

# THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 24 February, 2015

**THE BEST  
FOR LESS!**



Choosing The Right  
**LED Lights**  
For Your Car Wash

Simoniz Self-Serve  
**Tire Shine  
System**

**Flat Belt  
Conveyor**  
Eliminate Roller & Chain

**Unfrozen**  
Tips for Cold Weather

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# THE TIRE SHINE™ EVOLUTION!

1

**BEGAN AS  
MANUAL OPERATION  
IN CARWASH LOTS  
AND DRIVEWAYS...**

*became the #1 SKU in  
the DIY market!*

2

**SIMONIZ® INTRODUCES  
THE TIRE SHINER®  
FOR CONVEYORS.  
IT IS NOW...**

*the #1 EXTRA services  
in car wash industry!*

3

**SIMONIZ®  
INTRODUCES THE  
TIRE SHINER® TO THE...**

*in-bay  
market place*

4

**SIMONIZ®  
INTRODUCES THE  
TIRE SHINE™ FOR...**

*self-serve  
bays!*

## WHY TIRE SHINE™ IN SELF-SERVE WASH BAYS ?

Because statistics SHOW

# TIRE SHINE™

is the **MOST PURCHASED**  
After Market Auto Appearance Service  
by Consumers Year After Year!



**THATS GOOD ENOUGH FOR US!**



**SELL MORE TIME!**

THE SIMONIZ® TIRE SHINE™  
WITH AIR BRUSHING  
EFFECT DURABLE AND EASY-TO-USE  
WAND APPLICATOR!

### THERE HASN'T BEEN ANYTHING NEW IN THE SELF-SERVE BAYS FOR YEARS...UNTIL NOW!

- Durable and easy to use wand applicator
- System combines fluid and air at the tip of the wand
- Applies chemical efficiently with atomizing mist
- Direct application delivers shiny tires without the vac island mess
- Unique bristle design spreads chemical evenly
- NEW 45 degree angle allows for easy applicator use
- Bristles adapt to all tires & hold a precise level of chemical - No freebies!
- **INCREASE TIME AND MAXIMIZE PROFITS!**



the NEW 45° angle brush



**YOU GET IT ALL!** AVAILABLE IN 2, 3, 4, & 5 BAY STATIONS

### WHAT'S INCLUDED PER BAY

#### Complete Backroom Control Panel

- Fluid Pump
- Air / Fluid Solenoids
- Air / Fluid Regulators
- Reservoir Check Valve
- Inline Fluid Strainer
- Motor Plate

#### Self Serve Bay Area

- Complete Wand Set up
- Split Bristles Brush Head
- Spiral 35' Hose
- Custom SS Jointed Boom Assembly
- Wall Mount Sign w/ Instructions
- Durable Wall Hook

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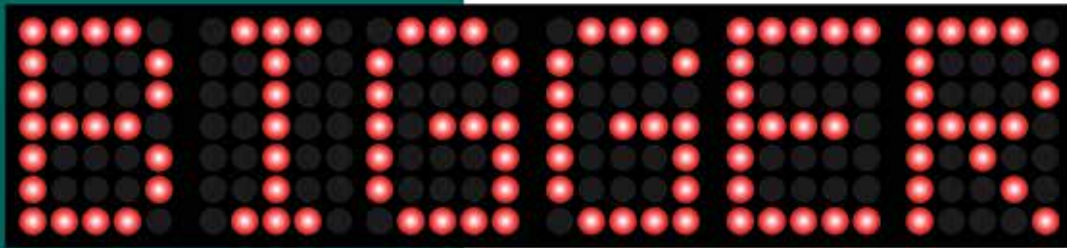
COLUMBIA, PA

**THREE  
CONVENIENT  
LOCATIONS**

- 1 Day** [Red box]
- 2 Day** [Blue box]
- 3 Day** [Yellow box]



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



# IS ALWAYS BETTER!

## NOW WITH NEW DIGI-MAX DISPLAY

- Larger Dot Matrix Display – Clearly displays instructions
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- Cryptopay credit card payment option
- Vend price settings up to \$99.75 per product
- Simple control settings
- Simple customer interface
- Simply the best

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METAL PRODUCTS INCORPORATED



Affordable and dependable with proven drop-shelf product delivery.

# Lexol: Now Available in Single Use Packettes

## Conveniently Sized for Your Vending Machine Needs

### Your Customers will Love These!

- Lexol pH-balanced Cleaner to safely clean leather
- Lexol Conditioner to soften leather and prevent cracking
- Lexol 3-in-1 Non Darkening Leather Care, specially formulated for light-colored leather
- Lexol Vinylex Protectant cleans and protects dashboard, rubber and vinyl surfaces
- **NEW** Lexol 3-in-1 Leather Care Pads, the same great formula in a convenient, durable, all-in-one delivery system that offers an alternative to quick wipes



*To purchase these or other Lexol products,  
please visit [Kleenrite.com](http://Kleenrite.com)*

**LEXOL**



2015.....Can you believe it? Time just goes too fast, the winter washing season, the ICA show, summer vacations, fall shows, Kleen-Rite Expo, the Holidays and like a blink of an eye 2014 is in the rear view mirror. We hope that this issue of the Kleen-Scene finds you in good spirits and a positive outlook for the year ahead. We want to continue to be your partner, helping you achieve success by delivering the product and information it takes to achieve your goals.

What are your goals this year? What is on your to-do list? Here are a few ideas to add to your lists. Plan and consolidate your shipments to save freight and insure you have what you need, when you need it. Take a good look at your lighting, LED Lighting is a great investment. Make sure your coin boxes can handle your customers desire to use bills and credit cards. Give your customers the extra functions in your bays like Tri-Foam, Air Dryer and Tire Shine. Take the time to learn your equipment and perform preventive maintenance. There are many more, but hopefully, we got you thinking. Many probably think that they are good to go, but remember, that good is the enemy of great. We all must strive to do things better.

In the coming year we look to continue to improve, never accepting that good....is good enough. We want to continue to use your feedback to improve our business, it is much appreciated. It is your feedback that allows us to react faster so keep it coming!!!

In closing we want to THANK YOU for all of your business. We are blessed to have it and don't take it for granted. We look forward to a fantastic 2015 and we are proud to be Your Reliable Supplier to the Car Wash Industry.

*Mike McConky*  
*Keith*

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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, 2015.

Simply reference Kleen-Scene Offer #24 to your order taker to receive free shipping on your next order to anywhere in the continental U.S.

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

**OFFER GOOD ON ONE ORDER ONLY!**

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

**Offer Valid Until March 1, 2015**

# Self Service Car Washing

Finally, a system for Self-Serve carwashes, a service that offers the “most sought after service” in the Car Wash Industry. A system that produces a fantastic-looking finished car, and one that creates a whole new revenue stream for Owner Operators.

Presenting Tire Shine, for the Self-Service carwash. “The Simoniz Self-Serve Tire Shine System”, delivers for both the consumer and the carwash owner. Gleaming Tires, easy to use, clean and safe application, efficient chemical use, and excellent margins.

Tire Shine started as a consumer product, applied manually by the “Do it Yourselfer” in driveways and car wash lots. As long as “Do It Yourselfers” and Professional Car Washes have been around, consumers have craved that finishing touch look of a sleek freshly dressed set of tires. For many years in our industry, Full Service Car Washes



were the only professionals that were able to capitalize on this service by adding Tire Shine on vehicles, with a manual application. Not too long ago, Simoniz introduced the “Simoniz Tire Shiner,” an online tire shine applicator for all conveyor washes, now express exterior operations were able to capitalize on an entirely new profit center. Tire Shine service rapidly became the number one Extra Service in the Car Wash Industry. Over the last few years, the In Bay Automatic market

**“Tire Shine is the most-purchased after-market auto appearance product by consumers, year after year”.**



realized this and Tire Shiners are frequently being installed in all types of IBA's, creating new services and profit opportunities for even more Operators. Full Service Washes, Express Exterior Washes, IBA's all investing in the ability to sell Tire Shine. And why?

**“Statistics show that Tire Shine is the most purchased after-market auto appearance product by consumers, year after year”.**

The Big Box Retail Stores and After Market Auto Supply Stores know why. Auto Dealers know it, every new or used car is never delivered without being cleaned and Tire's Dressed. That New Car Shine. It also goes as far deep as the tire manufacturers. Many manufacturers apply a coating in the finish process to help reduce discoloration and hold a nice sheen to the rubber.

**Simply put, Consumers Want Tire Shine.**

Given this wide array of people, however, nobody knows what the car washing consumers want more than industry professionals; that's us. Our customers rave about Tire Shine, and now you have the opportunity to serve it to them as well.

has

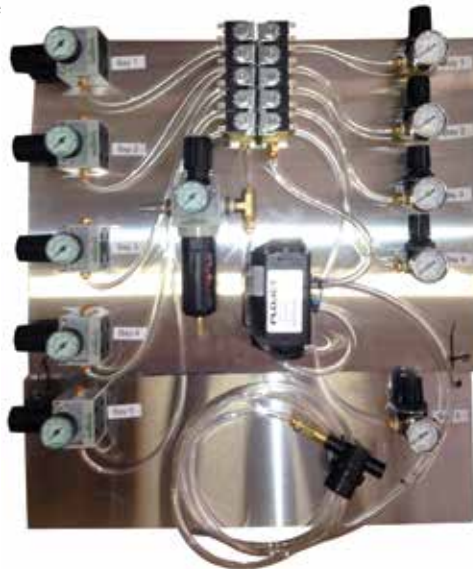
# NEW LIFE!

So, what exactly is it? The “Simoniz Self-Serve Tire Shine System” is sold as a full package including all of your equipment room controls and delivery to the actual wash bay application, including Bay Boom, Application Wand, Bay Signage and Instructions. This system is new and unique. A merged product delivery of air and fluid permits for a no waste, precisely controlled chemical transfer producing excellent margins for you and a high quality service, safely for your customers.



Let's start in the equipment room, the control panel (110v, 15 amp service and 24v signal from the selector) is built with air and fluid regulators equipping you with the ability to accurately control chemical use and fluid consistency at point of application. Check valves, push-lock fittings, air water separators, and fluid pump are all included and constructed on a stainless steel panel. Multiple bay systems are built expertly on a single panel allowing for a well-organized installation, able to fit in tight spaces.

In the bay, is a high quality and light-weight hand-held wand. The wand blends air with fluid internally which atomizes the Tire Shine product, or converts it into a smooth spray directly at the point of application. This



unique process transports a precise “air brush like” effect delivery of Tire Shine to the consumer, without dripping or overspray. Its ergonomic design showcases a 45° angle and makes it easy to reach down and dress tires. Different than other self-serve services such as Foam Brush or Triple Foam applicators, our wand does not waste any product as it only sprays when the trigger is pressed, which allows the consumer to apply the Tire Shine product exactly to their desired shine. Made from a heavy duty, resilient plastic the wand feels solid and the durability is unquestionable. Along the topic of the wand itself, the brush located at the tip is a “flagged,” or split bristle that seamlessly glides over any tire and holds just enough product for the present consumer to perfect their application, yet not enough for the next consumer to dress their tires without buying more time, therefore eliminating the opportunity for “freebies.”



