

THE KLEEN-SCENE

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 22 February, 2014

**THE BEST
FOR LESS!**

In-Bay Self Serve

Tire Shiner

Increases Revenue

Additional Profit Center

Quick Detail

What You Need To Know

LED LIGHTS

Improved G&G Lighting

Self Serve

Under Carriage

Sprayer System

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4 per pack



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Tapeswitch Car Wash Vehicle Sensing Switches are designed to detect the downward or angular pressure of an automobile tire in the harsh environment of vehicle wash down systems. These vehicle detection sensors are molded from 100% PVC Plastisol and features anti-wicking Dri-Run cable, which provides exceptional protection from moisture intrusion through the electrical lead wires. The Car Wash Vehicle Sensing Switch has a moisture rating of IP67.

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BONUS!**



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- Bill to Bill Dispenser Series
- Excellent Service



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Find more information about our comprehensive line of products at www.kleenrite.com or call 800-233-3873



We thank everyone for a successful 2013 and look forward to a great 2014. As we move forward let us not forget our past. We dedicate this space to those we have lost that have made a permanent impression both personally and professionally in our lives.



Jim Lutz
September 14, 2013



Mike Lefever
January 1, 2014

We appreciate the opportunity to serve your business, we work hard each and every day to improve ourselves and our business. Thank you again for choosing Kleen-Rite as Your Reliable Supplier to the Car Wash Industry.

Mike McHenry

Keith Hart

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FREE SHIPPING OFFER

We are offering Free Shipping on any **ONE** order placed over **\$750.00** during the month of February, 2014.

Simply reference Kleen-Scene Offer #22 to your order taker to receive free shipping on your next order to anywhere in the continental U.S.

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

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"does not apply to previously placed orders"new orders only.

Offer Valid Until March 1, 2014

SELF SERVE:

Underbody Cleaning

Simple System Designed To Offer Additional Service

Why has underbody cleaning not become commonplace in self-serve car washes? Each winter, the snow falls, the road salt is spread, and car wash busy season begins. Car, Truck and SUV owners are eager to protect their vehicles from harsh winter elements like dirt, grime and salt. At a typical self-serve

car wash, customers can spray, scrub and clean around the body and tires of their vehicle but often miss one of its most vulnerable and exposed parts: the underbody.

A simple solution to this problem has now arrived. The Self-Serve Underbody System, a simple expansion package for any self-serve car wash, offers customers a simple and effective tool for easy and effective underbody cleaning. This innovative system has the potential to increase both the customer satisfaction and the profitability found at an ordinary self-serve car wash.



What is the Self-Serve Underbody System?

From a car wash customer's standpoint:

The Self-Serve Underbody System gives vehicle owners the option to clean the undercarriage of their vehicle—a highly valued option during winter months when road salt can cause costly, corrosive damage to many vehicles.

The underbody tool has a simple design allowing for safe and easy operation. With the turn of a dial and the squeeze of a trigger, three nozzles release a high pressure spray which, once rolled under any size vehicle, effectively removes salt, dirt, grime and debris.

From a car wash operator's standpoint:

This system is a value adding service that installs directly into any existing self-serve bay. Creating an entirely new cleaning option, this system increases the amount of time customers spend in the bay, produces additional revenue and increases customer loyalty.

This cleaning option appeals highly to car wash operators in colder climates where vehicle owners are at an increased risk for corrosive damage as a result of road salt.

How does the System Work?

The Underbody System creates synergy with any standard self-serve car wash.

Utilizing one high-pressure stream—coming from any existing self-serve equipment—this system powers two high-pressure cleaning tools. By installing this system's unique control valve panel operators maintain the existing high-pressure flow to their self-serve bay while also creating a second high pressure option that, once activated, powers the underbody cleaning tool.

Activating the underbody cleaning tool can be achieved by adding an underbody option to any existing meter box. Many car washes have an open spot on their meter box dial. In this case, simply adding an underbody option to fill this spot will activate the system. If this is not the case, adding a push-button activation may be required to activate the underbody system.

Within the bay, a wall mounted boom, hose, wall bracket and weep bucket are installed to house the underbody cleaning tool. To prevent this exposed fluid line from freezing, a check valve assembly



is used to connect any existing water weep system to the underbody system. The weep bucket is then needed to catch and drain any resulting weep water.

To learn more about the installation of this system watch our product video on the Kleen-Rite website.



Why add this service to my self-serve bay?

Think about your customers.

Many vehicle owners are actively searching for an easier and more convenient way to wash the underbody of their vehicles. Others may just be looking to try something new while self-serve car washes are becoming increasingly standardized. Set yours apart from the rest. Attract new customers and please loyal customers looking for more. The Self-Serve Underbody System was created to fill all of these needs while seamlessly integrating with your existing self-serve equipment, making it an instant hit for both car wash operators and customers.

What others are saying:

Jim Collins, Owner/Operator Rainbow Car Wash: Hyde, PA



“The Self-Serve Underbody System has been a great asset to our business... helping with our customer retention, attracting new customers, adding value to our services, and increasing time in the wash bay. People love to try new things, and [The Underbody System] is definitely something that was needed in the self-serve bay.”

For more information visit the Kleen-Rite website!

HSSA30 (with boom) - **\$1,799.00**

HSSA300-NB (without boom) - **\$1,299.00**



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JPSE3 MOUSTACHE SUNGLASSES
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Complete 4-Bay Credit Card System just **\$1,865**

*Add additional swipers to bays & vacs.

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“Finally, an Affordable Credit Card System that is Super Easy to Install!” - Tom Allen, Kleen-Rite Senior Technician

- Affordability
- Encrypted data secured by Magensa
- Wholesale merchant processing



EASY to Install!
*watch the online video!

Should I be accepting credit cards at my car wash?

- 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 charge consolidation reduces transaction fees

Does CryptoPay raise the ticket average?

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

- 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.

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www.kleenrite.com

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 4 bay system would be approximately \$1,865.00.
- 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.

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





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

Available in Stainless Steel or Galvanized!

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WHS17	17"	\$28.98
WHS22	22"	\$31.54

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Frequently Asked Questions

with Gary Frey
Kleen-Rite Sales Team

1. Are the items in your catalog the only items Kleen-Rite sells?

No! If you are looking for an item that you are unable to find in our catalog, please give us a call.

Even if it is a part that we have never sold, we are always willing to contact our suppliers to check on access, pricing and availability. If the item you are looking to purchase is something we are able to access, we will do our best to provide you with the price and availability in a timely manner.

In order for us to process your request in an efficient manner, please try to have the following information:

1. Manufacture name
2. Manufacture part number
3. Description of the part
4. Application that the part is being used

When a purchasing request is made, we ask that you provide our sales team with a good contact telephone number and/or email address so we can get back to you. In addition, make a note for yourself of the sales associate for your records in the event you need to provide him/her with additional information.

2. What's the difference between weep and non-weep guns?

A weep trigger gun is traditionally used in colder climate areas where freezing conditions occur. The weeping style guns have been designed with an orifice cut out of the bottom to allow a small amount of water to continuously flow through the lines when the gun is in the shutoff position.

When weep guns are used in conjunction with a weep system, operators can stave off costly equipment damage caused by freeze ups. Non weep guns are typically used in warmer climate areas where line freeze ups do not take place. This style gun is also used in pressure washing applications where you do not want water to continue to flow when the trigger is released.

3. Are there any new Little Trees Air Fresheners?

Over the past year, Car Freshener has introduced a number of new fragrances to market. Here is a list of the fragrances that are ranked and climbing in total domestic sales from July 1, 2013 – June, 2013.

- | | |
|-----------------|--------------------|
| 1. White Water | 4. Grape |
| 2. Woven Whites | 5. Tropical Shores |
| 3. Strength | |

Below are the new Car Freshener fragrances with descriptions launched in November 2013.

1. Pure Steel – Masculine freshness with modern sophistication.
2. Sunberry – A cool, refreshing splash of sweet berries.
3. Margarita – Enjoy the fresh lime and salty zing of this classic.

IN-BAY Air Shammee

TOUCHLESS HANDHELD VEHICLE DRYER



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Check the map to see when we will be in your area. Call today, availability is limited!



The Free 30 Day Trial Includes:

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SELF SERVE

In-Bay Tire Shine

Diskin Systems scores again!



From the inventor of the first in bay car dryer, the Air Shamnee, Diskin Systems I proud to introduce to you our next and best profit machine... The Hot Rubber Tire Shine!

Our handheld applicator for inside your self-service bay is extremely easy to use to apply a sleek shine to finish tires every time. As the trigger is squeezed the atomization of air and tire shine fluid applies the perfect amount of shine while minimizing the amount of fluid that is dispensed, as well as cost to you. The air brush design sprays tire shine precisely to avoid dripping and over spraying. Our efficient way of dispensing fluid, and the soap from the next car in the bay, keeps your bay floor from getting slippery. Our machine is easily adjustable allowing you to either increase or decrease the amount of fluid dispensed.

