

# THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 28 February, 2017

**THE BEST  
FOR LESS!**

## **Kleen-Rite Expo Wrap Up!**

A Great Car Wash Event

Taking Credit Cards at Your Wash

## **What's New With Cryptopay?**

A Look at

## **Everwash**

A New Way To Garner Members

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## **Custom Hose Assemblies?**

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Turn selector knob to DE-SALT. Saturate entire vehicle with DE-SALT working from top to bottom. Rinse off vehicle, then turn selector knob to PRESOAK.



- Turn selector knob to DE-SALT.
- Apply low pressure DE-SALT to entire vehicle.
- Apply DE-SALT to remove winter road salt prior to PRE-SOAK.

### Classic Style Menu Strip

SI0130S19 **\$2.00**

### Deluxe Style Menu Strip

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### Classic Coinbox Decal

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**.48¢**

9" x 16" Bay Sign

SIKR090

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Windmaster Sign Insert  
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5 Gallons  
PA5568 **\$45.88**

30 Gallons  
DR30568 **\$189.40**

55 Gallons  
DR55568 **\$604.90**



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**YOUR COMPACT • CONVENIENT • EASY TO USE SOLUTION**

Premium cleaning power packed into 2½ Gallon Jugs

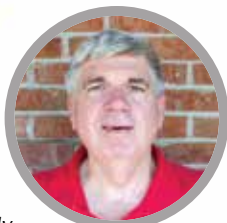
**SHOP NOW!**

**YOU GET  
TWO  
2½  
GALLON  
JUGS  
OF CONCENTRATE**



Each Kleen-Pak includes two - 2 ½ gallons per pack.

*"The Kleen-Pak chemical concentrates proved to be just what we were looking for. They were really compact which we like because we are always tight on space. The price was right and the chemicals really cleaned the cars well."* - Dan Callahan, Glen Burnie Car Wash, Maryland



High pH Presoak	KRKP5210	<b>\$98.56</b>
Low pH Presoak	KRKP5220	<b>\$127.13</b>
Fragrant Presoak	KRKP5200	<b>\$112.84</b>
High Pressure Detergent	KRKP5202	<b>\$112.84</b>
Body Shampoo	KRKP5207	<b>\$84.28</b>
Wheel and Tire Cleaner	KRKP5400	<b>\$95.70</b>
Cherry Sealer	KRKP5303	<b>\$107.13</b>
Drying Agent	KRKP5300	<b>\$87.13</b>
Foam Brush	KRKP5203	<b>\$141.41</b>
Clearcoat Conditioner - Blue, Pink or Yellow	KRKP5305#	<b>\$139.98</b>

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Premium quality brushes made in the USA for over 60 years



## 8" Triple Surface Prep Brush

Fits in a 5 gallon Bucket, Nylon Bristles Flow Through head.

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**\$17.15**



## Triple Sided Hog's Hair

Full 18 inch prep brush! 3 surface angles (plus the sides). Premium, all natural Hog's Hair!

FO1800

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## Monster Foam Brush

Rugged plastic head with soft bumper gasket. 3 fountain holes and 20% more bristles

FO212PBL

**\$47.67**

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## Air Fresheners From the Brand Consumers Know and Trust!

Available from **Kleen-Rite**

*Proven in the Home, Trusted in the Car!*

Patented odor elimination and gentle fragrances deliver a more pleasant driving experience



**SHOP NOW!**

Format	Clean Burst	Springtime	New Car
Vent Clips	AH8200	AH8202	AH8204
Gels	AH8300	AH8302	AH8304
Sprays	AH8400	AH8402	AH8404
Under The Seat	AH8500	AH8502	AH8504
Vent Clips, Counter Displays	AH8200D	AH8202D	AH8204D
Under The Seat, counter displays	AH8500D	AH8502D	AH8504D



Happy New Year and Welcome 2017!!!! What a great time of year, a time to reflect on the accomplishments of the past year and set goals for a productive year ahead. We may not have accomplished everything we set out to do last year but we feel like we really put a dent in our list. How did you do on your list last year?

Two of our largest accomplishments of 2016 were the launch of a new website in the spring and moving to our new distribution center in Pennsylvania at the end of October. Both of these endeavors will help us better serve you in the coming year and we look to continue to improve on these accomplishments this year. We really need to thank our employees for a job well done since they really stepped up when things didn't always go as planned during these transitions. This is not surprising because our employees always seem to rise to the occasion whenever the task calls for it and work regularly at a high level.

We also pulled off another great Expo on November 16th! What a great event with hundreds of customers and many of our key suppliers in attendance. This event was nothing short of outstanding! We even added a day of car wash tours and discussion which was also well received. If you missed it, mark your calendar for November 2018 when we host this fantastic event again in Columbia PA.

Moving forward into 2017, it will not be long before we hit the Expo circuit again and look forward to you stopping by our booth and touching base. We will be in Arlington, Toronto, Las Vegas and Des Moines this spring. We are setting new goals for 2017 and look forward to working with our employees and customers in accomplishing them..... Have you set your goals yet? Give our talented staff a call and let us help make your 2017 a great new year. We cannot thank our customers enough for all of their business - in the past as well as the future! Thank you for allowing us to be Your Reliable Supplier to The Car Wash Industry!

# INSIDE

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## FREE SHIPPING OFFER



We are offering Free Shipping  
on any **ONE** order placed over **\$750.00**  
during the month of February, 2017.

Simply reference Kleen-Scene Offer #28 to your order taker to receive free shipping on your next order to anywhere in the continental U.S.

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

**OFFER GOOD ON ONE ORDER ONLY!**

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

**Offer Valid Until March 1, 2017**

# Kleen-Rite Opens New Warehouse

**MOUNT JOY  
PENNSYLVANIA  
EXPANSION**



## Kleen-Rite Repurposes Empty Warehouse into State-of-the-Art Distribution Center.

### Kleen-Rite Opens New Warehouse.

Kleen-Rite recently converted an outdated factory in Mount Joy, PA and refurbished it into a modern distribution center for distribution of our car wash supplies and equipment.

“We had ruled out buying a single, large but older building, because those roof heights are too low to accommodate our modern storage system. Instead, we explored constructing an 80,000-square-foot facility at our South Ninth Street headquarters in Columbia.” explained Kleen-Rite President, Mike McKonly.



But an architect had mentioned to Keith that older buildings can be modernized and enlarged by raising their roofs. Then, when the owners looked into the Donegal Industries Plant, its marketing materials included details on the cost to elevate its roof. Even with the cost of the roof raising, the site was a cheaper option than con-

“This was a tremendous adaptive re-use project,” said Keith Lutz, Kleen-Rite Vice President.

The key to the conversion of the former Donegal Industries Plant was a rarely used but highly effective maneuver: Raising the 12-foot and 18-foot roofs in the former garment factory to 27 feet. Elevating the roofs more than doubled the storage capacity of the old building.

Kleen-Rite also replaced the plumbing, electrical, HVAC and sprinkler systems, and removed interior walls.

“We took the building down to a shell and built it back out,” said Tom Allen, Senior Technician.

Kleen-Rite moved into its new distribution center in October 2016.



structing a new building in the borough. Plus, the Mount Joy building sits on 18 acres of land, allowing for future expansion.

The Donegal Industries Building was built in several sections, the first opening in 1964, with additional sections being added on over the years. The property is zoned industrial. Donegal Industries made chil-



dren’s sleepwear and swimwear there. The plant’s workforce peaked at 370 in the 1980s.

But as competition from cheaper, foreign-made goods intensified, Donegal Industries steadily trimmed the local workforce, until the plant closed in 2006, idling the last 83 workers. The building then was used for storage.

Kleen-Rite bought the property in January 2015. The facility totals about 105,000 square feet. Some 97,000 square feet is the old factory floor and storage. Another 3,000 square feet is of office space. Another 5,000 square feet is currently unfinished.

The highlight of the renovation job was the roof raising, performed by New York-based Space Technology Inc. The multi-step process starts with encasing interior support columns in steel “sleeves” and perimeter columns in similar, telescoping supports.

Workers then secure lifting hydraulic equipment to the columns, which separates the roof from the building at the rate of a few inches per hour. Finally, materials are added to enclose the higher roof. The new walls were painted in the Kleen-Rite’s signature bright red.

Some 40 out of Kleen-Rite’s 100 employees now are based at the new building. The company anticipates adding some workers as a result of the expansion.

“It will be much easier for our employees with everything under one roof, as well as much cleaner. Guys who were outside all the time will now be inside.” according to Tom.

Kleen-Rite has begun a van shuttle to span the five miles from its

Columbia facilities to the new building for those workers who used to walk to work. The Columbia offices will remain on 9th street and act as the sales and headquarters for all three of Kleen-Rite’s distribution centers.

“It will enable us to more efficiently serve our existing customer base while continuing to grow,” Lutz said



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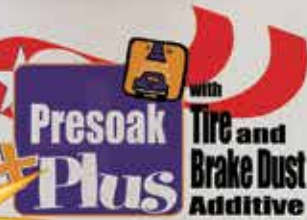
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OFFER  
OF THE  
MONTH!**

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Dust Additive:**

Concentrated cleaning power with the added benefit of a complete tire cleaner built right in to the presoak.

5 Gal	NAPP1005	\$56.34
55 Gal	NAPP1055	\$499.41



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**Foam Brush Plus:  
with Glass & Chrome Enhancer**

Concentrated foam brush detergent cleans the glass and chrome of vehicles providing outstanding cleaning ability.

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55 Gal	NAPP3055	\$402.55



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- Infinitely Adjustable
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- Allows Precise Settings
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- Saves \$\$\$
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# No FOAM?

## TUGGER'S NEW TIPS

Aside from your high pressure pump stand, the foaming brush is probably the most critical function in your self serve arsenal. Although a rather simple setup, problems do present themselves from time to time. One of the most common problems is no foam at the bay. Every car wash has a different setup which makes it unique, but below are some things to try when this happens to you.

**Holding Tank-** Start at the beginning. Make sure the hydrominder is mixing your chemical to the correct ratio. Check the metering tip for any blockage. Also, check the filter at the bottom of the holding tank to ensure it is free of buildup and debris.



Check the metering tip for any blockage

**Solenoid Valves-** Make sure you have proper operation from both your air and product solenoid valves. Valves can get gummed up over time and not open. You may need to take the valve apart and clean it or replace a bad plunger. Check the coil by holding a piece of metal up to it during operation. You should feel the magnetism when energized.



Check the coil with a piece of metal

**Pressures-** Sometimes all that is needed for good foam is a minor adjustment at the regulator. Usually a few psi increase or decrease at the air regulator can positively affect the appearance in the bay. Your air to product psi should be around 20 (air) to 40 (product). You can always start at the bottom, and adjust in increments of 5 psi until you find your perfect setting.



Check the holding tank hose filter

As always, we are here to help in any way we can. Please give us a call, or send us an email if you have any questions or problems.

