

# THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 31 August, 2018

**THE BEST  
FOR LESS!**

Make Plans Now To Attend  
**KLEEN-RITE  
2018 EXPO**

**LED = ROI**  
Energy Efficiency at Your Wash

**DITCH THE DRUMS**  
With Kleen-Pak Hyper-Concentrates

When It Rains...  
**GO EVERWASH**

**FREE  
SHIPPING  
OFFER  
INSIDE!**

**TOLL FREE ORDER LINE 1-800-233-3873**

VISIT US ONLINE [www.kleenrite.com](http://www.kleenrite.com)

**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 their selector switches! Drying a car is an important part of the self-serve car wash, and the Air Shamme can help car wash operators 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
- Maintenance free
- Water sealed bearings

ASHWALL-S

**\$1,489.99**





# PORTABLE FOAMERS

## DEMA PORTABLE FOAMING UNITS DEMA ENGINEERING

Operates on compressed air and require only a pre-mixed chemical solution to create thick, long-lasting foam. These units operate on compressed air and require only a pre-mixed chemical solution to create thick, long-lasting foam. They come in a variety of tank and cart combinations to meet the foam cleaning requirements of almost all applications, and allow the operator to clean faster and more efficiently. They can also be used to foam car wash tunnel and bay walls, apply pre-treatment chemicals, and in detail use!

<b>\$939.99</b>	<b>FID910</b>	10 GALLON FOAMIT	With Hose & Wand
<b>\$934.50</b>	<b>FID915P</b>	15 GALLON FOAMIT	With Hose & Wand
<b>\$1,049.99</b>	<b>FID925</b>	25 GALLON FOAMIT	With Hose & Wand
<b>\$121.99</b>	<b>FID9002PU</b>	HAND PUMP-UP FOAMER	Pre-Mix
<b>\$121.99</b>	<b>FID9002SU</b>	2 GALLON HAND PUMP UP SPRAYER	-

# SCENT-STONE™

**ONLY \$16.10**

**AIR FRESHENERS**  
12 scented stone packs

LASTS UP TO  
10 TIMES LONGER  
THAN PAPER  
AIR FRESHENERS!!!



			
BLOSSOM KSC16001	NEW CAR KSC16002	CHERRY KSC16003	CINNAMON KSC16004
			
COCONUT KSC16005	STRAWBERRY KSC16012	VANILLA KSC16013	WILDBERRY KSC16018

# VENT-STONE™ AIR FRESHENERS

10 scented vent stone packs

**\$13.50**

			
BLOSSOM ST24001	NEW CAR ST24012	CHERRY ST24003	COOL ICE ST24085

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

# DEPEND ON JOBETM VALVES



## TOPAZ FLOAT VALVE

- High flow - up to 90 GPM
- Max. Temp: 140°F
- Slow shutdown minimizes water hammer
- Pressure Rating: 5-100 PSI
- Has port to connect to Frostpro anti-freeze device
- Comes with float and arm

- Switch for locking in off position
- Internal filter keeps debris out

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



## TOPAZ INDUSTRO FLOAT VALVE

- Corrosion-resistant materials
- Switch for locking in off position
- Built-in check valve
- High Flow - up to 90 GPM
- Max. Temp: 176°F
- Pressure Rating: 5-100 PSI

- Fully adjustable float
- Comes with float and arm
- Internal filter keeps debris out

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



## ROJO FLOAT VALVE

- Corrosion-resistant materials
- Switch for locking in off position
- Built-in check valve
- 0-150 PSI - Max. 6 GPM

- Max. Temp: 140°F
- Fully adjustable float
- Comes with float and arm

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



Like always, let us start off by saying Thank You for your business! Summer is here again and another Kleen-Scene is making its way into the hands of our valued customers. This year we will be hosting our Expo in Columbia on November 13-14. Check out this opportunity and join us for what will be a fantastic event.

With so much happening in our fast-paced world, we often think about the effect it all has on the car wash business. We hear about the threat of inflation and what it will do to product pricing. We can tell you first hand that we have seen larger increases from our suppliers than any time in recent memory. We are now starting to get the year's second round of increases and surcharges from the same suppliers. These are based on the new tariffs imposed on certain products and commodities.

Why do we bring this up? It is a fact that your costs are rising and we encourage you not to be afraid to raise your prices too. It is way too often we hear customers talk about the inability to raise their price \$0.25 to \$0.50 on a self-serve or a \$1.00 on your automatic. They may not have raised prices in 10+ years. Is there anything other than your car wash where the price is the same as it was 10 years ago? We encourage you to price your product to the value that you are delivering the customer!

The economy is seemingly in very good shape. Taxes and regulations are moving in a favorable direction for business, making it a great time to invest in your business. Direct some spending on the items your customers will see and touch. A customer will feel good about using your new vacuums or coin boxes. The customer will like seeing new hoses, guns, wands, foam brushes, and signage. A customer who knows that they are getting value will be happy to pay the going rate for washing in your market.

It is a great time to be in business, and our staff is ready to serve your needs and make your experience with Kleen-Rite second to none. We are proud of our company and look forward to serving your future needs. We hope to see you at the Expo and want to thank 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 August 2018.

Simply reference Kleen-Scene Offer #31 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 September 1, 2018**

# SIMONIZ

**Prime Pak Ultra Concentrates**  
are available in all sizes to best  
accommodate your needs!

FEATURING  
**NoH<sub>2</sub>O**  
TECHNOLOGY



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SHIPPING FROM TEXAS, NEVADA & PENNSYLVANIA



# Deep in the heart of TEXAS!

Attendees to the 2018 Southwest Car Wash Association Show in Arlington, Texas, had the opportunity for an additional evening of fun and networking with Kleen-Rite! We opened the doors to our distribution center in nearby Grand Prairie, welcoming over 100 car wash owners and operators.

attending the official SCWA Expo. In addition to more Kleen-Rite education and networking, Expo participants were able to visit with many manufacturers and take in seminars from industry experts. This year's topics included preparing car washes for the future and investing in your business.



Kleen-Rite President Mike McKonly and Vice President Keith Lutz were on hand to meet guests over dinner. Catered by Risky's Barbeque, it was a true Texas buffet!

Not able to attend the SWCA show and open house, or interested in seeing another Kleen-Rite base of operations? Mark your calendars for

A high-stakes door prize raffle distributed over \$5,000 in prizes, all thanks to generous sponsorships from leading car wash equipment and supply manufacturers. Guests went home with multiple DeWalt driver kits, Amazon Echos, Google Homes, Instant Pots, GoPro cameras, Roomba vacuums, meat smokers, and even a brand new high definition television.

the Kleen-Rite expo on November 14, 2018 and join us for great food, car wash tours, seminars, manufacturer booths, and of course, more door prizes!



Attendees got to meet other members of the Kleen-Rite sales and technical staff, which was a wonderful chance to put faces to names. Everyone was able to continue their conversations the next day when

The Expo will take place at our Columbia, PA headquarters and distribution center. Register online today at [www.kleenrite.com](http://www.kleenrite.com), or search "Kleen-Rite" on Eventbrite.



# CAR WASH

# SAFETY CHECK LIST

BY JOB T. LEACH

Car washes can be dangerous places if you aren't careful and prepared. Think about all of the potentially harmful things you can encounter at a car wash. There are industrial motors operating at several thousand RPM, high-pressured water spraying at intense PSI levels, and concentrated chemicals that can hurt skin if used carelessly. Let's not forget the vehicles driving around in different directions, coming around blind corners, and parking at strange angles! None of these are a surprise to car wash owners, who have probably seen just about everything on their property. Still, it's good for even the most experienced owner to have a safety item checklist that they occasionally review.

## Safety Products to Keep On-Hand at Your Car Wash

Make sure your wash is equipped with these safety items year-round:

● **Traffic cones** are useful for guiding cars in preferred directions, alerting people to dangerous areas, and marking off areas under repair. Kleen-Rite has several different options like reflective and collapsible versions.



**\$17.50 SFT2000**

● **Safety eye protection and gloves** should be worn when mixing dangerous chemicals. Kleen-Rite has plenty of safety goggles and glasses that are comfortable and protective. Jersey cotton, nitrile, and heavy-duty chemical resistant gloves are also available.



**\$2.50 SFT3025**

● **Ear protection** is very important around loud machines like motors and pumps. Ear protection is also recommended when



**\$14.99 SFT1000-C**

an employee is using cutting, grinding, and hammering tools while doing maintenance. Kleen-Rite carries both ear plugs and ear muffs.

● **Rubber boots** can be crucial in rain, slush, snow, and ice. They have a heavy-duty, safegrip sole and heel that prevent slipping in icy or wet conditions. We also have boot covers with slip-resistant soles that serve the same purpose.



**\$36.72 DT1021-11**

● It's smart to maintain a supply of **cleaning equipment** that is in good shape and specifically designated for accidents. **Brooms, squeegees, buckets, and sponges** help to clean up spills in a hurry before they cause any extended issues. In addition, you'll want to have wet floor caution signs to alert folks of slippery areas.

● A **first-aid kit** keeps injury from becoming an even worse problem. In extreme cases, it might even save a life!



**\$42.94 SKBU45**

Kleen-Rite first-aid kits contain items like eye washes, bandages, ice packs, antiseptic, gauze pads, and band-aids. Injuries and accidents occur when you least expect it, so it's smart to have a well-stocked first-aid kit that leaves you prepared for virtually anything.

With the appropriate protective gear, employees will stay safe to return to work each day, which will reduce occurrences of sick days or time off due to illness or injury.

## The International Car Wash Association reminds you to consider:

-  **PPE** – Employees should always wear personal protective equipment when needed.
-  **SDS Sheets** – Use, store, and dispose of chemicals according to SDS sheets.
-  **Cleaning Hands** – Wash hands after coming into contact with chemicals.
-  **Avoiding Injury** – Employees should stretch, use proper lifting techniques, and use appropriate tools to limit injuries.
-  **Not Smoking** – Prohibit smoking and open flames near chemicals and flammable materials.
-  **Proper Training** – Only authorized employees should operate tools or equipment.
-  **Fixing Equipment** – Immediately repair damaged tools, machines, equipment, and cords.
-  **Following Procedure** – Follow consistent standards when fixing machines. Use lockout/tagout.
-  **Traffic Awareness** – Have speed limits, instructions, and guide devices on your property.
-  **Having a Plan** – Every car wash should have a written safety plan that employees can reference that addresses all potential hazards.



## Ideas for General Car Wash Safety

- Only authorized employees should conduct electrical or mechanical repairs. Lockout/tagout procedure should be used to be sure that all electricity or power supply to the area being serviced is shut off.

- Carefully read labels and SDS on all chemicals used at the car wash. These have detailed information letting you know the actual breakdown of the chemicals in a particular container, how to use the chemical safely, how to store the chemical, and how to administer first aid if accidental contact or consumption occurs.



- Properly train employees on how to use all the equipment on the property.

- Post and enforce speed, traffic flow, and parking restrictions to reduce accidents.

- Do not allow employees to ever stand in front of vehicles once an automatic wash has begun.

- Teach employees to properly lift heavy items to avoid strains.

- Keep areas free of clutter and clean up spills immediately to avoid slips and falls.

- Encourage employees to wear protective items like gloves, glasses/goggles, protective boots, and ear plugs/muffs.

- Keep a first aid kit on hand to deal with any accidents.

Keeping safety in mind is not just important for maintaining employee and customer comfort, staying efficient, and protecting your equipment. You should also keep in mind that your business might be liable when an accident occurs. Don't put yourself and your car wash in a vulnerable position; stock up on safety products now and rest easy!



