

THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 33 August, 2019

**THE BEST
FOR LESS!**

2019 Conference:

**Women in
Car Wash**

Recora

**Floor
Treadles**

**Panning
For Gold**

Vacuum Prospector

**FREE
SHIPPING
OFFER
INSIDE!**

TOLL FREE ORDER LINE 1-800-233-3873

VISIT US ONLINE www.kleenrite.com



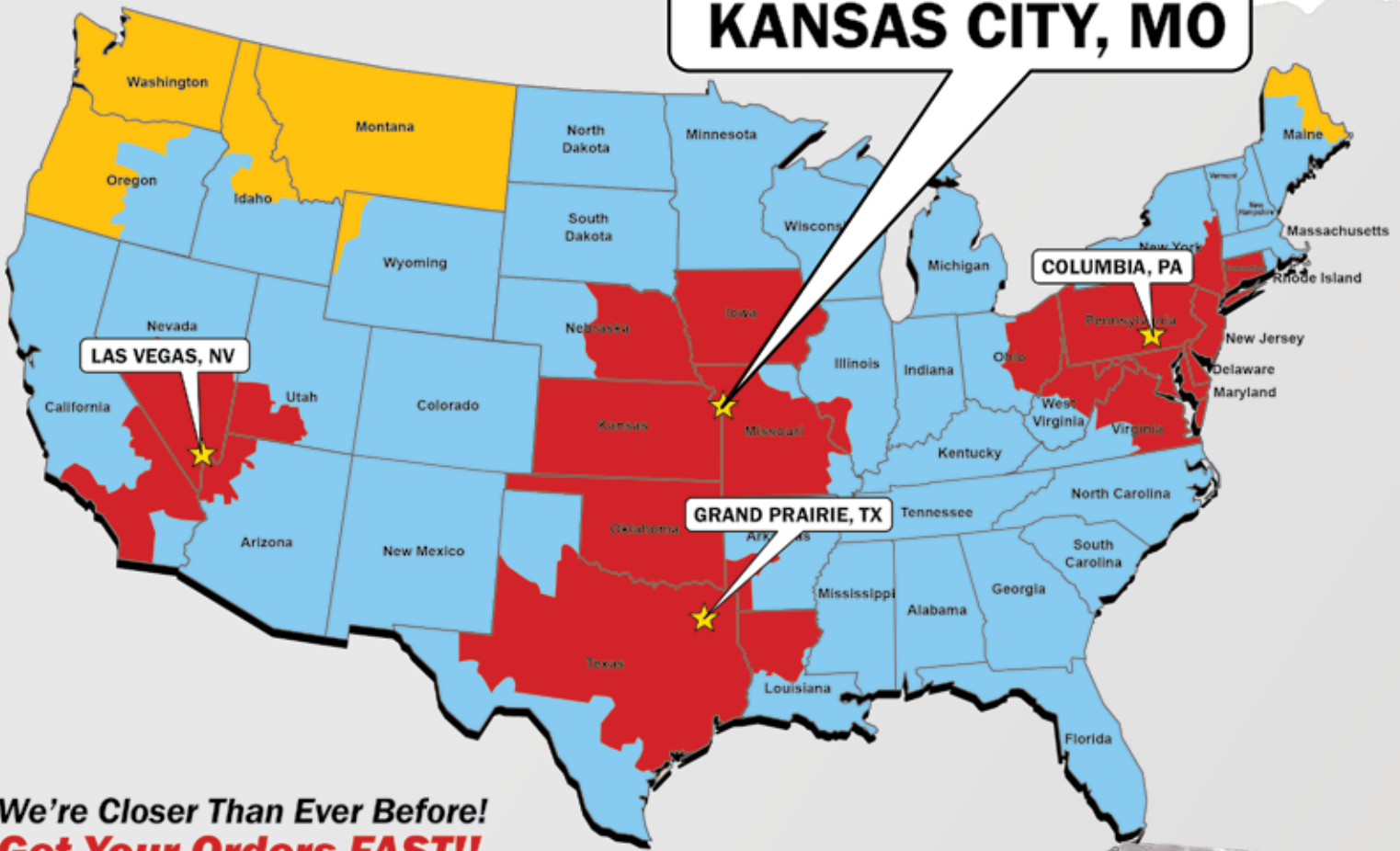
KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

A WINNING COMBINATION!

