

# THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 32 February, 2019

**THE BEST  
FOR LESS!**

60th Anniversary Edition:  
**Kleen-Rite  
Turns 60**

Kleen-Rite Acquires  
**Towels By  
Doctor Joe**

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	<b>KRKT1A30</b>	30				
	<b>KRKT1A55</b>	55				
Kleen-Track 1B Hi pH	<b>KRKT1B5</b>	5	A high pH liquid presoak formulated for use as a second step in a two-step Touchless Wash Process. Its application is best when preceded by an acidic pre soak.	64-90/1	Red Transparent	-
	<b>KRKT1B30</b>	30				
	<b>KRKT1B55</b>	55				



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Happy New Year! Are you ready to start the year off right? A new year is great because we all get a fresh start. What went right in 2018? Let's all do more of those things in this new year. What things do we need to tweak? Are we ready to make those changes? We encourage you to make that list and begin work today!

Here at Kleen-Rite we are celebrating a very good 2018 and look to continue to make the improvements where needed to continue that trend. Our success is based on your success – so our mission is to service our customers with the best people, products and pricing to help them achieve success. It seems so simple, but we believe everyone in business understands all of the hard work and dedication needed to achieve our goals and, ultimately, success.

We look forward to being your partner in 2019. Stop and see us in Arlington at the SWCWA show in February and in Nashville at the ICA show in May. We enjoy catching up in person and anticipate great shows. Speaking of great shows: to all of the customers and vendors that attended our Expo in Columbia this past November, we can't say thank you enough. What a day, what an event, what a success. Thank you, thank you, thank you!

Are you ready for 2019? We are, and look forward to helping you achieve success. Thank you again for allowing Kleen-Rite to be your reliable supplier to the car wash industry.

# INSIDE

## CONTENTS

- 7 Kleen-Rite Acquires: Towels By Doctor Joe**
- 8 60 Years and Counting**
- 17 Industry Calendar**
- 19 What Is A Polymer**
- 20 Lighting Up Loganville**
- 23 The Passing of a Legend: Tom Allen**
- 25 FAQ: Minimizing Shipping Costs**
- 27 Kleen-Team: Jody Warfel**
- 28 Learn More, Earn More Expo Review**
- 32 Everwash Membership Solution**
- 36 Oral History: Bobby Whitley**
- 39 TNT: Extend The Life Of Your Weep System**
- 40 Manufacturer Spotlight: Diskin Systems**
- 43 Soap Corner: Hi Shine Rinse Aid**
- 46 Tom's Way: Rotary Switch Refresher**
- 46 Operator Spotlight: Patapsco Car Wash**

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# KLEEN-RITE ACQUIRES TOWELS BY DOCTOR JOE®

THE SAME GREAT  
TOWELS AT  
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## The Doctor is In: Finding the Towel that Solves Your Drying Problem

In October 2018, Kleen-Rite acquired Towels by Doctor Joe®. We welcome Doctor Joe customers to the Kleen-Rite family. Kleen-Rite is the exclusive seller of Towels by Doctor Joe® and customers can buy these products online or over the phone.

Founder Joseph Gartland originally met Kleen-Rite at industry trade shows. Kleen-Rite began selling Doctor Joe car wash vending towels and had an interest in expanding their offering.

Kleen-Rite Vice President Keith Lutz is pleased with the Doctor Joe product line. “It is a quality product at a fair price,” Lutz said. “We want to bring value to our customers and we think that the products in this line will deliver that value.”

Doctor Joe’s versatile towels, pads, mitts, and cloths are suitable for many different industries. Customers can find towels specially designed for detailing shops, auto body shops, hotels, salons, and more.



Gartland and Lutz want customers to find a solution to meet their specific needs. “It’s not just a towel as a product, it’s a towel as a solution,” Lutz said. “So, the particular product answers a question for our customers.”

For example, if a customer is trying to achieve spotless windows, there is a lint-free glass and windshield towel to meet that need.

Gartland’s towel expertise is a great asset in getting customers the right towels. He grew up in the textile industry, having previously worked for his family company, Joseph Gartland Inc., in New Jersey. Over time, Gartland decided to branch out on his own, but needed a unique business name. Knowing that he had the skills to “prescribe” a textile solution to many different problems, he began calling the company Towels by Doctor Joe®. Today, many people know him as “The Towel M.D.!”

Gartland and his wife began shipping out customer orders from the family garage. While the customer base started out small, it kept growing over the years. Today, as part of Kleen-Rite’s national distribution network, more customers than ever have easy access to Doctor Joe’s large product offering.



Lutz is excited about the opportunity to deliver the products to a much wider audience. “We will have them stocked at three different locations across the country,” Lutz said.

Customers will have the products they need, when they need them, and available to them at the best possible price. Kleen-Rite will provide fast delivery of orders all across the country.

Towels by Doctor Joe® have many applications, including: car wash, janitorial, housekeeping, hospitality, medical, veterinary, and more. Microfiber towels are great for quick drying to glass polishing. The line of disposable paper towels and pads are designed for cleaning up liquids or oils at car washes and garages.

Simply wash and dry Doctor Joe towels before putting them into service, and they will fluff beautifully. The unique towel design is plush and water-absorbent after just one wash and dry. Plus, Kleen-Rite sells Doctor Joe pre-washed diaper towels and surgical towels that deliver out-of-the-box softness. Surgical towels are a great choice for detailers in need of a soft, economical cloth, since these towels have been retired from use after many washes and are perfectly broken-in.

New and existing customers can count on these high-quality commercial towels to get the job done. Existing customers will find no changes with the quality they have come to expect, since the towels will remain the same.

To see the full product offering, browse the Kleen-Rite website. Towels by Doctor Joe® are easy to order online at [www.kleenrite.com](http://www.kleenrite.com) or by calling 1-800-233-3873.

# 60 Years

*and Kounting:*

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY







# The Past, Present, and Future of Kleen-Rite

Kleen-Rite is celebrating its 60th anniversary in 2019. In honor of this milestone, we wanted to take a closer look at the company and dig into what has made it successful while considering how that prosperity will be maintained.

In addition to offering straightforward historical information about the company, we also spoke to some of Kleen-Rite's more experienced employees to get their feedback about the past, present, and future of the company.

## Need for a Reliable Supplier in the Early Years

In the 1950s, Harold McKonly owned several businesses in Columbia, Pennsylvania. His businesses included a car wash, a laundromat, a gas station, and a parts business. In the early years of the car care industry, few dedicated equipment distributors existed.



Harold McKonly's gas station



Kleen-Rite's new warehouse facility located in Mt Joy, PA

"Mom and Dad got started at the infancy of the industry, so we kind of feel like we were in the right place at the right time," said Mike McKonly, Harold's son and current Kleen-Rite President. "The reason we got into the supply business, way back when in 1959 and 1960, was there wasn't anyone around that you could buy supplies from."



Harold, Mike & Judy McKonly

Keith Lutz, Mike's cousin and current Vice President at Kleen-Rite, noted that the McKonlys were already operators and supplying a local geographical area prior to officially starting Kleen-Rite.

At the time, the few equipment manufacturers in existence also sold supplies. It was very difficult to purchase items. For example, a

company might just sell a few barrels of soap from the back of a van. When an operator did have the opportunity to purchase supplies, it was nearly impossible to buy those goods at a

reasonable price. Operators were held captive to their suppliers regarding selection and prices.

Harold and his fellow car wash owners experienced this challenge together, and often assisted each other with extra parts and spare supplies. Harold knew that there had to be a better way; he realized that he should start stocking parts and equipment in significant volume.

Initially, Harold would simply buy extra parts for his own car wash, and other operators would purchase them from him. It grew from



Kleen-Rite's original office on Cherry Street

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## AQUAGUARD

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



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

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

there – out of need. For many years, he would build wash systems, service equipment, and fix pumps for other car washes. In order to support his service work, he had to stock more parts. Eventually, the parts-stocking portion of the business was taking up more time than the actual repair work at car washes! This led to Harold and Judy McKonly founding Kleen-Rite in 1959. The new business venture specialized in providing car wash supplies, parts, and equipment at the lowest prices with the largest inventory and best selection.



Harold's original car wash



The Kleen-Rite Car Wash has grown and expanded over the years

### Operating Car Washes While Becoming A Trusted Distributor

Having genuine experience running car washes is integral to the success of Kleen-Rite. Understanding the perspective of an operator means quicker diagnosis of problems, more effective product recommendations, and less frustration for customers.

“We started out with a little two-bay car wash behind my dad’s gas station. Every day that he had a busy day, he went down and rebuilt the pumps and did everything so he could run another day,” remembers Mike. “I grew up with the industry. I remember washing cars, vacuuming cars, and towel-drying cars. Along with the other stuff like picking up trash, filling the vendors, and mixing up soap. It becomes second nature. You certainly understand your customer’s perspective, and their needs, because you’ve lived it and done it.”

From its inception, Kleen-Rite always operated its own car wash alongside its supply business, which gave the company better insight into the problems of car wash operators. As a supplier, the company felt it essential to have its finger on the pulse of what customers needed. The car wash was Kleen-Rite’s test site, as well as its roots. When new products came to market, they were put to the test in the company car wash. The company could immediately determine if a product was going to work properly or not. They could recognize the inherent problems and struggles that a user might face if they installed the product at their car wash. This firsthand, inside knowledge enabled Kleen-Rite to gain a true understanding of their customer’s issues.

Kleen-Rite continues this tradition today by operating fully functional car washes just

like Harold did from the beginning. That relationship to the industry, and empathy for the problems that operators experience, is a major part of Kleen-Rite’s foundation.

### Slow but Steady Growth

Kleen-Rite began as a true “mom-and-pop” shop, employing only Harold and Judy to

conduct business. Harold was a phenomenal businessman who adhered to the philosophy that “slow growth is good management.” That meant for a lot of hard work and careful spending. He only purchased something if he had the money to buy it, so he didn’t deal with overwhelming debt. He only added products as consumers demanded them, not according to a marketing growth plan. He did everything he could to reinvest in the company. He grew the company on what money the business made. That resulted in steady, slow, calculated growth for Kleen-Rite that continues today. Mike McKonly and Keith Lutz echo Harold’s sentiments when speaking about using his strategies in the current day.

“One of my Dad’s mottoes was always that ‘slow growth is good management.’ We keep things simple – a hands-on approach, if you will,” remarked Mike.

Lutz adds, “We have progressively grown for 50 plus years, and it has been nice, steady growth. As such, we have had nice, steady employment growth, too. We never go out and bite off more than we can chew. Your downside risk is not there. Slow, steady growth is the best growth. We always take advantage of anything we can do to reinvest in the company. It is so key to put money back into the company.”

By 1979, business was booming for Harold and Judy. Harold purchased a new computer to help streamline and organize the company. Needing someone he could trust to run the computer, he hired his sister Sandy. She came to work for him even though she had never even seen a computer. She had to learn virtually everything – hand-typed monthly statements, bookwork, sales, corporate taxes, payroll taxes, keeping a ledger, and more.



