

THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 25 August, 2015

**THE BEST
FOR LESS!**

Stop Leaks From
Becoming Floods

Elerthus

Water Leak Detection

Myths VS Reality

Chip & Pin

Credit Card Acceptance

Credit Card

Vending

On Drop Shelf Machines

2 Simple Ways To

Boost Profits

at Your Self Serve Car Wash

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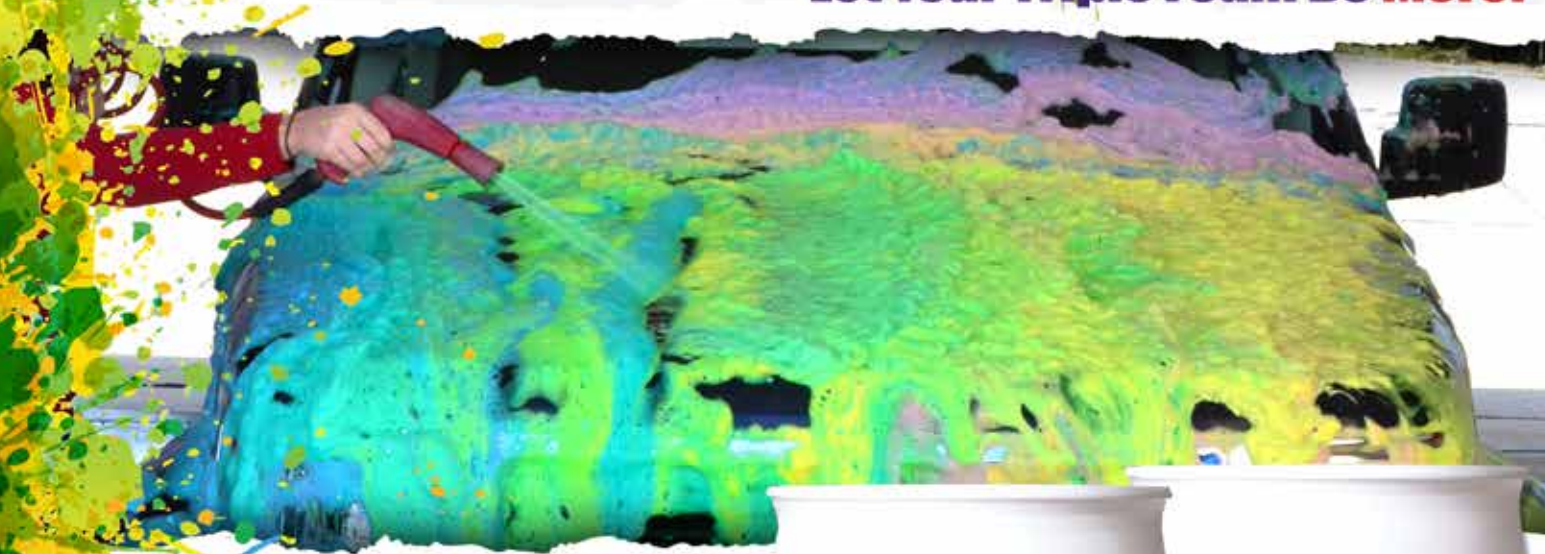
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HSAF09139

HSAF09623

Tunnel Vent Sticks

HSAF09620



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*[Source: NPD Group 52WE Nov. 01, 2014 Retail Tracking System]



Thank you, Thank you, Thank you..... this is the easiest place to start!!!!!!

Many times it is the small thing like saying Thank You that makes the biggest impact. In the car wash business there is no doubt that we are in a weather impacted business, it is as simple as no constant rain equals more business. In many parts of the country this spring it was fairly dry during the pollen season which resulted in many smiles and higher revenues. It allowed operators to positively focus on their business and the upgrades that may be needed. Is it time to look at your vacs, vending, lighting or something as simple as freshening up your signage?

Back to lighting for a minute, we believe with many states offering rebates on LED lighting now is the time to take a good hard look. There are benefits to changing your lighting to LED, a bright inviting wash at night will create more business and also increase your security. On top of that changing to LED can create up to a 70% savings. Take a look at our lighting section on the website or give the Kleen-Team a call to help guide you through the selection process. In a little twist with LED you have to spend some money to save some money!!!!!!

In the past we have recommended that operators make it easy for your customers to do business....Have you upgraded your boxes to accept bills and credit cards yet? If not.....why? It is no doubt a benefit to be able to accept payment all 3 ways, coin, cash or credit. Our team is here to help if you have any questions.

The Kleen-Rite Mobile App was launched in June and is now available for download. We are very excited about the features of the App which allows you to view the catalog and Kleen-Scene magazine on your phone or tablet anywhere and at anytime. If you have not downloaded it yet be sure to check it out.

We appreciate your business and look forward to a bright future. We work hard to earn and keep your business and appreciate all of the opportunities we get to interact with our customers. Once again Thank you for choosing Kleen-Rite and allowing us to be your reliable supplier to the car wash industry.

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on any **ONE** order placed over **\$750.00**
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Simply reference Kleen-Scene Offer #25 to your order taker to receive free shipping on your next order to anywhere in the continental U.S.

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

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PTW1000

Dog Wash Package Includes:

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elertus™



Stop Leaks From Becoming Floods!

ELERTUS:

The Elertus Smart Water Sensor was designed to fill a very specific need. The idea was to create peace of mind in knowing your assets are monitored and protected while you are away from your home or business. The Elertus unit is a cost effective device that detects and monitors specific parameters that users set for water, humidity, temperature, motion and light. Elertus connects to your wireless Internet to send real time updates directly to your Smartphone via text message, push notification, or email. These alerts will be sent instantly if a change occurs outside of the parameters that have been set. Elertus will update its status hourly to keep you in the loop and up to date on what is happening in your home or business.

defined presets it triggers an “alarm” notification distributed to the user defined list of one or more people by text, email or app.

Elertus gives you several options to stay connected with your most important assets, including:

- **Smartphone App**
- **Text Message**
- **Email**
- **Web Browser**

“Monitoring and alerts are FREE with the Elertus Smart Sensor!”

How Does Elertus Work?

Elertus uses your Wi-Fi to connect to the internet to send you the notifications. It is powered by 2 AA batteries thus making it a wire free device not requiring a power plug or cord. The average battery life is one year. To achieve this, the Elertus only stays active on the Wi-Fi when reporting an event and when it updates to the server every hour. There is also a battery gauge and monitor to alert you when the batteries are low. The Elertus can be mounted anywhere within 6 feet of where you want to detect water (the unit comes with a wired water sensor that has a 6 foot lead wire that plugs into the Elertus unit). The Elertus comes with Velcro strips and mounting screws for your choice of mounting the unit. It is recommended not to mount the Elertus next to electric motors as they can sometimes interfere with Wi-Fi signals. The Elertus unit itself has temperature, humidity, light, motion and battery sensors built within the unit. When any of these sensors go outside of the user



elertus™ Smart Sensor + Water Leak Detection

Receive alerts as smartphone notifications, text messages and emails. The choice is yours!



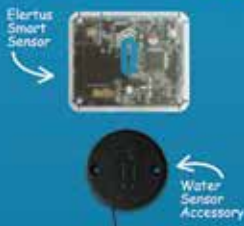
Also Senses: Temperature Humidity Movement Light



www.elertus.com



24/7 Water Leak Detection



In the box:
• Elertus Sensor with AA Batteries
• Elertus Water Sensor Accessory
• Adhesive Velforo Strip and Screws
• Elertus Setup Guides

- ▶ Detects water leaks in as little as 1/16" of an inch of water. Sends smartphone notifications, text messages and emails. You choose your preferred alerts.
- ▶ Installs in minutes. Battery powered for up to one year. No subscription required.

Elertus is more than a water leak detector, it senses:

- Water
- Temperature
- Humidity
- Movement
- Light

Requires Wireless Internet Connection (Wi-Fi)

Features Included for FREE:

- App for iOS and Android™
- Smartphone Notifications
- Text Message and Email Alerts
- Alerts Sent to Up to Five Users
- Customizable Alerts



www.elertus.com/water



Monitoring and alerts are FREE with the Elertus Smart Sensor for the lifetime of your device! That's right! You simply purchase the device once, with no hidden monthly fees or added costs.

What is the story behind Elertus?

Elertus was developed by Card Access™ Engineering, a company founded in 1995; they are a capable, reliable, proven and trusted developer of wireless communications products. World-class organizations in the medical, military and home consumer markets rely on Card Access Engineering for development of high-performance, low-power, miniaturized, mobilized and ruggedized wireless communications solutions.

They originally developed the technology for Elertus in the home-care industry. The technology used sensors that would detect motion in rooms, beds, and homes to help alert loved ones of any out of the ordinary activity.

The next application of the technology was used in gun safes as a way to secure the contents of the safe by alerting the owner of any changes in humidity, temperature, or motion. From there, Card Access saw a niche in the market that involved this stand alone unit to be placed in businesses, homes and vacation homes to protect assets from the unforeseen elements.

Where can Elertus be used?

Elertus In Your Business:

Protect your carwash from flooded equipment room damage caused by frozen pipes, broken hoses, fittings, pumps, water lines and plugged drains. With Elertus, these problems can be caught early enough to minimize the damage or avoid damage altogether.

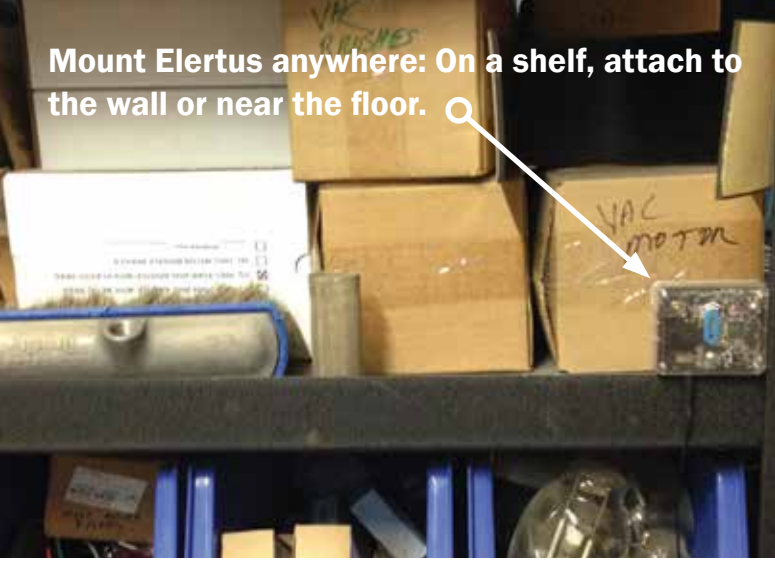
Perfect for your car wash, just place the Elertus Water Sensor near a drain for water leak detection.



The Elertus App is available for FREE on all IOS and Android devices, making it easy to:

- **Check the Elertus Smart Sensor's status**
- **Receive Alerts**
- **Customize Trigger Points**
- **Manage Contacts (People you want to receive alerts)**

Mount Elertus anywhere: On a shelf, attach to the wall or near the floor.



Elertus In Your Home, Vacation Home or Rental Property:

This device has many applications within the home as well. Frozen, leaky, or broken pipes, clogged drains, and leaky toilets cause millions of dollars worth of flood damage to homes each year. In most cases, damage could have been minimized significantly or stopped altogether if the problem or the flood was caught early on. Elertus gives you added protection in knowing that your home, vacation home, or rental property is secure wherever you are.

With the rapid changing technologies available, Elertus is one of the best on the market. With its competitive pricing, no monthly fees, user-friendly setup and reliability, there is no catch. Elertus is a product that was designed for the end user to help protect the things that matter most.

What will you receive with the purchase of Elertus?

The Water Leak Detection Package provides you with the Elertus Smart Sensor, 2AA batteries, setup guide, 6' wired-external water sensor and mounting hardware.

Water leaks that go unnoticed can be catastrophic to your car wash. Sleep easy and be rest assured that your assets are secured. Order your Elertus water and temperature detector today!



Complete Alertus System

MELRT10-7

Only

\$199.95

Elertus Testimonial:

I have wanted a temperature alert and water detector for years for my car wash. I had a case last year where I had a broken fitting on my RO unit and it flooded my equipment room. We aren't sure how long it had been flooding but found it on our daily cleaning at the wash the next day. If we would have had the Elertus then we would have known within minutes and would have eliminated much of the damage and cleanup. I have a friend that had their car wash freeze inside the equipment room when the furnace malfunctioned on a polar express night and did all kinds of damage to pipes, for this reason I have wanted a temperature alert at my wash. We installed the Elertus at our wash in January 2015 and though we have been fortunate to not have any alerts, it is nice to have peace of mind to know it is being monitored.

After installing the Elertus in the car wash I thought, what a great idea for my house, especially under our washing machine on the upstairs floor where the drain has been a problem in the past and one by my hot water heater. Within weeks of installation I got a text alert that there is water under my washing machine. Sure enough I move the washing machine and the drain was working but was very slow, allowing water to back up a little. This alert allowed me time to fix the drain before it got bad enough to cause flood damage. Paid for that Elertus right there!

-Rick Diehl, Owner of Turbo Wash in Midvale, UT

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back
to that clean
look!

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✓ Restorzit

Brings your car wash tunnel back to life as it cuts through detergent and wax scum buildup. Cuts through the wear and tear restoring that luster. Simoniz® Tunnel Clean replenishes by restoring and giving it that "like new" look!



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5 Gallon	PA5590	\$52.50
30 Gallon	DR30590	\$299.99
55 Gallon	DR55590	\$524.99

AVAILABLE AT

*UP TO 60 GALLONS

OPERATOR INSIGHT:

I Installed the Self Serve Tire Shiner!

Operator shares his experience...

