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YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 30 February, 2018

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**Self-Serve  
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- Comes with a Mars Bill Acceptor
- Can also Dispense Coin

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



*We have the largest number of Bill Recycler  
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# Ultimate Vending Microfiber Towel

100 Per Case  
14" X 14"



**NEW!**

Our new RainWipes® Ultimate Vending Towel offers the perfect combination of performance and cost for the end user and profitability for the carwash owner.

The towel is compatible with all glass front and drop shelf vending machines.

The striking red color will “wow” customers.

RWMF1414R  
**\$39.99**

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**CURRENCY SORTER**  
KLOPP® INTERNATIONAL, INC.

- Features include; Mixed Counting, Bill Sorting, Facing and Orientation of Bills
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- Color LCD Touch Screen Display
- Simple Maintenance

**CB1051**    **\$2556.53**

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## Counting and Sorting solutions!!!



**MANUAL SORTER**  
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- Counts WET coins and tokens
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- Counts, wraps, bags US coins and tokens
- Wraps \$1,000 in quarters in just 20 minutes!
- Machines Do NOT Sort

**CB1018-1S**    **\$1,681.59**

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



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INTERNATIONAL, INC.

# DVR SECURITY SYSTEMS

- Provides a total security system that is fast, secure, reliable, and easily stored
- 1080p HD Tribrid DVR!
- Complete integrated digital surveillance system to meet a wide range of security needs
- Easy upgrade • View remotely • Affordable
- Works with existing cameras!

**NOW AVAILABLE**  
For your iPhone, iPad,  
or Android!



## SPECIAL PRICING



PART #	DESCRIPTION	REGULAR	FEBRUARY SPECIAL	YOUR SAVINGS
TWAHDNP32	32 Channel DVR System	\$3,194.81	\$2,994.81	\$200 OFF
TWAHDNP16	16 Channel DVR System	\$1,394.92	\$1,294.92	\$100 OFF
TWAHDNP08	8 Channel DVR System	\$894.95	\$829.95	\$65 OFF
TWAHDNP04	4 Channel DVR System	\$594.96	\$549.96	\$45 OFF
TW200ESL	Day/Night Color Camera	\$128.23	\$99.99	\$28 OFF





We have just brought another great year to a close and certainly could not have done it without you. We like to use this space to give thanks for all of our customers being part of the Kleen-Rite family. We also need to thank our employees and vendors as it is the combination of all three - customers, employees and vendors - that makes Kleen-Rite the company that it is today.

This past year allowed us to celebrate the 1st year anniversary of the opening of our new distribution center in Mt. Joy PA. We celebrated by dedicating the building to our founders, Harold and Judy McKonly. As the flag pole plaque reads, it was their hard work and vision that made that facility possible. We will be forever grateful for the foundation and inspiration that they left us.

As we pause and reflect on 2017, we look at the list of all of the things that were planned and accomplished. It is rare when we stop to look at this list but we also feel it is something that needs to be done. Take a minute and look back on your list, think about all the things you accomplished this past year, and feel satisfied about a job well done.

We now begin on a new list and it is exciting to set goals and begin the work to accomplish them. As always, we look to enhance our job of helping the customer get the service they need when they need it. We will continue to improve our website for your convenience, train our staff to deliver the excellent support you have come to expect and make timely deliveries of your product. We don't take this job lightly and work hard each and every day. We thank you for where we are at and where we are going. We close by thanking you for allowing us to be your reliable supplier to the car wash industry.

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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, 2018.

Simply reference Kleen-Scene Offer #30 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, 2018**

# Beyond the GATE

by Emily Gertenbach

## Entering a New World of Self-Serve Success



As a car wash operator, you already know that vacuums and vending machines are a great value add. But what if those add-ons were included in the cost of a wash? This is a core principle behind gated self-serve car washes.

Gated washes charge the customer one flat rate to enter, and as the name implies, keep the entire operation secured behind a gate. Once inside, the customer can take their time without racing against a meter. This model differs from “free vacuum with wash” deals, as the gated wash customers have no time limits at all. Whether the customer wants to pop in and out quickly, or practically detail their car, the price is the same.



Birmingham, Alabama area, previously operated a gated wash. “Before making it gated, a wash cost \$2.00 for four minutes,” Kittrell

“The key thing is, you have to have a big enough site,”

This car wash business model is fairly new, and only seen in a handful of locations around the United States. Operators speak favorably about their gated car washes, and point to it as a big factor in reviving and growing their self-serve businesses.

### Profit Centers

An initial concern for self-serve operators is that revenue will be lost by switching to a flat-fee gated business model. Luckily, not everything inside the gates has to be included in the entry price! Most gated washes include vacuums and shampooers or tire cleaner. Vending items are typically still charged per item. Gated washes are very credit card friendly, and that alone can bring in big business. Plus, it’s easy to combine with a monthly unlimited wash program.

Operators can increase wash prices when moving from a self-serve to a gated model. Marcus Kittrell, owner of Marc-1 car washes in the

said. “We closed down for two months of renovations to a gated wash, and charged \$6.00 at the time it opened.” Kittrell increased his price again to \$8.00 per wash before selling his establishment to focus on his other businesses. Despite the change, Kittrell said he would open another gated car wash “in a heartbeat” if he found the right spot.

### Taking Shape

What is the right spot for a gated wash? An existing self-serve bay can be a great starting point. Not all car washes will handle this conversion well, though. It’s important to choose wisely.

“The key thing is, you have to have a big enough site,” said Robert Greene, owner of Car Wash Express in Southeast Georgia. “You have to be able to separate the prepay traffic from your postpay customers, and you need a fair amount of room because you don’t want people clogging up your bays.”

Greene's first gated wash was a converted eight-bay, coin operated self-serve wash on a spacious corner lot. He finds this location works a little bit better than his second, four-bay gated wash. "It can be more challenging than a traditional wash. It has to be laid out so that you have enough room, and it has to be the right kind of site. It can't be a cramped lot. We spent about \$60,000 in doing the first site. We added RFID to get our wash club members in, and we could immediately accept credit cards," he said. Greene noted that during the first year he had a gate and accepted credit cards, self-serve revenue was up 90 percent. Two years after installing the gate and payment system, revenue had doubled.

Greene found that converting the self-serve wash was a straightforward process.

"We had to separate traffic coming on the property, and buy some gates. We used nice block columns with wrought iron fences between them. At the same time, we did a facelift using most of the existing concrete. We didn't have to put in a ton of new equipment because the back room functioned just fine," Greene said. He also added new decals and removed coin acceptors on existing self-serve meters.

Dave Mote, owner of Pop N Wash in Lafayette, Indiana, agrees that the number of bays is a key factor in selecting a gated car wash location.

"My thinking is, you need to have at least five bays to convert your wash. If I were to see an abandoned five or seven-bay self-serve I would definitely (buy it)."



"There's a lot of people out there who still want a self-serve wash if you give them the gate. All the self-serve washes kind of went out of business. We were headed that way but this brought us back. We gated one of our washes and it brought almost all of our self-serve business back, almost overnight, without any advertising," Mote said. "One of my non-gated self-serve washes is down the road from my gated wash and (the gated wash) has definitely sucked customers away from the non-gated self-serve, for sure."

### Extra Benefits

The perks of a gated wash go beyond additional wash price revenue and happy customers. Gated wash owners are likely to see an improvement in patron loyalty, behavior, and overall safety.

"Vandalism went way down," Kittrell said. "We took payments all in one spot, including credit cards. Utilities went up a few percent, but nothing at all concerning, and overall repairs went down."

Greene agrees with Kittrell's assessment.

"From a security standpoint, money is only two machines as opposed to ten," he said. "You can have two cameras and cover that 100 percent as opposed to having a 16 or 32 camera system. People can't just spend \$1.25 and blow mud and nails out of the back of their truck beds."

"The trash volume has gone down," Mote added. "We aren't getting

**"it brought almost all of our self-serve business back, almost overnight"**

Mote currently owns three gated washes in the Lafayette area and feels they have been a great investment.

"We put gates at the front of the property and you paid one price for self-service, and if you paid a higher price you got a token for the automatic wash. (Recently), we changed one of our gated washes so you can pay for the gated self-service or you can drive around to the automatics and pay tiered pricing. They are next to each other so when you drive out of the automatic you can use the other stuff in the gated area. We have free tire cleaner, mat cleaner, and vacuums," Mote said.

Gated wash owners seem to agree that the business model can help revive a lagging self-serve location.

the dumpers. There's really no downside. The volume went way up, and it's a way to keep out loiterers. At the gated wash, people will walk up to you and they will say, 'man, I love this place!' It's a feeling that they get more value, not racing the clock."

The gated car wash model offers a lot of flexibility for future add-ons and improvements. Currently both Mote and Greene are looking at ways they can continue to expand what is included in an entry price. By adding items with a fairly low operator cost, the gate price can be raised to keep improving profit margins while making customers happy. Select vending items, air shames, or a towel exchange program can easily be incorporated into a gated wash. With adjustments to pricing, and an eye on customer demand, there's no limit to what a gated wash can include!

**B O M B** AIR FRESHENERS™



AFPP103

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**February Special:**

**Stock Up Now!**

**BUY 5  
GET 1 FREE**

**all month long!**



AFPP105

AFPP109

AFPP106

AFPP104

AFPP110

**Mix & Match  
for your best deal!**

Vending Decals & Overlays  
Available For All Products

**\$27.25  
per 72 pack**

**Save During February! Buy 5 Get 1 Free Bomb 72 Vend Packs!**



# New Driverless LED Tube Lights

G&G LED Lighting is excited to announce the expansion of our LED lighting products with the release of a driverless, direct AC LED fixture. This innovative product was engineered and designed specifically for use in and around car wash facilities. The cost effective series is ideal for lighting self-serve wash bays, vacuum areas, awnings, canopies and maintenance rooms.

The major differentiating feature of this new series is the ability to power the luminaires directly from AC line voltage. This removes the LED driver from the system as well as any electrolytic capacitors for extreme reliability and significant cost reduction. Other features include a slim, 1" round low-profile design and secure, waterproof quick connect cabling for ease of installation. The linear high output design excels in wash bays by evenly spreading the light around the cars where it is needed most. Say goodbye to the hot and dark spots created by traditional options like square canopy fixtures and wall packs.

Rick Diehl, owner of Turbo Wash in Salt Lake City Utah recently experienced the difference G&G's new linear LED fixtures can make at his 5 bay self-serve location. Rick received one of G&G's first shipments of the new product to install in a self-serve bay he had not yet converted to LED. Rick stated, "My original plan was to just put the new G&G lights in the middle bay but after seeing them side by side with the LED conversion packs in the others bays the two solutions simply didn't compare. Now I'm doing them all with G&G. I also really like the simplicity of the plug and play connectors and no drivers, it was a very easy install".

G&G offers this new series in a self-serve bay lighting package (GG-BAY32-AC) available through Kleen-Rite. This package

comes complete with (4) 8' LED fixtures and everything required for installation. At well under \$1,000 the GG-BAY32-AC package will brightly, efficiently and cost effectively illuminate your self-serve wash bay. There has never been a better time to refresh your site with LED lighting and give customers the open, clean and welcoming environment they look for.



GPX Series Driverless LED Lighting Kit - 120 VAC  
32 ft standard package

GG-BAY32-AC

\$949.00

*\* Depending on application, other lighting designs are available. Call for a quote today! \**



**G&G**  
special environments



Metal Halide  
1200 WATTS

G&G  
LEDs  
400 WATTS

Bright bay.  
Happy customer.