Vice President Keith Lutz

Harold's sister; Sandy McKonly



Despite the challenge of absorbing so much new information, Sandy knew she wanted to be a part of the exciting environment.

From that point forward, Kleen-Rite became more of a player in the supplier market, expanding from a regional to a national level through advertising. Sandy's hiring was the first of many additions to the Kleen-Rite workforce. Kleen-Rite did so by utilizing the "slow growth is good management" principle to hire and keep employees who were immensely important to the success of the company.

With the growth, the company realized that departments needed to be created so that employees could focus on more specific roles and new talent with specialized skills could be hired. Lutz marks the development of staff as one of the most important changes in recent decades. Employee Jodi Smith agrees. Smith has held several positions at Kleen-Rite over the past 25 years, from Shipping Clerk to Customer Associate and now Purchaser.

"(It) was very important to the growth of the company," Smith said, regarding departmentalization. "Creating specific roles also opened the door to more technology and advertising that helped Kleen-Rite."

and more about providing a new way for customers to place their orders. Before the internet was such a massive part of our lives, it was much tougher to allocate resources to build a presence in the digital realm. Having a more service-minded approach has let the website evolve over time by tweaking design, refining marketing methods, and hiring new staff. The website has grown to have better data that's improving all the time, a live chat functionality, and so much more. Check it out at [www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)!



South 9th Street location at time of purchase

### Acquiring Properties and Expanding

As Kleen-Rite grew, it needed more space for both employees and inventory. The company was still operating from its original small building on Cherry Street in Columbia, PA. In the mid 1990s, multiple buildings were purchased on 9th Street in Columbia to add office space and basic storage area. In 1996, the bulk of the staff was moved to 9th Street, creating an important new hub for the company.



South 9th Street Headquarters today

Many Kleen-Rite employees, including sales and customer service, still reside in the original expansion space on South 9th Street. Over time, more buildings have been purchased along the same block to house finance, purchasing, marketing, HR, and more. The former machine shop turned storage building has now become a meeting space and home of Kleen-Rite's biennial car wash expo.

### Adding a Website and Moving into the Digital Age

The Kleen-Rite website was launched in 2001. The intention of starting the website was less about grabbing a lot of new customers,



Senior Technician: The Late Tom Allen

One of the biggest challenges that businesses face - Kleen-Rite included - is the logistics of shipping in the digital age. Steve Deeg, Operations Manager at Kleen-Rite, looks at the puzzle of shipping and the customer experience as both a challenge and an opportunity.

"We live in an Amazon.com world," said Deeg. "Meeting growing expectations while still doing what's best for us as a company is tough. Shipping things cost effectively, with free freight as the ultimate goal, is what we're always working on. In today's climate, customers want things fast and expect it to be sent cheap or free. We also have worked to improve communication with customers so that they are always in-the-know throughout the ordering and shipping process. There is a greater push towards technology, and there are new difficulties with that. At the same time,

we're getting closer to our customer, building a better experience, and expanding our reach."

### **Kleen-Scene Magazine and the Learn More, Earn More Expo**

The first Kleen-Scene was published in 2005. The Kleen-Scene magazine is a car wash resource that the Kleen-Rite marketing department produces twice a year. The winter edition is released in February, while the summer edition is released in August. Those in the car wash industry read the magazine for product reviews and demonstrations, detailed looks at car washes around the nation, sales and promotions, and more.



Our Marketing team creates the Kleen-Scene

Kleen-Rite held its inaugural expo in 2004. The scope of the expo has widened over the years, but the concept has always been on creating an informative, learning atmosphere for car wash owners to increase their industry knowledge. That is why Kleen-Rite calls it the Learn More, Earn More Car Wash Training Expo. Customers are treated to expert seminars, discussion with the best vendors in the business, and the opportunity to see products in person before buying. Of course,



The Kleen-Rite Expo is always a fun event



the free samples and door prizes don't hurt either! This event is held every two years.

Both of these items are important to Kleen-Rite, as they've provided more channels to reach customers. Maintaining a close relationship with customers is all about offering different ways to learn about the company. When customers find a comfortable, reliable way to learn about products and services, they tend to have a better overall customer experience.

### **Las Vegas and Texas Distribution Centers Open**

The Las Vegas and Texas facilities were opened in 2006 and 2012, respectively. Beyond just offering more storage space, these distribution centers greatly increase shipping speeds, provide a place where customers in the western and southern regions of the country can interact with Kleen-Rite employees, and makes it easier to get products and materials to the large trade shows.

Tom Allen, Kleen-Rite Senior Technician and Warehouse Supervisor, is a wealth of knowledge and known at Kleen-Rite for his no-nonsense approach.

"The Texas and Las Vegas locations are really more customer service oriented, in my opinion," he shared. "They absolutely save money on shipping and logistics, but adding them also provided a place where customers could be in contact with Kleen-Rite if they needed closer assistance."

### **Buying and Renovating Mount Joy Warehouse**

By 2016, Kleen-Rite needed a larger space to store inventory; a main spot where goods could be consolidated and shipped. The answer was to renovate a former textile manufacturing facility in Mount Joy, a town near Columbia. This involved a process of lifting the roof off of the building and adding more levels to the



Craig Mann and the late Heather Lehman



Tom O'Leary runs our Nevada warehouse

structure. It also involved a massive amount of work gathering products from various buildings, truck trailers, and containers to get it all organized in the new warehouse.

"The addition of the Mount Joy warehouse was huge, and had a major positive impact on Kleen-Rite," Allen points out. "Before the Mount Joy warehouse, basically everything was done outside for shipping. We'd be loading products from trucks and containers with forklifts going all around, here and there. If the weather was really bad, we were in trouble." Even with a large new warehouse, the approach is still on efficiency and smart use of resources. Deeg knows this is a key concept for Kleen-Rite.

Deeg said, "Our mentality is to be as efficient as possible with what we have. Anyone can ask for a bigger warehouse or operation, but we are trying to do the absolute most that we can with the tools that we have. Once we are filled to capacity, THEN we would make the next step



in expansion. One of the reasons why Kleen-Rite has been successful is that they focus on utilizing the resources that they have as opposed to bringing in technology or bells-and-whistles that are not really going to give you the kind of results that you need. We focus on the results and making sure that the customer is satisfied.”

Allen’s goals for the warehouse are a great example of his attitude.

“Zero percent mistakes – I don’t like shipping things out wrong. All it does is cause a hassle for the customer and a hassle for us,” he said. “It is bound to happen because we are all human, and new employees tend to make errors, but the goal is no mistakes. Everything should leave correctly – if it doesn’t, I want it taken care of right now.”

### A Maturing Car Wash Industry

In a conversation with Mike and John Tobias, Kleen-Rite Director of Marketing, they listed some of the trends - both positive and challenging - that they’ve recognized in the car wash industry in recent years.

#### POSITIVE TRENDS:

- Quality, reliable credit card acceptance.
- Smart ideas for unlimited wash memberships and free vacuuming with wash purchases.
- The successful use of additional profit centers at car washes. They vary from vending, dog washes, and motorcycle washes, all the way to convenience stores, coffee cafes, and restaurants being operated in tandem with car washes.
- Car washes making efforts to lower their energy costs and be more environmentally conscious. Things like better lighting and safer, biodegradable chemicals come to mind.

#### CHALLENGES:

- Consolidation and more chains versus smaller independent establishments.
- Oversaturation in certain markets.
- More regulation involving taxes, water issues, zoning, etc.
- Vandalism and crime always a problem.

Allen notes that, “The younger crowd is starting to become more interested in the business. That means technology, CryptoPay for example, is becoming more important to the car wash industry and



Megan Donnelly & Deb Ronan in PA

creating new opportunities. Technology is also helping our operations. We have guys driving around on forklifts with their tablets to assist them.”

When asked about the difficulties of the car wash industry, he answered, “I have nothing bad to say about the car wash industry. I’m still happy. Someone like me has knowledge about older stuff that is still used today. It’s an industry that connects what has always worked with new ideas. I can teach and learn and eventually things get done right.”

Lutz provided an astute summary of the state of the car wash industry and where it is headed.

“Overall, the car wash industry has become a more mature, professional industry that makes deliberate moves and is more polished than ever. People want their businesses to look clean and attractive, so they’re willing to invest heavily in their car washes. Because

of the convenience, reliability, and sharper appearance, more consumers are leaving their driveways and cleaning their vehicles at car washes.

“However, along with the polish and professionalism comes some growing pains. In this climate, there is an increasing amount of consolidation and chains running car washes. Mom-and-pop operations, independently owned washes, and self-serve are still immensely important to Kleen-Rite, but working with larger chains and more advanced automatic washes is a challenge that we have to face. Neither type of car wash is going anywhere, so we have to balance our efforts in the smartest way possible.”



Custom hose assemblies are made daily



Keith & Mike accept award for Harold McKonly

### Hall of Fame and Maintaining the Company Philosophy

In 2015, Harold McKonly was inducted in the Car Wash Hall of Fame because of his immense contributions to the industry. His induction comes as no surprise to the people who knew him and worked with him; a well-deserved honor!

Tom Allen was the first full-time non-family employee at the company and had a close relationship with Harold. He remarks on Kleen-Rite’s founder: “Harold was as close to being a father to me as anyone in my life. He was a teacher who wasn’t afraid to yell, but also

wasn't afraid to offer praise when it was due."

Throughout the years, the company has grown and changed, but the philosophy essentially remains the same. The goal is to be a one-stop shop for car wash operators and provide as many quality products as necessary at the best possible prices. "To be the reliable supplier to the car wash industry, and to give the best for less," Mike states simply. "Those are the two slogans we not only use, but live by."

### Employees Favorite Memories from Their Kleen-Rite Career

A company that achieves long-term success is one that keeps their employees' happy in addition to pleasing the customer. In fact, Smith sees that cooperative relationship between company leaders, customers, and employees as the most important aspect of future success for Kleen-Rite.

As Smith points out, "Respecting and holding on to existing customers, even through changes, while maintaining a high standard of concern for employees, should remain a goal for Kleen-Rite as a company."

We thought it would be fun to hear some of our employees' favorite memories from their time at Kleen-Rite. The years go by so quickly for dedicated, loyal employees, so it's great to hear them reflect on their special moments with the company!

**Tom Allen, Senior Technician and Warehouse Supervisor, 34 years at Kleen-Rite:** "I remember when we added seven self-service bays to the Kleen-Rite Car Wash. Everybody that was at the company pitched in to help build them. Every employee was part of the process. We could proudly say that Kleen-Rite built those bays because we literally constructed them from start-to-finish from the ground up."

**Mike McKonly, President of Kleen-Rite:** "Rather than one memory, mine is more of a general thing. Helping out car wash guys and talking to them is my absolute favorite thing about Kleen-Rite. Learning from them, teaching others, and just having good conversation is really what I enjoy the most."