**SHOP NOW!**



# THE RELIABLE CHOICE



**CJ  
SERIES**

## Self-Priming Shallow Well Jet Pumps

Sta-Rite Jet pumps are an ideal choice for water booster systems in car washes, farms, home, etc. Designed for use in shallow well pumping systems (to 25' lift) or in foam brush, presoak and tire cleaner applications. All pumps are standard with adjustable pressure switches with shut-off pressures to 70 PSI (no pressure switch on CJ models). Available with cast iron, stainless or plastic bodies.  
Maxi Temperature - 122°F Max. Inlet Pressure - 50 PSI



**HP  
HPS  
SERIES**

## High-Pressure Booster Pumps

The HP/HPS Booster Pumps are the most durable booster pump available. The patented SignaSeal™ floating impeller design minimizes thrust loads allowing for continuous operation without damage to motor bearings, mechanical seal or pump hydraulic components.

Max. Inlet Pressure - 80 PSI Max. Working Pressure - 300 PSI  
Max. Suction Lift - 15 feet Max. Temperature -140° F



## Kleen-Rite Learn More, Earn More Car Wash Expo Wrap Up

By Chelsea Dimmig

Another biennial show in the books, and Kleen-Rite Corporation fell nothing short of excellent in their Car Wash Experience, Learn More, Earn More Expo on November 15, 2016 and November 16, 2016. With over 400 attendees and 70 vendors, Columbia, PA was filled with eager car wash enthusiasts.

This year, Kleen-Rite decided to add a bonus day, The Car Wash Experience (November 15, 2016) into the mix which involved four keynote speakers, and a bus tour to three locations in the Lancaster County area. Car Wash operators from all over the nation were able to see and share business ideas, over catered lunch, amongst themselves in order to better their establishments. Bob Rossini from CT CW Association was thrilled to be there and looks forward to Kleen-Rite's next show!

"I really enjoyed speaking in front of the car wash consumers on day one. It was nice to hear and see what other car wash owners are going through and how others could relate



**EARN  
MORE  
TRAINING EXPO**

**Columbia, PA  
Nov 15-16, 2016**

or be aware of certain situations happening to them,” Rossini said. “This was my first expo and the whole event was well planned out and greatly structured. This show has been nothing but a big thank you to all customers and buyers.”

On day two, Learn More, Earn More Car Wash Experience (November 16, 2016) manufacturers like Air Logic and Erie Brush were able to show off their new and upcoming products and talk with customers about what they can do to add more to their car wash. There were several seminars held throughout the day, along with bus tours to the new Kleen-Rite Warehouse in Mount Joy, PA, and incredible door prizes. With chatty banter filling the expo facility, the smell of Little Tree Air Fresheners in the air and the presence of the infamous Bat Mobile, Kleen-Rite Corporation had the profound privilege of housing all things car wash.

“These past two days were really the best way to educate operators on different platforms of car wash knowledge and I couldn’t have asked for a better experience,” Rossini said.



# ARMOR ALL<sup>®</sup> BARGAIN PAGE

The Absolute BEST prices!



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## Pump Spray 4oz. Protectant

Prevents fading, cracking, discoloration.

24 per case  
AR13040

**\$31.25**



The best selling car care vending item.  
A must have for any car wash!

100 Per Case  
V510800

**ArmorAll  
Protectant  
Sponge Pack**

**\$47.99**

## 2 Pack Vending Wipes

Boost your revenue with Armor All Towelettes. 100 packs per case!

**\$60.25**



**Cleaning  
Wipes**

AR17239

**Protectant  
Wipes**

AR17238

**Leather  
Wipes**

AR17237

**Glass  
Wipes**

AR17240

## Flat Bottles

4 oz. Flat Bottle fit easily in your vending machines!

**\$31.25**

**Extreme  
Tire Shine**  
AR17236

**MultiPurpose  
Cleaner**  
AR17233

**Glass  
Cleaner**  
AR17234

**Extreme  
Wheel & Tire**  
AR17235



## Cleaning Sponge

It is safe for virtually all car surfaces and hard on tough stains and marks.

**\$47.99**

100 Per Case  
AR30800



## Tub Wipes

**\$19.60**

6 Tubs per case/25 wipes per tub.

Great for your retail area! Many styles available.

**Protectant Wipes:** AR10861



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Car-Freshners



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**1-800-233-3873**

# LIGHTING:

# LED KITS

## Turn existing lights into LED

For those car washes that have not yet upgraded to LEDs, there are now better ways to turn existing fixtures into power saving LED lights. Introducing the new LEDKIT-U-HE universal upgrade kit for poles and wall pack and the LEDKIT-SC-HE upgrade kit for LSI Scottsdale canopy lights. Enhancements include improved power savings, user flexibility and easier installation.



**Improved Power Savings** - A typical car wash operator will spend 5x-10x more on power costs for the LED light over the light's life than the upfront product costs. Therefore, finding the most efficient light is the number one factor to saving a car wash operator money. The higher the efficacy, or lumens delivered per watt of power

used (lumens per watt), the less money will be spent to operate the light. The new LEDKITS offer 156 lumens per watt light output, a 56% improvement to the previous versions. You'll save 87% on power usage vs. metal halides equivalent light output.

**Improved Flexibility** - Each individual kit comes with an adjustable current driver enabling field based wattage adjustments from 34W to 67W delivering 5300 lumens to 10500 lumens and anything in between. This equates to a 200W-420W metal halide equivalent light. If it's too bright, turn it down. Not bright enough, turn it up! You have the control to adjust the brightness level to meet your needs.

**Easier Installations** - Both versions of the LEDKIT are now easier to install than ever. Use the existing standoffs within your existing fixture to mount the LED light engines simply and easily. The LEDKIT-U-HE now comes with dual mounting brackets for either Hubbell or Lithonia wall packs and can easily be adjusted to fit virtually any pole light fixture today. The LEDKIT-SC-HE is designed specifically to upgrade the LSI Scottsdale canopy lights to LEDs. Indicate if you have either a drop dome lens or the flat lens, and the upgrade kit provided will be an exact fit, without field modification. Installations take less than 25 minutes per light.



**\$298.99** LEDKIT-U

**SHOP NOW!**

# Refresh your car!

The Most Innovative Car Air Freshener Company in the U.S.A.!

# New for 2017!

**SHOP NOW!**

2pk. Dual Scent Mini Diffusers

New Fragrances!

USB Plug-In

Mini Diffuser Singles

Spillproof Canister!



HSA09870 HSA09872 HSA09873  
 Boardwalk Breeze HSA09568  
 Island Coconut HSA09567  
 Perfect Peach HSA09566  
 Wildflowers & Love HSA09579  
 Midnight Black/Ice Storm HSA09538

# TIME TO MAKE A CHANGE?

Upgrade to a Hamilton change machine today and enjoy increased reliability, improved security, and a sleek, modern look.

All of our products are tailored to meet your exact requirements, and our customizable face panels give you exceptional opportunities to market your brand.



Bill to Bill



DRS



RNS



1200FL-S



ER-60

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For information on our full range of high performance Hamilton products, visit [kleenrite.com](http://kleenrite.com) or call 800-233-3873

**HAMILTON**  
ALWAYS LEAD. NEVER FOLLOW.

## NEW VEHICLE SENSING SWITCHES



### PLUG IN CAR WASH MAT

Save time and labor with the new Plug-In Version of the Car Wash Mat you have been using for years. Simply bolt the mat down as you normally would and plug the cable into it. The Car Wash Vehicle Sensing Switch senses the pressure of a car tire. It is waterproof and can be used in harsh vehicle wash down systems, molded from 100% PVC Plastisol. The Plug-In Cable features anti-wicking Dri-run cable which provides the lead wires with added protection from moisture.

#### Features & Benefits

- Heavy duty steel base plate provides solid mounting points.
- IP67 rated mat ensures a long operating life.
- Ramped models have ramped edges for easy roll over.
- Plug system can be added to most popular sizes and styles.

Plug In Car Wash Mat - 5" X 24"	TSCWP524	\$108.58
Connector Insert Plug Sold Separately	TSCIP250WS	\$33.34



### EASY REPLACE MAT

Why replace the complete mat when only half needs replacing? Less money. Less Waste. Less shipping costs. The Car Wash Vehicle Sensing Switch senses the pressure of a car tire. It is waterproof and can be used in harsh vehicle wash down systems, molded from 100% PVC Plastisol. The Car Wash Vehicle Sensing Switch features anti-wicking Dri-run cable which provides the lead wires with added protection from moisture.

#### Features & Benefits

- Heavy duty steel base plate provides solid mounting points.
- Dri-Run Cabling prevents moisture wicking through the lead wires.
- IP67 rated mat ensures a long operating life.
- Easy replacement of Left or Right switch

24" X 30" Mat System - Consists of Both Left & Right Mat	TSCWRS2430	\$506.69
Left Side Mat Replacement Only	TSCWRS2430L	\$253.35
Right Side Mat Replacement Only	TSCWRS2430R	\$253.35



# Wheel-eez® AL-BRITE 3™



**SHOP NOW!**

## Biodegradable • Noncorrosive • Removes the Ugly!

“It’s simple, I can clean wheels equal to, if not better, with Wheel-eez® Al-Brite 3™ than any acid based cleaner I have tried” A.J. Fesler, Waterworks Carwash - Burlington IA

Wheel-eez® Al-Brite 3™ and Wheel-eez® Detail Pro™ are Car Wash Tested, noncorrosive, biodegradable wheel cleaners for the car wash industry that truly work! Both products will protect your investment in equipment and people by offering you an affordable solution to the traditional but harmful wheel cleaners

- Wheel-eez® Al-Brite 3™ is shipped as a 5 gallon super-concentrate which makes 55 gallons of wheel cleaner. It is ready to use for your car wash with a hydrominder or by hand spray at the front of the line. A true HF replacement, Wheel-eez® Al-Brite 3™ cleans wheels without corrosive acids or caustic alkalines, meaning a safer friendlier wheel cleaner that leaves your wheels clean and shiny.

- Wheel-eez® Detail Pro™ wheel cleaner offers the best in class wheel cleaner for professional detailers. Detail Pro™ can be used with ALL Wheel types. It is noncorrosive and safe to use, along with being biodegradable. No more relying on harsh chemicals for your tough to clean wheels.



- Wheel-eez® Wheel Cleaner Before & After

Wheel-eez® was created when Cork Industries started manufacturing cleaners to help clients with the impossibly difficult task of cleaning large printing presses without causing damage or worse; Flash fires caused by using solvents. For this, Cork Industries created Cork-Clean™. Today Wheel-eez® Wheel Cleaner for car washes is a variation of this cleaner and it was adapted for Detail Professionals as well. There are many testimonials from Car Wash owner/operators and professional detailers at the company website RemovesUgly.com such as this end user, Glenn Micklos, East Coast Factory Representative, Performance Machine:

“I have a set of PM Forged 20 Race wheels on the Sprinter in our

contrast cut finish. You are most likely aware that European vehicles have the dirtiest brake pad material in the world. I have tried cleaning them in the past using wheel polish paste with minimal results. I used Wheel-eez®, with absolutely no effort these wheels became brilliantly clean. I was amazed!! This is the best product I have ever used on wheels. They looked like I just took them out of the box new. I would recommend this product to anyone. Feel free to use me as a spokesperson.....I’m sold on this product.”