### 4 MIL POWDERED NITRILE

- 100 gloves per box
- Latex-free

<b>\$8.25</b>	<b>GLOVES-MN</b>	Medium
<b>\$8.25</b>	<b>GLOVES-LN</b>	Large
<b>\$8.25</b>	<b>GLOVES-XLN</b>	Extra Large



### 7 MIL NITRILE TIGER GRIP

- 90 gloves per box
- Raised texture surface grip

<b>\$13.50</b>	<b>GLOVE400L</b>	Large
<b>\$13.50</b>	<b>GLOVE400XL</b>	Extra Large



### 6 MIL NITRILE GREASE BULLY

- 100 gloves per box
- 50% stronger than standard
- Superior grip - textured finger
- Latex & powder free

<b>\$9.40</b>	<b>GLOVE410M</b>	Medium
<b>\$9.40</b>	<b>GLOVE410L</b>	Large
<b>\$9.40</b>	<b>GLOVE410XL</b>	Extra Large

# SUMMER 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 secure credit card processing that 'Simply Stops Fraud'
- ◆ CryptoPay includes CryptoPay Consolidation to reduce Merchant Fees



**Banner Engineering:**

# Sensors Reliably Perform in the Harshest Environments

*Provided by Banner Engineering*

High temperature and moisture levels inside a car wash pose many challenges to traditional equipment. Heavy-duty solutions are required to withstand the environment of a self-serve car wash. Banner Engineering manufactures sensors, indicators, and LED lighting products that are designed to perform and last in these rigorous conditions.

## Vehicle Detection in a Touchless Automatic Car Wash

**Application:** Sensing vehicles as they travel through a car wash

**Challenges:** Extreme conditions – high pressure, drastic temperature changes, mist, steam, humidity

**Solution:** QS30 High-Performance Long-Range Sensor

### Product Features & Benefits:

- Innovative 30 mm housing and 200 m range for flexible mounting
- High-power opposed mode with infrared light to burn through mist and steam
- Rated IP67; NEMA 6P; quick disconnect (QD) models are washdown tested to IP69K
- Bright LED operating status indicators with bar graph display visible from 360°
- Excellent noise immunity
- Two frequency selection to help prevent crosstalk
- Bipolar discrete output, PNP, NPN, and Light or Dark Operate models available
- Models available with 2 m or 9 m (6.5 ft. or 30 ft.) cable or quick disconnect
- Unique water/debris-shedding lens design reduces lens contamination; lens material survives impact, washdown and cleaning chemicals
- Encapsulated electronics for protection against water ingress

Detecting vehicles in automated car washes presents several unique challenges due to extreme conditions. Ever-present water (sometimes at extremely high pressure), variations in temperature, the presence of sunlight, reflective surfaces, mist and steam, and the constant cycling of machine movement are factors that all must be considered when selecting a sensor for positioning a vehicle correctly.



Banner #	K-R Part #	PRICE
QS30EXQ	BPS1160	\$128.13
QS30RRX	BPS1120	\$129.22

Banner Engineering's QS30EXQ and QS30RRXQ sensors are designed specifically for reliable, long-lasting performance in the extreme environments of car washes. The QS30EXQ emitter and QS30RRXQ receiver are configured in opposed mode to verify that a vehicle has passed completely through the drying stage of wash, signaling the car wash is ready to allow another vehicle to begin a cycle.



The QS30 sensors have epoxy-encapsulated electronics to prevent water ingress from destroying the sensitive components. Models with quick disconnect (QD) electrical connection fittings have IP69K-rated housings to withstand the constant presence of water and extreme temperature swings. They also have an opposed-mode range of 213 meters for flexibility in mounting. In addition, the sensors utilize 875 nm wavelength infrared light to burn through mist and steam and provide a reliable beam-break sensing field.

If additional QS30EX and QS30RRX sensors are used concurrently in the same car wash stations, they can be configured to operate at different frequencies to eliminate cross-talk that might occur when high powered infrared light bounces off shiny surfaces found in wet environments. Specially designed circuitry is used to eliminate false trips caused by outside sunlight and ignore signals and noise from electromagnetic and radio frequency interference (EMI and RFI) caused by the concentration of automated equipment in car wash stalls.





THIS MONTH ONLY SAVE  
**\$15.00 OFF!**

## Banana Foam FOAMY BRUSH SOAP

**5 Gallon** NAC5203

Regularly - ~~\$75.60~~ **\$60.60**

*Discount price good for the month  
of August, 2018 only.*



# START YOUR ENGINES!

## INBAY TURBO POWDER

# \$10 OFF

### Each 50 lb box.



Powdered Alkaline pre-soak provides excellent cleaning with easy mixing. Great even foam coverage gives inbay operators a new economical choice in pre-soaks. New formula is non-corrosive with super fast acting surfactants. 50 lbs. of powder makes 55 gallons of pre-soak!. 36-64/1

**Get the best in cleaning for your inbay washes  
with Inbay Turbo Powder**

**50 lbs** K RTP50

Regularly - ~~\$73.50~~ **\$63.50**

*Discount price good for the month of August, 2018 only.*

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

# One Stop Vac Shop!



## VACUUM STANCHIONS

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 Oasis Car Wash Systems*

# NEW!

We've expanded our stanchion line to include the NEW Braced Arch Stanchions! These new stanchions feature a broader arch providing extra shade and a slightly longer arch reach.





## R.O Membranes: Read Instructions Carefully!

Reverse Osmosis systems are common in many of today's car washes. It is important to keep track of your R.O data to know when it is time to replace your system's membrane(s). Flow, TDS, & pressure are some of the important areas of interest you will want to keep a log of. When it comes time to replace the membrane, it is crucial to follow the manufacturer's installation instructions to prevent premature failure.

Proper start-up of your R.O system will prepare your new membranes for service and prevent damage due to overfeeding or hydraulic shock. A complete system check should be completed, along with any pressure adjustments and calibration prior to putting the new membranes into service.

During start-up, a gradual change from a standstill to final operating state is recommended. It will take some time (hours/days) for the membrane to achieve stabilized performance. Remember, it is very important NOT to increase pressure at this time because you are not getting enough flow.



Again, please follow the manufacturer's instructions when installing new membrane elements in your R.O system. If you have any questions, we are here to help!

**Tugger Burke**

*Kleen-Rite Technician*

*Tom@kleen-ritecorp.com*



## 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.**  
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# FLEX

Car polishing tools that provide optimum tool balance for superior control.

FLEX Power Tools is an excellent manufacturer out of Germany. FLEX makes some of the industry's most outstanding orbital and rotary polishers. You've seen what German ingenuity does for car care products; now you can see what German ingenuity does for a car polisher.

FLEX makes both dual action and circular (rotary) polishers. Their polishers are built to professional standards with features like rugged housing, variable speed triggers, controlled acceleration, overload protection, temperature monitoring, and auto shut-off carbon brushes. Whether you choose a dual action or a circular polisher, you will enjoy years of hassle-free use with your FLEX polisher.

## XC 3401VRG "The Beast" Positive - Drive Orbital Polisher

### Features:

- VR Microprocessor control w/ soft start, continuous speed control trigger, restart protection after power failure, overload protection, temperature monitoring and speed selection
- 5/16" orbit for high efficiency
- Permanent direct drive for an even polished surface.
- Cushioned special hook and loop pad for polishing.
- Removable, ergonomic handle and guard for optimum handling
- Low heat generation on the surface makes it ideal for temperature sensitive paints
- Counterweight for smoother operation.
- Low height and low weight.
- 10' power cord.
- The XC3401VRG also comes in a model with a 25' cord. XC3401VRG-25'.



**\$389.95** FLEX334839 10' Cord  
**\$414.95** FLEX392715 25' Cord

## XFE 7-15 150 "The Finisher" Free Spinning Orbital Polisher with 15mm throw

### Features:

- VR Microprocessor control w/ soft start, continuous speed control trigger, restart protection after power failure, overload



**\$409.95** FLEX436712

- protection, temperature monitoring and speed selection
- Free-spinning drive for hologram - free finishing.
- 15mm orbit for high efficiency
- Cushioned special hook and loop pad for polishing.
- Counterweight for smoother operation.
- Flat gear head reduces distance to the surface.
- Optimized air flow for optimum cooling of motor and gear. No exhaust for the user to deal with.
- Grip hood is ergonomically shaped with Soft Grip.
- Low heat generation on the surface makes it ideal for temperature sensitive paints.

## KOMPAKT 3

3" Lightweight portable - rotary polisher

### Features:

- VR electronic control: Stepless speed selection, tach generator-controlled constant speed, overload protection, restart inhibit and temperature monitoring.
- Spindle lock positioned to prevent operating error and does not interfere with the grip area.
- 10' power cord.
- Industry leaders have said "Precision buffing and surgical buffing can be done with the Kompakt 3"
- Takes pads from 1"-3".



**\$188.95** FLEX411752 10' Cord  
**\$213.95** FLEX439711 25' Cord

## NEW -XFE 150

Cordless Orbital Polisher

The FLEX XFE15 150 Cordless Orbital Polisher is an orbital polisher with a 15 mm throw that will remove swirls, scratches, and more from your paint - all without having to plug in a cord! Months of development went into the construction of the FLEX XFE15 150 Cordless Orbital Polisher - FLEX

needed to make sure the power of the standard FLEX XFE was seamlessly transferred to the new cordless edition; and they've certainly succeeded! With an average full-power run time of approximately 45 minutes, the FLEX XFE15 150 Cordless Orbital Polisher allows you the ability to perfect panels of



**\$549.99** FLEX459542 2 Battery

paint – without being plugged in!

- Brushless motor with greater efficiency and a longer service life.
- Electronic management system protects the machine, extends service life and increases efficiency.
- Free spinning drive for hologram-free finishing.
- Low heat generation on the surface makes it ideal for temperature sensitive paints
- 15mm orbit for high efficiency.
- Sold in a set with 2- 5.0Amp Batteries and Charger or sold alone

## NEW- PE 150

### Cordless Rotary Polisher

FLEX PE150 Cordless Rotary Polisher is a circular polisher that quickly removes swirls and scratches, and even heavier oxidation, from your vehicle's clearcoat. Powered by a 5 amp lithium ion battery, the FLEX PE-150 Cordless Rotary Polisher allows you to correct and polish without the use of cords! You'll no longer be tethered to an outlet, or have to lug around a heavy generator – with the FLEX PE-150 Cordless Rotary Polisher you get all the power of the standard FLEX PE-14 Rotary Polisher without the cord!



**\$579.99** FLEX459569 2 Battery

- Innovative combination of planetary and angular gears reduces the noise to a minimum.
- Rubberized resting bar for safe placement on a painted surface.
- Brushless motor with greater efficiency and a longer service life.
- Electronic management system protects the machine, extends service life and increases efficiency.
- Sold in a set with 2- 5.0Amp batteries and charger or sold alone

**KLEEN-RITE**  
**BIG BOSS**  
MICROFIBER TOWEL  
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Patrons in Riverview enjoy the Florida Super Wash self service bays

## INDUSTRY PIONEERS: *by Emily Gertenbach*

# ORAL HISTORY

## Steve Bulboff & Shammy Shine Car Washes

Steve Bulboff wanted to buy a house. The 20 year old truck driver was paging through MLS listings in 1979 when he saw something completely different – a car wash. Bulboff immediately knew this was the property he actually wanted. Made of just a few self service bays along a road in suburban Deptford, New Jersey, the wash was pretty small. But Bulboff had an idea, and he knew how to make it work.

### The First Wash

That first purchase became the Deptford Shammy Shine, which is still open for business today. Over the decades, Bulboff and his management team improved the property, adding more self service bays, a full tunnel, and vacuums. In fact, vacuums are partly responsible for the business still existing today.

“Interest rates were really high (in the 1970s) but we did a lot of business,” Bulboff said. “I remember paying 23 percent interest but was happy to do it.”

Bulboff also spent some time working with Mace Security International. The group held 72 car washes at the time.

Today, Bulboff owns the Deptford Shammy Shine and the Florida Super Wash in Riverview, Florida. The Super Wash is his largest property, with ten self serve bays, an express tunnel, and a touchless in-bay automatic. As in Deptford, many vacuums are available as well – only they’re covered by canopies so customers get a break from the hot Florida sun.

**“Harold gave me two new vacuums. He said to save up the quarters and pay him back as I made money on them.”**

Bulboff opened the Shammy Shine on September 5, 1979. It was a great start – until a truck backed into his only vacuum. He loaded the busted unit into his car and drove over two hours to Columbia, Pennsylvania, where he showed it to Kleen-Rite founder Harold McKonly.

“I drove it up to Harold, and he said it couldn’t be fixed,” Bulboff recalled. “I said, ‘Harold, it has to be fixed, it’s my only one!’ and Harold gave me two new vacuums. He said to save up the quarters and pay him back as I made money on them.”

This trust enabled Bulboff’s business to remain fully functional. He did indeed pay McKonly back for the vacuums and moved on to opening 16 car washes through Pennsylvania, New Jersey, Delaware, and Florida.

