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ISSUE NO. 23 August, 2014

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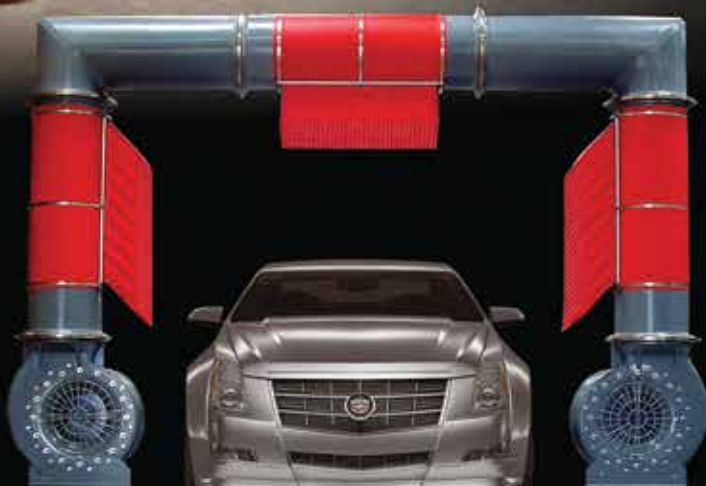
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Here we are again.....over half way through another exciting year in the car wash business. It is hard to imagine where the time goes but they do say time flies when you are having fun. Our staff at Kleen-Rite enjoys serving our customers and all the opportunities and challenges faced each and every day. We hope that you can sense our enjoyment as we service your account. Each issue we try to use this space to simply say thank you to our valued and appreciated customers. We understand you have choices and it is with great respect and honor that you have chosen to work with Kleen-Rite.

The tide seems to be turning and as we all put in the hard work during the most trying times hopefully we all will be able to enjoy the fruits of the hard work in the near future. Now is a great time to make an investment in the advancement of your wash, freshen up your coin boxes with bill acceptors and credit card, add wash selections and freshen up the appearance. These little things can make big differences to your bottom line, give our staff a call to discuss your options.

It is soon time to hit the regional show circuit again this fall and hopefully we can get a chance to meet face to face in Atlantic City or Las Vegas. Just remembered that this will be the last WCA show.....thanks for all the great years, we appreciated the WCA for bringing us together with our customers each year.

After our scheduled year off....this November 12th we will be hosting our 2014 Kleen-Rite Expo in Columbia. The Learn More Earn More Car Wash Training Expo has turned into one of our most anticipated events. This event features over 70 of the leading manufactures in our industry along with multiple training seminars throughout the day. This event is free to attend and we encourage all that are able, to make it to this outstanding event. In addition to all the great training we have a fantastic buffet lunch and too many door prizes to name. We hope you can find the time in your schedule to attend.

Once again Thank You for all the business. We will continue to work hard each and every day to help make your business a success. We appreciate that you allow us be your reliable supplier to the car wash industry.

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Offer Valid Until September 1, 2014

WATER 101:

Focus on the Spot Free Carwash

Car wash customers want quality, value and convenience, and the industry is growing. Everyone is washing more cars and the market forecast rises in the next 4 years.

Small businesspersons own ninety percent of car washes, and about a third have little to no experience in the industry. So here's to you guys with the guts going for the glory!

While you are on your adventure, chances are you will have to troubleshoot at one point or another why your carwash isn't cleaning the way it is supposed to be. It's not always linked to one central problem, and because of this it can be a series of trial and error.

To save time and money, let's make sure you have the proper water treatment equipment, because poor water quality is the primary issue when cars aren't being cleaned properly.

#1. Water Softener

Hard water minerals (Calcium & Magnesium) cause many problems for many industries, including the Car Wash Industry. Hard water causes scale build-up which can cause spotting and can also negatively affect the performance and efficiency of your wash equipment and wash quality. For example:

Hard water hinders soap and chemicals from doing their job. It isn't unusual to see a 30% higher chemical usage in areas with moderately hard water, as hard water works directly against cleaning chemicals. Additionally, soaps are a type of surfactant, and when in contact with hard water, an insoluble precipitate (soap film or scum) is formed. This routinely results in plugged nozzles, injectors and a residue that is hard to rinse away – leaving spots on a car.

When it comes to your reverse osmosis system (another piece of needed equipment that will be discussed later), hard water will wreak havoc on your membranes. Hardness causes scaling of the membrane, which defeats the purpose entirely of why you have the system in the first place. As the membrane gets pounded with hard water, it will slowly begin to decrease its daily production rate and the quality of the water it is producing. Over time this will be costly in replacement membranes, and if they aren't replaced in a timely manner it could cost you customers.

Energy efficiency is another player in the grand scheme. Hard water is simply not very energy

efficient when being pushed through a reverse osmosis system. The minerals clog the RO, causing the scaling mentioned earlier. This makes the RO System work harder and requires more energy to make the same amount of product water. Besides RO Efficiency and better performing chemicals, Soft water will also help some of your other wash equipment operate at peak efficiency. One good example is Water Heaters. An independent study (ie. The Battelle Study) compares the performance of Gas, Tankless & Electric Heaters when feed hard water and soft water. Please note that this study was done on residential heater, but the information is still interesting. A summary of their findings follows:

• Gas Storage Tank Water Heaters:

- Soft Water: Water heater operated at factory efficiency rating for over 15 years.
- Hard Water: Leads to as much as a 24% loss of efficiency.

*Each 5ppg of Hardness causes a 4% loss in efficiency and a 4% increase in cost for storage water heater when using 50 gallons of hot water per day. (On 30ppg hard water, that is a 24% less efficient than with soft water).

• Tankless Water Heaters:

- Soft Water: Water heater operated at factory efficiency rating for over 15 years.
*Softened water saves 40% of costs compared to operating on 20ppg and saves 57% compared to operation on 30ppg hard water.
- Hard Water: The study found that tankless water heaters completely failed to function because of scale plugging in the downstream plumbing after only 1.6 years of equivalent hot water use on 26ppg hard water.



• Electric Water Heaters:

- Up to 30 pounds of calcium carbonate rocklike scale deposits can accumulate in electric water heaters.
- Each 5gpg of water hardness causes a 0.4lbs of scale accumulation each year in electric storage tank household water heaters.

As the industry continues to evolve we need to be more conscientious of wastewater to promote an environmentally friendly process. Not only will a water softener support the preservation of water, it will cut-down the use of soap and chemicals, and ultimately, make your car wash more 'green'.

#2. Carbon Filter

Carbon Filters are recommended as pre-treatment for reverse osmosis systems to remove the chlorine in municipal supplies, as chlorine can quickly destroy your membranes. Carbon readily absorbs organics and chlorine.

Carbon Filters come in both In/Out Heads and with Auto Backwashing Control Valves. The In/Out Heads are a lower cost options and which work great in many applications. Auto Backwashing versions are designed to clean the Carbon Media by backwashing several times a week. This helps maintain Carbon Filter performance and extends the life of the Carbon Media.

#3. Reverse Osmosis

From the smallest wash to the site with 4 In Bay Automatics to the busiest tunnel wash, your customers expect a clean, spot-free vehicle. What are you doing to assure your customers of this? If you haven't hired someone to wipe down the vehicles as they leave the wash, a properly operating Reverse Osmosis is your most cost effective option to assure customer satisfaction.

It should be mentioned here that deionization technology can get you the same results as a reverse osmosis system, however there are added costs, maintenance and safety issues attached to deionization that make it much less desirable to operators.

The DI tank remove materials like an RO system, however it will eventually become exhausted, leaving the car wash owner with a choice of regenerating on-site using hazardous chemicals, or exchanging the tank when a fresh tank is delivered. The initial investment is smaller than that of an RO, but over time the replacement tanks quickly add up in cost.

Rather than using harsh chemicals, a reverse osmosis system pushes water through spiral wound membranes mounted in high-pressure housings. As the water passes through the membranes, the inorganic solids are removed from a solution. It's these inorganic solids, or minerals that leave spots on a car.

The membranes of the RO system need to be protected as much as possible with pretreatment equipment (ie. water softener, carbon filters, sediment filters, etc). However, when an RO System is feed with

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good quality (softened, chlorine free water), RO's can be trouble-free for years. In fact, Membranes can last up to 3 years (if not longer) and RO Systems can last up to 15 years. Not only can the RO's be trouble free, but it can save the carwash owner all the troubles and added cost of hiring someone to wipe down each vehicle.

#4. A Reputable Manufacturer and Dealer

Water treatment is as much an art as it is a science. What contaminants are in your water (and what levels of each contaminate) ultimately determines what water treatment equipment you will need to remove those contaminants.

A carwash bay can be a warzone for equipment, but thankfully there are many quality manufacturers that continue to be innovative in making quality products that will stand up to the harsh environment. The first step is to find a dealer in your area for the equipment you are looking for. If you do some research and find what you are interested in, make a call to the manufacturer and they will happily point you in the right direction of a professional dealer that is close to your location.

Whoever you work with should have the expertise to be able to help you get to know your water, install your equipment, trouble shoot, and monitor your water and equipment going forward.

Written By: ProPower Water Treatment

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 EE Prom 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

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YOUR SOURCE FOR ARMOR ALL®



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NEW INNOVATIONS:

Improving Your Vending...

The Laurel Way...

LAUREL

METAL PRODUCTS INCORPORATED

News Flash!

The development of equipment options in the vending world continues on at Laurel with the advent of dynamic displays and simple, one plug credit card technology. Welcome the DIGIMAX smart control to your vending equipment.