Glenn is referring to Detail Pro™ which is ready to use: Just spray first with water, then mist Wheel-eez® on wheel. Leave on for a few minutes for tough greasy dust and grime. Agitate as needed and rinse away for a clean shiny wheel.

### A True HF Replacement that Actually Works

We all know that Hydrofluoric acid (HF) is a very nasty chemical

but many car washes still use it, especially to clean wheels. Extremely dangerous, since it doesn’t cause skin burns that you can feel as other acids do, HF seeps through tissue, eats into bones and turns calcium into calcium fluoride taking hours before the burn victim realizes it.

Wheel-eez® Al-Brite 3™ is the cost effective alternative. By factoring in your savings in concrete, conveyers and OSHA required safety gear the cost difference for non-corrosive chemicals may be negligible especially since a five gallon pail is sold regularly for \$195. That is enough product to convert to a 55 gallon drum of wheel cleaner which can still be used with a CTA.

“A safe, friendly car wash environment will be enhanced by using our noncorrosive product “, says Kuczik, Director of Sales and Marketing at Wheel-eez®, “and Wheel-eez® pledges to make that happen. Don’t be misled by caustic and corrosive alkalines and acids.”

Some of the most recently introduced wheel cleaners use hazard labels which signal “Danger!,” because the ALKALINE can cause severe

*continues on next page...*



**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

**SHOP NOW!**



## 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**

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burns, serious eye and internal organ damage and is suspected of causing cancer. Kuczik adds, "So, I doubt that is what the Car Wash Association meant last August, but the ban is coming."

The ICA advisory strongly recommended that carwash owners discontinue the use of HF or ABF (ammonium bi-fluoride) citing member concerns from the owner and vendor community as the reason for changing its previous stance. In some states bans have taken effect or have been initiated.

Is This your  
Wheel Cleaner Label?



### About Cork Industries

Cork Industries has a well-earned reputation for providing innovative solutions to the challenging issues presented by the ever changing industries with aqueous products manufactured at laboratory facilities located in Folcroft, Pennsylvania and Jacksonville, Florida. See corkindustries.com.

After Cork CEO, Frank McDonnell, received degrees in chemistry from St. Josephs University, Philadelphia, he launched Cork Industries which he has owned and operated for 36 years. From inception, and notably ahead of the trend for eco-friendly products, Cork and Frank demonstrated a commitment to sustainability and environmental responsibility.



"Cork has experienced tremendous market share growth in aqueous coatings recently, which led us to manufacture and distribute the Wheel-eez® noncorrosive line. We produce these products in the same facilities where we make our full line of aqueous coatings, and our line of UV/EB coatings which are utilized for direct food contact. Our Wheel-eez® chemicals are safe to ship by USPS, UPS, and Fedex." He added, "Having Kleen-Rite come aboard as a national distributor for Wheel-eez® really puts us on the map with the car wash industry."

Wheel-eez AL-Brite 3  
Wheel Cleaner  
5 Gallon Pail

**\$194.99**

WE1005

Detail Pro Detailer  
32 ounce  
Spray Bottle

**\$11.99**

WE2032

## PUMPS THAT RULE ANY ENVIRONMENT



**Emperor Pump - HTCK4050S**

GPHTCK4050S

GPM: 36.0 - PSI: 1500 - RPM: 800

**\$3,035.00**

The 4050S is designed as a direct replacement (use rail kit #HT150RCK) for Cat's 3535



**Emperor**  
Pumps That Rule Any Environment



### Winter/Spring 2017 Industry Calendar

Visit us at the following Car Wash Shows. ★ - Kleen-Rite Booth

**Feb. 26-28 2017** ★ **Southwest Car Wash Convention & Expo**  
Arlington Convention Center, Arlington, TX  
www.swcarwash.org

**March 7-8 2017** ★ **CARWACS**  
Toronto Congress Centre, Toronto, Canada  
www.toronto.convenienceu.ca

**April 4-6 2017** ★ **The Car Wash Show - ICA**  
Las Vegas Convention Center, Las Vegas, NV  
www.carwash.org

**April 25-26 2017** ★ **Heartland Car Wash Show**  
Prairie Meadows Hotel Casino, Des Moines, IA  
www.heartlandcarwash.org



## Mobile-Powered Membership Sales & Subscription Management Platform

# A New Concept in Monthly MEMBERSHIPS

Can a couple of guys from the health club industry and their nifty smartphone app really help car wash operators double their annual revenue? (And do so with no administrative work, maintenance support fees or added investment from the car wash?)

It may sound too good to be true, but John Cassady and Scott Caplan – founders of EverWash Car Club – say they’ve created an easy to use membership sales and management platform that can do just that.

Our editorial staff at The Kleen-Scene was intrigued by EverWash, and recently sat down with these two guys – business partners and close friends for the past twenty years – to find out if EverWash Car Club’s turn-key membership sales & subscription management platform can really deliver on its promise of doubling wash revenues.

### **TKS (The Kleen-Scene): Let’s start with the basics: Who are you and what’s your background?**

John: Scott and I both come from the health & fitness industry. Scott started and ran the largest health club chain in the Philadelphia market. I started and ran the nation’s largest membership sales & subscription

management company to the fitness industry; selling memberships into the GlobalFit Network of over 8,000 fitness centers nation-wide, covering over 60 million eligible individuals.

### **TKS: How does your health club background translate into helping the car wash industry?**

Scott: Over the past several years, we noticed that select car washes were selling monthly memberships, but coming from the membership-driven world of the fitness industry, we saw that most of these washes could use a little help with their sales & marketing process. We couldn’t help but think they could be generating a ton more revenue from their membership sales. They just needed a more effective and practical way of onboarding members and managing their memberships.

John: After exiting our respective companies we jumped at the opportunity to work together to see if we could build a better mousetrap: one that could help the average car wash operator more easily and sell memberships.

So we took what we knew about the “subscription management business” and teamed up with the best and brightest car wash industry leaders and tech folks to combine best sales & marketing practices with today’s amazing game-changing mobile technologies. One thing led to the other and a few years later we had EverWash Car

**What does it cost to use EverWash?  
Nothing, we are strictly pay-for  
performance/commission only.**

Club. Technically we are a “mobile-powered membership sales and subscription management platform to the car wash industry”.

Scott: In even more simple and consumer facing terms, EverWash is like a gym membership for your car. The app is free and offers users a unique, easy and personalized way to find a car wash, learn about membership options and then easily and securely buy a membership... all from the convenience of a smartphone.

Over 70% of new gym members come from referrals. So with that in mind, we built an “Invite a Friend” feature into the app, so every user can simply push a button and gift a car wash to their friends, helping them “discover a better, more convenient way to wash their car”.





**“So when it comes to increasing revenues nothing in the industry comes close to moving the needle like a successful monthly membership program.”**

**The subscription economy is a fairly complex industry that requires a different set of talents over the skills needed for a pay-per-service business like the car wash industry. The real problem is that most car wash operators simply lack the resources to set up and run a subscription plan that can generate significant sales. It’s just not their field of expertise.**

Our mantra is “Why have customers when you can have members”

John: So let me back up a bit. It’s pretty widely accepted in the car wash industry, and studies show, that monthly members are much more profitable than the average pay-as-you-go car wash customer. So when it comes to increasing revenues nothing in the industry comes close to moving the needle like a successful monthly membership program.

Scott: It’s no surprise that the gym industry as a whole is more accomplished at selling memberships than the car wash industry. Most health clubs reach around 4,000 members, and some have over 10,000. Comparatively, washes that sell memberships often level off at around 300 members with far too few washes even reaching the 1,000+ active membership level.

John: Our mantra is “Why have customers when you can have members”. EverWash was founded on a simple but powerful notion that having more monthly recurring-revenue-producing members, and not pay-as-you-go customers, hold the key to profit increases across the industry.

**TKS: Why is it then that the overwhelming majority of car washes still operate on a pay-per-wash basis?** Scott: The short answer is that it’s not easy to set up a subscription-based sales and marketing

program... not one that works really well anyway. The subscription economy is a fairly complex industry that requires a different set of talents over the skills needed for a pay-per-service business like the car wash industry. The real problem is that most car wash operators simply lack the resources to set up and run a subscription plan that can generate significant sales. It’s just not their field of expertise.

John: EverWash solves this problem, by helping car wash operators focus on doing what they do best: Cleaning cars. And we focus on doing



John Cassidy & Scott Caplan – founders of EverWash Car Club

what EverWash does best: Attracting new customers, selling memberships, and strengthening customer relationships.

**TKS: Many car washes currently have an unlimited monthly membership program. Why do they need Everwash?**

Scott: They don't need us if they want to stay small or are satisfied with their membership numbers. But in the car wash industry, there's only one way to really increase wash volume and revenues, and that's through a really high-powered, professionally managed monthly membership program. And while traditional subscription plans run by individual car wash owners have shown the potential to increase revenues, they typically under-perform, and the burden of managing each and every member is still on the car wash owner.

John: The bottom line is that EverWash helps convert more ordinary, occasional-use customers into higher profit making members when other, less comprehensive and less results-driven, monthly billing and POS systems can't.

EverWash members help generate a predictable and sizeable revenue stream that car wash operators can and should build their business

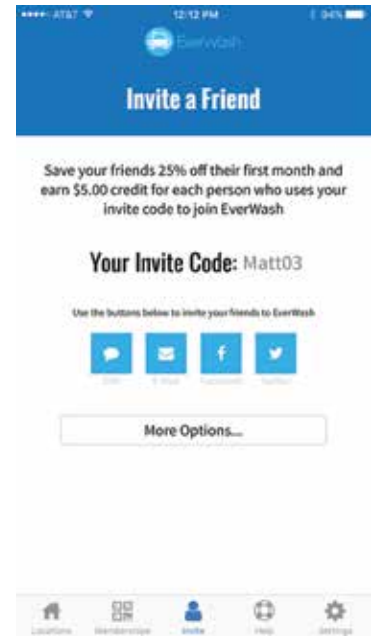
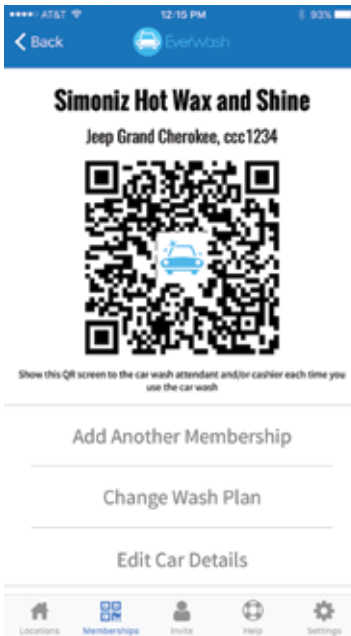


washes: to grow car wash revenue through increased membership sales and to have members around for a long time. This strict pay-for-performance structure keeps us motivated and focused on one task, and one task only: selling car wash memberships.