Bulboff works with his manager, Eddie Rivas, to ensure that both properties are working well. Based out of the Deptford location, Rivas has been working with Bulboff for 30 years.

### A Golden Touch

Rivas was working in warehousing when an acquaintance got him a car wash maintenance job in the 1980s. His interest in mechanical work grew, and he spent the next two years doing equipment installs. Rivas was actually running conduit at a car wash when he met Bulboff. Soon after, their longtime partnership was born.

“Everything I touched turned to gold,” Rivas said, laughing. His natural skill continued to develop into solid experience. Today, Rivas can not only install, but build, his own equipment.



Shammy Shine employees prep cars before entering the tunnel.



“(A colleague) and I go around and do the landscaping. When it rains, or when it’s slow at night, I do maintenance to keep it running,” Rivas said. “The conveyor, we built ourselves. We’re fabricators, welders, electricians.”

Rivas keeps an eye on what New Jersey customers want, so he and Bulboff know what to do next. Most recently, the Deptford Shabby Shine added three lanes of pay stations to the tunnel wash. Customers can pay with cash, credit card, or a Fast Pass membership.

**Unwavering Commitment**

As many operators will agree, car washing can have its fickle moments.

“Back in the 1970s, when I started, we had a much stronger business,” Bulboff said, attributing it to a stronger economy. “The first Saturday I opened up, I did 1,000 cars. Now, that’s a pipe dream. I would tell you if you went into the car wash business, to hold on. It will be a rough ride.”



Deptford Shabby Shine customers can choose between shiny self serve bays or a full service tunnel.



While it may have been rough at times, Bulboff knows the business and how to make money in it. Even with fluctuations in economy and competition over the years, his washes still do a strong business.

“It depends with the weather, but on a normal day we do 200 to 400 vehicles (in Deptford),” said Rivas. Bulboff also sees positive business levels at his Florida Super Wash location.

From a chance real estate find to a successful multi-state business, Bulboff and Rivas seemed to have honed the right formula for car washing victory. Both men feel that always

improving your car washes is key – and luckily for the residents of Deptford and Riverview, their clean cars get to benefit from decades of experience!

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AR17237	LEATHER	\$67.05	ARD504	DEDS17237
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AR17236	TIRE SHINE	\$33.99	ARD503	DEDS17236
AR17234	AUTO GLASS	\$33.99	ARD501	DEDS17234
AR17235	WHEEL & TIRE	\$33.99	ARD502	DEDS17235



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AR18831	WAX WIPES
AR18829	WHEEL WIPES

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# THE KLEEN TEAM

## Sheri Albert

Customer Service Team

My name is Sheri Albert, and my position with Kleen-Rite is on the Customer Service Team. I have been employed with Kleen-Rite since September 2010.

I am engaged to Greg Kaufhold and am the proud mother of 3 boys, Craig, Timmy and Eric. I am also the proud grandmother of 9 grandchildren, Trenton, Emily, Ryan, Jaylah, Cameron, Jaelynn, Dayton, Kenzi and Kaylene.

In my spare time I love to cook for family and spending time with family and friends. While employed with Kleen-Rite I have met a lot of great co-workers and I feel that Kleen-Rite is a great place to work.

*We'd like to thank Sheri for her dedication to our customer service team and continuing to strive to serve our customers!*



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# A Closer Look

## Energy-Efficiency at the Car Wash

# LED=ROI

by Job T. Leach

**KLEEN-RITE CORP.**  
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Car wash operators are really seeing the benefits of switching to LED lighting at their wash. The advantages simply can't be ignored any more. With lower prices, quicker installation times, and rebate options from state and federal governments, now is the time to jump on the LED bandwagon!

### Energy Efficiency

LEDs emit more light per watt than traditional light sources. "LED uses about 1/3 the power of a metal halide fixture and 1/2 the power of a fluorescent fixture", states Jason Baright, President of G&G LED Lighting.

### Long Life

According to GE, high-end LEDs can have an expected lifespan of 30,000-50,000 hours. In some cases, that can be even longer. A typical incandescent bulb only lasts about 1,000 hours, and a fluorescent bulb has a life of about 8,000-10,000 hours. Using LEDs reduces labor costs because you aren't paying somebody to go around changing bulbs all the time. Rather than burning out, LEDs just get dimmer over time.

### Temperature

LEDs operate at a much lower temperature than traditional bulbs. Cooler operating temperatures mean that you don't have to wait for the LED chips to "warm up". Most LED fixtures are operating at 100% of their capability as soon as you turn them on, unlike traditional bulbs. If that isn't enough, operating a lower-heat light is simply safer than traditional incandescent and fluorescent lights.

### Resistant to Breaking

Old school lighting is typically encased in some kind of fragile glass or quartz material.

LEDs, on the other hand, use semiconductor materials. These materials are simply mounted on a circuit board. They either do not

need to be contained or can be contained in more durable materials like plastic or polyester without fear of that material melting or catching on fire. This renders LEDs less vulnerable to damage.



LEDs provide a great combination of energy savings and impressive visual appeal.

### Low or No Maintenance

LEDs require almost no maintenance for a long period of time after installation. Baright notes, "The new kits that we're releasing are 10-year fixtures. No maintenance for 10 years. You don't have to touch them. So there's no bulbs or ballasts to replace." There is plenty of maintenance on pumps, motors, and other equipment that is unavoidable. Why not take one thing off your to-do list?

### Talking LEDs with Jason Baright, President of G&G LED Lighting

The Kleen-Scene recently observed Mr. Baright installing some new G&G GPX Linear Driverless LED lighting and he allowed us to film the process. Keep an eye out for that future video on the Kleen-Rite YouTube channel and [www.kleen-ritecorp.com](http://www.kleen-ritecorp.com). He also gave us a few minutes of time to answer some of our questions.

**Q: Do you have a suggestion where car wash owners should start when transitioning to LEDs from incandescent?**

**Jason:** "As for where to start, just identify what lighting products are available for your wash. The Kleen-Rite catalog is a great place to start just to see what's out there. The important things to look for are things like a UL wet listing, which ensures that it meets the electrical code. Also look for a DLC rating. That ensures that you're going to be eligible for any rebate programs that the state or utility company would provide for you."



Jason in action installing G&G lighting.

**Q: As I was looking through the G&G website, I browsed some of the auto detailing and car wash case studies. Some of the summaries mentioned the**

good “CRI” of LEDs. That is a 0-100 scale (100 being best) ranking a light source’s ability to show a color. Can you provide a quick estimate of where an LED might be on that scale versus an incandescent light source?

Jason: “100% CRI or 100 CRI would be direct sunlight. You can’t create color rendering any better than the sun. So that’s really what everything is based on. Metal halides and especially high-pressure sodium bulbs are poor at color rendering. I think they’re maybe 60 or 70. So when you pull into the bay if it’s all orange, a white car looks orange, a red car looks orange. It doesn’t really make the colors pop or look like what they do under sunlight. Fluorescent is okay, usually in the 70s or 80s. LEDs vary widely depending on the quality of the product. A cheap LED will be about 70 CRI up to about 80. High-quality LEDs will be up there around 80 to 90 CRI. We (G&G) are up to about 87 CRI for the self-serve kits that we’re installing today.”

**Q: Can you briefly describe the importance of a light’s CRI to professional auto detailing and washing?**

Jason: “What that means is that LEDs are going to produce accurate colors and when you’re washing your car it will appear bright and crisp. It’ll look clean!”

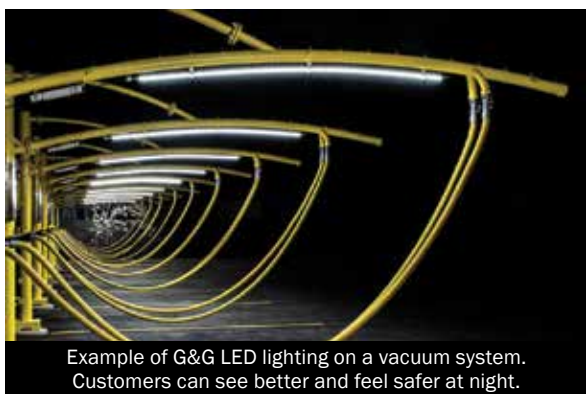
**Q: Can you give us some more thoughts on LEDs and energy management?**

Jason: “I think most operators probably underestimate how much just changing the lighting can save. If you’re using a couple metal halide fixtures at 320 watts apiece in each bay and you’re going to switch over to a new LED kit that is 100 watts, you can really drastically reduce your consumption of energy. The lighting is probably the easiest to do, and the most cost effective. It’s a fast ROI, typically under two years. You really can’t beat that with any other electrical equipment upgrade at a self-serve wash.”

**Q: What are G&G’s most popular products for car washes and auto detailers?**

Jason: “Traditionally our high-power, low voltage lighting system, the linear WPX, has been the most popular.

We’ve sold it for about 4 or 5 years at Kleen-Rite. We’re most excited about the GPX, the driverless system that we’re introducing here today. It will come in at a very affordable price point at under \$1000 per



Example of G&G LED lighting on a vacuum system. Customers can see better and feel safer at night.

bay in most cases. It also installs faster than our older systems, so it’s easy to install and it’s affordable with a quick payback.”



A few well-placed LED light fixtures can significantly brighten up an entire wash bay.



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As someone with a brain geared toward engineering, Jason could probably talk technical specifications all day. And if you ask him to, he probably will. But even he knows that a car wash owner makes decisions based on practicality and common sense. He ended our conversation with a simple but astute point:

Jason: “Probably one of the biggest benefits to upgrading to LED is that,

as soon as you round the corner or come up the street, you can see the bright car wash bay staring right at you. That will really pull people in off the street. People feel safer at night when the whole thing is lit up. They are just much more willing to come in at night. They’ll certainly know you’re open! People underestimate how much a really bright car wash bay can increase revenue and overall aesthetics.”

Thanks, Jason!

**Final Thought:**

According to the Department of Energy, it’s estimated that LED lighting could save as much as 190 terawatt hours per year by 2030. That equates to approximately 15 billion dollars. With relatively simple LED installations, your car wash can enjoy its fair share of those savings!

\*Select images used courtesy of G&G Industrial Lighting.

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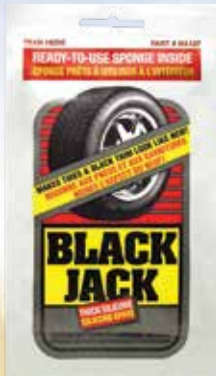
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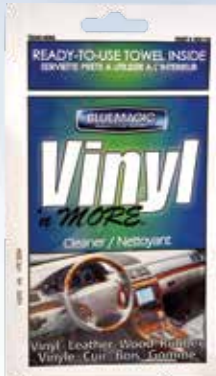
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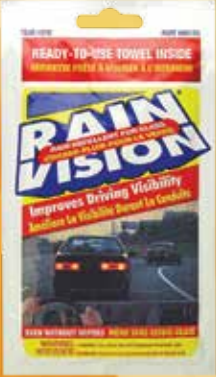
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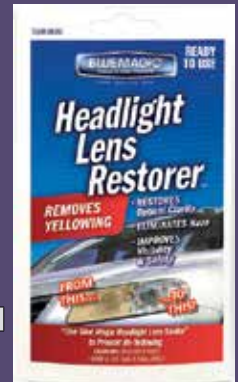
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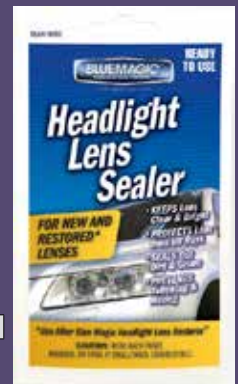
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# Car Wash Show Wrap Up

by John Tobias

In April, the Kleen-Rite team traveled to Las Vegas, Nevada to attend The 2018 Car Wash Show. Our staff was on hand to meet attendees and discuss exciting new products for car washing. We're always happy to greet new customers and see familiar faces, so thanks to everyone who stopped by the booth!

According to The Car Wash Show's official website, over 8,700 people attended this year's event!

"The energy on the show floor was really exciting, (as was) the energy in the information session rooms," said Carrie North, Director of Sales for the International Car Wash Association. "People were looking for, and sharing, information!"