DM

Digi-Max

What's New:

The latest upgrade in Laurel venders is a redesigned control board that offers a super-bright display that almost shouts at the customer. Think Dixmor LED 6. Now your vending machine moves beyond delivering consumables at your wash to greeting your customer, explaining what money is needed, delivering the product, and ending with a nice "Thank You". The LARGE screen format of the display is the improved connection with your customer. The information is formatted in slanted scrolling dot matrix: easy on the eyes, easy to understand. ALL your customers receive clear and simple operating instructions. Simple is better. Language choices are numerous; English only, English & Spanish, Spanish, French, German, and Dutch. Just touch your programming buttons. Do you have different light conditions? Just touch a programming button to go HIGH or LOW on the display brightness. This is a great option for indoor vs. outdoor vending machines. Do you need a customized set of vender operational actions? Just ask. Do you need a customized message for your equipment? Just ask. Credit Card functionality is a must for wash equipment these days and life has become easier with the Laurel venders. The dominant card system in the wash world is CryptoPay, and all you have to do is "push the plug in". The control board has a built-in connector ready for your CryptoPay cable to plug in. The credit card communication is the vending industry standard MDB protocol. That means everything talks to each other like old friends. Now your customers can choose to either swipe a card or deposit coins, it is their choice.

New Digi-Max Display



Standard Display



Buy an inexpensive CryptoPay card swiper and "plug in". You may already use the system at your wash; this is just an easy addition. Track your vending transactions along with everything else at the wash in the batched reports. And, remember a key advantage of the CryptoPay system is the batching of transactions so your vending sale will not have a separate swipe charge.

The Right Choice for Today & Tomorrow:

Simplify, Simplify. Times change, customers change, and eventually you and your equipment follow. The evolving marketplace offers people more digital interaction with less effort. Simplifying the transactions

makes for happy customers who will spend more at your wash. The power of clear instructions makes everyone's life easier in the selling of consumables at the wash. What has not changed is the drop-shelf delivery system – this is proven to be THE most reliable way to vend all of your car wash products. Whether it is paper towels, cloth towels, air fresheners, pads and packets, and flat bottles – they all have a home on a drop-shelf. The shelves started dropping in 1970 and have hardly taken a break since then. That is durability, many millions of times over the years. Don't look for a coil type snack vender from Laurel any time soon.

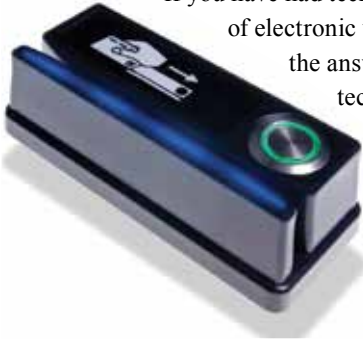
How This Will Help You:

The vending machine remains simple while gaining smart technology and a very bright display. The feedback gained from wash owners and operators of electronic Laurel vending machines



over the past 15 years is “keep it simple and make it smart”.

If you have had technical support over the last 15 years of electronic vending with Laurel, you know that the answers come fast without the need of a technical background. The DIGIMAX smart control offers the same reliable simplicity with even more smarts. It is always nice to hear that “the electronic venders are the least of my worries”.



You do not need to learn any new skills, just continue to have your products delivered to the customers with greater ease. Tracking your vender sales is fast with simple access to the counts – Just touch your programming buttons. If you use the credit card tracking information, there is even more detail and proves the performance.

When to See it All:

The Kleen-Rite Expo in November is a perfect opportunity! Touch, try, and see if it all sounds too good to be true. Talk to electronic vender customers who are visiting, hear about the test sites; listen to the explanation of a customer vending \$15.00 packs of tokens with a CryptoPay card system. See the bright display up close and personal. Admire the newly revised CAR -FRESHNER vender decals. Decide how well you like the card readers on the door. Tell your car wash col-



leagues that you decided to go ahead before the news came out.

Looking forward to hearing your feedback on the new machine controls and the DIGIMAX display.



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- Contains water conditioning agents, great for hard water

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TM009 Emerald Foam

- High foaming
- Great lubricity keeps cloth cleaner and lasting longer

Self-Serve Foam Brush Detergent



TM140 California Grape

- Customer pleasing rich foam
- Vibrant purple color and great grape fragrance

Check out our videos showing both Trans-Mate's In-Bay and Self-Serve Chemicals in action at www.kleen-ritecorp.com/videos.aspx

SELF SERVE:

Time to make a choice...

by Patrick Ryan, Poly Pro Systems of America, Inc

The Wobblehead Delivers!

There was a time when you could wash a car without the use of a foam brush. It required the use of phosphates in the soap. It was like magic, the dirt would just wash away. It took a bit of time to discover that this car cleaning wonder was bad for the environment. So out went the phosphates and in came the foam brush.

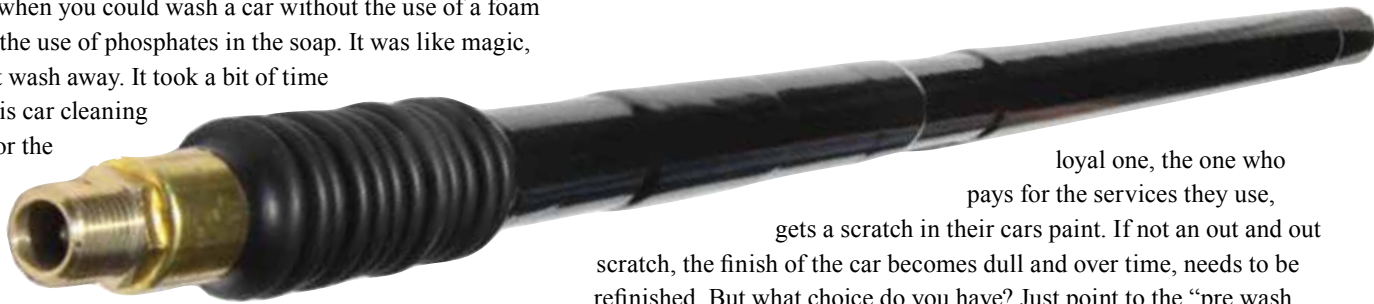
Rumor has it that the foam brush was designed by real live NASA engineers. Whoever it was that designed this thing, it works brilliantly. With the foam flowing through the bristles, the brush creates enough friction to loosen the grit and grime off of the vehicle. From the ve-



hicle, the grit and grime go into the foam and from the foam into the drain, and all is well. And this is how it has been for decades.

If every customer would use the system the way it was designed, there would be no problem. The reality is, that between 10% - 50% of customers either under pay or pay nothing at all to use the foam brush. Watching a customer use the foam brush without the foam, for some, is a frustration you have to live with. Seriously, what choice do you have? You either internalize, or vocalize. The foam brush system, as it is, allows the brush to be used however the customer wishes. You don't have a choice.

Then there is the hidden nasty problem that has been lurking around ever since the foam brush came into being. After repeatedly using the foam brush without foam, the grit and grime that was supposed to go into the foam, goes into the brush instead. The dirt and debris gets into the deep recesses of the brush and when the next customer, the



loyal one, the one who pays for the services they use, gets a scratch in their cars paint. If not an out and out scratch, the finish of the car becomes dull and over time, needs to be refinished. But what choice do you have? Just point to the "pre wash your brush" sign and walk away.

Faced with the frustration of watching the previous customer ruin the car washing experience for the next customer, something has finally been done about it. The Wobblehead foam brush handle has now been around for years. As an innocent looking, non-descript device, the Wobblehead stands as your silent attendant. With the Wobblehead, the foam brush will not work as a useful brush until the foam is flowing. Without the foam flowing, the brush just wobbles around when the customer tries to scrub. No longer are you faced with having to internalize or vocalize your frustration.

The concept is simple, but the results are significant. For the first time we have a choice. A Wobblehead brush head is a clean brush.

The foam constantly washes the grit and grime, the dirt and debris out of the brush. When your good paying, loyal customer arrives in the bay, the brush is already clean. Being able to provide a brush that is clean every time, is only available by installing the Wobblehead. Great customer service is hard to measure at a coin-op, but providing a clean brush is an awesome service.

By installing the Wobblehead, you no longer have to become frustrated watching the customer use your equipment for free. The brush is now clean every time and your customers are enjoying the benefit. After 3 years in the marketplace, the owners of the Wobblehead will also tell you, revenue increases 5%-10% just by installing this breakthrough handle.

It's time to make a new choice. If you want to end some of your frustration, if you want to provide better customer service, or if want revenue to increase 5%-10%, order the Wobblehead today.



50% OFF

SPECIAL OFFER

THE Wobblehead

2 Deals Per Customer Limit

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WE MAKE YOU SHINE

Trans-Mate, makers of quality car wash soaps and chemicals is giving you the opportunity to try the Wobblehead foam actuated foamy brush handle at a huge discount!

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You can get a

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California Grape:

TM5140

\$69.78

California Grape

Neutral pH Foam Brush Detergent

- Excellent purple foam and fragrance
- Great lubricity and cleaning
- Super concentrated for great value



OFFER EXPIRES August 31, 2014

“Our Fragrance Combos Help

GROW



Our Vacuum Revenue”

Dan Callihan: Glen Burnie Car Wash, Maryland

“We have the Combo
Fragrance Vacuum units at
two locations. Customers just

LOVE being able
to spray their choice of
fragrance after they’ve
finished vacuuming out
their vehicles.

We go through a

A LOT

of fragrance at both our
locations. Which means
customers are spending
more time, which means
an overall increase in

PROFITS!

We like these units
because they are a

**SIMPLE
DESIGN**

and easy to maintain and
replace any worn parts.”

For
a complete
listing of all our professional
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AVAILABLE FROM
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SPECIAL INTEREST:

Rising Tide Car Wash...

Empowering Young Adults with Autism

Reprinted from citybizlist - South Florida

By Kevin Parker

April 26, 2014

Groundbreaking Social Enterprise Recently Celebrated 14 Employees' 1-Year Anniversary; Featured on National News, Won Multiple Awards, Tripled Customer Base & Much More

In its first year of business, Rising Tide Car Wash has not only made an extraordinary difference in helping people with autism to build a career and achieve an independent lifestyle, but it has also played a major role in inspiring communities to change their perception of the capabilities that people with autism have.

