufacturer measure the pH of diluted car wash chemicals to determine the actual dilution concentration. Dilution tips can be inaccurate depending on water pressure, metering device, etc. so be sure to check that your actual dilution meets manufacturer recommendations for effective cleaning.

Step 4: “How’s your water?”

Hard water reduces cleaning effectiveness of most detergents, so check your water hardness to make sure your water softener is working properly. If you have hard water and don’t have a water softener look for a presoak/detergent designed to work in harder water.

Step 5: “Dwell on it...”

Chemicals need time to sit on the vehicle surface to better dissolve soil and grime, ideally 15-30 seconds dwell time for presoak/detergents to work. Some equipment manufacturers and operators are pushing for faster wash cycle time, but be careful you



don’t short change cleaning solution dwell time. Also, be sure you are using high-quality (and consistent-quality!) car wash chemicals. Going with a cheap product usually means you are getting less cleaning effectiveness!

These trouble shooting steps are invaluable in improving your wash processes, and should get you back on track to producing customer-pleasing clean and shiny cars!

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.

Morris Hoole Golden, Colorado

After working 16 years in the aerospace industry for Martin Marietta, Denver, I was asked to move to the New Orleans, LA area to help set up and train local hires what I knew about the business of testing large booster rockets and etcetera. I really had no desire to move but I did like the business as I quite frequently worked side by side with the original astronauts of those days such as Alan Shepard, Charles Conrad, and I got to travel around the country quite a bit on official business for various space programs. I really enjoyed my time there and was not looking to change professions. I knew that if I refused the transfer I would be laid off in a few months. I then refused and sure enough in June of 1974 I was laid off, with recall rights when and if they got another contract from NASA or the Air Force. This was really nothing new as I had been laid off and recalled at least a half dozen or so times already, so I was somewhat used to it.

At that time there was a company in Denver called Miller Distributing; not the beer but auto detailing supplies and they were just beginning to get into the car wash supplies. Years before, the owner, Eugene Miller had started a route traveling the state of Colorado selling soap and detail supplies to service stations and the few carwashes that existed at that time. He began building barrel mounted and wheel mounted wash units using Hypro pumps. The station operators used these to wash cars and anything else as they could now increase the hose pressure from 75 or so to 500 lbs. Somehow Gene became involved with Monorail and realized he could make money by placing a new vacuum

at a station or wash on a trial basis, and when he came back a month later he would either sell it to the operator or take it home with him. He never took one home. There were many, many, white domed, round, blue vacs popping up all over the state.

At this same time he was learning a lot about the few car washes that existed in the state by doing maintenance and repairs for them so he decided to start building pumping systems for self service car washes. It so happened that my brother, Bob, was doing part time work for Miller Distributing. They had just sold a 4 bay system for a wash in Eagle Co. Since I was unemployed at the time, I went along to help on the installation. When that was done, Gene asked if I would be interested in working part time at the shop which was about the same time Gene bought an old run down tin building 4 bay wash in N.W. Denver. So of course I helped and learned more about carwashes. We gutted it and put in all new equipment and naturally it immediately became a real moneymaker. At this same time there were a few self service car washes around the Denver area that used Hypro and Moy-no pumps so there was a need for someone to repair pumps. Gene had 2 full time employees and 1 part time so I became the second part timer, and soon after we were all full time as we started building and installing complete carwash pumping systems.

In November, 1975 I had an opportunity to buy a 2 bay self service car wash which was part of a very busy gas service station. Oddly enough while I had been out of work at Martin, I had spent a lot of time visiting Phil, the manager and hanging out at this service station and working for him part-time at another location. Since I knew nothing about the industry, I sort of laughed at the idea and said thanks, but no thanks. Well, by then in late 1975 I



was familiar with carwashes and knew there was an opportunity to make some money if I could find a way to buy the place. My new bride Dixie and I had just been married in July, so after 4 months, I approached her with the idea of putting our money together, mostly hers, to buy this wash. She passed this place almost every day and very seldom saw any cars in the bays and no business. The building was a

former Robo Wash and had been converted to a 2 bay self serve. All the walls were glass and most of them were broken. When you put in a quarter, most of the water came out at the boom and very little came out the nozzle. My challenge was to convince her to let me invest all of her money along with mine, into this crazy idea of owning a carwash. There were only 6 or 7 washes in the whole South Denver metro area at that time and probably 75,000 to 100,000 people that needed to keep their cars clean.