Attendees were able to choose from over 70 educational sessions. These seminars covered topics including marketing to millennials, increasing revenue streams,

new car technologies, and attracting quality employees.

This year's show also included a seminar focused on women in car washing. Participants were able to network and share their industry experiences.

"We've had a lot more women (enter) the industry, and we're certainly understanding the impact we are having," North said.

"There's a group of women in the industry who want to be there for each other. We wanted to put on the seminar to get feedback on what people are interested in. We can use that to do more programming in the future for women in the industry."

The next Car Wash Show will take place May 13-15, 2019, in lovely Nashville, Tennessee. As always, Kleen-Rite experts will be in attendance to discuss all the latest industry advances - we hope to see you there!

It was great seeing so many of our customers at the Kleen-Rite booth.



Keith enjoys meeting our car wash customers face to face.



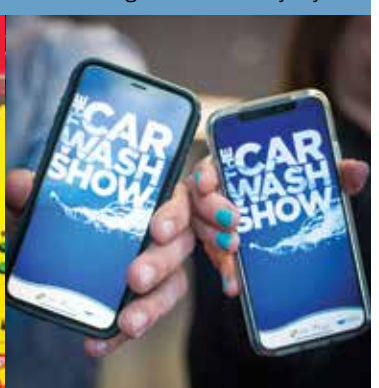
Training seminars everyday!



Car Wash operators discussing the Mega-Vendor.



Here's Gary busy showing our coinbox features.



We'll see you in Nashville, 2019!

# Manufacturer SPOTLIGHT

Highlighting The Companies That Make Our Products

by Amy Mastrangelo



A bill breaker is something we may take for granted when we show up to the car wash with only a twenty-dollar bill. We can thank Triad for making the very first bill breaker and designing reliable change machines ever since.

Imagine going to the casino in the 1980s. The casino placed bill acceptors inside the slot machines, but many customers only had fifty and one hundred-dollar bills and they wanted to get tens and twenties. Casino employees would run around breaking larger bills down into smaller bills for their paying customers. Triad President Chuck White saw a need for change, and he made the bill breaker for the casino industry in the late 1980s. The machine not only accepted currency but also dispensed it.



Triad's machine takes larger bills and dispenses smaller denominations. They alleviate the change making duties of employees and attendants. They make your transactions secure, and they help improve overall customer satisfaction.

As the casino industry began using tickets as a method of payment in addition to bills, White began to seek out other industries in need of breaking down large bills. He traveled to the Northeast Car Wash Show in the early 2000s and met 3 influential key players who would help him branch out into the car wash industry: Gary Baright, Tom Hoffman, and Gary Sloan. With their help, White was eventually able to retrofit his indoor casino model into a rugged, outdoor, rear load model suitable for car washes.

To grow the business, Triad formed an alliance with another manufacturer in the car wash industry, and Triad machines sold across the country. Around the year 2011, Triad introduced change machines with bill recyclers, which have been top sellers ever since. It is common for customers to



put \$5 bills into a change machine, and with the bill recycler model, the machine can recycle \$5 bills. So, when someone puts in a \$20 bill, the machine can dispense several \$5 bills and only \$5 worth of quarters. After all, no customer wants to receive \$20 worth of quarters.

“Our change machines with bill recyclers in them have been a home run for us,” says White.

The laundromat industry uses the same technology. Today, White has about 40% car wash customers, 40% laundry customers, along with customers in other industries like arcades, casinos, and amusement parks.

**Triad can also do custom artwork on their machines for car washes looking to add their logo.**



Triad manufacturers 2 main models: the 400 and the 500. You can choose your 400 model with either MEI bill recyclers or MEI bill acceptors, and you can add credit card readers too. The model 500 bill breaker uses the high-quality MEI bill acceptor and Fujitsu cash dispenser.

Triad offers many customization options. For example, the operator can request to put credit card readers on the machines to dispense tokens or enable the machine to dispense bonus tokens. One way to incentivize customers to feed a larger bill into the machine is to offer



bonus tokens they can use towards a free vacuum or other promotion. Triad can also do custom artwork on their machines for car washes looking to add their logo. Triad is currently working on a large project with Crew Car Wash to retrofit their vending area.

White says the company is still continuing to expand and develop newer technologies. For example, they are looking to develop products that will send text messages to the car wash owner if there is a problem with the machine. Owners will also be able to verify how much money is in the machine from their mobile device.



White recommends choosing Triad's large capacity bill breakers over other equipment because the prices are good and Triad has great service. He says, "If a customer calls up they know they'll get the help they need. We invented the first bill breaker, and we can dispense up to 4 denominations, plus coins if that's what the operator wants. It gives the operator greater capacity and more options."

**"Triad is a Top 5 Vendor of all time. Chuck always came through when we needed him and Triad's products have always been of the highest quality. Triad's response time has always been outstanding."**

*- Tom Hoffman: Hoffman's Car Washes*

**"We have Triad Bill Breakers and Bill Recyclers in the majority of our locations. Triad is awesome to work with and they're never more than a phone call away. Our customers never have to go looking to break their bills or get change. Also, since Triad added a 3rd and 4th cassette to the Bill Breaker, we now have to fill the Bill Breaker less frequently. We will continue to use Triad's products in the future."**

*- Gary Baright: Foam and Wash Car Washes*

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# Taking a Fresh Look at your COIN BOXES!

by Job Leach

Coin boxes are an essential part of any self-serve car wash bay. In the practical sense, they're the physical devices that allow your customers to pay, start their washes, and select their services. From a different angle, they're also a representation of your car wash. Clean coin boxes, properly functioning equipment, neat overlays/decals, and up-to-date payment options are just some of the details that customers pay attention to when forming their opinion of your car wash. As Kleen-Rite Vice President Keith Lutz puts it, "Coin boxes are the main interface with the customer. Clear instructions and pricing are very important. Everything should be easily spelled out. Having clean, working coin boxes that customers can easily operate ensures the best experience."

Whether you're a new operator or a car wash veteran, it's a good idea to review the options you have when it comes to coin boxes. Newcomers can learn about the go-to coin boxes and decide what to put in their new wash. Experienced owners can replace old boxes or find out about upgrade options.

## Type of Coin Box:

Long hull styles hold the money inside the actual coin box. Short hull styles send the money to a safe/vault that is separate from the box. Deluxe models have cutouts for regular padlocks while High Security boxes use plug locks.

			
<b>Long Hull Deluxe</b>		<b>Long Hull High Security</b>	
<b>\$2,070.00</b>	<b>CBK5000</b>	<b>\$2,320.00</b>	<b>CBK5000HS</b>
<b>Short Hull Deluxe</b>		<b>Short Hull High Security</b>	
<b>\$1,790.00</b>	<b>CBK6000</b>	<b>\$2,080.00</b>	<b>CBK6000HS</b>

**It's less about customization and more about learning what works**

## Popular Payment Method Options:

Allowing customers to pay in any form (coin, paper, card) guarantees that a customer will never leave your lot because they don't have a usable form of payment. One of the biggest concerns about credit cards, or CryptoPay, is the fee associated with each transaction. While

that is something to consider, customer volume and spending behavior more than make up for those costs. Lutz has seen this in action, stating, "Generally, bays where you can use credit cards have higher ticket averages than bays that do not take CryptoPay." When customers don't need to count cash or have exact change, they're more likely to increase their spending.

Kleen-Rite Senior Technician Tom Allen points out that CryptoPay can be added to any Kleen-Rite coinbox without any major modification. Put simply by Allen: "It's plug in, plug out."



**Cryptopay Coordinator**  
**\$374.99**    **CPS3000**



**CryptoPay Credit Card Swiper**  
**\$399.99**    **CPS3005**

## Number of Rotary Switch Positions:

Kleen-Rite prefers using rotary switches as the service selection mechanism on coin boxes. Gary Frey, Kleen-Rite's National Sales Manager, wants customers to know that "Rotary switches are a less expensive option versus touchpads. Rotary switches eventually wear out, but they're virtually maintenance-free until that time comes, and they're relatively inexpensive to replace."



**8 Position 2 Stack Quick Connect**  
**\$53.50**    **STKR8QC**  
**10 Position 2 Stack Quick Connect**  
**\$70.00**    **STKR10QC**



**12 Position Rotary Switch**  
**\$164.50**    **ST0214**

Lutz notes that Kleen-Rite has a "keep-it-simple philosophy" when it comes to coin boxes. He adds, "Kleen-Rite sells the industry-leading validator, the industry-leading rotary switch, and other top components." In other words, Kleen-Rite focuses on selling customers the coin boxes and coin box parts that are proven and effective. This is one area of car wash equipment where it's less about customization and more about learning what works, placing your trust in it, maintaining it, and adding to it when necessary.



**TUESDAY**  
**NOVEMBER**  
**13**

**ONLY \$40 GETS YOU...**

**Local Car Wash Tours,  
 Round Table Discussions,  
 Lunch and Keynote Speaker**

**\*Space is Limited - So Sign Up Today!**



Tuesday,  
November 13



8AM-3:30PM



Columbia • PA

Back by popular demand, we're hosting a special day of learning for car wash operators interested in adding to their Expo experience. Join us on November 13th for tours of York & Lancaster, PA car washes, roundtable discussions about car washing success, a keynote address from an industry expert, and lunch!

Space is limited, so sign up today and turn your Kleen-Rite Expo experience into TWO days of valuable experiences, networking, and fun!

**SIGN UP FOR THE CAR WASH EXPERIENCE:**

NAME:	
COMPANY NAME:	
CUSTOMER #:	
ADDRESS:	
STATE:	ZIP:
PHONE #:	
EMAIL:	
# OF ATTENDEES (INCLUDING YOURSELF):	
CC#:	
EXP. DATE:	CCV:



KLEEN-RITE CORP.  
 ATTN: EXPO STAFF  
 P.O. BOX 886  
 COLUMBIA, PA 17512



800-446-0495



OR REGISTER  
 ONLINE AT  
[kleen-ritecorp.com](http://kleen-ritecorp.com)



**LEARN MORE EARN MORE**  
**CAR WASH TRAINING EXPO**

WEDNESDAY  
**NOVEMBER**

**14**

**FREE**

**Trade Show Floor,  
 Seminar Classes,  
 Lunch & Prizes!**



Wednesday,  
 November 14



9AM-3PM



257 S 9th St.  
 Columbia • PA

The top manufacturers in the car wash industry will gather at the Kleen-Rite Expo to give you one-on-one tips and service techniques. We will also have bus tours of our new distribution facility, plus huge deals on your favorite supplies and equipment!

Come and take advantage of this one of a kind car wash expo! The show floor will be open Wednesday from 9:00 AM to 3:00 PM. A buffet lunch will be offered mid-day. Thousands of dollars in prizes will be given away at the end of the day!

**Sign up for the FREE Learn More, Earn More Expo:**

NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

CUSTOMER #: \_\_\_\_\_


ADDRESS: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

# OF ATTENDEES (INCLUDING YOURSELF) \_\_\_\_\_

  
 KLEEN-RITE CORP.  
 ATTN: EXPO STAFF  
 P.O. BOX 886  
 COLUMBIA, PA 17512

  
 800-446-0495

  
 OR REGISTER  
 ONLINE AT  
[kleen-ritecorp.com](http://kleen-ritecorp.com)



# Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

Issue No. 31 August, 2018 - F/A Questions

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

## I've been seeing these new kits that Kleen-Rite has been selling. What exactly are these?

Kleen-Rite always wants you to have each and every part you need to keep your car wash equipment running at peak performance. To make that easier, we offer several kit options that group together multiple parts in one convenient package. Even better, the kits are typically priced lower than what the total cost would be to buy each part individually.