Currently, unemployment among people with autism is approximately 90 percent, and at least 500,000 more individuals with autism will enter the workforce in the next decade. One year ago (April 6, 2013), John and Thomas D'Eri, co-founders and respectively the president and COO of Rising Tide Car Wash, launched their business to create a supportive environment where young adults with autism could thrive and achieve independence. This included John's son and Thomas' brother, 21-year-old Andrew D'Eri, a vibrant individual with autism.

Today, Rising Tide is one of the largest employers of people with autism in the U.S. with 30+ employees, and aims to be the premier car wash experience in the market. Breaking down the car washing process into 46 distinct steps, Rising Tide helps its associates with autism realize their incredible capabilities, gain confidence that they never had before, make friends, gain financial independence, and have a place to call their own.

Since opening, Rising Tide has almost tripled its customer base, and built an "Unlimited Wash Club" membership of approximately 1,000 people.

During the past 12 months, Rising Tide has made significant strides in creating awareness of the capabilities that people with autism have. These include:

- On April 21, 2014, Rising Tide was featured on the national evening television news program, NBC Nightly News with Brian Williams. Emmy® award-winning international journalist

Harry Smith visited Rising Tide to create the segment, which showcased how Rising Tide is empowering young adults with autism.



The D'Eri Family

- Chosen from over 240 applying companies worldwide as one of 13 carefully vetted ventures, Rising Tide was selected to attend Unreasonable Institute Global, one of the most prestigious social impact accelerator programs in the world, in summer 2014.
- On April 6, 2014, Rising Tide was awarded with the 2014 Miami Walk Now for Autism Speaks' first-ever Autism Awareness Award.
- On April 1, 2014 (World Autism Awareness Day), at a Rising Tide press conference with Congressman Ted Deutch, U.S. Representative for Florida's 21st congressional district, the D'Erises awarded 14 Rising Tide employees, who celebrated their first anniversary with the social enterprise, with a certificate of recognition. The employees represent 40 percent of Rising Tide's opening staff. Of those employees, one has been promoted to manager, and three to team leader.
- On March 18, 2014, Broward County Mayor Barbara Sharief and the Broward County Commissioners honored Rising Tide as the Broward County Business of the Week/ deemed March 18 Rising Tide Car Wash Day in Broward County.
- On March 14, 2014, Rising Tide was announced the winner of CareerSource Broward's Connections 2014 Small Business of the Year Award, which recognizes a business with fewer than 50 employees with an exceptional record of disability-friendly practices, including hiring persons with disabilities and participating in job training programs. Broward County Public Schools nominated Rising Tide for the award.

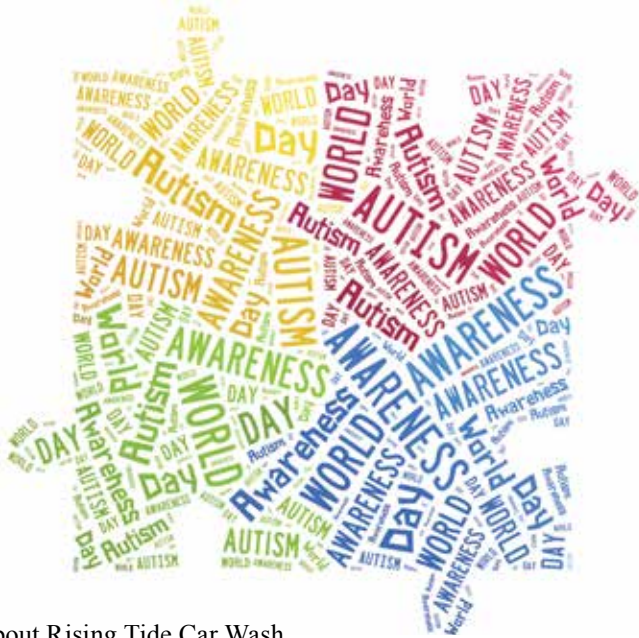
John and Thomas D'Eri were invited to speak at the February 2014 TEDx Coconut Grove, an entity of the national TED program of local, self-organized events that engage the community in a discussion of ideas to expand perspectives and make a philanthropic impact. Also in February 2014, Rising Tide was the recipient of TEDx Coconut Grove's annual Hope Prize of \$5,000, which reflects the national TED program's effort to give exceptional individuals with a wish to change the world the opportunity to fulfill those wishes.

John and Thomas D'Eri were selected by Autism Speaks to share their knowledge at the first-of-its-kind national Extraordinary Ventures Conference in January 2014.

Rising Tide is featured in "Sounding the Alarm," a Blockburger Productions documentary which provides a poignant look inside the lives of those touched by autism.

Rising Tide was awarded the SOCAP13 (Social Capital Markets Conference) scholarship in summer 2013.

"After only one year in business, we are happy to have achieved many great milestones in empowering young adults with autism," said John D'Eri. "We look forward to continuing our progress in setting people with autism up for success, and changing the perception of communities around the U.S. and the world to understand the awesome capabilities that people with autism have."



About Rising Tide Car Wash

Rising Tide Car Wash is a scalable social enterprise with the primary mission to employ adults with autism. By delivering a first-rate car wash experience to the consumer, Rising Tide strives to inspire communities to change their perception of the capabilities of people with autism. Through intensive training, team building and caring for the community, Rising Tide sets its employees up for success. With this model, Rising Tide has a goal to provide people with autism with an opportunity to build a career and achieve an independent lifestyle. Rising Tide aims to be Broward County's first B Corporation (the gold standard in verifying that a company is truly a social enterprise) and the fourth in the state of Florida. Rising Tide Car Wash is located at 7201 N. State Rd 7, Parkland, FL 33067. It is open seven days a week from 8 a.m.–6 p.m. For more information, visit www.risingtidecarwash.com, call (954) 344-1855 or email info@risingtidecarwash.com.



LT1102

**10" Salt/Pepper Wash Brush
Black Head, White Bumper**

\$7.28



LT1100

**10" Green Nylex Wash Brush
Black Head, Green Bumper**

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LT1500

**10" Bi-Level Yellow Wash Brush
No Bumper**

\$13.10



LT8150

**10" Green Nylon Truck Brush
No Bumper**

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NEW PRODUCTS:

Washing With Foam

Introducing MTM Hydro Foam Lance!

An auto detailer's dream

Emulsion of cars with dense, thick, foam has never been easier and more effective with the arrival of the MTM Hydro foam lance. Simply attach the MTM foam lance to your favorite pressure washer, fill the chemical bottle and begin cleaning cars like never before! With an adjustable cleaning nozzle from 0 to 45 degrees and an active range of 25 feet, the MTM Hydro foam lance can immerse both large and small vehicles.

Why wash with foam?

Well, for one thing, foam is "touch free" and thus does not damage the finish of the car. Consequently, the paint is left in pristine condition because the surface of the vehicle has not been touched. The only thing that is required with the MTM foam lance after a vehicle has been foamed is a simple rinse after about 3-5 minutes of "foam time." It's that easy.



What are the benefits of using the MTM Hydro foam lance?

The benefit to the user is a cleaner, more cost effective and "green" way to wash cars. At MTM Hydro we say "cleaner" because the foam "lifts" dust, dirt and grime from the hardest to wash cars. Also, the process is very cost effective due to the ability of the user to "meter" the chemical being used via the chemical knob. Turn the knob to the right for more air and thus less chemical and to the left for less air and more chemical. Thus, the chemical being used can be adjusted depending on the job and save the user money. And lastly, our product is "green" because when the maximum amount of air is being used, less water is being consumed.

What type of chemical is suggested?

The MTM Hydro foam lance produces foam from a wide variety of chemicals, since it is an air injected system that produces the foam. Consequently, adding something as simple as a dishwashing soap will produce great results. However, it is suggested that a high detergent based chemical (or your favorite detail soap) is used for maximum foam results.

Uses for the MTM Hydro Foam lance

- Auto Detailers (mobile and shop)
- Car washes
- Hood and duct cleaners
- Pressure Washers

Available from Kleen-Rite

Part # - MTM140263

Price: **\$59.99**



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Right For More Chemical Draw



Left For A Wider Spray Pattern
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Frequently Asked Questions

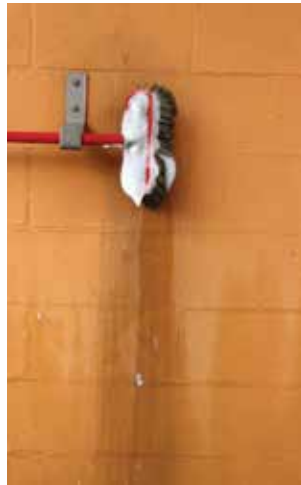
with Gary Frey



The purpose of this section of the Kleen-Scene is to share the answers provided to frequently asked questions by our customers. The questions and answers provided in this issue were provided by TEX•COTE®. Additional information pertaining to this product can be found on our web-site www.kleenrite.com as well as www.texcote.com.

What is the WASH-GUARD System?

The WASH-GUARD System is a vertical wall coating system that has superior chemical resistance to soaps, oil, grease, dirt, and other chemicals commonly found in the carwash industry. The WASH-GUARD System eliminates the need to use acid washes to clean your walls.



BEFORE
WASH GUARD™



AFTER
WASH GUARD™

can also be applied to PVC, tile, vinyl, and similar surfaces in white as a two-part system using a white primer and protective clear coat or in color as a three-part system using a primer, colored finish coat, and protective clear coat.

What surfaces can the WASH-GUARD System be applied to?

The WASH-GUARD System can be applied to concrete, CMU block, tilt-up or pre-cast concrete, cement fiberboard, and unglazed brick with the Classic Primer. It can also be applied to PVC panels, tile, and other “slick” surfaces with the TEX•BOND Bonding Primer.

“If you watch the videos and follow the instructions, the overall process is pretty easy” - Don Kuester : Don's Car Wash - Cincinnati, OH

How does the WASH-GUARD System work?

The WASH-GUARD System is a three-part system that consists of a primer, colored finish coat, and protective clear coat. The system

Can the WASH-GUARD System be applied over previously coated surfaces?