Plug-and-Play LED Bay Lighting. **Made in USA.**  
Available at Kleen-Rite. 800-233-3873. [www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)



# Winter White Out SPECIAL SAVE \$500 OFF



## PAYSTATION

Now CryptoPay (AC8000-CRPAY) Compatible

Need to replace your old entry unit?  
Does your machine have boards that can't be replaced?

- ◆ Replace or upgrade your ACW. Installs inside an existing ACW cabinet!
- ◆ Accepts Cash, Coins and Credit Cards
- ◆ The most economical 24hr Automatic Entry System!
- ◆ Add CryptoPay (AC8000-CRPAY) for provided secure credit card processing that 'Simply Stops Fraud'
- ◆ CryptoPay includes CryptoPay Consolidation, reducing Merchant Fees





The completely renovated building used to be an outdated garment factory.

The Harold and Judy McKonly Plaque Dedication was the highlight of the afternoon's events. Before the unveiling of the new plaque, there were a few words from President Mike McKonly, son of founders Harold and Judy, and Vice President Keith Lutz. "We owe all our success to them and their vision and hard work," Mike said.

The new plaque sits outside the entrance of the Mount Joy Distribution Facility. It includes the original Kleen-Rite logo and the year the company was founded. Mike and Keith spoke of the plaque and the building as a testament to the success of the company.

The Mount Joy location is one of three distribution centers across the country. Kleen-Rite opened distribution facilities in Las Vegas, NV in 2006 and Grand Prairie, TX in 2012. These three warehouses allow Kleen-Rite to store more inventory and serve a growing number of customers located in different regions.

# ONE YEAR ANNIVERSARY: Celebration Honors Kleen-Rite Founders

Kleen-Rite Corp. celebrated the 1 year anniversary of their 102,000 square foot distribution facility in Mount Joy, PA on October 28, 2017. Members of the community and Kleen-Rite employees gathered together, enjoyed some food, and got the chance to tour the bigger and better facility.



## DX1000 WEEP MIZER

- Keep your lines from freezing
- Cycles your weep system on and off based on external temperature
- Easily programmable
- Built in "FAIL SAFE" for peace of mind operation + battery backup

**T10100 \$369.99**

## DIXMOR

ADVANCED TIMERS FOR YOUR  
BAYS, VACS, AND DRYERS!



## DX2002 ULTIMATE TIMER

- Stainless steel enclosure
- GIANT 3.5" x 11.25" dot matrix display
- Message center reads in English, Spanish or both
- Operator programmable custom message up to 128 characters

**DMD2002 \$654.99**



## LED6 VAC & BAY TIMER

- 3.5"W x 2"H x 3"D shelf mount timer case
- SUPER bright 2.5"x .75" LED display
- 24 VAC timed output
- Credit card input with advanced features + All standard features of the LED5 & LED7 timers!

**DMLED6 \$249.99**

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

# 5 QUESTIONS from Vending Machine Owners



## 1 I like my mechanical Laurel Venders, some are quite old, how can I do a better job of keeping the coin mechanism and shelf assembly operating smoothly?

The coin mechanism assembly for ANY mechanical vender can be repaired inexpensively at Laurel. Send your mechs to Laurel with all of your information included, average price is \$16.00-\$17.00 and takes only 1 day. Want to overhaul your 2100-D101 mech yourself? Watch the video on laurelmetal.com and order your parts from Kleen-Rite. Worried that your coin mechanism is too old? Laurel has repaired 35 year old mechs. Shelf drop troubles may be solved by a simple re-set. Need help? Call Laurel at 888-528-7358. Shelf magazine assemblies work best with no lubrication, so don't spray or grease the small parts. Repair is inexpensive at Laurel, but shipping costs are high enough to consider purchasing a new unit from Kleen-Rite. The new Shelf Magazine Assemblies are specific to each vending machine and average \$75.00.

## 2 I have an old mechanical vender that has a maximum vend price of \$1.00, what are my options for a \$1.25 vend price for my ArmorAll Pads?

Purchasing the spare parts from Kleen-Rite to have a vend price that will go as high as \$3.00 is expensive. The parts will cost \$275.00 and require labor effort. The price of a new VEL 300 vender with \$3.00 vend price is \$367.00. New is good.

## 3 Why can't I purchase venders directly from Laurel?

It is less expensive to purchase from Kleen-Rite and the items will arrive faster from the 3 distribution centers.

Laurel is a manufacturing company that is well-suited to produce large volume of vending machines. Laurel is not positioned to sell retail to individual customers. Buy your parts from Kleen-Rite, combine with other wash supply items and have it all arrive less expensively and with less of your time needed.

## 4 I have a large number of mechanical venders at my properties and want to change to electronic venders to get a new look, higher vend prices and maybe credit card operation. What do I do?

The large number of single column venders can be replaced by smaller numbers of 3 Column DigiMax venders that have many options with vend pricing, vend product choice, coins accepted, and credit card options. The Laurel VEL899MAX and VEL899MAX-MA are the common models that replace multiple mechanical vending machines. All of the Laurel Mechanical Venders are available in the new DigiMax style of operation. Look at the Kleen-Rite website [www.kleen-ritecorp.com](http://www.kleen-ritecorp.com) to gather pricing for your different model choices.

## 5 I have the original circuit boards in my Laurel Single Column, 3 Column, and 5 Column Venders. Can these circuit boards be repaired?

As of October 2017, the supply of replacement circuit board LED's and main processing chips has run out. The green colored boards (1999 start) are no longer repairable. The DigiMax Retrofit Kits will enable the Laurel Electronic Vending Machines to continue working and making money. For ease of identification, the 3 and 5 column venders now use a red colored circuit board and the single column venders a blue colored circuit board.

# WHY CONVERT MECHANICAL TO ELECTRONIC VENDERS?

by Dan Kent, Laurel Metal Products

## WHY UPGRADE MY OLD MECHANICAL VENDING MACHINES TO THE NEW LAUREL DIGIMAX ELECTRONIC DROP-SHELF VENDING MACHINES?

Chip Kent at Laurel reminds that it is not mandatory to retire your favorite mechanical Laurel Vending Machines. The old equipment may be working fine, you may be highly qualified to maintain it, or you might be too busy to look into a replacement.

However, times change and you need to keep pace with the needs of your customers and our current retail world. Our wash customers want fast and easy. They want information fast and the option to use both coins and credit cards. As the owner or operator of a wash, the focus is on supplying equipment and services that help users spend their money and be satisfied. Plus, you can do all that with a reduced-maintenance machine!

### LAUREL DIGIMAX VENDERS:

**Big LED Display.** Electronic DigiMax Venders have large scrolling dot matrix messages with 2 brightness settings. A big message “PAY \$2.00...Insert Coins” with a bright new door decal is easy to see and read. You can also choose the language that displays. Select from English, Spanish, English and Spanish alternating, French, German, or Dutch. Coins or tokens are counted up on the display in order to help the customer finish the sale. The customer simply pushes the button of the product that they want and the display reads “Vending Now... Thank You!”

**Customer Ease.** It is easy for customers to understand the instructions on the display. Product prices are available at the touch of a button, money is counted for the customer, and money is returned to the customer once the vending price is not met or sold. Plus, customers are more confident when there is an audible beep from each coin they insert and the display shows their money being counted correctly.



## 5 Column Electronic Little Trees Vendor

- Bright Digi-Max Display
- CryptoPay Swiper & MA800
- Vend Capacity of 180 Little Trees
- Motorized shelf drop - no handles to pull
- Vend price adjusts from \$0.25-\$99.75
- 24 V AC Requirement
- Ship weight - 185 lbs.
- Coin box equipped with lock & 2 keys
- 41”H x 21”W x 11½”D

**\$2,194.99** VEL599MAX-MAC



## 3 Column Electronic Vendor

- Bright Digi-Max Display
- CryptoPay Swiper
- Vend capacity up to 72 products - max. product size of 1¼” x 4¼” x 8”
- Motorized shelf drop - no handles to pull
- Vend price adjusts from \$0.25-\$99.75
- 24 V AC Requirement
- Ship weight - 145 lbs.
- Coin box equipped with lock & 2 keys
- 41”H x 19¼”W x 12”D

<b>\$1,462.99</b>	<b>VEL899MAXC</b>	Slugbuster
<b>\$1,543.99</b>	<b>VEL899MAX-MAC</b>	MA800

**Higher Sales.** New owners of Laurel Electronic Venders have reported, “I am selling a much larger amount of the same product as my mechanical vender was, at the same place!”

**Low Maintenance.** Saves you time. DigiMax vending machines have far fewer parts that need care and lubrication. Electronic validators make sure the coins are correct and counted, convenient buttons replace handles on the machine, and the motors do all the work. Though machines are not perfect, long-time owners of electronic venders find the repairs happen much easier and faster. Troubleshooting sessions with very few electronic parts involved are generally fast and easy to comprehend. Plus, electronic replacement parts cost much less than your other wash control equipment.

**Sales Auditing.** The Electronic Vender allows you to get your product counts at the touch of a button. Keep individual product counts, keep total counts, and confirm that the money received matches the products that are put on the shelves. We at Laurel aren’t surprised to hear that total vend counts are above 30,000. We’ll hear these reports from new DigiMax owners soon enough.

**Credit Cards.** Everything runs faster, easier, safer, and friendlier with credit card operation. All of the DigiMax Vending Machines can accept credit cards. The CryptoPay credit card system, which is the dominant card system by a large margin at car washes, works great with Laurel Venders. The Laurel Venders can arrive with the card readers installed, or the swipers can be added on later. The card setup on the vending machines could not be simpler – one swiper and one cable. The DigiMax circuit boards have a card port and everything is plug and play. The vending machine display will light up “Insert Credit Card” to guide the customer. The sale process is right on the display. Yes, you may use



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

# TOP-SELLING VENDING WIPES & FLAT BOTTLES



## VENDING WIPES

2 WIPES PER POUCH • 100 POUCHES PER CASE

Powerful cleaning and more in convenient pouch pack wipes!

PART #	DESCRIPTION	PRICE	DECAL	OVERLAY
AR17239	CLEANING	\$60.25	ARD506	DEDS17239
AR17238	PROTECTANT	\$60.25	ARD505	DEDS17238
AR17237	LEATHER	\$60.25	ARD504	DEDS17237
AR17240	GLASS	\$60.25	ARD507	DEDS17240

## FLAT VENDING BOTTLES

4 OZ. BOTTLES • 24 BOTTLES PER CASE

Boost vending sales at your wash with these convenient bottles!

PART #	DESCRIPTION	PRICE	DECAL	OVERLAY
AR17233	MULTI-PURPOSE	\$31.25	ARD500	DEDS17233
AR17236	TIRE SHINE	\$31.25	ARD503	DEDS17236
AR17234	AUTO GLASS	\$31.25	ARD501	DEDS17234
AR17235	TIRE SHINE	\$31.25	ARD502	DEDS17235

## CHECK IT OUT... NEW VENDING ITEMS



### ULTRA SHINE TIRE & TRIM SHINE SPONGE

10 COUNT • 100 PER CASE

This is an individually packaged, pre-moistened sponge like the Armor All Protectant and Cleaning Sponges.

AR18276 \$58.99



### ULTRA SHINE VENDING WIPES

2 COUNT • 48 PER CASE

Kick your vending program up a notch with new Ultra Shine 2 pack vend wipes. Decals and overlays available for all 3 products.

PART #	DESCRIPTION
AR18830	WASH WIPES
AR18831	WAX WIPES
AR18829	WHEEL WIPES

\$50.99

## ARMOR ALL® MUST HAVES



### CLEANING SPONGE

100 PER CASE

Powerful cleaning for all auto surfaces - don't trust your vehicle's surfaces to a household cleaner. Remove ground-in dirt, dust and grime leaving behind only a "just detailed" matte finish.