We are pleased to announce that Kim Supply of Kansas City, MO is now a part of the Kleen-Rite Family.

NOW SHIPPING FROM KANSAS CITY, MO



We're Closer Than Ever Before!
Get Your Orders FAST!!

1 DAY

2 DAY

3 DAY



**BUY 3
GET A 4TH
FREE**

WET TOWELS - 200 COUNT

WINDOW CLEANING TOWELETTE

\$49.99	VS702	WET TOWEL
\$49.99	VS702C	CALIFORNIA WET TOWEL



Let's all Celebrate the opening of our Missouri location with some great deals!

KANSAS CITY SPECIAL

FOR THE ENTIRE MONTH OF AUGUST!

To celebrate our new facility in Kansas City we are offering some of our biggest deals to you this month!



BUY 10 GET 11TH FREE!

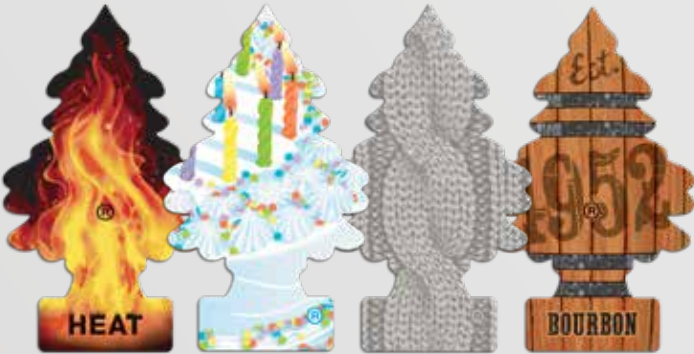
ON SELECT ARMORALL® VENDING PRODUCTS
Mix & Match for your best deal ** OF EQUAL OR LESSER VALUE

\$52.25	VS10800	Protectant Sponges
\$52.25	AR30800	Cleaning Sponges
\$33.99	AR13040	4 oz Protectant
\$13.75	AR40040	4 oz Tire Foam

BUY 11

GET 12TH FREE!

ON ALL 72 POUCH PACKS OF
LITTLE TREES® AIR FRESHENERS



Including New Fragrances & Classics!

Heat (VS17007), Celebrate (VS17357), Cable Knit (VS17193), Bourbon (VS10975)

BUY 10

GET 11TH FREE!



KLEEN-RITE TOWEL SALE

of equal or lesser value

TOWEL	UNWRAPPED	PRICE	WRAPPED	PRICE
.25 Scrim Towel - White	VSK1000	\$26.50	VSK1050	\$28.99
.50 Scrim Towel - White	VSK1100	\$35.50	VSK1150	\$38.99
.25 Truck Towel - Blue	VSK2200	\$24.50	VSK2250	\$32.50
.25 KR Kleen Sham - Blue	VSK2400	\$28.99	VSK3065	\$28.99
.50 Truck Towel - White	VSK2500	\$33.99	VSK2550	\$37.99
.50 Truck Towel - Blue	VSK2600	\$33.50	VSK2650	\$39.99
Folded Terry Towel - White	VSKTT100	\$41.99	VSKTT100W	\$51.99
Folded Cloth Towel - Blue	VSKBC100	\$50.99	VSKBC100W	\$54.99
BIG White Towel	BWT1503	\$38.99	BWT1503W	\$50.99
BIG Blue Towel	VSKB2040	\$42.50	VSKB2040W	\$57.50

BUY 5 GET A 6TH FREE

100 COUNT

Removes road film and blinding smears from your vehicle's windows with ease.