Yes. The WASH-GUARD System can be applied over surfaces previously coated with the exception of epoxy or alkyd coatings. All loose, flaking, or oxidized paint should be removed from the surface by sand blasting, water blasting, scraping or wire brush to obtain maximum adhesion.



Self Serve Bays Before



Control Room Before



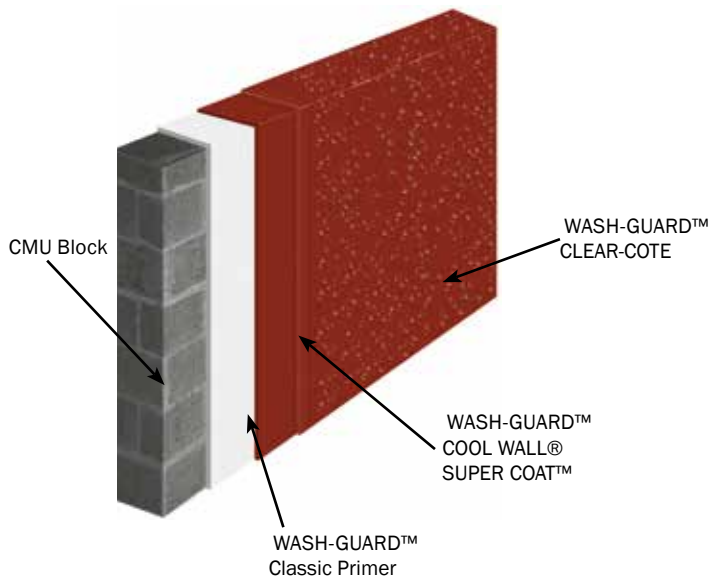
Self Serve Bays After



Control Room After

How is the WASH-GUARD System applied?

The Classic Primer, TEX•BOND Primer, and COOLWALL finish coat can be applied either by roller or commercial grade airless sprayer. The CLEARCOTE should be applied by roller.



What are the application rates and coats required for the WASH-GUARD System?

WASH-GUARD Classic Primer is applied in one coat at a rate of 100 square feet per gallon.

TEX•BOND Primer is applied in one coat at a rate of 400 square feet per gallon. The COOLWALL finish coat is applied in two coats at a rate of 400 square feet per gallon for each coat (overall coverage rate of 200 square feet per gallon).

CLEARCOTE is applied in two coats at a rate of 350 square feet per gallon for each coat (overall coverage rate of 175 square feet per gallon).

How much does the WASH-GUARD System cost?

For a typical four bay site with approximately 3,500 square feet of masonry wall to be coated, the material cost for the entire WASH-GUARD System is approximately \$1.40 per square foot.

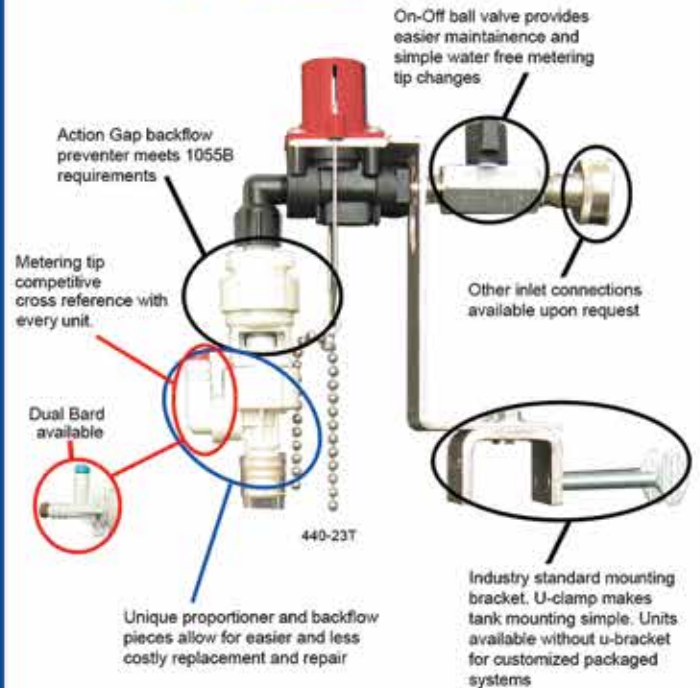
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Compare the Aqua Master to other reservoir systems and see the difference. The new, more economical unit is designed to reduce service and potential problems.

- Superior float valve design avoids hang-ups and flooded floors.
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- 90 degree chemical metering barb rotates 180° to avoid kinking problems of straight barbs.
- New design mounting bracket has identical dimensions of competitive bracket.
- Tip kit and competitive metering tip cross reference included with every unit.



Only From: Kleen-Rite





Manufacturers Spotlight

Highlighting The Companies That Make Our Products



GENERAL PUMP

General Pump was the vision of its founder Mike Christopherson; he had a dream of having his own company and wanted to bring a superior product line to the high pressure wash markets in the United States. He began this dream in 1982 and began to supply pumps and accessories to the pressure wash and vehicle wash markets out of his garage. Throughout his career and life he had an unwavering commitment to his dream that carried him far beyond the borders of his hopes. His motto of “We Will Find A Way” was a working premise that GP will do whatever is necessary to fulfill the customer’s wishes and applications. The motto still rings true today. Our sales and technical people will still sit down with customers and find a solution to any situation the customer provides. Together, the motto and Mike’s commitment to the customer combined to morph General Pump from its humble beginnings into an internationally renowned supplier of high-pressure pumps and accessories before he sold the business to his major supplier in 1998.

General Pump gradually built the product base by evaluating and sourcing proving superior suppliers throughout the world. The pumps that were brought in were the “General Pump” brand of the Interpump Pump located in St Ilario, Italy. The Interpump Pump company was

newly formed in 1978 and had attempted to bring the pumps to the USA market before GP was formed, however it was not until Mike Christopherson brought his knowledge, work

ethic and intensity to the mix did the pumps succeed. The pumps were different than pumps sold previously, since they were on the principle of a ceramic plunger instead of a stainless steel plunger or piston. This allowed higher pressures and extended life of the pumps in almost any environment. During this early time a number of valve suppliers were also evaluated and GP began sourcing product from a few suppliers to fulfill more of the customer needs. During this period Mike also saw the need to have a manufacturing capability. This was accomplished by purchasing a small screw machine business in 1988. He felt this was needed to offer more value to his customer base by providing many components that would enhance his product offering.

Today this facility provides many items such as injectors, nozzles, valves and customer-specific items that allow General Pump to fulfill each customer’s needs. The injector line was started in 1995 and has expanded to more than 150 different injectors for various needs, and continues to expand every year. In recent years General Pump began building custom skid units at this facility for industrial applications and for customers that do not have the capability to build units themselves.

Since General Pump’s inception it has moved three times, each time to a larger space needed to carry the necessary inventory to supply our customers their product in a timely basis. General Pump currently has two locations in the USA, one for the office and warehouse built by Mr. Christopherson in 1995, and a manufacturing facility housed approximately two miles away. General Pump also has a facility in Ningbo, China to manufacture certain products needed by the markets we serve.

In 1998 General Pump was purchased by the Interpump Group SpA, they are the world leader in plunger pump design and were the major supplier to General Pump since the beginning of the company. Interpump Pump has since become Interpump Group SpA and is listed on the Italian stock exchange. The founder of Interpump Pump, Dr. Fulvio Montipo, is still involved on a daily basis and is currently the



Chairman of the Board for Interpump Group, SpA. Dr. Montipo is the driving force behind the engineering and the future outlook for Interpump Group and has been awarded Italy's 2013 Entrepreneur of the Year award for his decades of achievement and contribution's to Italy's Economy.



Interpump Group today has grown in the industrial and hydraulic sectors and is comprised of many businesses in more than a dozen countries. Interpump Group is clearly focused on the future, their engineering department - Interpump Engineering – has completely redesigned and updated the industrial pump product line and has also released many new pump models for the Power Wash and Vehicle Wash markets. Today General Pump and Interpump offers a line of pumps with flows up to 236 GPM and pressures up to 22,000 PSI.



In 2002 and 2003 General Pump and Interpump Engineering worked together to develop a line of pumps that would be designed specifically for the conditions in the Vehicle Wash markets. General Pump provided the market information and

special needs and Interpump Engineering worked to develop a product that would be superior in performance to any pump offering that was available at that time. These pumps were branded the "Emperor" line due to the improvements that were made. The pumps for the prep stations and for self-service stations were introduced at the ICA show in 2004. These pumps were rated for temperatures up to 185 degrees Fahrenheit and they could also be run dry for extended period of time if there was an issue with the water supply. The features that changed on these pumps were primarily changes to the packings, plungers and valves. Since that time Interpump has received a patent on the high temperature valves as well as on the new style high temperature seals. The seals are made from a proprietary blend of Teflon-graphite that reduces friction and maintains shape if the pump is run with hot water or no water. The larger pumps, up to 40.5 GPM, were introduced to the market one year later at the 2005 ICA show. These pumps have the same new technology as the smaller versions along with a completely new power-end that is supplied by Interpump Group's Industrial pump division.

Emperor

General Pump

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Larry Groen
Road Runner Car & Truck Wash



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In 2006, Jay Montpetit, owner of a successful car wash in St. Paul, MN, bought a car wash with his son, Troy in Cape Coral, Florida.

“Our son was wanting to make a move to this area of Florida, we felt it was a worthwhile location to have a car wash and have Troy run things down here.”

“Eventually we built a brand new location. We built this place from the ground up, we wanted to set it apart from other washes in the area. We went to a lot of other car washes around the country to learn what to do and what not to do.”

“The Dog Wash was a no brainer. It’s just great ear, eye and verbal candy. Word of mouth has spread about the it, folks know it’s here and come in and use it. The Dog Wash took off a soon as the place opened.”

“We saw the Motorcycle Wash at Mike Mountz’ place in PA and felt it would make a great addition to what we were trying to achieve. Folks ride motorcycles 12 months a year down here. We’ve been opened for about a year now and the Motorcycle Wash customers are steadily picking up.”