AR30800 \$47.99



### ORIGINAL PROTECTANT PUMP SPRAY

4 OZ. PUMP SPRAY • 24 PER CASE

Prevents fading, cracking & discoloration of interior vehicle surfaces.

AR13040 \$31.25



### ORIGINAL PROTECTANT SPONGE PACK

100 PER CASE

VS10800 \$47.99

**THE BEST SELLING CAR CARE VENDING ITEM!**

# WHY CONVERT MECHANICAL TO ELECTRONIC VENDERS?

## CONTINUED...

coins along with cards at the vending machine – or credit card only! Credit cards open the door to higher priced vend items. The Kleen-Rite “Vending Kits” that vend for \$5.00 are a perfect fit. Some customers will vend at \$15.00, \$30.00, or you could even go up to \$99.00.



**Security.** We hear far fewer stories of damage, vandalism, and robbery from electronic venders. Sure it could still happen, but not nearly at the level of older machines. New large cabinets have production holes ready to install a Laurel bottom guard. Add a Kleen-Rite lock guard and you have an impressive “wall.”

## LET'S PASS ON WHAT WE HAVE HEARD FROM ELECTRONIC VENDER OWNERS OVER THE PAST 18 YEARS:

“Can’t believe how quickly this paid off, not even considering my saved time”

“Sales of ArmorAll pads are up **25%** in the same machine spot”

“I have not talked to you guys in 5 years...  
**SINCE I CHANGED OUT MY VENDERS”**

“I can’t believe we solved that problem so quickly – one phone call”

“The 3 Column does the work of three machines, only one set of locks to open!”

“Card sales have my overall up **15%**”

“Great investment, no regrets, and not going back”

*If you are waiting for the future, it is already here.*

# SIGN UP NOW

Our weekly E-blast Offers:

- Special Sale Offers
- New Product Info
- Car Wash Hot Picks
- Industry Calendar
- Featured Videos



Sign up on the  
Kleen-Rite  
Website

[www.kleenrite.com](http://www.kleenrite.com)



## NEW VEHICLE SENSING SWITCHES

### PLUG IN CAR WASH MAT

- Heavy duty steel base plate with IP67 rated mat
- Ramped edges for easy roll over.
- Waterproof, plug-in mat saves time & labor
- Just bolt down mat & plug in the cable!
- Anti-wicking plugin cable protects wires from moisture
- Designed to sense pressure of vehicle tire



Plug In Car Wash Mat - 5" X 24"	<b>TSCWP524</b>	<b>\$108.58</b>
20' Connector Plug	<b>TSCIP250WS</b>	<b>\$33.34</b>

**Tapeswitch**



### EASY REPLACE MAT

- Heavy duty steel base plate with IP67 rated mat
- Heavy duty steel base plate provides solid mounting points
- Dri-Run Cabling prevents moisture wicking through the lead wires
- Waterproof, plug-in mat saves time & labor
- **EASY REPLACEMENT OF LEFT OR RIGHT SWITCH** - saves you money and shipping costs when you only replace half of the mat instead of the complete mat!

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

# KLEEN-PAK

YOUR COMPACT • CONVENIENT • EASY TO USE SOLUTION

Premium cleaning power packed into 2½ Gallon Jugs



Easy Kleen Station  
\$64.99

**NEW**

## Easy-Kleen Station

New space saving solution is designed for use with our Kleen-Pak hyper concentrates (sold separately). The rectangular design of the Easy-Kleen storage container lines up perfectly with other rectangular containers for a small footprint and superior organization.

- ❑ Designed for use with 2.5 gallon compact Kleen-Pak hyper concentrates
- ❑ Kleen-Pak soaps and chemicals sold separately
- ❑ Saves equipment room space
- ❑ Easy to install, maintain, handle, store, and refill
- ❑ Measurement markings on label for accuracy
- ❑ No heavy drums
- ❑ Unique top pierces induction-sealed containers for easy product delivery

KRKP1000



**NEW**

## AQUAGUARD

Kleen-Pak AquaGuard ensures a professional, glossy, wax-like finish on car surfaces. It repells water on glass like a pro. It works so well that water simply rolls off of car windshields when driving through rain!



Get Two  
2½ Gallons  
\$131.41

KRKP5310

## KLEEN-PAK CONCENTRATES



A Complete Line of Concentrated Car Wash Soaps and Chemicals. Perfect solution for your crowded, compact control rooms.

Each Kleen-Pak 5 gallon refill pack contains two 2.5 gallon easy-pour jugs.

Check out our complete line of Kleen-Pak Soaps!



PLEASE  
HANG HOSE

# Lighting Up Profits

with  
Vac Topper Signs

by Emily Gertenbach

Since the introduction of Kleen-Rite's lighted vacuum topper signs, many customers have found the perfect way to increase revenue and boost visual appeal at their car wash! Easy to install, our vacuum topper signs can be added to any standard commercial vacuum dome top for eye-catching advertising.

"I thought it would be a neat item. We have 8 vacuums at our car wash, and only installed credit card payment on two of them. We thought the vacuum toppers were a great way to let customers know! I had instant results - the number of transactions took off right away. In the spring, we are going to add credit card payment to all of the vacuums, and when we have that, I'm going to change some of the signage. I love that you can change the message on them! The LED light is pretty impressive."

**Bruce McLaughlin, Squeaky Clean Carwash, Columbus OH**



Each sign is easy to install and can be added to brand-new vacuums or existing models already on your lot.

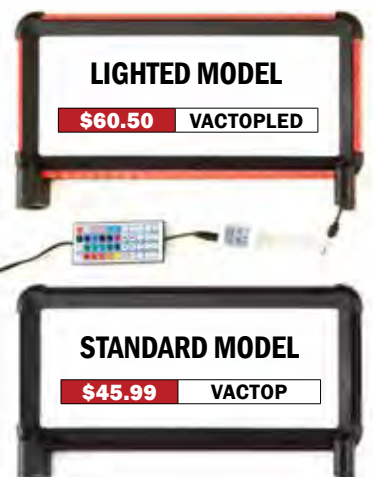
"They're working just fine! I have one out now and bought three more. I've been advertising credit cards, and put the sign in at the same time as the vacuum itself."

**Scott Brackmann**

Each lighted vacuum topper sign allows the operator to change LED colors with a push of a button! With 20 color choices, adjustable brightness, and three light modes, signs become an eye-catching focal point day or night.

"Kleen-Rite had the bases covered with signs. I bought every one, except the credit card sign because I don't offer that on vacuums. It's nice! You have that space, you can do what you want there. With all the signs I have spread around, I hit all the talking points. The light effect is eye catching at night, it really does pop."

**John Edmondson, Rain Tunnel Car Wash, Chambersburg, PA**



**Dual Sided SIGN INSERTS: \$12.50**  
11 Messages to choose from



# A Case For CREDIT CARD and Debit Card ACCEPTANCE

The decision to provide a cashless payment option is often difficult because of the fees required for processing credit and debit card transactions. While it is true that accepting credit and debit cards will affect your net cash flow, it is important to put the entire cashless payment decision into perspective. Here are some considerations:

- How often do you hear the question “Does your Car Wash or Laundromat accept credit cards?”
- Do you know how many potential customers you’ve lost because your business is cash only?
- Does your change maker ever run out of coins?

Not accepting credit and debit cards will cost your business. The question is “how much?” Our experience supports the statement that providing a cashless payment alternative increases revenue. If that observation is true, what is preventing the majority of owners in the self-serve car wash and laundry markets from making that business decision? There are probably a number of reasons and here are a few we believe support the decision to continue with cash only.

- Why change things when the way we’re doing business is working?
- Most of my customers won’t use a cashless payment system.
- I’m not going to pay credit card fees.

Let’s take a moment to look at that last objection. Typically, the smaller the purchase amount the larger the merchant fee percentage and that’s where CryptoPay can help. More than likely your customers will charge a number of different things while at your car wash or laundromat. CryptoPay securely holds each of those transactions and after a certain amount of time consolidates all transactions into one charge. Consequently, fees are not assessed each time your customer swipes her card.

Automatic	(Soft Tou)	\$8.00
Vend	(Vend)	\$1.00
Vac	(Vac 3)	\$1.00
Vend	(Vend)	\$2.50
Vend	(Vend)	\$2.00
<b>Total</b>		<b>\$14.50</b>

The example above shows a car wash that went from an \$8.00 purchase to a \$14.50 purchase by adding CryptoPay to their vacuums and vending machines.

Information from the International Car Wash and Coin Laundry Associations indicates an upward trend in the use of cashless payment in our markets. Millennials are renting, don’t carry cash, and use their credit and debit cards for products and services. All of this supports the continuing trend toward cashless payment.



### Credit Card Requirement Changes:

Recently MasterCard announced changes requiring merchants to make adjustments if they are to continue

## NOT ACCEPTING CREDIT AND DEBIT CARDS WILL COST YOUR BUSINESS.

accepting MasterCard. CryptoPay is on top of these changes and has actively begun updating our products to meet MasterCard’s requirements. Our current customers know that one of the major benefits of the CryptoPay Credit Card System is the ability to reach out to our coordinator and swipers and update them with new code remotely and wirelessly as needed to meet industry changes and requirements.

### Award Winning Customer Service

In a global field of more than 10,000 businesses, CryptoPay was recently ranked in the top 100 providers for best customer service as measured by the web chat provider LiveHelpNow. This recognition highlights the professionalism, skill, concern, and quest to provide the best service possible.

CryptoPay Customers: thank you for using our live web chat for your sales and service needs. This is truly the best way to get your questions and service needs handled in a timely and efficient manner. If you haven’t used our web chat service, please try it - you’ll like it. Click on the web chat icon from your MyCryptoPay login site or from our GetCryptoPay.com website.



## CryptoPay – New Products and Services

CryptoPay has been very busy developing new products and services including a new swiper for glass front vending machines, a new swiper for the laundry industry, a new fleet card service, and our site analytics service. For a brief description, read on.

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

• CryptoPay Vending Swiper for Glass Front Vending Machines with no Monthly Fees and CryptoPay Transaction Consolidation. This swiper is compatible with all new models of the following:

Kleen-View 18 Selection Vending Machine	Mega-Vendor I, Mega-Vendor II, Mega-Vendor III
Mega-Vendor 27 Selection	Raddatz Venders including LM30
Mega-Vendor Wally	All Laurel Venders with the Digi-Max Display

### CryptoPay Swiper – Laundry

• The Laundry Swiper works with washers and dryers in the laundromat. We've also included a power adapter specifically designed for the laundry market. The Kleen-Rite Part Number: CPS3005-25

### CryptoPay Fleet Card

• The Fleet Card Service provides an organization with an easy to use and accountable method for maintaining the appearance of their vehicle fleet. This program allows your fleet customers to establish an account with your car wash and builds stronger relationships with your fleet

customers. 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

• Dr. Edwards Deming: “Without data, you’re just another person with an opinion.” CryptoPay Site Analytics is a cloud-based tool which provides data to support decision making and point out areas for improvement. Available data include purchases by device and type, purchase data by day of week and time of day, and autocashier purchases. CryptoPay Site Analytics also provides a printable summary report to include; number of purchases, average purchase amount, how many bank fees were 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 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 Changer PayStation. Retrofit Kits



Continued on next page...

# Universal Brush

MANUFACTURING COMPANY

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.

F01808G

\$17.15



## Triple Sided Hog's Hair

Full 18 inch prep brush! 3 surface angles (plus the sides). premium, all natural hog's hair!

F01800

\$90.70



## Monster Foam Brush

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

F0212PBL

\$47.67



## Buy 1 Get 1 FREE

Stock up now on Self-Serve Ultra Concentrates from National Automotive Chemical. Choose from these products below.