Over the past 10 years, Diskin Systems has proven the concept of adding equipment in bay to your selector switch which will extend the amount of time your customers spend in your bay, ultimately increasing your profit by up to 15% per bay! How many people do you see in your parking lot shining their tires? This machine is easier to use than a spray bottle. Our atomized patent pending brush design is more effective than the spray bottle, allowing the shine to last longer on the tire. Your customers demand tire shines so let them pay you for it!!!

Our new space saving boom can be used in any carwash, including those that has limited wall space. Because this boom is so compact, it can be mounted underneath a foaming brush or other



booms. The boom is jointed to allow it to self-retract to the center of the bay (no springs are necessary). Also, this boom increases in height when unfolded so that the maximum vehicle height clearance can be achieved in the center of the bay. This boom allows car wash owners to add more features to their bay and selector switch which increases time in bay and ultimately, your profit!



As an added bonus, the tire shine can also be used with the foamy brush boom. It is interchangeable to fit your needs. Your customer will enjoy using your new in bay Tire Shine, and you will enjoy the increase in profit! Call Kleen-Rite today to make your customers' tire shine work for you!



SPRAY ON



BRUSH IN

Wall Mounted Unit, 110v running off of 24v selector switch
***customer needs to plug an air compressor into it**
***includes the following**

- tire shine system
- lighted sign
- wand hook
- in bay instruction sign
- chemical reservoir
- decal set for selector switch
- 16' of hose (for tire shine & air)
- wand with brush



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THE KLEEN-RITE TEAM

Steve Deeg

Operations Manager

Education: Master of Business Administration, York College of PA
B.S. Industrial Engineering, Pennsylvania State University

I was born and raised in Columbia PA and attended college in State College, PA. My wife Joy and I have 4 children; Eleanor, 11, Nicholas, 8, Timothy, 6, and Theodore, 4. Our dog Traveler is a Golden Doodle.

How long have you been with Kleen-Rite? It will be 11 years in April.

Tell us about your current role and what you do? I am responsible for receiving and shipping operations at our Pennsylvania location.

What do you like about your job? I enjoy the challenge of continuing to find ways to improve the value for our customers. I think Mike and Keith have been assembling excellent teams in Pennsylvania and at all of our distribution locations. I have been fortunate enough to meet everyone on our team across the US and can tell you we all have quality people working hard for our customers.

Tell us about interesting hobbies outside of work.

I enjoy spending time with my family at home and along the Susquehanna River. I try to stay active helping coach my children's various sports teams. Weekends in the fall I can be found playing designated quarterback in our family backyard football games. This way I am always on the winning team.

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REGULATORS



Turbo-Laser



SHUT-OFF GUNS

ENERGY SAVING:

How to save money and improve your image with LED Lighting.



Modern LED lighting is a great way spruce up your bays and can pay for itself within 1 to 2 years. This article will help you understand LED lighting and how it can be used at your wash facility.

Before we dig into the details of LED lighting, here is a short list of the immediate benefits you can expect upon installation of a high-quality LED lighting product:

- Super bright bays that make cars look great
- Fresh image and increased traffic
- No more routine bulb changes
- Lower utility bills

Why use LED lighting?

Energy Efficient

One of the greatest benefits of LED lighting is the dramatically reduced energy consumption when compared to traditional lighting technologies (i.e. metal halide, fluorescent, etc.). In most cases, energy use is cut by 60-70%. That translates into big savings on your utility bill.

Long Lifetime

LEDs don't burn out like typical bulbs, but rather slowly fade over time. Customers can expect quality LED products to have a lifetime of around 100,000

hours. At this point, the LED fixture will emit around 70% of its initial light output. By comparison, a metal halide bulb will only emit around 50% of its initial light output after 10,000 hours.

Zero Maintenance

A great amount of savings comes from eliminating routine maintenance and upkeep. LED products are virtually maintenance free throughout their lifetime. A metal halide fixture would require around 10 bulb changes and few ballast changes over the lifetime of a quality LED fixture.

High Quality of Light

Well made LED lighting sources are able to produce a higher quality of light than traditional sources. Colors will appear more vivid and details will pop. When choosing lighting for a car wash, you want to look for a "daylight white" (5000K-5500K) color temperature. This will give you a nice crisp and clean white look, without making things appear blue.

Aimable

LEDs emit light in a specific direction, eliminating the need for reflectors that can trap light and waste energy. With other types of lighting, up to half of the light from the bulb may never leave the fixture. Many LED lighting fixtures are aimable, allowing you to direct the light exactly where you need it.

How important is lighting?

Good lighting is very important and can drastically improve the image of your facility. Brighter bays attract attention and tell customers that you are always open for business.

Well lit bays instill a sense of security and are more inviting. Many customers will not consider entering an underlit wash at night.

Customers who are washing their cars want to see



their cars shine and look great. In a bright bay, customers will be more content throughout the wash and will spend more time in the bay focusing on the details.

I may be interested. How to I learn more?

We are here to help you by offering free consultations and lighting plans for your particular site. After a short conversation, we can prepare a comprehensive LED lighting plan and rendering of your site. Then, we can compare the proposed LED lighting to your current fixtures, in terms of brightness and energy consumption.

Conclusion

There has never been a better time to make the switch to LED lighting. Pricing for LED lighting has recently dropped and is now stable. Every day you wait is costing you money. You can also be proud to be going green, saving energy, and helping the environment!

About the Author: Jason Baright is a lighting designer, an engineer, and the president of G&G LED (www.ggled.net), an LED lighting manufacturer. For more information, email him at jbaright@ggled.net or call 800-285-6780.



Metal Halide 1200 WATTS	VS.	G&G LEDs 400 WATTS
 G&GLED WP SERIES WATERPROOF CARWASH LIGHTING		

LINEAR LIGHTS MADE FOR THE HARSH ENVIRONMENTS OF CARWASHES

UL WET LISTED | 5-YEAR WARRANTY
 CREE LED | LEXAN SLX UV/CHEMICAL RESISTANT LENS
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MADE IN THE USA
ZERO MAINTENANCE
NO BULB CHANGES



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Call us for a complimentary lighting plan and consultation.

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1 VISION:

We will be THE reliable supplier to the car wash industry.

2 MISSION:

We service our customers with the best people, products and pricing to help them achieve success.

3 VALUES:

- **Reliable** – you can count on us.
- **Integrity** – always doing the right thing.
- **Dedication** – committed to doing our best.
- **Family** – we take care of each other.
- **Community** – investing in where we live.
- **Faith** – God honoring company.
- **Profitability** – success breeds success.



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VIDEO SURVEILLANCE:

The Top 3 Questions . . .

. . . we get about our camera systems

High Definition Cameras (HD)

1. Can I add High definition (HD) cameras to my current system?

Depending on your system you might be able to add them. The most common HD cameras on the market are referred to as IP Megapixel.



These came on the market first. Most older DVR's record analog cameras digitally and will not allow you to record IP Megapixel cameras. One's that do are called Hybrid DVR's and even then each manu-

facture of these IP Megapixel cameras use their own video format which must be supported by the DVR manufacture unlike where an analog camera works on any analog DVR as long as they use the standard BNC fitting and coax cable. There is another HD camera format entering the market that is called SDI-HD 1080p and again the DVR has to be able to support this format. The advantage of SDI-HD is the standard format is much like an analog camera. SDI-HD cameras should work on any SDI-HD capable DVR. Another advantage of the SDI-HD is that it uses coax cable so you might be able to use existing cables and it does not require a network setup

Advantages:

- Clear crisp picture
- Zoom in without pixelating
- See more detail

Disadvantages:

- Higher cost
- Hard drive storage. Can use up to ten times more per camera.
- Generally are not as good in low light.
- DVR compatibility
- There are areas that justify HD cameras and they work very well.

Remote Viewing.

2. Can I view my cameras on my smart phone or tablet?

On all Kleen-Rite DVR's the answer is YES and even older Kleen-Rite DVR's can have the



software updated to handle "app" or device viewing. On other manufactures of DVR's the answer depends on the software on the DVR. Each DVR must have its own remote viewing software built in. Another question is will any "app" work with your DVR and the answer is NO. Each DVR manufacture has their own "app" that must be used to view the cameras on the DVR. On Kleen-Rite DVR's you can view remotely on a pc using Internet Explorer, Client software, Apple iPhone, iPad and any Droid device.

What you need at the carwash for remote viewing:

- Capable DVR
- Broadband internet

License Plate Capture.

3. Can I record and read license plates?

The answer is generally yes. This has been one of the hardest uses for cameras we have. Most people say, "I can just about read the plate but can't". We want

a camera that can cover a big area and then zoom in and read the plate and do it well at night too. I will not say there aren't cameras made that can do the job because there are at a huge cost. Until HD cameras with good imaging sensors

become affordable we have a very effective analog camera that will pick up the plate both day and night. The camera viewing cannot be any wider than 10' so it is necessary to find a place on your wash property where cars come or go that you can point a camera to get the license plate in a 10' wide shot. We use vari focal lenses so you can have the camera up to 100' feet away from the car. At night it is important to have some lot lighting. It does not need to be bright but total darkness is very tough to get the plate capture.