Troy, Shelley and Jay Montpetit



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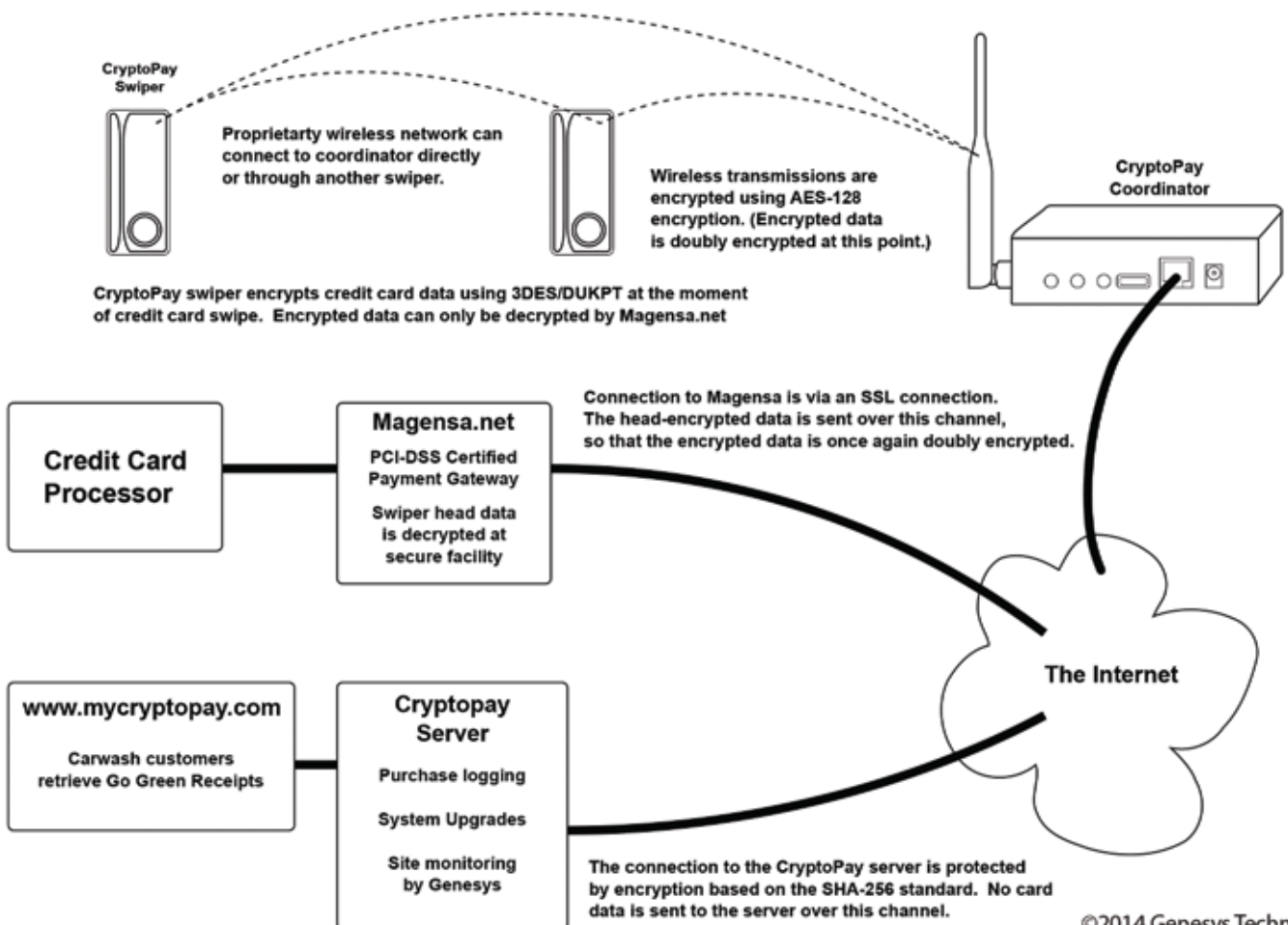


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EQUIPMENT:

Central Vacuum Systems

Getting customers onto your lot.



People equate a car wash with a clean car both inside and out. Car wash owners must provide functioning equipment that covers both of those components. An important factor in equipment selection is vacuums.

Central vacuum systems have grown in popularity over the last decade as car wash owners are looking for ways to wash as many cars as possible to increase revenue. Self-Serve car washes have started to feel the competition from both the express wash model and the full service model. Express washes will typically provide free vacuums to their customers; allowing them to drive through the car wash and then providing free vacuums after the fact. Full service models typically have an attendant that will vacuum the car for the consumer prior to going through the car wash. In both of these models the central vacuum system is a viable alternative to traditional stand-alone canister vacuums. JE Adams Industries, an experienced self-serve vacuum manufacturer since 1972, now offers central vacuum solutions as well as stand-alone vacuums or a combination of both.

Aesthetics

Aesthetics are important for many car wash owners. A central vacuum system can help catch the consumer's eye from the road as they are usually colorful and many provide a canopy for shade. Advertising free vacuums can be a huge draw to a car wash site and car wash owners are betting that giving away a free service will increase the amount of cars they wash.

Canopies

Canopies can help direct parking and provide sites with an easy flow for cars. JE Adams canopies are made from a specialized lock stitch knit that allows for air movement and light to pass through the fabric

but blocks up to 98.8% of harmful UV sun rays. They are also made to resist sun damage and are available in bright colors such as red, blue, and yellow which can match the arch stanchions.

Arch Stanchions

There are several types of arch stanchions for site owners to select. There are double drops or single drop options. A double drop arch stanchion gives the consumer the best of both worlds. It provides a crevice tool to clean between the seats as well as a claw to cover larger areas on each side of the car. Both arch stanchions come with (1) 1 1/2" x 25'

hose and the single drop system has the choice of either a crevice tool or a claw. In addition, JE Adams provides quick release hose couplers to allow hoses to be brought in at night to prevent theft after the site has closed.

JE Adams arch stanchions come in 3 eye catching colors: red, blue, and yellow. You can also choose a colored hose for no additional charge. Each arch stanchion comes with a mat holder, claw hanger and/or crevice tool sleeve, and a stainless steel trash can housing.



Producer (Motor & Turbine)

When deciding on a central vacuum system it is important to select a model (or producer) that has enough power but isn't overkill and thus using too much electricity. A qualified manufacturer can assist car wash owners in site layout of arch stanchions and producer selection for the number of drops desired. Producers start at 10 horse power for a 3-4 drop system and go as high as 60 horse power for a 30-36 drop system. By adding a VFD (variable frequency drive) owners can also control the amount of electricity a system uses by conserving energy until it is needed. Sometimes noise can be a concern and there are mufflers or silencers available to help drop the decibel levels as much as 8 decibels.

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Filter Separator

Also choose a system that has filter separators and prefilters made out of stainless steel to prevent chipping paint and rust corrosion over time. Prefilters allow site owners to find valuables that may accidentally get vacuumed by the consumer as it divides larger items that goes directly to the larger separator. Prefilters should be cleaned out daily and separators should be cleaned as necessary. JE Adams large separator has (10) 1-micron filter bags for superior filtration compared to 3-micron filter bags. We also provide a 20 gallon waste container for the main separator.

Whatever the needs might be JE Adams has a solution. If you like the look of the central vacuum but still want to charge the consumer for the vacuum service we can also mount stand-alone vacuums to the arch stanchions. Want a swivel boom that can either rotate 360 degrees or 180 degrees? We have a solution. Want an arch stanchion without a canopy? Yep we can do that too. Want to know more? Give your Kleen Rite associate a call and together we will help you pick the best product for your car wash site.

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Product	5 Gallon	55 Gallon
Hi pH Old Tyme Presoak	\$63.83	\$324.19
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Vintage "Clear Coat" Rejuvenator	\$155.38	\$833.16
"Brand-X" Weather Beading Tonic	\$137.74	\$1,230.42
Magic Drying Elixir	\$68.87	\$616.47
Home Town Triple Foam	\$81.47	\$727.34



KLEEN★TEAM



BO
Freight Order Handler



At my house, we root for the Oakland Raiders and during baseball season, we cheer on the Boston Red Sox!

**BOSTON
RED SOX**



THE KLEEN★TEAM

James "BO" Campbell

Freight Order Handler

I began working at Kleen-Rite in 2005. I pull and pack the orders that are going out by freight everyday from our Columbia, Pennsylvania location.

One of the best things about my job is I get to work outside when it's nice out. One of the worst things about my job is I get to work outside when the weather is really cold or really wet. Either way, I enjoy working at Kleen-Rite and I really like the folks I work with everyday and the bosses treat me good.

I am married with 2 great kids, Amelia, my daughter is nine years old and plays softball and cheerleading. My son Stoudamire, AKA: Stud, likes to play football and wrestle. My wife, Amanda, works at Luther Care, a non-profit organization.

In my spare time I like to take my kids to the beach or take them fishing. It's really all about the kids these days, I wouldn't have it any other way.