**Jodi Smith, Purchaser/ Expediter, 26 years at Kleen-Rite:**

"I was lucky enough to have been at the company when the founders, Harold and Judy, were still with us and working at the company. I don't even know if I have specific moments I can remember, but I just liked talking to them, hearing their thoughts about the company, and getting to know them personally. Their values were passed down and that is wonderful, but to be fortunate enough to actually interact with them in person was very special to me."



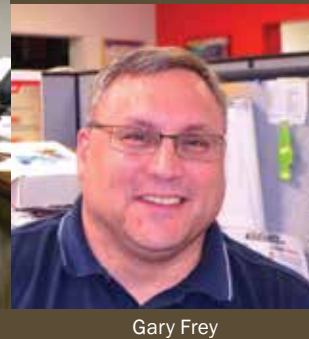
Jodi Smith



Mike McKonly & Dixie



Self-Serve Dog Wash



Gary Frey

**Steve Deeg, Operations Manager, 15 years at Kleen-Rite:**

"I always enjoyed potluck dinners that were held over the summer in the past. Each person would chip in with food, utensils, drinks, and more. There were lots of smiles and fun. People loved the extended lunch break. Those memories stick out to me."

**Gary Frey, National Sales Manager, 8 years at Kleen-Rite:**

"One example of a great memory I have is going on the Big Shot ride at the top of the Stratosphere in Las Vegas. I rode it with Rick Diehl while I was out there for the ICA show. That's sort of a goofy memory, but it's the kind of thing we get to do, bringing work and play together a little bit. We build such good relationships with both customers and vendors. I get to see new places and experience new things through traveling for Kleen-Rite."

**Keith Lutz, Vice President, 25 years at Kleen-Rite:**

"In October 2016, we were preparing to move to our new building in Mount Joy. We needed volunteers to make it happen. Basically everybody, including people like office personnel, warehouse workers, and finance staff, helped out to make the move happen. All helped out in the warehouse to get it back on its feet. There were a lot of struggles, but our employees made sure any difficulty was

absorbed by the company rather than the customer. Everything came under one roof instead of being scattered around. Between trade shows, parties, and things like that, I have a lot of amazing memories with Kleen-Rite. Even so, I still rank the move to the warehouse and the help of all employees as my favorite memory."

**John Tobias, Director of Marketing, 16 years at Kleen-Rite:**

"I could go on and on with memories from working at Kleen-Rite. I remember when my dog got sprayed by a skunk for the first time. I was able to take him right down the street and wash him at the Kleen-Rite Car Wash Dog Wash. The smell came right out, it was super easy. It's one thing to sell these units, but a whole other thing when you need it yourself."

Many thanks to those who contributed their thoughts and wisdom for this article. Of course, we also have to express our appreciation and gratitude to our loyal customers; Kleen-Rite would not exist without you! We are proud of our sixty-year history and anticipate many more years of success and dedicated service to the car wash industry!

# Platinum Emperor Series By General Pump



## The "NEW" Leader of the Self-Serve Market!

- Nickel-plated, Stainless Steel Manifold
- Nickel-Plated Crankcase
- Direct replacements for Cat 5CP2140, 310, & 5CP2120 Pumps
- Run-Dry / High Temp
- Perfect for Self-Serve / Prep Applications
- Cat 310/5CP Stainless Steel Rail Conversion kits



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## Triple Foam & Glass Cleaner

- Concentrated
- High foaming
- Rinses easily
- Tropical Scent
- Biodegradable



NAPP5155B	Blue
NAPP5155P	Pink
NAPP5155Y	Yellow

**\$545.85**

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



### Winter/Spring 2019 Industry Calendar

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

**Feb. 24-26** ★ **Southwest Carwash Convention Expo 2019**  
*Arlington Convention Center - Arlington, TX*  
[www.swcarwash.org](http://www.swcarwash.org)

**March 5-6** ★ **CARWACS Car Wash Show 2019**  
*Toronto Congress Centre - Toronto, Canada*  
[www.toronto.convenienceu.ca](http://www.toronto.convenienceu.ca)

**April 16-17** ★ **Heartland Car Wash Show 2019**  
*Prairie Meadows Casino - Des Moines, IA*  
[www.heartlandcarwash.org](http://www.heartlandcarwash.org)

**May 13-15** ★ **ICA Car Wash Show 2019**  
*Music City Center - Nashville, TN*  
[www.carwash.org](http://www.carwash.org)

# Tired of Dirty Bay Walls?

I N T R O D U C I N G

# KLEAN WALL™

#### WORKS GREAT ON:

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

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



Call today for a free sample!

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Klean-Rite: an Authorized Distributor



5 gallon  
**KW5**  
**\$69.50**

55 gallon  
**KW55**  
**\$605.50**

**AFTER BEFORE**



Available From KLEEN-RITE!

**ULTRA SHINE  
TIRE & TRIM SHINE SPONGE**

100 PER CASE

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

AR18276 \$58.99

**NEW**



**TOP VENDING ITEMS**



**FLAT VENDING BOTTLES**

4 OZ. BOTTLES • 24 BOTTLES PER CASE

Boost vending sales at your wash with these convenient bottles!

PART #	DESCRIPTION	PRICE	DECAL	OVERLAY
AR17233	MULTI-PURPOSE	\$33.99	ARD500	DEDS17233
AR17236	TIRE SHINE	\$33.99	ARD503	DEDS17236
AR17234	AUTO GLASS	\$33.99	ARD501	DEDS17234
AR17235	WHEEL & TIRE	\$33.99	ARD502	DEDS17235



**CLEANING SPONGE**

100 PER CASE

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

AR30800 \$52.25



**THE BEST SELLING  
CAR CARE VENDING ITEM**



**ORIGINAL PROTECTANT  
SPONGE PACK**

100 PER CASE

VS10800 \$52.25

**ORIGINAL PROTECTANT  
PUMP SPRAY**

4 OZ. PUMP SPRAY • 24 PER CASE

Prevents fading, cracking & discoloration of interior vehicle surfaces.

AR13040 \$33.99

**NEW FRESHfx™ AIR FRESHENERS**



**FRESHfx™  
VENT CLIP AIR FRESHENERS**

4 SINGLE PACKS PER CASE

\$6.85

**FRESHfx™  
HANGING DIFFUSERS**

4 SINGLE PACKS PER CASE

\$5.44

**FRESHfx™  
HANGING PAPER AIR FRESHNER**

3 PER PACK • 4 PACKS PER CASE

\$5.44

**+ MANY MORE! VISIT KLEEN-RITECORP.COM FOR OUR FULL LISTING!**

# Question: What is a Polymer

## and Why are They Effective as Car Wash Presoaks?

Assuming you aren't a trained chemist, the next sentence may annoy you with its long, complex words. The International Union of Pure and Applied Chemistry defines a polymer as "a molecule of high relative molecular mass, the structure of which essentially comprises the multiple repetition of units derived, actually or conceptually, from molecules of low relative molecular mass." Now that we have that out of the way, let's focus on a simpler explanation of polymers and what they can do at your car wash.



# ALL SYSTEMS

## POLYMER PRESOAK

These large molecule chains actually grab, lift, and encapsulate dirt from a vehicle surface. The polymer and captured dirt can then be easily rinsed away to leave a clean, shiny surface. An advanced polymer formula provides a thorough wash in less time using a DOT-approved non-corrosive and non-caustic solution!

### Polymers in Straightforward Terms

Let's start by providing uncomplicated definitions to some scientific terms. An atom is simply the smallest form of an element from the periodic table. A molecule is a grouping of two or more atoms. Molecules can be made up of multiple atoms of the same element, or consist of different elements bonded together.

The structure of some molecules allows them to link up with other molecules. These are called monomers. The larger molecule created when multiple monomers link up is a polymer. They can be shaped like a continuous line that bends and twists, or have a branched structure.

The behavior of traditional presoaks is that they attack dirt and break it down before being rinsed. Not only does this result in a longer dwell time, the presoak also does not distinguish between the residue and the surface. That creates the potential for corrosion and damage to the vehicle surface. What's more, you are also limited in how and where you can use non-polymer presoaks, since certain car wash equipment may be similarly vulnerable to that corrosion and damage. Conversely, polymer presoaks can be safely used in self-serve bays, in-bay automatics, and automatic tunnels!



## Top 10 Reasons to Use Advanced Polymer Solutions

1. No acid needed to neutralize surface of the car and clean the vehicle
2. Does not positively charge the car surface
3. Encapsulates dirt to prevent redepositing dirt back onto car surface
4. One-step cleaning offers enhanced drying, rinsing and incredible shine
5. Safe on equipment (reduce replacing O-rings, check valves, foot valves)
6. Reduced dwell time
7. DOT-approved non-corrosive
8. Save on shipping costs
9. No offensive chemical smell
10. Heating polymers not required

5 Gallon	30 Gallon	55 Gallon
<b>KR5205</b>	<b>KR30205</b>	<b>KR55205</b>
<b>\$55.71</b>	<b>\$240.69</b>	<b>\$401.38</b>

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# Lighting up LOGANVILLE





Recently, the Kleen-Scene visited the Kleen-Rite-owned Loganville Car Wash in Loganville, PA. Our purpose was to check out the impressive multi-color LED light setup in the touchless automatic bay to take some pictures and video. It looks great and has excellent practical benefits, so it deserves to be shown off a little bit!

What really sets this arrangement apart from other automatics is that the lights, traffic fixtures, and speaker are all synced up to work together. Here is a description of the customer experience:

→ When you pull up to the paystation, a voice message tells you to select your wash package. A traffic fixture immediately outside the tunnel reads: "PLEASE WAIT" in red text. There is also a red X on the fixture.

→ After you choose your package and pay, the speaker prompts you to move forward. Simultaneously, the traffic fixture changes to a green arrow paired with illuminated green text that says "DRIVE FORWARD". At this point, the entire tunnel is lit up in green from the LEDs on the floor and ceiling.



cycle, the lights on the ceiling and automatic wash arm change between red, blue, and yellow. Then, as seen in the above picture, they go all red for the Hot Wax cycle.

→ After all of your wash services are complete, the tunnel reverts back to a solid,

## Providing clear instructions with effective visual aids cuts down on accidents and misuse of car wash equipment.

→ As you move forward, the automatic lighting remains totally green. Another traffic fixture -this one inside the automatics- shows the same "DRIVE FORWARD" message.

→ Once you get to the appropriate spot near the middle of the tunnel, the LEDs change to red, the traffic fixture text changes to "STOP" with a red X, and a voice message tells you to stop. If you drive too far forward, the traffic fixture text changes to blue text reading: "BACK UP".

→ The light show continues through the stages of the wash. During the Triple Foam

steady green color. The traffic fixture again shows "DRIVE FORWARD" text in green with a green arrow. The speaker alerts you to exit the tunnel.