Scott: Other "monthly unlimited" systems in the industry sell pricey POS and RFID readers to the car wash industry, making money off the car wash owners regardless of whether their membership solution is successful or not.

**TKS: Ok, I get it. But why develop an app?**

Scott: First and foremost the app allows consumers to buy a car wash membership anytime and from anywhere 24/7. Other monthly solutions ability to reach the consumer and sell memberships is limited to



**So they can add cars, update their payment information, upgrade their wash plan, refer friends, cancel a car, review payment history and so on...all from the palm of their hand.**

around. Rather than having to start each day at zero and having to chase each dollar, the EverWash platform helps leading operators generate upwards of \$20K to \$50K each month in recurring revenue regardless of customer usage...rain or shine.

**TKS: How is EverWash different from other membership platforms that already exist?**

John: We are the only membership solution on the market that is strictly pay-for-performance. In other words, we give the EverWash platform, free-of-charge, to the car washes and then we operate on a commission-only basis, so we only make money based on the actual amount of revenue that the EverWash platform generates. That means EverWash shares a common, deeply aligned goal with its partner

the few short minutes that they're physically at the carwash. And the app also allows members to manage their membership. So members can easily and securely add cars, update their payment information, upgrade their wash plan, refer friends, cancel a car, review payment history and so on...all from the palm of their hand.

John: In every other area of their lives, car wash customers rely on their smartphones to schedule and manage their lives. Our solution builds on this, with an app-based service that puts getting their car washed top-of-mind in their hectic lives. Our app is free to download and is based on the concept that apps make our lives easier to manage. This is the thinking behind very popular apps for tracking exercise, eating well, ordering food, and calling for a ride, among the many

other things people do through apps today. And business that don't provide that value or don't engage in mobile commerce will fade from view.

**TKS: So what's with the network? Why would joining a network of other car washes increase individual owner revenue?**

Scott: It's actually a fairly simple concept – but critical to that revenue increase we've been talking about. When car wash operators join our partner network, all of a sudden they are empowered by the strength of being part of a much larger system – with the economies of scale that larger companies enjoy, but still keeping all the same small-business advantages they love and count on. We come in and it's like they hired an ad team and marketing experts and an entire tech department—full of smartphone-savvy app programmers --- all of which sets the stage to generate a significant and sustainable source of revenue, and at absolutely no investment cost to the car wash owner.

**TKS: You say that your solution includes marketing services. Can you tell me more about this?**

John: In addition to designing beautiful, customized menu boards and windmaster signs for each car wash, EverWash also manages direct-to-consumer campaign marketing. Our goal is to keep customers thinking about getting their car washed. We send targeted promotional emails and texting campaigns to members and prospects, with special offers that align with customer behavior. We also run direct mail and social media campaigns.

These services are crucial to reaching new customers. Our plan also includes referral and loyalty programs that encourage members to invite their friends to download the app and join a monthly membership plan. This is tremendously important for generating a steady stream of customers. It really is difficult for a small-business owner to create this kind of customer benefit. They need a solution that has been developed, tested, and refined -- which is then easily put into action, with no additional hardware, software or equipment purchases.

**TKS: So, given all the great things that your solution provides, why do so many car washes still rely on pay-per-wash sales?**

Scott: Honestly? Because until now, they didn't have the chance to partner with a company like EverWash. I mean, we've spoken with many car wash owners who definitely know they need more customers to move that revenue needle. But introducing and then managing a customer subscription plan is a very complex operation. It requires a specialized skillset, with significant knowledge of sales, marketing, IT, and customer relationship management. Most car wash owners don't have the time, money, or expertise to do this. It's really a tremendous amount of work to manage customer subscription plans day in and day out.

**"The EverWash mobile app is a sight for sore eyes. Easily the best monthly membership solution in the business."**

**-KC Fordham  
KC's Car Wash**



# Less Down Time = More Profits



**No Kinks  
No Hose Twisting  
No Problems**



## Automatic Car Wash Swivels

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Available from Kleen-Rite



The problem facing car wash operators is that finding potential members then convincing them to join a subscription plan is just the beginning. After they sign up, car wash operators then have to communicate with & nurture these new customers to keep them connected to the brand. This means taking care of their service needs, communicating with them about promotional offers and other

calls-to-action, and managing their payments and accounts. Doing all of these things well requires the full-time effort of a dedicated team, a luxury that small businesses often cannot afford.

**TKS: So tell me again, what does it cost to use EverWash?**

John: Nothing, we are strictly pay-for-performance/commission only. All fees are based entirely on additional revenues generated from new EverWash members.

**TKS: Thanks for taking the time to chat with us about your product. Any final comments?**

Just that we love what we do and we want to share our enthusiasm, expertise and successes to be a catalyst of innovation and a vibrant leader in the Car Wash Industry.



Can car wash owners really attract an unprecedented level of new customers and increase revenue so dramatically over a relatively short period of time, with no added costs? It seems that yes, apparently, they can – if they take advantage of what John and Scott’s EverWash Car Club’s membership sales & subscription management platform has to offer.

**Want to find out more about EverWash Car Club?**

Go to [morewashprofits.com](http://morewashprofits.com) or give Kleen-Rite a call: 800-233-3873

**AVAILABLE FROM**  
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## Auto Pressure Sprayer

### Chemical Resistant with Viton Parts & O-rings

Great for cleaning vehicle tires and engines. Can be sprayed continuously with one hand because of the clever lever lock that makes it easy to spray large areas. Chemical resistant sprayer has special parts that greatly extend the range of compatible chemicals so that you can dispense the broadest range of chemicals.

SB64870

**\$12.99**



## Spray Master™

### The Ultimate Trigger Sprayer with 32 oz. Bottle

The only sprayer to come with a **5 YEAR GUARANTEE**. The sprayer contains improved chemically resistant components, and we've added a padded end cap so that the sprayer rests even more comfortably in your hand. Delta's SprayMaster continues to offer high output performance in a powerful package of great design and heavy duty chemical resistant material construction. The bottle is made of a thicker resin which offers greater durability and longevity.

SB32112

**\$6.50**

## Funnel Master Pro



### Blue Threaded Funnel for 24mm & 28mm Neck Finishes

The Funnel Master Pro is an easier more convenient way to fill various sizes of reusable bottles. Dual Thread allows fitting on both 28/400 and 24/400 neck finishes.

Enjoy wobble free filling with a funnel that fits most 4 to 32 ounce bottles. The Funnel Master Pro comes with a built in hook that attaches to jug handles to prevent loss. Made of Polypropylene.

FUNNEL01

**.99¢**

## Remote Trigger Sprayer



### with 36" Dip Tube

The power and durability of an industrial quality sprayer. This work-horse Remote Trigger Sprayer is perfect for large spraying jobs, and the fully adjustable nozzle allows you to choose how to apply liquids, from a widely dispersed spray to a concentrated stream. The 36" dip tube gives you the flexibility to get the Remote Trigger Sprayer head close to the job while holding the jug in your other hand. Ergonomically designed to help reduce fatigue from prolonged use. This product is perfect to use when you need to dilute concentrated chemicals and apply them over large areas.

SBT921

**\$1.50**

## Delta Orbital Sprayer™

### Sprays Upside Down, On It's Side and Upright!

Imagine spraying cleaning products under, around, or into hard-to-reach places. No longer do you have to bend down to keep the sprayer upright or to spray low places - now you can simply turn the bottle upside down and spray. Think how much easier it will be to spray wheels and tires when you don't have to worry about keeping bottles in the usual upright position. Landscaping, plant care, cleaning, and other chores are all made easier and faster using the Delta Orbital sprayer. The Delta Orbital spray bottle has check off grids and graduation scales for identifying and measuring contents. **24 oz. Spray Bottle.**



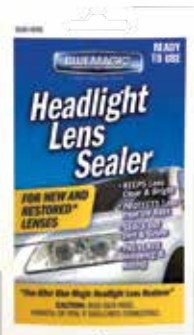
SB24012

**\$2.20**

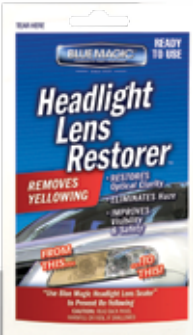
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 Toll Free Order Line: 800-233-3873

# Products That PERFORM.



100 PER BOX  
**VSNA240**  
**\$104.99**  
 Decal: DEV730



100 PER BOX  
**VSNA247**  
**\$104.99**  
 Decal: DEV725

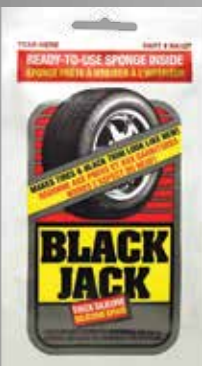


100 PER BOX  
**VSNA245**  
**\$104.99**  
 Decal: DEV235



- Removes road film and blinding smears
- Interior and exterior use
- Disposable
- Never messy

100 PER BOX  
**VSNA10C**  
**\$19.95**  
 Decal: DEV25



100 PER BOX  
**VSNA27C**  
**\$39.00**  
 Decal: DEV35



100 PER BOX  
**VSNA17C**  
**\$39.00**  
 Decal: DEV17



100 PER BOX  
**VSNA16C**  
**\$39.00**  
 Decal: DEV16



100 PER BOX  
**VSNA15C**  
**\$39.00**  
 Decal: DEV15



100 PER BOX  
**VSNA19C**  
**\$39.00**  
 Decal: DEV19



100 PER BOX  
**VSNA25C**  
**\$39.00**  
 Decal: DEV30



100 PER BOX  
**VSNA28C**  
**\$39.00**  
 Decal: DEV40



**KLEEN★TEAM**



**Lauren Robinson**  
Sales/Customer Service

**THE KLEEN★TEAM**

**Lauren Robinson**

Columbia, Pennsylvania

I have been working at Kleen-Rite for 11 years. Some of my responsibilities are running the morning web orders, answering the customer service e-mail and answering live chat. I also help out in other departments such as customer service.

When I am not working I am spending quality time with my family, to which we will be adding a baby boy this April! We love going for walks, going swimming at nanny and pappy's pool and going to the playground.

*We'd like to thank Lauren for her dedication to our customers and for all her hard work.*



# Tired of Dirty Bay Walls?

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# CREDIT CARD SYSTEMS:

# Cryptopay

**COST-EFFECTIVE.**

**SECURE.**

**SIMPLE.**

## **Kleen-Rite 2016 Expo**

While exhibiting at the 2016 Kleen-Rite show in November, I spoke to a packed room on credit card acceptance. We discussed the need to start accepting credit cards at the car wash and avoid being 'Penny Wise and Pound Foolish'. The term 'Penny Wise and Pound Foolish' means to be extremely careful about small amounts of money and not careful enough about larger amounts of money.