Somehow I convinced her to join me in going broke together. I called the seller on Friday morning and told him we wanted to buy it. He agreed to meet me at the location later that day and I would give him a check for the deal and I would get the keys. We met and our handshake closed the deal Friday afternoon. On Monday while I was at work, my boss, Gene Miller, received a phone call from the seller; he wanted to know what kind of person I was because I had written him a bad check to buy the carwash. Gene told him I was good for it but apparently I had not gotten the money transferred into my checking account yet. Gene said if he was in a big hurry for the money to come by and he would give him a check to cover it. He was not supposed to deposit the check that soon but his secretary saw it on his desk Friday afternoon and took it to the bank.

From that day on when we were not at our regular jobs, we were trying to get that little two bay into good operating condition by working there almost every night. I don't remember exactly why but we needed 2 more wires to the coin boxes. Words of wisdom, don't even attempt to attach 3 wires to 1 and pull them through a 1/2 inch conduit with 7 or 8 elbows. Pull all the old ones out and replace them! We had to reduce the control voltage from 120 to 24, and add wax. First we put new plexiglass in where all the windows were broken out. We left the clean tan paper covering on the gas station side and wrote on it with black spray paint; "IT WORKS! NOW NEW OWNERS" The business boomed instantly.

Keltner Optic Eye



There was a sign on a post out front of the building that said "CAR WASH" on it and it had some extra room at the top. Being a proud businessman now, I thought we had to have a name for the wash, so I decided "DIXMOR" would fit just fine. We were now the proud owners of DIXMOR CAR WASH. If you don't know the story behind the name,

ask me at the next show. We currently own and operate 5 locations with a total of 25 bays in the area, after having 8 at one time.

After a few months it was quite obvious that carwashing was a good up and coming business so we began looking for a piece of property to build a second location. We found a spot in what I thought was an excellent location. I made a deposit on the land without knowing how

I was going to buy it or come up with the money to build. Once again my boss, Gene, found a backer to buy and build to my specs and then lease the operation back to me with an option to buy after 10 years. It took about a year total to get it all done. Of course I used Miller's Hi Performance Wash System equipment and had most of the work done by Miller employees. Dixie and I still spent a lot of nights and weekends pulling wire and etc. to try and save a few dollars. Once we reached the point to start firing up the pumps and setting pressures, the customers were sitting behind us waiting to wash. As soon as we moved to the next bay they came in even though we only had cold water. At that time I knew we had a winner. This was November of 1977 and the following spring I received a registered letter from Martin offering me my old job back at a pretty good rate of pay, but we made the decision to change our life from there on, even though I really missed the Aerospace industry and wanted to get back into it.

By the late 70s there were basically 2 suppliers for the carwash industry in the Colorado area, A COL sales, who was a distributor of Weben equipment made in Texas and Miller Distributing, where we made our own equipment called Hi Performance Wash Systems. Around 1980, I believe, Weben went out of business and A COL had no supplier. Harry Mathews and Bill Marti were the primary principals of A COL so they decided to build their own equipment and call it Mark VII. This was a very good move on their part as there was already the distributor network in place. As you know Mark VII has now grown to become one of the largest suppliers of car wash equipment.

By then, Bill Bruggerman had introduced the model 400 series up to 430 of Cat Pumps, and Ray Simon had brought the model A40 series of



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Introducing the NEW D14MZ3000-D Super Concentrate Chemical Injector!

- **Water-Powered** – piston technology you've come to trust
- **Consistent Chemical Mixing** – the D14MZ3000-D is unaffected by viscosity and there is no need for tiny orifice tips that plug
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Order today! Ask for:

Part #: D14MZ3000-D

Need more floor space? Then you need the Bucket Stacker!