Providing clear instructions with effective visual aids cuts down on accidents and misuse of car wash equipment. Patrons feel more comfortable knowing that they're using the wash correctly and that their car will be unharmed. All of this adds up to an increase in overall customer satisfaction. Let's not forget one of the most important aspects of these lights...they look awesome! Keep an eye out for the video on the Kleen-Rite YouTube channel!

## The Components



### 32 FT. PACKAGE RGB GUIDE LITES

- 64' RGB Neon Lights
- 64' Custom UHMW Extrusion

**\$4,195.00** HSP0332

### TRAFFIC FIXTURE 3 SECTION TOP

\*\*MUST SPECIFY DESIGN & BODY COLOR

**\$798.79** TSS13X29LS



### WATERPROOF SPEAKER FLOOR MOUNTED GUIDE SYSTEM

- 8 pre-programmed messages to guide your customers through the wash
- Features a PLC, allowing you to tie in features like laser light shows, email notifications and more!

**\$1,755.00** HSP0300



Custom colored LED lights on the automatic wash arm and ceiling were provided by G&G LED. Contact Kleen-Rite for more information.

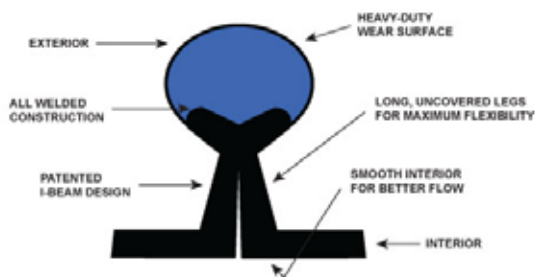


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### I-BEAM DESIGN



- Robust wear surface
- All welded construction
- UV stabilized
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- Virtually kink proof
- Crush resistant
- Easy to handle
- Made in U.S.A.
- I-Beam Design

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TM5034



**Film Away**  
High pH Presoak

TM5212



**Blue Max**  
Neutral pH Cloth  
Detergent

TM5002



**Shamy Dry**  
Drying Agent

TM5034

# In Memoriam of Tom Allen: The Passing of a Car Wash Legend



It is with a heavy heart that we announce the recent passing of Tom Allen, Kleen-Rite's senior technician and dedicated employee for 35 years. For many Kleen-Scene readers, Tom's name is synonymous with problem solving. He was the first person many customers and employees turned to for information and guidance on all things car washing. Everyone who met Tom had a story about how he assisted them – here are some of our favorite memories from his coworkers and friends.

“Tom was like an older brother to me. For the past 25 years we grew together. His work ethic was second to none and left a lasting impression on the young man that I was when we met. He helped all in need, and was a special person in many people's hearts. He will be deeply missed for all that he did, and all that he was. I will miss you, T.A.”

**- Keith Lutz, Kleen-Rite Vice President**

“Tom was a real teacher and friend to me over the years. When I first entered the industry over 16 years ago, there was so much I had to learn and I had a million questions. More than anyone else, Tom would take the time to show me how things worked and the way everything interconnected at a car wash. He had a gruff exterior, but hidden inside was a very sweet man, as displayed every Valentine's day when he would buy a rose for every female employee at the company. I will miss my friend.”

**- John Tobias, Kleen-Rite Director of Marketing**

“I lost a best friend. Kleen-Rite lost one of its best, most loyal, and longtime employees. The car wash industry lost an icon and a wealth of information. Tom's other name was Will - when I said ‘Tom, we'll have to do this or that, or fix something at the wash,’ he said ‘I know - I'm ‘Will get it done!’”

**- Mike McKonly, Kleen-Rite President**

“To say Tom was one in a million doesn't do him justice. His heroic effort, quiet compassion, and confidence were like no one I have ever met. If you were in a bind or there was a tough task, Tom had

either done it before or was a man with a plan and was there to help. I enjoyed listening to his friendly interactions with customers, some who stopped in for no other reason than to say hi to him. I know as we look back at our time with Tom, we feel blessed to have had him in our lives.”

**- Steve Deeg, Kleen-Rite Operations Manager**



“I will never forget, not long after I entered the car wash industry and (my husband) Bob was away I ran into some trouble with the self-serve wash. It was the middle of winter, frigid cold temperatures, and I was 5 months pregnant. I didn't know what to do or who to call but I needed help. Bob said to call Tom. It was a Friday afternoon when I called and within 2 hours he was at our wash. He worked very late that night and most of the next day, and he got us up and running...he was deeply devoted to his wife, and he was very proud of his family. His passing will be a deep emptiness that will be felt for many years to come.”

**- Alicia Boardman, Water Works Car Wash**

“Tom was always ‘Mr. Carwash’ in my mind. We first met when I became a Kleen-Rite customer some 30-plus years ago. I liked him from day one. He was friendly and always ready to help, and to patiently answer endless questions from a novice car wash owner. I have learned a lot through the years, but I still needed to call him from time to time - the last time just a couple days ago...my heartfelt sympathy goes to his family, friends, and coworkers.”

**- Geir Magnusson, Super Spray Car Wash**

Tom was an integral part of the Kleen-Rite family, and is deeply missed. We are lucky to have known him, and to have received the vast knowledge that he shared with us. Whether he was answering questions over the phone, doing hands-on repair for a customer, or driving a coworker across the state to retrieve a stranded vehicle, Tom was here for us all. Helping others was simply Tom's way.

# TRIAD CHANGE MACHINES

Perfect for Car Washes  
and Laundromats!

## BILL CHANGERS



### Model 400 Changers :

You can order these with Bill Acceptors,  
Bill Recyclers and Credit Card Readers

- Triad has the largest installed base in the Country of Change Machines with Bill Recyclers in them, Why? Because they work!!
- The Triad Model 400 Changer or “Mini Bill Breaker” solves the problem of customers getting 80 Quarters for a \$20 Bill
- Has a Large capacity – Two Coin Hoppers that hold \$2800 in Quarters
- Can Dispense any denomination of Coins
- Can Dispense Tokens, with Credit Card Option
- The Model 400 Changer is UL Approved

## BILL BREAKERS



### Model 500 Bill Breakers:

- Triad invented the first Bill Breaker over 25 years ago
- Triad has thousands of these installed across the Country
- Can Dispense currency from 2, 3 or 4 Currency Cassettes
- Uses the Reliable Fujitsu Cash Dispenser (which is used in most self checkout applications)
- Comes with a Mars Bill Acceptor
- Can also Dispense Coin

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We have the largest number of Bill Recycler  
Changers in use than anyone else in the country!





# Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

Issue No.32 February, 2019 - F/A Questions

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

## How do I minimize my shipping cost?

Shipping costs can be an expensive part of doing business in any industry, however, the car wash industry seems to compound the cost. In fact, if you're not a planner, shipping costs can eat an enormous hole in your wallet. As a rule, owners/operators should always look to consolidate their orders from Kleen-Rite to minimize cost. Better yet, look to take advantage of our free shipping offers like the 32KS offer in this issue of the Kleen-Scene on one order over \$750.00.

As the example below shows, one 50-pound package shipped UPS produces a 30 percent savings over shipping two separate packages, netting an \$8.92 savings.

Example A	Example B
From: Mount Joy, PA 17552	From: Mount Joy, PA 17552
To: Westminster, MD 21157	To: Westminster, MD 21157
2 packages @ 25lbs.	1 package@ 50 lbs.
<b>Total Charges: \$28.82</b>	<b>Total Charges: \$19.90</b>

When it comes to shipping items via small package, these savings (although seemingly small) add up over time. However, when you consolidate LTL freight shipments, the savings is more visible. As the following example shows, by consolidating three 500-pound shipments into one 1500-pound shipment, the customer was able to save 22% or \$109.03 on their freight shipping expense.

Example A	Example B
From: Grand Prairie, TX 75050	From: Grand Prairie, TX 75050
To: Edmond, OK 73034	To: Edmond, OK 73034
Freight Class: 125	Freight Class:125
<b>Total Freight Charges: \$489.69</b>	<b>Total Freight Charges: \$380.66</b>

Consolidating orders can provide additional benefits and savings to both the shipper and receiver (customer) of small package and LTL freight shipments, including:

- Reduce excessive shipping expenses
- Less time needed to receive, handle and process order by Kleen-Rite & Customer
- Fuel Efficiency (better for the environment)

One strategy for shipment consolidation is to map out your year with a Kleen-Rite calendar and plan major vending, chemical, and equipment purchases around our free shipping offers and shows. If you have multiple locations in proximity, advise your employees to take inventory from all sites prior to ordering. Most important, make your list and check it twice prior to calling us with an order. Too often, we take calls from customers who forgot one or two items that are needed and request us to add them to existing orders. As we improve, the likelihood of us being able to add to an order dissipates as we gain efficiencies.



# One Stop Vac Shop!



## CENTRAL VACUUMS

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

Not only do we have traditional vacs but we also offer **CENTRAL VACUUM** systems, stanchions with swivel booms or fixed booms and vacuums that will mount to all stanchions! When quality, affordability and great service matter, go with JE Adams!

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

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

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Photo courtesy of  
KLEEN-RITE



Photo courtesy of  
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Photo courtesy of  
KLEEN-RITE

# THE KLEEN★TEAM

## Jody Warfel

Customer Service>Returns

I have been part of the Customer Service Team since January of 2012 when I was first hired. As a lifelong resident of Columbia I was happy to join Kleen-Rite here in my hometown. Being part of a successful, local company is very important to me.

My husband Bob and I are the parents of four children, Stacy, Bob, Jr., Jackie and Spencer. We also have five grandchildren. We love to travel, especially to California where our daughter Jackie and her husband live. Both of us are part of a large extended family. Each of us have six siblings and many, many nieces and nephews. Spending time with all of them is one of our favorite things to do.

In my spare time I love to cook. I am part of a gourmet cooking club that meets monthly to develop our cooking skills. Our household includes two dogs, Guinness (Husky mix) and Stella (Goldendoodle) and our cat Gizmo. Gardening is also a favorite activity including growing vegetables and herbs.

In the past seven years I have gotten to know many wonderful customers. Kleen-Rite's success is very important to me and I participate in improvement teams regularly. It's a team effort and I'm proud to be part of this team.

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



# Wheel-eez® Al-Brite 3™

## NONCORROSIVE WHEEL CLEANER

# AB3™

- NO HF
- NO ABF
- SAFE

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



# REMOVES UGLY!

Kleen-Rite Corp. held its biennial Learn More, Earn More Car Wash Training Expo event this past November 13-14, 2018. On the first day of the event, for a small fee, guests attended the Car Wash Experience featuring exclusive bus tours and keynote speakers. The following day was free to attend, and Kleen-Rite Corp. opened up its large expo floor to over 400 car wash owners and operators and over 60 manufacturers. The Learn More, Earn More Expo is the only free industry trade show and includes a free buffet lunch. It provides a valuable opportunity to see the latest and greatest car wash products directly from the top manufacturers and gain insight from other car wash operators in attendance. Seminars and Q&A panels with industry experts educate operators on ways they can successfully grow their business. Seminars at the 2018 Expo focused on the following topics: LED lights, vacuum maintenance, CAT Pumps, CryptoPay, self-serve Q&A, and unlimited wash monthly clubs. In addition, there were two optional bus tours available to Kleen-Rite's Mount Joy distribution center.