Please call us at Kleen-Rite for any assistance with your DVR or camera needs.





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No annual bulb or ballast changes – LED's last 25 years



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We've seen an average total power bill reduction of 40% for facilities that use large amounts of outdoor lighting (car washes)



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We only use Cree LEDs in our products giving you the best quality light available

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LED RETROFIT KIT FOR LITHONIA WALL PACKS

- 30W 3000 Lumens (approx.) \$329
- 50W 5000 Lumens (approx.) \$329
- 80W 8000 Lumens (approx.) \$379



LED RETROFIT KIT FOR SCOTTSDALE FIXTURES

- 100W 10000 Lumens (approx.) \$399



LED RETROFIT KIT FOR HUBBELL WALL PACKS

- 30W 3000 Lumens (approx.) \$329
- 50W 5000 Lumens (approx.) \$329
- 80W 8000 Lumens (approx.) \$379



LED CEILING MOUNT LIGHT

- 80W 7200 Lumens (approx.) \$499
- 100W 9000 Lumens (approx.) \$529
- 135W 12000 Lumens (approx.) \$549

BUY THREE AND GET ONE FREE!
*OF EQUAL OR LESSER VALUE

BLUE MAGIC
PRODUCTS THAT PERFORM™



- VSNA10C - AUTO GLASS CLEANER - \$49.95
- VSNA27C - BLACK JACK - \$39.00
- VSNA17C - JUST FOR LEATHER CONDITIONER - \$39.00
- VSNA18C - JUST FOR LEATHER CLEANER - \$39.00
- VSNA25C - RAIN VISION - \$39.00
- VSNA28C - NEVER FOG - \$39.00

- VSNA19C - BUG AND TAR REMOVER - \$39.00
- VSNA15C - VINYL PLUS PROTECTANT - \$39.00
- VSNA16C - VINYL PLUS CLEANER - \$39.00
- VSNA24S - METAL POLISH - \$104.99
- VSNA247 - HEADLIGHT LENS RESTORER - \$104.99



Manufacturers Spotlight

Highlighting The Companies That Make Our Products



Vacuums, Air Machines & More...

When Jack Adams Sr. first started JE Adams in 1972 there were no fax machines, no internet, and certainly no cell phones. He would load up his van and drive to car washes and sell the old fashioned way – face-to face with product stuffed tightly in the back of his van. Often times sleeping in his van inside bays at car washes as he traveled state by state. As the sales grew Zakea Adams, Jacks wife, ran the daily operations of the company packing orders, invoicing customers, and managing the books of the company. Jack was a visionary and a true salesman, unfortunately he was not good at the details of running a large company and the company struggled financially for many years until it was forced to file Chapter 11 bankruptcy in 1998. Jack Adams Sr. passed away in December of 1999 after a long battle with cancer. The company was in turmoil due to the bankruptcy and lack of strong leadership, it was apparent a new team needed to be brought in quickly if the company was going to survive.



Founder, Jack Adams Sr.



Zakea Adams with assistance from key business advisors embarked on assembling a new management team. As part of this, Zakea knew she needed management with strong experience that would run the company in a financially responsible manner and yet focus on improving the customer experience. With a new General Manager in place the company still had no financial leadership. Zakea knew this void had to be filled quickly and placed ads in the local paper for a CFO. Lonnie Schwartz applied to the blind ad



and “began his journey in getting a PHD in life” as Zakea Adams described it. Lonnie brought with him a new direction and focus. While many of the JE Adams team had been there for decades, Lonnie knew the importance of setting up a new management team who shared his vision. Bringing a Manager of Finance & Operation with him from his previous employment, he also hired a new Plant Manager and promoted his current Shipping Supervisor and Vacuum Assembly Supervisor from within. Within 5 months the company was turning a profit and was cash flow positive and key performance metrics of quality, on time delivery, cost management, and inventory turnover were improving dramatically.

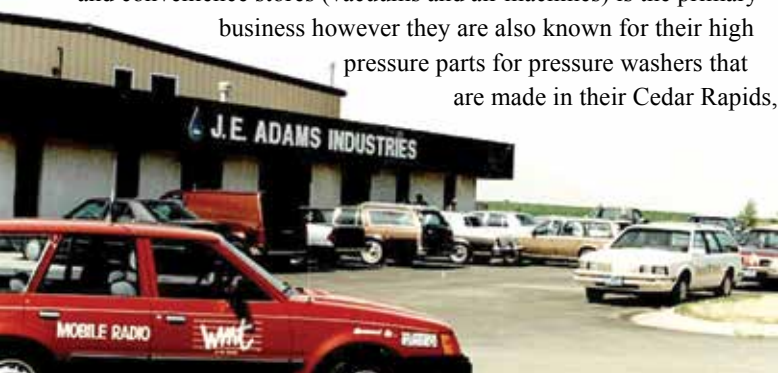
Within a couple years Lonnie was promoted to President & COO, and continued to work closely with Zakea Adams running the company together, focusing on taking care of customer’s needs, improving quality, and fulfilling orders timely. This relationship continued until May of 2007 when Zakea Adams “passed the baton” and retired, selling the company to Lonnie. Lonnie has nothing but fond memories of working with Zakea, chuckling Lonnie recalls “Zakea was an extremely smart woman that displayed keen business sense, she had a strong passion for pleasing customers in a responsible manner. Zakea was good with the details and appreciated the rela-



tionships with customers that Jack & herself had maintained for almost thirty years. Zakea truly cared for her employees and customers, she was a neat, caring, and fun lady to work with”

The great recession starting in 2007 provided Lonnie an opportunity to refocus the company again and that primarily involved bringing in strong Sales management and redefining the customer experience. Lonnie knew he had a void in Sales Management and needed a passionate and dynamic Sales Manager to help grow the business. Lonnie recruited Jennifer Bender to change the culture and direction of the sales department. Under Jennifer’s leadership JE Adams continues to strive to give the best customer service in the industry thru its sales team, educating customers on their product lines. As part of this service JE Adams provides free after the sale technical and engineering support Monday thru Friday from 7:30am – 4:30pm. Lonnie and Jennifer knew that cost control was important but so was improving quality, on time fulfillment, and customer satisfaction.

The company has 3 main facets. Self-serve equipment for car washes and convenience stores (vacuums and air machines) is the primary business however they are also known for their high pressure parts for pressure washers that are made in their Cedar Rapids,



IA facility, and their misting fan product line which is intended to cool down an extremely hot environment. JE Adams misting fans were once at the Olympics, are used at Disney World parks, and at professional football games just to name a few. We are proud to be on our local college team, Iowa Hawkeyes, side lines during the excruciating heat of August.

The company isn’t just focused on the bottom line they also are family and community friendly. When one of their own suffered from the



floods of Cedar Rapids in 2008 the employees rallied together to collect money and the company matched the collection dollar for dollar. Last year they decided to set a goal to accumulate 1,000 pounds of food and household supplies for the Salvation Army. They ended up with 2,054 pounds of goodies for local needy

families. JE Adams also provides misting fans for the local Boy Scout chapter to help keep them cool during their weeklong camp in the summer. Lonnie Schwartz states “I am overwhelmed by the amount of support the company’s employees put forth every day to make this a productive and fun environment and I couldn’t be prouder of our organization. We are a small privately owned company, we care for our people and our community. All of this would not be possible without the continued patronage of our valued customers. We are truly appreciative of the relationships, some of which are over 40 years old.”

Ultra Turbo-Nator® SHAMPOO & SPOT REMOVER COMBINATION VACUUM

- 29000** 2 motor vacuum, 3 motor turbo vacuum, shampoo & spot remover, w/bill acceptor, 260 lbs .
- 29001** 2 motor vacuum, 3 motor turbo vacuum, shampoo & spot remover, w/bill acceptor, vault ready, 260 lbs.
- 29002** 2 motor vacuum, 3 motor turbo vacuum, shampoo & spot remover, no bill acceptor, 260 lbs.
- 29003** 2 motor vacuum, 3 motor turbo vacuum, shampoo & spot remover, no bill acceptor, vault ready, 260 lbs.



AIR MACHINE Wall or Pedestal mounted

MODEL # VEA8670-2GA

STANDARD FEATURES

- Mechanical coin acceptor takes quarters
- 110 volt non-accumulating timer
- High security locking bar system with Medeco cam lock
- Gast ¾ HP air compressor,
- 25’ wire mesh braided air hose with 90 PSI air gauge
- Mounts on VEA8819 pedestal sold separately



Spring is right around the Corner

It's never too early to start thinking about ideas to update the look of your car wash. As spring approaches, here are some economical items that you should consider upgrading at your wash to keep it looking fresh and new.