Manor Auto: Lancaster, PA. — Recently we visited the car wash of Chris Woelfle at Manor Auto. Chris purchased and installed the Simoniz Self Serve Tire Shine System and we wanted to get his reaction on how it was doing.

“I saw the Tire Shiner in the last issue of the Kleen-Scene and I ordered it like the next day,” says Chris, “That’s the way I am. If I see something that’s innovative and new and I think its a good idea, I buy it right away, the same with the Air Shammee and the Combo Vacs. When a new concept for the car wash comes out and I believe it’s going to catch on and enhance my car wash, I install it right away.”

“It only took me about two hours to install the Tire Shiner into my self serve bays. It didn’t take very long at all to put the control panel on the wall in the equipment room, just a couple of tap cons. We already had an air outlet there for the foam brush system, so I tied that in. Then I ran the hoses out to the bays, put the booms on and put the signs up. Within a few hours of taking the thing out of the box, I had it functioning.”

“I only have an eight position switch in my bays, so I needed to make room for the Tire Shiner. I took out my clear coat protector function because it just wasn’t selling. People love and use our wax but the clear coat protectant gets very little use, so I removed the clear coat protector and replaced it with the Tire Shiner.”



Chris Woelfle at Manor Auto

“Our customers started using it right away. It comes with an instruction sign, but its pretty self explanatory.”



Simply Spray On



and Wipe In



“People are using it. The product gets atomized so well that you use very little product to shine your tires. It makes us really good money. One of these 5 gallon buckets costs around \$110.00 and I bet that thing will bring in \$1,000 by the time its empty because it goes down really, really slow because its atomized so well.”

“I already talked to my friend in the next town about putting this into his car wash. I told him: You need to get this and put it in at your wash..”

“Just like you guys showed in the last issue those half rings of tire shine all over your parking lot, I have them everywhere. People love tire shine, why not jump on board? It sells more time and I’ve gotten nothing but praise on it.”



Free
5 Gallon Pail of Product
with your purchase!

SAVE NOW!

Save a whopping 20% Off
on the Simoniz Self Serve Tire Shiner
This Month Only!

When you use Coupon Code: **15BXS**

1 Bay: TS8100 Reg. ~~\$2,218.99~~ - **\$1,775.20**

2 Bay: TS8200 Reg. ~~\$3,888.99~~ - **\$3,093.59**

3 Bay: TS8300 Reg. ~~\$5,691.99~~ - **\$4,481.59**

4 Bay: TS8400 Reg. ~~\$7,386.99~~ - **\$5,869.59**

5 Bay: TS8500 Reg. ~~\$9,088.99~~ - **\$7,255.99**

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24 - VS50106



Bubble Gum
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24 - VS50348



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24 - VS50574

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VEL899MAXC

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Vender w/ CryptoPay
VEL599MAX-MAC



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KLEEN-RITE FOUNDER:

Harold McKonly

Inducted into the Car Wash Hall of Fame



Kleen-Rite Corp. founder, Harold McKonly was honored posthumously into the Car Wash Hall of Fame this past April. The award was presented at the International Car Wash Association's Annual Car Wash Show in Las Vegas, NV.

Accepting the award on behalf of Harold was his son, Kleen-Rite President, Mike McKonly. The award was given in recognition of the tremendous contribution Kleen-Rite has had on the car care industry as a major outlet for car wash supplies and parts.

When Harold first started Kleen-Rite in 1959, there wasn't a centralized location a car wash operator could go to for their parts and supplies. Harold's vision changed all that by creating a one-stop shop for wholesale car wash parts.

Today, Kleen-Rite supports the operations of numerous car washes, not only in the U.S.A., but also across the globe. We are humbled and proud that Harold McKonly's vision continues to impact the car washing industry.

Pictured Above: Harold McKonly, founder of Kleen-Rite Corp.

Below: Vice President, Keith Lutz and Harold's son Mike, Kleen-Rite Corp. President



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MANUFACTURING COMPANY

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NYLON FOAM BRUSH

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HOG'S HAIR FOAM BRUSH

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FO211ABL

MONSTER HOGS HAIR

W/ ALUMINUM HEAD

- 20-25% more bristles!

\$46.50

Available in 7 Vibrant Colors!

Myths VS Reality



Chip Card Payment Acceptance

Overview:

Lots of conjecture, innuendos, and false information about concerning chip card payment acceptance and to say this has caused confusion for the car wash industry is an understatement. This article will address this confusion, and move from 'Myths to Reality' and provide answers that are relevant to the car wash industry.

So what does accepting credit cards in the car wash industry look like? First - most of the transactions are under \$25.00 and this is considered a small-ticket transaction. Second, especially for the self-serve car wash, the wash location is largely unattended. This then is what Visa has defined as "small-ticket unattended merchants with low-value, low-risk transactions (e.g., parking meters, laundromats, car wash terminals, etc.)". (Reference 1)

The following information addresses the most common myths and misconceptions and provides answers that are relevant to the small-ticket unattended merchant – also known as the car wash industry.

Myth #1 – The Magnetic Stripe is going away.

● **Reality:** Visa asserts that 'All Visa-branded chip cards will include a magnetic-stripe on the back. Currently, there are no specific plans in place to eliminate the magnetic-stripe'. (Reference 1)

● **Reality:** Magnetic stripe continues to be the required baseline card-reading format, and must be supported on both contact-only and dual-interface cards. (Reference 2)

● "Try as some might to kill the mag stripe card, it will be around for decades to come." Comments provided by: Mag-Tek CEO Mimi Hart at a 2011 conference sponsored by the Federal Reserve Bank of Chicago.

● "Mag Stripe will not 'go away' when EMV starts in 2015. It will continue as an option. Visa and MasterCard want to give the consumer an option. Cards will be issued with a Mag Stripe and Chip. Currently there is no date for Mag Stripe going away." Comments provided by: Elliott Watts, National Petroleum Sales, WorldPay US.

Myth #2 – All U.S. merchants are going to have to invest in chip technology.

● **Reality:** EMV is a risk decision, not a regulatory one. One misconception many people have is that there is a legal requirement driving this transition to EMV. This is not true. EMV has been brought about by the card brands themselves. Indeed, EMV is not a mandate, unlike PCI compliance which is a mandate. (Reference 3)

● **Reality:** When to implement EMV, and more importantly, how to implement EMV should be based on measuring the cost of adopting EMV against the potential liability of not implementing it. (Reference 3)

Myth #3 – All U.S. merchants must be set up to accept chip payments by October 1, 2015.

● **Reality:** U.S. merchants are not required to support chip processing. However, effective 1 October 2015, the Visa global POS counterfeit fraud liability shift will be instituted in the U.S. With this liability shift, the party that, due to their lack of chip technology, is the cause of a contact EMV chip transaction not occurring (i.e., either the issuer or the merchant's acquirer) will be held financially liable for any resulting card-present counterfeit fraud losses. (Reference 1)

● **Question:** How much card present fraud is happening at the car wash? This is especially important for small-ticket unattended mer-

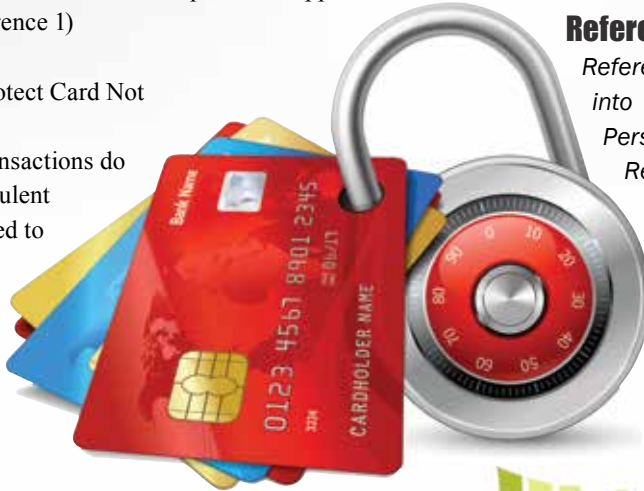
chants with low-value, low-risk transactions (e.g., parking meters, laundromats, car wash terminals, etc.). (Reference 1)



There has been much confusion going around about the new Chip Acceptance in Credit Cards.

Other Misconceptions & Items to Consider:

- I must install a Pin Pad and/or a Signature Pad.
 - ◆ Small ticket purchases under \$25.00 don't require a CVM (Card Verification Method). EMV has four cardholder authentication methods; Online PIN, Offline PIN, Signature, and None (no CVM). No CVM is a valid method, and makes perfect sense for small purchases under \$25. (Reference 3)
 - ◆ Small-ticket unattended merchants must support the processing of transactions without a Card Verification Method (CVM). Unattended merchants are not required to support PIN acceptance. (Reference 1)
- EMV currently doesn't protect Card Not Present (CNP) transactions.
 - ◆ All CNP (online) transactions do not utilize EMV. Fraudulent transactions have shifted to more vulnerable telephone, internet, and mail order transactions known in the industry as CNP transactions. As of May 2009 CNP transactions made up more than 50% of all credit card fraud. (Reference 4)
- EMV currently doesn't support Fleet or Gift Card transactions.
 - ◆ At this time no Fleet or Gift card transactions can utilize the EMV standard.
- EMV provides protection against all chargebacks – False! Liability shift is for counterfeit and lost/stolen cards only. (Reference 5)
- EMV secures cardholder data – False! EMV does not protect or encrypt card numbers. (Reference 5)
- EMV makes you PCI-DSS compliant – False! EMV protects against fraud, while PCI focuses on security of sensitive data. (Reference 5)
- Chip Cards must be inserted and remain in the terminal for the duration of the transaction.
 - ◆ Will this work well for a car wash?
 - ◆ How many cards will be left in the car wash reader?
 - ◆ What if the chip card reader contacts get wet?



Summary:

So what do I need to do today? Assess your risk - this is especially important for small-ticket unattended merchants with low-value, low-risk transactions. Focus on security and purchase credit card equipment that prevents credit card data from being 'In the Clear'.

The CryptoPay Credit Card System prevents credit card data from being 'in the clear' and at risk. This is accomplished by encrypting the credit card data at the moment, and point, of the credit card swipe. Encrypted data can only be decrypted by Magensa.net. Magensa.net is a PCI-DSS certified payment gateway.

U.S. merchants are not required to support chip processing. However...

The CryptoPay Credit Card System has a proven track record of secure transactions. To date CryptoPay has securely processed over 4.5 million transactions. You can rest assured that the CryptoPay Credit Card System will keep your credit card transactions secure.

Reference Documents:

- Reference 1: VISA – Chip Payment Acceptance: Putting it into Perspective for Small-Ticket Unattended Merchants
- Reference 2: Visa Recommended Practices for EMV Chip Implementation in the U.S., Chip Advisory #20, updated 7/11/12.
- Reference 3: Merchant Link – EMV – it's real and it's coming to restaurants
- Reference 4: Wikipedia – Chip and Pin
- Reference 5: Heartland Payment Systems – Simple Guide to EMV Liability Shift, April 30th, 2015



by Dave Richards
Vice President
CryptoPay

Quick Dry

NEW!
IMPROVED PACKAGING
STREAK FREE SHINE
HANG HOLE FOR
IN STORE SALES

Glass Cleaner

Moist Towelette

Specially Designed for Auto Glass



ITEM
VSTAWC

I placed this product in my glass-front vending machine with two competing products. It **SMOKED** the other two in sales week after week.

April Blakey / Gorilla Car Wash

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www.kleen-ritecorp.com

PAYSTATION

Featuring CryptoPay!

Need to replace your old
Entry Unit?

Does Your Machine
have boards that can't
be replaced?



American Changer's AC8000 with CryptoPay is the most economical 24hr entry system for an automatic car wash!

- ◆ Replace or upgrade your ACW. Installs inside an existing ACW cabinet!
- ◆ Accepts Cash, Coins and Credit Cards
- ◆ The most economical 24hr Automatic Entry System!
- ◆ CryptoPay provides secure credit card processing that 'Simply Stops Fraud'
- ◆ Features CryptoPay Consolidation reducing Merchant Fees
- ◆ Compatible with CryptoPay In-Bay credit card system*

PayStation Features:

- 4 - Selection Large backlit LCD display and voice prompts.
- Accepts cash, coins and credit cards securely with CryptoPay!
- Connect this Paystation CryptoPay to your existing CryptoPay system or add CryptoPay to your In-bay boxes for one complete credit card solution*. (*CryptoPay Coordinator is required for each car wash location)
- Program up to 25 discount codes. Add an "optional" 2nd hopper to vend a bonus token that can be redeemed for a free vacuum or a discount on your next car wash purchase.

CryptoPay Benefits:

CryptoPay Security: Prevents credit card data from being 'in the clear' and at risk by encrypting the credit card data at the moment, and point, of the credit card swipe. CryptoPay provides secure credit card processing that 'Simply Stops Fraud'.

CryptoPay Consolidation: Reduces merchant and credit cards fees which are essential for small ticket purchases. Here's an example of CryptoPay Consolidation: Imagine that a customer visits your carwash. He swipes his credit card at the PayStation and purchases an \$8.00 wash. Ten minutes later swipes his card again at the vacuum, and is charged \$1.00. CryptoPay combines these two charges into one \$9.00 charge that is submitted to the credit card company, which results in only one merchant fee for the purchase.

CryptoPay GoGreen Receipt Service: Allows your customers to get their receipts from credit card purchases made at your car wash. Receipts are available online 24/7, two hours after last usage. It provides end-to-end encryption delivering receipts safely online.

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for more information visit: www.americanchanger.com

Bikini Girls

BIKINI GIRLS

	72 Pouch	24 Carded	Overlay
Cheeky	AFPP143	AF24C1P143	AF0143
Seaside	AFPP140	AF24C1P140	AF0140
Hands On	AFPP141	AF24C1P141	AF0141
Desert	AFPP142	AF24C1P142	AF0142

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*of equal or lesser value!