The 2018 Expo was larger than ever before! A number of attendees visited the expo for the first time, and it was great for Kleen-Rite Staff to meet so many new faces. Every customer we spoke to said they had a

Car washes in Loganville, York, and Columbia, PA were featured on the bus tour.



Loganville Touchless Car Wash is equipped with vacuum and fragrance machines, Air Shammee handheld air dryers in the self-serve bays, and a dog wash. Attendees toured the equipment room and asked questions regarding installation and maintenance. While grouped together inside one of the in-bay automatics, Kleen-Rite Senior Technician Tom Allen showed attendees firsthand how the color-changing Hydro-Spray Guide Lites light system creates an excellent visual experience for the consumer. Consumers are more likely to return to the wash, tell their friends about



great time at the event.

“The price is right and the information is there,” said Ron of Auto Shower Car Wash in Wilksburg, PA. “Very knowledgeable folks.”

Brent of Wash Kingdom Car Wash in Hermitage, PA agrees. “It is great to see people behind the scenes who help the operators, including the Kleen-Rite customer service representatives and all the car wash manufacturers,” he said.

### **Day 1: Car Wash Experience**

On the first day of the event, roughly 60 car wash operators and enthusiasts from across the country gathered together at Kleen-Rite's Mt. Joy distribution center to embark on a bus tour of three different car wash locations in the surrounding area.

“The bus tour is what helped me decide to come to the Kleen-Rite Expo in general,” said attendee Brent. “I wanted to see what other operators are doing successfully, especially with self-serves and automatics.”

it, and even share about it on Facebook if they have a great experience.

At Anderson Car Wash in York, PA, attendees had the unique opportunity to walk through an 80 ft. car wash tunnel undergoing renovations and observe all of the changes taking place, including upgrades in the tunnel's equipment room.



The last stop of the bus tour was Kleen-Rite Car Wash in Columbia, PA. Tour-goers got a taste of everything at this stop, including a dog wash, a motorcycle wash, a truck wash, self-serve bays, in-bay automatics, and a car wash tunnel.

Once the bus returned to Kleen-Rite's Mt. Joy facility, attendees enjoyed a free networking lunch and learned tips of the trade from



several key speakers. Mike Green, Author and President of Integrity Works Coaching, gave a Gold Star Service customer service presentation for the audience to apply to their everyday lives. Green spoke on the importance of the little, sometimes overlooked, things all customers appreciate, like maintaining a positive attitude and returning phone calls.

Tom Hoffmann Jr., CEO of Hoffman Car Wash in Albany, New York, presented a video of one of his

In addition to the Q&A panel, Lutz also had a solo presentation on the state of the self-service car wash industry. Throughout the presentation, he repeated important mantras for any car wash owner. "Keep it simple, keep it working, and keep it clean," he said. Lutz also applauded those who traveled to the event. "Car washing is a growing market. By investing your time to learn more, you will be ahead of the curve," he said.

Lutz challenged owners to be present and take a good look at how they operate their wash. "That's why you're here now, because you're taking a good look at what's out there, and you want to improve your business," he said. "Talk to your customers and find out what they want. Why do they come there? What can you do better? There's no better person to tell you that than the person using your wash."

Lutz also discussed common self-service trends in his presentation. Owners were encouraged to add experiences customers can't get in their driveway or at the competitor's wash. Spot-free rinse, triple foam, and other functions are readily becoming available to customers. Adding more to the wash enhances the customer experience and helps build



By Amy Mastrangelo

recently remodeled self-service sites. The video showed improvements and innovations at Hoffman Car Wash including upgraded and custom coin boxes, decals, and meter functions. Add-on items, such as air dryers and wheel scrubbers to remove brake dust, help Hoffman's customers stay in the bay longer. Kleen-Rite's Vice President Keith Lutz reminded the audience that the car wash industry sells time, so each of these add-on items are significant.



Later, a Q&A panel provided assistance to car wash owners in attendance. The panel included Dave DuGoff of College Park Car Wash and President of the Mid-Atlantic Car Wash Association, Tom Hoffman Jr. of Hoffman Car Washes, Lutz, Kleen-Rite President Mike McKonly, and Kleen-Rite Senior Technician Tom Allen.

customer loyalty to the business. Lutz said another trend is unlimited wash programs. Car wash operators want to keep people coming back and want to appreciate the value of those loyal customers.

## Day 2: Car Wash Expo

The following day, guests were invited to check out everything the Learn More, Earn More Expo had to offer at Kleen-Rite's large indoor event space in Columbia, PA. As soon as guests entered the show and walked through the festive red and white balloon arch, they saw antique vehicles, vacuums, pumps, and other popular products on display. Dozens upon dozens of manufacturers lined the expo hall. The companies brought their products along with them so customers could see and touch them before investing in a purchase. Some manufacturers had equipment pieces plugged in and running so customers



could see live demonstrations. Show attendees could chat with the leading industry magazine publications and sign up to be included on their mailing lists. Then, customers could easily make product purchases right at the order taking booth in the center of it all.

All day long, car wash owners browsed the wall of free vending samples, which included air fresheners, towels, wipes, and much more. This gives operators the chance to bring the vending samples back home with them, see which products sold well in their vending machines, and put the products into consideration when the time rolls around to make their next order.

At the Expo, red and white lights hanging from the ceiling illuminated dozens of round tables in the back of the event space that attendees utilized to meet, eat, and mingle. Thanks to generous manufacturer sponsorships, attendees enjoyed free coffee, donuts, bagels, ice cream, and a hearty barbeque lunch complete with pulled pork sandwiches, creamy macaroni and cheese, and all the fixings.

Scot and Ashlee of Community Car Wash in PA had positive things to

Various education seminars took place throughout the day, and guests casually traveled to and from each seminar as they pleased. The seminar topics were chosen as a result of a survey that guests themselves filled out before the event, in attempt to cover the biggest trending topics that today's contemporary car wash operators want to hear about. CAT Pumps representative, Doug, spoke about repairing the most popular models in the industry: the 5CP and the 310 pump. Attendees actively sought answers to their questions regarding plunger retainers, pump cavitation, and extruded seals. There was standing room only for a packed self-serve Q&A session involving Morris of Dixmor Enterprises, Shane Groff of Hoffman Car Washes, Allen, and Lutz. The panel of experts encouraged car wash owners to raise their prices.

The panel also discussed the concept of "no-cash car washes." Averaging at about \$6 per self-serve wash, some car washes are accepting credit card and token only, in order to reduce theft on their property. "If the customer wants to give you money, no matter what type of money it is, you have to figure out how to take it" the panel said.

Another hot topic was CryptoPay, the technology capable of



say about the food and networking aspects of the Expo. "The ICA Show in Vegas is good, but it's big. Food is what brings everybody together, so after you get your food you have to find somewhere to sit, and now you're introducing yourself to others around you," they said. "It's super easy to meet people at the Kleen-Rite Expo, and it's not another operator right down the street, so if you're talking about car wash stuff, you're not competing with each other."

Attendees mentioned how it was great to see what Kleen-Rite was really like in person, after being a customer for several years. Travis of Waterworks Car Wash in Elkridge, MD appreciated checking out products and getting a chance to talk to Kleen-Rite Staff that he usually talks to over the phone. Car wash owner Brian of Willow Grove, PA enjoyed picking up products, seeing new products, and the free ice cream.

"I enjoyed the [Car Wash Experience] car wash tour, interaction with vendors on the expo floor, and small-scale education sessions with more one-on-one time," Allen from Spotfree Car Wash said.

consolidating all charges on a car wash lot including the wash, vacuums, and vending items. By the end of the discussion, one audience member stated aloud that he was excited to go home and begin implementing CryptoPay at his car wash.



Randy of Rain Tunnel Car Wash in Chambersburg, PA said the event was very informative. "The self-service Q&A really stood out. I also liked seeing the new vacuum machines with air firsthand," he said. In fact, Randy's son-in-law, John, bought an air machine at the Expo after seeing it and learning more about it in person. Kleen-Rite would like to thank Randy for being one of our original customers and for continuing to be a loyal customer for over 50 years.

Before settling in for the final part of the event, Mike made a heartfelt speech about a dream of his late mother, Judy McKonly, being realized. This dream was the opening of the Columbia Animal Shelter, which is dedicated to saving the lives of at-risk animals. The new facility includes an on-site spay/neuter clinic and a surgical unit that will be a lifesaving support aid to many animals in the community. At the Expo, attendees got the chance to permanently sponsor an area of the shelter with their company name or the name of a beloved pet or person. Sponsors help provide the animals with food, medical care, beds, and comfort necessary until they are adopted.

Kleen-Rite ended the two-day event on a fun note, with many prize



giveaways, and lucky winners were selected at random. Prizes included tool sets, coolers, coffee makers, electric smokers, and much more! Prizes were made possible thanks to many generous sponsorships, and Car-Freshner sponsored cash give-away cards. Two events were last, but certainly not least: the spinning prize wheel and the money machine! A contestant stepped inside the enclosed money machine, a fan blew cash all around them, and they had a few seconds to grab as much flying cash as possible.

Kleen-Rite would like to thank everyone who participated in the tours, seminars, networking, and expo events. We would like to give a special thank you to G&G LED, J.E. Adams, CAT Pumps, Genesys Technologies, Everwash, Hydrospray, College Park Car Wash, Hoffman Car Washes, and Anderson Car Wash for lending their expertise. We also give a warm thank you to our generous 2018 event sponsors: Simoniz, Armored Group, Hamel Manufacturing Co., JDJ Solutions, Hydro Systems, Arimitsu, and JBS.

We look forward to seeing you all at the next Learn More, Earn More Car Wash Training Expo in 2020!

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

# NO POS?

By Max Pulcini

# NO Problem!

## EverWash Has an Easy Membership Solution for Washes Without a Point of Sale System

POS (or Point of Sale) systems act as the backbone of many businesses. But while they assist with reporting, employee scheduling, single wash payments, tracking chemical usage, and inventory, a POS system is not necessary to run a successful membership program.

“While most of our partners do have POS systems in place, many of our top performing partners do not have a POS system,” said Frank Brigidi, the National Sales Director of EverWash — a membership sales and subscription management platform that enables car wash operators to easily launch or shift services to a subscription-based model, gain new insights into member behavior, and open new and high-profit recurring revenue streams.

**“My first goal was to reach 500 members. Now I’m looking at 1200 by the end of the winter”**

Not every operator has a POS in place, and many do not want to pay the exorbitant cost of installing a new system at their wash. John Laspata is the owner and operator of Kleen Kar Car Wash in Sicklerville, NJ — an express exterior wash in South Jersey with an 80 foot tunnel, 100 foot conveyor and no POS system. He purchased the wash in 2012 and proceeded to grow the business “the old-fashioned way” without



EverWash  
CAR CLUB



membership. He met success early on before business got stagnant around year four.