## **Understanding Credit Card Fees: Penny-Wise**

Credit card fees are a reality for business owners and especially concerning for owners with low credit card tickets. The challenge in the car wash and laundry markets is tickets are mostly low. Often the credit card ticket for drying a load of clothes or washing a car is under \$2. The problem this poses is how to provide credit card acceptance on low ticket services while minimizing credit card processing fees - CryptoPay Consolidation was developed to address this problem. CryptoPay consolidation does two things to reduce merchant fees; it raises the ticket average and reduces the number of submitted transactions.

**Key Point:** It is important to understand that credit card fees are directly proportional to the credit card ticket and raising the ticket average lowers the fee rate.

**Key Point:** Adding additional CryptoPay Swipers, to other devices, will provide more CryptoPay Ticket Consolidation reducing merchant fees.

## **Raise the Ticket Average: Low Ticket vs. Higher ticket**

- \$2.50 self-serve bay credit card ticket: \$0.30 cents in fees = 12% (Low Ticket)
- \$9.00 automatic tunnel wash credit card ticket: \$0.30 cents in fees = 3.3% (Higher Ticket)

## **CryptoPay Consolidation - Car Wash**

CRYPTOPAY CONSOLIDATION is one of the key innovative features of the CryptoPay Credit Card System which reduces the car wash owners processing fees. Example: A customer visits your car wash and swipes her credit card to start the automatic, and is charged \$10.00. Ten minutes later swipes her card twice at the vacuum, and is charged \$1.00 per swipe. CryptoPay combines these three charges into

one \$12.00 charge that is submitted to the credit card company. The result is only one merchant fee for the three purchases. Other systems would charge one fee for each separate purchase.

Transaction ID: H51733		
Automatic	(ACW 1)	\$10.00
Vac	(VAC 5)	\$1.00
Vac	(VAC 5)	\$1.00
<b>Total</b>		<b>\$12.00</b>

- \$12.00 consolidated ticket: \$0.30 cents in fees = 2.5%
- **CryptoPay Consolidation raised the ticket average lowering the rate and avoided \$0.60 cents in fees**

## **CryptoPay Consolidation - Laundry**

Transaction ID: 017916		
Washer	(40Lb #6)	\$5.00
Washer	(40 Lb #7)	\$5.00
Washer	(60Lb #1)	\$7.00
Dryer	(Dryer F)	\$1.00
Dryer	(Dryer C)	\$1.00
Dryer	(Dryer F)	\$1.00
Dryer	(Dryer C)	\$1.00
Dryer	(Dryer F)	\$1.00
Dryer	(Dryer C)	\$1.00
Dryer	(Dryer F)	\$1.00
Dryer	(Dryer C)	\$1.00
Dryer	(Dryer H)	\$1.00
Dryer	(Dryer H)	\$1.00
Dryer	(Dryer H)	\$1.00
Dryer	(Dryer H)	\$1.00
<b>Total</b>		<b>\$29.00</b>

The example above shows fifteen customer transactions consolidated into one final \$29.00 charge.

- \$29.00 consolidated ticket: \$0.30 cents in fees = 1.03%
- **CryptoPay Consolidation raised the ticket average lowering the rate and avoided \$4.20 cents in fees**

**Key Points:** Raising the ticket average lowers the fee rate. CryptoPay transaction consolidations reduces fees by reducing the number of submitted transactions



Cryptopay works in coin-op laundromats.

continues on next page...

## Not Accepting Credit Cards: Pound-Foolish:

Information from the International Car Wash and Coin Laundry Associations clearly indicate an increased trend in the use of cashless payments in the self-serve and coin-operated markets. The changing demographics and increase in population will continue to contribute to this growth. It has been pointed out that Millennials are renting, don't carry cash, and use their credit and debit cards for products and services, which will further drive the trend of cashless payment. Another indicator showing an upward trend in credit card acceptance is the 2014 Auto Landry Self-Service Survey which showed that 23% of all new equipment purchased was credit card acceptance. To choose not to address this trend toward cashless payment could be pound-foolish.

## Car Wash Case Study:

The following information was provided by Jerry Bearden on his 7 bay self-serve car wash. The information reveals a significant increase in revenue after adding credit card acceptance. The carwash price is \$2.50 for four minutes and the average return per credit card user is \$7.60.



Ken's Car Wash, Turlock, CA

### Ken's Carwash: 2011/2012 revenue comparison bay revenue vs. credit card

Revenue Source	2011	2012	Difference	% Gain
Bay Revenue	\$83,540	\$76,286	-\$7,254	-8.7%
Credit Card Revenue	\$0	\$15,353	\$15,353	18.4%
<b>Total Revenue:</b>	<b>\$83,540</b>	<b>\$91,639</b>	<b>\$8,099</b>	<b>9.7%</b>

### Ken's Carwash: 2012/2013 revenue comparison bay vault vs. credit card

Revenue Source	2012	2013	Difference	% Gain
Bay Revenue	\$76,286	\$77,881	\$1,595	2.1%
Credit Card Revenue	\$15,353	\$23,718	\$8,365	54.5%
<b>Total Revenue:</b>	<b>\$91,639</b>	<b>\$101,599</b>	<b>\$9,960</b>	<b>11%</b>

"I have used it since December 2011 in a 7 bay self-serve. Product is easy to install and very reliable. Technical support is extraordinary. I'm contacted via e-mail if my system goes down to alleviate customer frustration and loss of revenue. My revenue via CryptoPay has increase each year with the customer normally using \$5.00 - \$6.00 of time versus those who insert coins and make a mad dash to wash vehicle in the initial 4 minute time period particularly when the beeper sounds. Summary....great product, excellent support, equitably priced, increased revenue each year...what's not to like."

- Jerry Bearden, Owner, Ken's Carwash, Turlock, CA



## CryptoPay - New Products and Services

CryptoPay has been very busy developing new products and services including a new swiper for glass front MDB vending machines, a new swiper for the laundry industry, a new fleet card service, and our site analytics service. A brief description of these new products and services is provided below.

### CryptoPay Credit Card Swiper - Glass Front Vending Machines

CryptoPay MDB swiper works with level 2 MDB Glass Front Vending Machines. Swiper includes a daisy chain cable allowing swiper to be installed on the MDB bus in line with the vending machines coin mechanism and bill validator. No Monthly Fees and CryptoPay Transaction Consolidation. Kleen-Rite Part# CPS3005-20



### CryptoPay Swiper - Laundry

CryptoPay Laundry Swiper works with washers and dryers in the laundromat. The CryptoPay Swiper Laundry includes a relay kit and power adapter designed for the laundry needs. Kleen-Rite Part#: CPS3005-25



"We wanted to add credit card acceptance in our coin laundry but we had trouble finding a system that seemed to fit our scenario. All of our washers and dryers have coin mechs that accept quarters, dollar coins, dollar tokens, and that proved a challenge for some of the companies that provide the equipment for card acceptance. I knew CryptoPay was huge in the carwash industry so I called Dave and he immediately said our mechs were no problem for them. He walked us through the simple installation and the system has worked flawlessly. We have really liked CryptoPay because it was a good value and it gave us the opportunity to add swipers a few at a time. The site analytics also provides us with very good reporting. - STEVEN DAWKINS, Peanut's Inc., Georgia

### CryptoPay Fleet Card

The CryptoPay Fleet Card Service provides a fleet card service to customers that are interested in washing their fleet vehicles including: Police Departments, Utility Companies, Towing Companies, Oil and Gas Pipe Line Companies, Colleges and Universities, Car Dealerships. This



program allows your fleet customers to establish an account with your car wash and builds stronger relationships with your fleet customers. CryptoPay Fleet Card Service includes the Fleet Account Management Tool. This cloud-based tool allows you to create new fleet accounts, assign cards, and view transaction by fleet account or fleet card. You can also create fleet invoices showing fleet transaction date, fleet card user, and total transaction charges. Call CryptoPay for pricing.

### CryptoPay Site Analytics

CryptoPay Site Analytics is a powerful tool providing the car wash owner with data to support business decisions and identify areas for improvement. CryptoPay Site Analytics is a cloud-based tool that provides credit card data of your wash sites daily totals and purchases, purchases by device and type, purchase data by day of week and time of day, and autocashier purchases. CryptoPay Site Analytics also includes a printable executive report that summarizes the data for the car wash owner. Data provided in the executive report includes: number of purchases, average purchase amount, how many bank fees where avoided with the CryptoPay Consolidation Feature, and a side by side date comparison of total credit card sales. Call CryptoPay for Pricing.



### CryptoPay Retrofit Kits

The CryptoPay Autocashier Retrofit Kits, though not a new item, continue to be a very popular item. Kits are available for the Hamilton Goldline, Hamilton ACW4 and ACW5, Unitec Wash Select II, and American PayStation. CryptoPay Retrofit Kits provide secure credit card processing, reduce credit card verification time utilizing broadband internet speed, and reduce your fees with CryptoPay Consolidation. Call Kleen-Rite for pricing.



### Closing Comments

We covered a lot in this article, not being 'Penny Wise and Pound Foolish', the benefits of CryptoPay Consolidation, looked at a car wash case study, and we provided an update on CryptoPay's new products and services.

In closing I want to say, "Thank you for all your support!"

Dave Richards – CryptoPay



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MICROFIBER VEND PACKS

**EXTRA PLUSH!**  
Individually Wrapped  
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# Profile in Success

# Manor Car Wash

By Chelsea Dimmig

Pennsylvania raised, Chris Woelfle found himself drawn to the workings of motor vehicles leading him into the car wash business today. Owner of Manor Car Wash, Woelfle maintains an efficient and flexible credit card operated auto wash and pet cleaning facility.

Starting as a fabricator welder and working his way through, Chris bought into a Sunoco Service Station with a partner in 1985. Shortly after he ended up putting in a one bay car wash on the side of the building and eventually expanded to Manor Street in 1988.

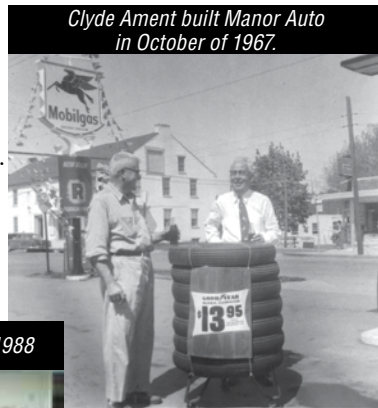
“I’m essentially living the previous owner’s life, living in the Millersville, PA house he grew up in and now running his car wash business, it’s pretty spectacular to say the least,” Woelfle said.

Manor Street Car wash was built in October of 1967 and was owned by Clyde Ament. Soon after that it was passed down to his son, Danny Ament and was bought by Chris on April 1, 1988.

To Chris, owning a car wash seemed like a pretty easy task to take on. He wanted the repair shop that was attached to Manor street wash so he thought why not!

“I knew that Manor wash needed some serious repair and I did it almost as an afterthought and somehow it built itself into a great business.”