BOMB AIR FRESHENERS

72 Pouch Packs

24 Card Packs

Berry	AFPP110	Cherry	AF24C1P101
Cherry	AFPP101	Fresh	AF24C1P137
Cinna	AFPP103	Ice	AF24C1P113
Citrus	AFPP104	Nilla	AF24C1P102
Colada	AFPP109	NuCar	AF24C1P107
Ice	AFPP113		
Jasmine	AFPP105		
Nilla	AFPP102		
NuCar	AFPP107		
Pine	AFPP106		



BODY ESSENTIALS



Sweet Pea
AFPP115

Cucumber
Melon
AFPP117

What's YOUR Technology?



Emperor
Pumps are
Available
Through
Kleen-Rite!



Hope you aren't stuck in 1982 technology.
Ask for General Pump's Emperor Series.
(THINK IT THROUGH)



LIVE CHAT!

Better Than Ever!

Our customers have been utilizing our online Live Chat feature for the last few years. Tapping into the wealth of knowledge from our car wash technicians and sales staff. Whether you need help finding the right replacement part or have questions about soap solutions our staff is online as a resource for you.

Recently we've made some upgrades behind the scenes to make your Live Chat experience better and faster than ever. The chat has proven to be so popular that we've had to add additional staff dedicated to the Live Chat feature. Currently we have Tugger and Kevin from our Technical Department as well as Lauren and Jessica from the sales staff.

The extra man power handling our Live Chat has benefitted everyone by reducing response time to just a few seconds.

Having trouble finding us? The chat icon is located on the top left of our our web site home page. Simply click on the "Chat Live" button and be instantly connected to our staff, who are standing by, ready to

help with all your car wash questions and concerns. We aim to please and have made it our goal to answer all your questions as quickly and as concisely as possible!

Our Live Chat feature has proven over time to be an efficient option while saving our customers money, and more importantly, time, a currency that is valued not only by us, but by to you, our customer. We look forward to chatting with you soon!



Want to connect with Kleen-Rite now? We can be reached by these three simple and easy ways. Give us a call at 800-233-3873, visit us online at www.kleenrite.com or send us a chat! Talk to you soon.

Pumps

35 GPM @ 1300 PSI
800 RPM



PULP123



PUP56W

6.1 GPM @ 1900 PSI
1420 RPM

Unloaders

8 GPM @ 3000 PSI
PU22760



PU22971

35 GPM @ 1740 PSI

"American Made"

Moistwipe

-Packed 180 per case
-Product Number: VS702
-Size: 12" x 12"



Shut-off Guns

-All guns are rated to 10 GPM @ 5000 PSI @ 300 °F
-Available with stainless steel and/or brass fittings



GIANT

Performance Under Pressure

Available From Kleen-Rite - 800-233-3873 - www.kleenrite.com

COMMON QUESTIONS:

How To Install PVC Hose Guards

Here's how....



99% of the time, when a hose fails, it is usually at the join of the hose and the crimp fitting. Hose guards are made to prevent the pressure on these stress points by restricting bending and twisting where the hose meets the fitting.

To properly put the hose guard on, it needs to be heated. Normally we run it under very hot water for several minutes to let the rubber expand and soften. A heat gun can also be used, just be careful not to melt the rubber.



Once the hose guard has softened, simply push and twist it over the fitting and work it down onto the hose.



Keep working it down until the hose guard fully exposes the threads and nut.



When the hose guard is properly installed, you'll notice that it greatly reduces the ability to bend the hose at the stress point, greatly increasing the life of your hose assembly.



Hose Guards are an inexpensive way to protect your hose assemblies...

Part #	Size	Color	Price
HF0800	3/8"	Black	\$1.30
HF0805	1/4"	Black	\$1.28
HF0810	1/2"	Black	\$1.49



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



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.

CC0901-05, CC0901-30, CC0901-55

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RECORA

TREADLE FLOOR SWITCHES

SOLUTIONS IN CAR WASH TRAFFIC CONTROL

N3 SERIES TREADLE FLOOR SWITCH

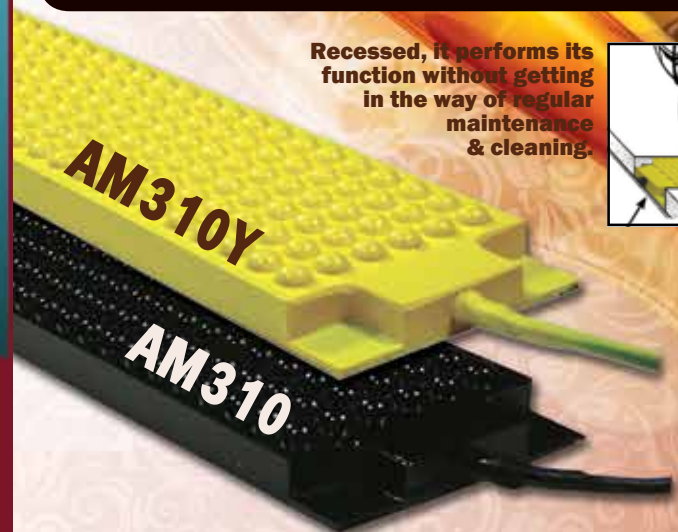
AM300	5" x 24" Black, 20' Lead, 24V	\$103.67
AM305	5" x 32" Black, 20' Lead, 24V	\$114.95
AM295	10" x 24" Black	\$178.12
AM325Y	3" X 32" Yellow	\$114.22
AM330	10" x 24" Black	\$162.51

Simple electrical switch embedded in the trip device.

TRACTION CONTROL TREADLE FLOOR SWITCH

AM310Y	5" x 24" Yellow	\$113.06
AM315Y	5" x 32" Yellow	\$123.48
AM310	5" x 24" Black	\$113.06
AM315	5" x 32" Black	\$123.48

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



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SHOP NOW!



Shop Now! icons are spread throughout every page. Simply click this icon to launch the Kleen-Rite website and it will take you to the purchase page for that product.

Navigation through the catalog has never been easier! We have specific category pages that help you find exactly what you are looking for. Add to that a rich, robust search feature that will identify items by name or part number.



At Kleen-Rite, we are constantly striving to make your ordering process as simple as possible, making sure you get the products you need at the right price and in a timely manner. That's why we've developed the new Kleen-Rite Mobile App for our customers.

The new Kleen-Rite Mobile App is our latest endeavour to help you simplify your day to day operations. The App is completely free and available to download at the Apple iOS App Store and on Google Play.



Once you've successfully downloaded the app to your device, simply click on the KR icon to launch the app.

Wherever you are...
Whenever you need us...



When the App is launched it will open the library. Here you can choose to download our master catalog or back issues of the Kleen-Scene magazine. Once you've downloaded the publications you want, they are on your device forever and can be viewed whenever, wherever you want.

The Catalog and Magazines are totally interactive. We've placed icons throughout the publications to make navigation, purchasing and videos easy to access.



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Located at the top of every page, click to go to the main category section



Wherever you see the Video icon, simply click it to watch a video on that product.

“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
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- Post colors: Blue, Red & Yellow

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

AVAILABLE FROM
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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



EQUIPMENT:

Floor Switches

A closer look at Tapeswitch Floor Mats



Tapeswitches, Treadle Mats, Floor Switches.

Call them what you want, they have been around for a long time and are still used every day, but the technology is basically still the same. We are not perfect but we have tried to add more reliability to the products we offer. Unfortunately in your environment nothing is going to last forever but we always strive to make a better product. Nothing fancy or high tech, just a switch that closes when a car runs over it.

We have been in the safety and sensing mat industry for 50 years, the last 12 years we have been making sensing mats for the car wash industry. For many years before that we were only manufacturing the RBMA Road Switch but now we have a full line of sensing mats DESIGNED for the car wash industry.

When we started in the car wash industry there was basically a 5 x 24 and in some cases 5 x 32 inch mats. You could have any color you wanted as long as it was black. Where have you heard that line before? This sounds like an old Ford commercial! We also had the RBMA switches available and still do but they are not as good in this wet environment.

We have made a lot of changes. Not in the operation, or in the function but in the features, advantages and benefits to give you a more user friendly and reliable product. We have always had the molded mat technology. We just had to adapt it to the car wash industry. One of the first changes you could see was the cable we use. It is a "Dry Run Cable", which is a cable that does not allow water to wick between the conductors.

One of the first requests we had was to build in ramps on the sides of the mats for a smoother rollover. The square edge style was designed to be mounted in the floor not on top of the floor so the mat was flush with the top of the floor. Many installations did not have the slot in the floor to put it in and it was a real job to cut the slot into the floor especially if the floor had heating built into it. The mats were being installed flat on the floor. The logical thing to do was to build the ramps as part of the mat. This made for an easier roll over and less damage to the edge of the mat.



We designed that in the first year. Our first trip to the ICA was very interesting as we were setting up our booth a manufacturer came to talk to us. His question was can you do custom mats. We do in all other industries so I am sure we can for the car wash industry. Here is what they wanted: 24" x 30", Ramped edges on the entrance and exit sides, 2 switches, yellow in color, their logo in it, Indicators to show them exactly where the switches were and 6 mounting holes. We actually got the AutoCad drawings done before the show opened and a prototype to them in just over a week. Since then we have built a lot of variations and most of them are available today. Our standard offering is 5 inch wide square edge in 16, 24, 32, 36 and 48 inch lengths. We have the ramped versions in all those lengths. We also make a double wide in square edge and ramped edge in all the length. They are available in one switch or two switch models. Our standard color was originally black but has changed to gray but for certain customers we build blue, yellow, black and orange.

We have certain customers that have their name or logo on the top. We have even made a couple to drop into inside a metal treadle. All of these are available through Kleen-Rite and most of them are in stock. We have been working with Kleen-Rite for over 10 years and hope to continue on for many years to come!

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Tapeswitch

**ALL TAPESWITCH FLOOR MATS
FOR THE ENTIRE MONTH OF AUGUST**

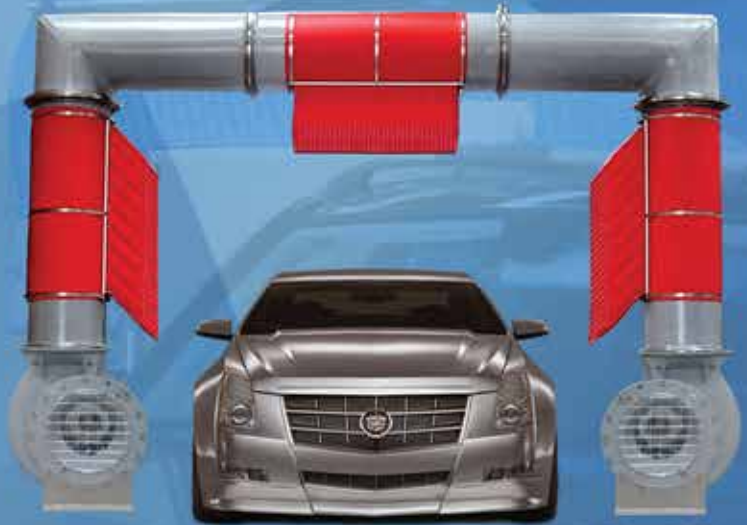
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It's Simple Math: Faster Drying Time + Higher Performance = More Profit \$\$\$

Why Choose A Proto-Vest Dryer?

- Patented touch-free design
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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.



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T130



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**The most dependable,
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Standard bag material colors include:



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Products subject to change without notice

2KS15

Can Your Car

By Natalie Neff

Get Through the Wash?

Safety and convenience technology on modern cars is causing problems for automatic car wash operators.

Once, the hardest part to get right was lining up the driver-side wheel with the conveyor track. Nowadays, the difficulties of getting a car cleaned at the local automatic car wash are increasing, varied and of a far more complex – and sometimes perplexing – nature.

“When it used to be you pulled the car up, you shifted into neutral and turned the key,” said David Reep, operations manager for the Autobell Car Wash Inc., one of the largest car wash chains in the U.S. The same procedure worked for most makes and models, and didn’t require the owner to stay with the car or forfeit the keys to the car wash employee. On exit, the driver simply got back into the car, started it up and shifted back into drive.

But the proliferation of automotive technology features has thrown a wrench into the mix, with push-button ignitions, keyless entry, smart transmissions, active safety systems and anti-theft features causing headaches for an industry more accustomed to trying not to snap off your antenna or mangle your wipers.

“Our biggest issue right now is that Chrysler came out with an eight-speed transmission in 2012 on the 300 and Dodge Charger,” says Reep, “The transmission does not allow the car to be shut off in any gear except for park, so when our attendants see anything with this eight-speed transmission, they have to request that the customer remain in the vehicle and ride through with it. They’re what we call special-needs vehicles.”

Chrysler has not yet responded to an email inquiry.