Vacuum Accessories

Domes, decals, vacuum hoses, swivel cuffs, nozzles, Dualer and Mat trash can enclosures.



Bay Accessories

Boom hoses, foam brush hoses, mat clamps, rotary knobs, rotary decals, bay Instruction signs and menus.



All items listed as well as many others are conveniently located in our Kleen-Rite catalog and on our web site www.kleenrite.com.



Long Hull
CBK5000 \$1,750.00

The Most Important Piece of Equipment On Your Lot

METER BOXES



Short Hull
CBK6000 \$1,625.00



Long Hull
CBK5000HS \$2,099.00

Short Hull
CBK6000HS \$1,950.00

Our deluxe coin boxes make a great upgrade to older car washes. They are also a perfect fit for any new self serve construction.

Features:

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

For even more security, upgrade to our High Security Coin Box. All the standard features of our traditional coin boxes plus added features.

Features:

- Thicker 7 Gauge Stainless Steel
- High Security Plug Locks
- Reinforced Timer Display Housing
- Added Security Latches



Your Single Source for Quality In-Bay & Self-Serve Chemicals

Trans-Mate chemicals are a great choice for combination in-bay and self-serve car washes, thanks to the benefits of high performance and low cost in use that both our Performance Plus in-bay and Vivid self-serve chemicals offer. Smart operators can streamline and simplify their sourcing with Trans-Mate's complete line of high quality chemicals, to produce superior-looking cars at a low cost per car.



Check out our videos showing both Trans-Mate's In-Bay and Self-Serve Chemicals in action at:

In-Bay Video: http://youtu.be/5R6_bk5YW4M

Self Serve Video: <http://youtu.be/PR9cwaQ2KKA>

Trans-Mate™

WE MAKE YOU SHINE

CAR WASH SAFETY TIPS

#1 TRAFFIC CONES

When a bay is down make sure to block it off to ensure your customer's as well as your employee's safety. Try these from Plasticade and you can even add your own message sign to the top!



Complete Traffic Cone & Base

SI0870

\$28.50

#2 SPEED BUMPS

Ever have customers speeding through your bays or parking lots? SLOW THEM DOWN with these new speed bumps. Available 4' and 6' lengths these speed bumps are made 100% from recycled tires!

4'L x 12"W x 2.25"H

PG24111 **\$102.50**

6'L x 12"W x 2.25"H

PG26111 **\$142.50**

End Cap 6"L x 12"W

PG26999 **\$21.50**



#3 SPOT DOTS

SPOTdots® increase safety by improving visibility in areas with poor lighting or no lighting. Made from the quality grade UV resistant resin, SPOTdots® are ideal for both indoor and outdoor applications. Using the latest photoluminescent technology, SPOTdots® absorb and store ambient light. At night or in blackout conditions, this stored energy creates a visible and reliable light source without electric power.



DAY



NIGHT

PG290NB	2" Blue	10 Pack	\$112.50
PG290NG	2" Green	10 Pack	\$112.50
PG490G	4" Green	Single	\$49.99
PG540B	5" Blue	Single	\$56.50
PG540G	5" Green	Single	\$56.50

KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



2 wipes per pack
\$60.25
100 per case



AR17239



AR17238

4oz. Flat Bottles
\$31.25
24 per case



AR17233



AR17236



AR17237



AR17240



AR17234



AR17235

New
ARMOR ALL[®]
Flat Vending Bottles
& Dual Pack Wipes!

Take your vending program to the next level with Armor All[®]



ArmorAll
is the
BEST!

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by Charlie Wilson, Kingsgate Car Wash

PART 2: “An Operators insights 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.” Part 2 of 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.

Touch Free Automatic: Most machines can be repaired, and or upgraded. For this example, I will use a PDQ Laserwash 4000, as they are a very common machine in older washes. This is one area that is better to contact your local distributor of which brand you have. Do not be fooled.



Any touch free machine with a 2 step presoak CAN CLEAN. It is just a matter of reliability, and speed. Check the unit, and see how the frame and rails are doing. If they are in bad shape, replace the rails. Have the distributor look under the hood, and replace any gearboxes or motors that are in bad shape.

For this example, the Laserwash 4000 that is installed at the site has

a treadle, (floor pad for front tire) but has the 2 step presoak, and triple foam. In this case, it would behoove you to add the following: Productivity arch, Water Saver, virtual treadle, arm sleeves, and replace the decals on the front of the housing. This will give it the look of a new machine, at a fraction of the cost.

Once complete, look at your soaps for the automatic. If you are not cleaning with a 2 step process, find another chemical supplier that knows how to clean touch-free. It is possible!

I won't get into the backroom too much, but you do want to have them check the pumping station, as well as the spot free system and water softener.

Approximate cost (for all the upgrades above) under \$20,000. If your machine is in such sorry shape it is not worth saving, then speak with your distributor about replacement.

**TIP- A good distributor can be the difference of you making it in this industry, and failing. Make sure that you have a good one!*

Touch Free Automatic Pay Station: So many people disregard this area, and spend as little as possible here. I am here to tell you that doing this could be a big mistake. You want your customers to find it easy to use, but more importantly, it is a great idea to have the options for discounts (like mailers that give customers a code for a discounted or free wash), pre-paid cards, fleet accounts, and the on-screen option to upgrade their wash with more features. In some circumstances, fleet accounts can make up 50% of your business.

A fairly new option on the market is monthly unlimited washes. This is where they are automatically debited (on their credit card or bank account) a specified amount every month, and in return they can use the wash as many times as they want. (Some machines and systems allow you to place a maximum monthly usage limit) At first, I was deathly afraid of this, with the worry that the customer would wash every day. After seeing this in the “real-world” this is just not the case. The newest technology is car specific. Make sure if you are going to



use this, that you have the proper tech to limit the customer to their car only! If the right tech is installed, then it will only allow the specified vehicle to utilize the promotion.



Turns out, most customers end up using it like they use a gym membership. When they first get it, they use it like crazy! Some come in every day, but most start out using it 2-3 times a week. But as time goes by, they start using it less and less. Let's just say, life gets in the way. By the third month, most unlimited customers are only using the wash three to four times a month!

Just make sure to do your research, and find the one that fits best for you. Your distributor can also assist you in your decision. Just make sure to tell them what options you would like at your site. At the very least, make sure to accept cash, and credit cards. My personal favorite is made by Innovative Control Systems, but you may find another that suits your needs better.

***TIP—Just with the money collected from the “upgrade screen” I had a site that paid for the pay-station twice over in under six years! Approximate Cost- \$13-25k (depending on options)**

Cosmetics:

Walls, ceiling and lights are the next order of business. Nobody wants to wash in a dirty, dim bay. Examine your situation. If you have old FRP walls, and yellow sodium light packs, it is absolutely necessary to replace these items!

Look into extruded plastic walls. They come in 1 or 2 foot widths. Extrutech Plastics Inc. makes a fantastic product. No matter how dirty they get, they will come back to new if cleaned properly. There are also other options out there, so do your research to find the one that fits your situation the best.



Lighting is a key component to your site being successful. Without the proper lighting, people will be less likely to use you, and even see that you are there. I tell people that you want your site to look like it may “lift-off” at any moment. Then you know you have good lighting,

Some options include retrofitting your existing florescent lights to LED, installing wall pack LED's, or (my favorite) ceiling mount LED's or Metal Halide lights. If you are lucky enough to have ceiling mount lights now, you may be able to upgrade them to LED for a fraction of the cost of replacement. You can speak with a Kleen-Rite representative, and they can assist you in determining this.



While we are looking at the ceiling, since you have your walls nice and bright now, you need to make sure that the ceiling is also white and bright. Some options for you here are to either paint, which will last you about 6 years, or re-cover with either powder coated metal, or extruded plastic. During my first remodel, I went with paint, but now six years later, I am going to cover with extruded plastic. Once this is done, I won't have to worry about the ceilings for the life of the wash. Approximate Cost \$5-7k.

It is also very important to address the fascia of the wash, as well as your signage. This is something that you should address now as well. Sometimes, all it takes is recovering awnings, or painting the mansard, where other times it needs a complete overhaul. Make sure to look at all options closely, as you don't want to waste money here.

Most signs have replaceable “faces”. Rather than replace the entire sign, look at replacement of the insert first, and maybe painting the frames if they need it. There are many options, some local, to do this. The Sign Studio is also a great place to start when looking at refreshing signage. Approximate Cost \$1k.

The last piece of business is to put a nice seal cote on your asphalt, and re-stripe the lot. This will give the appearance of new asphalt for a fraction of the cost. If you have potholes, just have them repaired before the seal cote is done. Approximate cost (varies depending on lot size) \$1,500. Dont forget the landscaping. Keep it beautiful.