With everything that Chris has done, Kleen-Rite has supplied him with majority of his products. Grabbing ideas out from their bi-annual Kleen-Scenes, attending shows, Chris is constantly updating and keeping up with the

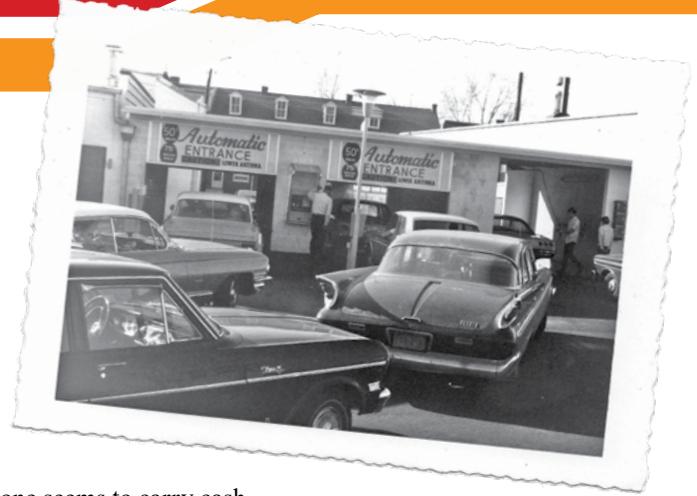


Clyde Ament built Manor Auto in October of 1967.

Chris Woelfle bought Manor Auto in 1988



new technologies in the car wash business. Using things like Cryptopay, a credit card acceptance system, was the best thing that Chris could discover for his customers.



“No one seems to carry cash on them anymore especially quarters or coins of some sort, so switching over to Cryptopay really saved me time and accumulated a lot of revenue.”

Weekends, Chris says is his busiest time of the week so you have to make sure that everything is working constantly. Going out and checking your equipment every day, making sure all booms and swivels



move in a constant motion. Even the little things like picking up trash and making sure your car wash is in pristine condition, makes all the difference.

“I have had people come up to me and personally thanking me for keeping my car wash the way I do. They appreciate the fact that when they swipe their credit card everything works, and they don’t have to worry about wasting their time and money at a place that’s not functional. If you take pride in your car wash, people will reciprocate that feeling back.”

Chris says car washes make up for what you put into them. They are a huge investment but if you’re willing to spend the money and time, you will make that up right away. Owning an auto mechanic shop, Chris also says his three bays almost exceeds the revenue from the 30-35 cars that come through for auto repair.



want to start a car wash today. It's a process that you must take your mind through and really figure out if financially you can really do such a business.

“Be prepared to not eat for a while, for getting into the car wash business takes time and perseverance to build up. You must get smart and have the ability to fix your own equipment otherwise you won't survive. Pay attention to technology and do not ignore it. But above all, expect the unexpected.”

Chris has been in the car wash business for many years and has learned along the way what it takes to be a successful business owner. He says keeping your car lot clean and clear is a must, making sure traffic is flowing properly is a must, and having spare parts for everything on your shelves is a must. Chris says there isn't anything he doesn't have that is not already on the shelf.

“This industry is a mind game, you have to always be one step ahead in order to be on point with everything you do. Even if I don't need a certain part right away, I still have it on my shelf because you just never know.”



“Car washes are without a doubt something to get into, you just have to be willing to educate yourself and have patience.”

With as many machines and operations happening throughout the day, it's inevitable that things are bound to break down. As a car wash owner, you have to be able to delegate your time and know which things are the most important to fix first.

“I don't know how you could get into a business like this and not have any knowledge of plumbing or electrical of some sort. I don't like to waste time or money so if I have to call a repair man to come out each time to repair something, that is just not something I want to worry about or spend my money on.”

Chris installs everything himself, whether it is the wiring of a new machine or building a new bay. These kinds of mechanical issues can be complicated and if you do not have the knowledge about these issues, continuance to survive may be close to non-existent.

With that being said, simplicity is always the answer with a hands-on business such as this. The more complicated you make things, more than likely your customers will leave and move on to the next car wash.

“When I first started, I had only 2 options in my self-serve bays and now I have 8. I have come to find that more options do build more interest and time with customers but I have also found that it can confuse them as well. Some people just want wax but end up getting other things as well which discourages them but that is how the system works. I've added self-serve tire shine, foamy brush, and awesome Air-Shammee-blow dryers.”

It's not every day someone just wakes up and says to themselves I



*The roof and beams over the wash were replaced in the summer of 2016.*





DID YOU KNOW?:

# We Make Custom Hose

*Kleen-Rite Custom Hose Assemblies*

Successful car wash operators know the importance of keeping replacement hose on hand for ensuring timely repairs when a hose inadvertently ruptures or a fitting fails. A worse case scenario is having a hose go out on you on a Saturday afternoon or Sunday when any local hose source like NAPA is closed. Now you're down for a large portion of the weekend. You're not just leaking water, you're bleeding money while your hoses are malfunctioning.

That's why Kleen-Rite has been offering custom made hose assemblies for decades. Our professional hose department are continuously busy cranking out custom hose and fittings on a daily basis. Customers specify the type of hose they want, the desired length and the fittings they need on each end and we do the rest. Delivering custom made hose assemblies to our customers is a service we pride ourselves on.



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- SUPER bright 2.5"x 3/4" LED display
- 24 VAC timed output
- Credit card input with advanced features
- + All standard features of the LED5 & LED7 timers!

**\$249.99** DML6D



## Dryer Time Display

- One pulse start - no timed output
- 4" numbers
- Counts down in seconds or minutes
- Standard 110V
- 9.5"W x 11"T x 2"D Stainless Steel Enclosure
- Mounting stand available

**\$419.99** DMD200



## LED9 Bay Timer

- 2.25" X 7.75" Super bright display
- 12.25"W x 8"T x 2"D stainless steel enclosure
- Credit card compatible
- Programmable greeting message
- English and Spanish language functions
- Bonus time & courtesy time
- Last minute warning output
- Built in inventory features
- Remote washdown
- Fully operator programmable
- Multi function version available
- + Many more features!

**\$472.99** DM9SS

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Our Senior Technician, Tom Allen shares his thoughts on what type of hose every operator should keep on hand for emergencies.

“Ideally, every car wash operator should have one to two hose assemblies for every bay on hand plus at least one foamy hose for each self serve bay as well. They also want to have enough bulk hose with reusable fittings for your feed lines to your bays. A couple reusable ends and hose unions for quick fixes of overhead bay hoses. I also like to keep low pressure polytubing on the shelf as well with unions and fittings.”



## MOST IMPORTANTLY: Be sure to stock a spare of your high wear hoses!

Kleen-Rite offers stock length hoses as well as custom hose lengths...

Things to know prior to ordering?

- What diameter hose...1/4", 3/8", 1/2", 1" or 2".
- High Pressure or Low Pressure? What is your psi requirement?
- What length hose?
- What size fittings? We offer a variety of size and styles...
  - Male Permanent
  - Male Swivel
  - Female Pipe
  - Male & Female 37 degree JIC
  - Male & Female 45 degree SAE

\* Custom hoses take time to make and in most cases will result in a slight delay in shipping.

\* Low pressure hoses, double wire hose and certain fittings are only available out of PA.

You can save a lot of money buying your hose from Kleen-Rite, our prices are cheaper than locally sourced hose outlets so you'll save a good bit of money. Check our catalog or website for a full listing of stock hose assemblies or give us a call with your custom hose needs!



## Introducing a NEW Tougher Shut-Off Gun from Giant that Stands Up to Demanding Car Wash Use

PU21495



WEEP GUN

- \*New stronger gun housing
- \*Withstands higher impacts
- \*Same great gun performance

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PU21906 Regulator



PUP56W Pump



PULP123 Pump



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# 12 ft FEATHER FLAGS

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CWF15195



CWF5061D



CWF15364

## 12 ft FEATHER FLAG HARDWARE

Pole with Ground Spike for grass/dirt surfaces



\$49.99 CWF1708

Pole with X-Brace for hard surfaces



CWF1702 \$69.99

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NEW \$17.99



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CWF50031



CWF50032



CWF50072



CWF50073

### 5 ft FEATHER FLAG HARDWARE



CWF0555



CWF0556



CWF0559



CWF0558



CWF0557

### 20 ft AIR DANCER with blower

ONLY \$259.99



CWI200034C



CWI200064C



CWI200070C



CWI200074C

\*other options available

### 10 ft AIR DANCER with blower

ONLY \$198.99



CWI200112C



CWI200113C



CWI200114C



CWI200135C

\*other options available

# MORE SELECTIONS ...



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... **MORE REVENUE**

## MEGA-VENDOR III



- Glass front vending machine which is available in two different configurations: 6 product trays, or 4 product trays with 2 drink trays.
- The machine will vend 41 to 56 items depending on product size.
- Mega-Vendor™ III is rated for outdoor use
- Built in security features including: Heavy gauge steel lock cover, triple pane heated glass protected by a polycarbonate panel, steel vandal panels, and a steel keypad cover built in. These features combine to enable use without a security enclosure.

- 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
- Remote sales and inventory monitoring available
- Vendor sensor guarantees product delivery or refund
- Suitable for indoor and outdoor settings
- Available in 6 different colors: Sunset Orange, Signal Yellow, Granite Gray, Traffic Blue, Track Black, Ready Red
- ADA compliant
- 150 lbs.

Part#	Description	Validator	Price
MG90030-C	Without Drink Trays	Coinco	\$5,400.00
MG90040-C	With Drink Trays	Coinco	\$5,400.00

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

**MG90070**

**\$3,769.99**



**Locking Draw Bar**

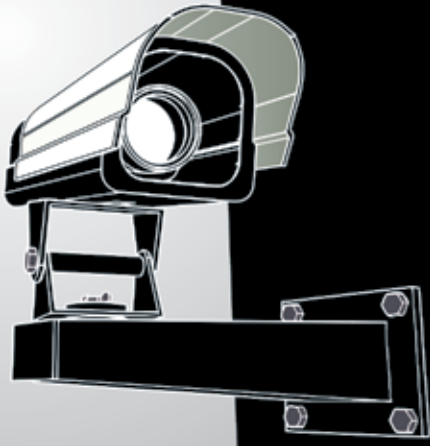


**Easy Access Tray**

15 Selection - 32.25"W x 39"H x 11.25"D

# MEGA-VENDOR™

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# CAUGHT IN THE ACT!

THE POWER OF VIDEO SURVEILLANCE ASSISTS REAL CAR WASH OPERATORS COMBAT VANDALISM, THEFT AND CRIME AT THEIR WASH FACILITIES.

Various operators from around the country share their video and testimony with us.

## 1 Stripping Wire



Man was seen remotely on cameras stripping the copper out of stolen wire. Police were called and he was arrested.

## 4 Stringing



Bill Breaker was strung once before shutting down. Camera shows how it was being done and the face of who did it. He parked his car where the license plate could not be read.