“At that point we started to look into membership programs, and considered the possibility of doing it ourselves,” Laspata said. “I also looked into a new POS system, but that was going to cost me in the area of

\$120,000 to \$150,000 to put in two auto-cashiers, RFID readers, and signage. To me, it wasn’t cost effective to do that for membership.”

The good news is that operators without a POS no longer have to shell out thousands of dollars to set up a successful membership program thanks to EverWash’s membership solution. Laspata learned about EverWash and met with representatives from the membership platform a few times. In those meetings, EverWash coached Laspata up about membership and how to run a successful program.

“The average car wash operator looks

at how many cars they’re washing and their average ticket price. That’s been the philosophy forever in this business, and there were definitely a few obstacles to overcome that mindset,” Laspata said. “It took some back and forth with the EverWash team to understand membership, figure out I was going to make more money, and change my mindset.”

EverWash is the first company in the car wash industry that’s membership specific. Unlike most POS systems and services, EverWash is more than just software or hardware — it’s a long-term partnership fostered with significant revenue growth in mind. EverWash doesn’t install pricey RFID equipment and leave car wash operators to manage the program themselves. Instead, EverWash uses their knowledge of membership and smartphone technology to convert ordinary customers into more profitable members in ways that POS systems can not.

“You don’t need an expensive POS system to operate membership with EverWash,” Laspata said. “You don’t need anything but a smartphone. You present your wash packages to customers, you sell the program, you sign



them up and then you get a regular deposit right to my bank account from EverWash. It's simple really."

Laspata has been partnered with EverWash for a little more than a year, and is currently serving more than 800 members. He says that membership and the recurring revenue it brings has helped weatherproof his business following a rainy spring and summer in the Northeast.

"My first goal was to reach 500 members. Now I'm looking at 1200 by the end of the winter," Laspata said. "I'm really happy with where I am at with my members. It's not realistic to hit 5000 members in my location, there's just not enough people. If we can hit 1200 members and maintain that through the summer, I will be really happy."



Laspata encourages other wash operators without POS systems to reach out to EverWash if they are serious about doing membership at their location.

"Wash operators without a POS should look into EverWash for the sole fact that there's basically no work on the owner, operator, or manager to run a successful membership program. There are tools for operators to see their daily usage reports, understand their membership base, and get to know their customers better than ever before."

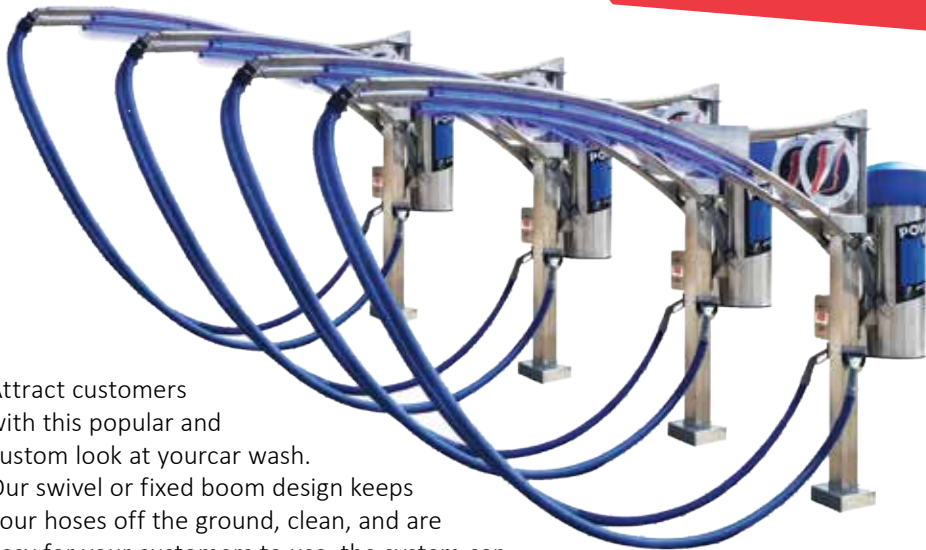
For more information on the EverWash Membership Platform, give Kleen-Rite a call at 800-233-3873.



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

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

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- 10% more powerful
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# New FRAGRANCES

by Emily Gertenbach



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<b>Black Ice</b>	<b>New Car Scent</b>	<b>Caribbean Colada</b>	<b>Strawberry</b>	<b>Summer Linen</b>	<b>Vanillaroma</b>	<b>Bayside Breeze</b>	<b>Rainforest Mist</b>	<b>PURE STEEL</b>	<b>Coconut</b>
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OVERLAY <b>VS101550</b>	OVERLAY <b>VS101890</b>	OVERLAY <b>VS103240</b>	OVERLAY <b>VS103120</b>	OVERLAY <b>VS105740</b>	OVERLAY <b>VS101050</b>	OVERLAY <b>VS171210</b>	OVERLAY <b>VS101060</b>	OVERLAY <b>VS171520</b>	OVERLAY <b>VS103170</b>

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# An **ORAL** **History** The Whitley's Way by Emily Gertenbach

## **BOBBY WHITLEY**

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

### **Whitley's Car Wash** Kannapolis, North Carolina

Whitley's Car Wash has been a familiar name around Concord and Kannapolis, North Carolina, for over 50 years. Since its inception in 1973, Whitley's has grown considerably and currently has five self-serve locations. At its peak, there were seven Whitley car washes in the area.

"Back in 1973, my dad built his first car wash, and I just worked there as a high school kid," said owner Bobby Whitley. "In 1978 I graduated high school and we started a car wash together. We built it... it's the only job I've ever had."

After decades in the industry, and an expansion into rental properties, Whitley still loves his job.



"It's the freedom," he says, when asked what he likes the best. "I'm not tied down to that 9-to-5. It's a lot of hours, but it's on my schedule."

Whitley has worked to keep his washes modernized over time by gradually adding in more and more innovative technologies. Customers at a Whitley Car Wash can choose from a variety of formulas and treatments to get their car cleaned exactly the way they desire it.

"We started out with wash, rinse, and wax," Whitley said. Over the years, he's upgraded to include tire cleaner, foamy brushes, presoaks, spot free rinses, hot wax, and other features that drivers have come to expect from any busy wash. Currently, he's adding credit card acceptance. The ability to pay for self-serve car washes on credit is extremely popular with today's consumers, and new systems make it easier than ever. Whitley is choosing to use CryptoPay, which allows an operator to install multiple swipers that communicate to a main coordinator unit. The swipers work with timers, too.

"It goes in super easy," he said about his CryptoPay experience. "It's

not too expensive to put in, and they have the sight analysis so you get all the accounting you need. So far I've had zero trouble with it."

Whitley's Car Wash has remained

visually appealing in addition to staying on top of industry improvements. Spacious, clean lots surround self-service bays and vacuum stations. Bright decals adorn each vending machine, and Whitley-branded bay signage explains each meter box function clearly.

"To me there's a lot more quality in a car wash now than in the 1970s. Parts are built better, there's stainless steel, better meter boxes, better coin acceptors, better hoses, better vacuum motors, and better cleaning solutions" Whitley said. "It seems like everything lasts longer now than it did in the seventies."

Whitley credits simple dedication as his main key to success.

“So many operators open a wash up and walk away, try to be absentee owners,” Whitley said. You still need to be on the parking lot every day. Keep it nice, keep it clean, keep it working right. So many people run dirty car washes. Make sure things are working right. You have to watch the bottom line.”

He is assisted in his hands-on management by a dedicated group of people including Ann Whitley, Mark Broome, and David Anderson. Between them, the four-person team has over 120 years of collective car washing experience at Whitley’s.



“Kleen-Rite has always been great to us, I can’t complain. I take advantage of the free freight,” he said, explaining that by placing large orders during free freight periods, he saves hundreds of dollars.

To a new car wash owner, Whitley’s multi-decade success and growth may seem daunting. At its core, though, his success is simple: work hard, stay engaged, have a solid team, and watch expenses. What started as a high school job has become an enjoyable livelihood, one that the people of Concord - and their clean cars - put to great use.

Kleen-Rite Corp. has also helped Whitley maintain a balanced, profitable business and keep operating costs at reasonable levels.

Available at Kleen-Rite

# Nice Looking Carwash = More Sales!



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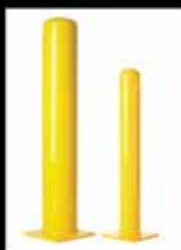


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# Extend the life of your weep system

Weeping water in the winter months is a necessity for most car wash operators. Most weep systems, like Dixmor's WeepMizer, do this by automatically cycling a normally open solenoid valve depending on the outside temperature.

After the winter months, many operators leave the weep system in operation. This can limit the coil lifespan on your solenoid valve. Normally open valves require constant power to keep them closed during the warmer months resulting in a shorter lifespan & premature coil failures.

You can help extend the life of your valve by unplugging your weep system, and closing the ball valve on your weep supply line. By doing



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## AMETEK LAMB Car Wash Motor "Line Up"

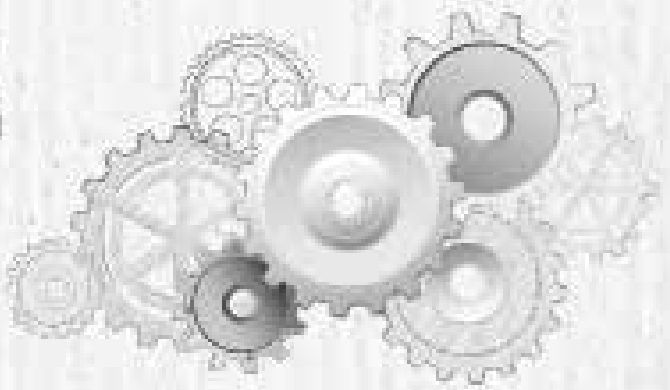
VALUE	STANDARD	LONG LIFE	QUIET	BRUSHLESS
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Standard life and air performance	Standard life and air performance	1500+ hours of life from ONE set of curved brushes	Standard life and air performance 3-5 db Quieter	15K hours of life



# Manufacturer SPOTLIGHT

Highlighting The Companies That Make Our Products

By Emily Gertenbach



What if a self-service wash could please customers looking for the kinds of features they see in automatic washes...without building a new bay?



Diskin Systems' technologies make that possible!

Founded by Troy Diskin in 2003, this American-made company produces unique bay equipment that merges favorite automatic features with self-serve operation.

"Looking at the industry, all the automatic bays are more popular with tire shine," Diskin said. "If you have the tire shine inside the automatic bay, and you also dry cars within the automatic bay, it makes sense you want them in self-serve as well!"

Diskin took this line of thought and ran with it, creating some of the industry's most innovative self-serve products.