Staying in the wash bay, a one of kind, space saving, stainless steel “Jointed Boom”. This crafty design fits in the most limited spaces, its ability to fold gives you many options for locating it on the bay wall even under existing booms. Installation is easy requiring only two bolts for mounting. **7**

A special advantage to our system is its maneuvering-effective design. This clever and compact design of the Jointed Boom paired with the Wand allows consumers to move around the wash bay with ease while applying the product to their cars. The jointed design increases in height as it is extended over the center of the bay, providing easy clearance over larger vehicles. As the user comes back around their vehicle, it smoothly folds back into place – no springs or retract tension necessary!



The boom and wand are joined with an air and fluid-safe coiled and flexible hose. The wall-mounted hook that holds the wand is professionally designed, alongside, fresh signage clearly promotes the service and displays easy-to-follow instructions. We sell the entire system with the control panel and all necessary contents, (wands, booms, signs, and hooks) in 2, 3, 4, and 5 bay systems that come neatly organized to accommodate all bay types. Also included is a five-gallon pail of Tire Shine with every package.

In the carwash tunnel industry, we can measure ticket average and focus on offering services, new or repositioned, to work on growing that individual ticket average. The ultimate goal, of course, is to increase profits. In the self-serve market, however, the goal is to not only sell more product, but more time. Bottom line, the more minutes a consumer buys, the higher your profit will be. This system delivers; product, minutes, Profit.



to bet that you will see numerous dark, ugly half-circles all over the place. Those are from Tire Shine, caused by consumers spraying their tires with those messy, hand-held bottles

Next time you're walking around your site, look around your vacuum islands and areas where your customers put the finishing touches on their cars. I am willing



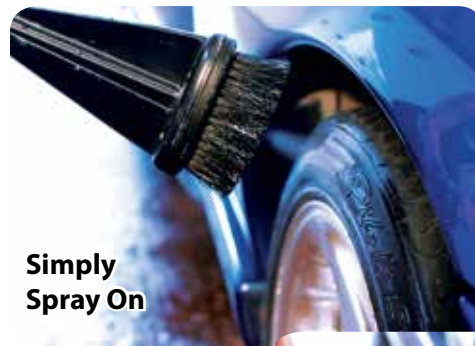
and cans. "Frowns," for this conversation, are not only ugly, but also potentially slippery. The Simoniz Self-Serve Tire Shine System keeps the product in the bays where the next customer repeatedly washes it away; it simply becomes water and soap run-off. That not only improves the overall appearance of your site, but also makes your property cleaner and safer. However, those nasty "frowns" convey something more than just filth. They convey the most important message of all, which is the fact that Consumers Want and are Buying Tire Shine!

**Why shouldn't they buy it from you?**

## "Consumers Want Tire Shine. Why Shouldn't They Buy It From You?"

The Simoniz Self-Serve Tire Shine System is greatly desired by consumers. We now have the ability to sell the most-purchased service in the industry, including retail! No longer do your customers need to go to those big box stores to buy their Tire Shine and carry around that

messy bottle. In one package, you get it all; there is no need to buy individual pieces. You can get rolling right away with this product's outstanding convenience and ease of use. Grow your Revenue per bay



**Simply  
Spray On**

up to 15%! It also produces an excellent finished product that saves the consumer considerable amounts of time, yet increases the amount of time you sell. Now that's a win-win!



**And  
Wipe In**

Since 1910, Simoniz has been protecting and making cars shine better than anyone else. Generations of people love to Simoniz their cars. The Simoniz Self-Serve Tire Shine System does exactly what consumers want it to do – shine their tires. It also does exactly what self-serve owners want it to do – Sell More Time!

You cannot go wrong in purchasing this new, exciting and innovative tire shine system.



*Al West*

*Simoniz USA*

*Car Wash Professional Since 1985*





# VACLITZ IS OUT OF THIS WORLD!

- ★ Easily replaces your existing vacuum nozzles
- ★ Provides light for customers vacuuming the dark areas of car interiors
- ★ Encourages vacuum use at your wash
- ★ Easy to use with the touch of a button!
- ★ Includes 3 AAA batteries!



VacLitz illuminated nozzles are convenient for your carwash customers! Whenever they need to vacuum in hard-to-see spaces or at night, VacLitz is there to provide light at the push of a button. The light has an automatic shutoff to preserve battery power and runs on 3 AAA batteries.

Order your VacLitz today and keep your customers out of the dark!

**VACL-20BK \$4.99**

## What's The Difference Between: A Pressure Regulator and an UNLOADER?



### Unloaders -

Are typically designed for a single gun or single pump operation. The unloader will maintain set system pressure with the trigger gun open and goes into by-pass with the release of the trigger. Unloaders take the pressure of the pump head when in by-pass mode. Also not recommended for weep systems. 5-10% in by-pass is recommended for optimum performance.



### Pressure Regulator -

Is designed for single or a multiple pump, weep or multi-nozzle systems. A regulator maintains set system pressure even when only one of several guns or nozzles is performing by-passing the unused flow. Regulators allow just enough liquid to flow through to maintain system pressure when in by-pass mode. 5-10% in by-pass is recommended for optimum performance.



# Universal Brush

MANUFACTURING COMPANY

Premium quality brushes made in the USA for over 60 years



FO1808G

**\$16.99**

### Triple Surface

NYLON FOAM BRUSH

- Fits in 5 Gallon Bucket!
- Flow Through Head!



FO211ABL

### MONSTER HOGS HAIR

W/ ALUMINUM HEAD

- 20-25% more bristles!

**\$44.50**

Available in 7 Vibrant Colors!



FO1808

**\$74.99**

### Triple Surface

HOG'S HAIR FOAM BRUSH

- Fits in 5 Gallon Bucket!
- Flow Through Head!



# DOSATRON®

WATER POWERED DOSING TECHNOLOGY

## Retrofit to a Dosatron System from Your Venturi Low Pressure System. It's Easy!

Follow the four simple steps below and you'll be running in no time!

- 1 Connect your water supply line to the Dosatron inlet
- 2 Connect the mixed chemical line supplying product solenoids to Dosatron discharge
- 3 Set the Dosatron to the desired dilution rate
- 4 Pour a cup of coffee and relax!



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DOS0138

# KLOPP®

INTERNATIONAL, INC.

## Counts and Sorts Wet Coins!



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# ANSWERS CHOOSING THE RIGHT LED LIGHTS FOR YOUR CAR WASH

The reasons to change to LED lighting are now fairly well documented and known throughout the car wash industry. Owner operators understand the higher quality light from LEDs, the elimination of annual maintenance and the dramatic power savings resulting from LED lighting vs. metal halides and fluorescent lighting. If you've already made the switch, you likely have already recouped your investment, as the average payback is around 2 years.



For the rest of the industry that has not upgraded, the question is no longer if you should change or when you should change. It is now "how to select the right LED light?"

There are multiple LED lighting manufacturers today and selecting the right light can be difficult and confusing. Mile High LED Systems has outlined the basic steps to follow when choosing an LED light for your car wash. Or, just look for products by Mile High LED Systems and be assured that the lights recommended are chosen specifically for car wash environments.

If you are happy with the light output you have, find an LED fixture that is within 10% of your current lumen output. Use the table below as a reference to see the amount of lumens at different metal halide and LED wattage levels. If you want more light, increase the LED wattage.

Note, table 1 is based on delivered lumens, not produced lumens. Metal halides produce more light than indicated in table 1, but most of the light produced is lost and is not delivered to the area being illuminated. Delivered lumens is a measure of light where you want it.

Delivered Lumens	Metal Halide Wattage	LED Wattage (100 Lumen/Watt LED)	LED Wattage (115 Lume/Watt LED)
4,375	175	44	38
6,250	250	63	54
10,000	400	100	87
18,750	750	188	163
25,000	1,000	250	217

For example: A self-serve car wash has 2 x 400W metal halides per bay. Each 400W metal halide delivers 10,000 lumens, so you have 20,000 total lumens per bay.

A one for one metal halide to LED fixture swap would require finding an LED light in the 87W-100W range (depending on lumens / watt).

To double the light, find a fixture with higher wattage or increase the number of fixtures. Your target total wattage would be 350W-400W of LED light per bay.

## "The question is no longer if you should change or when you should change..."

The following four steps are designed to guide car wash owners and operators to selecting the right LED light for their car wash. The four steps involve 1) identifying the light output needed, 2) identifying quality products, and steps 3 and 4) choosing between seemingly comparable options.

### **Step 1 - Determine how much light you need.**

The first step is to identify the amount of lumens (a measure of light output) for your wash. Start with your existing lights as a baseline.

### **Step 2 - Finding quality products.**

Once you identify the target LED wattage and lumen output, start looking for available lights that deliver the lumens needed. Eliminate from consideration lower quality products quickly by scanning for factors that imply lower quality. These factors include efficacy (lumens / watt), thermal management devices, LED chip types, LED rated life and the product warranties.



**320W LEDTUBE Package**

**LEDTUBE-X Linear LED Light**



**Brightest LED Linear Tube Light on the market**

- Kleen-Rite Part Number: LEDTUBE-16, LEDTUBE-24, LEDTUBE-32
- Priced Right - Lowest cost per lumen of any linear LED tube
- Easy Install - "Daisy-chain" LED tubes with "plug and click" connectors
- Brightest linear tube - 1125 Lumens / foot
- More Efficient - 115 Lumens / Watt delivers lowest operating cost per lumen among area lights



**4 x CPY250 Lights**

**CPY Canopy Mount Light**



**Ultra Bright Ceiling Mount Light**

- Kleen-Rite Part Number: LED910-FL, LED910-DL
- Outdoor Canopy "Best In Class" award winner
- Replace or install right over existing fixtures
- Very Bright - 30% more light than a 400W metal halide
- Efficient - 130W used, saving 70%+ on power
- 10 Year Warranty

**XSP42W Wall Packs**



**Wall Packs for bill changer and outer wall areas**

- Kleen-Rite Part Number: LED915
- Flexible mounting bracket uses four bolts to mount directly to walls
- Bright - 4100 lumens per fixture, equal to a 175W-220W metal halide
- Efficient - 42W used, saving 70%+ on power
- 10 Year Warranty

**XSP Series Wall or Pole Lights**



**Wall/Pole mount lights for vacuums, parking areas & more**

- Kleen-Rite Part Number: LED920
- Flexible mount directly to walls and 4" square or round poles
- Very Bright - 14160 lumens per fixture, equal to a 750W metal halide
- Efficient - 168W used, saving 70%+ on power
- 10 Year Warranty

- Lumens per watt, or efficacy, is critical to achieving the desired light output at a cost savings vs. metal halides and fluorescents. For exterior lights in car washes, 80 lumen per watt should be the minimum threshold. Any less than that and the light will not be efficient to operate and you will not achieve the cost savings over time.

- Thermal management devices (like fans and automated wattage adjustments) sound like a great idea until you understand that these are tools used to maintain the right heat within a fixture. A light that has “Thermal Controls” means that after 20-30 minutes of operation, the light heats up and dims to keep it cool. Fans are not reliable and break resulting in much less LED life. Be wary of these tricks used by some lights as you will not get the same light output or longevity of an LED if these are used.

- Not all LED chips are created equal. Cree and Samsung make the most reputable and reliable LEDs. If the LED Chip manufacturer is not disclosed, be wary of the light.