Now your customers will think that you have a brand new wash, but you will have spent under a fifth of the cost! Just remember, if you skimp on your product, (like chemical), your customers will know, and your numbers will show. Like they say, don't save a nickel to lose a dollar! Have fun with your new wash, and interact with your customers. Make them feel appreciated. If you do that, you will have it made.

ADD SODA MACHINES

\$ MAKE MONEY \$

SELL DRINKS AT YOUR LOCATION

MEGA-VENDOR III By Rain Tunnel

From 41 to 56 Selections



- Refrigerated Glass front vending machine
- With 2 drink trays
- Rated for outdoor use
- Built in security features enable use without a security enclosure.



MG90040

ONLY
\$5,249.00

SUPER REFRESHING!

10 SELECTION SODA MACHINES By Royal Vendors

- Delivery Chute Sensor
- Direct Drive 24 Volt
- Enhanced Electronics
- LED Display
- Programmable Options
- Vandal-Resistant Exterior
- Menu Style Programming
- Wide Columns
- High-Capacity Stack
- Electronic Refrigeration



INSIDE
10 Selection Soda Machine

RV650-L \$2,755.00



OUTSIDE
10 Selection Soda Machine

RV650 \$2,755.00



ONLY
\$2,755.00

Little Trees® air fresheners in the MOVIES

Little Trees® air fresheners made their film debut in 1977, with John Travolta in *Sturday Night Fever*. Since then, Little Trees® brand has starred next to other A-list actors including Morgan Freeman, Bruce Willis, Brad Pitt, Steve Martin and Julia Roberts. Below is a short list of some of our favorites.

- *Se7en* (1995) Starring Brad Pitt and Morgan Freeman.



- *Grumpy Old Men* (1993) Starring Jack Lemmon and Walter Matthau.



- *Pain & Gain* (2013) Starring Mark Wahlberg and Dwayne Johnson.



- *The Fisher King* (1991) Starring Jeff Bridges and Robin Williams.



“Maintenance is super EASY”

Bay Breeze Car Wash, Tampa Florida



“I initially built my carwashes with a central vac system but after numerous problems I chose to **SWITCH** to JE Adams stand-alone commercial vacuums. The brightly colored decals and colorful domes/hoses help drive customers to our express washes.

Maintenance is super **EASY** and costs to run are very **LOW** as the unit is only running when it is being used versus the central system that is constantly running.

They save me **TIME** & make me **MONEY** and we couldn't be happier with their service.”

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

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



Offer Detailing Services...

by Enrique Leizgold, Marketing Manager, Trans-Mate Products Inc.

And make more money!

More and more car wash operators are discovering the added profit potential of offering detailing services to their customers. After all, car wash customers care about the appearance of their vehicles to begin with and increasingly understand the importance of maintaining the paint and interior of their cars. Car wash operators are in the perfect position to promote “express” paint care and interior services that are quick to perform, provide great value for the car owner and are profitable for the car wash operator.

The challenge for operators is to deliver quality results that satisfy their customers and keep them coming back. Getting a good result requires properly trained staff, necessary equipment and quality detailing chemicals and polishes. The good news is that express detailing services can be quickly learned and require very little equipment, as opposed to more sophisticated full-service detailing.

Car wash operators need to understand the chemical and performance characteristics of detail products being offered to them by suppliers to make sure they select products that work quickly, safely and effectively. High-quality, cost-effective formulations are available



Express detailing services can be quickly learned and require very little equipment . . .

Most operators are able to convert an existing wash bay or set up a portable awning for performing the services and employees can easily learn the basic procedures to get started in express detailing. Just like in the tunnel or car wash bay, however, the right choice in chemicals plays a key role in getting excellent results while minimizing labor. This article explains the important considerations to keep in mind when selecting the proper detailing chemicals and polishes for express detailing.

from reputable suppliers that deliver superior results faster, without time-wasting or harmful residues. Selecting the right detailing products will boost your detailing business by helping you create satisfied repeat customers at a higher profit!

All Purpose Cleaners and Degreasers

Non-Butyl all purpose cleaners are safer to use, without the harsh vapors of traditional Butyl cleaners, and are highly effective for general purpose degreasing and interior cleaning. For carpet and upholstery cleaning choose non-butyl APC's which contain fabric brighteners and softeners, rinse or wipe up easily, and do not leave a soapy residue on carpet and upholstery. To use, simply follow the dilution instructions on the label, spray with a trigger bottle, and wipe or agitate the surface until clean.

For heavy grease and grime, especially for engine and undercarriage degreaser, choose a heavy duty degreaser that is strong and effective yet is non-corrosive and safe on most surfaces.

Bug and Tar Removers

The best bug removers apply in gel form, so that they cling to the surface to soften and dissolve tough insect residue, yet are safe on all paint. For stubborn insect residue, allow the insect remover gel to dwell on a cool surface for several minutes, scrub lightly with a special bug sponge if necessary for heavy baked on residue and rinse off with water.



Wheel Cleaners

The key to wheel cleaners is to avoid products that contain hydrofluoric acid, commonly referred to as HF. HF has been used in the past due to its effectiveness at removing brake dust, but it is toxic to human health and will ruin uncoated wheels. The safest wheel cleaners are labeled “non-acid” or “acid-free” but require some agitation to clean. A happy medium are wheel cleaners that contain ammonium bifluoride (ABF), which are more effective than non-acid wheel cleaners. ABF wheel cleaners should be applied using gloves and in a well ventilated area. Always consult the MSDS sheet for safety precautions. For best results apply to cool, wet wheels and avoid uncoated or polished aluminum non-factory wheels.



Dressings and Protectants

Solvent-based silicone exterior dressings are commonly used for tires and rubber trim because they produce a durable high shine.

For best results let product dry a few minutes before moving vehicle because they can be messy.

Water based silicone exterior dressings are the alternative to messy solvent-based dressings, and can be either sprayed or wiped on. Choose a dressing that self-levels as it dries to produce an even satin shine. For best results let product dry a few minutes before moving vehicle.



Winter/Spring 2014 Industry Calendar

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

Feb 23-25 2014	Southwest Car Wash Assoc. Convention <i>Arlington Convention Center, Arlington, TX</i> www.carwacs.com
March 18-19 2014	CARWACS/Convenience U <i>Hall 2 - International Centre, Mississauga, ON</i> toronto.convenienceu.ca
March 31 - April 2 2014	The Car Wash Show / ICA <i>McCormick Place, Chicago, IL</i> www.carwash.org
April 29-30 2014	Heartland Car Wash Product Show <i>Prairie Meadows Conference Center, Casino Altoona, IA</i> www.heartlandcarwash.org

Look for a product that quickly and easily buffs off without dusting or streaking . . .

For interior surfaces such as interior vinyl and leather surfaces choose a water-based silicone dressing for interior surfaces. A good formula cleans light soils as it conditions, leaving behind a natural looking satin finish. Simply apply a thin even coat with a sponge, pad, cloth or trigger sprayer and allow to dry.

Paint Polishes and Waxes

For express exterior wax services choose an “Express Wax” that goes on extremely quickly, even by hand, cleans away light road film and tar, and dries almost immediately. Look for a product that quickly and easily buffs off without dusting or streaking, and produces a high gloss. You can also apply express waxes with an orbital or DA polisher. “One-Step Cleaner/Waxes” are available for improving the appearance of painted surfaces that need a little polishing to bring up the shine. Look



for a cleaner/wax that buffs away light scratches and imperfections at the same time that it seals paint and produces a long lasting shine. It can be quickly applied by hand or orbital polisher, or buffed with a rotary buffer with a wool pad for strongest cleaning, followed with a foam pad to enhance gloss. A cleaner/wax can also be used to remove scratches from headlight and taillight covers.

“Spray and Wipe Gloss Enhancers” are the detailer’s versatile best friend. They quickly clean away dust, light soil and fingerprints to maintain the high gloss of painted surfaces. They also are perfect for finishing off a detail job by quickly wiping away dust or polish residue and enhance the gloss of the vehicle’s finish.

A good introductory video on express detailing chemicals is now available at Kleen Scene online: <http://www.kleen-sceneonline.com/Video.aspx>. Click on the Kleen Shine Detail Chemicals video. With a little product knowledge and training, express detailing services can be an excellent source of additional profit for car wash operators.

JUMP START into
Detailing with the:

ESSENTIALS

STARTER PACK
4 GALLONS

Buy 3
Products
Get the Wax
FREE!

Regularly
\$63.52
now only
\$45.61

Part# **KSSP**



Kleen & Quick

Butyl-free
Interior/Exterior
Cleaner/Degreaser

Interior Dressing

Vinyl & Leather
Cleaner/Conditioner

Tire Shine

Exterior Dressing
Even Satin Shine

One Step

High Shine
Cleaner/Wax

** See the how-to videos for all these Kleen-Shine products at kleen-ritecorp.com **

Features the four key products that can quickly get you started - Now in one convenient case!