\$20.86 VSNA10C

BUY 3 - GET 4TH FREE

100 Count Vending Wipes



PRICE	PART #	PRODUCT	QTY
\$40.44	VSNA15C	Vinyl Plus Protectant	100
\$40.44	VSNA16C	Vinyl Plus Cleaner	100
\$40.44	VSNA17C	Just for Leather Conditioner	100
\$40.44	VSNA18C	Just for Leather Cleaner	100
\$40.44	VSNA19C	Bug & Tar Remover	100
\$40.44	VSNA25C	Rain Vision	100
\$40.44	VSNA27C	Black Jack	100
\$40.44	VSNA28C	Never Fog	100

NEW 4K CAMERAS

DVR CAMERA SYSTEMS

NEW 4K VANDAL-PROOF CAMERA

- Functions perfectly both day and night
- Switchable to 960H traditional CCTV
- Built-in IR-LED, effective range 20m
- Auto white balance and auto exposure
- Motorized, auto-focus, varifocal lens with an electronic shutter
- Simple angle - Adjustment in seconds

NEW 4K DVR SYSTEMS

- AHD/TVI/CVI, EX-SDI/HD-SDI/Analog compatibility
- Works with existing camera systems with up to 4K
- Fast, reliable, and easy storage
- A simple way to upgrade your digital surveillance system



VIEW FOOTAGE REMOTELY USING MR. PATROL APP FOR ANDROID & IPHONE!



SPECIAL PRICING!

PART #	DESCRIPTION	REGULAR	KLEEN-SCENE SPECIAL	YOUR SAVINGS
TW200ESL	Day/Night Color Camera	\$128.23	\$99.99	\$28 OFF
TW500FS	5 MP Day/Night Camera	\$139.99	\$114.99	\$25 OFF
TW8003XEV	Day & Night 4K Motorized Auto Focus Varifocal Camera			\$199.99
TWXST04	4 Channel, 4K DVR System - 2 TB Storage			\$949.00
TWXST08	8 Channel, 4K DVR System - 4 TB Storage			\$1,249.00
TWXST16	16 Channel, 4K DVR System - 6 TB Storage			\$1,749.00



TURBO
dvr WASH
DIGITAL VIDEO SURVEILLANCE

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

SCENT-STONE™

ONLY
\$16.10

AIR FRESHENERS

12 scented stone packs

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



BLOSSOM
KSC16001



NEW CAR
KSC16002



CHERRY
KSC16003



CINNAMON
KSC16004



COCONUT
KSC16005



STRAWBERRY
KSC16012



VANILLA
KSC16013



WILDBERRY
KSC16018

VENT-STONE™ AIR FRESHENERS

10 scented vent stone packs

\$13.50



BLOSSOM
ST24001



NEW CAR
ST24012



CHERRY
ST24003



COOL ICE
ST24085

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



With over half the year in the rearview mirror, time seems to be moving at a very fast pace. We are having another exciting year with many things happening here at Kleen-Rite. We are coming off a well-attended ICA show in Nashville, and it was great seeing everyone who stopped by our booth. We appreciate all the feedback and industry positivity. Operators shared many good investment ideas that should have a great future return.

In June, we announced the acquisition of Kim Supply and began to ship product almost immediately. We would like to welcome Kim Supply customers to the Kleen-Rite family. We look forward to supporting our existing Midwest customers from the new Kansas City location. We are adding new product lines to this location weekly to meet the growing demands. The new distribution center will allow us to service our customers faster than ever!

We also launched the brand new Kleen-Rite Rewards Club. Loyal customers can earn rewards points on top of all our other great programs like Monthly Specials, Show Specials, Free Show Shipping, and Kleen-Scene Free Shipping. Rewards points lead to exclusive discounts, new shipping rewards, and Kleen Kash rewards. We like to say that "Free Means Savings," and the Rewards Club is free to join. We want all our loyal customers to sign up and start earning rewards. The Kleen-Rite Rewards Club is off to a good start, and we are looking forward to future possibilities.