Many car wash operators have come up with detailed posters and signage for their employees to follow, too, each focusing on the precise steps to deal with a specific model. For example, here are Autobell’s instructions for dealing with a 2010 Range Rover:

- Hold the “power” button for approximately 3 seconds to turn the vehicle off.
- Shift the vehicle to a neutral position. Note: The emergency brake will turn on automatically.
- Remove foot from brake pedal and then press “power”

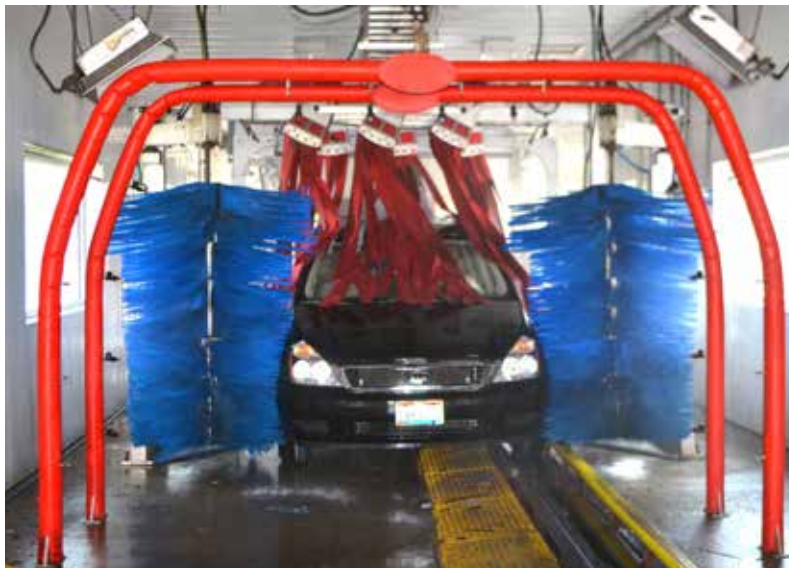
“When the car comes into contact with certain cloth wraps for cleaning, the pre-collision system thinks it is in proximity to another vehicle and locks the brakes.”

According to Eric Wulf, CEO of the Chicago-based International Car Wash Association, the problems seem to fall under one of four broad categories: cars automatically locking when the key fob leaves the vehicle; cars locking up when the exterior keypad is hit; cars shifting into park when shut off or a door is opened; and pre-collision systems engaging the brakes. The issue is made more complicated when you consider that individual models pose their own set of hurdles, and even vary in the approach required based on model year.

The problems started popping up in significant numbers about 18 months ago, says Wulf. “Some of this technology has been around longer than that, but we’re seeing more and more cars on the road every day with it.”

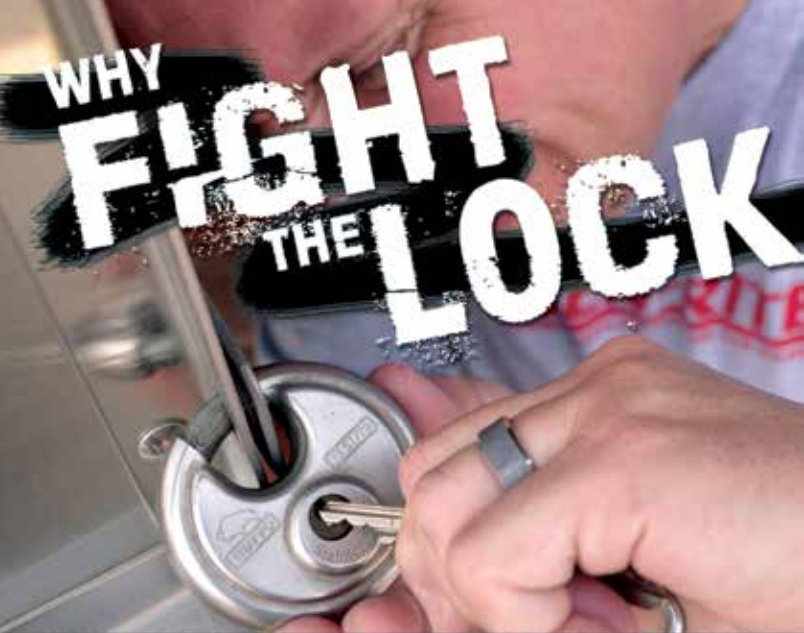
button for approximately 1 second.

- With foot on brake pedal, press the emergency brake release located in the center console.



Pre-collision systems, too, have made their way into an increasing number of vehicles, but for now, the only one that seems to have caused grief to the car wash industry is that found on Toyota and Lexus vehicles. “When the car is rolling down the conveyor belt and comes into contact with certain types of wraps or cloth that touch the car to clean it, it can lock up the brakes because it thinks it’s close to another vehicle,” says Wulf, “The car will jump the rollers, and it risks having the car behind hit

it.” The problem stems from the fact that Toyota’s system seems to be the only one that does not shut down when the car is off.



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Just give us your key number when ordering!



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DON'T FORGET SILICONE SPRAY!

Ford and Lincoln vehicles offer a unique problem involving their signature Securicode keypads. While the keypad once comprised physical buttons, most now are touch-sensitive and located on the B-pillar, and are invisible until pressed.

“The Fords, with their keyless entry, are locking up,” says Reep, “Our local dealers tell us that when the bottom two numbers are mashed simultaneously, it automatically locks the doors. We’ve started having attendants look for these and ask the customers, do you know your number? Surprisingly, most customers do not know their entry code.

“Detroit-area car-wash chain Mr. C’s is facing the same difficulty with Ford-family vehicles. It instructs its employees thusly: ‘Look for keyless entry on the side door. For any of these vehicles with the keyless entry, make sure the customer takes key fob with them. Keep vehicle running at all times. When we put it on the line, before getting out, **MAKE SURE IT IS IN NEUTRAL, NEVER IN DRIVE!**’”

When reached via email, Ford says it’s well aware of the issue,

but doesn’t offer any advice to car wash operators. A spokesperson gave Ford’s official statement on the topic: “Ford’s Securicode Keyless Entry Keypad is designed to help our customers gain entry to their vehicles if they lock their keys in the car. If the wrong code is entered seven times, the keypad goes into an anti-scan mode, disabling it for one minute. After that time, customers can enter the correct code and gain entry into the vehicle.”

The statement simply echoes any standard-issue Ford/Lincoln owner’s manual, but falls short of proffering any help. Further, Ford has no plans in the works to provide any sort of override – an idea that the car wash industry would love to see standardized across auto manufacturers, a sort of “car wash mode” that would tackle the variety of hurdles all these new technologies pose.

“We’ve just begun working with a couple of car wash operators, and we do in fact think that this is something we should be working on collaboratively with the auto manufacturing community,” says Wulf, “As an example, there is a car wash mode that BMW has for some of their vehicles that will allow the car to roll with the engine off. And so some kind of a common engineering solution perhaps, would be something we’d love to talk to the OEM community about.”

“You would want that car wash mode to disengage any pre-collision systems, fold power mirrors, turn off auto wipers, be able to put that car into neutral with the engine off,” says Reep, “It would be a long list of items, but it would be great if there was a button or something that basically you would disarm all of these systems.”

In the meantime, car wash operators are forced to continue doing their homework, to determine exactly which cars require what procedures to keep from stopping on the conveyor, locking drivers out or shifting out of neutral into park, and all without help from automakers.



“It’s still a low occurrence issue in terms of problems, but the real challenge for the car wash operator – and it affects the end consumer, too, the owner of the vehicle – is there are so many variations, there’s nothing even approaching a standard in how these things are handled,” says Wulf, “So the Chrysler 300 is different than the BMW which is different than the Prius, and those are just transmission issues. And so for all of those, it requires car wash operators to keep a list and say OK, how does this car interface with our car wash, and then what do we have to instruct the customer to do?”

Road test editor Natalie Neff has been with Autoweek for 11 years and oversees all new-car reviews and testing. She has tested cars across glaciers in Iceland and through the jungles of Belize.

IN-BAY Air Shammee

TOUCHLESS HANDHELD VEHICLE DRYER

\$150 OFF THIS MONTH!



THE NUMBERS ARE IN:
**PROVEN
PROFIT
INCREASE!**

Includes 3 motor blower unit, trigger nozzle, lighted dome, hose, hose hanger, in-bay sign, and selector switch decals, everything you need to set up 1 bay!



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Offer your customers the premium car-freshening choice

Your customers deserve the best

- premium fragrance
- long-lasting fresh scent
- iconic Yankee Candle jar shape



Car Jar® Air Freshener, Car Jar® Ultimate, Smart Scent Vent Clip, Vent Sticks, Car Jar® 3 packs (variety & regular)

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

**10%
DISCOUNT**

ON SALE FOR THE MONTH OF AUGUST!

BILL ACCEPTOR & CREDIT CARD SWIPER CLEANERS:

Scrub, Shine and Sparkle

CLEAN: Its' not just for vehicles

Anyway you slice it, clean is what you're all about. And while speed and efficiency are critical to your bottom line, they are also the main components to ensuring customer satisfaction and loyalty. In car washes everywhere, terms like "E-Z", "Zippy" and "Express" convey to vehicle owners that efficiency is king. And it all starts with a "clean" payment.

Say what? Yes. Really. In today's Car Wash Industry, the core component is payment. It is your fundamental revenue generator and the starting point of the customer facing experience. Wouldn't ease and speed of payment be the first thing you consider to create the best experience possible? Nothing frustrates a paying customer more than the inability to use their cash or credit card due to devices that jam, incur errors or won't accept payment. And nothing is more debilitating to operations than a line of waiting vehicles, unable to move because of POS failures. The amount of time wasted on rejected bills or read errors has become measurable and revenue losses stunning. Think about it. Your business runs like clockwork. Every minute, every second a patron has to stop a transaction to change cards, find new bills or track down an employee to fix a device is revenue lost. An exasperated customer, who drives away because your machines won't work, may not come back. Even the newest, most advanced customer payment systems are still subject to wet, grimy environmental conditions, chemical drift settlement, airborne contaminants and dirty money. The answer? A simple weekly device cleaning. Whether it's a mag stripe, an EMV or just plain currency, payment failures could be the difference between a fast, steady stream of clean cars bringing in revenue and a growling group of discouraged people driving away from your business in dirty vehicles.



Let's be real. Money is dirty. Not just dirty but filthy. In a recent (but not yet published) study conducted by New York University's Dirty Money Project, over 3,000 types of bacteria were found on \$1 bills. Studies have also found food particles, drug residue, germs, grease, feces, dirt and DNA from a variety of animals, including a rhino. I'm not kidding. And many of these contaminants have also been found on credit and debit cards. When customers use your payment terminals, all those contaminants are transferred into the devices. Now doesn't THAT make you want to clean?

But how? Cleaning cards. What's a cleaning card you ask? They are inexpensive disposable products specifically designed to clean the interior contact points that facilitate transactions on electronic devices such as bill acceptors and payment terminals. They remove dirt, salt, sand, dust, oils and other contaminants in a safe, efficient manner. Cleaning cards are used to ensure overall device efficiency and for preventing expensive repairs and replacement costs by eliminating or minimizing failed transactions. Time and again we hear the devices aren't broken, they are just dirty.

In 2013, a pilot study was done in 15 national retail locations over a 5 week period. Store owners and operators were asked to test a very simple cleaning kit designed to target specialized POS equipment including card readers, touch screens and thermal printers. The results might surprise you:

100% of Test Stores recommended that this cleaning kit be implemented as Preventative Maintenance because:

- Customers were more satisfied that card readers worked the first time
- Lines moved faster since the devices functioned properly
- Managers felt the small investment in the cleaning kit reduced need for service and device replacement which would bring about considerable savings and increased efficiency.
- And , unexpectedly, cleaning increased employee pride

(continued)



Results from the post-test survey:

Did you notice a reduction in error messages when you cleaned the credit card machine?

Yes **100%**

No

Did you notice an improvement in image quality of your POS printer?

Yes **70%**

No **30%**

Do you think by doing weekly preventive maintenance your employee's pride and engagement will increase?

Yes **100%**

No

Would you recommend implementing the monthly cleaning kit that you tested as part of a preventive maintenance program?

Yes **100%**

No

Some of the actual comments from Pilot study participants:

"We no longer need to replace print heads every 8 weeks!"

*"Loved the credit card cleaners...the cards run much better.
No misreads!"*

*"This was a big eye opener to how dirty equipment gets in just one week. We normally don't clean it every week.
We haven't had any issues with our equipment since."*

"I believe taking the time once a week to do the cleaning could save a lot of downtime from equipment not functioning properly."

*"Card reader cards are great – loved it!
Machines are running better."*

KICTeam is delighted to provide the car wash industry with the ideal products to keep their devices operating at optimal levels," said Joline Bell, Vice President of Business Development for KIC-Team, the leading manufacturer of technical cleaning products. "The idea to advocate routine cleaning has proven extremely effective in the industry, saving companies thousands annually." KICTeam also makes cleaning cards for thermal receipt printers and currency counters as well as cleaning swabs for coin/token acceptors and coin counters. The swabs easily reach inside clean the dirt from within the mechanisms. In your business, there are things you can't control; weather, power failures, the economy, acts of God. So you have to rely on the things you can control to make things go smoothly. Everyone is looking for that "edge". The one that helps your business succeed without a lot of time or money while keeping competitors at bay. The edge that increases operational efficiency. The one that raises the revenue bar – without too much exertion. The edge for your car wash? Clean devices. But you already knew that.

CHANGING THE WORLD... ONE BILL AT A TIME

Hamilton produces high quality, secure, and reliable changers for self-serve, coin operated industries.

Be it laundry, amusement, car wash, or vending... we have solutions to meet your every need.



For information on the full range of high performance Hamilton products, visit kleenrite.com or call 800-233-3873

HAMILTON
ALWAYS LEAD. NEVER FOLLOW.



#1 PUMP IN CAR WASH

And for a good reason:
You can't buy lost downtime.

Trust Cat Pumps to keep your equipment
running — and your customers happy.

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

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



Next Generation Car Wash Vacuum Motor

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

At the heart of any vacuum system is the motor. The most commonly used car wash vacuum motor is a 5.7-inch diameter, 2-stage, peripheral bypass motor, with a brush life of 600 to 700 hours. The common practice in car wash vacuums is operating two motors in air-parallel (side by side) to achieve an increase in air volume (CFM). Replacing the brushes will likely mean an additional 300 to 400 hours of life, since the commutator surface is worn considerably from the first set of brushes. Each time the brushes wear out, the vacuum unit is unavailable for customers until either



the motor's brushes are replaced or a replacement motor is installed. This usually involves a costly service call. And for owners who repair their own units, it means costly motor and replacement brush purchases along with labor time.