- Most car washes operate lights from dusk to dawn – a lot of hours. Therefore, you’ll want lights that last. Look for 100,000+ hour LED life with 5-10 year warranties. Anything less than that and you risk having the light stop working just as you pay-off the expense.

### **Step 3 - Compare 5 Year, Total Cost of Ownership.**

Based on step 1 and 2, you should now have a list of high quality lights that provide the right light output for your car wash needs. Now, how do you choose which light from seemingly comparable options? We recommend comparing lights on a cost per lumen basis to normalize for different factors such as different lumen output, install costs, and long-term operating costs.

- Install Costs - Installation cost can vary by light. Do you need to run new conduit? Or just 1 to 1 replacements? Can lights be daisy-chained together requiring only a single line wire? These factors all will impact your install labor costs.

- Product Costs - Product costs should be looked at on a cost per lumen basis. This enables you to compare lights with different lumen outputs and different costs across a common denominator.

- Operating Costs - Operating costs need to be looked at to ensure you are taking into account the largest expense with lights – running them. Finding the most efficient light source will future proof your investment and ensure you continue to save money from these lights over the next 10 to 20 years.

### **Step 4 - Aesthetics.**

Now, compare how the lights look and if they will improve or detract from the look of your facility. A price premium may be worth it to get the right look and maintain consistency throughout your facility.

By following these four steps, you’ll have all the facts to be able to make the right decision for you. You want to be assured the light being considered is a “best in class” light designed for car washes and will provide a strong ROI.

Here are five popular products from Mile High LED Systems that meet the basic steps outlined above:

- Retrofits - Mile High LED Systems has improved on their popular retrofit kits by enabling field adjustments to the wattage output desired. If you upgrade an existing 175W metal halide fixture with a universal LED upgrade kit, but end up wanting more light after it’s installed, simply turn up the wattage and you can pump up to 95W of power from a single kit. Very flexible, very easy.



- Canopy Mount Products – Mile High LED Systems has partnered with Cree to offer the light that won the “2013 Best in Class” award for car washes and gas stations. The Cree CPY250 offers 30% more light than a 400W metal halide and only used 130W of power.



- Wall Packs and pole lights – Mile High LED Systems has also partnered with Cree to bring the XSP series lights to car washes. Starting at 42W and going up to 168W, these lights offer an extremely economical way to light parking, bill changer, and exterior walls areas.



- LEDTUBE linear lights – Proving an unrivaled 1125 lumens per foot, Mile High LED System’s linear tube LED light is the brightest, most efficient linear tube light available. Exceptionally versatile luminaire that is suitable for indoor or outdoor applications including the wet environment of car washes. Exceptionally easy installation with “click-in” connectors and cables for high-bay and low-bay mounts.



Each of these lights was chosen to withstand the rigors of a car wash environment with providing high efficacy (lumens / watt), superior product life and a strong return on investment. At Mile High LED Systems, we are committed to providing comprehensive solutions with the best available lights to the car wash industry. Let’s start saving money together!

Only  
**\$27.25**  
EACH!



AFPP101



AFPP107



AFPP102



AFPP106



AFPP113



AFPP103



AFPP104



AFPP109



AFPP105

# EXPLOSIVE DEAL!

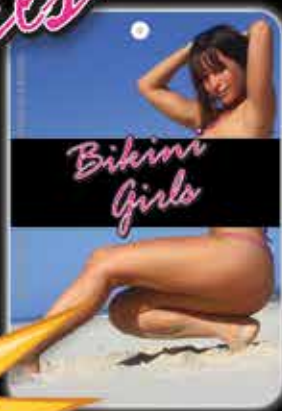
## BUY 5 - GET 1 FREE

Throughout the Month of February  
on 72 Count Vend Packs of

### BOMB AIR FRESHENERS and BIKINI GIRLS

*Bikini  
Girls*

*Dark Ice  
Scent*



AFPP140



AFPP142



AFPP143



AFPP141

Only  
**\$27.25**  
EACH!

\*\* Please note the models depicted on these  
air fresheners are clothed in skimpy bikinis and  
all sensitive areas of the body are covered.





# Are You LISTENING?

by Perry Powell

## Online Car Wash Radio Show

New ideas and innovation may happen, while we are going through everyday life and solving our individual business problems. Listening to other owners' stories of how they got through the start of their car washing career and have made decisions that made them successful, are worthy of telling.

WashIdeas.com is a website dedicated to telling the human story of successful car wash owners. The sight is free to all listeners and there is even a weekly email to announce who the "Interview of the Week" will be.

The four basic tenants of WashIdeas.com, are found on the front page, of the home page and are as follows:

### **Get Inspired:**

Business is tough! It is easy to lose sight of the excitement and energy that accompanied the run up to opening the wash for business. Hearing others talk about how they got started and what they endured on their way to success, can inspire us to keep going. The message that endurance generally pays off, may help us all to persevere.

### **Get Motivated:**

Life, day after day, can become mundane. We lose steam and energy wanes. Hearing others talk about their business experiences can be informative, entertaining and up lifting. We can readily identify with the common "car wash" experience of our compatriots.

### **Get Knowledge:**

None of us know it all. Our industry is a compendium of all of our ideas, solutions, trials and errors. Sharing those ideas gives us an opportunity to grow collectively and individually. This is what motivates the forming of trade associations. The interviews conducted by WashIdeas.com are candid and open and all can benefit from the discussions. Many funny stories emerge which are worth the listening and may lighten your day.

### **Get New Wash Ideas:**

The Issues and Ideas page gives those listening, fresh ideas and solutions to issues which owners face individually and may be experienced by others. Issues like imminent domain and drought restrictions are among the topics discussed.

Infomercials with vendors, tell the rationale behind new innovation offerings, to the industry.

There were two additional thoughts which pointed to why the need for WashIdeas.com existed:

### **Preserving the voice of an aging generation:**

In the last few years, some of the pioneers of the industry have passed away. The 100 Years of Car Washing effort by the ICA, has brought attention to the chasm that exist between the beginnings of car washing and the state of the industry today.

The site's Legends of Car Washing page was initiated, to get those elder statesmen's thoughts and memories, of the industry recorded for posterity. The telling of our history allows us to understand more thoroughly why we do what we do. Blow Dryers, for example, were developed as a labor saving device, to replace human dryers. something we take for granted today.

### **Bring a component of reality to the new investor discussion:**

Competition changes the financial landscape abruptly, for many car wash owners. At recent meetings, the outcry against over building, has become loud and consistent. Current owners are rightly concerned about the health and ongoing viability of their livelihoods.

Hearing real owners talk about the effects of such competition may help new investors rethink where they place their washes.

In conclusion, all can benefit from these very real and frank discussions. If you think that you don't have time to listen, you can listen in your car through your cell phone or table or at your desk, while you work. The interviews are a great way to start the week and can be heard on the go. And remember....

The best and brightest of the car wash industry are talking...

ARE YOU LISTENING?

*Perry Powell is a car washing consultant and host of the internet radio show. He can be found at [www.perrypowell.com](http://www.perrypowell.com) or [www.washideas.com](http://www.washideas.com).*

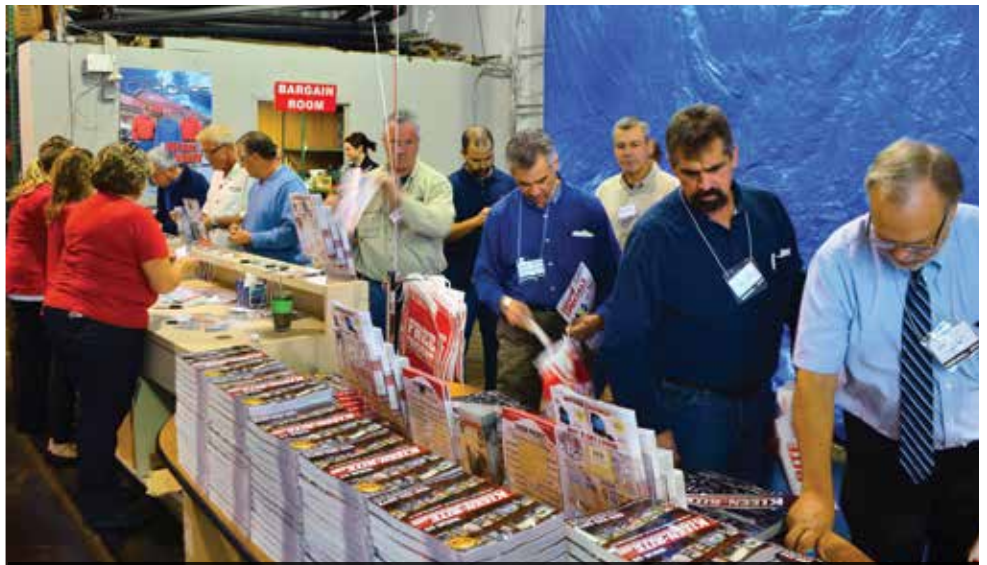




The Cat Pumps booth is always a popular stop.



The Kleen-Team Staff eagerly greeting customers.



Catalogs, Show Specials and Brochures went fast as operator's helped themselves at the Literature Area.



One-On-One help at the General Pump Booth.



Attendees took advantage of the great one day discounts



Operators and Vendors learned from each other at the Expo.



## KLEEN-RITE EXPO:

# A Great Day for All!

## Learn More, Earn More: Our Best Yet . . .

We had such a great time at our Learn More, Earn More Car Wash Expo this past November. Car wash operator's from all over the country converged on our headquarters in Columbia, PA for our one day event.

With over seventy manufacturer booths set up for our vendors to display their products and equipment, there was literally something for every operator, no matter what type of wash they had back home.

Seminar training classes were jam packed all day. Various topics scheduled throughout the day ranged from Self Serve Equipment, Cat Pumps, Video Security Systems, Credit Card Acceptance, Chemical Proportioning, and a Soap Roundtable discussion. The classes were very popular and several were standing room only.

The bus tours of the Kleen-Rite car wash and facilities were also very popular. Operators were invited to board the bus which took them all around the Kleen-Rite order center, warehouse and fulfillment





There was plenty of food for all at the free buffet served by Harvey's Barbecue



The Cryptopay booth was always crowded



Vendors donated 1,000's of dollars in prizes, trips and cash!



Mother & Sons: Mike & Judy with Keith and Sally



Car Wash Training Seminars covered a wide range of topics.



Video Camera Systems is always a popular class

**11/12/2014**

stations. The tour ended up at our car wash where folks had a chance to check out our Tunnel system, inbay automatics, self serve bays, Dog Wash areas and the motorcycle wash.

As always there was a free buffett lunch served by Harvey's Barbeque at noon.

Kleen-Rite Vice President, Keith Lutz had this to say about the expo: "I truly believe that the Kleen-Rite Expo is a can't miss event, it was great for our customers, our vendors and the Kleen-Team. Just Outstanding!!"

Marc Palecek from General Pump said, "The 2014 "One day" Kleen-Rite Expo was outstanding! Kleen-Rite sure finds a way to pull in tons of people that are ready to learn....."

Linda Parker from Parker Engineering summed up her experience like this: "What an awesome show! Kleen-Rite AGAIN put on a wonderful event for both customers and the vendors. Wonderful food and friends and an opportunity to talk with customers. Winning combination. Thank you KR for another great show."

Don't miss your chance to come to the next Kleen-Rite Expo. We only put the show on every other year, so our next event is scheduled for November, 2016.