Let us help you during this fast-paced time of year; we can help guide you along the way. Our team of skilled, dedicated car wash professionals want to help in any way we can. We value your business and always use this space to say "Thank You!" We appreciate the opportunity to be Your Reliable Supplier to the Car Wash Industry.

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FREE SHIPPING OFFER

We are offering Free Shipping on any **ONE** order placed over **\$750.00** during the month of August 2019.

Simply use Kleen-Scene code: **33KS** to receive free shipping on your next order to anywhere in the continental U.S.

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

OFFER GOOD ON ONE ORDER ONLY!

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

Offer Valid Until September 5, 2019

KLEEN-RITE CORP.

REWARDS

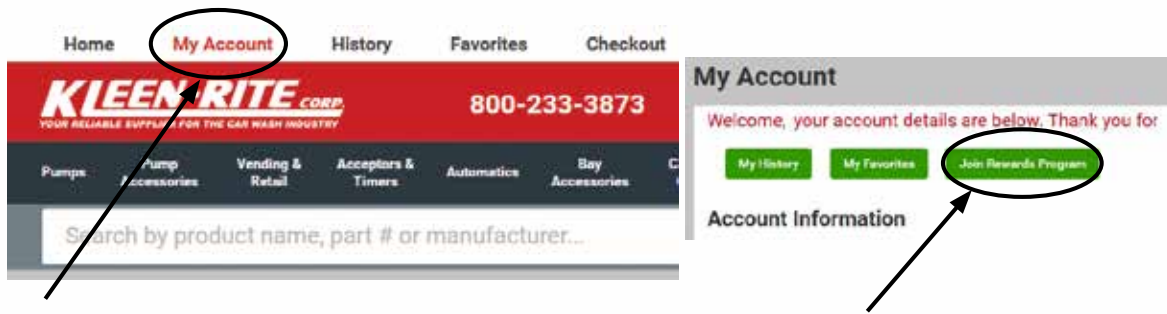
Club

SHOP. EARN. SAVE.

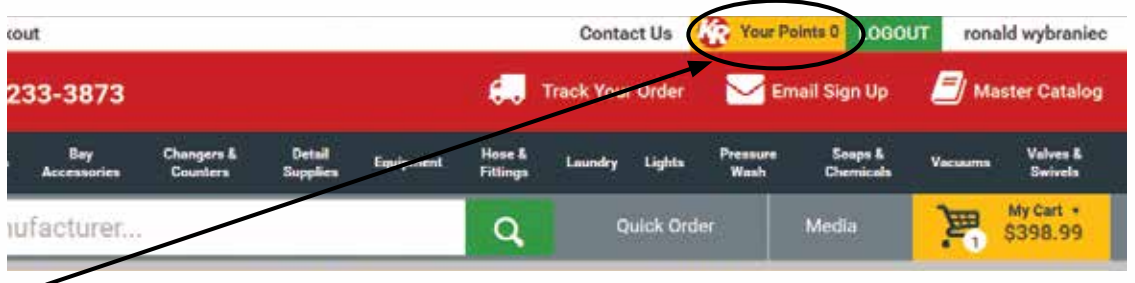
At Kleen-Rite, we pride ourselves on being like a family. A big part of that family is you – our customers! That’s why we’re pleased to announce the Kleen-Rite Rewards Club. It’s our way of saying thank you for your loyal business.

The Rewards Club has four levels: Basic Wash, Deluxe Wash, Premium Wash, and Ultimate Wash. By making your usual purchases online or on the phone, you’ll earn points that you can use towards discounts, free shipping, and other perks. Each level you achieve will unlock more reward possibilities. The higher you go, the more rewards you receive!