Over the decades, not much has changed in the universal vacuum motor design. That is until now. AMETEK Floorcare & Specialty Motors, the global leader in universal vacuum motors for the car wash industry, has successfully incorporated its new patented "Eternity Brush" design into a 5.7-inch diameter bypass motor. The "Eternity" Brushes are longer and curved to provide 1500 to 2000 hours life from one set of brushes. This means less downtime and a lower part and motor replacement and labor costs. And since the fan diameter of the 122315-18 is the same as the standard brush motors, the 122315-18 fits in any car wash vacuum unit. The overall height of the motor is about 0.5 inches taller than the standard motor.



VAL2315 **\$55.99**

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

THE KLEEN★TEAM

Jeff Richardson

Inventory Control Specialist

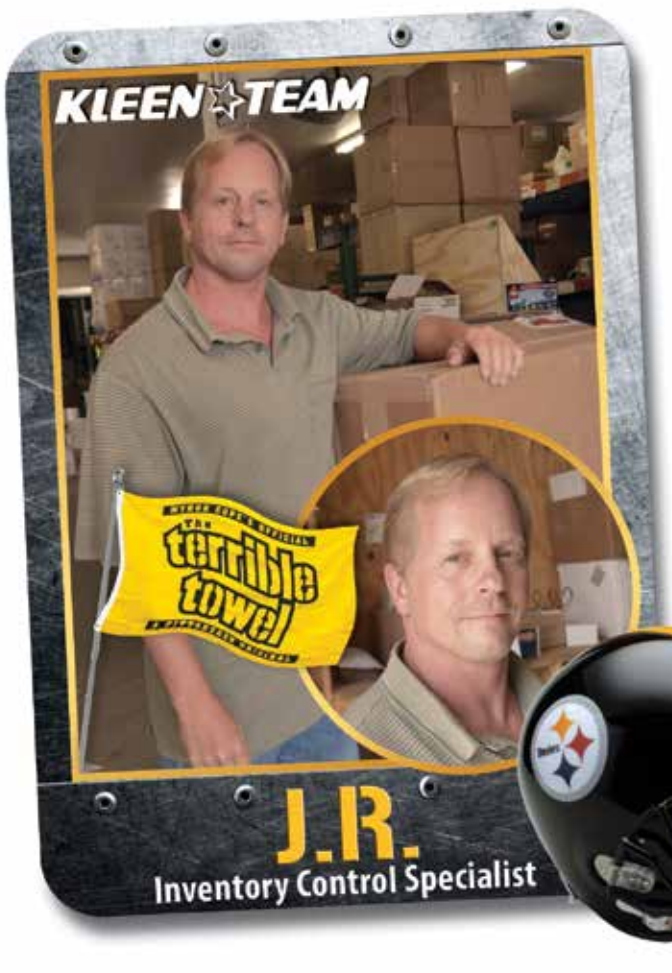
I started working at Kleen-Rite in 2005. I first started in purchasing as a buyer. After 4 years in purchasing I changed departments and became the Inventory Control Specialist. I am responsible for monitoring the company's inventory.

I currently live in Manchester, PA with my wife, three kids, two grandchildren and our golden retriever puppy.

I enjoy spending time with my family and going to Steelers games. I am an avid power lifter. I have been involved with power lifting for 15 years.

My favorite vacation spot is Disney World and I'm planning a trip in the next year.

We appreciate all the hard work from JR and the team in the Pennsylvania facility for helping our day to day operations run smoothly.



J.R.
Inventory Control Specialist

Tired of Dirty Bay Walls?

INTRODUCING KLEAN WALL™

KW5, KW55

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!

WORKS GREAT ON:

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

100%
Hydrofluoric
Acid Free!



Call today for
a free sample!

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Kleen-Rite: an Authorized Distributor

AFTER BEFORE

APFormulators
Making a cleaner world

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

WASH PIT DIGEST

August 2015

• • • *For The Take-Charge Operator* • • •

“Owning our own pit pump saves us from being overcharged by outside contractors.”

Ring-O-Matic, Inc. is an Iowa based manufacturer of vacuum-style and clamshell pit cleaners used by car wash professionals across North America.



By selecting a Ring-O-Matic pit cleaner, owners and operators are able to maintain their car wash pits on their schedule, not at the mercy of a contractor. In addition to maintaining their own schedule, Ring-O-Matic pit cleaner owners are able to control costs by doing the work themselves and not paying the inflated rates of an outside source.

You can choose the clamshell pit cleaner as an economical approach to maintaining your pits. Whether it be the 450T, 500T, or 1000T, there is sure to be a machine to suit your needs. The hydraulically controlled boom-mounted bucket can be equipped to reach depths of seven feet and hydraulic dump box make fingertip easy work of emptying your pits.

If you have a need to reach to a depth of ten feet, or have limited accessibility pits, a Ring-O-Matic vacuum style pit cleaner may be right for you. These high performance machines are

available in either the base 650 gallon capacity machine (known as the 750 Pit Cleaner) or the larger 800 gallon capacity machine (known as the 850 Deep Vac). Both machines offer a hydraulic dump tank and a pneumatic load breaker to make emptying your tank simple and easy. Regardless of which machine you choose, there is an extensive option list available to ensure you get exactly what you need for your specific operation.

Ring-O-Matic prides itself on being an industry leader in all markets we serve. This is done not only by building machines that stand above the rest, but also by carefully selecting our distribution partners. With Kleen-Rite, we know that we have chosen one of the absolute best, customer focused car wash supply companies in the country. For additional information on any Ring-O-Matic products, visit www.ring-o-matic.com or contact your Kleen-Rite representative today.

What Owners are Saying!

We clean several different washes on a scheduled rotation. One wash we acquired hadn't been cleaned for a long time and was all dry-packed. It was a lot of work, but our 850 Deep Vac Pit Cleaner worked fine with no issues. We use our 850 to clean pits in most of the washes we service. We also have a 1000T pit cleaner that works well for us.

- Gary Fisher, Quality Pit Cleaning

The first machine we bought was a used 500C (in the truck box model) in 1979. We upgraded to our first new 1000T in 1994 and pull it with a 1/2 ton 4x4 truck. We use it in our own car wash business and do a lot of custom cleaning also. We usually buy a new one every 3 years as there is always market for a good, used machine. The 1000T works very well and is easy to operate and unload pit waste. We wouldn't consider anything else but the best in pit cleaner technology.

- Craig Zylstra, Classic Car Wash



750 Pit Cleaner



850 Deep Vac



450T Model



500T Model

MEGA-VENDOR® WALLY

COLORS

GRANITE GRAY

READY RED

TRACK BLACK

SIGNAL YELLOW

SUNSET ORANGE

TRAFFIC BLUE



FEATURES:

Modular coil and tray system is highly customizable

Able to vend up to 15 different products with up to 32 items per tray

Credit card, bill, and coin payment modules available

Vendor sensor guarantees product delivery or refund

Suitable for indoor and outdoor settings

ADA compliant



**EASY TRAY
ACCESS**



**LOCKING
DRAW BAR**

Wally Wall Vendor

MG90070

\$3,769.99

Credit Card Option

MGCRCD-W

\$469.99

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



2015-2016 Industry Calendar

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

Oct. 5-7 2015 ★ **Northeast Regional Car Wash Convention**
Atlantic City Convention Center, New Jersey
www.nrccshow.com

Feb. 28 - March 1 2016 ★ **Southwest Car Wash Convention**
Arlington Convention Center, Arlington, TX
www.swcarwash.org

March 8-9 2016 ★ **CARWACS/Convenience U Show Toronto**
The International Centre, Mississauga, ON
toronto.convenienceu.ca

May 9-11 2016 ★ **The Car Wash Show / ICA**
Music City Center, Nashville, TN
www.carwash.org



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& you're automatically
entered to win!

Plus get special
promotions & info
from Kleen-Rite

1 Grand prize Winner:
\$300 Kleen-Rite Shopping Credit

7 Runner Ups:
\$100 Kleen-Rite Shopping Credit

Sign Up at kleenrite.com
**no purchase necessary*



**Winners
Announced
Sept. 1st**



Always the Highest Quality, Always®

Highest Quality • Highest Value • Cost Effective • Made in the U.S.A

A Complete Line of Hog's Hair Products



Gentle Hand-Made Brushes Manufactured by Certified Artisans

- Super Soft Hog's Hair
- Car Wash detailing and prep work
- Truck Wash detailing and prep work
- Commercial maintenance work
- Industrial use - job shops, factories

Complete Line of Quality Hog's Hair Brushes

- All shapes, sizes, and head materials
- Unique natural fill of the World's finest Boar's hair
- Hand-made construction for the densest possible fill
- Can be used as dip-style or foam-fed

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

Erie Brush and Manufacturing Corporation



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



2 SIMPLE WAYS



TO BOOST PROFITS

Lessons We've Learned From Our Customers



DESALT:

In the northern parts of the country, salt covered roads are equated with white gold by today's car wash operators. However, traditional sand and salt mixtures are being replaced by many municipalities with a liquid brine mixture and other treatments which prove to be tackier. These solutions stick to the surfaces of vehicles, are harder to remove and as a result can be more corrosive.

INTRODUCING "SIMONIZ DESALT"

"Desalt" is a special blended detergent designed to directly neutralize the activity of these new road de-icing treatments right down to the pores of metals, painted and other hard surfaces, in addition giving you the cleanest, shiniest and driest cars.

residues, counteracting the activity of salt brines and rock salt on vehicle surfaces. By neutralizing the corrosive properties of deicing chemicals, Desalt can help to prevent rust and alter the adverse effects to vehicles.

By simply switching your Bug Remover with DeSalt as one of the first options on your meter box, you can increase time in the bay without having to add new equipment, simply swap out your chemical.



5 Gallon DeSalt Detergent

PA5568 **\$45.88**

DeSalt Rotary Decal

CB04619 **.48¢**

DeSalt Menu Strip

SI0130S19 **\$1.75**



Your **BUG REMOVER** function gets little use in the cold Winter months.



Swapping your **BUG REMOVER** for DeSalt in the Winter time is a great way to increase profits on an unused function!

Once the snowy weather starts and moisture is introduced all of these accumulated particles become sticky and cling to the vehicle surfaces – unlike the old sand and salt this stuff does not just dry up.

Simoniz DeSalt is formulated to effectively remove salt and calcium

DE-SKUNK:

Most Dog Wash units out there have a De-Skunk option. We've recently visited an operator who switched his De-Skunk Rotary Decal to say "Dog Odor Eliminator" and he reports selling a ton more time on his Dog Wash Units as customers are dousing their dogs with the product.

By simply swapping your De-Skunk decal to Dog Odor Eliminator, you too can boost your bottom line by having customers use a function they might not use on a regular basis. The De-Skunk product is an Odor Eliminator and will work great for customers trying to rid their pets of that "Dog Smell."



Odor Remover Rotary Decal

PTW184-01 **.48¢**

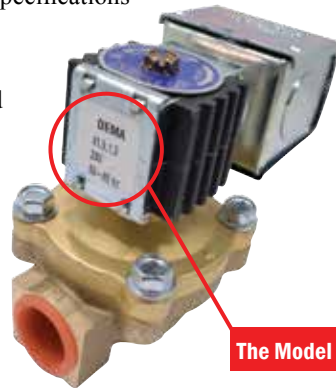
Odor Remover/De-Skunk Decal

PTW184-02 **.48¢**



A quick reminder about replacing solenoid valves in your wash. A lot of times the tags or stickers containing the make and model number of the valve have fallen off or become unreadable over time. Not a problem. We just need some of the specifications of the valve to help you choose a proper replacement. What size is the valve? Pipe Thread size can easily be determined by using Kleen-Rite's pipe thread chart in our catalog, or we can work with you to determine the size over the phone.

Voltage of the coil is usually stamped into the metal cover on the valve, or can be checked with a voltmeter.



The Model of the Valve & Voltage

Is the valve normally open, or normally closed? Normally Open valves allow fluid to flow when power is not applied, and close when power is applied. Normally Closed valves are just the opposite. They are closed when no electric is present, and open when power is applied. Is the valve metering or non-metering?



Metering valves will have a small adjustable screw near the outlet to meter the fluid flow. Non-Metering valves will not have this adjustable screw. These are a few of the main specifications that we would need to aid you in choosing a replacement solenoid valve for your wash.

Metering Valves

With so many different manufactures and options, it can be somewhat difficult cross referencing to a new replacement valve. Some simple pieces of information or maybe a picture sent to one of the Kleen-Rite Technicians, and we can help find a valve that will work for your application.

Tugger Burke
Kleen-Rite Technician

New & Improved Wobblehead Foam Brush Handle

- 
Light Weight
 Wobblehead foamy brush handles are now made from lightweight aluminum.
- 
Repairable
 Wobblehead foamy brush handles are completely repairable.
- 
Now in 3 Popular Colors
 Wobblehead handles available in Red, Black and Blue.
- 
New LOW Price
 Wobblehead foamy brush handles are now half the price of the original!



ONLY
\$7.995
EACH

Rocket Injector



Dema's Revolutionary New Injector

This summer, DEMA launched the Rocket injector with one lofty goal in mind. To revolutionize the car wash injector market place. With the target at hand, we asked ourselves, "What if?"

What if you could modify an injector when the application changes, rather than replace it?

What if you could fully field service an injector, rather than replace it?

What if you could save money on your overall cost of ownership for an injector, making it the only injector you need?