**LOW PRESSURE FOAM BRUSH BUNDLE**  
KLEEN-RITE KITS

**• TOP SELLING VENDING ITEMS**

- (1) FHA40BL Blue X-tra Heavy Duty Foamy Handle
- (1) FO202AH Erie Foam Master Hogs Hair Brush Blue - 4"
- (1) HA156FBL1443 Blue Foamy Hose - 3/8" MPE, 3/8" MSE, 15'
- (1) SW0250 (SWV-1000) Economy Low Pressure Swivel 3/8" M x F

**\$85.32 KRK2070**



**HYDROMINDER REPAIR KIT**  
KLEEN-RITE KITS

- **WILL SERVICE 502 - 511 HYDROMINDER**
- (2) IN250020 Hydro Systems Blue Foot Valve
- (1) IN5037K Hydro Systems Educator Kit
- (2) IN665500 Dema EPDM Diaphragm
- (1) IN6655K Hydro Systems Valve Parts Kit

**\$46.98 KRK2000**



**CAT 310 REPAIR KIT**  
KLEEN-RITE KITS

- **KIT SERVICES 310, 310B, 310S, 340 AND 350 PUMPS.**
- (1) PU30623 Nitrile Coated Gloves - Large
- (1) PU30821 Cat Oil - 21 oz. Bottle
- (1) PU06100 Cat Seal Kit
- (2) GLOVE200L Cat Valve Kit

**\$212.97 KRK2101**

## Service and Maintenance

In most cases, it's a smart idea to replace all of the parts of a system at the same time if you can. For example, if you're replacing something like a valve or spring, you should replace any related seals, o-rings, or gaskets as well. If you swap out a worn seal, you're much less likely to experience a surprise broken seal. You'll save time by not having to take the device apart again until the next planned maintenance.

Even if you choose not to replace everything, you'll have the parts on hand for the future. There are A LOT of small parts to

remember when it comes to car wash equipment. Make it easier by getting kits that contain everything you need to get a job done!

## Getting Started

If you're opening a new car wash or pressure washing business, a fast way to get things moving is to pick up kits with several different items in one package. For example, you can get complete hose and gun assemblies that have all compatible components. You don't need to check the details or specifications for each part, you just need to hook them up and get started!

As for vending, Kleen-Rite vending kits contain bulk amounts of top selling items like air fresheners, towels, and cleaners. You get

an excellent selection of vending products to instantly stock up your machines without having to spend a bunch of time deciding which products will sell. Use Kleen-Rite's expertise in the car wash industry to do that work for you!

## Upgrading and Buying Smarter

Kits aren't just for new car wash owners. If you have aging equipment at your wash, kits can be an excellent way to make some quick upgrades both by servicing and replacing. In addition, you can double dip on savings by spending less on the actual products AND

# 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

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



5 gallon

**KW5**

**\$67.50**

55 gallon

**KW55**

**\$587.99**

AFTER BEFORE



lowering shipping costs by sending everything in one shipment.

Whether you're just getting started or you're simply trying to streamline your buying, Kleen-Rite kits are incredibly convenient for car wash operators. And, of course, everybody likes to save money!



### TOP SELLER VENDING KIT KLEEN-RITE KITS

#### • TOP SELLING VENDING ITEMS

- (1) VS10800 Armor All Cleaning Sponge Pack (100 case)
- (1) AR30800 Armor All Original Protectant Sponge Pack (100 case)
- (2) AR40040 Armor All Tire Foam 4 oz. (12 case)
- (1) VS10105 Little Trees Vanillaroma (72 pack)
- (2) VS10155 Little Trees Black Ice (72 pack)
- (1) VS10189 Little Trees New Car (72 pack)
- (1) VS10311 Little Trees Wild Cherry (72 pack)
- (1) VS10312 Little Trees Strawberry (72 pack)

**\$318.46** KRK1800

Compare price of individual products to combined Weep Gun kit	Individual Price
GUK600W Weep Gun with Blue Trigger	<b>\$20.50</b>
HA156WBL1414 Blue Single Wirebraided Hose 3/8" MPE	<b>\$23.33</b>
22002 GinSan Blue Nozzle Protector 1/4"	<b>\$2.65</b>
2506 Spraying Systems Stainless Steel Spray Nozzle 1/8"	<b>\$3.60</b>
SW-504A Fluid Controls Brass Ball Bearing Swivel 3/8" F x M	<b>\$15.25</b>
291G18MF Blue Rubber Flex Wand 1/4" M x 1/8" F, 18"	<b>\$14.11</b>

Total Cost of Individual Parts: **\$79.24**

Cost of Kit: **\$75.94**

**Savings: \$3.30**



### HIGH PRESSURE WEEP GUN/ HOSE ASSEMBLY KIT

KLEEN-RITE KITS

#### • FOR WEEP APPLICATION ONLY

- (1) GUK600W Weep Gun with Blue Trigger
- (1) HA156WBL1414 Blue Single Wirebraided Hose 3/8" MPE
- (1) NPGSBL GinSan Blue Nozzle Protector 1/4"
- (1) SN2506M2 Spraying Systems Stainless Steel Spray Nozzle 1/8"
- (1) SW0260Brass Ball Bearing Swivel 3/8" F x M
- (1) WTGRFBL Blue Rubber Flex Wand 1/4" M x 1/8" F, 18"

**\$75.94** KRK2080

# New FRAGRANCES



**Little Trees**



**BOURBON**

VS50975 24 PACK \$12.50  
VS10975 72 PACK \$33.25



**BOLD EMBRACE**

VS57329 24 PACK \$12.50  
VS17329 72 PACK \$33.25



**TRUE NORTH**

VS57146 24 PACK \$12.50  
VS17146 72 PACK \$33.25



**Spice Market**

**BRAND NEW**

**SPICE MARKET**

An exotic fusion of spices that transports you to a bustling market of tantalizing aromas.

VS50284 24 PACK \$12.50  
VS10284 72 PACK \$33.25

## FIBER CANS

**BLACK ICE**

**SUMMER LINEN**

**NEW CAR**

**CHERRY BLAST**

**GREEN APPLE**

**CARIBBEAN COLADA**



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.

## 12 COUNT FIBER CAN DISPLAYS

**GREAT FOR RETAIL**



\$18.75

**CONTAINS:**

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

VS17870



\$18.75

**CONTAINS:**

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

VS17810



\$18.75

**CONTAINS:**

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

VS17820



**Little Trees**

AVAILABLE FROM

**KLEEN-RITE CORP.**

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



# Our New Online Return Form

by Job Leach

We know a very important part of customer service these days is managing returns and exchanges. Previously, you had to call Kleen-Rite to initiate a return. Unfortunately, if you called at a busy time you may have waited on hold for some time. We realized it was a problem, and we're now offering a much easier option to return items. Kleen-Rite now has a convenient return form available 24/7 on the web!

Our new self-serve return form has a few simple fields you fill out before clicking 'Submit'. Our customer service team gets all of your information in a clear format so they can quickly process your return. You get the products you need and we're happy because you're satisfied!

Just go to the Kleen-Rite homepage ([www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)) and click on Customer Service under the Information heading. Click on Return Policy and you'll immediately see the new form!

## Step 1:

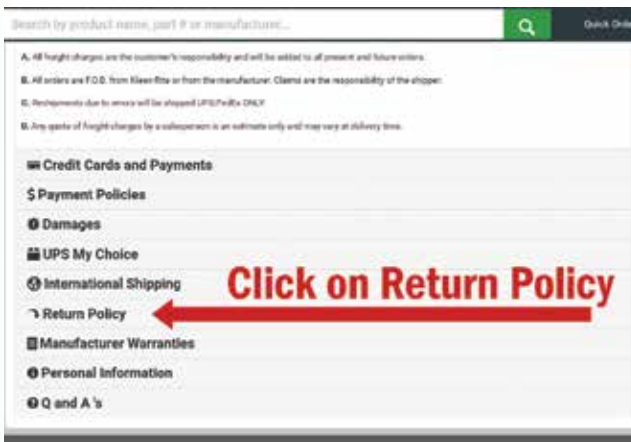
Scroll to the footer on the bottom of the Kleen-Rite website. [www.kleenrite.com](http://www.kleenrite.com)  
Click on the "Customer Service" link.



Click on Customer Service

## Step 2:

Click on "Return Policy" to open the online form.



Click on Return Policy

## Step 3:

Fill out the online form completely and then click the "Submit" button.

**Returns Form**

In order for us to process your return, we must have the information on this form

DO NOT SEND YOUR ITEM BACK WITHOUT AN RMA NUMBER. ANY ITEM RETURNED WITHOUT AN RMA # WILL NOT BE PROCESSED

You may contact our Customer Service department if you have any questions at [customerservice@kleenrite.com](mailto:customerservice@kleenrite.com). Our Customer Service representatives will need all the information on this form to process your return. Filling out this form in advance will expedite the return process. After we receive the information on this form, we will contact you with a Return Authorization Number.

---

**Save & Return (optional)**

Save your progress and complete this form later.  
This login is used for saving your progress and not the same as your login to the website.

CLICK TO SAVE & RETURN

---

**Please check one \***

Return for Credit

Warranty Claim/Defective

Damaged

---

**Contact Information**

Your Customer Number:

**KLEEN-RITE CORP.**

Contact Kleen-Rite at [customerservice@kleen-ritecorp.com](mailto:customerservice@kleen-ritecorp.com)  
800-233-3873 • [www.Kleen-ritecorp.com](http://www.Kleen-ritecorp.com)

## AMETEK LAMB Car Wash Motor "Line Up"

GOOD	BETTER	BEST	QUIET
AMETEK VAL2583/ VAL2585	AMETEK VAL6336/ VAL9414	AMETEK VAL2315	AMETEK VAL6757
VAL2583/VAL2585 Economy LAMB	VAL6336/VAL9414 Traditional LAMB	VAL2315 Premium LAMB	VAL6757 Acustek LAMB
Standard life and air performance	Standard life and air performance	1500+ hours of life from <b>ONE</b> set of curved brushes	Standard life and air performance 3-5 db Quieter

Now Featuring the  
**AMETEK Brushless  
Windjammer PRO**  
WPOS7BH2-ONUSA



# JERRY'S VIDEOS

BY JOHN TOBIAS



For over 30 years, Jerry Nix has been operating several car wash locations in the Tacoma, WA area. Jerry has graciously offered to share some of the surveillance video he has captured over the past year.

## DUMPERS

Honey? Can you drop the mattresses off at the self-serve bay?!



And the blinds go here.



This guy decided to finally clean all the garbage out of his truck bed.



## VANDALS

Applying the tools of their trade, thieves will brazenly try and get into anything they think is storing cash.

Jerry offered some insight into this guy on the right:

"The guy with the grinder is cutting off the locks to the back door. They eventually got in, but the alarm sounded & they left taking only \$17. Suspects were never ID'd or caught."

Crowbar action on the vacuum islands



Grinding wheel to the back door.



## ASSAULT

The busy woman didn't notice the attack on her husband



This attack happened at night on Jerry's clean-up crew:

"The assault on my workers was an unprovoked assault on an elderly 76 year old man & his wife."

The man tackles the thug as his wife attempts to pepper spray him.



"The 19 year old is currently in jail awaiting a trial for 2nd degree & 4th degree assault on an elderly person. We can only assume that the 19 year old had to be on drugs to assault a couple in the horrific manner he did. In the tussle on the ground, the co-workers wife attempts to mace him but he threatened her & comes after her only to be tackled by her husband."

## FIRE

The customer came to the wash to clean his "hot" engine with a cleaner containing ether, a highly flammable accelerant.

Ignoring the directions on the can to give the engine 30 minutes to cool, he applied the cleaner. The engine immediately caught fire! He tried to put out the fire with the wand but didn't deposit the minimum to start the wash. Luckily, he had insurance that covered repairs to my building which amounted to \$24,496. Always read & follow manufacturers directions to be safe.

Customer inadvertently sets his car on fire

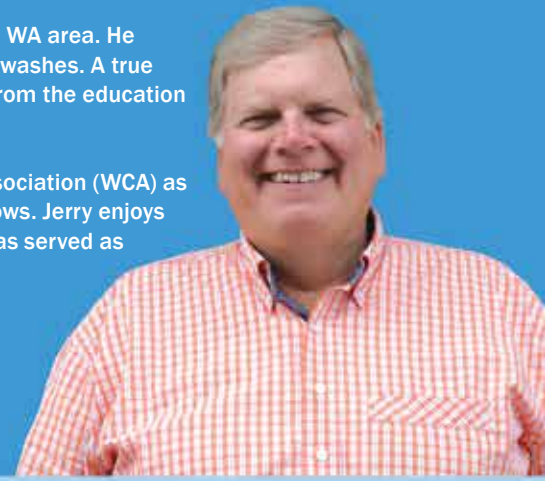


The fire not only destroyed the car, but also melted the wall panels and damaged the bay



Jerry Nix has been in the self-service car wash business for over 36 years in the greater Tacoma, WA area. He presently owns & operates 4 self serves with 4 in-bay automatics: two touch free & two soft cloth washes. A true entrepreneur at heart, Jerry has built his car washes from the ground up & has benefited greatly from the education seminars by attending the Car Wash Trade Shows.