## 2 Vacuum Broken Busted Into



This one looked like drugs were sucked up by vacuum. Video showed them cutting the lock and alarm going off so they took the whole cleanout container and drove off. License plates were recorded as well as facial recognition.

## 3 Customer Draws Gun



In Memphis TN late at night a customer noticed he was being watched at the changer and was being followed to the bay. Customer felt uneasy and threatened and drew his gun to confront individual. Individual then left.

## 5 Vacuum Break In



Pictures show individual crow barring the vacuum. The alarms sounds when he pried the door open far enough to break the magnet contact at which time the siren sounds and video shows him fleeing on foot to the apartments next door.

## 6 Using Stolen Credit Cards



Multiple credit cards were found in the bay garbage. Tracing the use of one of these cards to the bay we could find the video which showed the identity and license plate on the individuals involved resulting in arrest.



**7 Tunnel Trim Damage Claim**

Tunnel trim damage claim. The customer claimed the trim was damaged during the wash when the video of the car entering shows the trim on front passenger door already slightly pulled out. Claim denied



**8 Ice in The Bays**

In winter climates ice is easily seen allowing us to get it taken care of before someone slips.



**9 False Claims of Lost Money**

Changer view clearly seeing the bill and denomination of bill being used. This view has been used several times to find people were falsely claiming they lost money and has been used to verify some that have.



**10 License Plate Reader**

This picture shows the clarity enough to read a license plate. This shot is the hardest license plate image to get, one when the head lights are facing the camera, especially at night.



# TURBO

## dvr WASH

DIGITAL VIDEO SURVEILLANCE

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**NEW ARRIVAL**

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AFFORDABLE

**4/8/16 CHANNEL HD TRIBRID SOLUTION**



**VARI-FOCAL LENS CAMERA**

- Simple angle adjustment in seconds
- High Definition picture: 1080p 2 Megapixel
- Sony 1/2.8" Exmor Sensor

TWAHD6380VF **\$149.40**

**NEW!**



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- Easy-Fast and Reliable Install
- Solid Resistor

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TWCAPKIT-1



**CAP BNC Connector HD Small Kit**



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Fragrances the commute  
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## Car Jar® Air Fresheners

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With emblems in seasonal  
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Pedestal Only

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Air Machine

VAI90001-I

**\$975.00**

### Overview:

- Industrial Vacuum Systems proprietary Air Compressor
- 1-85 psi tire inflation
- 1/4" steel braided rubber 25' air hose assembly
- 14 gauge stainless steel construction
- Air inflation gauge
- Concealed pin lock locking mechanism
- Optional hose hanger mounting
- Internal coin drawer with lock mounting
- 110v accumulating timer assembly
- Cabinet Dimensions: 18" W x 15" H x 11.8" D

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# DEPEND ON JOBE VALVES WHEN CONSISTENT WATER LEVELS ARE CRITICAL.



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## ROJO FLOAT VALVES

### STANDARD ROJO

Rojo Float Valves are float operated valves for automatic filling of water storage vessels. The Rojo can be mounted above or below water level. It is a simple mechanically operated valve. The Rojo is a good choice where its low flow is sufficient and its compact non corrosive construction is beneficial.

- Built in check valve
- Fully adjustable float angle
- 0-150 PSI
- High Flow model also available  
0-75 PSI gives 60% more flow
- Non corrosive material construction
- Has switch to lock valve in off position
- Lead-free
- 1/2" or 3/4" inlet



JFVR08	1/2" Valve	\$29.78
JFVR12	3/4" Valve	\$30.71

### COMPACT ROJO

Rojo Compact Valves are float operated valves for automatic filling of water storage vessels. Can be mounted above or below water level. It is a simple mechanically operated valve. The optimal choice for low flow when space is limited as the narrow weighted float makes for a compact versatile design.

- Fits in compact spaces
- Float no wider than valve
- Multiple mounting positions
- Fully adjustable float
- Non-corrosive material
- Lead-free
- Flow stops when unscrewed
- Pressure range 0-150 PSI
- 1/2" or 3/4" inlet



JFVR08-C	1/2" Valve	\$31.64
JFVR12-C	3/4" Valve	\$32.11

## TOPAZ FLOAT VALVES

Topaz Float Valves are designed to maintain water levels in applications requiring a valve with high mechanical strength and heat resistance. Some typical applications would be refilling cooling towers and storage tanks, high pressure cleaning and car wash systems as well as many light industrial, air conditioning and irrigation installations.



### STANDARD TOPAZ

UP TO 140 DEGREES

- High flow up to 90 gal/min
- Max Temp 140°F
- Shuts down slowly to minimize water hammer
- 3/4" - 2 1/2" water level differential (increases as water inlet pressure increases)
- 5-100 PSI
- Has port to connect to Frostpro anti-freeze device
- Switch to lock valve in "off" position
- Internal filter to keep debris out of valve

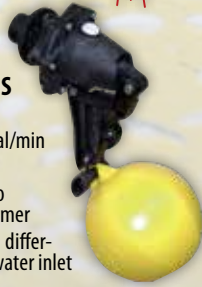


JFVTS12	3/4" Valve	\$78.50
JFVTS16	1" Valve	\$74.99
JFVTS18	1 1/4" Valve	\$78.16
JFVSTK	Service Kit	\$16.75

### INDUSTRO TOPAZ

UP TO 176 DEGREES

- High flow up to 90 gal/min
- Max Temp 176°F
- Shuts down slowly to minimize water hammer
- 3/4" - 2 1/2" water level differential (increases as water inlet pressure increases)
- 5-100 PSI
- Has port to connect to Frostpro anti-freeze device
- Internal Filter to keep debris out of valve
- Switch to lock valve in "off" position



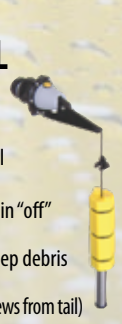
JFVT12	3/4" Valve	\$204.75
JFVT16	1" Valve	\$206.75
JFVTIK	Service Kit	\$40.25

## DIFFERENTIAL VALVES

Differential Valves are designed to allow the water level to drop to a set distance (2"-9") without electricity; these valves are powered entirely by the water pressure and the water level in the tank. It reduces the cycling wear and tear on the pump, and energy wasted when pumps turn off/on prematurely.

### TOPAZ DIFFERENTIAL VALVE

- High flow 90 gal/min
- Pressure rating 15-150 PSI
- Max Temp 115°F
- Has a switch to lock valve in "off" position
- Has an internal filter to keep debris out of the valve
- Easy valve access (valve unscrews from tail)



JFVD08	1/2" Valve	\$216.81
JFVD12	3/4" Valve	\$221.46
JFVD16	1" Valve	\$223.32

### VORTEX DIFFERENTIAL VALVE

- High flow up to 200 gal/min
- Pressure rating 15-150 PSI
- Max Temp 115°F
- Has a switch to lock valve in "off" position
- Has an internal filter to keep debris out of the valve
- Reduces pump operation
- Easy valve access (valve unscrews from tail)



JFVVD18	1 1/4" Valve	\$270.77
JFVVD24	1 1/2" Valve	\$273.57

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# HIGH PERFORMANCE

## PHOTOELECTRIC SENSORS FOR CARWASH



  
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PENETRATION  
POWER

  
IMMUNITY  
TO LIGHT

  
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RESISTANCE

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For over 35 years, Telco Sensors has been the number one choice of automated vehicle wash equipment and carwash door manufacturers around the world. Extreme penetration power to shoot through ice, dirt, fog, steam and high-pressure water spray; 100,000 lux light immunity against direct sunlight; built-in diagnostics; and an industry-leading 3-year warranty means our advanced sensor systems will not be challenged in any carwash environment.

Telco also offers the industry's first measuring light curtain for vehicle profiling, and a new high-performance photo eye with the power of an external amplifier in a self-contained system.

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**Telco** sensors

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# Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

Issue No.28 February, 2017 - F/A Questions

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

## I need to replace the yellow eductor on my IN511E Hydrominder with dual ports, what is the part number?

Unfortunately, Hydro Systems doesn't sell the yellow eductor as a stand-alone item. However, you can purchase it as part of a kit with part # IN10097393.

This kit includes the following items...

- 1 – Yellow dual port eductor
- 2 – Suction tubes
- 2 – Weights
- 2 – Foot valves
- 1 – Metering tip kit

With all the items included in this kit, it is a great value.



## What can we do at our self-serve wash to stand out from our competition? What is the next big thing?

While there are a number of ways to differentiate your business from your competitors, in this segment I will be concentrating on the newest self serve concepts within the wash bay.

Traditionally self-serve washes offered wash, rinse, wax, and foam brush functions to the customer. When cars were lined up from dawn to dusk and cash flow was plentiful, operators were satisfied with this minimal approach. Over time as washes were added and the volume of customers dropped off, operators looked for ways to keep the customers they had, in their bays longer.

The keep the customer in the bay mindset brought new concepts to the self-serve (SS) wash...presoak, tire and engine cleaner, and even spot free rinse.

With credit cards becoming the norm in most SS washes, operators are once again looking for new and innovative ideas. The Cryptopay credit card system is offering a count up option where customers are no-longer looking to race the clock and more likely to concentrate on cleaning their cars.

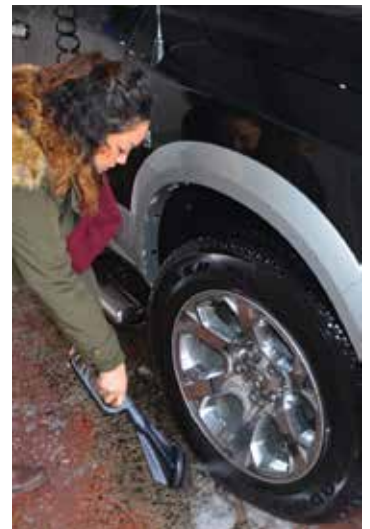
Over the past few years, air dry systems from Diskin Systems and Mosmatic as well as the under carriage system by Hydrospray have shown great success. In addition, the strategy of offering seasonal change over from bug cleaners and desalt product has grown in popularity.



So what is the next big thing? What is the next concept that is going to take the SS car wash industry by storm? Although it has been out for over a year now, the Simonz Tire Shine System appears to show promise.

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

What exactly is it? The Simonz Self-Serve Tire Shine System is new and unique. It is a merged product delivery system of air and tire shine fluid that allows for a precise controlled chemical transfer with little to no mess. The system provides an excellent opportunity for added revenue at a SS wash.



The main delivery panel of the system is available for 1-5 bays (TS8100 – TS8500). If you have more than 5 bays, you can simply



combine 2 separate panels together to make what you need.

In addition to the main panel, you will also need to purchase of the following items per bay to complete the system

- (TS8045 – Jointed Boom,
- TS8010 – Wall Hook,
- TS8020- Instructional Sign).