Hope to see you there!



# “These vacuums were the PERFECT SOLUTION”

*Chris Presswood, Owner, Finish Line Car Wash, Kentucky*



## New 360° Vacuum Swivel BOOMS

“These vacuums were the perfect solution to our project. They look good, customers love them and it fit our budget. We expect years and years out of this investment.”

- Connects to any JE Adams Vacuum
- Quick Disconnect Hose for theft prevention
- Height of arch: 155”
- 102” from the back of mounting plate to tip of arch
- Includes Claw Hanger
- 180° stopper available
- Post colors: Blue, Red & Yellow

For more information on JE Adams Booms and Central Vac Systems contact Kleen-Rite - 800-233-3873

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



## EQUIPMENT:

# Central Vacuum Systems

## A closer look at J.E. Adams new systems



J.E. Adams is proud to announce the launch of our central vacuum systems. We took our time entering this category of vacuums to make sure the quality and durability of the system we produce could equal the quality the J.E. Adams name is known for.

J.E. Adams is now offering single arch, dual arch and no arch central vacuum systems. Let's take a closer look into this system! The overall look of the system is sleek and sturdy. It will call out to your customers that this is where the vacuums are! These systems feature stainless steel accessories for a rust free, hi-tech look. The main collector, pre-filter collector, locking trash can receptacle, mat racks, arches and claw/crevice tool holders are all stainless steel. The stanchion itself is powder coated steel and comes standard in Red, Yellow, Blue or Green.

Our U-bolt arch attachment system allows easy adjustability and flexibility in arch placement. The arches have a quick release coupler for easy attachment and removal of the hoses allowing you to easily remove them at night for theft prevention. We offer a wide variety of hose colors to choose from to create the custom look that best suits your needs. Single arch and no arch systems come standard with a claw tool and claw tool holder while the double arch stanchions come standard with a claw and a crevice tool with coordinating stainless steel holders.

The canopy is a professional grade architectural material made by Coolaroo. The specialized lock-stitch knit of the fabric allows for air to flow through the fabric but blocks up to 98.8% of harmful UV sun rays. The fabric is resistant to fading, cracking and rotting so you can count on it to look great for years to come. Select a coordinating color of canopy or a contrasting color to your stanchions! Coolaroo is currently available in Red, Yellow, Blue and Green.

Our main collector is made of 12 gauge stainless steel with fully welded seams. The collector provides a superior filtration system that is made up of 10 1-micron filter bags. The collector includes a 20 gallon dust collector bin that is easily accessible through the bottom

access door. Each of the access doors on the collector are sealed with a high performance Poron door gasket. The access doors also feature 2 adjustable hinges to aide in creating a secure seal. We offer a main collector with a 4" or a 6" inlet and will guide you through the process of selecting the best collector for your system based on how many hose drops you will have.

We have selected a National Turbine producer to power our system. The centrifugal producers are industrial grade and offer a 3 year warranty on the motor and a 1 year warranty on the blower. They feature cast aluminum impellers, carbon steel flanged inlets and automatic bearing lubricators. They run at 3525 RPM and the casing is 14G CRS. We offer a wide variety of accessories that includes turbine mufflers, producer stands, variable frequency drives, soft start motor starters, pressure relief valves, electronic surge protectors, silencer gaskets/caps and more. The producers are available in 10HP, 15HP, 20HP, 25HP, 30HP and 40HP to meet all of your system needs. Our account managers can aide you in selecting the right producer for your system.



To me, the most exciting component of our system is that the design is modular. This allows for easy replacement of any damaged components and it allows you the flexibility to have the look of a central vacuum but utilize individual canister vacs! Yes that's right, I am telling you that you can take a J.E. Adams vacuum and mount it to the central vacuum stanchion! Our engineers designed this system to be flexible enough to meet our customer's needs. Give us a call today and let us design a central vacuum system that will meet your needs and exceed your expectations!



**LT1102**

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

**\$7.28**



**LT1100**

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

**\$12.74**



**LT1500**

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

**\$13.10**



**LT8150**

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

**\$10.70**



# Frequently Asked Questions

with Gary Frey

Kleen-Rite Sales Team

The purpose of this section of the Kleen-Scene is to share the answers provided to frequently asked questions by our customers.

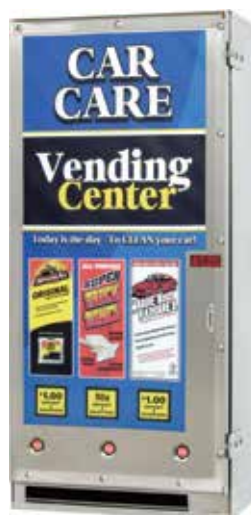
## I have never sold vending items at my wash. What items should we vend?

Hands down, this is one of the most asked questions we answer on a daily basis.

What we would recommend depends on the type of vendor you would be looking to use. For sake of the example, let's say that you are looking to install electronic drop shelf vendors. In this case we would recommend installing a 5 column tree vendor as well as a 3 column unit.



It's no secret that the Car Freshener little trees are the top vending items at most car washes. With fragrances ranging from the classic Royal Pine to the most popular Black Ice, Little Trees offer you and your customers a variety of purchasing options. The 5 Column vendor allows you the opportunity to introduce new scents on a regular basis as well as keeping them supplied with their favorites.



In the 3 column unit we recommend vending the Armor All Original Sponge, MEI Wet Towel and the Kleen-Rite Super Truck towel. Historically, these items have consistently sold well with our customers.

If you are looking to expand into higher price vending items, we recommend selling cloth towels, micro-fiber towels, shammy towels, leather wipes, vinyl wipes and 4oz flat and round cleaners and polishes.

**Which vending items were trending upward in 2014 and look to take off in 2015?**

Three new products that have really been picking up steam in terms of sales this year have been the following:



**Sprayway**

4oz. Glass Cleaner  
24 per case

SWGC



**Extreme Tire Shine**

4oz. Flat Bottle  
24 per case

AR17236



**Pure Steel**

Little Trees® Pouch Pack  
72 count Pouch Pack

VS17152

**What replacement parts does Kleen-Rite recommend operators to keep on the shelf in their equipment room?**

Considering how Harold McKonly founded Kleen-Rite, one of everything. Obviously I am kidding, however, Harold understood the importance of having replacement parts available in case of a breakdown. Nothing is worse than having your wash go down on a busy weekend for a \$10.00 replacement part. Below is a list of items that could shut down a self-serve that you may want to consider keeping on the shelf.

High Pressure Hose	Coin Acceptor	Hydrominder	Vacuum Motor
Low Pressure Hose	Boom Swivel	Hydrominder Kit	Vacuum Hose
Weep Gun	Bill Acceptor	Check Valve	Vacuum Nozzle
Gun Swivel	Pump Valve Kit	Regulator	Vacuum Cuff
Rotary Switch	Pump Seal Kit	Regulator Repair Kit	Pump Oil
Bay timer	Weep Solenoid	Float Valve	Hose Fittings

All together the cost of these items is less than \$1,500.00. At the end of the day you have to ask yourself what a lost weekend would cost you.

CONNECT with **KLEEN-RITE CORP.**



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Facebook



Twitter



Linked In

**RECORA  
TREADLE FLOOR SWITCHES  
SOLUTIONS IN CAR WASH TRAFFIC CONTROL**

**N3 SERIES  
TREADLE FLOOR SWITCH**

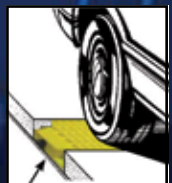
AM300	5" x 24" Black, 20' Lead, 24V	\$100.13
AM305	5" x 32" Black, 20' Lead, 24V	\$111.04
AM295	10" x 24" Black	\$172.09
AM325Y	3" x 32" Yellow	\$110.37
AM330	10" x 24" Black	\$157.02

Simple electrical switch embedded in the trip device.

**TRACTION CONTROL  
TREADLE FLOOR SWITCH**

AM310Y	5" x 24" Yellow	\$109.22
AM315Y	5" x 32" Yellow	\$119.28
AM310	5" x 24" Black	\$109.22
AM315	5" x 32" Black	\$119.28

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



## TUNNEL WASH:

# Flat Belt Conveyor

## Eliminates Roller and Chain For Good!

The Safest Flat Belt Conveyor Belt Conveyor System of the Future is Here Today!

Martin Geller, President of Vehicle Wash Systems, Inc. has been around car washes all of his life. His family's been in the business since 1952. Over the years he has seen a lot of changes, but he's come up with a new and safer way of doing things, a compact car wash system with a Superior® Flat Belt Conveyor.



depending on the length of the tunnel)

The Superior® Flat Belt Conveyor has a 304 Stainless Steel frame, and has absolutely NO chain or Rollers to ever replace, is safe for all luxury cars, trucks with dual wheels, and low chassis vehicles.

As others in the industry may offer a belt conveyor system, the Superior® Flat Belt Conveyor is constructed from a high molecular plastic material and has a pivot pin that can be removed from any point along the track for simple maintenance purposes. We are proud to say that ours is thicker and wider of any others on the market today.

**“The vehicle is driven onto a flat belt conveyor which totally eliminates any scratches, dents, and blown out tires caused by striking the guard rail...”**

This concept was born out of the necessity to increase the throughput and the revenue for the Self-Service and Gas Station car wash bays.

Deemed as the Safest conveyor in the industry today, the Superior® Flat Belt Conveyor is just that, the vehicle is driven onto a flat belt conveyor which totally eliminates any scratches, dents, and blown out tires caused by the car striking the side of a guide rail. A definite plus for not having to deal with customer damage claims!

As for the customer experience, it is a very simple transition onto the belt, versus driving onto a correlator and being put onto a standard chain and roller conveyor. The Superior® Flat Belt Conveyor provides the customer with a quiet steady ride through the car wash as the customer simple glides through and enjoys the ride.

Used in a Mini-Tunnel environment, the Superior® Flat Belt Conveyor is totally safe to operate in an unattended setting, thus saving the car wash operator the cost of manpower. When replacing a roll-over machine in a small foot print, the Mini Tunnel with the Flat Belt Conveyor increases the number of cars washed from a mere 7 per hour to at minimum 35 – 40 cars per hour, thus increasing the bottom line for the car wash operator. (numbers may vary

Available in a variety of colors, we are able to color coordinate the Belting along with the Fiberglass Grating and custom Signage to make a car wash that stands out and will be the talk of the town. A driving mechanism consisting of a Gear Box assembly of either hydraulic or electric, with a variable speed control unit is the heart of the svstem.



The Flat Belt Conveyor is capable of moving vehicles up to 7 tons and is complete with a Self-Cleaning Belt Mechanism which is continually cleaning the belt as it goes around.

Also included in this unit is a self-tightening belt mechanism that keeps the belt tight at all times.....no more need to stop the conveyor and pull out chain and rollers !!!!

To enhance the experience and to gain additional revenue, the car wash operator can still offer numerous upgrades, such as, Tire Shinner, Exotic Foam/Pay waxes, Spot-Free Rinse, etc. all able to be applied on the Flat Belt Conveyor.



Installations of the Flat Belt have proven to be very successful, for both the car wash owner and for all those customers using the belt. It is installed like the conventional Over/Under Conveyor. Fiberglass grating is added in the center portion of the conveyor for safety and appearance, it also provides easy access to cleaning the conveyor pit.