Jerry is no stranger to the International Car Wash Association (ICA) or the Western Car Wash Association (WCA) as he has been a speaker on a variety of self service topics at aforementioned association trade shows. Jerry enjoys sharing & networking his knowledge to the car wash industry by writing, speaking & has served as a WCA past president & board member for over 14 years.



## TRIBUTE

### Tribute to fallen Pierce County Deputy Daniel McCarthy



In January 2018, Pierce County Deputy Daniel McCarthy responded to a burglary call and was confronted by two suspects who attempted to flee the scene. During a gunfire exchange between McCarthy and the pair, the officer sustained a gunshot wound. Despite first responders' efforts, he lost his life from the fatal wound.

Businesses posted signs on their property to honor the slain deputy.



Deputy McCarthy, 34, was a Navy veteran, a husband, and a father to three young boys. Originally from Yelm, Washington, he became a police officer in Pierce County three years ago after spending time with the Aberdeen PD. Folks in the area mourning the death of the brave officer collected funds to aid the family he left behind, and businesses posted signs on their property to honor the slain deputy. Jerry displayed these LED signs at his wash location in support of Deputy McCarthy.

# DVR CAMERA SYSTEMS

- Provides a total camera system that is fast, secure, reliable, and easily stored
- 1080p HD Tribid™ DVR!
- Integrated digital surveillance system meets 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	KLEEN-SCENE SPECIAL	YOUR SAVINGS
TWAHDNP08	8 Channel DVR System	<del>\$894.95</del>	\$829.95	\$65 OFF
TWAHDNP04	4 Channel DVR System	<del>\$594.96</del>	\$549.96	\$45 OFF
TW200ESL	Day/Night Color Camera	<del>\$128.23</del>	\$99.99	\$28 OFF
TW2004XESL	Day/Night Camera	<del>\$149.40</del>	\$124.40	\$25 OFF



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

When Performance Under Pressure Matters  
Choose  
**GIANT**

PU21495 - Gun



PUP56W - Pump



PULP123 - Pump



PU22971 - Unloader



PU21905 - Regulator

Brand NEW Moistwipe Package Coming Soon!



# REGORA<sup>®</sup>

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	\$188.06
AM295Y	24" x 10"	Yellow	\$188.06
AM300	5" x 24"	Black	\$109.44
AM300Y	5" x 24"	Yellow	\$109.44
AM305	5" x 32"	Black	\$120.56
AM305Y	5" x 32"	Yellow	\$120.56

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	\$119.38
AM310	5" x 24"	Black	\$119.38
AM315Y	5" x 32"	Yellow	\$130.38
AM315	5" x 32"	Black	\$130.38

Available at:

**KLEEN-RITE<sup>CORP.</sup>**  
YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

# Vacuum maintenance Tips

by Amy Mastrangelo

No car wash operator wants to lose or frustrate customers because of a weak vacuum with bad suction. If you're having vacuum performance issues and problems with suction loss, you may have a vacuum leak. There are several common problem spots to check.

Make sure that the vacuum hose is in good working order and is not clogged, so that air flow is not restricted. Also keep the filter bags clean. Proper air flow creates the suction that allows the vacuum to work. If the bags are dirty, air struggles to filter through the bags. Shake out and wash the bags regularly.



Next, check the gaskets on the doors and under the motors. Be sure that the door gaskets are creating a tight seal, as it is common for these gaskets to get dirty. Check that the motor gaskets are creating a seal and are in working order. Vacuum gaskets can become damaged or compressed over time, causing the vacuum leak. Replace the worn gaskets or clean dirt buildup and your vacuum should be well sealed.

To help test performance, you can also purchase a vacuum test gauge



and a vacuum check. The test gauge measures vacuum pressure inside the hose, and the higher the pressure, the better the suction. The vac check is a small cap that instantly seals off the motor and prevents suction loss in case of a vacuum motor failure.



Test Gauge  
GAV200 - \$37.99

Vac Check  
VC001 - \$12.99



Maintaining your vacuum is necessary to keep customers happy and bring in revenue. If you know how to check for vacuum leaks, you can prevent issues so customers have the same great experience every time they visit your wash.

# Universal Brush

MANUFACTURING COMPANY

**SIMPLY A BETTER BRUSH...**

## Aluminum Head Foaming Brush:

Heavy duty cast aluminum with recessed plated screws and soft bumper gasket. 3 fountain holes for generous & consistent flow. Incredibly soft hog (boar) hair.

### Available in:

**Black, Red, Blue, Green, Yellow and Purple!**



## How Much Are You Paying?

We pride ourselves on giving you the best quality brush at the best possible price!

• 4" long bristles • 9 1/4" x 2 1/4" head

### Compare our prices!

**\$50.29**

FO194AH	Red Bumper
FO195AH	Blue Bumper
FO196AH	Black Bumper
FO198AH	Yellow Bumper
FO199AH	Green Bumper
FO193AH	Purple Bumper

**AT A MUCH BETTER PRICE!**



## 8" Triple Surface Prep Brush

Fits in a 5 gallon Bucket, nylon bristles flow through head.

**FO1808G**

**\$17.99**



## Triple Sided Hog's Hair

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

**FO1800**

**\$93.02**



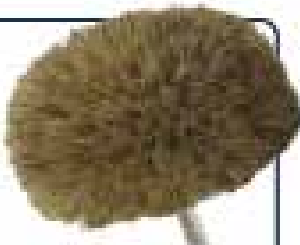
## Monster Foam Brush

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

**FO212PBL**

**\$54.07**

## Round Prep Brush



Round brush with densely filled blonde boar hair. The round shape is perfect for cleaning rims and tires. Hog's hair encircles the entire head for safe, scratch free washing.

**FO1600**

**\$102.45**

## Round Hog's Hair Foamy Brush



The round shape is great for tight spots. Fully encased soft rubber body for complete protection from scratches or scuffs. Incredibly soft hog (boar) hair.

**FORNDHBK**

**\$65.12**

## Nylon Foamy Brush



Aluminum head, heavy duty cast aluminum with recessed plated screws and soft bumper gasket. Three fountain holes for generous and consistent flow.

**FO320NR**

**\$24.36**

# MRNOZZLE™

Both 15½" Long!

## Crevice Claw Nozzles

Mr. Nozzle's combines the functions of the crevice tool and claw nozzle. Vacuum more thoroughly by combining both functions. Wide opening enabling strong suction and efficiency for large areas, while also maintaining a narrow shape for hard to reach places!!!

- 1½" VACT150 \$3.80
- 2" VACT200 \$3.80

1½"

2"



# INDUSTRY CALENDAR

## Fall 2018 Industry Calendar

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

- Sept. 7-19 2018 ★ **American Car Wash Expo - SECWA**  
*Sheraton Birmingham Hotel, Birmingham, AL*  
[www.nrccshow.com](http://www.nrccshow.com)
- Oct. 1-3 2018 ★ **Northeast Regional Carwash Convention**  
*Atlantic City Convention Center, NJ*  
[www.secwa.org/events/](http://www.secwa.org/events/)
- Nov. 14 2018 ★ **Learn More Earn More - Kleen-Rite Expo**  
*Kleen-Rite, Columbia, PA*  
[www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)

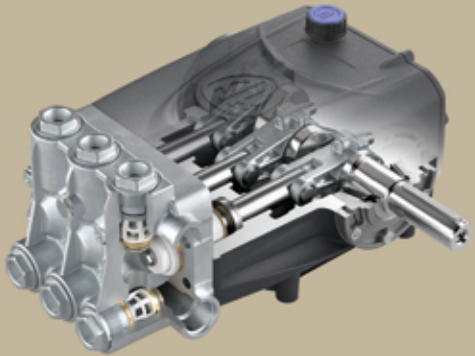
# THE RTX SERIES

RTX 30 • RTX 50 • RTX 70 • RTX 85 • RTX 100

THE FUTURE OF INDUSTRIAL PUMPS BROUGHT TO YOU BY



**ANNOVI REVERBERI**  
The Power of Experience



AR NORTH AMERICA  
When Quality Matters

AVAILABLE FROM  
**KLEEN-RITE CORP.**  
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RTX 30	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	7.9	30.0	4350	300	1450	24.3	0.787	20	0.906	23

RTX 30.500N	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	7.9	30.0	7250	500	1450	24.3	0.787	20	0.906	23

RTX 50	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	13.2	50.0	4350	300	1450	27.2	0.984	25	0.906	23

RTX 60	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	15.8	60.0	4350	300	1450	47.2	0.984	25	1.012	28

RTX 70	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	18.5	70.0	3000	206	1450	25.4	1.181	30	0.906	23

RTX 85	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	22.5	85.0	2200	151.7	1450	34.0	1.181	30	1.102	28

RTX 100	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	26.4	100	1800	124	1450	27.2	1.417	36	0.906	23

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# WHEN IT RAINS, GO EVERWASH



BY MAX PULCINI



## EverWash

When it rains in Vermont, it pours. Dan Armstrong, owner and operator of Vermont Lazerwash in the state capital of Montpelier knows this first hand.

“We learned that weather was the driving factor for our business,” Armstrong says. “We are incredibly seasonal — we’ve always had about 50 percent of our total revenue in the first quarter. The rest of the year we’re kind of just hanging on to get back to the good three months.”

tor asked how many in the audience have a monthly unlimited wash program, we were the only ones to not raise our hands. That’s when we realized we were doing something wrong — everyone here is doing something and we aren’t.”

However, the search for the right unlimited program proved challenging. Armstrong was put off by the hardware, software and set-up costs of an RFID-based membership platform, and wasn’t sure if he’d see the return on investment necessary to justify those exorbitant costs.

But costs and fees weren’t even the biggest concern for Armstrong — instead it was a question about security. In a day and age where internet security and privacy is a topic on everyone’s mind, Armstrong wanted assurance that his customer’s personal data was safe.

“EverWash explained that a large, reputable company called Stripe handles all of the credit card processing, and that Stripe’s clients include major web and app-based vendors like Postmates and Lyft,” he says. “Hearing that really made me feel comfortable with the platform — just knowing that our customer’s

**“NO UP-FRONT COSTS AND THEIR COMMITMENT TO CUSTOMER PRIVACY AND SECURITY MADE IT AN OBVIOUS ANSWER.”**

This probably sounds familiar to many car wash operators. Armstrong, who has run his 75-foot tunnel wash with his business partners since 2007, tried all the old-school advertising tricks of the trade to drum up business during slow periods. He quickly realized, however, that marketing didn’t matter if it was raining outside — nobody would come in anyway.

As a way to combat the seasonal nature of his business, Armstrong and his team began looking into unlimited monthly membership programs for their wash — something that would take weather out of the equation and add revenue to their bottom line.

“We had gone to a trade show specifically to attend a seminar on unlimited monthly membership,” he says. “When the modera-

“We dragged our feet until we picked up an issue of Kleen Scene Magazine last year and saw the feature about EverWash. After reading it and seeing there was a membership platform that didn’t have those same setup and up-front costs, I knew we had to go to the NRCC Trade Show and meet with EverWash.”

At NRCC 2017, EverWash outlined to Armstrong that the company handles all of a wash’s membership accounts in-house so operators don’t

have to. There was also no need for pricey RFID equipment, POS systems or software maintenance with their app-based platform, and the company only earns commission based on the additional revenue stream generated from membership sales.

information was safe was a big deal for us.”

Armstrong took that information back to Vermont and his business partners, where they compared EverWash to the other membership platforms available to the car wash industry.



“Within a few minutes of discussion, it was clear that EverWash was the right choice and fit, especially for us,” he says. “No up-front costs and their commitment to customer privacy and security made it an obvious answer.”



Armstrong launched the program in mid-December 2017. After a few weeks of snowy, wet weather (remember, in Vermont when it rains, it pours), the wash's new membership program really started to gain traction.

"Customers familiar to services such as Netflix and Spotify quickly understood and adopted the membership plan," Armstrong says. "People really jumped on board quicker than we thought. Our growth has been way higher than any fantasy we could have thought of."