- Soak Me Ultra
- Bath Time Ultra
- Tire Time Ultra
- Cherry Foam Ultra
- Banana Foam Ultra
- Clear Coat Conditioner

*\*Mix & match of equal or lesser value*

**DON'T MISS OUT!  
Call Kleen-Rite Today!**

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 including; A Case for Credit Cards, MasterCard Requirements, and Award Winning Customer Service, and we provided an update on our new products and services.

Thank you for all your support - Dave Richards, VP Operations

### Testimonials:

"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 their 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, Kim's Car Wash, Modesto, CA

"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



# Cost Effective. Secure. Simple.



## Add credit card acceptance today.

Visit [www.GetCryptopay.com](http://www.GetCryptopay.com) to learn about the Cost Effective – Secure – and Simple way to start accepting credit and debit cards at your laundromat and/or car wash. Call Kleen-Rite: [800-233-3873](tel:800-233-3873)





# JOE MAPES

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

## Joan's Car Wash Irving, Texas

Joe Mapes, a Kleen-Rite customer since the beginning, has seen big changes in the industry since he acquired his first self-service car wash in California in the early 1960's. He relocated to Dallas several years later to pursue car wash sales since Dallas was the hub of the car wash industry at that time. There he became the National Sales Manager for Dilling-Harris, the largest manufacturer and marketer of self-service equipment nationwide. Mapes is familiar with all aspects of the self-service car wash industry. He has experience operating, engineering, manufacturing, distributing, and marketing. Mapes got his start as an operator by acquiring a 25 cent – 5 minute Soft Spray car wash with 10 cent vacuums. Soft Spray was a division of a coin operated laundry distributor. Self-service car washes were first included in the coin laundry trade associations. They broke away under the new name of NCCC (National Coin Carwash Council). NCCC later merged into ICA (International Carwash Association), and Mapes served on the board of Directors for both the NCCC and ICA.



# SELF SERVE

a history of success  
by Amy Mastrangelo

Mapes has always operated self-service car wash locations, rather than automatics. "The self-service car wash has always allowed the customer to choose the quality of service he desired," he said. Today he has multiple self-serve locations all in the Dallas / Fort Worth, Texas metropolitan area. His son, Bill Mapes, is heavily involved in the carwash business with his Dad as well.

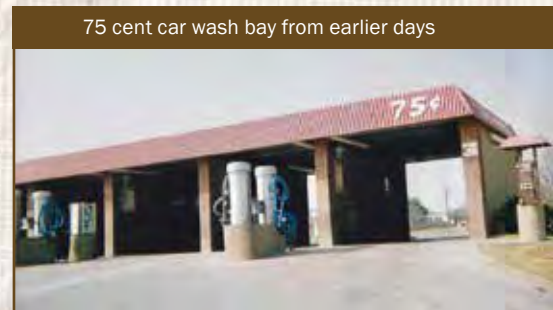


Early self-serve bays at Mapes' Irving Blvd. car wash location

Over time, Mapes has seen many changes in the processes and equipment used in the industry. He also shared that, "The industry is different geographically around the country. In the northeast, the biggest customer motivation is car maintenance because of the winter weather. In the more temperate areas, the motivation is car cleanliness."

Customers have so many cleaning products to choose from today. Mapes recalls when the only vending item available was a 10 cent paper towel from Kimberly Clark. There were 3 towels in a cardboard sleeve for the vendor. The next vending item available to the customer was a boxed Brillo pad, which was a spun metal pad with an imbedded soap product. These were perfect for cleaning white side-wall tires, which were standard at the time. Next came liquid tire cleaner and engine degreaser. Car wash customers today have a huge selection of vending products, air fresheners, microfiber towels, Armor All products, and much more.

Besides an increase in vending, there has been an evolution in meter box selections. Now washes have



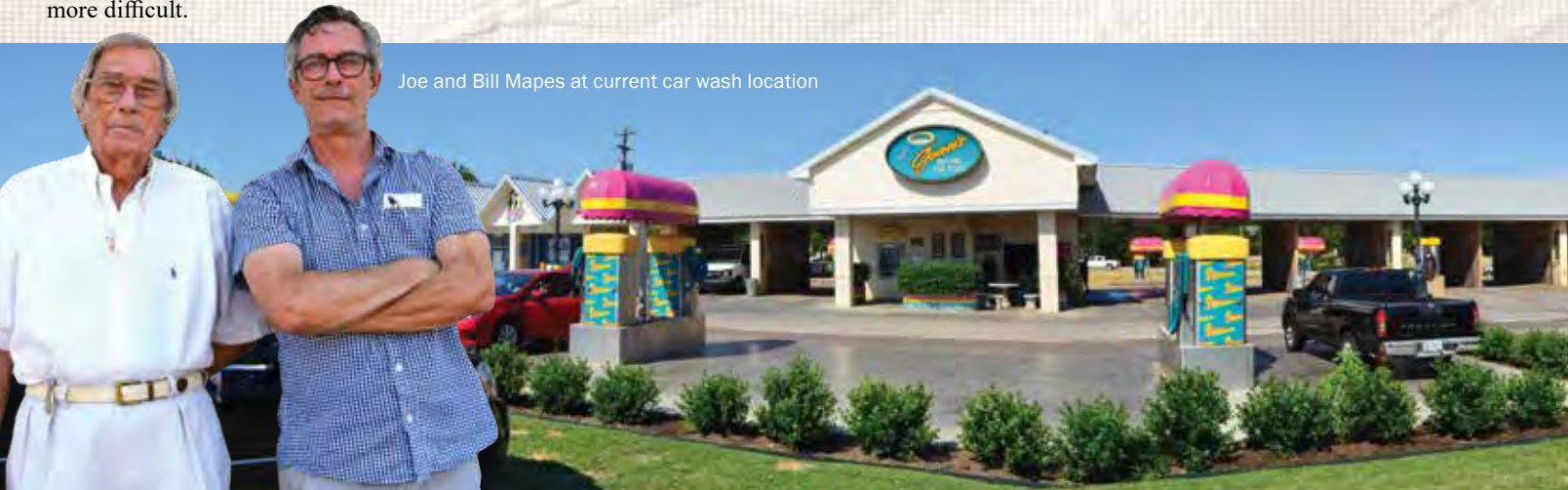
75 cent car wash bay from earlier days

meter boxes with up to 4 different payment choices for the customer: credit card, tokens, coins, and bills. Also, many modern washes have last coin alert, so a beep will sound prior to customers running out of time. But there weren't always timers. In the early days, soap and rinse were the only meter selections and the customer's time would simply shut off at the end of the cycle.

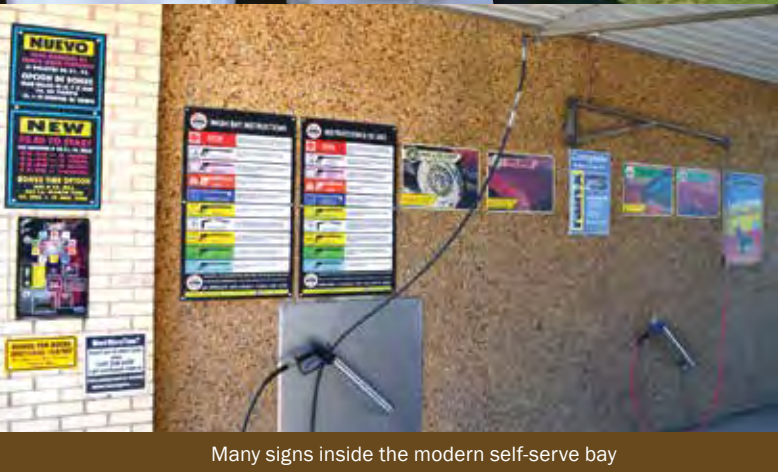
Mapes said, "You used to get 5 minutes for 25 cents. Coin meters back in the day were adapted from the coin laundry industry, just insert the quarter and push to slide in." There were also no trigger guns. Mapes remembers the straight handled wands with a plastic grip. This design wasn't as usable as contemporary wands and made cleaning more difficult.

ably over time. The early pumps used in the industry performed at 2 gallons per minute and around 500 PSI. They are now 4 gallons per minute and operate at 1000+ PSI. These pump performance increases provide far better wash experiences for the customers. Mapes remembers when Hypro Pumps used to be the only choice available. Operators could service the original 5300 models once or twice, but many pumps had to be replaced after limited service life.

The self-service carwash industry is ever changing and evolving. Mapes has witnessed this through all facets of the industry, from operating to marketing for several nationally recognized companies over the years.



Joe and Bill Mapes at current car wash location



Many signs inside the modern self-serve bay

"The salvation of the self-service car wash industry was probably the development and introduction of the foam brush," Mapes said. He remembers seeing the first foam brushes in the 1970's from the Campbells Car Wash in Tustin, CA. He visited their location in the early stages to see the new development for himself. Before the introduction of the foam brush, customers would pull into the bays, use soap, rinse, and then dry with a towel or air dry. An early addition to the meter after soap and rinse was spray wax. Current meter selections include everything from spot free rinse to triple foam conditioner, tire cleaner, and more – up to 10 or 12 selections in many cases.

Mapes recalls when car wash owners purchased soap from limited suppliers. Soap typically came in bulky 100 lb. drums that were difficult to maneuver in the small carwash equipment rooms of the day. Operators were required to hand mix the soap with water before it could be used in the equipment. Pumps have also changed consider-

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## AMETEK LAMB Car Wash Motor "Line Up"

GOOD	BETTER	BEST
AMETEK	AMETEK	AMETEK
VAL2583 VAL2585	VAL6336 VAL9419	VAL2315
Economy LAMB	Traditional LAMB	Premium LAMB
Standard life and air performance	Standard life and air performance	1500+ hours of life from ONE set of curved brushes

**AMETEK**  
 DYNAMIC FLUID SOLUTIONS

# Introducing Diamond Plate Ceramic Paint Protection

## Try Diamond Plate

for Amazing Professional Results!



By Amy Mastrangelo

Diamond Plate from Simoniz is a revolutionary way to protect your car's finish. When applied, the chemicals react with your vehicle's paint, fill in pores to make the surface smooth, and prevent dirt or water from sticking. Just think of it as a second clear coat that boosts shine up to 10%. Paint coatings provide greater protection than traditional car wax or paint sealant, which can wear off in several months. In fact, Diamond Plate can withstand 5000 scrubblings and 2 years of weather exposure! It is so durable that it is even used in the aerospace industry.

Your car is an investment, and Diamond Plate preserves your car's clean paint and brilliant shine. Plus when you take good care of your car, you'll get more money when it's time to resell or



applicator pad, microfiber finishing towel, and warranty. Vision Blade forms a chemical bond with glass to repel water. It lasts up to 6 times longer than silicone-based products.

Diamond Plate and Vision Blade cover your paint and glass to protect against harsh elements. Acid rain, bird droppings, and tree sap are no match for Diamond Plate. It protects against aerosol spray paint, hard water spots, and UV damage. And even paint overspray from newly painted road lines! Diamond Plate guards against road de-icing materials and sun exposure that causes fading. Clear coat does naturally degrade over time, but Diamond Plate improves gloss to keep your car looking like new.

With its smooth finish, this protective coating makes it easier to clean and dry vehicles. It offers a scratch and corrosion resistant surface. You may find yourself saving thousands of dollars in cosmetic repairs down the line.

**How do you apply Diamond Plate? Follow these steps:**

## Cures quickly enough that a customer can wait for the service to be completed

trade. Simoniz is so confident in Diamond Plate that it includes a 2 year warranty backed by a qualified insurance carrier. In the event of a filed claim, consumers and installers won't need to pay for the price of repair.