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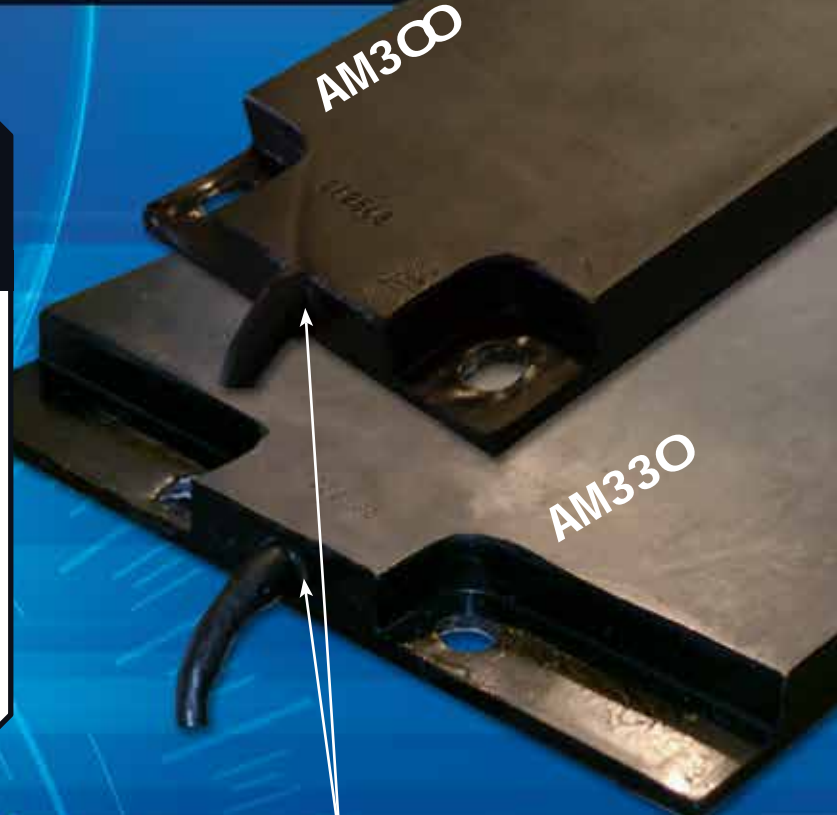
RECORA Treadle Floor Switches

SOLUTIONS IN CAR WASH TRAFFIC CONTROL

N3 Series Treadle Floor Switch

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

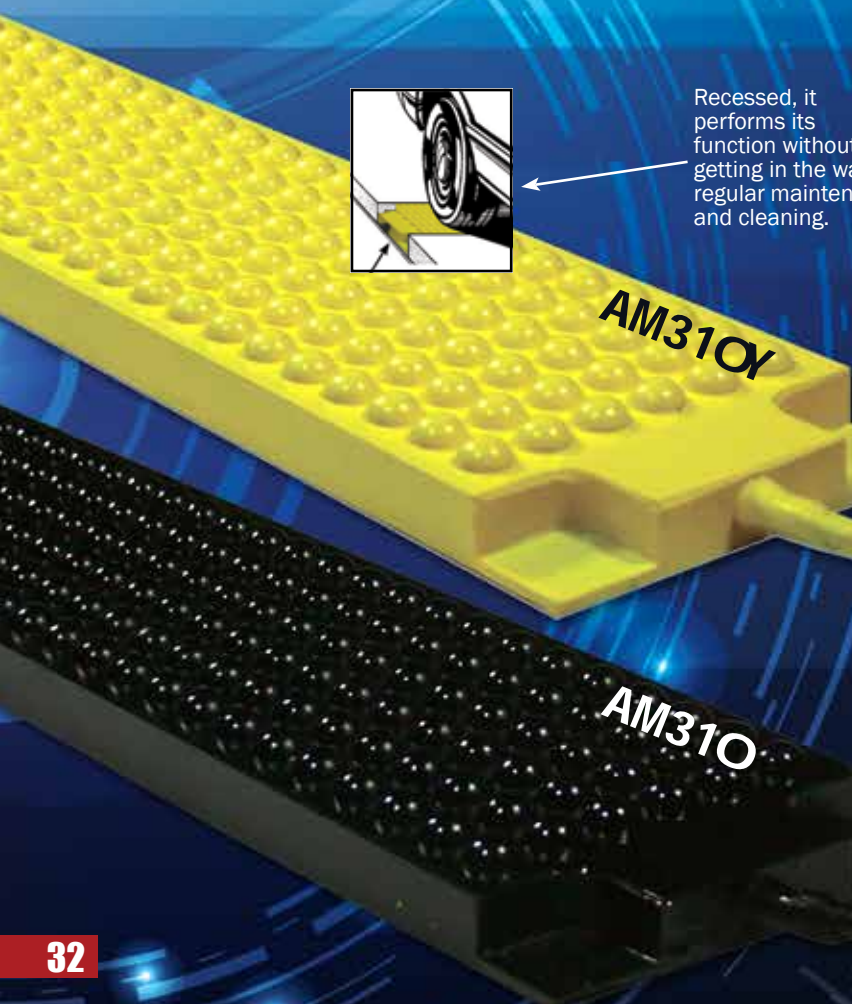
AM300	5" x 24" Black, 20' Lead, 24V	\$100.13
AM305	5" x 32" Black, 20' Lead, 24V	\$111.04
AM295	10" x 24" Black	\$172.09
AM325Y	5" x 24" Yellow	\$110.37
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Simple electrical switch embedded in the trip device.



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



Traction Control Treadle Floor Switch

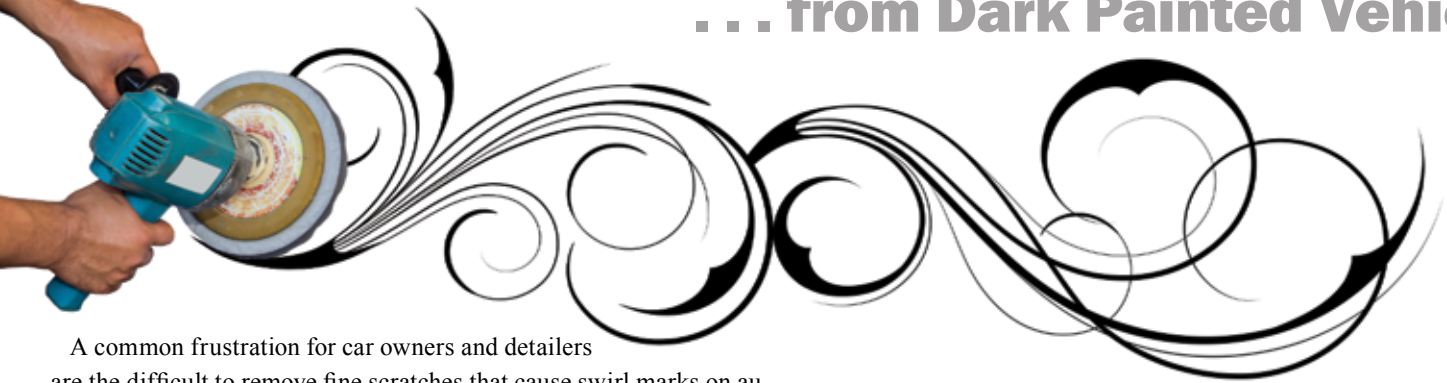
Introducing our Traction Control Series of Auto Alerts. The car wash industry finds the Auto alert ideal for turning equipment on and off without touching cars. The RECORA Auto Alert is rugged enough to work under multi-ton trucks, yet sensitive enough to react to the smallest, lightest cars. The Auto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

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AM310	5" x 24" Black	\$109.22
AM315	5" x 32" Black	\$119.28

DETAILING TIPS:

How To Remove Swirl Marks

... from Dark Painted Vehicles



A common frustration for car owners and detailers are the difficult to remove fine scratches that cause swirl marks on automotive paint. Swirls are most noticeable on dark cars and can be difficult to remove for do-it-yourselfers or inexperienced detailers. That's because these very fine scratches require less aggressive methods to remove compared to heavier scratches that are typically removed with buffing compounds. Removing swirl marks can be fairly straightforward if you know the proper techniques and products to use.

What causes swirl marks?

The fine scratches that produce swirl marks are typically caused either by too-aggressive use of compounds during buffing to remove scratches, or everyday wear and tear on automotive finishes. Other causes, which can be prevented with proper care, are:

- Using dirty or rough drying towels
- Wiping dusty or dirty paint with a dry towel
- Aggressive polishing by an inexperienced detailer
- Improper car wash equipment

How to Remove Swirl Marks:

The good news is that swirls can be removed using a class of mild polishes designed specifically to remove swirls, which can be applied either by hand or by easy-to-use “Dual Action” polishers.

Many swirls can be removed by hand using a foam applicator and a fine polish that the manufacturer states is for removing swirls, such as Kleen Shine One Step Cleaner-Polish. Apply product to the foam applicator, rub in by hand using circular motions and remove with a clean soft microfiber cloth (remember to always work in the shade on a cool surface). An added benefit of Kleen Shine One Step Cleaner-Polish is that it also contains protective wax, so you are removing swirls and protecting the paint in one step, therefore saving time!

For more stubborn swirls, using a DA polisher with a soft foam polishing pad and fine polish will produce better results, and also save time and effort when polishing an entire car. DA polishers are different from

traditional rotary buffers, which spin the pad to work in the product but can generate heat that can scratch or burn through paint if not used properly. DA polishers both spin and oscillate, therefore the term “dual action”, and are less aggressive than rotary buffers but more effective than conventional orbital wax applicators.



To remove swirls with a DA polisher, apply a fine polish like Kleen Shine One Step Cleaner-Polish onto the face of the soft foam pad attached to the DA polisher. Apply to the paint using medium machine speed, working in the polish in a back and forth overlapping pattern, applying

a thin coat. Re-apply product to the pad as necessary as you work around the car. Once you are finished applying the polish, you can then remove with a clean, soft microfiber cloth.

This is the fastest, easiest way to both remove swirls and apply wax in one step, which is preferred by detailers as being most efficient and profitable.

Experienced detailers will like Kleen Shine Pad Glaze Swirl Remover for use with a rotary buffer and soft foam pad, as a follow-up step to removing heavier scratches with a heavier compound.

Swirl Removing: a great add-on service

Once proficient in removing swirls, you can promote the service to your carwash customers as an upgrade service above basic express wax services. You will create grateful customers and also increase revenue for your detailing services!



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.

Water Works Car Wash Bob Boardman: Elkridge, Maryland

My Mom started in the car wash business in 1966. I was 10 years old. My uncle George was very instrumental in the development of my abilities. I learned early on that I had a passion for creating things. I learned to weld when I was twelve and made various sculptures and art pieces. I love to fix stuff and find out how things work. My Mom recognized while I was very intelligent it did not reflect in my school

years and Montgomery General Hospital and purchased and remodeled an investment property and my current residence. Surprisingly, I missed the car wash. I missed the people, the cars, the smell of soap and things breaking down.