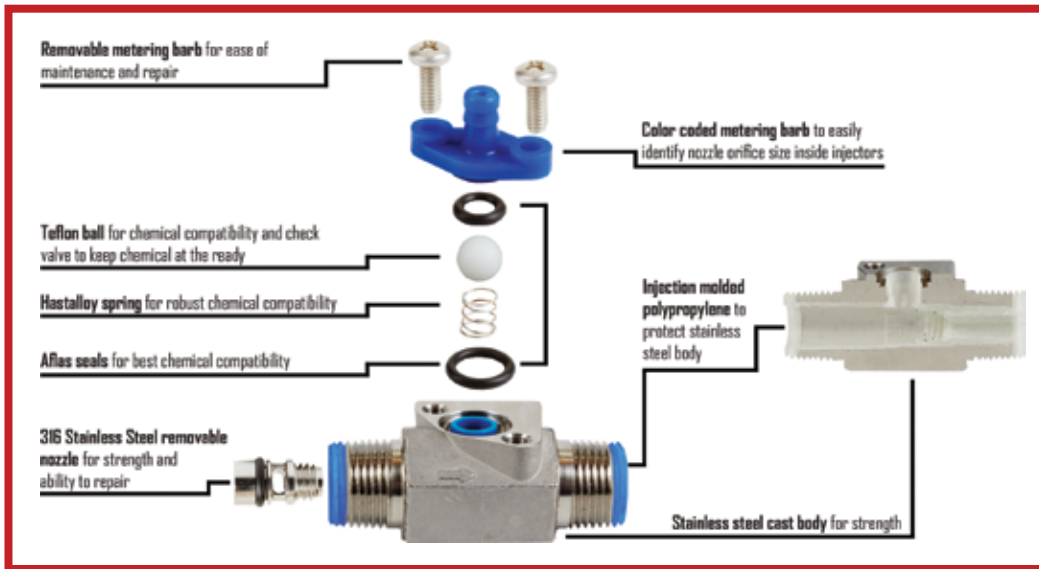
With a relentless passion for designing the best products, we finalized the design of the Rocket and knew it was a match. It's not just designed for ease of use and durability, it's designed for you. The Rocket doesn't require anything special, other than your commitment to making your every dollar count. The Rocket is the first and last injector you need for your car wash requirements.

It's also durable, designed to last a lifetime. The components inside a Rocket injector are just short of bullet-proof. For the ultimate in chemical compatibility, we use Hastalloy springs instead of Stainless Steel. Injection molded polypropylene to protect the body of the injector and Aflas seals for the very best in chemical durability. The Rocket

will take your profits into outer space all while saving you money in your total cost of ownership.

The Rocket offers the greatest range of operating pressures out of similar competitive systems. Rocket leads the industry by covering the richest and the leanest of dilution ratios required. By offering an extreme range of dilution ratios, the Rocket allows systems to operate at lower pressures, saving you energy and reducing your overall operational costs.

DEMA also offers a wide variety of accessories to fit the Rocket.



What makes the Rocket unique?

It's the most efficient injector in the market. With the lowest pressure loss among competitive units, the Rocket delivers more pressure for any application. The Rocket enables cleaning at higher pressures while consuming less chemicals overall.

Rocket is simplistic to repair. We believe that when you buy an injector, you buy it for the long haul, not to be replaced a year down the road. With the use of a removable nozzle and metering barb, the Rocket makes maintenance and repair simple, extending the life of an injector well beyond what you thought was possible.

The DEMA promise: You can customize a Rocket injector system to meet your every requirement. For low minimums, you can color code metering barbs to your preference, choose the seals that best fit your application and combine those with a multitude of nozzles to cover any flow needed for your application.



What are you waiting for? Check out the Rocket Injector, by DEMA. Chemical Injecting has never been so simple.

Injectors are available single barb or dual barbed with a flow rate 1.1 - 5.3 GPM. Contact your Kleen-Rite Order Taker for More Details - 800-233-3873.

CREDIT CARD ACCEPTANCE

New 3 and 5 column electronic DigiMax vending machines provide significant new advantages, features, and options.



New Dot Matrix Display

Laurel's new 3 & 5 column machines now include a bright LED dot matrix display which clearly instructs the customer through the vend process. A few taps of the programming button switches the display language. The most common language choice in practice is English & Spanish alternating. Reach a wider audience while helping them understand and complete the process. More customers mean more revenue, simple!

Which Is Right For You?

Don't feel like dropping \$6000 for a glass front coil vender and concentrating all your vending in one position on your lot? Placement of your vending products closer to your customer's vehicles improves sales, long walks mean lost sales. Return on investment is always a factor when deciding to purchase any equipment. The lower priced DigiMax machines start at \$1100.00. Your investment pays off far sooner as compared to a stand-alone coil machine.

Locate your vending machines close to the action – next to your vac's, between the bays, anywhere that minimizes walking will increase payback.

Machine failures a concern? No expensive service technicians needed with the simple component design of the Laurel DigiMax vending machines.

Laurel Introduces NEW VENDING MACHINES



CryptoPay Credit Card Acceptance

Laurel's new 3 & 5 column machines now offer the CryptoPay Credit Card Swiper. What are the benefits of adding the CryptoPay Credit Card Swiper?

- Adding credit card acceptance at vending sites provides additional revenue and purchase convenience for your car wash customers. How many sales are lost by the cashless customer who would like a glass cleaner and towel but won't take the extra 30 seconds to walk over to the changer? Always wanted to try selling a \$5 mini detail kit? With the credit card option it opens up a world of possibilities. Customers love the speed and ease of swiping their card and getting what they want quickly and securely.
- The CryptoPay security prevents credit card data from being 'in the clear' and at risk. This is accomplished by encrypting the credit card data at the moment, and point, of the credit card swipe. CryptoPay provides secure credit card processing that 'Simply Stops Fraud'.



LAUREL

METAL PRODUCTS INCORPORATED

WHAT OPERATORS ARE SAYING: Doug W. –

**Town & Country Car Wash
(Santa Fe Springs, CA)**

The new DigiMax is the perfect upgrade for multi-column venders. Since we already use the CryptoPay credit card system, now by adding a card reader, it's easy for customers to buy more vending product without dropping a handful of coins into the slot. And the large easy to read display gives customers the feedback they want to know their transaction is being handled as expected, either with a credit card or coins. This is a great way to make it easier for car wash customers to spend more money.



- CryptoPay Consolidation reduces merchant and credit cards fees which is essential for small ticket purchases. Here's an example of CryptoPay Consolidation: Imagine that a customer visits your car-wash. He swipes his credit card to start the carwash, and is charged \$4.75 to wash his car. Ten minutes later swipes his card again at the Laurel 5 Column Electronic Vender and purchases an air freshener for \$1.25. CryptoPay combines these two charges into one \$6.00 charge that is submitted to the credit card company, which results in only one merchant fee for the purchase.

Summary

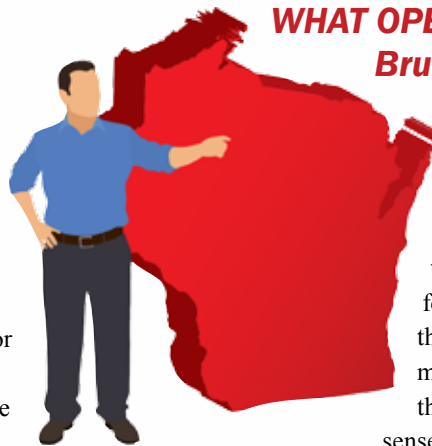
What has not changed is the drop-shelf delivery system, this is proven to be the most reliable way to vend all of your car wash products whether it is a paper or microfiber towel, air freshener, packette or flat bottles – they all have a home on a drop-shelf. No extra electronic gimmicks needed to sense that a towel is being strangled by a coil, a clang of the shelf tells the customer his product is ready and waiting.

Customers today love to push buttons instead of pulling handles, they appreciate the bright display guiding them, the convenience of swiping their card to pay and being thanked at the end of the transaction. But it is the simplicity of operation which equals satisfied customers and more revenue.

WHAT OPERATORS ARE SAYING: Bruce Sayles –

**Four Seasons Car Wash
(Madison, WI)**

The convenience of the credit card payment option for my customers has been a great addition for my vending. The low price of the CryptoPay swiper is what made my decision and since I already have them in the bays and vac's it made sense to me. I am going to try vending bags of tokenotes now that I can sell high priced items.



3 Column Venders	Price
VEL899MAXC - With Cryptopay Swiper - Slugbuster	\$1,462.99
VEL899MAX-MAC - With Cryptopay Swiper - MA800	\$1,543.99
VEL899MAX-QLC - With Cryptopay Swiper - MicroCoin QL	\$1,623.99
5 Column Little Tree Venders	Price
VEL599MAX-MAC - With Cryptopay Swiper - MA800	\$2,194.99

Manufacturer SPOTLIGHT

Highlighting The Companies That Make Our Products



DEMA®...Precise Fluid Control

Started in 1956 by brothers and German immigrants, Bela and Herman Deutsch, DEMA is a leading provider of fluid control devices and dispensing equipment for the carwash, institutional and industrial markets. DEMA began with a customer request for a device to dilute cleaning chemicals accurately and safely. The proportioner was born and dilution control was introduced to the institutional cleaning industry. Even today the original 167 Faucet Proportioner is part of the DEMA product offering.

DEMA remains a family owned and operated business committed to their US manufacturing facilities in St. Louis and Gerald, Missouri and Nesquehoning, Pennsylvania. DEMA has been under the leadership of the third generation Deutsch family members for the last decade and the fourth generation is coming of age and entering the business. DEMA manufactures solenoid valves, injectors and other fluid control devices in our St. Louis plant which is also our corporate headquarters. State of the art automation and robotics has allowed DEMA to continue to weld, machine and braze domestically when much of their competition has moved overseas. Efficiency and a commitment to quality base manufacturing techniques such as LEAN, 5S, A3 and Kanban has allowed DEMA to thrive in a competitive global market. DEMA's two Gerald facilities are final assembly plants for the solenoid valves and DEMA's water driven and electronic dispensing equipment. Currently DEMA is adding a 20,000 square foot addition to the water driven and electronics final assembly plant to accommodate their growing demand. DEMA's Viking facility serves as the injection molding operations for all plants as well as manufacturing Viking equipment including the industry leading Viking Bowl product line, Drain Chief and other electronic dispensing equipment. Located between Philadelphia and New York City in the beautiful Pocono Mountains,



DEMA 167 faucet proportioner.
The 1st chemical proportioner available to the institutional market

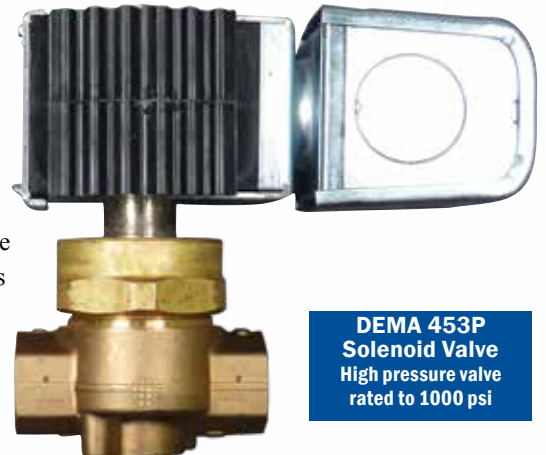
Viking provides an excellent location to support our eastern and mid-Atlantic customer base.

DEMA has grown internationally over the last 20+ years. DEMA operates warehouses and assembly operations in Australia and the Netherlands, where US products are adapted to the local markets of Australia, New Zealand, Europe, the Middle East and Africa. DEMA also has sales offices and local representatives in Central America, Brazil, Southeast Asia and China. DEMA's global sales force supports regional international customers as well as our global customers based anywhere in the world.

DEMA's core strength remains here in the US with seven Regional Managers and National Accounts sales teams. Our long tenured teams are experts in the institutional markets. They support Kleen-Rite and other distributors ensuring they have the latest knowledge and training on DEMA's products.

Solenoid valves and injectors are key product lines for DEMA and the carwash industry.

DEMA solenoid valves are constructed to ensure a long, trouble-free life. They employ proven design features for reliable performance on all applications. They're suitable for most industrial applications and are rated for 200°F/93°C fluid temperature and 120°F/49°C ambient temperature except for the Mini Diaphragm Valves which are rated for 180°F/82°C fluid and 120°F/49°C ambient. The molded waterproof coils have wiring options that include a junction box, spade, conduit and din. They have voltage options of 12VDC, 24VDC, and 24, 120, 208, and 240VAC 50/60 cycle on most models. Component materials are available in Buna N, EPDM, Viton, Teflon and Silicone. DEMA offers valves made from brass, stainless steel, Celcon, PVC, polypropylene and nylon. Stainless steel seats are standard on all pilot piston, diaphragm (except mini series), and high pressure valves. Valves



DEMA 453P Solenoid Valve
High pressure valve rated to 1000 psi

may be mounted in any position except with the coil under the valve. Many of DEMA's valves are listed by Underwriter's Laboratories, Inc. and reference numbers are available upon request.

Injectors have no moving parts, nothing to wear out or lubricate, resulting in extremely low maintenance. They are compact, needing no foundation or mounting bracket, and can be installed in any position. Injectors require no wiring, are self-priming and need no bleeding or filling. Injection rate is simple to set and can be quickly adjusted during operation. There is nothing to drain for seasonal shut



down. DEMA offers injectors for many different applications. The standard C series injector has a molded Ryton knob with a stainless steel metering screw. Special models are available for high chemical resistance, high pressure and the use of a metering tip kit. B series injectors have an external adjusting screw for easy compensation to system variations. It efficiently adjusts to flow or pressure changes after installation and allows the system to operate at maximum performance level without a teardown. They are beneficial in high pressure pump discharge line applications when it is desired to keep pressure loss to a minimum. DEMA also has a polypropylene injector for corrosive applications and a new line, Rocket, for high performance and high chemical resistance.