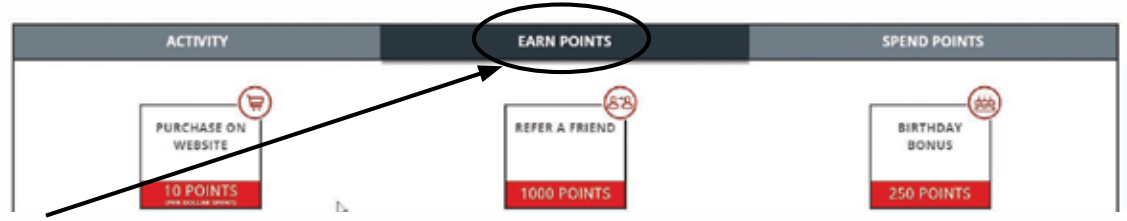
1. You can start by simply signing up for an account on www.kleenrite.com, or by logging into your existing customer account! Visit your “My Account” page and select the button to “Join Rewards Club”. That’s it! You’re signed up.



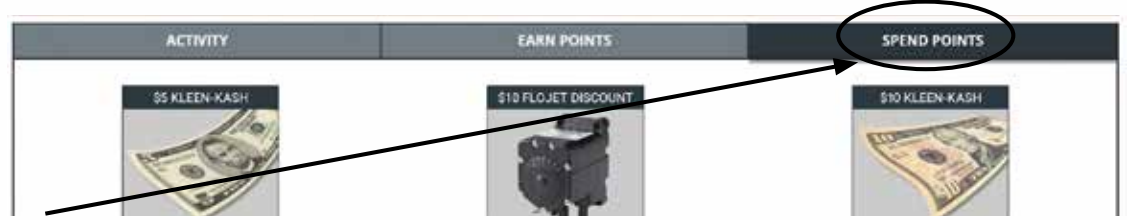
2. After signing up, when you visit Kleenrite.com you’ll see a new yellow ribbon in the upper right-hand corner of the page. Click on this ribbon and you’ll go to your new Rewards Dashboard.



3. Click on “earn points” to see all the ways you can earn points. You can earn just for signing up, sharing the Rewards Club on social media, and referring friends to join. Soon, you’ll be able to earn rewards points by leaving product reviews, too!



4. Click on “spend points” to see what you can redeem points for. As you earn, this section will fill up with rewards including free shipping! Simply choose the reward you want to use, copy the coupon code, and paste it into the promo code field in your shopping cart at checkout.





Frequently Asked Questions



with Gary Frey, Kleen-Rite National Sales Manager

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

So, I've heard Kleen-Rite is introducing a Rewards Club, what can you tell me about it?

Kleen-Rite Rewards Club FAQ's

How do I sign up for the Kleen-Rite Rewards program?

Your sign up for the Kleen-Rite Rewards program must be completed on www.kleenrite.com. Unfortunately, our sales or customer service reps are unable to sign you up.

What if I don't have an account on the Kleen-Rite web site?

If you are a first-time web user, after creating an account, you will have the opportunity to be added to the rewards program by clicking on the "Join Rewards Program" in the "Account Information" form.

What if I already have a web account?

If you already have a Kleen-Rite Web account, you can sign up for the program from the "My Account" page by clicking on the "Join Rewards Program" button.

How do I know when I'm in the rewards program?

If you are an existing Kleen-Rite web customer, you can go to your Rewards Dashboard from your My Account page to see your status. If you have never purchased from Kleen-Rite before, your first purchase on the Kleen-Rite website will activate your account.

Where do I see my points and usage data?

Every Rewards member will have access to their own Rewards Dashboard. You'll also get a confirmation email after every Rewards program transaction. If you don't see your emails, please check your spam/junk folder. Sometimes they get stuck in there.

Where is the Rewards Dashboard?