And while paint coatings are no stranger to auto dealers and detailers, nothing is quite as simple and reliable as Diamond Plate. Bring your detailing shop to a new level with the latest in paint protection products.

Thomas Palancia, International Sales Manager of Detail Operations at Simoniz, said, "Diamond Plate has been developed to be easy to apply with a fast reaction time. That means that it cures quickly enough that a customer can wait for the service to be completed. The entire Diamond Plate application process can be done in just about the same amount of time as a hand wax. There is no sterile work environment needed and you won't have to keep the vehicle indoors overnight to allow to cure."

What exactly is Diamond Plate? It is a nano-ceramic polymer paint coating. When you buy Diamond Plate, you'll receive one vile of Diamond Plate, one Vision Blade windshield protector, gloves,



1. First, thoroughly wash the exterior of the vehicle. Make sure it is clear of tree sap, tar, bird waste, and bug debris. Use a clay bar to remove contaminants from the paint. Dry the vehicle with a soft cloth and blow out the weep areas (mirror housings and door handles) using compressed air. Inspect all sides of the vehicle to ensure it is clean. If contaminants are still sticking to the paint, the paint coating won't properly adhere.

2. Put on the protective gloves supplied with your Diamond Plate package. Apply Diamond Plate to one side of the supplied microfiber applicator pad.

3. Beginning with the front driver side of the vehicle, apply in long overlapping motions to one painted panel at a time.

4. Cover one-third to one-half of the vehicle before returning to wipe or buff to clarity.

5. Allow to set up for roughly 6 minutes. At this point, Diamond Plate will appear to evaporate, leaving a residue on the surface. Using the supplied microfiber towel, wipe or buff the Diamond Plate to level it.



6. Repeat this process until you complete the entire vehicle.

7. Next, make sure windshield and wiper blades are clean, and lift the wipers from the glass.

8. Hold the included Vision Blade windshield protector to the center of the windshield by the wings of the applicator. Squeeze the wings to allow the product to wick into the felt pad.

9. Apply the product to the glass starting on the driver's side, first to the border, and then filling in top to bottom.



10. Then apply to the passenger side of the windshield, making sure it covers the entire windshield.

11. Using a clean towel, buff the product into the glass until it is perfectly clear.



The Diamond Plate package gives vehicles long term exterior protection. This detailing product will improve gloss and maintain car paint for years to come!

Each Diamond Plate Kit Includes:

- ▶ 1 Vial of Diamond Plate
- ▶ VisionBlade Windshield Protector
- ▶ Gloves
- ▶ Applicator
- ▶ Microfiber Finishing Towel
- ▶ P.O.S. Customer Hand Outs
- ▶ The Diamond Plate Warranty

Each Kit Sold Separately

DPKIT

\$79.00



# REGORA®

LEADERS IN PRESENCE DETECTION

## SMOOTH SURFACE TREADLE FLOOR SWITCH



- Simple electrical switch embedded in the trip device
- Molded to 3/16" steel base plate, 7/8" thickness
- Rugged, weather-resistant design
- Metal ramps sold separately

AM295	24" x 10"	Black	\$178.12
AM295Y	24" x 10"	Yellow	\$178.12
AM300	5" x 24"	Black	\$103.67
AM300Y	5" x 24"	Yellow	\$103.67
AM305	5" x 32"	Black	\$114.95
AM305Y	5" x 32"	Yellow	\$114.95

IDEAL  
FOR CAR  
WASHES

## TRACTION CONTROL TREADLE FLOOR SWITCH



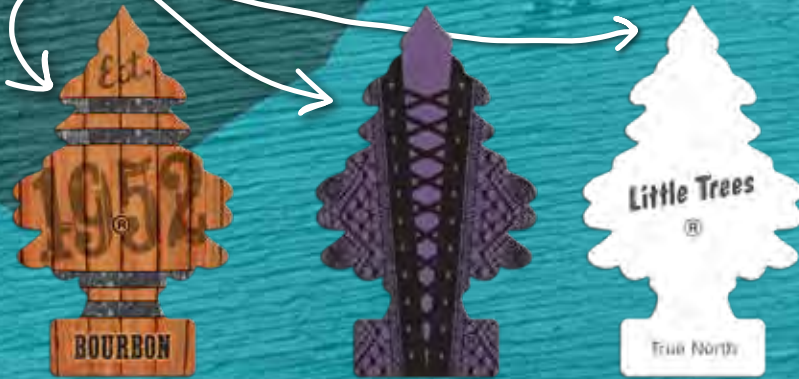
- Recessed, it performs its function without getting in the way of regular maintenance & cleaning.
- Cleats grip the tire and minimize slippage

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

Available at:

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

# INTRODUCING... New FRAGRANCES



**BOURBON**

**BOLD EMBRACE**

**TRUE NORTH**

<b>VS50975</b>	24 PACK	\$12.50	<b>VS57329</b>	24 PACK	\$12.50	<b>VS57146</b>	24 PACK	\$12.50
<b>VS10975</b>	72 PACK	\$33.25	<b>VS17329</b>	72 PACK	\$33.25	<b>VS17146</b>	72 PACK	\$33.25

## 12 COUNT FIBER CAN DISPLAYS



- (4) Black Ice
- (2) New Car
- (2) Cherry Blast
- (2) Green Apple
- (1) Summer Linen
- (1) Caribbean Colada

**VS17870** \$18.75

**GREAT FOR RETAIL**



- (4) Black Ice
- (2) New Car
- (2) Cherry Blast
- (2) Summer Linen
- (2) Caribbean Colada

**VS17810** \$18.75



- (4) Black Ice
- (4) Cherry Blast
- (2) New Car
- (1) Summer Linen
- (1) Caribbean Colada

**VS17820** \$18.75



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

**X-TRA STRENGTH**



**LEMON GROVE**

**BAYSIDE BREEZE**

<b>BT10694</b>	\$17.95	<b>BT10621</b>	\$17.95
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## YOUR FAVORITE TREES JUST GOT STRONGER

**24 SINGLE PACKS PER CASE**

Top selling LITTLE TREES® now available in X-tra Strength.

## All New! FIBER CANS



**VS17855** \$6.25

**VS17874** \$6.25

**VS17889** \$6.25



**VS17811** \$6.25

**VS17816** \$6.25

**VS17824** \$6.25

### 4 PACK

Big LITTLE TREES® fragrance in a convenient can. Made from 50% recycled material, this can comes with an adjustable lid for complete scent control. Powerful, long-lasting scents for any vehicle or small room.

# THE KLEEN★TEAM

## Gary Frey

National Sales Manager

I've been in sales at Kleen-Rite for 7 years. Prior to that I worked in manufacturing for Harley-Davidson. I really like working at Kleen-Rite because each day is a new day, and there's always something different. Every day is a Kleen-Rite Day! Plus, interacting with people is great.

Outside of work, I'm an avid sports fan. I'm a Pennsylvania guy so for college football, I'm a Penn State guy, and in the pros I like both the Eagles and the Steelers.

My wife recently completed her doctorate at Penn State. I'm very proud of her accomplishments, as well as those of my daughter, who is currently in law school.

*We'd like to thank Gary for his dedication and commitment to our customers, our industry and to all that we do at Kleen-Rite!*



**Gary Frey**  
National Sales Manager



# Wheel-eez® Al-Brite 3™ NONCORROSIVE WHEEL CLEANER

# AB3™

- NO HF
- NO ABF
- SAFE

- ✓ Easily Removes Greasy Brake Dust, Dirt, & Grime
  - ✓ Noncorrosive & Safe to Use
  - ✓ Biodegradable
- ALL WHEEL TYPES



Concentrated  
5 Gallons makes 55 Gallons

WE1005 \$194.99

# REMOVES UGLY!



# One Stop Vac Shop!



## CENTRAL VACUUMS

JE Adams is your one stop for all things vacuum in the car wash industry!

Not only do we have traditional vacs but we also offer

### CENTRAL VACUUM

systems, stanchions with swivel booms or fixed booms and vacuums that will mount to all stanchions! When quality, affordability and great service matter, go with JE Adams!

- Available in Dual Arch, Single Arch and No Arch stanchions.
- Rectangle and V-Shape Canopies available.
- LED light kits available in 4ft or 8ft lengths.
- Includes stainless steel pre-collector, mat rack and trash collector.
- Stainless Steel, Red, Blue, Yellow or Green powder coat finish.

For more information on our professional car wash vacuums and accessories, contact Kleen-Rite - 800-233-3873.

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



*Photo courtesy of Sky Blue Industries*



*Photo courtesy of Best Express Car Wash*



*Photo courtesy of Carwash Solutions of Illinois*



*Photo courtesy of Oasis Car Wash Systems*

# Why Go PLATINUM?

## Breakthrough Pump Innovation



### GENERAL PUMP'S PEHT SERIES PUMPS

General Pump, along with our parent company, Interpump Group S.R.L., is the world leader in plunger pump development for over 30 years. Always striving to serve customers better, GP's technology and innovation is unsurpassed. A perfect example of this marriage of innovation and technology is the new Platinum Emperor Line. Many features of these pumps make them uniquely qualified to withstand the rigors of the self-serve/conveyor car wash market.

#### Let's examine some of these features.

First and foremost, GP's PEHT (Platinum Emperor) Pumps are ideal for use in the self-service carwash applications because of their high-technology, high-temperature seals (up to 185°) and can run dry for several hours without damaging the pumps seals. Also included is a "new" dual lip oil seal for increased overall pump protection against water transferring into the crankcase.



In addition, the nickel-plated, stainless steel manifold (AISI4120B) protects against chemical damage and also helps prevent washout. These pumps even offer a nickel-plated crankcase, providing additional corrosion resistance and an exclusive appearance.

These pumps also provide a large oil capacity which means better cooling and lubrication. For your convenience, a larger diameter oil site glass is mounted on the side of the pump, versus the rear of the pump, for easier maintenance and inspection.

Lastly, a robust oversized tapered roller bearing, along with solid ceramics and high

efficiency valve design allows for a quieter and more efficient pump, which in turn results in a quieter equipment room.

The PEHT2214S is a direct replacement for Cat's 310/5CP2120. GP even offers a retro rail kit (GP # 101112) to make the conversion from Cat to GP especially easy. All these features, combined with the best warranty on the market should make the choice for your next self-serve pump an easy one.....The Emperor Platinum Series!



**VS169**

**\$36.99**

100 Per Box

Decal Available





**Always the Highest Quality, Always®**

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

# A Complete Line of Hog's Hair Products



## Gentle Hand-Made Brushes Manufactured by Certified Artisans

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

## Complete Line of Quality Hog's Hair Brushes

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

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

**Erie Brush and Manufacturing Corporation**



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





# DOSATRON®

WATER POWERED DOSING TECHNOLOGY



## Choose Tip Free Chemical Delivery

With Dosatron's 17" x 24" Low-Pressure, Self-Serve System.

### Follow these 10 steps to a better carwash.

1. Dosatron's water-powered, non-electric chemical proportioners use the water flow to operate.
2. Dosatrons have **NO orifice tips** — **NO clogs**, ever!
3. Dosatrons are externally adjustable for fast and easy dilution changes.
4. Using a Dosatron, you can continue to wash cars with city pressure, even if your booster pump is down.
5. Dosatron offers four (4) models with dilution ranges 3000:1 to 10:1, with **NO orifice tips**.
6. Dosatrons offer positive displacement providing fast self-priming!
7. Dosatrons are simple to install — **NO need for a plumber**.
8. Dosatrons fit onto the standard 3/4" MPT pipe connections.
9. You have consistent dilution with Dosatron, regardless of water flow or pressure.
10. Annual maintenance is easy with Dosatron. It just takes 15-minutes!