DEMA offers many other products well suited for the car wash market. Their water powered proportioning pump, MixRite, provides accurate dispensing across varying water pressure and water flow ranges and is ideally suited for in-line injection. MixRites are available for different chemical compatibilities as well as



DEMA's St. Louis Corporate headquarters

different chemical injection rates allowing for injection rates anywhere from 1000:1 to 10:1 depending on model. MixRites are easy to use, simply place in-line, connect to the chemical pick up tubing and apply water pressure. No need for electricity! Ease of maintenance is a major advantage when using MixRites. Wear parts, such as lip seals, are incredibly easy to replace making downtime into no time at all. No need to replace the engine, unlike the competition. Every MixRite purchased includes a lip seal kit, at no additional charge. This allows for a year of maintenance, free of charge. CW models of the MixRite, designed for the car wash market work great with most all chemicals

including pre-soaks, different detergents and Triple Foam. In addition to MixRite pumps, DEMA also offers the world class Watch Guard float valve system. Watch Guard does what the competitive systems do, only better. Filled with a water soluble granular mate-



rial, instead of the typical system clogging sand, Watch Guard avoids hang-ups and flooded floors. DEMA's float valve system is easier to service and maintain with a strong focus

on quality and total cost of ownership. It comes with an industry standard mounting bracket for tank mounting simplicity. Watch Guards can be customizable, choosing different seals, inlet connections and metering tip barbs (small, large and dual).



DEMA's growth is rooted in the commitment to customer's success. The entire DEMA team prides themselves in providing the best fluid control and chemical dispensing solutions. Their deep industry experience and flexible plus responsive operations have allowed DEMA and their customers to thrive in this competitive marketplace.

CryptoPay Credit Card System

Engineered to Reduce Fees

STOP PAYING TRANSACTION FEES ON EVERY SWIPE!



Go online now to learn how CryptoPay reduces fees, secures your transactions and simply stops fraud.



Available From: KLEEN-RITE
800-233-3873 | kleenrite.com



**CAMERAS AND ACCESSORIES
 FOR ALL YOUR CAR WASH
 SECURITY NEEDS!**

**8 or 16 Channel
 DVR Security Systems**



**CAT 5
 Cable**

**Infrared Day/Night
 Vari-Focal Camera**



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

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 (CPS3030), ACW4 & ACW5 (CPS3032 or CPS3034), and the Unitec Wash Select Autocashiers (CPS3036 or CPS3038)

- Secure Credit Card Processing that Simply Stops Fraud at the point of credit card swipe
- Reduce card verification time utilizing broadband internet speed
- Reduce your fees with CryptoPay Consolidation
- New Lexan Face Plate provides a fresh, clean, modern look
- GoGreen Online Receipt Service (Included for 1 year)

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CAT PUMPS®



Preventive Maintenance Check-List

Check	Daily	Weekly	50 hrs.	500 hrs.*	1500 hrs.**	3000 hrs.**
Clean Filters	X					
Oil Level/Quality	X					
Oil Leaks	X					
Water Leaks	X					
Belts, Pulley		X				
Plumbing		X				
Initial Oil Change			X			
Oil Change				X		
Seal Change					X	
Valve Change						X
Accessories					X	

* If other than Cat Pumps special multi-viscosity ISO68 oil is used, change cycle should be every 300 hours.

** Each system's maintenance cycle will be exclusive. If system performance decreases, check immediately. If no wear at 1500 hours, check again at 2000 hours and each 500 hours until wear is observed. Valves typically require changing every other seal change.

Duty cycle, temperature, quality of pumped liquid and inlet feed conditions all effect the life of pump wear parts and service cycle.

**Remember to service the regulator/unloader at each seal service and check all system accessories and connections before resuming operation.

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AN ORAL HISTORY of the Car Wash Industry

One operator's journey in the car washing business....

Miracle Car Wash Harrisonburg, Virginia

Before September of 1997, Scott Eichlin was helping run Star Rentals, a family owned rental center. Then Scott's father came up with the idea of getting into the car wash business, eventually convincing his son to become a partner in the new business.

"We hired a contractor to build our new wash from the ground up," explained Scott, "We developed a lot located behind our local mall. It

guidance. It was all trial and error. I had been a mechanic by trade for a lot of years, so as far as fixing things, I could usually figure it out. At times I did call Hydro-Spray for some pointers, but for the most part, my knowledge was pretty much self taught. Now-a-days you can pick up a Kleen-Rite magazine and learn some stuff, but back then there weren't many resources at all."

"Business was pretty good right from the bat. We did a lot of cross advertising with the express lube. We'd give away free car washes to folks who got an oil change. Over time the express lube was so much more management intensive that it just demanded too much of my time. After we built our second car wash four years later, eventually we just closed down the express lube altogether and just focused on the car washes."

Scott's wife Dana started helping out at the car washes in 2004. She started out by doing the bookkeeping. "I hated bookkeeping, but it needed to be done and it gave me something to do. I felt I was doing my part."

Eventually Scott and Dana acquired majority ownership of Miracle Car Wash.

As far as cleaning cars in their part of Virginia, Scott explained, "The truck diesels and soot from off the highway present a specific challenge at times to getting vehicles clean around here, especially after it rains, it will kick up a lot of that soot and deposit it over the back ends of cars in our area. It can be a challenge to clean in the touch

free bays. I'm very diligent to keep an eye on things and ensure we produce clean cars for our customers."

"I like the ability to take time off and be flexible with my schedule while running a car wash. I can't take long

periods of time off as I am the main mechanic and need to be available to fix things, but I can take short amounts of time for myself and family when I need to."

"For anyone looking to get into the car wash business I would recommend that they do a lot of time researching, get to know other operators, check with local car wash associations. There is a lot to learn and networking with others in the business can really be an invaluable resource. I would highly recommend checking out some trade shows and learning everything you can before you decide to buy. As long as someone is willing to put the effort and time in, I'd say go for it, just know what you are getting yourself into. It's a challenging business because of the time requirements of running a successful operation."

Now with four state of the art car wash locations, Miracle Car Wash is a model of success for the people in our industry.



Scott & Dana Eichlin

was a lease with an option to buy."

"The new location was composed of 4 self serve bays, an in-bay automatic and 2 express lube bays. Today the express lube bays are used as service facilities for fixing pumps and the like plus storage."

"We didn't know a thing as far as running a car wash. There was no operational



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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

Attention Self Serve Operators: Time is Money!



We all know that the goal for tunnel and in-bay carwash operators is to move cars through the wash as quickly as possible: more cars equals more money. Well, for self serve operators it may seem counter intuitive to say that we want to keep our customers in our bays as long as possible: because when it comes to self serve customers, more time equals more money!

In other words what we are selling to our self serve customers is time. The more time they spend cleaning their cars, the more money we make. The key then is to make sure you have the types of services your customers want and that your equipment is functioning properly at all times.

So here are some tips for attracting more customers to your wash and maximizing your revenue per customer:

Suck it up!

Think of loss of suction as loss of revenue when it comes to your vacuums. Common causes of loss of suction are leaky seals around the access door to the collection bag, as well as leaky seals around the vacuum motor itself, so check these frequently. Not only is it a good idea to empty the collection bags frequently, but also wash the collection bags periodically to ensure proper vacuum function.



Don't count on your customers complaining to let you know when something needs fixing, more often than not they'll simply drive away.

Make sure everything works

This may seem obvious but it is important to check every wash function in every bay frequently, preferably at the start of every day. Go through each function on the dial in every bay, especially the less frequently used presoak and engine degreaser, to make sure everything is working properly and that you don't have an overlooked maintenance or repair issue that could cost you money from customers not being able to perform complete washes.

Don't count on your customers complaining to let you know when something needs fixing, more often than not they'll simply drive away.

Check your pressure

An often overlooked issue is worn high pressure nozzles. Nozzles wear out over time, which reduces water pressure and cleaning efficiency. Replace your nozzles at least annually and use high quality stainless or MEG nozzles, any extra cost is more than paid back in increased revenue from satisfied customers.



Leaky swivels?

Nothing frustrates a customer more than having colored soap drip on their clothes or hands from leaky swivels, so make sure your swivels are not leaking and replace them as necessary.

What's that smell?

Self serve customers love foam, color and fragrance. The more of these that your chemicals produce the more time your customers will spend on their cars, and the more often they'll return.



Make sure your presoak detergent and foam brush soap generate plenty of foam, color and fragrance. Also make sure each of your chemical services have distinct color and

foam: when the customer turns the dial you want them to see a real difference in color and fragrance.

Making sure your equipment and chemicals are always working at their best will ensure that your customers spend more time on their cars and return more often.

So remember, when it comes to self serve customers, time is money!

By Michael Ilacqua, Trans-Mate Inc.

Trans-Mate
WE MAKE YOU SHINE

Car-Wash Owners: Clear the Grit

How safely handling road debris can eliminate up to 80% of complaints

CHICAGO -- Grit can act like sandpaper, rubbing against the automotive paint jobs that car-wash owners are trying to clean and shine. Gritty road debris, such as small sand particles, often stick to car surfaces due to adhesion, particularly when adhered with dirt or oil.

“Since sand is many times harder than the paint surface, it can mar the surface of paint jobs if left in place,” said Dan Pecora, owner of Erie Brush & Manufacturing, a supplier of car-wash brush and detailing supplies. “So the grit must go.”

While grit is a problem for any paint job, black cars tend to show the marring from grit more than other colors. According to a DuPont Automotive Popularity Report, 18% of cars in North America are black, and black is the second most-popular car color after white.

“Since many of the car-wash complaints come from grit-related paint marring, particularly of black cars, handling the issue can improve both your process and profits,” said Pecora. “Solving the grit problem can cost just pennies per car, and at the same time retain clients who may be worth \$10,000 in lifetime business.”

The problem with cleaning black cars is often caused by the grit stuck in the stiffer, harsher cleaning brushes used at some self-serve and conveyor car washes. The solution is to use softer brush filaments and better lubrication, which together will help release grit.

Eliminate the Grit Problem

While stiffer filaments have their place, they should not be used before grit is removed from both surfaces, Pecora said.

“Unless grit is removed from both the car’s surface and the brush filaments, the harder you push, the more the grit can mar the paint,” he said. “Shiny black paint is prone to such problems because every perceived blemish is more noticeable on its mirror finish.”

Handling the grit problem is critical not only because car-wash owners want to retain customers, but also because nothing hurts business more than an angry customer complaining in person or, worse, online in today’s social-media world.

“No car-wash owner wants to argue with a customer in front of other customers because it makes everyone question your quality and service,” Pecora said. “But the stakes are much higher with social-media reputation apps like Yelp that drive business toward you or away from you. So car-wash owners should not ignore the grit problem.”



Dan Pecora,
owner of Erie Brush & Manufacturing

While a complementary polishing of any area of perceived paint problem will quiet an upset customer, not every car wash has polishing operations. A far better solution for car-wash owners is to eliminate grit before it becomes a problem. Using a softer brush with better lubrication can resolve the situation.

“The softer the brush filament used, whether microfiber, closed-cell foam or hog’s hair, the easier it is to release grit,” Pecora said.

According to Pecora, hog’s hair—actual hair that comes from hogs—is one of the softest materials for handling grit for a number of reasons.

“The hog’s hair has the smallest diameter tapered filament, which helps to make it the softest,”

Pecora said. “Since it is soft, tapered and feathered at the tips, it tends to release grit when properly lubricated and will not grind it into the car surface. Because of the taper, the hairs still retain stiffness for washing up close, if scrubbing is needed.”

Pecora, however, cautions against purchasing cheap brushes, which are typically imported from Asia. These products are usually stiffer, and less dense, than high quality domestic options and are unable to foam feed, which removes grit.



Another aspect to consider is bend recovery.

“Stiffer filaments like polypropylene and polyester may lack sufficient bend recovery, so if a brush is flattened out it could drag the grit along the car’s surface, which is the last thing car-wash owners want to do,” Pecora said.

In part, because domestically manufactured hog’s hair brushes are able to retain their original shape even when bent 90 degrees, some offer almost 50% more brush life than imported options.

Since proper lubrication can release grit as well, it is also important that brushes have enough wet foam holes to enable such lubrication.

In self-serve foam brushes, for instance, some brushes like Erie's FoamMaster offer 6 foam holes on a typical 9-inch brush. This spreads the soapy foam far more thoroughly than brushes with typically 2 or 3 foam holes.

"A continuous flow of soap foam will help to cleanse grit and dirt from the brush head to provide a better cleaning," Pecora said.

As a final word of wisdom to self-serve car-wash owners serious about minimizing grit in their process, Pecora advises posting signs for customers to wash the grit from self-serve brushes and cars before use.

For conveyer car washes, Pecora also advises washing the grit from brushes before use. In addition to this, during the wash, employees should use a tall drum dipping the brush head into the top of the soap solution and stroking the car a few times and then re-dipping the brush allowing the grit to fall to the bottom of the barrel.



Published in CSP Daily News

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Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

Gary shares the answers provided to frequently asked questions by our customers.

What are Kleen-Rite's hours of operation?

Columbia, PA

Pennsylvania Hours of Operation: MON-FRI 8am-5:00 pm EST
 Sales Department: MON-FRI 8am-6:30pm EST
 Technical Assistance: MON-FRI 8am-5:00pm EST
 Accounts Receivable: MON-FRI 8am-5:30pm EST
 Customer Service: MON-FRI 8am-6:30pm EST
(limited availability after 5pm)
 Hours for Customer Pick Up: MON-FRI 8am-5:00 pm EST
(limited availability 12pm – 12:30pm)

Any returns must be called into the Customer Service Department in PA and assigned a RGA number. If you bring the returned product back to the DC the return must be accompanied by the RGA number assigned and customer number.

Grand Prairie, TX

Texas Hours of Operation: MON-FRI 8:00am-5:00pm CST
 Hours for Customer Pick Up: MON-FRI 8:30am-4:30pm CST

Any returns must be called into the Customer Service Department in PA and assigned a RGA number. If you bring the returned product back to the DC the return must be accompanied by the RGA number assigned and customer number.