After you're signed up, you can find the Dashboard in two places on our website. By clicking on the bottom left corner red widget or by clicking on the yellow ribbon at the top right of the page. The Dashboard will tell you what your points can buy and how many points you have.

How do I earn points?

You can earn points in many ways: Creating an account, referring a friend, sharing on social media and of course, purchasing products from Kleen-Rite. You'll earn 10 points for every dollar you spend. ...On the web or on the phone. POINTS EARNED FROM A PURCHASE WILL BE ELIGIBLE TO USE AFTER 30 DAYS. See your Dashboard for more details

What do the tiers mean?

As you earn more points, you graduate to a higher tier. Each tier reveals a greater selection of rewards you can purchase with your points.

Can I lose my tier status?

Your tier status is good for one year after you earned it. Even if your point value goes below the tier status, you can still use points for any rewards of the highest tier you've earned.

What are my points good for?

With your Kleen-Rite Reward points, you can get Kleen Kash dollars off, special discounts only for loyalty members and Free Shipping offers. More will be added on a regular basis. See your Dashboard for more details.

How do I use my points?

When you are in the shopping cart of the website, you'll need to open your Rewards Dashboard and purchase a coupon code with points you have earned. The Dashboard will let you know what your points can buy. Simply click on the Reward you want and cash in your points. The Dashboard will display a coupon for you to use in the Promo field in your cart.

Can I use my points if I phone in my orders?

Yes, you can. Just tell your sales rep you'd like to use points. They will be able to check and see what points you have and redeem your rewards with your points.

Do my points ever expire?

Any points you earned will expire after one year of inactivity. All you must do is buy something and you're good for another year.

What if I must return my product?

Points will be removed from your account for any returned items.

Can I unsubscribe from the Rewards program?

I don't know why you would want to, but sure. Just check the bottom of any Rewards email and you can click the unsubscribe button. Or you can tell your sales rep you'd like to unsubscribe from the program. If you ever decide to re-enroll, you'll have to sign up on the website.

SIGN UP TODAY: www.kleenrite.com



SIMONIZ SELF-SERVE HOT WAX *and* SHINE™



**NEW!
NOW FOR
SELF-SERVE**

COMPLETE SELF-SERVE HOT WAX PACKAGES

SIMONIZ - AIR LOGIC

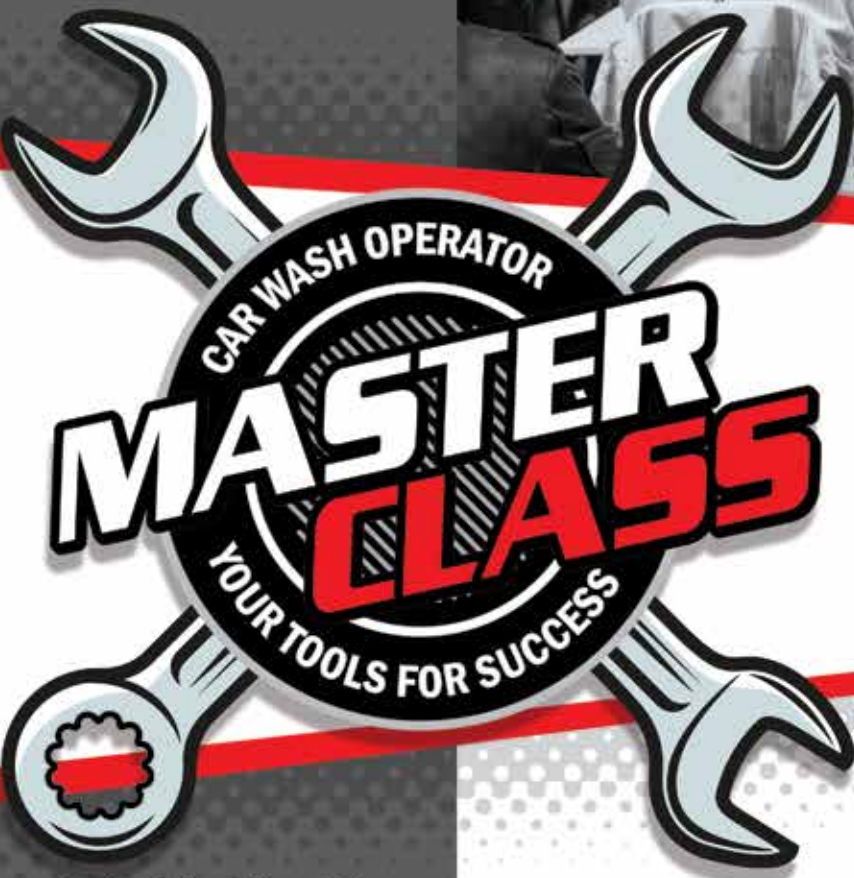
- AIR LOGIC Low Pressure Wall Mount Unit
- 5 Gallons Simoniz Hot Wax & Shine
- Coil Tubing Foamy Hose
- Triple Foam Style Gun
- Gun Holder
- Foam Hose Wall Mount Holder
- Instructional Sign for Each Bay
- Rotary Switch Decals for Each Bay