Another benefit of this installation is all electrical and water lines can be run under the conveyor and will not be seen in the tunnel. This makes for a very clean look, something that a car wash should be.....

Currently, car wash operators with the Superior® Flat Belt Conveyor System are extremely satisfied with their performance and appearance. Down time is minimal to non-existent.

For more information on our belt conveyor, please visit us on the web at [www.washngo.com](http://www.washngo.com). There you will see our You Tubes and recent installations.



**BUY ONE BOGO GET ONE THROUGHOUT FEBRUARY**

**GET IT FROM KLEEN-RITE**

**D'Lime High pH Presoak:**

D'limonene based presoak provides great foam coverage with a pleasant citrus aroma.

5 Gal	NAP5210	<b>\$51.25</b>
30 Gal	NAD30210	<b>\$252.50</b>
55 Gal	NAD55210	<b>\$397.25</b>



**BUY THIS..**

**Make it Shine Low pH Presoak:**

High foaming, designed for a 2-step presoak application. Great on glass and chrome

5 Gal	NAP5206	<b>\$51.25</b>
30 Gal	NAD30206	<b>\$252.50</b>
55 Gal	NAD55206	<b>\$397.25</b>



**GET THIS FREE**



# KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

Brand NEW! Brand NEW! Brand NEW!

#1 SELLER

Black Ice

Bubble Gum

Rainforest Mist

Summer Linen

#2 SELLER

#3 SELLER

#4 SELLER

#5 SELLER

New Car Scent

Vanillaroma

Strawberry

Coconut

Little Trees

**864**  
Free Little Trees®!



With the purchase of a 5 column drop shelf vending machine!

\*Or get **288 FREE** Little Trees® when you buy a Single Column Vendor!

Perk

4 PACK

Keep Your Air Freshener Up and out of the way!

Perk Visor Wrap™

Summer Berry VS52302

Golden Vanilla VS52304

Absolute Zero VS52301

Clean Laundry VS52303

The #1 Selling Air Fresheners

## Little Trees®

Kleen-Rite is your source for all Car-Freshner® products. We have the Little Trees® you want in stock & ready to ship!

Car-Freshner®  
**800.233.3873**  
[www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)





# THE KLEEN TEAM

**Kevin Good**  
Texas Freight Handler

I started in the Texas Distribution Center in the summer of 2012. I had the privilege of being hired and trained by Jim Lutz.

My main area of responsibility is pulling and shipping the larger freight orders. I take great pride in my work and enjoy working with our team in Texas.

I have been married to my lovely wife Melinda for four years. All of our children are grown and we have been blessed with two grandchildren...so far.

In our leisure time we enjoy fishing and travel. I am a big fan of all of our local sports teams, Cowboys, Rangers and Mavericks. However, I am especially fond of our TCU Horned Frogs....

....GO FROGS!

*We appreciate all the hard work from Kevin and the team in Grand Prairie, Texas for making our Texas Distribution Center a success and a true resource for all of our customers in the southwestern region of the country.*



**Emperor**  
Run Dry

2015...

THE

Year of the

**EMPEROR**



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



**HTS2215S**  
4.0/5.0 GPM  
2300 PSI  
950/1200 RPM  
HTS2215S is a direct replacement for the 5CP/330

Emperor Pumps are Available Through Kleen-Rite!



Visit us at these trade shows in 2015:

ICE Expo  
Southwest  
Heartland  
Care Care World/WCA

Midwest  
Southeast  
Northeast



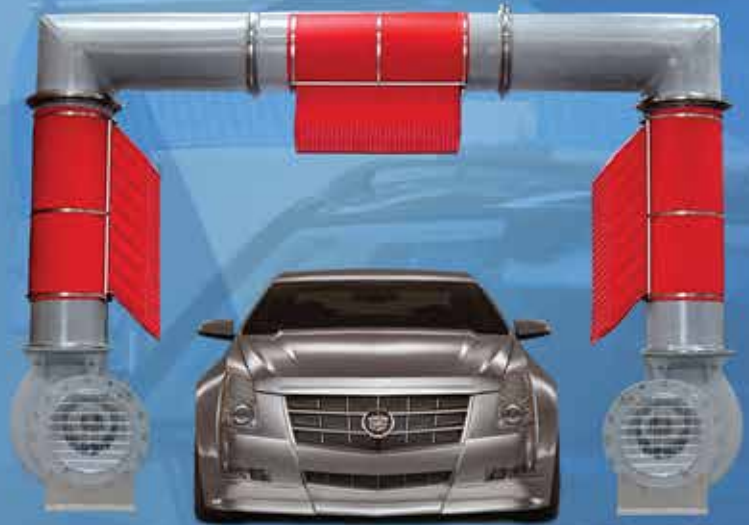
# DRYER SYSTEMS

**It's Simple Math: Faster Drying Time + Higher Performance = More Profit \$\$\$**

## Why Choose A Proto-Vest Dryer?

- Patented touch-free design
- Unmatched drying performance
- Compact to fit narrow bays
- Adjustable bags for precise air flow
- Energy efficient & low maintenance

Proto-Vest dryers utilize a patented system that combine low horsepower motors, a sturdy plenum construction and Proto-Duck™ air delivery bags that quickly strip water from the vehicle surface as it passes through the dryer arch.



InBay RM



WindShear



T130



S130

**The most dependable,  
durable, high performance  
car wash DRYERS on the market!**

**Proto-Vest Inc.**  
Dynamic Drying Technology

Standard bag material colors include:



Custom colors also available on request

For More Information Call Kleen-Rite: **800.233.3873**

Products subject to change without notice

2KS15

# Increasing Your Car Wash Revenue

## How the Self-Serve Underbody System is boosting revenues in St. Marys, Pennsylvania



Trying to maintain a competitive edge in the self-serve car wash market can be a daunting task. One might ask, what equipment is available to help improve the services that I offer? What can I do to increase my customers' time in the wash bay? What will I need to do to maximize my return on investment? To help us answer those questions, we turn to the Self-Serve Underbody System that will change your car wash for the better, by offering your customers both a sensible and practical service in the wash bay.



Dan Detsch the owner of Windfall Carwash in St. Marys, Pennsylvania recently installed six Deluxe Self-Serve Underbody Systems; Dan owns two locations both including three self-serve systems. Being in the car wash business for 24 years, Dan has had the opportunity to watch his car wash business evolve by making smart choices in the services he brings to his customers. When he heard about an easy to install, easy to use system, that would increase revenue, he thought that it made sense and would add value to the current services he offers. Located in central Pennsylvania, Windfall Carwash felt that given the salt, snow, and mud, the underbody tool was a service his customers would use, and he did not have to think twice about giving it a try.

### What is the Self-Serve Underbody System?

The Self-Serve Underbody System, also known as the Chassis Washer, is a service that installs directly into an existing self-serve bay. This system creates a new and fun cleaning option for vehicle owners to clean and maintain the undercarriage



of their vehicle. Windfall Carwash implemented the underbody tool in October, and they have already seen an increase in revenue, customer loyalty, and positive customer feedback.

This innovative system is a simple solution to remove salt and grime that covers the underbody of the vehicle in winter, or dirt and dust in spring and autumn. As we all know, debris clings to the underside of the vehicle, and eventually will corrode the undercarriage out. With a simple design integrated into the meter box rotary dial, the customer is able to remove any costly and corrosive debris, safely and easily, by rolling the Chassis Washer smoothly under their vehicle.

### How does the Chassis Washer work?



Within the bay, a wall or ceiling mounted boom, high pressure hose, wall bracket and weep bucket are installed. In some circumstances, a wall mount

or ceiling mount boom may already exist, creating an easier installation process. The Underbody System is operated by a unique control panel located in the equipment



room; this panel maintains the existing high-pressure flow, while diverting a second high-pressure option that powers the Self-Serve Underbody tool. This control valve utilizes any existing self-serve equipment and takes minutes to install.

Activating the underbody cleaning tool takes no more than adding an underbody option to an existing meter box rotary switch. Many car washes have an open spot or two on their meter box dial that can be filled with this cleaning option. In Windfall Carwash's case, they were able to utilize an empty spot on their existing meter boxes that allowed



the installation process to go smoothly. However, if this is not an option, upgrading your meter box dial would be necessary for installation. If you currently have an eight position rotary switch that has no open spots, you would upgrade to a ten position; if you have a ten position rotary switch with no available spots, you would upgrade to a twelve position switch. Being fairly easy and straight forward, this process takes no more than readily available parts from your current supplier.

Clear instructions on how to install and operate the cleaning tool are included in a simple installation manual, along with the pre-wired and pre-plumbed control panel. Each location is different, so some hose and fittings may be necessary to purchase outside of the Self-Serve Underbody package, but for the most part all the necessary components for a smooth installation are include.

### Why add this System to my Car Wash?

In certain market areas the Chassis Washer applies more than others. Specifically in the North-East, colder climates, harsh weather conditions, and all the debris that covers the roads, the underbody tool creates a demand for customers to easily clean and maintain the undercarriage of their vehicles. Furthermore, this new service can attract new customers from your competitors because they see value in cleaning the dirtiest part of their vehicle that needs as much cleaning as any other area; the undercarriage. In this competitive world that we live in, we are always trying to stay on the edge; with the underbody tool you will be able to maintain existing customers, while also attracting new ones. Although the underbody system is new to Windfall Carwash, Dan has noticed his customers have adjusted well to this new service they have to offer and continue to give positive feedback.

Adding the Self-Serve Underbody System is a great asset to car wash operations where weather and the elements affect the undercarriage of the customer's vehicle. You want to make sure your location applies to this service because if the undercarriage is not getting contaminated with salt and mud, the Chassis Washer might not be a good fit for your particular car wash location; geographically you have to be mindful that this service has its place.

When a customer enters the self-serve bay, they are bombarded by a variety of services that the car wash has to offer. Most self-serve bays include a basic trigger gun with options to clean tires, pre-soak, tri-



foam polish, wax to protect the clear coat finish, rinse, and a foaming brush to scrub their vehicle. With many owners searching for a convenient way to wash the undercarriage of their vehicle, the Self-Serve Underbody System is a viable option in the self-serve car wash bay.

### What does Windfall Carwash's Dan Detsch recommend?

With the self-serve car wash becoming standardized, you need to set yourself apart by attracting new customers and pleasing returning customers. The Self-Serve Underbody System was created to seamlessly integrate into your existing self-serve equipment, making it an easy and affordable option for both car wash owners and car wash customers. Easy to maintain, easy to install, and completely affordable, Dan would recommend all car wash operators to consider including this new service if they want to add value to their service offerings.

If you are worried about your customers vandalizing or damaging the Self-Serve Underbody System, unfortunately you already have that issue with the other services you currently have available in your self-serve car wash bay. Do not worry though, the underbody cleaning tool includes heavy duty plastic, barring-less wheels, a rubber coated wand, reliable trigger gun, a heavy duty stainless steel swivel and boom, good quality hose and plumbing, and high quality stainless steel cylinder valves for controlling the flow of water. Built to last with very little maintenance, road salt, mud, or grime are nothing for this tool to handle. Proven to be reliable and compatible with all self-serve car wash equipment, the Self-Serve Underbody System will allow customers the option to clean the highly missed, yet extremely important undercarriage of their vehicles. When we asked Dan if he had any advice to give to other car wash operators, he firmly stated "If your location is right and there is a need for your customers to clean the undercarriage of their vehicle, install them in all bays, you won't be disappointed!"