- **Space Saving** – stacks two buckets in the footprint of one
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Part #: BSS



an Oral History Continued

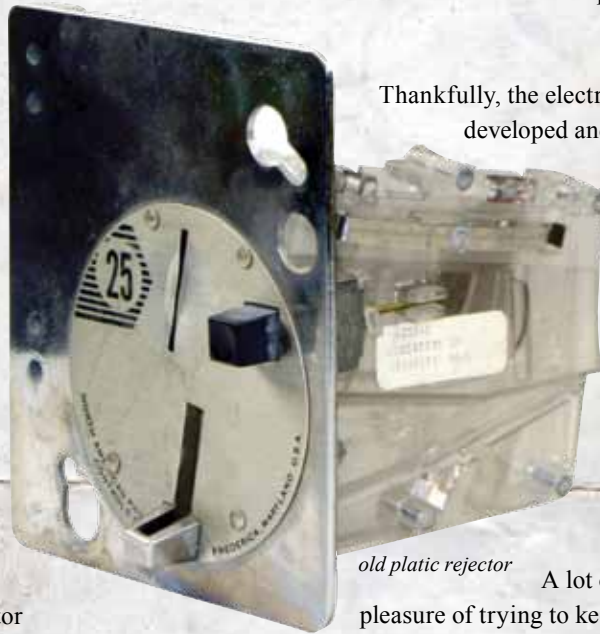
Giant pumps in from Germany. We offered both pumps and usually set them up to run 1200 PSI at 3.75 GPM. This was a great leap in the carwashing business as we now had pumps capable of putting out enough pressure to do the job and they did not have to be rebuilt constantly. As long as you had a good liquid supply to feed them. If you let them run dry it took about 5 to 10 minutes and the cups were shot. These pumps were built for high volume use, but not to run dry, so we had to be careful not to run empty on any liquids or the pump would suck air and burn up the cups. It was only a 15 minute job to replace cups on site.

With the high pressure and volume, we had to charge more for the wash. At that time most washes were 25 cents for 5 minutes. One of the coin accepters widely used in those days was the Greenwald 5900 series; insert quarter in slot and twist knob. This unit was not only a coin accepter but also a mechanical timer. Most used in our industry was a 24vac 1/20 rpm motor. We could use a 4 pin timing wheel to get 5 minutes or a 5 pin wheel to get 4 minutes. Many of these same style accepters are still used today. There were quite a few combinations of motor speeds and wheels available so we could end up with quite a few time and price combinations. There were also a few other various accepters such as Meter-all and Coin Mech which would send a pulse to a timer. About this same time the new easily adjustable timers with dip switches were coming on the market. I believe the Gin San unit developed by Don Parker was probably the first. It was an electronic timer capable of 1 to 15 coins to start.

We couldn't get away with doubling to 50 cents for 5 minutes, so the great experiment of 35 cent carwashes began. We used two N.A.P. plastic coin rejecters side by side with escrow coils. There was a push pull solenoid coil attached to a holding bracket that the coins would rest on while waiting for the second coin to be inserted. It required one dime and one quarter. Put a coin in one side and it would hold in place till the second coin was inserted. Once both coins were inserted, the coil would energize and the coins would fall into the coin box, tripping the start switches as they fell. The 35 cent pricing didn't last very long and we went to 50 cents for 4 minutes. Now just drop in two quarters and the switch would send two pulses to the timer. This was all great until the weather changed and the thin copper strips, which were an integral part of the accepter, would move or warp slightly due to the stresses from stamping out the part. This then would cause the coin to reject or jam. Between the coin mechs screwing up and the coin switches getting wet, I believe Dixie and I spent all day on Saturdays

and Sundays running from wash to wash keeping the bays operating. There were quite a few different coin mechs available, this is just the one we were using at that time, as they all seemed to have various problems.

There was a very good –very bad type of acceptor introduced about this time called the optic eye coin switch. A jam was almost impossible, acceptance rate was incredibly high. Problem was it was quite easy to cheat. The stringing method was cured pretty easily but they would accept anything that was the proper size without a hole in the middle. Someone figured out that a round circle of linoleum cut to the proper size made a pretty good quarter replacement for washing cars. I wasn't particularly happy with selling washes for a linoleum circle so it was time to change again. Somehow this just didn't seem to be the best answer as a coin accepter.



Thankfully, the electronic coin comparator accepters were being developed and used about this same time, thanks again to Don Parker. This was the answer to most of the coin handling problems. All we had to do was insert a sample of the coin we wanted to accept and the unit would reject most other coins. This idea quickly expanded into multi coin comparaters in which you dropped samples through the unit to program it for various coins. Now we had the best of both worlds and most of our coin accepting problems are gone.

old plastic rejector A lot of current operators have not had the real pleasure of trying to keep a car wash running with parts and pieces that you have had to modify yourself and the real pleasure of basically living at the wash to try and keep things working. For all of you, I feel sorry for you, because you will never know the feeling of accomplishment that we have gained since the 1960s.