Las Vegas, NV

Nevada Hours of Operation: MON-FRI 7am-4:30 pm PST
 Hours for Customer Pick Up: MON-FRI 7am-4:00 pm PST
(limited availability 12:30 – 1pm)

Any returns must be called into the Customer Service Department in PA and assigned a RGA number. If you bring the returned product back to the DC the return must be accompanied by the RGA number assigned and customer number.

Who do we contact if we have a return or a warranty question?

To better serve you in returning a product to our facility please make sure to call us at 800-233-3873 and press option 2 for Customer Service. You will need a return number so we can track your return and properly handle the process for you. We are also here to help you find lost packages and damaged shipments. Please note that the manufacturer is the sole provider of the warranty and each offers different warranty services.

In order to view more information on our policies please view the back of your packing slip that comes with your shipment. This is also available in the front of your catalog under Terms and Conditions or you can read it on our website www.kleenrite.com.

Did you know...

When you initially create your Kleen-Rite online account, you need to use your existing account number as well as the email address you have on file. Within 24 hours of successfully creating the account, you will be able to view purchase history and past invoices.

If you use different email addresses when ordering online, multiple accounts will be created. When this is done, we are unable to merge your purchase history and past invoices.

If you have difficulty signing in or creating an account, feel to utilize the Live Chat feature on our website that is available from 9am – 5pm EST.



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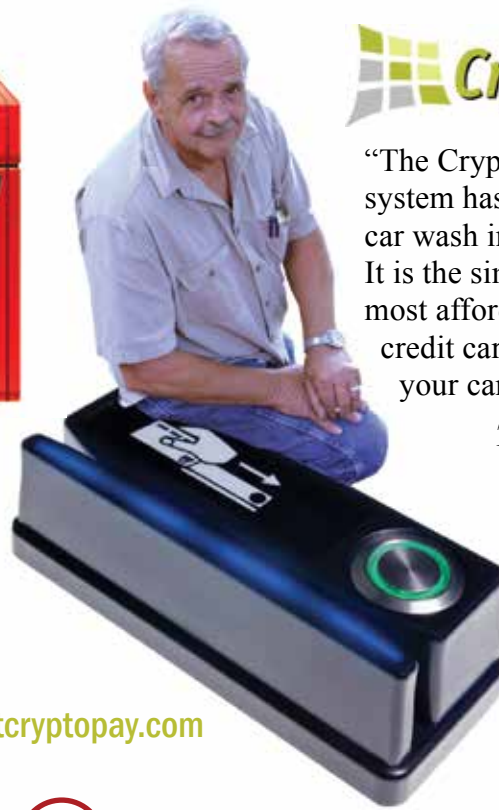




How To Install CryptoPay Credit Card Swipers

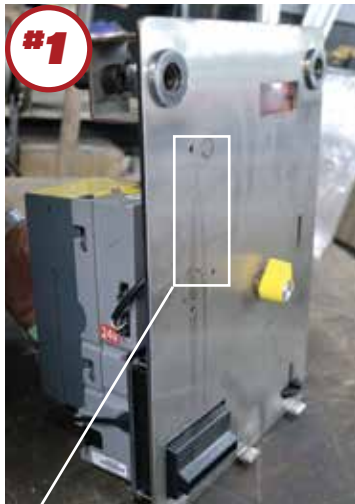
A merchant account should be set up prior to installing your CryptoPay system. If you need help, CryptoPay can assist you in setting up a merchant account.

www.getcryptopay.com



“The CryptoPay credit card system has been taking the car wash industry by storm. It is the simplest, easiest and most affordable way to add credit card acceptance to your car wash.... period!”

*Tom Allen
Senior Technician
Kleen-RiteCorp.*



Choose where on your faceplate you want to mount the swiper.



In our case it is the Bill Acceptor that compromises access to the area where we want to mount, so we remove it for now.



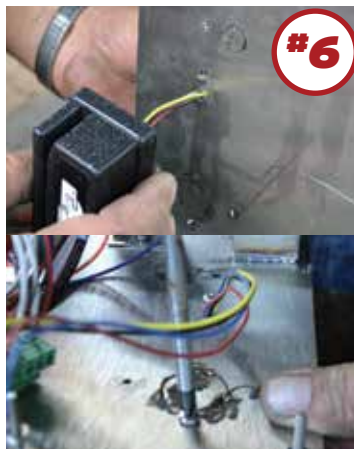
Place the supplied template that comes with the swiper and place it on the inside of the faceplate making sure it is straight. Mark the holes with a sharpie and remove template.



Use a 1/4" Titanium drill bit for the anchor holes and 5/16" for the wire hole. I use a drill press but you can use a hand drill at a low speed.



When done drilling the holes, you will have burrs protruding on the front of the faceplate. These burrs must be removed. You can use a file or gently use an electric grinder until the burrs are flat.



Feed the wire through the hole and then mount the CryptoPay swiper with the supplied bolts.



Reassemble faceplate and turn on 24V power. If the lights on the swiper light up, you are correctly hooked up. You will need a CryptoPay Coordinator mounted near your internet connection for your swipers to work.

Route the wires to the connection point. CryptoPay will work with any timer, but the Dixmore LED7 is the only timer that will allow for the “Count-Up” feature.

Blue Wire: Count Up **Red Wire:** Count Down
Yellow: 24V Hot **Black:** 24V Neutral
Blue wire goes to the White with Black stripe on an LED7 timer. Any other timer the blue wire goes to the coin switch.





Mr. Sharky's *Austin, Texas*

Paul Kennedy had always enjoyed working outside, so he quit his job in law firm management without any idea of what he was going to do next except that he knew he wanted a change. He wound up attending a seminar in Houston about getting into the car wash business. It inspired Paul enough that when he returned home, he began to search for car washes that were for sale.

He found his first car wash in 2004. It consisted of a seven bay self serve with a Water Wizard automatic. The location was great, the property was located where two major routes merged and it brought in great traffic. The wash was located in an environmentally strict part of town which meant there wouldn't be competitive car washes popping up in the future.

"It was tough at first," Paul said, "Being new at this business there was a steep learning curve. I didn't know what questions to ask when I was considering purchasing the wash. So I started to work at the car wash as an attendant for ten hour days just to learn the business. I just dove right in. I was a little stubborn at first if I had a problem or something needed repaired, I wouldn't call the previous owner or the manufacturer, I just tried to figure it out on my own. Trial and error, some things I got right, some things I got wrong. But I learned when I got it wrong. These were invaluable lessons. I learned the proper steps to take to troubleshoot any problems that could come up in the future."

"After a year and a half the first location was doing well, and what I discovered was that the fellow who I bought the wash from was a distributor of certain parts and supplies who was able to get these parts at a much lower price than I could get. I realized that for me to take advantage of larger scale pricing, I was probably going to need more than one property. So the search was on for my next location."

"I purchased two more locations at the exact same time from the developer I got my first car wash from. All the equipment was the same as my current car wash, so I knew exactly what I was getting. I knew that with three locations I would have a better purchase power and would be able to get better deals from some distributors. And it worked out that that was the case, it was a good move on our part to expand to three locations."



"A year and a half after that I purchased our fourth location. It was a little bit different, different seller, different developer. It had a McNeil tunnel and there was a learning curve to that. I had never operated a tunnel. The property was in need of some work, so we got in there and started to replace some of the equipment and do some different things. We put credit card readers into all the bays, which all the other locations always had in the bays and the vacuum stations."

"Some of the upgrades we've done throughout the past few years was to switch to CryptoPay credit card systems. We put in over 21 Air Shammees dryers in the self serve bays. The Air Shammees have been great, each one of them has paid for itself within a year if not sooner, we've got hour meters on them and can tell exactly how much use they are getting. Our customers really like and use them. The great thing about them is the customer is spending time using air and not chemical or water, so basically we are just selling them air. Water is very



Paul Kennedy
Owner Paul Kennedy & Manager Antonio Martinez

valuable here in Austin these days so selling air on a timer in the bay is great for us.”

“We also added two Dog Washes at one location. They both paid for themselves within a year as well. They have definitely brought clients in that might not have gone to the car wash before hand, prior to having the Dog Washes. Sometimes customers will wash the dog and then go ahead and get a car wash, so we are getting two sales for one visit. It has brought in new customers to our car wash.”

Antonio Martinez came on board as the manager of Mr. Sharky’s in September of 2004. Antonio enjoys the car wash industry and taking care of the customers.

“I do my rounds every day to the different locations, take care of any maintenance. Making sure everything is well stocked and working properly. Depending whether certain equipment malfunctions or needs repair, my day is always different than the last. I learned to do repairs as I went along, Paul showed me how to fix a bunch of stuff and the rest I learned as I went along. I really enjoy my work.”

Paul feels that it is very important that customers from any of his locations are able to get in touch with him if they ever have a problem, that’s why he has his cell phone number posted at each of his locations. “I think that’s important because I don’t want anyone to lose a quarter, lose ten dollars or pay for something that they don’t get. There’s a variety of reasons I feel that way but the main reason is it just makes good customer service.”

“We are always looking at improving our car washes. I’d like to add Dog Wash units at some of our other locations. We have to amp that out and decide what would be the best way to do that.”



“Very early on, back in 2004 the person who sold me my first car wash mentioned that Kleen-Rite was the place to go for any parts or equipment that you needed at the best price. I looked around and went to the trade shows and Kleen-Rite, by far had the biggest selection at the best prices. Now that they have a

distribution center here in Texas it has been great, we get our orders the next day. We don’t have to stock as many parts on the shelf because we know that generally we can get the needed parts within a day.”

“I think that the car wash is a great business. I love it, I wouldn’t be in it if I didn’t love it. Anyone wanting to get into this business needs to do their research. We get a lot of customers who inquire about buying our wash and there is a misconception that all they have to do is go and pick up the cash and that’s it. I highly recommend that people do their due diligence and investigation, find out what it takes to own and operate a car wash. I definitely encourage it if you do all your homework and pick out a great location. Hopefully one that is not right across the street from someone else.”

CAR WASH ASSOCIATION SPOTLIGHT:

New England Car Wash Association

In 1973, a group of local industry visionaries, formed and incorporated the New England Carwash Association, a not-for-profit trade association that provides networking and educational opportunities, business services and representation, to enhance the professionalism of the car washing industry in New England. We represent the industry in MA, NH, VT, ME and RI. Membership is company held so membership privileges extend to all employees of member companies.

What does NECA offer its members?

Business Services *Our group buying power can save you money and create efficiencies.*

- Credit card processing services - From TSYS
- Windmaster sign program - The current program has ended but will be re-launched in the future.
- National Car Wash Insurance Program - Expert risk management assistance for our industry

Special Services *We work hard to find new ways to support you.*

- Annual Scholarship Program
- Wash for a Cause - NECA's fund raising web site; an environmentally sound alternative to driveway, charity car washes, to complement existing marketing efforts
- Leadership opportunities – Develop your skills by getting involved in the future of NECA and the industry.

Information/Education *We are the region's source.*

- NECA News Brief - bi-monthly broadcasts
- Northeast Carwasher - quarterly regional magazine
- NECA E-News - quarterly e-newsletter
- Website – www.newenglandcarwash.org
- Dedicated Board of Directors - Representing your interests and ready to share their knowledge and expertise
- Business office is managed by professional association managers
- Fall and Winter Dinner Meetings - educational programs and problem-solving sessions Visit the members-only section of the web site to see copies of presentations.
- Spring Table Top Show and Car Wash Tours - The latest car wash products and services
- Market research - Customer attitude research downloadable from the members-only section of our web site



Advocacy and Public Affairs *We watch your back.*

- Legislative monitoring to help you stay ahead of the regulatory curve and advocacy to address laws and regulations that can cause financial hardship or otherwise interrupt the normal course of business for car wash operators
- Public Affairs - Initiatives to enhance the public's and decision makers' understanding of our industry

Marketing *We want you to prosper.*

- carwashgifts.com - Website developed by NECA for members; Sell gift books, make Group- On type offers and announce specials without sharing the income with a middle man.
- Supplier Showcase - On our Facebook page.
- Web Site Directory Profiles - "Hot links" to your web site from the NECA web site
- "Vendor Spotlight" - E-Newsletter feature
- "Members' Marketplace" - web page to help car washers clear out back storage rooms

Networking *Get to know our members!*

- On-line Membership Directory - Contact fellow members; Customize your listing for maximum advantage.
- Fall and Winter Dinner Meetings - Live opportunities to share challenges and solutions, and connect with others in

the industry

- Facebook and LinkedIn - To facilitate communications
- Annual Table Top Show and Car Wash Tours - Business-to-business networking and one-stop shopping
- Northeast Regional Carwash Convention (NRCC) - Trade show produced by those in our industry for our industry
- Golf Outing - For fun and charity

What's in the works?

- Print version of the "Members' Marketplace"
- Social media advertising to inform the public about the benefits of professional car washing and to drive business to our members
- Annual Golf Outing: Monday, Sept. 28th, Shaker Hills Country Club, Harvard, MA
- Fall Meeting, Dinner and Program: Tuesday, Nov. 17th; Focus on customer relations/dealing with angry customers

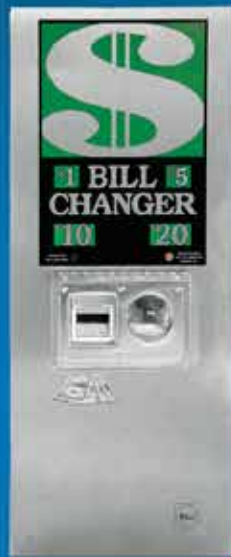
To learn more about NECA: visit www.newenglandcarwash.org or contact our office at 781/245-7400 or info@newenglandcarwash.org



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Century 2**



BC-1400



BC-1200



400 RL



**500 RL C1-2
500 RL C1-3**

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