### For more information feel free to visit:

*Windfall Car Wash Locations:*

906 Windfall Road  
St. Marys, PA 15857  
814-834-6137

240 State Street  
St. Marys, PA 15857  
814-834-1186



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

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

# HEAVY DUTY OUTDOOR PENNANT STRINGS

100 ft. Long Flags: 12"W X 18"H  
Flags made from rugged 8 mil plastic

RT33000	Red/Silver/Blue
RT33010	Red/White/Blue
RT33020	Red
RT33030	Assorted (yellow, blue, purple, green, orange, red)
RT33040	Blue

Hot Deal!  
**BUY 5  
GET 1 FREE!**

ONLY  
**\$39.99**  
each



## Extrutech Wall and Ceiling Liner Panels

*Brighten Your Bays with Panels from* **EXTRUTECH**

- Use on interior walls and ceilings for new and remodeling wash bays and tunnels
- Available in 12", 16" and 24" panel widths, at one inch increments from 3 to 20 foot lengths
- Maintenance free, Easy to clean-just spray off, durable will not rot or rust
- Brightens the interior for a fresh clean appearance that quickly sheds water
- Tongue and groove design, installs quickly and easily with no exposed fasteners
- Meets Class A for smoke and flame spread, ASTM E84-09 and CAN/ULC S102.2-3
- Don't be fooled with lesser quality look-a-likes with coated surfaces
- 10 Year warranty on wall and ceiling panels
- Rust proof PVC doors also available

*Time Tested! Superior Quality! Exceptional Value! Since 1992!*

*Manufacturing American Made PVC Panels for 22 Years!*

*Visit our website or give us a call to learn more about these panels, Extrutech Doors, Suspended Ceiling Panels and our new Extrutech FORM Wall System!*

**Bright!  
Clean!  
Easy!**

*P2400-24" Panel Reduces  
Installation, Labor & Fastener Costs*



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# Manufacturer SPOTLIGHT

Highlighting The Companies That Make Our Products



## Simoniz®...An American Icon

The Simoniz® Company came into being as the first American car wax company in 1910. Its formation was made possible by George Simons, who developed a cleaner and a carnauba wax product for car finishes.

In 1912, Mr. Elmer Rich and his brother, R.J. Rich, acquired full ownership of the company. They changed the name of the firm to Simoniz® Company and located the first office and back room factory at 2121 Michigan Avenue in Chicago, a judicious choice because, at the time, Michigan Avenue was Automobile Row.

A believer in the power of advertising, Mr. Rich created what was to become one of the world's best-known slogans: "Motorists Wise, Simoniz®." When radio attained prominence, Simoniz® was quick to take advantage of the novel opportunities afforded by the new medium, and "Motorists Wise, Simoniz®," was popularized by continuous radio broadcast advertising.

For the next 40 years, Simoniz® was the #1 car wax company in the world. It was during 1957 that Vista One-Step Cleaner/Wax entered the market. Combining a cleaner and wax in one product, Vista made it possible for car owners to get the unequalled benefits of both Simoniz® Kleener and Simoniz® Wax in a single step. Virtually overnight, Vista exploded to the top among all care-care products.

An Institutional Division was officially organized in 1954. This division offered a complete line of floor waxes, finishes, polishes, cleaners

and sponges that were formulated and packaged expressly for business and public large-volume users.

In 1965, Morton International purchased the controlling interest in Simoniz® Company, adding Master Wax-Detergent Proof and Smooth-Pre Softened products to the line. In 1976, Simoniz® was acquired by Union Carbide. Union Carbide introduced numerous products into the marketplace, including Shines Like the Sun, Super Poly, Body Guard, Double Wax, Simoniz® II, Shine Booster and Super Blue.

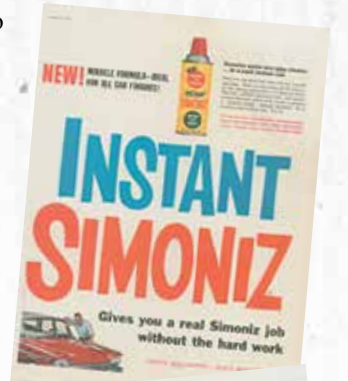
In 1986, Simoniz® was sold to First Brands Corp. First Brands entered into a license agreement with Syndet Products, Inc. to manufacture and distribute on-line Simoniz® brand products nationally to the car wash industry, which eventually expanded to include detail shop and janitorial/sanitation (JanSan) cleaning products.

In 1997, Syndet Products purchased the Simoniz® brand from First Brands Corp., and renamed the company Simoniz® USA, Inc. The Simoniz® brand is now one of the most advertised brands in the automotive care appearance industry.

In 1998, Simoniz® defined and launched Simoniz® Express Detail made for car washes and opened the first express detail training center in the US.

In the years 2000 & 2001, spurred by the successful launch of the Simoniz® Detailer's Brushless Carwash, Simoniz® produced over one billion consumer impressions and reestablished the brand as an innovative market leader. In 2000, Simoniz® patented and began selling to the car wash industry the first online tire dressing machine called the Tire Shiner...automating a service that previously was only done manually.

In 2006, Simoniz® launches a series of "As Seen On TV" products in partnership with the iconic pitchman,



Billy Mays. Products included Fix It, Liquid Diamond, Aquapel, Fix It For Wood, and Sealrite. Fix It becomes the #1 scratch remover in the US.



Simoniz Headquarters in Bolton, Connecticut

In 2007, Simoniz® introduces Glasscoat™ to the new car dealer industry. This unique and tenacious ceramic coating proves to be the most durable product ever applied to a cars finish. Over a million applications are made as Simoniz® continues to blaze a path as the most innovative car appearance company.

In 2010, Simoniz® purchased three carwash distribution companies, becoming the largest provider of car care products to the professional car wash and detail shop markets.

In 2011, Simoniz® launches the Simoniz® Hot Wax to the professional marketplace and became the single largest product



The Simoniz® Garage is the largest Detail Training Center in the U.S.



launch in the company's history, changing the professional carwash industry profoundly. Also, in 2011, Simoniz® began producing it's Limited Edition calendars.

In 2012, Simoniz® opened "The Simoniz® Garage"...the Country's largest and most technologically advanced detail training center. Detailers from around the world visit the garage to train with the Simoniz® staff.

In 2014, Simoniz® continues to advance the art of caring for cars amongst enthusiasts and professionals alike.

SATURDAY EVENING POST, 1930

MOTORISTS WISE

# SIMONIZ

"It pays to Simoniz a new car"



## SIMONIZ PROTECTS THE FINISH FROM SUNBURN

There's nothing like Simoniz! It keeps your car from getting sunburned. Stops "finish rot." And, in fact, Simoniz does everything necessary to make the finish last longer.

So always insist on the world-famous Simoniz and Simoniz Kleener for your car and it will stay beautiful.

Simoniz and Simoniz Kleener are made to work together. If the finish is dull, the new Simoniz Kleener quickly restores the lustre. Then Simoniz gives weather-proof protection that is hard to wear off. And, as millions of motorists say, "Every car must have Simoniz to guard its beauty." Simoniz your car... the sooner the better!



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# UNFROZEN

by **Doug Gibbs**  
*In-House Soap Specialist*

Well its that time of year again, seems to have arrived earlier this year. For many of you out there it is time to decide on weeping or using Anti Freeze soap for your Foam Brush and Triple Foam systems. Some will even shut down these functions once they are below 32 degrees for most of the day.

Winterizing consists of a multi pronged plan to avoid freezing up while continuing to give a quality wash. Starting with the storage of your chemicals, when storing chemicals over the winter months a few simple measures should be taken, place your pails and drums

on a skid or a rubber mat to keep the concrete from drawing the heat out of the chemicals. This insures that the chemicals will not end up separating which as a lot of you know occurs when chemicals get too cold. Another thing to consider is as temperatures fall below 50 degrees the soaps and waxes get thicker so the dilution you

were dialed into during the summer months has now changed and you are drawing less of the product then before which may have an effect on the quality of wash you are giving. Another side effect to that is that the mixture of soap going to the bay is watered down more and more water means it will freeze faster. You may want to consider going up one tip size on most of your chemicals to maintain cleaning ability.



Foam brush and triple foams are the products that require the most attention since these lines will have product in them and tend to freeze up faster. Now there are multiple ways to tackle this problem, one is to install an automatic changeover system that works by adjusting the soap mixture and adding methanol to the soap based on current temperature. This method requires the purchase and installation of an electronic device that constantly monitors outside temperatures along with the purchase of straight methanol in addition to your soap. Option two is to run a weep system that again requires the



# It's Time - Give Your Old Autocashier New Life!



CryptoPay Goldline Retrofit Kit



CryptoPay ACW4 & ACW5 Retrofit Kits



CryptoPay Unitec Wash Select Retrofit Kit

## Kleen-Rite now offers the CryptoPay Retrofit Kits for the Hamilton Goldline, ACW4, ACW5, and the Unitec Wash Select Autocashiers.

- Secure Credit Card Processing that Simply Stops Fraud at the point of credit card swipe
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purchase of equipment to monitor temperature but will increase your water bill in addition to icing your floors and brushes. Option three is to purchase a blow down system that purges the lines with air when not in use. Option four is to use winterized chemicals specifically foam brush and triple foam. Winterized chemicals consist of a 90% methanol mixture and will get diluted based on a temperature range. A dilution chart in the front of the Kleen Rite catalog gives a range based on temperature; keeping in mind that wind chill factor has to be accounted for. Winterized chemicals carried by Kleen Rite are freeze proof up to -50 degrees. Straight methanol freezes at -137.2 degrees below zero but is very flammable so precaution needs to be taken when handling. When using these chemicals always try to seal the container to the best of your ability due to the fact that methanol evaporates very fast and will also draw moisture out of the air and become contaminated with water.



What system you use is a matter of preference, depending on your location, frequency of temperatures below freezing and having an onsite attendant that can adjust as conditions change. Doing a little investigation into cost vs. savings will help in your decision making process.

Tired of chemical suppliers making you buy 3 products; a drying agent, a protectant, and a wax when you need only one?

## SHORE 901

An all in one product that out performs everything else. Stronger. Better. Faster. 901 does the job of multiple drying agents, windshield vision aids, sealer waxes and clear coat protectants in one application. Works in self serves, bays and tunnel car washes.

## AVAILABLE ONLY AT KLEEN RITE

20% off for each container purchased in February



**HOGS HAIR  
BRUSHES**



**50% LONGER BRUSH LIFE**

**\*THAN NYLON BRUSHES**



**TRIPLE SURFACE  
BI-LEVEL**



**ROUND  
FOAM MASTER**



**WHEEL  
WIZARD**



**TRUCK  
BRUSH**

**FOAM MASTER FOAMY BRUSH**



**NATURES  
MOST  
DURABLE  
HAIR**

NEW & IMPROVED

# The Evolution

...of the Revolution

For Don Klemmer and Patrick Ryan, the inventors of the revolutionary Wobblehead, looking for what's missing is the secret to their success. For the first time, since the inception of the foam brush, the Wobblehead gave the car wash operator a way to ensure that customers were using the foam brush properly. Just like a vacuum won't work unless it's being paid for, the Wobblehead doesn't allow a customer to use the foam brush unless it's being paid for. What had been missing was putting a system in place that required payment for the service. Once in place, the Wobblehead brought an ease to the operators frustration of watching customers misuse the equipment. The fact that revenue increases 5% - 10% is more than a bonus, it's how business is supposed to work. At \$150 per unit, the ROI was 3 months or less. A very nice return, but putting that many dollars at the end of a drop line was a bit tough to handle.