While there has been some challenge in getting older customers or those without smartphones signed up for membership, Armstrong uses these cases as a good opportunity to work with a customer.

"We have people who have never downloaded an app before, or who only use their phone to make calls," Armstrong says. "We make sure that when they leave, the app is on their phone and properly working. We then have them pull right up to the car wash and do it for the first time, so they can see just how easy it is. Then they're off and running — no more questions, no more problems."

He adds: "The customer then is so happy that we worked with them, you've pretty much made a member for life. You only get one opportunity to make their first impression a good one, so you have to make it count. Then the recurring payment kicks in and you're good to go."

For any questions that Armstrong had at the wash that were not easy to answer, he was always comfortable knowing that EverWash's Member Support Center had his back and could answer any questions.

"Our customers have only had positive experience with EverWash support staff, we've never had a negative comment come back at all," Armstrong says. "For the first time in my life, I'm comfortable referring people to call customer service — it's really that good. I can't say enough great things about EverWash's customer service team, they are fantastic."

EverWash has also supported Armstrong in other facets of his business, providing him with assistance in signage and sales.

"EverWash handling the entire design process for the signs was huge. Honestly, the signs have been the biggest sales tool for us. Now, you can't come to our wash and not know we have an unlimited program," Armstrong says. "EverWash shared with us the different sign packages they've found success with in the past. We had our ideas and they had their ideas — it turns out in the end that their ideas were correct."

When it came to direct sales pitches, Armstrong never used to up-sell his customers on anything — it just wasn't something him and



THE LAZERWASH TEAM PROMOTE THEIR UNLIMITED WASH CLUB ON COMPANY SHIRTS

his partners were comfortable doing. So when Vermont Lazerwash started offering membership, the operators were wondering, "are we even going to be able to sell this?" That was until EverWash sent in the reinforcements.

"EverWash President Scott Caplan drove up to our wash taught us his conversational pitch and style, and within a few cars the light bulb just went off. It was unbelievable," Armstrong says. "He taught us how to sell without being pushy, while also answering all of our customer's questions about membership. Even more importantly, he taught us how to deliver the pitch quickly so we're not slowing the line down."

He adds: "That really stuck — I had selling memberships worked up as a huge deal, that I had to be a pushy salesman. But we have a good car wash, we have a good product and a good value — I'm not afraid to sell this

because I believe in it."

Just a few months into their EverWash-managed member program, Armstrong has seen dramatic results at his wash. He says that his wash is setting new records in daily car washes, monthly car washes, and quarterly car washes — all their numbers are through the roof to the point where their sales charts don't make much sense anymore.

"It's still early for sure, but it appears that EverWash has upped our car count dramatically," Armstrong says. "We've been busier and it's given us some stable income through what used to be our slow season. We're just barely six months into this but we just had our best May by almost 250 percent. It wouldn't have happened without EverWash, for sure."

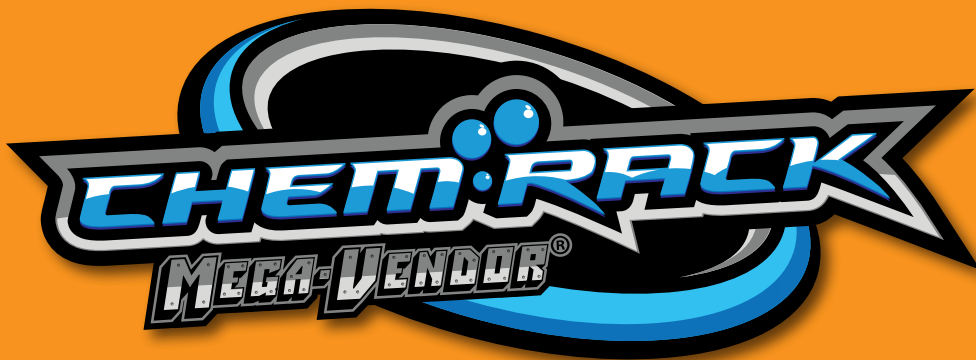
We know that when it rains in Vermont, it pours. Has membership eliminated Armstrong's anxiety of the weather?

"Weather just currently isn't something I worry about anymore," he says. "You can look at the 10 day forecast and you don't stress over that thinking you won't have any cars for ten days. That's just not the case anymore. We're washing cars all the time and we have that steady recurring revenue — it's amazing."

Armstrong believes the choice for a professionally-managed membership platform is an easy one, especially if you're a wash operator looking for a true partner. EverWash is more than just software — it's a long-term partnership fostered with significant revenue growth in mind.

"The thing I keep saying to people is that EverWash was easy — it was just way easier than I thought it would be," Armstrong says. "I would absolutely recommend EverWash. Not having any up-front cost and the fact that they offer sales support so that we aren't on our own make it a no-brainer. Their continued support and partnership continues to make me happy with my decision to partner up with them."

For more information about Everwash email: [sales@everwash](mailto:sales@everwash) or call: 855-492-7477



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PRODUCT	DESCRIPTION	PART #	PRICE
CHEM RACK	Holds 2 buckets	RT40000	\$97.50
CHEM RACK - SET OF 2	Holds 4 side by side or 3 vertically	RT40020	\$175.60
SPILL PAN - FOR SINGLE WIDE	Holds approx. 4½ gallons	RT40010	\$19.50
SPILL PAN - FOR DOUBLE WIDE	Holds approx. 9 gallons **Can be used on single or double wide chem rack	RT40030	\$38.99

Single rack dimensions: 12.25" D X 13.25" W X 22.5" H

Double wide spill pan dimensions: 15.75" D X 35.5" W X 5.75" H

\*PICTURED: 4 RACK\*

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# The TOP 5



# Questions

We get asked the most!

by Linda Parker

## Our 5 Most Frequently Asked Questions!

Like most folks who have been in the car wash industry for any length of time we have seen and answered some pretty interesting questions. After 35 years there are some fairly standard calls that we receive. We love to talk to our customers and pride ourselves on our service. We never tire of the questions because we know to the operator/owner of a car wash it is important that the wash operates without problems. It's fairly rare if our techs can't help you track down where the issue is even if it doesn't pertain to our equipment.

**1** Our number one question hands down is "Do you have the solenoid valve that I am looking for?"

Our answer to that one is always the same. You are looking for Parker Hannifin not Parker Engineering and we supply them with the 800 number. All our employees know it by heart because we get that question so frequently. We only hope that Parker Hannifin returns the courtesy when someone calls them looking for a Slugbuster® coin acceptor!



**2** On a more serious note hooking up timers to the coin acceptors can be a tricky job and elicits lots of questions. It's a very valid reason to reach out to our tech help. The hook up for timers can be very different. When you call (and we love that you do) it is important to know the brand and model of timer. While the wiring is always the same on our Slugbusters® the hookup to the timers can be very different. The yellow wire is almost always 24 volt hot AC. The black is almost always 24v common. Depending on your brand of timer the blue wire is standing 5 to 8v DC that is grounded for a credit pulse. On a few timers the purple wire completes a 24v AC pulse to the yellow wire. It's confusing when you are trying to get things up and running so please give us a call. We will gladly walk you through it for your particular timer.



**3** The 3rd most commonly asked question is usually about tokens and which ones are best for your wash. Tokens provide customer loyalty and help to cut down on the amount of coins and theft. There is no simple answer to what token is best for your application. Doing your homework before you purchase tokens is a must! Our acceptors do not read the size nor color of the tokens. It's all about the metal composition. All tokens are a blend of metals that give them their uniqueness. It's another opportunity to call our office. We will ask you a few questions about your locations and what you hope to accomplish using tokens. It is crucial that you get a token that is unique to your area so you are not cross accepting the tokens that another wash is using. Or worse yet the Pizza Parlor or gaming arcades down the street. We are happy to make some recommendations on options and then direct you to a token company.



**4** The 4th frequently asked question is regarding service on our units. YES, we still repair everything that we manufacture. We've seen lots of units that are coming in for repair that have been in use for decades! We are proud of the durability of our acceptors while always remaining humble that sometimes our units do malfunction. We cover under warranty everything that we make for 2 years unless high voltage is applied to them. We actually covered under warranty a brand new unit that a customer had on his shelf for 10 years as a spare. When installed it didn't work correctly so we replaced it! We could tell it was new!



**5** Finally another frequently asked question is inquiries for spare parts or to buy parts to repair the units in the field. Yes, there are some parts that you can purchase from your distributor and install. However, there are some components of the units that are impossible to repair on your own. Specifically the electronic boards and the coils that have to be replaced in our facility. We are happy to provide an assessment of your units when sent to us and let you decide whether it is cost effective to repair.

Linda and Doug are the owners of Parker Engineering which designs and manufactures the Slugbuster line of coin acceptors and timers!



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- Foam Brush Soap
- Wheel & Tire Cleaner
- Sealants
- Drying Agent
- Bug Remover
- and more...



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Lasts longer than a 55 gallon drum.



# Ditch the Drums!

## Kleen-Pak Leads The Hyper-Concentrate Revolution!

by Emily Gertenbach

As a car wash operator, you know that space is at a premium. There is always so much equipment and soap to store that it can seem like a never-ending puzzle. While you might not be able to make your pumps smaller, you can save space by choosing efficient chemicals.

Our own Kleen-Pak hyper-concentrate line of products is a great place to start! It's a unique system that completely eliminates the need for 55 gallon drums.

### ALL-AROUND EASY

The problem with round 55 gallon drums is that they don't sit flush against walls or each other. This results in inches of lost space around each container. Plus, they're just so big! Unlike drums, rectangular Kleen-Pak containers stack and store neatly, with minimal lost space! The 2.5 gallon size is easy to lift and transport.

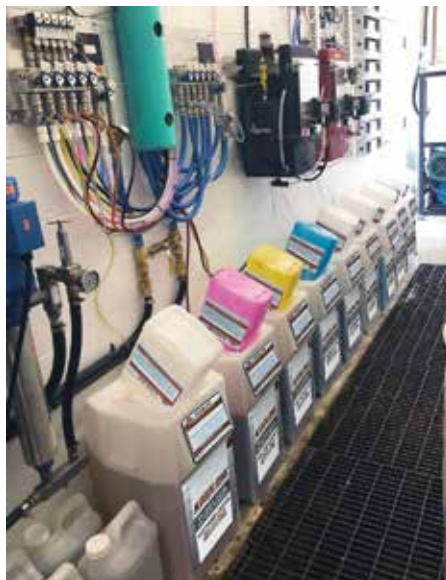
"The size of the containers is an absolute bonus. I handle my car wash by myself and it was a big job to move around (55 gallon) drums," said Tom Tona, owner and operator of the Main Street Car Wash in Fort Walton Beach, Florida.

All Kleen-Pak chemicals can be shipped through UPS without any extra hazard fees.

Thanks to the broad selection of formulas available, many car wash operators have found it easy to make a full switch.

"I'd been complaining about my soaps for 10 years, and now I love the Kleen-Paks," said Tona. He discovered that Kleen-Pak products work well in both his automatic and self serve bays.

"I'm almost completely switched over; I just had some old soap inventory to use up," Tona said. "The number one benefit is the performance, by far. I've gone through most of the major brands over the years, and for different reasons I didn't find anything really good. This one seems to nail all the categories really well - it works well on the cars."



Tona said customers have commented on better results since he began using Kleen-Pak.

"I found that (Kleen-Pak) performs a lot better, and I use a lot less soap. Even when I accounted for the concentration, I had to turn down the metering," Tona said.

### Kleen-Pak hyper-concentrate formulas include:

- Aquaguard
- Low pH Presoak
- High Pressure Detergent
- Bug Buster
- Foam Brush
- Drying Agent
- High pH Presoak
- Fragrant Presoak
- Wheel and Tire Cleaner
- Body Shampoo
- Cherry Sealer
- Clearcoat Conditioners

### SIMPLE BULK STORAGE

High volume car wash operators may want to keep many Kleen-Pak products on hand. While the 2.5 gallon size fits onto shelves well, some customers like to decant the product into a larger container. Enter the Easy-Kleen station, a rectangular storage unit that holds the contents of up to five Kleen-Paks.