## Drying Demand

His first invention, the Air Shamree, is still Diskin Systems' most popular product, and the third most popular product on most users' meter boxes!

Simple in theory, but unique in design, the Air Shamree mounts to a bay wall or ceiling and provides an air-dry experience in a self-service environment. Powerful motors generate a blade-like stream of forced air that blows water right off of cars! Airflow begins immediately and is controlled with a trigger, much like a spray gun, so that customers will be immediately comfortable with use.

Today's Air Shamree product line includes the original Shamree, the Super Air Shamree II, and a vacuum-mountable version for operators that prefer to have customers exit bays before drying their cars.

By adding an Air Shamree to bays, operators are selling time and air – it's practically pure profit!

Diskin Systems reports that many operators find that the units pay for themselves in 10 to 18 months, and operating costs are only pennies per use. Plus, car wash owners need not fear the loss of vending towel revenue! Many patrons will spend money on both the Air Shamree and a towel to complete their own DIY detailing job.

## Service Solutions

Once customers get a taste of their favorite features in a self-service bay, they'll be clamoring for more! Diskin Systems' Hot Rubber Tire Shine is a great addition to any bay, especially those already outfitted

with the Air Shamree! It uses a unique wand that combines fluid and air at once, creating an airbrush effect that shines tires without waste – chemicals won't be dripping onto bay floors or into drains! Customers that previously shined their tires with sprays and wipes will be enticed to spend more time and money to use the Hot Rubber Tire Shine unit. Plus, because operating costs for this unit are also incredibly low, car wash owners can look forward to maximizing profits!



Diskin has even come up with the perfect solution to advertise any new bay equipment. His most recent new product, an easy-to-install vacuum topper sign, allows operators to place custom messaging around their parking lot with minimal cost and effort.

"A lit sign is important for the marketing aspect but also for the car wash owner to easily communicate to their customers ways to better utilize their car wash," Diskin said.

Diskin's lighted and unlighted vacuum topper signs install quickly and take up no extra space. Plus, because the signs are bolted to vacuum domes, there's no need to remember to take them inside at the end of the day!

Diskin Systems' great products are available now from Kleen-Rite. Accessories and instructional signs are also available to create a complete package that will delight and entice customers!



Troy Diskin





**Our first ever in bay air shammees**



**First in bay production air shammees**



**Original outdoor air shammees**

"In the beginning we thought that putting a coin operated dryer outside the carwash bay would be the way to go. We found that they got used but the return on investment was low. At this point we found out that others had tried the idea of putting dryers outside and had failed just like we did. I decided to take a motor pan from an outside Air Shammees and try it in the attic but this time hook it up to the selector switch with a hour meter. To our excitement after we read the hour meter we knew we were on to something...it was profitable and people loved the convenience of having it inside the bay. Prior to this time dryers were placed outside the bay but no one tried them inside the bay where they are very profitable. We immediately began designing a blower for exclusively inside the bay and the concept of the in bay Air Shammees was born." - Troy Diskin



**Air Shammees**

The original Air Shammees is available in wall and ceiling mounted models! It provides in-bay, touchless vehicle drying for all cars, trucks, and motorcycles. Operation costs just pennies, and customers will be happy to take the time to get their car beautifully dry without any surface contact!

**Includes:**

- 3 HP motor blower unit
- 14 gauge polished stainless steel nozzle holder
- Trigger nozzle
- Lighted dome (wall mount only)
- Matching hose
- Hose hanger
- Instructional sign
- Meter box decals

Boom sold separately.

ASHWALL  
**\$1,250.00**



**Super Air Shammees II**

Take the power of an Air Shammees one step further with the Super Air Shammees II! It has a stronger, industrial level motor that delivers 10% more power, and filament-free heating for improved drying.

**Includes:**

- 4.5 HP motor blower unit
- 14 gauge polished stainless steel nozzle holder
- Lighted dome (wall mount only)
- Matching hose
- Hose hanger
- Instructional sign
- Meter box decals

Boom sold separately.

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**Includes:**

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P300 Direct Drive



P56W Pump



21295C Gun



22971C Unloader



21905 Regulator



Moistwipe Towels



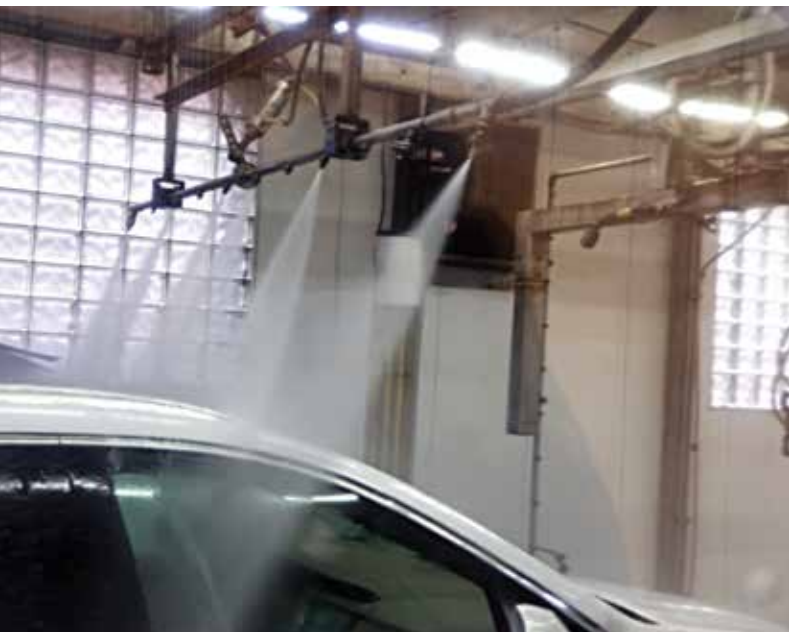
LP123 Pump



P536 Pump

# SOAP CORNER:

## Hi Shine Rinse Aid



Anionic, cationic, nonionic, amphoteric; all surfactants used in the carwash industry. Each has their place but most drying agents, waxes, clearcoats or whatever name you call them are almost always cationic based. These are positively charged molecules which bind to the car surface to repel water. Anionic surfactants are negatively charged and extremely effective at removing dirt, soils and oils. They are considered true soaps. The ones in the carwash industry are generally cheap, high foaming and effective cleaners.

The problem with cationic and anionic surfactants is they do not play well with each other. In fact they react neutralizing whatever property they were designed to do. Good drying agents perform poorly with anionics. Shore created a product called Hi Shine Rinse Aid to specifically target the detrimental effects of any anionic soap coming in contact with our drying agent or clearcoat.

### Why a Rinse Aid?

Vehicles which are lathered in anionic surfactants tend not to rinse well. They leave a residue, interfere with the surface tension of the vehicle, get trapped in mirrors and roof racks that blow out and most importantly, wreak havoc on drying agents. Drying agents applied after anionics leave the surface flat and the water clings to the surface when the blowers are engaged.

### What is unique about this Rinse Aid?

It's acid based. Not a strong acid but a weaker one. Since it's also negatively charged, it will not react with the anionic but will de-foam the residual soap, react with any metal ions in the water, reduce the surface tension and prepare the vehicle for the drying agent or clearcoat.



### Where to apply a Rinse Aid?

A Rinse Aid should be applied after the last soap, whether it's a triple foam, conditioner, final wrap or mitter soap. It also needs to be applied before a drying agent (or clearcoat) through a rain bar, rinse arch or high pressure rinse.

Once applied properly, the Hi Shine Rinse Aid will set up the vehicle (negative charge) for the application of the drying agent (positively charged). Hi Shine Rinse Aid will work with any drying agent or clearcoat to reduce spotting, improve rinsing, thus a dryer car.

When used in conjunction with Flash Dry (a Shore premium clearcoat), the effect is maximized as the Flash Dry is a negatively charged solution of positively charged surfactants. It also has the same pH of the Hi Shine Rinse Aid when both are diluted to their application rates.

Product Name	Size	PART #
700 Hi Shine Rinse Aid	5 Gal	CC0700-05
	30 Gal	CC0700-30
	55 Gal	CC0700-55
901 Flash Dry	5 Gal	CC0901-05
	30 Gal	CC0901-30
	55 Gal	CC0901-55





# CAR WASH CLICKS

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

## Journey Back in Time



Jurassic Car Wash in Austin, Texas keeps drawing more customers in with its unique combination of modern equipment and prehistoric fun. They have 4 self-service bays and an automatic, and there is an enclosed Jurassic Pet Wash station. All machinery is up-to-date and all services accept credit cards. The owner, John Borek, says kids love coming to the car wash and some of them can even name each dinosaur. According to Community Impact Newspaper, some of the dinosaurs on-site include: A T-Rex that spits water at cars as they get closer to the automatic, an animatronic Pterodon, a Triceratops bench, a coin-activated T-Rex, and more. Find the original post at [communityimpact.com](http://communityimpact.com).



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

## Magical Christmas Toy Drive



According to a post on [www.wkrg.com](http://www.wkrg.com), Rich's Car Wash in Pensacola, FL took part in the 2018 Magical Christmas Toy Drive, a partnership with the Salvation Army. The team from Rich's Car Wash raced through Walmart getting action figures, games, and more for every boy and girl on Santa's list. Rich's Car Wash donated multiple shopping carts full of toys for the Toy Drive. It is great to see a car wash impacting the lives of children in the community.

## Cutting Edge Car Wash Education



Benny's Car Wash & Oil Change in Baton Rouge, LA generated some buzz in the popular car wash Facebook group TalkCarWash. The picture shows each employee wearing a virtual reality headset for training purposes. "Benny's continues to stay at the forefront of technology, even in our training program!" the post said. "We've recently rolled out Virtual Reality training, educating employees on Benny's techniques that keep your cars clean and make us one of the top car washes in the world."

## Paint It Black



We love the look of this tunnel from Simoniz's new video. Find it on YouTube when you search for "Welcome to the Simoniz Shine Zone." The tunnel is painted black so the color of the soaps and chemicals glow!

## Forbes List Honors Car Wash Founder



Thomas D'Eri was named to the 2019 Forbes 30 Under 30 List in the Social Entrepreneurs category. D'Eri is the Co-Founder of Rising Tide Car Wash with locations in Parkland and Margate, Florida. D'Eri's mission is to employ adults with autism.

"It's important for communities to understand all that individuals with autism have to offer," D'Eri said in an article on [parkland-talk.com](http://parkland-talk.com). According to the article, D'Eri frequently speaks to the public on topics related to autism employment.

"In 2017 and 2018, he was selected to speak at United Nations' World Autism Awareness Day panel event at the United Nations Headquarters," the article states. D'Eri's work has also been featured on "NBC Nightly News," Fox Business' "Making Money," MSNBC's "Your Business This Sunday," and more.