Cyclo Model 5-Pro Polisher

Polisher/Scrubber
Variable Speed

CY80012

\$330.00



110 volt.
Featuring a new solid
state variable speed
controller, three year
warranty and complete
Vibration Elimination
System&trade set-up.

Pro Detailer Towels

Terry Cloth Towels
By The Dozen

White	VSKDTW
Blue	VSKDTB
Yellow	VSKDTL
Green	VSKDTG
Red	VSKDTR

18" x 24"



\$16.75
Per Dozen



Microfiber Towel
Professional Grade

Navy - 16 X 24	12 Pack	\$15.99
VSKMF1624		
Green - 16 x 16	50 Pack	\$33.99
VSKMF1616G		
Lt. Blue - 16 x 12	50 Pack	\$29.99
VSKMF1612		

Applicator Spray Bottle

Wide Mouth
Spray Bottles
Trigger Sprayer Included

SBT2488	24oz Bottle	\$1.77
SBT3288	32oz Bottle	\$1.88



Don't forget the
**Glass Cleaner
Concentrated**

1 Gallon	5 Gallon
KS1084	KS5084
\$11.65	\$51.46

KLEEN-RITE CORP.

800-233-3873 www.kleen-ritecorp.com

an Oral History of the Car Wash Industry

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

Tom Hoffman, Sr. Albany, NY

It was the year 1965 and Tom Hoffman, Sr. was still in his twenties and had managed to become a professional bowler. His father owned

not to rebuild. And with that unfortunate incident, Tom Hoffman was from then on fully invested in the car washing business.

In 1967 there was a severe drought in upstate New York. The local municipalities put water usage restrictions in place. One of them was that no one was allowed to wash their cars. Tom's wash was using well water, so they were allowed to continue to operate. Business was great!

Soon Tom built his next wash next to his cousin's amusement park. "We built our own equipment then." continues Tom, "We had these Gould water cannon pumps. They were horrible, they constantly burned up or we had to rebuild them, we had a lot of trouble with those. Eventually we discovered Cat Pumps. They were much more dependable, had greater pressure and were much more dependable. We've been using Cat Pumps ever since."



the bowling center in Albany, NY and Tom spent his time working there drilling holes in bowling balls and whatever else needed to be done while not on the professional bowling circuit.

It was at this time that his cousin told him about the idea of opening up a car wash. A guy his cousin knew was selling In-bay touchless car washes and after getting finances from his father, Tom had the first touchless In-bay ever installed from this now defunct company.

"It was a piece of crap." says Tom, "The thing kept breaking down, it seemed like every other day something went wrong. We had trouble

getting parts. We kept it for less than a year, then tore it out and put a Hannah in."

Only three months after building his first wash, the family bowling alley burned to the ground. Not having adequate insurance coverage on the place, his grandfather decided

"In 1968 I saw my first exterior automatic tunnel. I was so impressed, I thought, This is the way to wash cars and make money! It was a short Hannah tunnel in Middletown, NY. The day I went and saw it, they were washing 60 cars an hour, that's one car per minute."

"Needless to say, I bought one and put it right where our bowling alley used to stand. The Hannah tunnel took off like a rocket the first year. There was a little bit of explaining what it was and how it worked to the customers early on, but people soon learned that we could produce a clean, dry car."

"In 1972 we opened two more tunnel washes. We had plenty of problems. It was on the job training, a lot of in the field learning experiences."

Hoffman Car Wash now has over 19 locations and 10 Jiffy Lubes with over 730 employees.

"About half of the locations were existing car washes that we purchased. We got some real bargains. They were either closed up washes or were in very depressed locations. I bought one wash for 75 grand that I wouldn't part with today for a million."



“When looking for a good location for a car wash, I tell folks to look at the traffic speed on the road. You don’t want cars travelling 45 to 50 miles per hour. That’s too fast, ideally you want something slower with good visibility. Make sure you have easy in and easy out access from the street. Be sure to check out the competition in the area. You don’t want a ton of other car washes in the area. If you can find a good existing location, that is much more preferable to building new because all the zoning and governmental issues have already been resolved for that site. It’ll save a ton of hassles, headaches and money. I’ll tell anyone wanting to get into this business to do their research. Our family takes a lot of pride in that we don’t get reckless with the facts, we don’t B.S. about our business, we tell the truth about what we do.”

“I also spent a lot of time over the years visiting other car washes around the country. When I’d hear about who’s washing the most cars, I went there to find out how and why. I tried to learn from other operator’s successes and mistakes. I also got involved with regional and national car wash associations. The associations are a great place to network, that’s where you are going to meet others that are in the same boat as you. We learn from each other. I went to a lot of their seminars as well over the years. I learned a great deal from these seminars.”

“My son Tom Jr. started working with me right out of High school. He became hi-tech Tom and has brought our facilities into the 21st

century. He’s been a tremendous innovator by influencing our technological side of things with computers. Many of our wash systems and control programs he created himself. It creates a much more efficient way of operating.”

“Today Tom Jr. is the driving force behind our business and Dad does a lot of hunting and fishing. My wife Carole was an important ingredient in our success as well. She did all the bookwork and is still very active in the business.”

“We’ve also become known for our landscaping of our locations. Flowers are a very inexpensive marketing tool. They make the business very attractive and inviting. You have to make sure you maintain them though. When you see one of our car washes in the summer, it’s gorgeous. Local governments are much more likely to give you a permit if your operations look nice. We were applying for a permit for a new location in an area that was known for their not too friendly approach to new businesses. The planning board visited three of our locations and were so impressed with how pretty our flowers and landscaping were, they gave us the permit despite the odds. It really pays to keep your place looking as nice as possible.”

“As far as the future of car washing goes, I think it is tremendous! We want to continue building more and hopefully our next generation of Hoffman’s will continue in the industry that we all love so much.”



Experience says it all

“I have used Cat Pumps for nearly 40 years and they have never let me down. I would not even consider buying any high pressure washing equipment that did not have a Cat Pump.”

Tom Hoffman
 Owner – Hoffman Car Washes
 Past President of the
 International Car Wash Association



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NEW SOAP LINE:

Harold's Choice

We Dare You To Compare!

Quality you expect at a price you can afford!

Imagine the following scenario. After an extremely busy Saturday at the carwash, you come home and have a slight headache. You are out of medicine, so you run down to your local Walgreens or CVS to buy a bottle of Advil...or do you? Right beside the bottle of Advil, you see a Walgreens bottle of Ibuprofen. You look at the back of the bottles and see the same basic ingredients, except one bottle is 40% less than the other. Both will bring the same relief except one will cost much less.

Delivering high quality products at a great value has always been a primary objective of Kleen-Rite. "My Father, Harold, always felt that carwash owners were some of the hardest working individuals in America and if you gave them great products at a great price, then you could earn their business," says Mike McKonly of Kleen-Rite. "This same principle has led us to develop the Harold's Choice line of products."

Harold's Choice is a new line of carwash cleaning solutions that meet and exceed some of the favorite soap brands currently used in the carwash industry. These products have been developed by some of the leading chemists in the industry to deliver the same cleaning power with near identical colors and fragrance.

"Over the last several years, we have seen a much savvier buying public move to the house brands rather than the national name brands. They demand the same performance, but refuse to pay for the Super Bowl ads, big corporate jets and national advertising budgets of the national brands," says Keith Lutz of Kleen-Rite. "More and more people are choosing the house brand when it comes to dozens and dozens of items like buying a gallon of milk, breakfast cereal for the kids, or dealing with a common headache. One day, we simply sat around and said, "Why can't we bring this same value proposition to the carwash industry."

The think tank within Kleen-Rite has been using the term "dare to compare" as a great way to describe the new Harold's Choice line of products. Call Kleen-Rite today to see if they have a near match for the national name brand product you might be using. We dare you to compare the astonishing similarities (quality, shine, cleaning power), but we know you will be most impressed with the difference in the cost.



Hi pH ★ Old Tyme ★
PRESOAK
Body Lather

Concentrated liquid high pH presoak. Extremely fast acting and effective as a single step or in a two step system.

5 Gal: HCB5210 \$63.83
 30 Gal: HCB30210 \$324.19
 55 Gal: HCB55210 \$554.32

Low pH ★ Old Tyme ★
PRESOAK
Body Lather

Concentrated liquid low pH presoak & detergent. Use as first step in a two step system or as a foaming and lubricating detergent in tunnel applications.

5 Gal: HCB5220 \$57.95
 30 Gal: HCB30220 \$311.60
 55 Gal: HCB55220 \$519.05

★ Original ★
WHEEL & TIRE
Formula

High PH presoak and tire cleaner. Applications include single step presoak, two-step presoak, prep detergent, and wheel and tire cleaner

5 Gal: HCB5410 \$52.07
 30 Gal: HCB30410 \$277.16
 55 Gal: HCB55410 \$461.93

★ Weather Beading ★
BRAND-X
Secret Tonic

Delivers long lasting water repellent qualities and excellent shine for windows, chrome, and painted surfaces.