So in 1987 I purchased some property and we opened Catonsville in November of 1988.

In 1988, feeding my need to become Bob the builder, I purchased the Elkridge property. In 1990 our second car wash opened. All was well and both locations were running smoothly. Summers in the 80s and 90s were slow and it allowed us time to vacation, be with family and repair and maintain the facilities. My parents were very supportive of my wash endeavors and worked at the wash almost every day. My Dad spent a lot of time at the Catonsville location and loved to fill the vendors. It was around this time that that location became known as Bob's Chat and Wash. Everyone loved to go and wash their car and chat with Bob and Mr. B. My Mother was also very active in pursuing new equipment leads and always had her good eye on my books. She taught me many things but above all she drove home that quality had to come



My Mom, Dolly, working the entrance to the wash.



work. However, being at the car wash I could create, expand and learn. I soon became very passionate about the business and in 1980 my Mom retired and I purchased Dolly's Car Wash.

I have been very fortunate to have found myself surrounded by brilliant people. We improved Dolly's adding additional bays, A Broadway Buff and Shine Machine, The wax room, soft cloth automatic and a roll over automatic. Wanting to make a name for myself, I sold Dolly's in 1985.



Me and my Dad: "Mr. B"

I received a certificate in Stationary Engineering. Worked several

first. My Dad was an engineer at Westinghouse and always asked at the end of every day, "Well Bob did you learn anything today?" He felt you were doing yourself a disservice if you didn't learn something new every day.

By 1995, both places had seen many updates and changes and the industry showed definite change. Gone were the dog days of summer and the lull between Busy Seasons. We actually started to stay fairly busy year round. People were less likely to pull out their hose at home at all because it was so easy to come to the car wash. Not to mention cheap! It was about this time a friend of mine called and asked me to look at his wash. When I showed up he handed me the keys and said he would call me in a few days to work out the details. So I found myself with my next project. It was great fun and satisfaction to take something so broken and make it beautiful. Granted, it took a lot of work, and help and parts. At This location I used touch free technology and boy did it take off.



In 2011, I received another call from a friend of mine and said he was ready to sell one of his locations. It was just too far for him to travel and it was just around the corner from me. We purchased Arbutus that same year and hence began my next project. I loved the fact that it had been an old gas station it had a lot of history and I feel that we added a lot of value to the neighborhood.

Both of my parents have since passed away and I think of them every day. In the morning Mom would say, "Bob, just get moving and you'll feel better." At the end of the day Dad would ask me to reflect on my day. I would try to think of all the things I learned that day. I miss them terribly and thank God that I was blessed to have such wonderful parents.

Along the way, I discovered my love for cars, boats and women. I restored many cars and boats and was married several times. In 2000, I met the love of my life and we were married in 2004. We work side by



side today and every day. She is pushy but nowadays I need a push.

I have 4 beautiful children and 2 grandchildren. The days I cherish most are the days spent with my kids and learning what they have learned. I live my life through the graciousness of Good Orderly Direction (GOD) and I always know he is in charge and will lead me through to the next project.



Bob and Alicia Boardman today.



SIMONIZ SELF SERVE IN-BAY TIRE SHINER!

TIRE SHINE



SPRAY ON



WIPE ON



Increase Sales in your Self Serve Bays!

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.



Water Powered Proportioning Pumps



- Chemically Resistant Nylon Fiberglass body
- All seals specifically designed to withstand carwash additives.
- Easily replaceable wear parts.
- Extra Lip Seal Piston Kit included with each unit
- Higher 120 PSI operating range. 2.9 PSI to 120 PSI
- 19 1/2" high, 7" wide
- Uses only 20% of pressure to drive the pump
- Low maintenance and easy to adjust
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- Injection from 300:1 to 1:10 (.3% to 10%)
- Includes 7 ft. 3/8" inlet tubing with foot valve strainer
- Check Valve with Hastelloy springs

MixRite

Same unit different options



*2.9 - 120 PSI All Models

Part #	Ratio	Percent	Oz/Gal	Features	PRICE
MR570CW	500:1 to 50:1	.3% - 2%	.38 to 2.5	Tip Kit Option	\$252.57
MR571CW	500:1 to 50:1	.3% - 2%	.38 to 2.5	Chemical On/Off	\$262.18
MR572CW	250:1 to 25:1	.4% to 4%	.51 to 5.1	Tip Kit Option	\$252.57
MR573CW	250:1 to 25:1	.4% to 4%	.51 to 5.1	Chemical On/Off	\$262.18
MR14CW05	100:1 to 20:1	1% - 5%	1.28 to 6.4	Chemical On/Off	\$313.14

*MR14CW05 for Hydrofluoric Acids, Tire Cleaner, Chlorine & other Harsh Chemicals

Available From: Kleen-Rite



EYE CATCHING CAR WASHES

LED BOOMS...

By Mosmatic

by Jaimie Sokolski, Mosmatic



Today's self serve washes are more than just a couple of walls and high pressure hoses where you can make a few extra bucks on the side. They have become family businesses and corporate ventures with a lot of competition. Keeping it basic is just not enough.

Making your wash stand out is what it takes to stay ahead, however how do you show the customer what you have to offer if you cannot get them in the wash? A good clean facility is always a good start, but is it good enough? Not always.

Mosmatic had the debut of the L.E.D. boom at the ICA in 2013 and received a lot of attention. Like most things that come along that are new, the question becomes IS THERE VALUE? Will you get a return on your investment? Is this just a gimmick or a fad?



I will propose the advantages and selling points and let you make your own decisions.

The LED booms will give your wash a new and interesting appearance. Let's face it; a lot of things are based on appearance. We give you that, plus quality and ease of operation.

These booms are based on the Mosmatic classic boom design. Strong yet elegant, manufactured in high polished stainless steel, with a clean and classic look. The integrated in-line and 90° swivels are proven against harsh bay environments. The quality of Mosmatic booms is already well known.

The patented low voltage electric collar is integrated into the stem and arm allowing this boom to be more than a durable and useable show piece. It is also a valuable marketing tool.

It is not just a gimmick. The L.E.D. light strip will bring attention to your wash in many ways. Good marketing will get the customers attention and with color and flash you will definitely get noticed.

You could use for the L.E.D booms as an additional light source for your bay with the main lights activated by a motion detector so they'll only come on when a customer enters. This can give you added savings on your electric bill.

Another could be to coordinate each boom to the selections on your meter box a, when a service is selected, the boom that will be used can change color or flash. The LED boom can also be set to flash different colors for different selections.

I know a lot of you are thinking so what, they light up. They may get the customer in, but where is the long term value to justify the cost of the boom?

Once the customer is in the bay actually using the boom he is also marketing to others on the street. How you ask? It gets your wash noticed and curiosity draws them. Once they are there and have that quality experience, they're hooked.

I am not saying all you need is some brightly lit fancy boom to make everything better. I am saying that if you are looking for a way to market and improve your wash this is sure one positive way to do it.

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Halide
1200 WATTS

VS.

G&G
LEDs
400 WATTS



LINEAR LIGHTS MADE FOR THE HARSH ENVIRONMENTS OF CARWASHES

UL WET LISTED | 5-YEAR WARRANTY
CREE LED | LEXAN SLX UV/CHEMICAL RESISTANT LENS
PATENTED FORM FACTOR - INSTALLS LIKE PVC CONDUIT

MADE IN THE USA
ZERO MAINTENANCE
NO BULB CHANGES



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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
- 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

American Changer Does it All!



AMERICAN CHANGER CORP.

AC8001 Automatic Car Wash Entry System



- Economical 24-hr automated entry system
- Accepts Cash, Coins and Credit Cards
- Offers 25 programmable discount codes
- Dual hoppers for quarters and tokens
- Audit/Receipt printer
- Voice prompts
- Offsite communications

AC2207 Token Dispenser



- Sell Tokens throughout your Car Wash
- Accepts Cash, Coins and Credit Cards
- Add customer loyalty via bonus tokens
- Reduces cash on-site and vandalism
- Tokens create an immediate sale

AC7715 Bill Breaker



- Improve Customer Satisfaction
- Change larger bill into smaller bills.
- Can dispense \$5's or \$1's.
- Several models to choose from.

AC2225 Bill Changer



- Provide Change or Tokens with this high capacity model.
- Offers (2) bill acceptors, (2) hoppers and (2) boards for redundancy.
- Add "optional" Bill recyclers to give bills and coins back.

The SSCWN . . .

. . . is back!

SSCWN was established in 1973 by California operators Joe and Julia Campbell, who dedicated themselves to the mission of encouraging the solidarity of the Self Serve carwash industry by turning it into a community. Joe has served as Editor Emeritus since 1985, when Jarret J. Jakubowski assumed ownership.

Jarret masterfully guided the paper's ascension as Editor/Publisher from 1985 through 2011, receiving the International Carwash Association's special "Award of Merit" in '95. He has now joined Joe Campbell as Editor Emeritus.

In 2013, AutoCareForum.com Publisher/owner Jackson Vahaly and Kate Carr, the former Editor of Professional Carwashing & Detailing, joined forces to resume publishing the quarterly, Self Serve Carwash News, which remains the most authentic trade journal for the industry and dedicated exclusively to America's most popular carwash: The Self Serve! SSCWN remains committed to bringing the industry the in-depth articles, grass-roots reporting and independent, long-form journalism that the industry has depended on to guide, support and inform it all these years.

With its tradition as the only publication specifically for self serve operators, SSCWN brings you a wide range of "must read" coverage pertaining to the unique needs of self serve carwashes: From reducing operator costs to technological innovations, marketing solutions, industry news, convention coverage, tips & tricks from ACF and so much more. You'll want to archive each essential issue to help you operate more efficiently for years to come!



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

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



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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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Available in 8 exciting colors!

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Sturdy rubber bumpers hold your brush handles in place. Handles just snap in and are held firm!

Red Blue
FBHH916 FBHH916BL **\$11.75**

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2 1/2" Diameter
Mounting brackets attached.