Simply upend your sealed Kleen-Pak over the station and insert it, allowing the station's specially designed top to break the container seal. The Kleen-Pak container will now drain directly into the station, eliminating any mess and spill! Because the chemicals are so highly concentrated, one full 12.5 gallon Easy-Kleen station often lasts longer than an entire drum of other chemicals. Operators should only store one type of chemical in each Easy-Kleen station, so grab a few and line them up!



Making the switch to Kleen-Pak products is as easy. Just visit [kleen-ritecorp.com](http://kleen-ritecorp.com) or give our sales team a call at 1-800-233-3873. Kleen-Rite experts will be happy to help you choose the right products and configuration for your car wash!

# NEW Breakthrough Product!

Kleen-Rite Non-Corrosive Wheel Care Solution for all wheel types and car washes.

*"It is incumbent upon those of us in this business to develop products that are effective, but safe for end users and the environment."* Keith Lutz, Vice President Kleen-Rite.

"Go Green" with Kleen-Rite's NEW noncorrosive superior wheel cleaner.

Our noncorrosive has performed successfully against dangerous and corrosive hf, ABF, acid-based and alkaline wheel cleaners. You will find your per-car cost will be competitive with what you currently use.

This breakthrough product offers the benefit of no work on your part and a more thorough cleaning. Apply it for pennies and replace your corrosive wheel cleaning formulas, ABF and corrosive alkaline. This organic salt solution is ready to use, pre-mixed for your CTA with tip ratios starting at 17:1 and much higher.

Kleen-Rite biodegradable product was extensively field-tested and purposely designed for use in ALL car washes - tunnels, in-bay

automatics, express, hand washes and self serves. Simply apply by CTA or thumb spray and wash off with a high-pressure water spray just like any traditional wheel cleaner. No dwell time is required.

We have used the rim cleaner with a CTA at dispersion levels at 75:1 (Brown tip with models 511) with fine results. Kleen-Rite Noncorrosive wheel cleaner is very affordable and available in 5 gallon, 30 gallon and 55 gallon drums.

It's a new self-serve product as well which eliminates liability concerns and wasted profits. It won't hurt your bays or customers and is very safe for use in unattended environments.

Safe and effective at removing grease, soil and brake dust from the dirtiest tires and wheels the product works especially well on difficult foreign manufacture sports and luxury cars.

Spray it on and it will remove grease, dirt and grime. It performs on power and painted factory coated wheel rims made of alloy, steel, aluminum and especially chrome. You will not need to worry about providing masks or using our product in enclosed spaces with poor ventilation because the fumes are not



toxic. For footwear your team can choose to wear comfortable soft footwear and consumers are safe with sneakers.

While our concentrated liquid wheel cleaner and environmentally-friendly formula is designed for cleaning wheels we recommend that you try it on arches and other areas. For walls and engines increase the dwell time. Just wet the surface first with water, spray on the product, leave for around 20 minutes, then agitate without hard scrubbing and wash off with a high stream of water. Wash the residue away to the floor and you will not harm your concrete, conveyors or contaminate your water. Results will vary by location dependent on water, style of wash and local conditions. We recommend that you always test the product for best results.

Offering an eco-friendly green chemical at your car wash also provides huge marketing opportunities, especially to younger customers with families, who prefer to support eco-friendly businesses. This national

trend continues to grow and impact all facets of consumer marketing. Display signage announcing that your company believes in SAFE chemicals that won't harm the customer or the environment. Please ask us how to help you with that.

We ship Kleen-Rite wheel cleaner without any hazmat fees. There is a simple nonhazardous warning label to advise against ingesting the product and instructions in the event of any accidental contact with the eyes.

If you are a new car wash or a business about to undergo an expensive renovation it makes sense to use chemicals that will save your floors, walls and conveyors from corrosion. Eliminate the conveyor chain breakdowns which eat into your

profitability and create unhappy and lost customers and business. Consider the cost when using old fashioned and dangerous products and open your eyes to new chemistry. Make sure that you personally use the product and ask us for help in determining the best dilution ratios for your tunnel or self serves. We are here to help.

Owners are always complaining about the hidden costs of running a car wash but fail to consider the risk factor of dangerous chemical use. "I have to use them because nothing else works" is the common refrain. Corrosive chemical use may appear to be inexpensive but once you land on the OSHA list you won't think so. The states of Washington, Oregon and many counties nationally have already banned dangerous wheel cleaners. ICA put out a statement officially recommending that no car wash should use hf as it has caused loss of life and disfigurement at car washes.

If you are a wash that tries to create fun fam-



ily friendly experiences with lava baths and colorful rainbow colors of soaps this product is a must. The truth is that cars are heavily cleaned by CTAs and sprays before they hit the theme park display. Tell your customers that you use eco-friendly chemicals to protect them, your employees and the environment.



**Non-Corrosive Wheel Cleaner does a great job & ships easily with no hazard fees!**

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**\*While supplies last. Must be 5 of the same color - no mix & match**

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**FABRIC SLEEVES**

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**SIGN BASE**



## Vehicle Sensing Switches

Vehicle sensing switches and mats are designed to detect the pressure of an automobile tire. If just one of your left- and right-side vehicle sensing mats stops working in your bay, you will need to close down your bay until it can be replaced. Many times, you will need to pay to replace the entire mat system, even if only one side is faulty. This is why London Mat has manufactured a smart mat system with left- and right-side-only mat replacements. If one side goes down, you'll only need to order the side you need, and you'll save money when you only replace one side!



Why replace the complete mat when only half needs replacing? When you choose left-side and right-side equipment from London Mat, you will spend less money, have less waste, and will get lower shipping costs. Each mat features a molded PVC construction and anti-wicking

Dri-run cable which provides the lead wires with added protection from moisture. This type of cable does not allow water to wick between the conductors.

### Features include:

- Heavy duty steel base plate provides solid mounting points
- Dri-run cabling prevents moisture wicking through lead wires
- IP67 rated mat ensures a long operating life
- Easy replacement of left or right switch
- Molded construction for exceptional moisture and chemical resistance
- Parallel plate switching technology eliminates dead zones
- Molded mat stands up to wet environments and is submersible





## How to Repair a Roberts Float Valve

At times a Roberts float valve will begin to leak or not shut off completely. If you come in in the morning and your tank is overflowing, that is a good determination that your float valve is leaking and will need repaired right away. Seeing as the repair job for one of these is so easy and inexpensive, this is one of those times that Tom recommends repairing the damaged valve rather than replacing it entirely.

Pretty much all Bob float valves get repaired the same way. For this demonstration, Tom is using a one inch model.



### Tools You Will Need:

- A Pair of Pliers
- *and either one of the below KR part numbers below:  
the disc & cup kit or the plunger kit to replace the entire plunger*
- Disc & Cup Kit #FVRKB130V
- Plunger Kit # FVRKB230



**#1** First thing you'll need to do is to flatten out and remove the cotter pin.



**#2** Once the cotter pin is removed, that will release the arm and the plunger assembly for removal.



**#3** If your plan is to replace the entire plunger assembly, just take the new one and slide it. Put the arm back in place and reattach the cotter pin.



**#4** For those who are planning on just replacing the seals and plunger seat, first you'll have to remove the plunger. Simply pop it out with your fingernail, screwdriver or a pocket knife.

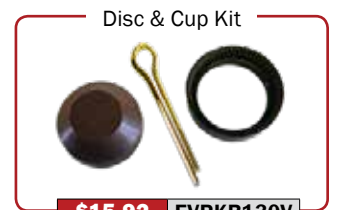


**#5** Next remove the seal by simply peeling it off and replacing it with a new one.



**#6** Then install the new plunger seat. Make sure it is fully installed and sitting flush and even against the plunger on all sides.

Reassemble your float valve. All these kits come with new cotter pins. Do yourself a favor and don't try and reuse the old one. You'll be better off using the new cotter pins.



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



# River Road CAR WASH



## Community Car Wash

Mountain Top, PA

By Amy Mastrangelo

Husband and wife team Scot and Ashlee Martinelli run 3 car washes full-time in northern Pennsylvania, all within a couple minutes' drive from each other: Community Car Wash, River Road Car Wash, and Mundy St. Car Wash. They do everything themselves, including maintaining equipment and tracking inventory.

**On average, they see about 30% of credit card usage across all 3 car washes.**

While many car wash operators learn the tools-of-the-trade from older family generations, Scot learned from scratch. He got his start in mechanical engineering as vice president of research and development for a spine surgery company in California. When he moved back to Pennsylvania, he became interested in new business ventures like car washes, laundromats, and self-storage. He liked the car wash idea the best, and it just so happened that a nearby self-serve car wash was up for sale. He bought the self-serve bays, built an addition for an automatic wash within the year, and was hooked. He and his wife Ashlee bought another car wash in 2014, and the third in 2016. At their second car wash, River Road, Scot and Ashlee wasted no time adding an automatic. Scot

and Ashlee make rounds between the car washes all day long. In addition to managing her event planning business, Ashlee handles customer support, marketing, advertising, and IT for the car washes.

Scot says, "I picked [the car wash business] up really quick, but I'm a mechanical engineer, so the background definitely helps. I figure, if the equipment ran yesterday, and it's broken today, it can't be that hard to try to fix it."

"We do everything ourselves," Scot says. "We do it full time. We have one location that inventories all three locations. We have an inventory tracking system that we use, and that way I can order the correct number of products like Armor All wipes when I place my orders to Kleen-Rite. We try to keep 3 months' worth of wipes on the shelf."

Scot has been a customer of Kleen-Rite for years. "I love the Kleen-Rite transit, so all our orders are bundled once a month and we get everything we need within several days," he says.

### Upgrades and Renovations

Besides installing automatic bays at Community Car Wash and River Road Car Wash, Scot and Ashlee look for ways they can improve, meet the needs of today's car wash customers, and draw in more business. Scot and Ashlee installed new coin boxes over the years and added credit card readers in their self-serve bays. On average, they see about 30% of credit card usage across all 3 car washes.





# Ashlee & Scot Martinelli

## Community Car Wash

Scot says, “we have constantly been trying to become more efficient in our operations. Our self-serve systems still have the massive tank that somebody used to pour soap in, mix it up, and then it would feed out. So, we’re streamlining that process to be automatically fed in a more modern way using newer low-pressure systems.”

### Promotions and Events

Another way that Scot and Ashlee draw in new customers is through various promotions. They have a charity program, a gift card program, a fleet car program that is popular with the local police department, and a preferred customer program.

Ashlee says, “We take part in the nationwide Grace for Vets program offering free car washes to active and retired military on Veteran’s Day. We are so happy to honor these brave men and women who protect and serve our country. We have members of our family and community who are veterans. In November my dad was [at Community Car Wash] and he was working the pay station and talking to people, and it was nice to get that sense of community. It was cool to see how many veterans came this year vs. last year and it’s gaining more awareness.”

### Challenges and Rewards

How do Ashlee and Scot keep their customers happy? Scot said, “We

try to make everything easy to understand to reduce customer errors. With my experience in ergonomics, I ask how do we make that bay as ergonomic and user-friendly as possible? So, we have some variations on signage and variations on how it functions. I custom designed and built a temperature-controlled system for the automatic’s exit door which lets us wash more cars in the cold winter months. We can design it, take care of

it, and maintain it. It’s made out of all parts from Kleen-Rite, and what you wouldn’t expect is that it’s made out of vacuum timers and relays. Those are the parts I had laying around inside, and I said let me see if I can make this work.”



Scot and Ashlee find the work to be rewarding. Scot says, “my favorite thing is that it makes money when I’m not here. It’s different every single day, you don’t know what you’re going to run into, and it keeps you on your toes. It keeps you busy, and it’s something that always has the mechanical side of the brain busy.”

They learned a lot from talking to other operators and attending industry trade shows like the Kleen-Rite Expo in Columbia, PA and the ICA Show in Las Vegas. Their advice to new car wash operators is this: “Get educated in as much as possible, spend as much time as you can with an existing operator, and do everything right the first time.”



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# Offer Convenience

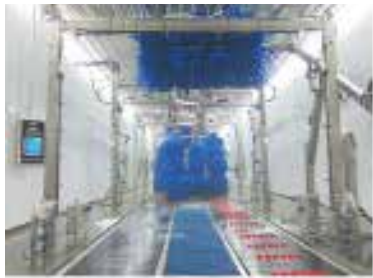
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