5 Gal: HCB5510 \$196.80
 30 Gal: HCB30510 \$738.25
 55 Gal: HCB55510 \$1230.42

★ Magic ★
DRYING
Elixir

Concentrated drying agent for use in automatic or tunnel or self serve cold water final rinse applications.

5 Gal: HCB5310 \$68.87
 30 Gal: HCB30310 \$369.55
 55 Gal: HCB55310 \$616.47

★ Vintage ★
CLEAR COAT
Rejuvenator

Concentrated clear coat protectant provides superior results through polymer chemistry. Excellent shine and luster.

5 Gal: HCB5320 \$155.38
 30 Gal: HCB30320 \$833.16
 55 Gal: HCB55320 \$1388.32

★ Home Town ★
TRIPLE FOAM
Treatment Polish

Concentrated low pH triple foam conditioner. Bright colors, excellent foam, and easy rinsing. Increased shine and helps prepare surface for drying agent or Clearcoat.

5 Gal: HCB5230X \$81.47
 30 Gal: HCB30230X \$436.74
 55 Gal: HCB55230X \$727.34

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MICRO FIBER
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Extra large, thick & soft. Eliminates swirls and scratches. Dries 10 times faster than regular rags. Vender ready, folded and wrapped.



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12" x 16" Blue - 100 Per Case
\$67.50

INDUSTRY NEWS UPDATE

CAR WASH STORIES FROM AROUND THE WORLD



Car wash employee fired after turning in drugs found inside vehicle.

SCOTTSDALE, Ariz. -- An employee claims he found drugs in a customer's car and then lost his job for doing the right thing.

The worker says he was fired when he called police. When an employee at a Scottsdale location went to detail a white sedan, an illicit white substance inside the car caught his eye.

"I had found a rather large bag of what I assumed at the time to be either cocaine or crack cocaine," Joshua Dahl said. He took it to his boss, who told him to put the baggie back in the car. Dahl said he didn't believe that was morally right, so he took it to the police instead.

"I was told that if I would bring it to the police officer I would have been fired, we did not want to get the police involved in the situation, assuming that we were already having issues with authorities on probably I'm going to assume on account of the immigration status that we are facing multiple charges on currently," he said. Dahl did end up getting fired.

The car wash owner's lawyer stated, "He removed something out of a customer's car without permission and at that point, he exceeded his scope of authority, so he was terminated for that," Falbe said. "We don't have any way of determining whether substances are illicit or non illicit, so we're not in the business of making those determinations."

As for whose cocaine was at the car wash, part of the police investigation is to speak with the vehicle's registered owner. At this time, no one has been arrested and an arrest may never be made.

Thief ends up in hospital after caught on tape stealing from car wash.

WATERLOO, IL -- Monty Wolfe was monitoring his business from home and saw a man breaking into his cash machines at his car wash. He rushed over and caught the man in the act. Police arrived and the thief fled and led them on a 3 mile chase and ended with a crash. Officer's ended the chase after 2 blocks to reduce the danger for other drivers on the road.

"He almost took out 2 or 3 cars out. He was running at least 100 miles per hour down the road with his lights off. He hit one of my poles in the parking lot and brushed me with his car. I was within 6 inches of him running me over," said Wolfe.

Malaysian car wash takes Full service too far

Is this really what you get in Malaysia when you make the mistake of asking the car wash attendant to clean your car "inside and out"??



We're not sure if the attendant is a newbie still learning the ropes, or if this is actually what happens when you ask for full service. We assume the owner of the car just wanted the gunk cleaned out of the cup holders or something. Must have been some really tough gunk.

Car crash mystery hero found!

PHOENIX, Ariz. -- Lucas Robinson, 19, was working at a car wash last week when he heard the collision that sent 73-year-old Joann Lang's car spinning and flipping across the pavement. Her arm ended up pinned under the vehicle, and Robinson used his belt as a tourniquet and tried to comfort Lang while they waited for authorities to arrive.

By the time Lang was shipped off to emergency surgery, Robinson had left the scene. Local police asked the public for help identifying the man, and within days, they were able to track him down.

Lang's husband, Leon Lang, got to thank Robinson in person. The two men exchanged a handshake and a hug. "You're a good man," Lang told Robinson

Joann Lang is still recovering from the crash. Sadly, part of her left arm had to be removed, but she is looking forward to meeting her "guardian angel."

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HOT NEW PRODUCTS:

VacLitz™ LED Lighted Vac Nozzles

For years car wash owner have been stuck with the same boring vacuum nozzles. Sure, they all worked just fine and you could even choose your color, but what about vacuuming at night? How many lost Cheerios® have been missed under car seats due to poor visibility when vacuuming? Well, happy days are here again! Introducing the new VacLitz™ from Rain Tunnel.

This innovative new vacuum nozzle comes with LED lights making vacuuming easier and much more efficient! Two LED lights are secured by a plastic cover and are powered by two AAA batteries, which are included with the purchase of your VacLitz™. When your batteries run out, simply use an allen wrench to remove the cover and pop your new batteries in. The VacLitz™ Nozzle is made of plastic and fits any standard 2" vacuum hose. Only have a 1½" vacuum hose? Not a problem! Simply purchase our nozzle adapter (VAA-15) and you will be all set to use your new VacLitz™!

The folks here at Kleen-Rite love the new VacLitz™ vacuum nozzles but don't take our word for it, here's what some of our customers have to say:

VACL-20BK

\$4.99



"What a great invention! I love it, it's so nice to push the button and see into dark spaces, even during the day! We have great lights at our wash at night and the VacLitz™ make it even easier to see what you are doing!"

Ron Walker
Green Mountain Car Wash, Colorado

"These are so nice and easy to use! I have had so many compliments on these that I will definitely be ordering these for my other wash!"

Harry Arniu
Logan's Car Wash, Pennsylvania



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Zoning Board Blues

Orders car wash to keep its noisy bays silent.

Quality you expect at a price you can afford!

DEARBORN, MI — Nearly one-quarter of a business in the city will remain silent, mainly because the rest of its business proved to be too noisy.

The Zoning Board of Appeals voted 5-0 Nov. 20 to order Speed Wash Car Wash, 7333 Wyoming, to keep its two “cyclone” automatic bays off by not re-granting a 2006 variance, though it can keep operating its seven self-serve bays, but with reduced hours. The owners wanted to reactivate the automatic bays, but without the blowers.

The board could have voted to revoke the rest of the business’ variances, but were advised not to by City Attorney Debra Walling, who said that proper notice on a potential revocation of the 1981 variances was not posted. A further revocation could have shuttered the business, which Edward and Mouna Harake of Harake Group LLC of Livonia bought in April.

The ZBA had voted 5-0 June 12 to revoke the 2006 variance and close the automatic bays because of noise violations.

Edward Harake said after the Nov. 20 vote that he has to make some decisions. “We have to calculate how to maintain the business and keep it afloat,” he said. “We have to reassess the situation.”

His attorney, Bruce Lazar, said they had hoped that concessions like reduced hours would have satisfied the city and the neighbors who have complained. He said they’ll “do the best you can and deal with the issues as they come along.”

Reda Taleb’s family has lodged numerous complaints with the city against Speed Wash over noise, people being loud in the middle of the night, littering and alleged retaliation for their complaints, including vandalism. The two “cyclone” bay blowers were pointed at the side of her family’s house on Castle, across the alley from the car wash.

Noise readings taken Oct. 13 by a company hired by Speed Wash showed it still wasn’t in compliance, even without the automatic bays. Lazar argued that almost all of the sound was from traffic on Wyoming, a county road, but that didn’t sway the board.

“Nothing is being done to address any of these issues except turning the fans off,” board Chairman Stephen Gedert said.

“We can’t be perfectly silent,” Lazar said. “We can do the best we can.”

Another point of contention was the business’ hours. It formerly was open 24 hours, but Harake changed it to 6 a.m. to 11 p.m. He wanted to operate the automatic bays between 7 a.m. and 10 p.m., with a timer shutting them off. The city wants the business’ hours to be 7 a.m. to 10 p.m.

Lazar said the city shutting down the automatic bays “is an unnecessary hardship,” especially since there’s no other reasonable use for the property. My client has done what he can to clean it up and keep it operational,” he said.

Gedert said that the business ran for 25 years without the automatic bays.



Harake said the city needs to be reasonable, especially since it’s almost impossible to meet the noise requirement.

“What else do you want me to do - hand you the keys?” he said.