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



### Winter/Spring 2018 Industry Calendar

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

**Feb. 25-27 2018** ★ **Southwest Carwash Convention Expo**  
*Arlington Convention Center - Arlington, TX*  
[www.swcarwash.org](http://www.swcarwash.org)

**March 6-7 2018** ★ **CARWACS Car Wash Show**  
*Toronto Congress Centre - Toronto, Canada*  
[www.toronto.convenienceu.ca](http://www.toronto.convenienceu.ca)

**April 3-4 2018** ★ **Heartland Car Wash Show**  
*Prairie Meadows Casino - Des Moines, IA*  
[www.heartlandcarwash.org](http://www.heartlandcarwash.org)

**April 26-28 2018** ★ **ICA Car Wash Show**  
*Las Vegas Convention Center - Las Vegas, NV*  
[www.carwash.org](http://www.carwash.org)

# Tired of Dirty Bay Walls?

## INTRODUCING KLEAN WALL™

### WORKS GREAT ON:

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

100%  
Hydrofluoric  
Acid Free!

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



Call today for a free sample!

**1.800.233.3873**  
Kleen-Rite: an Authorized Distributor



5 gallon

**KW5**

\$67.50

55 gallon

**KW55**

\$587.99

AFTER BEFORE

**APFormulators**  
Making a cleaner world

Available From KLEEN-RITE!

# MAINTENANCE TIPS:

## Keep It Clean...

Keep it working!

Don't let malfunctioning credit card readers or bill acceptors disrupt your business. 78% of POS devices sent in for service only need cleaning!

We all know that money is very dirty. Dirty bill acceptors cause bill rejection, device misreads, or an out of order machine. Dirty credit card readers cause card rejection, reader error, or repeated swipes. All these issues lead to customer frustration and even a loss of revenue. This is why it's so important to keep your bill acceptors and credit card readers clean!

Use cleaning cards to prevent problems before they occur. Clean your bill acceptor each time you empty the machine or at least twice per month. Clean your credit reader at least once per week. KIC Team cleaning cards will make this a simple task. Insert the cleaning card into the acceptor, and the card will eject once cleaning is complete. Or, swipe through your card reader and the cleaning card will wipe away dirt that can cause a malfunction. Use these cards to keep your devices in great shape without servicing or replacing them.

**78%**  
of POS devices  
sent in for service  
only need cleaning!



**Bill Acceptor Cleaning Card**

**Case of 50**

Use once per month or after periods of excessive validator use.

Directions: Feed card into device, vending machine, changers or coin box.

CCC1000

\$31.50



**Credit Card Reader Cleaner**

**Case of 50**

Use after every 500 print jobs or when printer ribbons are replaced.

Directions: Swipe/insert card into card/chip reader.

CCC1020

\$26.50

Available at Kleen-Rite

# Nice Looking Carwash = More Sales!



Maintenance-Free  
Bollard Protection



- Fade & Impact Resistant
- Easy & Quick Installation
- Closed On Both Ends
- Lettering Graphics Kit Included



- Saves Scraping & Painting
- Many Colors & Sizes
- Recessed Reflective Stripes Enhance Visibility



**STEEL  
BOLT DOWN  
BOLLARDS**

- Easy Installation





# Power to the People:

by Max Pulcini



## EverWash App Gives Car Wash Customers an Easy, Robust Membership Experience

It's 10AM on a crisp Friday morning in December and the line outside of Finish Line Wash & Lube in Mount Holly, NJ is already getting long. The sun is shining, and the sky is clear — it's a perfect day for a car wash. But long lines like this are not unusual at Finish Line, one of South Jersey's top washes.

"When we bought Finish Line, our 4th wash, about 8 months ago, the lines here were average at best," Finish Line Manager Lisette M. says. "So we focused our time and energy on one thing and one thing only: increasing wash volume and revenue. Since nothing in the industry has the potential to increase wash volume and revenue

more than a well-run monthly membership plan, we thoroughly researched the market for the best membership program. We came to the conclusion that EverWash was the best choice for us, offering all the components we were looking for."



and billing & collections. Currently, Finish Line has more than 600 members enrolled through the EverWash app, grossing just under \$20K per month.

builds upon this with a free-to-use, app-based service that offers users a unique, easy and personalized way to find a car wash, learn about its membership options, and then easily and securely purchase an unlimited wash plan — all from the convenience of their smartphone. Customers just download the free app from the Apple App Store or Google Play and are then able to quickly discover a better, more value-driven and convenient way to wash their car.

"The app is so simple. I just thought it was fantastic," says Luz C., an EverWash member at Finish Line. "It's just like Uber — you sign-up with your credit card information once and you're good to go. Everything is done so quickly."

"EverWash is great for our car wash because it brings in a growing, steady stream of revenue each month, rain or shine," Lisette says. "But it's also fantastic for the customer because of how easy it is for them to sign-up and use."

EverWash Members can also manage their membership themselves through the app. They can easily and securely add cars, update payment information, upgrade their wash plan, refer friends, cancel a car, review payment history and more — all from the palm of their hand.

Today's consumers rely on their smartphones to schedule and manage so many areas of their lives. EverWash's system

All the power that the EverWash App provides is great for the consumer, but also eliminates the pain that comes with managing customers and their accounts.

"I don't live that far from here, but I do a lot of travel for work. Because I have to drive a lot, I'm getting a lot of dirt on my vehicle. A friend of mine in North Jersey was at a car wash with membership and his car was always clean, and I wanted that too. My friends isn't all app based, so I think I have him beat now."

- Roz C.

EverWash is a turn-key monthly membership platform and mobile app that handles every



EverWash  
CAR CLUB

aspect of monthly membership for car washes: marketing to consumers, member sign-ups, customer support, signage & menu boards,

"It's widely accepted in the car wash industry, and the data shows, that monthly members are much more profitable than the average pay-as-you-go customer," EverWash CEO John Cassady says. "EverWash makes membership easy for wash operators by eliminating the headaches and hassle of

having to manage member accounts. We handle marketing, signage, member sign-ups, customer support, billing, collections and more, while offering the service to consumers at unbeatable value.”

card, cash — nothing. I just wish there was a car wash closer to my house! I work 70 miles from here so my commute makes it hard to come all the time. If I know I won’t be around for a while, I’ll just go on the app and freeze

the QR code on the app and they’re good to go. Our line rarely gets backed up too much, even on our busiest days.”



**“I was just here washing my car when I noticed the signs for the EverWash app and I went for it. You just use the QR code and that’s it. I think it the best car wash experience I’ve had in my life, easy. I wish it was this easy before.”**

**- Jens O.**

“I work at another wash that doesn’t have EverWash, and it would be nice if they had the program over there too,” she added. “I think their customers would like it more too.”

The EverWash app is easy to use, but members always have backup if they encounter any problems or issues. EverWash’s dedicated customer support team takes phone calls to assist members with anything from switching credit cards to referring their friends to adding a new car.

At Finish Line, EverWash signage and menu boards adorn the exterior and interior walls, advertising for its unlimited wash plans ranging from \$19.99 to \$39.99 per month. Most EverWash membership plans are priced at the cost of two pay-per-visit washes.

my membership. After a few weeks, once I’m local again, I just open the app and restart my membership again.”

Lori, like so many consumers nowadays, subscribes to several monthly membership services, including Netflix and Pandora Radio.

“These services, like EverWash, are just so convenient,” she added. “It’s just automatic debit from my card, you don’t need to think about it. It’s just done, it’s so much easier.”

The automatic payment system also makes things easy for a car wash’s cashiers and attendants.

“The fact that it’s app-based makes my job easier,” says Fatimah A., Finish Line’s cashier. “Customers are never asking what their wash includes because they know what

**“I use the app all the time. I bought a membership for my girlfriend too, and she uses it several times each month. I used the refer a friend option and even saved some money too. I just moved here, so I don’t have many friends around yet. Once I meet some people, I’ll be sure to refer them too.”**

**- Victor R.**

“The EverWash experience is tremendously easy,” says Daryl T., a Finish Line EverWash member. “You don’t need to worry about carrying money or anything, I just use the EverWash app on my phone. I use it several times a month, the value is unbelievable. I have three cars and have a membership for each one.”

Along with the value, EverWash members rave about how easy it is to use and manage their membership.

“The app makes things so easy,” says Lori D., a Finish Line EverWash member. “You pull up, pull out your phone, they zap it and you’re done. There’s no paying, no credit

they are getting — it’s the same thing every time. Meanwhile, I don’t have to manually go into the system and hand pick what each customer is ordering. All I need to do is scan

**“I’ve had coupons and booklets from car washes before and found that they are a nuisance to use. I always have my phone on me, even if I forget my wallet at home or don’t have my bag with me. I definitely think the app is easier.”**

**- Brenna B.**

“The process is very easy, and whenever I have had an issue, I just call up the support number — I’ve got it favorited in my phone!” says Tammy W., who has been a member at Finish Line since it started the membership program. “I call EverWash and the gentleman who answers the phone is very helpful and has always fixed any problems immediately.”

The ease, value and support provided by an EverWash membership add up to equal one thing: Happier, more loyal customers.

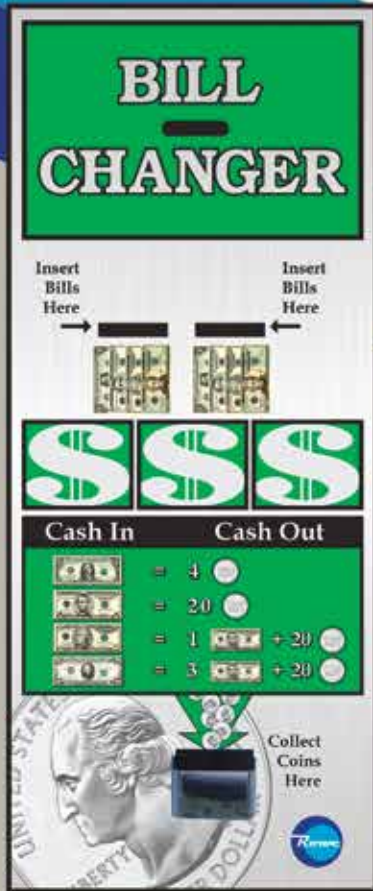
“Our members are really happy with the program,” Fatimah says. “Many come several times per month, so I’m seeing a lot of the same faces. You always know who has EverWash because they’re loyal customer. If they weren’t happy with our wash or the EverWash program, they wouldn’t be coming in here so often. It’s nice having customers be this loyal to our car wash.”

**“I never knew about car washes offering this sort of membership until I came here. Now I’m telling other people to come to this wash and bring their cars here once a week. It’s great, I’ll never give it up!”**

**- Tammy W.**

**For more information on the Everwash Membership Program, give Kleen-Rite a call at 800-233-3873.**

Exceptional Quality &  
Dependability



## ROWE BC-1600

- Remotely receive “Hopper Empty” and “Stacker Full” alerts via Wi-Fi or Ethernet connection.
- Changer program updates by download or flash drive
- Advanced, unique 2-line user feedback display
- 2 MEI® bill acceptors take \$1, \$5, \$10 and \$20 bills
- Bill recyclers each hold up to 30 outgoing \$5 bills (60 total bills)
- Bill recycler bill box holds 500 incoming bills
- 2 hoppers, each with a capacity of 5,600 quarters (\$2,800 total)
- Heavy duty faceplate with powder-coat finish
- Optional MEI® recyclers, PCI compliant wireless ePort credit card system, audit or user receipt printer, custom graphics, stainless steel faceplate, coin acceptor, high security door frame



## ROWE BC-3200

- 2 complete changers with separate control boards, power supplies, and power cords
- Dual doors, each with 3-point locking system, offer twice the security
- Remotely receive hopper empty and stacker full alerts via Wi-Fi or Ethernet connection
- 4 MEI® bill acceptors take \$1, \$5, \$10, and \$20 bills
- Bill recyclers each hold up to 30 outgoing bills
- 4 hoppers, each with a capacity of 5,600 quarters
- Optional MEI® recyclers, PCI-compliant wireless ePort credit card system, custom overlay (as seen in photo)

800-233-3873  
www.kleenrite.com

Available from  
Kleen-Rite

**3 PHASE**  
**SUPER BLOWER**  
EFFICIENT POWER

AVAILABLE FROM KLEEN-RITE  
**800.233.3873**

# Super Air Shamme II

**TOUCHLESS HANDHELD VEHICLE DRYER**



**IF YOU DON'T HAVE  
ONE OF THESE  
YOU ARE  
LOSING MONEY!**

The Air Shamme is an in-bay, touchless vehicle dryer. It dries vehicles and motorcycles spot-free. Operators have reported that the Air Shamme is the third most profitable feature on the selector switch! Drying a car is an important part of the self-serve car wash, and the Air Shamme can help the car wash operator increase revenue. Super Air Shamme II has a three phase super blower motor that can be run at 220-275 volts at 12.5 amps or 380-480 volts at 7.3 amps.