As most of you oldtimers know the vandalism in those days was pretty heavy for quite a few of us even though we tried to keep everything working. The coin acceptors jammed a lot, the bill changers ate a lot of bills, the soap and wax mixtures were hard to maintain at a constant level, and we were constantly having something go wrong. It seemed like if someone lost a quarter they thought they should destroy something and in my washes it was either beat on the coin boxes or bend the wands or both. One morning in the summer of 1985 I was inside my 2 bay on the way to work and heard quite a racket outside. By the time I got to the door to check it out I saw a guy driving off the lot in a soapy car and the wand was bent like a u in the bay he was using. We were up to a dollar for 4 minutes by then and it took a full dollar to restart the wash, I put money in it and the rinse worked fine so I assumed he either had no more change or no more money. Obviously I was quite upset and steaming at that time, but in reality he did me a big favor; that's was when I decided to get into the digital display timer business. I thought if he would have known he was about to run out of time he could put in one more quarter and keep rinsing. He was the inspiration for my first ever advertisement in any of the trade magazines.

This was the beginning of the Dixmor Enterprises timer business. I took some vacation time from my job at Miller Distributing and flew to Toledo, Ohio to meet with Herb Weingarden and his engineer, Marty Klaiber. They were in the business of designing and building elec-

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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!

SOAPY CARS MEAN ANGRY CUSTOMERS!

Are your coinboxes turning off your customers? Customers get angry when they run out of money before the soap is rinsed off their cars. Update your carwash to the electronic age and show users exactly how many seconds remain. Lets you control your own profits with precision timing. Choose from one to 599 seconds for each coin, and one to 20 coins per start. Change your mind anytime and instantly enter new numbers. Easy to set using just two buttons like with a new watch. Fits most coinboxes. Very popular last minute warning. First two digits flash while seconds count down. Lets customers pace washing.

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tronics, a lot of which was for Hamilton changers. I told them what I wanted to do; build a display timer that had variable message programming capabilities, and various other capabilities, a user friendly timer instead of just a bunch of numbers that counted down, yet still small enough and tough enough to fit inside the coin boxes of a car wash, and the answer was, sure we can do that. Since 1985 we have added many changes to the basic timers and many variations. We now have about 15 or so different products, all of which fit into the carwash industry, including the Weepmizer, weep system controller. Every one of these products has been designed and built by Marty and his partners since 1985. You, the owners and operators, have given me all the ideas for products and if I thought it sounded good, I would get together with Marty and we would build it. We of course have had a few failures along the way but overall most have worked out pretty well.

It has been a very fast and exciting past 40 years and I have made many, many very good friends over those 40 years. I have repeated many times that I believe I could take a month long vacation from coast to coast and border to border and if I really wanted to I could go the whole time without paying

for any motel rooms and only paying for very few meals. I have had so many invitations to spend the night or come to dinner at their house that I could not begin to remember them all. There is no way I could have made all these friends without being in this industry and I can quite honestly say there are more down to earth, hard working, caring, helpful and knowledgeable people willing to share info than I could have ever dreamed. I would not try to name anyone here because it would be an injustice to all those left out. All of you know who you are and I hope you can accept my appreciation with these few words.

DIXMOR



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

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WHAT'S NEW?

Armor All® Custom Shield™

Spray On - Peel Off Customization

New Armor All® Custom Shield™ Coating allows consumers an opportunity to ditch that pesky automotive bra on the front of their car for a more sleek and non-abrasive look. This new innovative product is a temporary, spray-on, peel-off coating that allows consumers to help protect their vehicle's paint and body from the elements.

This technology not only helps protect the vehicle's paint and body, but it comes in black, white and clear, giving consumers the ability to create a temporary customization. You can add racing stripes down the center of the car for that instant racer look or cheer on your favorite sports team by creating stencils showing your spirit on the hood of your car.