# NEW VEHICLE SENSING SWITCHES

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- Heavy duty steel base plate provides solid mounting points
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Left Side Mat Replacement Only	<b>TSCWRS2430L</b>	<b>\$253.35</b>
Right Side Mat Replacement Only	<b>TSCWRS2430R</b>	<b>\$253.35</b>



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## Quick Dry



## WAFFLE WEAVE MICROFIBER

Oversized 17" x 26" Detailing Towel  
1 Dozen per Case

**VS171**

**\$20.99**



We were lucky to have Tom Allen teach us all these years about car wash operations. Here is a reprint of one of his more popular teachings.

## ROTARY SWITCH REFRESHER

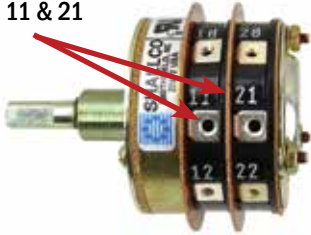
*Rotary switches can seem confusing at first, but with a few simple things to keep in mind, Tom takes the mystery out of them for you.*



Most car washes today use a simple 2 stack rotary switch. The front row or “stack” (the one closest to the knob) is a non-shorting stack. The back row or “stack” is a shorting stack, which is used for your motor starter on high pressure functions.

### 8 Position 2 Stack

11 & 21



### POWER IN:

Style	1st Stack	2nd Stack	3rd Stack
10 position/2 stack	10	20	-
8 position/2 stack	11	21	-
8 position/3 stack	11	21	31

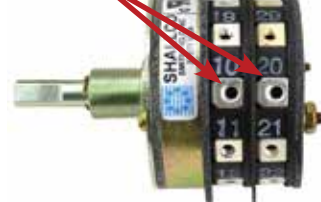
### 8 Position 3 Stack

11, 21 & 31



### 10 Position 2 Stack

10 & 20



The first thing you want to be aware of is where your power is coming in at. On a standard 10 position switch, your power will come in on the #10 slot on the first stack and the #20 slot on your second stack.

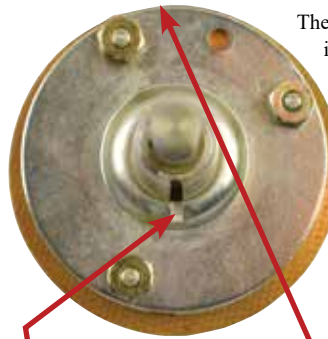
For an 8 position, 2 stack Switch: #11/1st stack #21/2nd stack

For an 8 position, 3 stack switch: #11/1st stack #21/2nd stack & #31/3rd stack

3 Stacks (shown above) are only needed on systems that need to run 2 functions simultaneously. Such as a solenoid and a motor starter on high pressure functions. But for the most part, a 2 stack is most commonly used.



## Finding The OFF/STOP Position



**GROOVE IS HERE  
STOP IS THERE**

**On most rotary switches, the Stop position will be directly across from the groove.**

**With the exception of a 10 position Shalco Model where the Stop position is located “at” the groove.**

The second most important thing to remember is where your “Stop” or “Off” position is on your rotary switch. On the stem that the dial knob attaches to, you will find a groove or slot at the base of the stem.

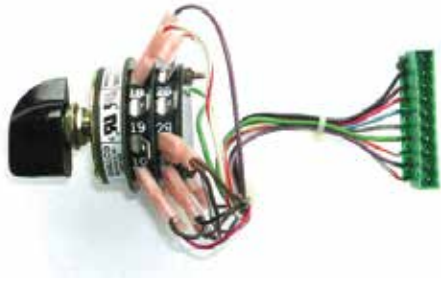
Depending on the brand of your rotary switch, the “Stop” position may be at a different angle. Locating your Stop position is key to wiring your switch.



When wiring your rotary switch, be sure to position the “Stop” groove to match up with your faceplate decal, if your decal has “Stop” at 11 o’clock, be sure to mount the rotary switch with Stop at 11 o’clock. Then wire your other functions clockwise around the switch in accordance with your faceplate decal.

Style	Stack	STOP
Electroswitch 8 position	2 stack	180° - Directly across from the groove
Electroswitch 8 position	3 stack	180° - Directly across from the groove
Electroswitch 10 position	2 stack	180° - Directly across from the groove
Electroswitch 10 position	3 stack	180° - Directly across from the groove
Shalco 8 position	2 stack	180° - Directly across from the groove
Shalco 8 position	3 stack	180° - Directly across from the groove
Shalco 10 position	2 stack	Inline with where the groove is pointing
Shalco 10 position	3 stack	Inline with where the groove is pointing

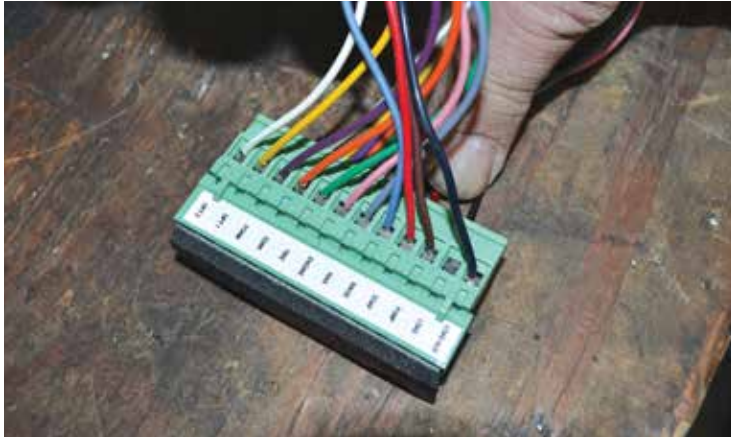
## The QC "Quick Connect" Switch



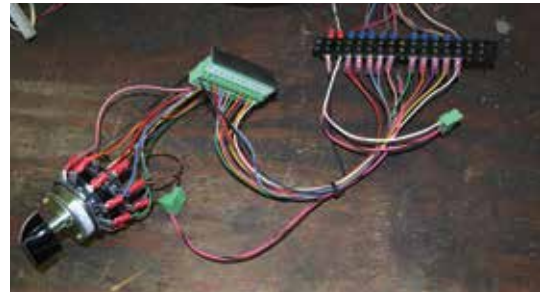
The latest innovation in rotary switch technology is the QC or Quick Connect switch. This new switch vastly simplifies the process of replacing a rotary switch. It comes pre-wired to a plug that you hard wire to your existing coin box wiring.



The biggest advantage of the QC switch over a traditional rotary switch is that the screw holes where you attach the wires are replaced by spade connectors. Rather than having to use a screw starter and tiny screws to attach the wires to the switch, you can just push the connectors onto the desired terminals. This is a great time saver when organizing the wires on the switch to match the function layout on your coin box.



Then in the future replacing a bad switch is as simple as unplugging this plug and plugging in a new QC switch. This plug has all the wires labeled with their function making it easy to integrate with your existing wiring.



QC switches are available from Kleen-Rite in 8 and 10 position configurations. They make a simple inexpensive upgrade from a traditional screw-terminal rotary switch.



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## Mark Trieschman

(l-r) Angelo Mumford, Tom Stinchcomb, Mark Trieschman  
Tom Edwards, Mark Trieschman Jr.



## Patapsco Car Wash Baltimore, Maryland

By Emily Gertenbach

When former auto body technician Mark Trieschman went to an auction in 2015, he was interested in finding a new business venture.

He left with the keys to an eleven-bay car wash.

Trieschman had just purchased what is now Patapsco Car Wash in Baltimore, MD. At the time, it was functional, but in need of dire repairs. Today, it's a clean and bustling wash next to a busy city roadway. Eight self service bays, three automatic bays, and 16 shining silver vacuums are all set in a spacious parking lot.

### A New Opportunity

"I've always wanted, believe it or not, to do two different things," Trieschman said. "I either wanted to get into the car wash industry, or get into soft serve ice cream. I wanted to do something that didn't require a lot of employees. My dad owns a body shop and tow truck company, and he's probably got 46 employees.

"So I thought I'd get into the car wash industry, and I wanted to do it because I thought I could run it myself. I was wrong there. You can't run

it yourself - it's way too much stuff going on."

Quickly immersed into the busy and complex world of car washing, Mark hired a solid team of four employees to help run the Patapsco Car Wash. Next, he turned to industry colleagues and the experts at Kleen-Rite for help improving his new property.

"Everything that I buy comes from Kleen-Rite. The biggest thing I like is that, no matter what it is, I can get ahold of Gary," Trieschman said, referring to Kleen-Rite's National Sales Manager, Gary Frey. "Through this whole learning curve, he's helped me a lot.

"You build a relationship and it's better that way. Gary doesn't mind picking up the phone and talking to me."

### Square One

When Trieschman bought Patapsco Car Wash, he had his work cut out for him.

"The guy that owned it passed away, unfortunately," Trieschman explained. "And then by the time that I got it, any time you turned around, something was breaking, and I started pulling my hair out! But once I calmed down and realized it's not all that hard, I just got in and started."

Trieschman and his team spent the better part of 18 months working through the Patapsco Car Wash, replacing every seal and fixing every crack. When finished, he had completely refurbished every vacuum, hose, pump, and bay - from new seals to fresh paint and decals.







Trieschman's work didn't stop there. Continual maintenance and cleaning is key to Patapsco Car Wash's sparkling image.

"I'm a stickler on this place! Once a week, we wash the walls down and all around. Every month to month and a half, tops, we fire up the pressure washer and wash all the bays. I get so many compliments from people coming in here saying 'you've got the cleanest car wash in Baltimore,'" he said. "They don't even know what my soap is or anything else, but they say the place is clean."

"You can change everything inside, have the best pumps, best equipment, best soap in the world - best everything. If your place is dirty, (customers) won't believe in you. If you make everything in there work perfectly, and it's clean, the brushes are nice - and you tell them what you've done inside, they'll believe you."

## Visible Benefits

All of Trieschman's efforts have paid off.

"This wash has probably gone up 75 percent in three years," he said. "It rained this year and I still beat last year's numbers. If it's a nice Saturday, there's cars (lined up)."

As a fairly new member of the car wash industry, he views the process as difficult but rewarding.

"It's not easy. It demands a lot of your time, and just don't give up - you gotta believe in it. Car washing isn't (just) a job - you've got to want it, because it's seven days a week. I get a phone call in the middle of the night, and I've gotta come back. You gotta keep people happy," he said. "It's open 24 hours a day. It's gotta be in your heart, and you gotta want to do it. I'm here seven days a week. I was here on Christmas."

"You gotta dedicate a lot of time to it, and you'll get it back, slowly."



## Pulling Forward

What started with a trip to the auction has turned into a demanding yet rewarding profession for Trieschman - one he's hoping to pass down to his kids. His son Mark

already works as a manager at the Patapsco location, and the Trieschman family car wash business is building rapidly.

Trieschman recently purchased the Devail Car Wash in nearby Laurel, MD, and has been building up that property. Next up? A tunnel - and possibly a custom-built wash. With the popularity of his existing washes growing, the sky's the limit for Trieschman - and the Baltimore residents who benefit!



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