Hose included. Please specify hose color when ordering. Boom sold separately (Part # DBOOM).

- Long lasting aluminum housing
- Regenerative
- Super quiet
- 4.5 HP, 3 phase super blower motor
- 10% more powerful
- 20 year expected life
- Heated air without a filament after 30 seconds of use
- On and off trigger nozzle for safety
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- Water sealed bearings

ASHWALL-S

\$1,489.99

*Diskin*  
SYSTEMS™



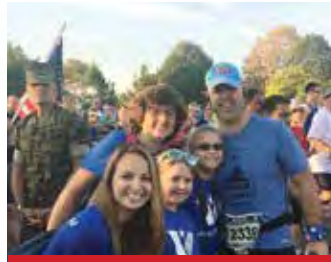
# Kleen-Rite participation in the Marine Corps Marathon

by Emily Gertenbach

Kleen-Rite Corp was pleased to support participants in the 2017 Marine Corps Marathon, including Chief Operating Officer, Jeff Detz.

Detz served in the Marine Corps and was running the marathon for the second time and used his participation as a way to raise money for veteran care. He was joined in his fundraising efforts by fellow Kleen-Rite employee Jason Bootie as well as community members Jeff Seibert and Paul Resch.

The group raised \$14,056 to benefit veterans in hospice, surpassing their original goal by over a thousand dollars. Detz and his team had the support of nine veteran and current service members who spanned all five branches of the military. The group served as honorary chairmen of the fundraising campaign.



Jeff Detz supported by his family.

This success was made possible through the generous donations of other Kleen-Rite employees, community members, the Marine Corps League, and UPS, Inc. among others.

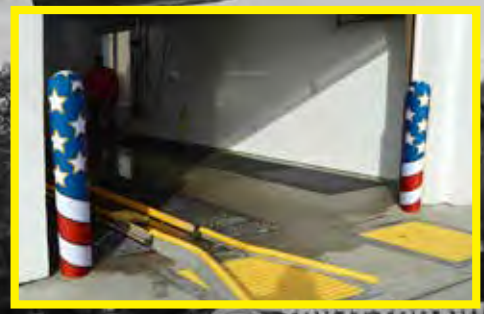
One hundred percent of donations collected by the team were donated to the Hospice Care for Veterans Program at Hospice & Community Care in Lancaster, PA. The program addresses issues unique to veterans and their family members, and provides compassionate physical, emotional, and spiritual hospice support. In 2016, Hospice & Community Care provided services to more than 600 veterans in the South-Central Pennsylvania Area.



L to R: Paul Resch, Jeff Detz, Jeff Seibert

## KEEP YOUR CAR WASH LOOKING BRAND NEW WITH MAINTENANCE FREE PRODUCTS FROM IDEAL SHIELD

**ORDER NOW!**  
1-800-233-3837  
WWW.KLEEN-RITECORP.COM



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### CHECK OUT OUR BOLLARD COVERS

- Never paint your bollards again!
- No messy adhesive or screws required
- Several styles and colors to choose from





# Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

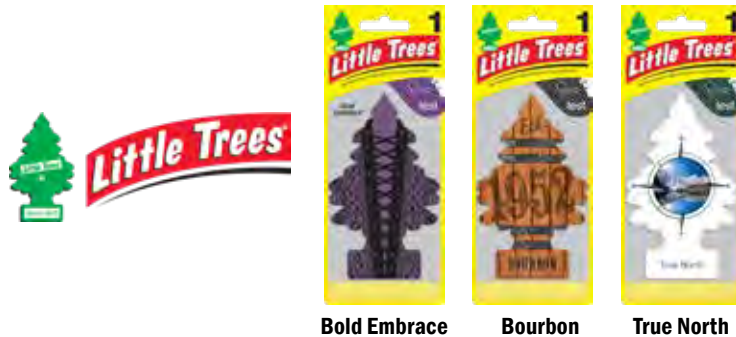
Issue No.30 February, 2018 - F/A Questions

The purpose of this Kleen-Scene section is to provide answers to frequently asked questions from our customers.

## What's new in vending for 2018?

2018 is shaping up to be a promising year for vending.

Little Trees from Car Freshner has introduced 3 exciting new fragrances: Bold Embrace, Bourbon and True North.



**Bold Embrace** – This fragrance combines the floral notes of amber and vanilla. This combination along with the black and purple graphic design should be a hit with the ladies.

**Bourbon** – If you have customers still asking for the classic Spice scent, then this would be a great replacement. The barrel graphics are eye catching.

**True North** – Brings the outdoors inside. As popular as Royal Pine is, this one should be a hit. With the all-white look, it appears to be Black Ice's alter ego.

In addition to the new scent offerings, Car Freshner is also offering a new product line of Fiber Cans in 2018. This Car Freshners line is very similar to the popular organic can line by California Scents.



The Fiber Cans are available in individual scent 4 packs and 12 count variety displays. The initial line offering gives you a choice of the following scents:

Black Ice, Caribbean Colada, Cherry Blast, Green Apple, New Car, and Summer Linen.

2018 also looks to be a good year for Armor All as well.

For the self-serve washes looking to add to their vending profit-center, four new products appear hopeful.



**Ultra-Shine Tire & Trim Shine Sponge** – This is an individually packaged, pre-moistened sponge like the Armor All Protectant and Cleaning Sponges. Case quantity is 100 per master case.

**Ultra-Shine Wheel Cleaning Wipes** – Designed to remove brake dust and road soils, this should be a vending hit. Each package contains 2 pre-moistened wipes. Case quantity is 48 per master case.

**Ultra-Shine Wash Wipes** – This is a proven winner in full blown box retail stores retail. As a car wash vending item, it should be sold as a touch up wash solution for when you can't get to the wash. Each package contains 2 pre-moistened wipes. Case quantity is 48 per master case.

**Ultra-Shine Wax Wipes** – This is the wax partner to the Ultra Shine Wash Wipes. Each package contains 2 pre-moistened wipes. Case quantity is 48 per master case.

**Big Boss and Big Boss XL Towels** – More sizes and colors now available! Stock up on the 16" x 12" Big Boss blue towel, or upgrade to the 16" x 16" Big Boss XL towels. Colors include blue, red, yellow, green, and orange. Sold 100 microfiber towels per case.





**Star Wars and Superhero Air Fresheners** – Big blockbusters like Star Wars The Last Jedi and Avengers Infinity War will only make your customers more excited to purchase Iron Man, Captain America, C3PO, and Storm Trooper air fresheners. Large selection of characters to choose from.



**Cowboy Joe and Little Dog** – These cute 3D characters clip onto your vent to distribute fresh smells throughout your car. Cowboy Joe wears his cowboy hat and Little Dog has the classic shape of a dog balloon animal. Each product is sold in a case quantity of 6 per pack.



**Paper Little Joe** – Little Joe vent clips are always smiling. Now, customers can hang the same happy face from their car rearview mirror with paper Little Joes. Vent clip air fresheners aren't for everyone, so these paper Little Joes offer a classic hanging design.

**RainWipes Ultimate Vending Towel** – This RainWipes Towel is thinner than plush, thick microfiber towels and is therefore easier to vend. It is compatible with all glass front and drop shelf vending machines. This lightweight, disposable, microfiber towel performs much better than paper yet costs less than plush microfiber detail towels. Should be a big hit for vending.



That's our round-up of new vending products for 2018. When you offer an assortment of old favorites and new enticing products, you'll boost vending sales and keep your customers coming back! We hope you'll enjoy testing out some of these new products at your wash.

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**KLEEN-RITE**  
**BIG BOSS**  
MICROFIBER TOWEL  
16" X 12"

100 Per Case  
VSKMF100 \$54.99

**KLEEN-RITE**  
**BIG BOSS XL**  
MICROFIBER TOWEL  
16" X 16"

100 Per Case  
KRMF1616B \$69.99

KRMF1616G | KRMF1616O | KRMF1616R | KRMF1616Y

## COMIC BOOK AND STAR WARS AIR FRESHENERS

6 Per Case \$13.50 Twin Packs

**NOVELTY AIR FRESHENERS - 6 TWIN PACKS**

PCA5499	Batman Logo
PCA5521	Deadpool
PCA5544	Boba Fett Helmet
PCA5545	Darth Vader Helmet
PCA5546	Storm Trooper Helmet
PCA5582	Betty Boop
PCA5514	Hello Kitty
PCA5571	Minions

**WIGGLE HEAD FRESHENERS 6 SINGLE PACKS**

6 Per Case \$8.99 One Packs

PCA5416	Batman
PCA5410	Harley Quinn
PCA5411	Superman
PCA5415	Wonder Woman
PCA5424	Captain America
PCA5422	Hulk
PCA5423	Iron Man
PCA5421	Spider-Man
PCA5417	Boba Fett
PCA5413	C3PO
PCA5414	Darth Vader
PCA5418	Storm Trooper

WATCH THEM WIGGLE AS THE CAR MOVES

# NEW! STAINLESS STEEL Fittings



**We now carry a complete line of stainless steel fittings!**

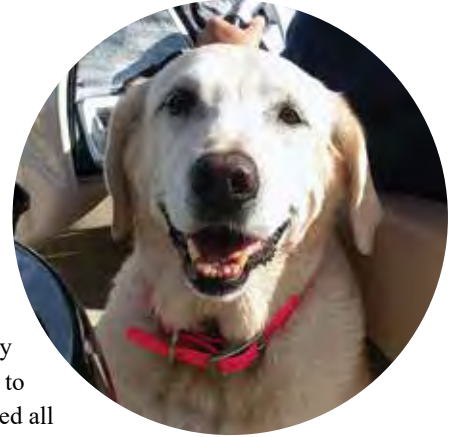
Available from Kleen-Rite!



## IN MEMORIUM:

### Kleen-Rite Corp Company Dog Passes Away

Dixie, or Dixie Doodle, as she was known here at Kleen-Rite passed away on Thanksgiving after a brief illness. She was the family dog of owner Mike McKonly and his wife Patty and came to "work" everyday and attended all staff meetings!! She was usually seen accompanying Patty on her "rounds" within the Kleen-Rite compound and was loved by everyone. She will be missed.