After years in the market, it was time to look again for what was missing. It was time to let the Wobblehead evolve. The concept of the Wobblehead had proven itself. Along the way, it was discovered that a Wobblehead brush head lasts up to 4 times as long as one attached to a regular handle. It lasts longer because it's no longer being used dry. The continuous flushing of the grit and grime from the brush renders the brush cleaner and thus safer for the delicate clear coat finish. When customers find out that they benefit from this new device, they choose it readily for their vehicle.

The Wobblehead was too heavy though. What was missing was a lighter handle. What was also missing was a more affordable handle. This is what brought about the introduction of the all new Smart Brush Handle using the time tested Wobblehead patented technology. The lightweight aluminum handle now gives customers that familiar grip and ease of the foam brush experience. At almost half the price, only \$79.95, owners can confidently install the Smart Brush Handle in every bay. This time, this clever blue, red or black vinyl handle is easily repairable by the operator.

We will always be thankful for the revolutionary Wobblehead. Its stainless steel construction lasted long enough to prove itself the game changer it is. With the evolution of the all new Smart Brush Handle, the game changes once again. Now you can afford to put this lightweight, repairable, revenue increasing, cleaner and safer foam brush handle, that also now comes in blue, in every bay...because it's the smart thing to do. Order yours today.

WOBBLEHEAD  
IMPROVEMENTS



NEW PRICE!  
NOW ONLY:  
**\$79.95**

FHWH-BL

#1

IMPROVEMENT

**WEIGHT:** You asked, we listened! Operators asked if we could make it lighter. All our Handles are now made from lightweight aluminum, making it a much lighter handle!



#2

IMPROVEMENT

**REPAIRABLE:** The new Wobbleheads are now completely repairable! If for some reason your handle malfunctions, you can easily repair our foamy handles in the field!



#3

IMPROVEMENT

**COLORS:** We know how important color schemes are to our customer's wash bays, that's why we've added color. Now the Wobblehead Smart Brush Handle comes in 3 popular colors: Red, Blue and Black!



#4

IMPROVEMENT

**PRICE:** We are most excited about being able to sell the new Wobblehead Smart Brush Handles at half the cost of our original version. The new manufacturing process and material has allowed us to cut the cost by 50% from our original pricing!





# Keeping Your Car Wash During the Messy

We all know that making a positive first impression is important. The same holds true for car wash operators: a clean car wash subconsciously communicates to customers the quality of the car wash they expect to get.

This is sometimes easier said than done in the messy winter months. The salt, sand and road grime you remove from your customers' cars in winter can quickly soil your tunnel walls and equipment unless you take preventative and maintenance steps to keep them clean.

The first step you can take is to power wash customer cars before they enter the tunnel, to remove as much sand and salt as possible before the car enters the tunnel. In that way you can minimize the sand

and salt that gets splashed onto walls and equipment. It is much easier to contain and remove sand and salt in the tunnel entry than to have to remove it from inside the tunnel itself.

**Cleanliness is what we are selling, so our car wash better look clean too!**

Pressure washing your tunnel walls and equipment at the end of every day, in the messy winter months especially, will help keep your tunnel looking bright and clean by preventing soil buildup that can make a tunnel look dirty.



## Trans-Mate™ WE MAKE YOU SHINE

**SUPER  
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FOR GREAT  
VALUE!!**

### Trans-Mate Featured Products

#### In-Bay High pH Presoak/Detergent



#### TM5019 Banish

- Quickly emulsifies road film, great choice for touch-less washes
- Contains water conditioning agents, great for hard water

#### In-Bay Neutral pH Body Soap



#### TM5009 Emerald Foam

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

#### Self-Serve Foam Brush Detergent



#### TM5140 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](http://www.kleen-ritecorp.com/videos.aspx)

# Clean Winter Months

By Michael Ilacqua, Trans-Mate Inc.



Also important to making a clean impression is to make sure to keep your cloth mitters and brushes clean, particularly the first set that customers first see from the tunnel entry. You can clean these either by spraying them with all purpose cleaner and scrubbing them, or removing them and soaking them in a 55 gallon drum of APC dilution.

Another trick is to keep grease fittings on equipment clean to prevent grease from spreading to walls and equipment. Also keep a close eye on the hydraulic fluid levels of your equipment, for early detection of any leaks that can likewise spray onto walls and equipment.

Periodically you will need to do a thorough cleaning of walls and equipment. Be sure to use a low pH cleaner to remove the minerals and salts that a neutral or high pH detergent will not remove.

If you follow these clean practices your wash will stay clean bright and make the right impression with customers. After all, cleanliness is what we are selling, so our car wash better look clean too!

**Trans-Mate™**  
WE MAKE YOU SHINE

## Tired of Dirty Bay Walls?

# INTRODUCING KLEAN WALL™

### WORKS GREAT ON:

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

100%  
Hydrofluoric  
Acid Free!

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



**Call today for a free sample!**

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

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PRICES ON  
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4oz. FLAT  
BOTTLES**



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# AN ORAL HISTORY of the Car Wash Industry

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

## Clark's Car Wash Lewis Clark: Havre de Grace, Maryland

In 1984, after years of being a truck driver, Lewis Clark decided he wanted to own and operate a car wash.

"At the time I had a few gas stations and laundromats and this car wash went on the market and I decided I'd like to have it. I figured the car wash business would be good. I got a good deal on the sale."

At the time I bought it, it had 1/4 inch galvanized pipe tubing. It was very restrictive and did not allow for enough water flow. Our

mistake buying this car wash. We had to rip out all the galvanized pipe and replace it with hydraulic hose which was very expensive. That was a big undertaking."

"To fix the freezing problems we wrapped the pipes in insulation and came up with the idea of a hot water tank that circulated from a tank. I put a copper wire into the holding tank and put a circulator pump on that and ran it up through the bays from one end to the other. That basically solved our problems except from the booms down to the spray guns. Most of the time I'd have to take the guns off at night and then put them back on in the morning. Today we have a weep system in the winters that keeps things from freezing, but then our sewer bills go up."

"Early on I kept driving truck off and on because the car wash wasn't making enough to cut it. So I kept driving."

The original pricing was 50 cents for five and a half minutes. The only functions we had were soap, rinse and on and off, that's all you got. We put in a couple of vending machines and then we talked with Harold McKonly, the founder of Kleen-Rite. Harold took me under his wing and taught me. I was a truck driver and I didn't know much about a car wash. Eventually, with patience, old Harold would stay on the phone with me for hours trying to explain how things worked until I finally got it figured out."

"About five years after we bought the place Harold talked me into adding foamy brushes. He said it would double my money, which it did. Over the years we just kept adding, we've added spot free rinse, triple foam, tire cleaner, wax, everything. As each new function came along, we've added it and we've watched our per ticket wash sale go up."

"Eventually we got floor heat, it can be expensive to run but it is well worth it. No more shoveling ice and we don't worry about customers slipping and falling."

"Over the past 30 odd years, we've had I'd say ten different car washes pop up in our town. Whether it was a gas

station with an automatic or what have you. We've outlasted them all. They all eventually fell away. It's just me and one other guy in Havre de Grace right now."

"We enjoy the car wash business because we can come and go as we please," says Shirley Clark, "unless something breaks down we can usually make our own hours."

"I would advise anyone wanting to get into this business to learn to do everything themselves. Whether its plumbing, electrical or what have you, it can get real expensive paying someone to fix your wash. You're better off knowing how to fix things yourself."

"You couldn't ask for better people than the folks at Kleen-Rite. Mike has really helped me quite a bit. I think his dad would be proud."



main pressure at the time was around 650 pounds. The galvanized pipe would always freeze up everyday and eventually burst. It would start as a little crack and it would just spread to several feet in length. Those early winters were rough. My wife and I and our two kids would be out there shoveling and chopping ice everyday. I thought I had really made a



Switch Your Swivel!

## Hydraulic Live Swivels



Super Swivels was established in 1986 in Minneapolis, MN where it remains nearly 3 decades later. Super Swivels was developed primarily to solve the age old problem of premature failure of live swivels and hoses in the hydraulic industry.

Along the way, unknown to us, people started using Super Swivels in car washes. When questioned why they were buying so many seal kits it came out that they were using our hydraulic swivels in carwash/water based applications.

The end user was still getting better life out of the Super Swivels than anything else available at an equivalent price but we thought there was an opportunity available and we explored different plating and seal options that would hold up to the water and chemicals associated with a carwash while still keeping the cost to a minimum.

At that point Super Swivels settled on electroless nickel plating and Aflas® seals, both of which are still used today with excellent corrosion resistance and wear characteristics.

Several years later a full line of pressure balanced swivels were developed by our design and engineering team to be used on higher speed, automatic carwash applications. These higher R.P.M. rated swivels have the same electroless nickel plating as our full flow design so they share the same excellent corrosion resistance and are assembled using stainless steel bearings to aid in extending the life of the swivel.

All Super Swivels are fully rebuildable, inexpensive seal kits are available for virtually every swivel we offer and can be rebuilt in only a few minutes.

Super Swivels also offers a full line of stainless steel swivels in 440 and 304 grade stainless.

**40** **Inline & 90° Swivels**  
Heavy Duty Ball Bearing, Rebuildable Design



**HAMEL**  
MANUFACTURING  
MADE IN THE **USA**

### FOAMY BRUSH BUCKET ★ ★ ★



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

FBB911R **\$9.99**

Available in Red, Black or Blue!

### VACUUM DEBRI CATCHER ★ ★ ★

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



VDC10 **\$25.99**

### ORIGINAL FLEX WANDS ★ ★ ★



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!

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

Available in 8 exciting colors!

### DUAL BUMPER BRUSH HOLDER



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

**\$11.75**

Red Blue  
FBHH916 FBHH916BL

### STAINLESS STEEL WAND HOLDERS



Stainless Steel Non-Flexible Wand Holders  
2½" Diameter  
Mounting brackets attached.

WHS06	6"	<b>\$14.31</b>
WHS17	17"	<b>\$28.98</b>
WHS22	22"	<b>\$31.54</b>

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



The logo for TBL, consisting of the letters 'TBL' in a bold, white, sans-serif font. To the left of the letters is a stylized circular graphic element made of concentric lines.

# POLYETHYLENE

## Low Pressure Tubing

SIX COLORS IN STOCK



**Low-Density Polyethylene Tubing** is used in many low pressure applications in today's modern car wash. Poly Tubing can be found in Self Serve, In-Bay Automatics and Tunnel Conveyor applications for various fluid or air applications. The low cost and ease of use of our Poly Tubing make it a staple for **today's car wash operators**. The different color selections allow operators to color-code their different functions making identification of various lines simple.