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

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MEGA-VENDOR

MEGA-VENDOR I

45-55 Selection - 39" W x 35" D x 72" H - 39 Selection - 35" W x 35" D x 72" H

MG90000	52 Selection Non-Refrigerated	Mars Validator	\$3,849.00
MG90000-C	52 Selection Non-Refrigerated	Coinco Validator	\$3,849.00
MG90001	39 Selection Non-Refrigerated	Mars Validator	\$3,733.00
MG90001-C	39 Selection Non-Refrigerated	Coinco Validator	\$3,733.00
MG90010	52 Selection Refrigerated	Mars Validator	\$4,249.00
MG90010-C	52 Selection Refrigerated	Coinco Validator	\$4,249.00

MEGA-VENDOR II - 41-51 Selection - 39" W x 35" D x 72" H

MG90020	16 Bottle Refrigerated	Mars Validator	\$5,249.00
MG90020-C	16 Bottle Refrigerated	Coinco Validator	\$5,249.00

MEGA-VENDOR III - 41-56 Selection - 39" W x 35" D x 72" H

MG90030	Without Drink Trays	Mars Validator	\$5,249.00
MG90030-C	Without Drink Trays	Coinco Validator	\$5,249.00
MG90040	With Drink Trays	Mars Validator	\$5,249.00
MG90040-C	With Drink Trays	Coinco Validator	\$5,249.00



MEGA-VENDOR III



Nozzle lights up with 2 LED lights!
Uses 3 AAA Batteries that are included!

Lights Up the Dark Recesses!

VACL-20BK

\$4.99

Once activated, the light will remain on for 30 seconds, then automatically shut off, so it's not lit up all night!

VAC-LITZ

Batteries Included

MICROFIBER TOWELS

RainWipes®

VENDING TOWELS

RWMF1612	16" X 12" Wrapped - Blue - 100/Case	\$74.99
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DETAIL TOWELS

RWMF1624	16" X 24" Detail Towel - Blue - 100/Case	\$120.00
RWMF1624G	16" X 24" Detail Towel - Green - 100/Case	\$120.00
RWMF1624V	16" X 24" Detail Towel - Violet - 100/Case	\$120.00

BAMBOO TOWELS

RWBT20480	12" x 16" Bamboo Towel - 75/Case	\$84.99
RWBT20490	16" x 24" Bamboo Towel - 75/Case	\$134.99



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CAT 5 Cable

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01

02

03

FREE!



MIX AND MATCH FOR YOUR BEST DEAL!

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| VSNA10C - Auto Glass Cleaner - \$19.95 | VSNA19C - Bug & Tar Remover - \$39.00 |
| VSNA27C - Black Jack - \$39.00 | VSNA15C - Vinyl Plus Protectant - \$39.00 |
| VSNA17C - Just For Leather Conditioner - \$39.00 | VSNA16C - Vinyl Plus Cleaner - \$39.00 |
| VSNA18C - Just For Leather Cleaner - \$39.00 | VSNA245 - Metal Polish - \$104.99 |
| VSNA25C - Rain Vision - \$39.00 | VSNA247 - Headlight Lens Restorer - \$104.99 |
| VSNA28C - Never Fog - \$39.00 | |

Expires August 31st!





No Soap Coming Out Of Your Dog Wash Nozzle?

Here's how to fix that!

In this issue Tom will explain how to properly clean and adjust your injector on your Dog Wash for proper soap and water dilution.



#1

Periodically we get calls from folks whose Dog Wash units are not drawing soap properly.



#2

The first thing you'll need to do is locate the Adjustment Screw on your Injector. It is located at the top of the water stem inside the Tub Cabinet.



#3

Next, turn on your unit and turn the selector flow you want, you'll have to then clean the Metering Knob Assembly that is attached to the side of the Injector.



#4

Next, pull the trigger on the Dog Wash Nozzle and observe the water flow. Currently you can easily see that there isn't any soap flowing, just water.



#5

With the Nozzle Trigger still open and flowing, slowly turn the Adjustment Screw Clockwise until you see the soap begin to flow.



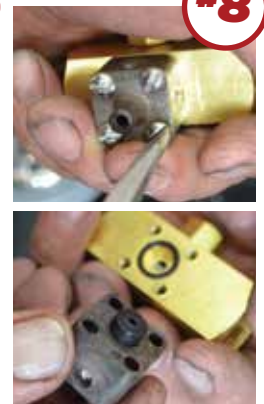
#6

If you still don't see soap, try turning the Screw Counter Clockwise until you begin to see a soapy mixture. As soon as you see the soap flowing, stop turning the Adjustment Screw.



#7

For most people, this should fix their problem. If after trying the Adjustment Screw, you still aren't getting the soap flow you want, you'll have to then clean the Metering Knob Assembly that is attached to the side of the Injector.



#8

Turn off the Unit and remove the 4 screws on the Metering Assembly. Be sure not to lose the Spring or Ball inside.



Thoroughly clean the seat on the Injector where the Metering Knob Assembly rests.



Carefully remove the Check Valve Core in the center of the Injector Cap.



Once the Check Valve Core is removed, thoroughly clean it inside and out. Be careful no to lose the spring inside.



Be sure to clean the ball and seat inside the Injector Cap as well. When finished, reassemble and attach the Injector Cap and test. You should have decent soap flow now.



On the side of the Injector Cap you will notice a Metering Screw, DO NOT mess with this, if it's not perfect, you will only make matters worse.



Many times it is just easier to purchase a new Injector. The Dema Injector for a Dog Wash Tub is part # **IN203B**

\$43.26

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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A carnauba based spray shine and drying agent with advanced silicone technology with Lemon scent. Great for all types of car washes.

5 Gallon

NAP5350

55 Gallon

NAD55350



Glen Burnie Car Wash

Glen Burnie, Maryland

In 1983, Dan Callihan retired from Northrop Drummond and bought his first car wash along with his partner and nephew, Fred Callihan. The car wash was derelict and needed a complete overhaul. It had 4 self serve bays that were not functional and 4 vacuum stations that didn't work either.

“We'd go to the car wash shows and talk to a lot of vendors and operators, trying to figure out what we needed. I met a lot of old timers and they steered me towards Harold McKonly, the founder of Kleen-Rite. We got a lot of help from Harold in the beginning. Kleen-Rite has become our main partner for supplies since then.”

“Since that time, we've built on to our original site, adding Automatics and a Tunnel. Eventually we bought another run down location about 4 miles away and refurbished that as well.

“Recently we've added two new Dog Wash units to our other location. It's been great, we are seeing different customers coming in to use the Dog Wash. That's something Fred and I always pursue, how to make our washes better and more productive. We keep a strategic plan for the year where we identify things to improve at the car washes and ensure that it gets implemented.”

“We've also implemented the Unlimited Wash Club for our Tunnel customers. that's been going well.”

“We love Kleen-Rite, first with Harold and Judy, now with Mike, Keith and Tom, they treat us the way we hope we treat our customers.”



Dan Callihan

Josh Martin, Dan Callihan and Bill Sirk

OPERATOR SPOTLIGHT



PLEASE
CAR IN
NEUTRAL
FOOT OFF
BRAKE
HANDS OFF
STEERING
MIRRORS DOWN
WIPERS OFF



CAR WASH



CAR WASH ASSOCIATION SPOTLIGHT:

Last Western Car Wash Show

Western and International Car Wash Associations to hold joint show next year...



We invite everyone to WCA's last stand-alone show, which coincidentally will be held in Las Vegas, October 28 - 30 at The Rio. We have increased our education, added a car wash tour, improved our pricing and expanded networking/food events. Exhibitors are excited about WCA being the only car wash show in Las Vegas and are filling our enlarged show floor - providing more products for you to see. To register for show, please visit convention.wcwa.org

We call upon all car wash operators throughout the West to come join us as we work to make the car wash industry more viable, sustainable and profitable.

A note from Brad Hooper, WCA President:

As you may have heard from the recent news release from the International Carwash Association (ICA), the Western Carwash Association (WCA) and ICA have agreed to join in support of The Car Wash Show. This means beginning in 2015, WCA will no longer produce its own tradeshow but instead collaborate with ICA to provide the tradeshow experience.

WCA is excited about this change and know it will benefit the car wash industry throughout the Western States by allowing us to increase our focus on services that are specific to the local areas. Instead of utilizing a significant amount of our resources on a single event, we will be able to provide education, advocacy and networking opportunities customized for local issues/challenges provide. These numerous events in specific markets will make us more valuable to car wash operators and suppliers.



Fall/Winter 2014 Industry Calendar

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

Sept. 16-17 2014	Northeast Car Wash Convention <i>Atlantic City, NJ</i> www.nrcshow.com
October 29-30 2014	Western Car Wash Convention <i>Las Vegas, NV</i> convention.wcwa.org
November 12 2014	Kleen-Rite Earn More Learn More Expo <i>Columbia, PA</i> www.kleenrite.com

WCA has had the longest continuous running car wash tradeshow in the country. This change was made after careful consideration, with a tremendous amount of research, discussion and thoughtful planning. The entire tradeshow industry is undergoing changes that include collaboration and consolidation.

Since The Car Wash Show had been held in Las Vegas (in our Western Region) for many years, it only made sense to combine our efforts into their show. We believe this better defines the role between International and Regional car wash associations - leaving the ICA to produce a tradeshow that showcases the entire industry while WCA focuses our resources to help our individual members in each state. ICA also believes this is best for the industry and will be supporting WCA's new emphasis on local member issues.



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- INCREASE STORE PROFITS
- INCREASE SECURITY OF CURRENCY & COIN
- IMPROVE CASH FLOW
- DECREASE LABOR COSTS



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NRCC
Sept. 16 - 17
Booth 102
Atlantic City, NJ

Western Car Wash Show
Oct. 29 - 30
Booth 703
Las Vegas, NV



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- Flow Through Head!



FO1808

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Triple Surface

HOG'S HAIR FOAM BRUSH

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MONSTER HOGS HAIR

W/ ALUMINUM HEAD

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