By Joe Slezak, Published: Saturday, December 07, 2013
Zoning board orders car wash to keep its noisy automatic bays silent
Press & Guide Newspapers: www.press-and-guide.com/

An advertisement for Jobe valves. The background is purple with a white splatter effect. At the top, the text reads "TRULY RELIABLE FLOAT VALVES" in large, bold, yellow and white letters. To the right is the Jobe valves logo, which consists of a yellow square with a black downward-pointing arrow and the text "Jobe valves" below it. In the center, a black industrial float valve is shown holding a yellow balloon. A starburst graphic next to the valve says "FOR HOT WATER". Below the valve, there are two product options: a 3/4" Valve (JFVT12) priced at \$156.99 and a 1" Valve (JFVT16) priced at \$157.99. At the bottom, it says "AVAILABLE FROM KLEEN-RITE CORP. YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY". The number "35" is in a red box in the bottom right corner.

TRULY
RELIABLE
FLOAT VALVES



- High flow
- Compact robust construction
- Maximum water 176°F
- Made from corrosion resistant materials
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3/4" Valve

JFVT12

\$156.99

1" Valve

JFVT16

\$157.99

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



CHANGING YOUR TIPS for antifreeze soap solutions.

In this issue we will explain how to switch your soap over to antifreeze soap to winterize your system.

The antifreeze soap is a lot more convenient, you don't have water running in your bay from a weep system. It works very well in a foamy brush, you can also take it down to 10 below zero if you need to depending on what tip you put in.

Below you will find a chart on which tip you use to drop down to what temperature you have. We're in central Pennsylvania, so a red tip will take me down to ten below which is more than enough for us, so that's the one we're going to use in our demonstration.

Antifreeze soap is a little bit more expensive than regular soap is but like I said, it's more convenient and unless you have a reclaim system catching all your water from your weep system, in my opinion it is the way to go. I do it at my own car wash and it works, I don't freeze up. This will also keep your foamy brushes pliable because you don't have any water or soap on the brush, so the brush actually stays pliable and doesn't get an ice build up on it.

The first thing we are going to do is determine which tip you need. Personally I go heavier than I'm supposed to, I use the red tip for 10 below zero. This way if it does drop down lower than normal, I'm covered. For the little bit of extra soap I'm going to use, it's well worth the peace of mind and security. You can adjust the air and the pressure on your system so that you're not using as much soap as you normally would but it's still giving you a nice thick foam and good delivery out in the bay.



Step 3: You want to take that tip out which is just a matter of screwing it out.



Step 4: Then we will replace it with a red tip. Screw it in and replace the hose.



Step 1: The first thing you're going to do is take the pick-up tube off. Which on most Hydrominders is just a matter of pulling.



Step 2: As you can see I have a pink tip in this one. This is what I normally use for our ultraconcentrate during the summer.

HYDROMINDER DILUTION CHART

MODEL TIP COLOR	MODEL 506/511	MODEL 515	MODEL 525/530	MODEL 546/551	MODEL 560/561
No Tip	4/1	1/1	4/1	6/1	10/1
Gray	5/1	1.2/1	6/1	10/1	20/1
Black	6/1	2/1	10/1	20/1	30/1
Beige	8/1	4/1	20/1	32/1	64/1
Red	17/1	6/1	35/1	48/1	128/1
White	23/1	9/1	52/1	67/1	144/1
Blue	25/1	10/1	55/1	96/1	173/1
Tan	36/1	13/1	70/1	144/1	218/1
Green	48/1	21/1	100/1	176/1	306/1
Orange	64/1	26/1	140/1	234/1	424/1
Brown	75/1	30/1	160/1	296/1	768/1
Yellow	90/1	38/1	190/1	416/1	896/1
Purple	120/1	50/1	250/1	596/1	930/1
Pink	240/1	100/1	530/1	1024/1	1024/1

There are different tips for different delivery systems, whether Dema, Hydrominder or whatever system you would happen to have. You have to buy the tips according to the system you are using.

After the tip is in I normally will hand turn it on so I start bringing in the antifreeze soap into the reservoir. I will have a much darker color of solution now as I'm putting five to six times more product than I was before.

You can buy Methanol and add your own soap to it or you can buy premade antifreeze soap, which is what I do, that way I have a consistent mixture at all times. If you buy Methanol and add the soap to it, you have to make sure you put the same amount of soap into it every time. otherwise, you're going to have to continually adjust the pressure, whether it's the air or pump pressure on your foamy brush system.

Now that you have the tips changed inside your system, the only other thing you might have to do is once your tank settles in with the anti-freeze soap, you might have to adjust the air pressure on your system to thicken up or thin up the soap.

We have all the tips that you will possibly need for whatever kind of system you have. If you have any questions about what you need and you know the sytem you have, give us a call, we'll be more than happy to help you.

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.

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- High Definition Video on Your Monitor



OPERATOR SPOTLIGHT



CAR WASH

ENTRANCE

STOP
2 WAY
TRAFFIC



CAR WASH
OPEN

PLEASE
USE
YOUR
OWN
WAX

GIFT
CARDS
AVAILABLE

Mario's Car Wash

Waterbury, Connecticut

When Dione Docchio was 21 years old and working for his father, Mario's construction company, his dad had him and his brother Marc & Steve build a family car wash from the ground up.

"We were concrete guys. We laid block, poured floors, so the construction of the building was something we were already familiar with," explains Dion. "We had Paul Ferruolo from Mr. Sparkle Car Washes come and install all the equipment for us."

"It was a self serve wash when we first built it. After it was complete, my father left me and my brother to run the place. It

was exciting being around customers and talking with all different types of people. It was a lot different than being on a construction site, I really enjoyed myself."

"Eventually our father sold the business to me and Steve. It took a long time to get the loan to go through, just to get financing was a nightmare."

"Soon after we got it, we added on a full serve tunnel. We figured that since we had self serve and a touchless automatic, we wanted that final piece of the puzzle. This way we could accommodate everyone, we'd have all three phases of car washing to offer our customers. It's been really good."

"The first few years were phenomenal, the last five years things

have been a lot different. The economy and weather are the biggest impacts to our business. Even in the toughest of times we strive to give our customers the best service we can. Our customer service is very important to us and always will be.”

“We bought another car wash in the nearby town of New Britain. It was really neglected and need some fix up work. We added on a touchless automatic to that location as well and it’s doing pretty well today.”

“Eventually we’d like to put in the new Simoniz Hot Wax systems. I think our customers will love it.”



Dione, Mario and Steve Docchio



CAR WASH ASSOCIATION SPOTLIGHT:

Southwest Car Wash Association

Dedicated to the advancement of the Car Wash Industry!



The Southwest Car Wash Association is the largest regional network of car wash professionals coming together to share new ideas, practical business solutions and innovative industry knowledge. SCWA is the single organization representing the collective interests of car wash operators and car wash industry in the greater Southwest region.



While SCWA membership includes 21 states, the core membership represents car wash owners and vendors from Texas, New Mexico, Colorado, Oklahoma, Arkansas and Louisiana.

SCWA members enjoy a wide range of member benefits, programs, events and savings. Of course the most popular program is the EXPERIENCE SCWA Convention & Car Wash EXPO. The annual event includes premier educational opportunities to help members save time, save money plus learn how to increase their bottom line. The EXPO is a showcase of more than 240 booths of companies displaying the very latest in car wash, detail and lube equipment, supplies and services. The 2014 EXPERIENCE SCWA is scheduled for February 23-25, 2014 in Arlington, Texas.

In addition to the convention and EXPO – the Car Wash Mentors Council is a group of “seasoned” car wash owners who offer experience and guidance to SCWA members saving members time, headaches and money.

SCWA members receive huge savings from the SCWA insurance program, including liability insurance coverage.

Members enjoy discounts on Credit Card processing; Free consultations with a nationally recognized labor/business attorney; Timely

information and industry updates with regular communications such as the SCWA TODAY weekly email alert; The ADVANTAGE, an award winning quarterly magazine covering the latest information and articles on the car wash industry; Regional car wash tours and round table discussions providing a “real hands on look” at successful car wash operations.

Probably one of the most important SCWA programs is the SCWA Water Conservation Alliance which provides information and guidelines to car wash owners on the most efficient water use methods for car wash operations. The program recognizes those who are achieving significant water conservation efforts and provides data to communities, government and the general public on the water conservation and environmentally friendly efforts of the car wash industry.



See you in Arlington for
Experience SCWA 2014

Convention & Car Wash EXPO

February 23-25, 2014

Arlington Convention Center

Arlington, Texas

For more information or to register for the convention please visit
www.swcarwash.org.

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REMOVE RECEIPT

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	=	5	
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Valid for automatic carwash bays, necessary & venting.

REMOVE RECEIPTS

No cash refunds or exchanges. Purchase ONLY what you used.

SPEEDY WASH

Rowe's Model 400 is economically-priced and offers top-of-the-line features only found in Rowe's 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 operators need. This exciting new line of bill changers truly does it all.



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Run Dry

**Don't Be
Color
Blind**

Just ask Larry!



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HTS2215S is a
direct replacement
for the 5CP/310



HTCK3623S
HTCK3623S is a
direct replacement
for the 2535



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HTCK4050S is a
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Larry Groen
Road Runner Car & Truck Wash