- UV Stable
- Remains Flexible in Cold Environments
- Available in 100 and 500 foot lengths.
- 1/4" - 130 PSI    3/8" - 120 PSI    1/2" - 90 PSI

**Kleen-Rite has TBL Tubing in stock at the best price!**

The logo for TBL Thermoplastic Biologic, featuring the letters 'TBL' in a bold, black, sans-serif font. To the left is a stylized circular graphic element. Below the letters, the text 'Thermoplastic Biologic' and 'A RubberFab Technologies Affiliate' is written in a smaller font.

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FOR ALL YOUR CAR WASH  
SECURITY NEEDS!**



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**CAT 5  
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**Infrared Day/Night  
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**Housing  
Mounts**



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

## HELPING HANDS

# Car wash workers pull woman from SUV Crashes into Worcester ScrubaDub, severs gas line

**WORCESTER, Mass.**—Two workers helped save a woman after her sport utility vehicle slammed into a Worcester car wash and sparked a fire.

The SUV crashed into the ScrubaDub car wash at 575 Park Ave. Monday. The SUV severed a gas line in the ceiling of the building and sparked a fire.

Greg Fleischer, a manager, and Dennis Kobel, a cashier, pulled the driver, an unconscious woman, from her SUV.

“We came out, noticed she was unconscious, and we dragged her out of the car, over to safety. We checked her pulse, and then basically brought her to my coworker’s car,” Kobel said.

“We both assessed the damage and what was happening and then Dennis realized that the lady was still in the car, so we tried to get her to safety as quickly as possible because we saw 15-foot flames from the gas,” Fleischer said.



The woman was taken to a local hospital.

“I don’t think we saved a life. I think we helped her from something else happening to her,” Fleischer said.

by *Todd Kazakiewich*  
Story reprinted from  
*Boston’s WCVB News Website*

**WCVB**   
BOSTON’S NEWS LEADER



## How To Install & Adjust an Air Logic Low Pressure System

*An Air Logic Low Pressure System is very simple, low maintenance, quality product. Adjust your product as thick or thin and adjust color by simply adjusting the air and product feeds.*



Attach Air Dryer to the Unit.



Mount the unit onto the wall in your control room. Next attach the provided Hydrominder to the side of the holding tank. Insert the tip of your choice depending on the chemical you use.



Now it's time to plumb the unit to feed the chemical to the bays. Tom creates his own manifold using the following:  
**1: JG6DV    2: JG6R4    1: JG6FC4**  
**1: BFA29-84    1/4" Polytubing**



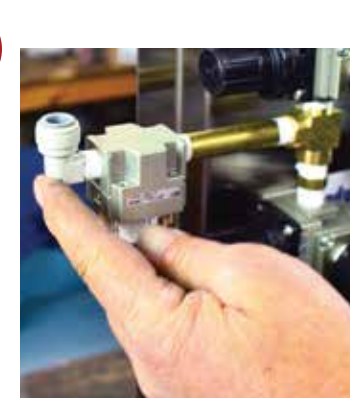
Attach one end of manifold to the air feed, the other to the chemical feed. Run from manifold to bays with Polybraid Hose. Repeat for each solenoid set.



Next, run control wire for the foamy brush and the neutral from the coin box in your wash bay. Connect them to appropriate hook ups on the terminal strip on the top of the unit.



Now you are ready to hook up the water source to the Hydrominder. Then put the soap pick up tube from the Hydrominder into the chemical.



Attach the air line. Now you're all hooked up! Once air is on and energized, turn the soap regulator up to 45 lbs. Turn the system on out in your bay and let it run for 5 minutes or so.

After the 5 minutes is over, you can turn up the air to thicken your solution or reduce air to thin it depending on what you are getting in the bay.

Now you have an operational Low Pressure System, whether you use it for Foamy Brush, Presoak, Whitewall or what have you, we recommend Air Logic Units because they are a simple and affordable, quality system!



## Kelly's Car Wash Providence, Rhode Island

Kelly's car wash is quite an impressive site. Boasting a convenience store, gas station, quick lube, auto repair, plus a tunnel car wash and self serve wash bays on a 70,000 square foot lot in the heart of the city of Providence, Rhode Island.

In 1973, Michael Kelly, Sr. was working as an undertaker in the funeral business when he decided he wanted to pursue a different career. He acquired the lot during a revitalization redevelopment program for parts of the city of Providence. He originally built a gas station with 4 bays of an auto repair shop. In 1976 he added the tunnel wash and has just been adding on from there.

"Before they went into demolition mode," explained Mike, "This was a very tough area of the city. You didn't come through here unescorted back then. Nobody wanted to come down here, all the locals were skeptical of the area because of what it was at the time."

"Many of the sites that were going up were tax exempt entities, like the Girl Scouts headquarters. So when we came along as a tax paying business, they wanted us to move in. We got the lot at a great price and the city fathers made things easy for us to get up and running. It was much more than I could have ever dreamed at the time."



"As a kid, I always dreamed of having a car wash," Mike continued, "I grew up in a funeral home and my father had a limousine which would go out for rental often, so I had to wash that car almost everyday. I used to think to myself: How can I do this automated?"

So in 1976 he built on an 80 foot tunnel with Sherman equipment. Four years later he added on his self serve bays. The self serves did great right off the bat. They were an immediate hit. At that time Kelly's had the only self serve bays in the entire city of Providence.

"As a kid I was very mechanically inclined, I had built and repaired cars, built hot rods, and when I was in the Marine Corps. I was an avionics technician, I serviced radios and aircraft, so I had electronic training. So learning the ins and outs of maintaining the car wash came pretty easy to me. Today we do all our own computer work, installations and maintenance."



Mike's three sons, Tim, Brendan and Michael Jr. all grew up at the family business. Over the year's the brothers each took over a different aspect of the business. Tim does the maintenance and spends most of his energy in the car wash. Brendan manages the lube center while brother Michael manages the auto repairs and creates the signage for all the businesses as well. Tim creates the frames for all the signs and Michael makes all the actual sign inserts.

"What I like about the business," explained Tim, "is that it's always something different. You never do the same thing day after day. It's a real challenge with this many different services at one location. It seems that any problems that arise come in threes, like one after the other. We do our best to meet customer's expectations."



**The Kelly Family**  
*Mike Kelly, wife Kathy, Sons Tim and Brendan*

“My biggest challenge,” Tim continued, “is just making sure everything runs smoothly. You always have a snag somewhere, whether it’s a strainer that’s clogged, or you’re not getting the chemical right, you’ve got to stay on top of things.”

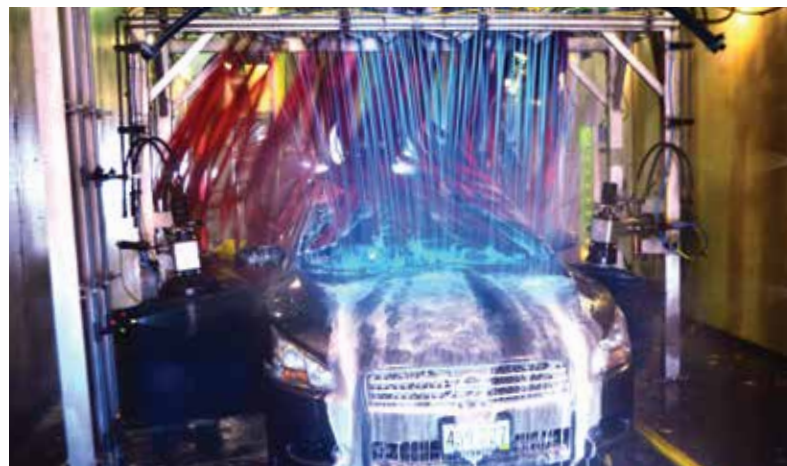
After thirty years in the business, Kelly’s car wash has seen the ebbs and flows in profitability of a car wash first hand. Some of the challenges they’ve faced over the years have been the economy, changes in demographics and road construction. “Construction has been a challenge over the years.” Mike explained, “Over the years, they close down different streets and bridges around us for repairs and improvements, the last one was for 18 months they shut off all our east bound traffic. That can really cut into your profits. All those projects are done now and traffic is back to normal. Having various services on our lot helps the overall stabilization of business. If one part of the business is slow, we have the other services doing well.”

“I’ve been going to the car wash conventions since the early seventies, that’s where we came across Kleen-Rite. The car wash shows are great, you can see everything displayed for you on the floor, we get the opportunity to do comparative shopping. In addition to that, we get the chance to talk to other operators. The biggest value of going to those shows is talking to other car wash owners. We can ask them what do you see out there? What’s happening, what’s the pulse? You can’t beat the experience.”

Mike Kelly has sixteen grandchildren and a number of them are starting to learn the business, working on weekends and summers. With three generations of Kelly’s taking part in the family business, Mike’s wish is to keep the Legacy of Kelly’s going for years to come.

“The business is very challenging and there’s always something. I’ve learned that there is always a better way to do it, so we are constantly trying to improve, to be more efficient and offer better quality.”

Lastly, I asked Mike what he liked best about the business, his response..... “I like working with my kids.”



# CAR WASH ASSOCIATION SPOTLIGHT:

## Midwest Car Wash Association

The Midwest Carwash Association (MCA) exists to promote the success of carwash operators in Michigan, Wisconsin, Illinois, Indiana, and Ohio. The Association provides its members a forum for the exchange of knowledge and ideas through live events and digital media and printed materials. The MCA advocates for commercial car washes as the most environmentally responsible places to wash vehicles and liaises with government authorities on issues affecting the industry.

MCA's annual industry Expo provides members with the opportunity to see the latest technology and developments, while also network with other operators and vendors. In recent years an educational component has been developed to ensure carwash operators have current information on safety regulations, employment laws, and efficient and economical ways to market their washes. The 2015 MCA Expo will be held June 23-24 at the FireKeepers Casino Hotel in Battle Creek, Michigan.

Another popular event for our members is the Bill Boal Memorial Golf Outing held at one of a number of Michigan's outstand-

ing golf courses. This event is an enjoyable way for operators and vendors to network and have some fun in a relaxed setting.

MCA members enjoy a number of discounts on products and services including workers' comp, office supplies, unemployment claims, and POS systems. Information on discounts can be found on our webpage ([www.midwestcarwash.com](http://www.midwestcarwash.com)) along with online classifieds and members-only section. In 2015, the MCA Board of Directors has planned a number of outings and events to draw our members closer. Stay tuned to our webpage and quarterly publication, Finish Line, for further announcements!



**Save the Date! 2015 MCA EXPO**  
June 23 & 24  
FireKeepers Casino Hotel - Battle Creek, Michigan



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### Winter/Spring 2015 Industry Calendar

Visit the websites of the shows below for a schedule of events and participating exhibitors. ★ - Klean-Rite Booth

**Feb 22-23 2015** ★ **Southwest Car Wash Assoc. Convention**  
Arlington Convention Center, Arlington, TX  
[www.swcarwash.org](http://www.swcarwash.org)

**March 10-11 2015** ★ **CARWACS/Convenience U**  
The International Centre, Mississauga, ON  
[toronto.convenienceu.ca](http://toronto.convenienceu.ca)

**March 16-17 2015** **Heartland Car Wash Product Show**  
Prairie Meadows Conference Center, Casino Altoona, IA  
[www.heartlandcarwash.org](http://www.heartlandcarwash.org)

**April 23-25 2015** ★ **The Car Wash Show / ICA**  
Las Vegas Convention Center, Las Vegas, NV  
[www.carwash.org](http://www.carwash.org)



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## **VISIT US & SAVE!**

**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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