# Monthly Giveaway

## Friction In-Bay Automatic Soap Package:

Sign up on the Kleen-Rite Website for your chance to win f5 gallon pails of all three products:

- Film Away High pH Presoak
- Blue Max Neutral pH Cloth Detergent
- Shamy Dry Drying Agent

## 5 Runner Ups Get a Kleen-Rite Ball Cap

*\*No Purchase Necessary to enter\**

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Neutral pH Cloth Detergent

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**Shamy Dry**  
Drying Agent

TM5034

## SOAP SOLUTIONS:

# Select the Right Chemicals for your In-Bay Friction Automatic

By Michael Ilacqua, Trans-Mate LLC

As more car wash operators embrace friction automatics for their locations it is important to understand some of the unique car wash chemical requirements that this type of equipment requires for optimal results.

An in-bay friction automatic is not simply a short friction tunnel car wash, and is very different in function than a touchless automatic, and so requires car wash chemicals specifically formulated for this type of application. You can't expect to simply plug in chemicals that may work well in a tunnel or touchless and expect to get the cleanest, driest cars.

There is much less cloth at work in a friction automatic than in a tunnel, in fact most systems use new-generation foam washing materials instead of cloth. This material resists water absorption and is spun at a much higher speed than traditional tunnel cloth mitters.

Therefore, a friction automatic requires a car wash detergent formulated for high lubricity in order to clean better, be safer on the vehicle surface and reduce the chance of the material grabbing trim and edges. Higher lubricity chemicals also keep the brushes cleaner, which enhances life span and cleaning effectiveness, and clean better when utilizing reclaim systems since they will dissolve more particles in water. Faster acting presoak detergents designed specifically for friction automatics are also recommended, to compensate for the reduced amount of cleaning equipment compared to a tunnel friction system.

To promote optimal rinsing make sure to choose soaps that rinse off quickly and easily. Friction automatics also have fewer blowers than a tunnel, so require faster-acting, better-rinsing drying agents specifically developed for this application.

Some locations may experience lower volume periods, so be sure to select quality chemicals that remain stable in solution, especially across locations of varying water quality. Also, some friction automatics dilute the chemicals on-board, so highly concentrated chemicals will improve cleaning effectiveness and give you more bang for the buck.

In short, be sure to invest in high quality chemicals specifically designed for in-bay friction automatics to ensure your wash produces quality results and great looking cars!

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

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## How To Service a Cat Piston Pump

Tom suggests using all 3 kits listed here to the right. Be sure to replace everything that is provided in these kits on your pump since you are taking the pump apart anyway.

Tom says "Use everything in the kits!"



### Tools You Will Need:

A new vacuum hose, swivel cuff,

PU30312 Seal & Seal Kit

PU30686 Valve Kit

PU30239 Machined Cup Kit



Using a 13mm wrench, remove the 2 discharge hex flange nuts securing the discharge manifold to the crankcase of the pump.



Gradually and very carefully work free the manifold from the cylinders in the crankcase. Use a soft rubber mallet if needed. If the head is not warped, the valves are going to fall out, so go slow and be careful. Once removed, set the discharge manifold aside for now.



Take out the cylinders and change the o-rings on them. When you take them out, inspect them for scratches or wear marks on the inside. They are supposed to be perfectly straight and round on the inside, if they have defects, they must be replaced.



Take a small pair of needle nose pliers and straighten the coter pins, push them out through the top. The repair kits come with new coter pins in case you lose these ones.



Using a 10mm socket or wrench, loosen the valves and unscrew the them. The components that are behind the valves, try and lay them out in the order that they came out to make it easier to reassemble in the correct order.



Using a 13mm wrench remove the inlet studs. Remove them completely along with the washers behind them. Next spin the crank a little and it will push the head off slightly for you. Then grab it with your hands and pull it off straight.



Remove the white seal retainers.

#8



Pull off the piston sleeves gently. Replace the o-rings on the pistons. Once that is complete, remove the barrier slingers on the back of the pistons and replace them.

#9



Inspect the piston sleeves for scratches, grooves or defects. regardless how small of a mark you see on the sleeve, you should replace it even for the smallest defect. When reinstalling the sleeves, look inside the barrel and you'll see one side is smaller than the other. The larger size goes on first.

#10



Next replace the water seals on the manifold. Using an 11mm socket, set the socket on the top of the seal and smack it with a rubber mallet to pop them out. Replace them with your new seals from the kit. Use a 15mm socket to pop the new ones in the same way. On any seal, the rule of thumb is that the spring always points away from you so you can't see it when it's in.

Once all these steps have been completed and all components replaced from your kit, begin the reassembly process of your pump. Take your time and ensure everything is lined up straight and tight.



As always, this tutorial can be found online on our YouTube channel. If you are going to attempt to service your piston pump, we strongly recommend you watch the video.

**Watch a Video of This Tutorial on our YouTube Channel!**



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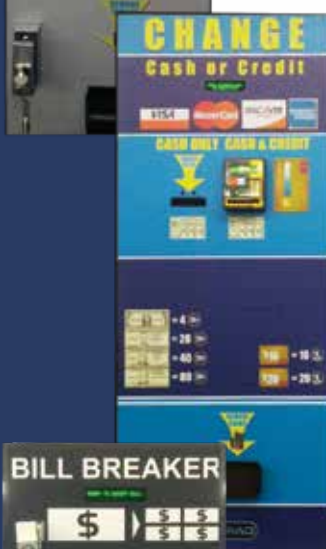
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Over twenty years ago, Triad invented the first Bill Breaker. In a very short time these were used in over 75% of the United States casinos. Ten years ago, Triad introduced the Model 500 "Bill Breaker" to both the car wash and laundry industries. It's now been the "Bill Breaker of Choice" to several of the largest car washes and laundries in the country for many years!! We use only the MEI Bill Acceptor and the Fujitsu Cash Dispenser. These are the highest quality components. If you need a Bill Breaker or a Bill Breaker with Coin, look to the company who not only invented it but one that the majority of Car Washes and Laundries will choose time and time again!!

*Triad Changers Available from Kleen-Rite*



# OPERATOR SPOTLIGHT

## Harleysville Car Wash Harleysville, PA

Harleysville Car Wash  
By Chelsea Dimmig

The population in Harleysville, Pennsylvania is 8,795, and Harleysville Car Wash is anything but small town. With big hearts and positive momentum, owners Larry and Merrill Landes, Operations manager Mike Bitner and Assistant manager Tony DiFelice run their car wash with confidence.

Based off of a dream, Larry and his brother Merrill were determined to get their own car wash. Starting in the plumbing, heating and air conditioning business as third generation owners, they decided to take on a new business in their own hands.

“I just always had this feeling of wanting to build a car wash,” Larry said. “It took me five years and lots of work before I could put a shovel in the ground but it was all worth it.”

Prior to building his establishment, Larry and Merrill were unfamiliar

with the car wash industry right from the start. But with the help of Ed DiNicola who sold them what was needed, everything just seemed to fall into place.

“I was very fortunate to have hard working people who were willing to help this car wash from the ground up and willing to walk us through the beginning.”



With a successful opening in 1994, Mike Bitner would be deemed operations manager who once was a bank teller across the street. Just like Larry and his brother, Mike was eager to get the car wash in gear.

“Mike came to me straight forward and said, I want to run your car wash when it opens,” Larry said.” “From there on he has been a phenomenal help and has done a tremendous job keeping our car wash going.”

With no close competition around and the impressive effort of the team on board, Larry, Merrill, Tony and Mike all agree that Harleysville Car Wash operates like no other. Tony DiFelice, assistant manager, says he has been with several car wash businesses starting in 1998 until now and there is no comparison to Harleysville Car wash.

“I have spent time at other washes, watched their operations, and when I came to Harleysville it was like coming to a car wash nirvana,” Tony said. “Larry is a terrific owner and Mike just knows what he is doing.”







## Mike, Merrill, Larry, & Tony Harleysville Car Wash

Tony says with a business such as this you can tell when something is going well or going wrong and he says that Harleyville Car Wash, plain and simple, is ran right.

Harleysville comes well prepared, for there has never been a question on backup parts or not having enough chemicals. All things that need to be stocked are on the shelves are ready for the next breakdown and use.

“There isn’t anything that I see here that is negative and it is the best feeling working for someone who knows exactly how to run a business,” Tony said.

Weather is one of the many struggles Harleyville Car wash faces, especially on a rainy day. But whenever snow falls down and salt fills up the roads, you bet customers will be pouring in to the car wash!

“The line will go all the way out to the street when salt is spread all over the roads,” Larry said. “Those are the days that really support our business.”

Harleysville Car Wash flourishes off of customer service and they train a lot of younger people to help with prep-ing and washes. Each employee is specifically trained and is expected to maintain their high standard..

“Customers come to us for many reasons, one being our customer service,” Tony said. “Our kids know what is required of them and are well trained through every aspect of this profession.”

This business is not an easy one to start with but Harleyville Car Wash takes pride in what they do and how they do it. Whether it is up-keeping with their self-serve bays, tunnels, or staying up to date with new technologies, those guys are always one step ahead of the game.

“We have updated our pumps for our touchless as well as many other upgrades to the most recent products in an effort to be effective and efficient with our resources,” Larry said. “And I know I can always

count on Mike to repair whatever needs to be fixed in a timely manner. It would kill us if we had to call someone out here to help us with every break down or loose end that happened.”

With every car washed, with every soap that is used, Mike Bitner takes care of customers the same way every single time.

“The way I see it is like this: staying consistent will bring you constant success. What you do with one customer you have to do with all.

Creating good, quality, washes and showing customers that their car is safe at our wash is most important. Customers did not come here to get their car washed, they came here to get it clean, a minor difference but it’s a very important difference. Anyone can wash a car but getting it clean can be tough, they will appreciate it more and come back every time.”



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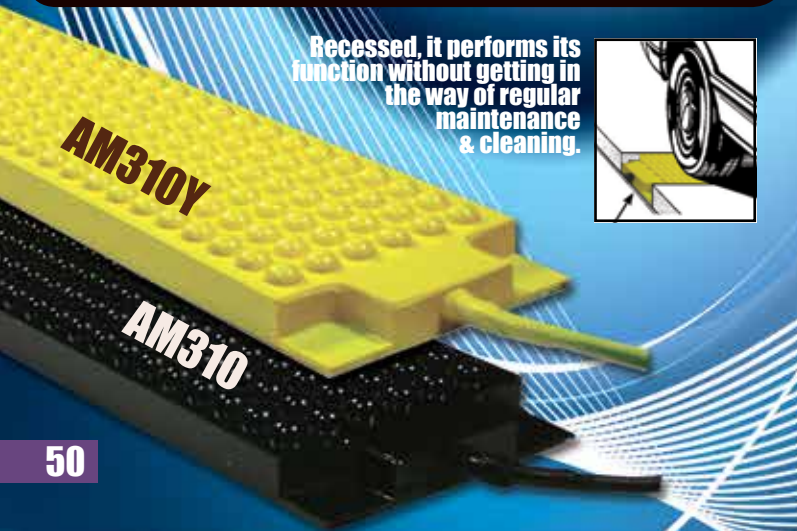


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