## POLYVINYL OUTDOOR BALLOONS

**GET YOUR BUSINESS TO STAND OUT**  
with new Non-Helium, Outdoor Balloons!  
Simply pump them up with air.

Electric Inflate Pump

CWB10200



\$42.29



Dual-Action Hand Pump

CWB10201

\$10.25



17 inch Balloons \*Balloons Sold Separately - \$8.00

Red - CWB10102	Yellow - CWB10104	Blue - CWB10107
Green - CWB10106	Orange - CWB10103	Pink - CWB10110
Gold - CWB10112	Silver - CWB10111	Blue Checker - CWB10125
Red Checker - CWB10123	Black Checker - CWB10124	

3 Balloon Cluster with Ground Spike  
CWB10003  
\$56.00  
Balloons Sold Separately

5 Balloon Cluster with Ground Spike  
CWB10004  
\$62.86  
Balloons Sold Separately

5 Balloon Cluster with Weighted Base  
CWB10009  
\$85.72  
Balloons Sold Separately

More styles & mountings available!





# CAR WASH CLICKS

a compilation of car wash things you'll find entertaining on the web!

## Making the Right Decisions



Employees of Breeze Thru Car Wash are empowered to make decisions that align with the mission, vision, and values of the company, according to a Facebook post. The Site Manager received a customer call before leaving work asking if the car wash did express details and took discounts for veterans. He shared that his son was killed in Afghanistan, and he needed to get his son's car detailed so they could use it to transport his ashes for service the following weekend. The Site Manager listed out the detail services that the car wash offered, and he asked how much it would all cost. He was told that it wouldn't cost a thing and the car wash would do it for free, the Facebook post said:

"I cannot charge you for this service and we would be honored to do this service for you at no cost. He thanked me and said he would be in to get it done once he had figured some other things out. He came in earlier tonight and got his service and asked for a picture of the crew to thank us!!! ... Today I am proud to be apart of an excellently run car wash company!!"

Car Wash Clicks is a compilation of online news and social media posts we find entertaining. See something you love pertaining to the car wash industry? Let us know about it and we may include it in a future issue of the Kleen-Scene! Send all entries to: [Amym@kleen-ritecorp.com](mailto:Amym@kleen-ritecorp.com)

## Don't Damage My Vehicle!



We've all encountered the customer that is concerned about the car wash damaging their vehicle. But what happens when a vehicle that looks like this Ford Expedition pulls up to your lot? Lance T. says,

"This lady wanted me to assure her that no further damage would happen to her vehicle going through the car wash I told her the only assurance that I can give you is that your car is not going through my carwash."



## Frozen Car Wash

All car wash operators love the increase in customers that snow and road salt bring, but how many of you cringe when you find a picture of a wash that has been frozen over?! Some may laugh, some may feel a moment of panic, and some may be happy that their wash is located in the South. This Facebook post generated some buzz from car wash owners and operators:

Blake: "Y'all open? Says the customer"  
 Like Reply 4 December 14 at 10:11am  
 Kathy: replied - 1 Reply  
 Laurie: "What? No hot water? Says the customer"  
 Like Reply December 14 at 12:34pm

## Walkin in a Car Wash Wonderland



According to a YouTube video, Delta Sonic Car Wash in Naperville, IL put on its first annual Car Wash Wonderland and Light Show. With the help of light specialists, the car wash and property was transformed into a holiday wonderland of lights and displays set to music. Delta donated 100% of car wash sales from 5pm to close to Cause for Paws, an animal initiative and eight local non-profit animal organizations. Can you see other car washes incorporating holiday lights and sounds in the future?

Check out the YouTube video titled Delta Sonic Car Wash holiday light show at Naperville 2012.

## Homeless Encampment Found



We've all heard the song "Working at the Car Wash," but how about living at the car wash? Fox 10 Phoenix news discovered a homeless encampment on the roof of a carwash. A drone uncovered footage of tents, bicycles, and other items on the roof. But, the car wash's owner of 20 years claims that no one lives there. According to an article on fox10phoenix.com, the owner said, "There's a lot of junk up there, and we should probably clean it up, but nobody's living up there. No way."



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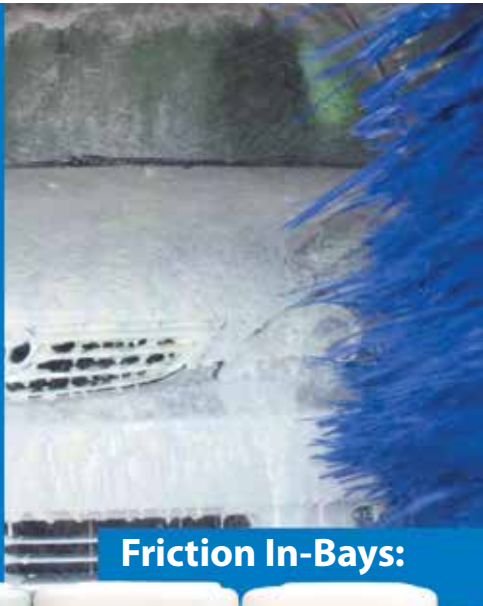


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TM5021	TM5019	TM5034		TM5212	TM5002	TM5034



## Hydrominder Quick Fix

Carwash operators know the Hydrominder is one of the most valuable pieces of car washing equipment you can have. Automatic chemical mixing, environmentally friendly, and the use of no electricity are a few features and benefits of using a Hydrominder.

Occasionally, like all equipment, problems can arise. One of the most frequent calls we get in the tech department here at Kleen-Rite is that the Hydrominder unit is backflowing into the concentrate bucket. This sometimes happens on models that do not have a siphon breaker such as a 506 or 507.



A quick fix to this, is to drill a small hole (1/8" or 1/4") into the discharge tube, above the highest solution level and below the discharge end of the educator. This will allow the discharge tube to drain after each cycle.

**Tugger Burke**

Technical Sales [Tburke@kleen-ritecorp.com](mailto:Tburke@kleen-ritecorp.com)

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US Patent 6,677,713  
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# OPERATOR SPOTLIGHT

## Rain Tunnel Car Wash Chambersburg, PA

A few miles north of the Maryland border lies the pleasant town of Chambersburg, Pennsylvania. For 50 years this March, Rain Tunnel Car Wash has been an integral part of the Chambersburg community. A bright and bustling establishment, Rain Tunnel offers four self-serve bays, one touchless automatic, and a 125-foot tunnel.

### Entering the industry

The business started in 1968 after Ray Rotz saw a tunnel car wash in Baltimore, MD. Intrigued, Rotz found out what the attraction was, and brought the business model to Chambersburg, opening his first car wash. Shortly thereafter, his son, Randy Rotz, joined the business.

Rain Tunnel's current owner, John Edmondson, joined the Rotz family through marriage in 1991, the same year that Randy opened the current car wash location. While he was new to the car wash industry, he already had some car care and detail experience.

"I came onto the business in October 1995. Previously, I was a manager at an auto dealership for six

by Emily Gertenbach

years. I didn't know what I was getting into in the beginning," Edmondson said. Now, after 23 years at Rain Tunnel, he enjoys "just about everything" involved in running a car wash, but had a lot to learn in the beginning.

"The best experience for me was in 2004, when Randy gutted the whole tunnel. Being able to see everything from the ground up helped me understand what it was all about. Seeing where the lines go, where everything starts and terminates. That was the biggest thing for me."

### Fresh changes

Edmondson has put his own touch on the car wash since the early 2000s, starting with a touchless wash. Since then, he's continued to update his bays and surrounding areas. One of the first things that any visitor to Rain Tunnel will notice is the clear, bright signage and decals.

"Signs are always something I'm doing. I change the decals every few years," Edmondson said. "I just put new vacuum domes on and got some fresh hoses. My vacuums are from 1991. If you do the motors and clean your bags, they'll still be working great."

The Rain Tunnel team has also made some eco-friendly changes to the car wash, including an array of solar panels along the tunnel roof. Edmondson made the decision to go solar after learning that additional electric heating elements would take up far too much space. This ability to have hotter water



4 Generations of Rain Tunnel





Owners John & Lori Edmondson with their son Carter.

temperatures helps to further Rain Tunnel’s mission of getting customers’ cars as clean as possible.

“We put them in about four years ago,” he said. “The water comes in at 170 degrees Fahrenheit. It’s so hot it blew out my mixing valve! I had to get one that handles up to 200 degrees.”

Other tunnel updates have included new tire shiners, dryers, and a high-pressure arch. Not one to rest, Edmondson already has more updates in the works. Most recently, Rain Tunnel rolled out their monthly unlimited wash program.

“That’s been the biggest change. We have signs that we make up and sit out, like manager’s specials. You really have to talk to customers yourself. The first week we explained it to customers, it was a slam dunk,” he said.

### Customer Care

Edmondson makes it a point to talk to as many customers as he can, and takes their feedback to heart. He also teaches them how they can best care for their car within the wash bays.

“When I got here in 1995, I’d have at least ten people a week come around and complain that we missed this or that. So, we had to figure out how to clean a car better. I actually made a list of four pieces of paper, and I call it the ‘no complaints list,’” he said. “We look at a car like a computer. We analyze where are the birds? Where are the bugs? Where do we have to hit before we soap it up any more? Quite honestly, now where we are at 20-some years later, I’m lucky if I get ten complaints a year because we deal with it up front.

“We just made a big change with our cleaning products, and now when I go out on the street, people are telling me they are getting asked where they got their car detailed and they answer that they just got the top package at Rain Tunnel. It’s a great report card. I’ve had ten people this week tell me that.”

### Community Focus

It’s clear that Edmondson takes pride in the Chambersburg community. In addition to customer-focused car care, Rain Tunnel gives back to the town at large through fundraising partnerships benefiting local sports teams and other organizations. They also participate in the Grace For Vets program that offers a free car wash to veterans and servicemembers every Veterans’ Day.

“That’s my favorite one,” Edmondson said about Grace For Vets. “It’s just nice seeing the men and women come through. Even on some of the days that it’s rainy, we have people in line. It’s a definite feel-good day, seeing them smile and giving them a free wash.”

### Celebrating Success

Edmondson and the Rain Tunnel team have been planning their 50th anniversary deals and celebration for several months. “We might be rolling our prices back to what they were in 1968,” he said. “Which would be crazy by today’s standards!”

While the price-cut time machine may only last one day, it’s clear to see that Edmondson’s community-focused mindset will ensure Rain Tunnel remains an integral part of Chambersburg commerce.





For over 35 years, Tom Allen has learned just about everything car wash related. As Kleen-Rite's Senior Technician, Tom offers his insight and know-how to our customers every day...

## How to install a Reusable Hose Fitting

Reusable hose fittings are great to have on hand to repair blown hoses or making your own hose assemblies. To patch a blown hose, simply cut out the bad part of the hose and put one fitting on each end of hose pieces and use a coupling, swivel or hose adapter to reconnect hose pieces to make the hose complete.



Watch a Video of This Tutorial on our YouTube Channel!



### Tools You Will Need:

- Appropriate sized wrenches for your hose size or a vice.
- Any lubricant: WD-40, CRC, Oil.
- Reusable hose fittings
- Hose



#1

Ensure the ends of your hose have clean, straight cuts.



#2

The fitting will come screwed together. To begin, unscrew and take the two pieces apart.



#3

Turn the socket piece onto the hose end. Start by hand and finish with your wrench. Keep turning until the hose butts against the inner shelf of the socket. **\* The socket is a left-handed thread which means you'll need to turn to the left to tighten.**



#4

Next, spray some lubricant inside the socket to lubricate the inside of the hose and threads on socket to make it easier to thread on.



#5

Next, insert the stem and tighten by hand to get it started.



#6

Once you begin with your set of wrenches or vice it is important to keep turning without stopping. **\* Don't stop turning once you start or else it will tighten up on you and not go in all the way.**



#7

Keep turning until the two pieces are tight against each other, see the image above for reference.

### For repairs

Items your reusable fitting can be attached to:



**Coupling:**  
BFA103-6



**Hose Adapter:**  
140566



**Swivel:**  
SWV500

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