Armor All® Custom Shield™ Coating:

- Helps protect front grill, hood and rocker panels from scratches and nicks caused by flying road debris
- Available in three colors: Black, White and Clear
- Can be used on wheels to defend against brake dust build up
- It's easy to apply, as its aerosol delivery allows for a simple application and it dries quickly
- When it's time to remove, just peel off and throw away; Removal never requires tools
- Weather resistant and can last up to three months



6 per case

Clear AR17230
Black AR17229
White AR17231





HOW TO CHANGE A FRAGRANCE HOSE & HANDLE on a combo vac

Eventually the fragrance handle and hose will need to be replaced as your unit gets used. With a little know-how, the job can be a snap!



STEP ONE: TURN OFF THE POWER TO THE VAC!!



Step 2: Open up the front face doors of the unit.



Step 3: Remove the Power Cover inside the unit.



Step 4: Remove the Dome from the top of the unit.



Step 5: Loosen up the Lock Nut on the hose from the inside of the cabinet.



Step 6: Unhook the three Pick-Up Tubes from the Peristaltic Pumps.



Step 7: Remove all the tie wraps from the power lines. Locate Connection #14 on an Adams Combo Unit, these are the wires for the button on the spray gun.



Step 8: Once located, unhook the wires of the old handle from the connector.



Step 9: Remove the Air Line from the compressor on top of your unit. Once the wires and air line from your old hose are disconnected, remove the old hose completely from your unit.



Step 10: Thread the new wires, pick up lines and air hose through the the hole.



Step 11: Feed the lines through the interior lock nut and attach the lock nut to the interior of the hole.



Step 12: Now it is time to feed the power lines and the air tube up through the channel. By taping these lines together, it makes it easier to thread.

Once taped together, feed these lines through the channel located behind the coinbox and bill acceptor.



Step 13: The Air Hose will continue up through the channel until it comes out at the top. Cut off any excess tubing and attach to the air compressor.



Step 14: Trim the excess power lines down and attach the connector. Then reconnect the two connectors.



Step 15: Reconnect the three feed hoses to the Peristaltic Pumps. Once this is done, turn the power back on to your unit and test it before reassembling the entire unit. You'll want to ensure that fragrance is coming out for all three fragrance selections.

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.



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.

Operator SPOTLIGHT



Taylor's Kwik Kar Washes Arlington, Texas

I was in the Grocery Store business, and after my son was born, I decided it was taking too much of my time. I still had two years of college to complete and I wanted to do that. So I sold my store and looked for a way to do that. I sat down and made a list of all the things I did not like about the grocery business. Then I put the list in order. At the top of the list was Employees followed by long

hours and someone having to be there all those hours that the store was open. Then I thought, "what type of business does not have employees?" That's how I came up with self service car wash.

We opened our first wash in May, 1977. Today we have nine washes, eight paid for. It's a family business now as I am getting on in years. My son, Preston Taylor, takes care of three we have in Duncanville, Texas. Me and my son in law, Matt Leo, take care of the six we have in



Lee Taylor
Arlington, TX

with his son in law, Matt Leo.



Arlington, Texas. Kleen-Rite opening a warehouse in Grand Prairie, Texas has helped us as we have one location just minutes away. We no longer have to carry near as much inventory as we were.

The self service business has changed a lot since 1977. Our first wash was a metal building with a black top lot. We had one of the very first low pressure functions, it was Tire Cleaner. It was so new, the company didn't even have a face plate to show it - they used an add on decal.



“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.

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY





MODEL 400 BILL CHANGER

CHANGE

HOW TO INSERT BILLS

Bill Breaker



	1
	4 1 + 4 25¢
	1 10 + 4 1 + 4 25¢
	1 20 + 4 1 + 4 25¢



Rowe's Model 400 is economically-priced and offers top-of-the-line features only found in Rowe's Bill Changer and Bill Breaker models. The Model 400 is the same size as Rowe's BC-1200 and 1400 models and comes in dual validator and dual hopper front and rear load models.

It also offers the MEI bill recycler, USA Technologies high-speed wireless ePort credit card PCI compliant system, a second back up bill validator option, and now offers custom faceplates. With features only offered by Rowe and new customization options, the Model 400 is everything carwash owners need. This exciting new line of bill changers truly does it all.

RC400RL





Our Systems Feature:

- Crystal Clear License Plate Reading
- Remote Viewing on Any iPhone, Pad or Droid Device
- High Definition Video on Your Monitor