PRICE	PART #	BAYS
\$1,425.00	KRKS5000-2	2
\$1,615.00	KRKS5000-3	3
\$1,910.00	KRKS5000-4	4
\$2,080.00	KRKS5000-5	5
\$2,470.00	KRKS5000-6	6
\$2,660.00	KRKS5000-7	7
\$3,025.00	KRKS5000-8	8



Wednesday
November
13
2019
9am - 4:30pm



Hands-On Car Wash TRAINING DAY

At the Kleen-Rite Texas Distribution Center:
1375 114th Street, Grand Prairie, TX 75050

Join Us For Our
FREE
CAR WASH TRAINING
SEMINAR DAY!
EXPERT ADVICE!
EXPAND YOUR
CAR WASH
KNOWLEDGE!
DEVELOP YOUR
SKILLS!

Reserve your spot today!



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



800-446-0495



OR REGISTER
ONLINE AT
kleen-ritecorp.com

NAME:	
COMPANY NAME:	
CUSTOMER #:	
ADDRESS:	
STATE:	ZIP:
PHONE #:	
EMAIL:	
# OF ATTENDEES (INCLUDING YOURSELF):	

FREE TRAINING SCHEDULE:

- 9am:** Drop Shelf Vending Machines
Laurel Metal Products
- 10am:** Pump Troubleshooting
Cat Pumps
- 11:30:** Self-Serve Chemicals
Simoniz USA
- 12:30:** Lunch Break
Free lunch will be provided
- 1:30:** Inbay Automatic Chemicals
Simoniz USA
- 2:30:** Credit Card Acceptance
CryptoPay
- 3:30:** Video Surveillance Systems
Turbo DVR
- 4:30:** Meet & Greet Cocktail Hour
Sponsored by Everwash
Learn more about Everwash membership programs firsthand

RAINWIPES®

ULTIMATE MICROFIBER TOWEL

- 100/Case • 14" x 14"
- Wrapped towels are vendor-ready
- Compatible with all glass front and drop shelf vending machines
- Much better performance over disposable paper detailing towels
- See related products below for vending machine options and other vending items

\$39.99 RWMF1414R



MEGA-VENDOR® III

- Glass front vending machine available in two configurations: 6 product trays or 4 product trays with 2 drink trays
- Vends 41-56 items depending on product size
- Rated for outdoor use
- Built-in security features including: heavy gauge steel lock cover, triple pane heated glass protected by a polycarbonate panel, steel vandal panels, and a built-in steel keypad cover.
- No security enclosure necessary!
- 39" W x 35" D x 72" H

\$5,891.00

MG90030-C

WITHOUT Drink Trays

Coinco

MG90040-C

WITH Drink Trays

Validator

CREATES A **NEW AND EXCITING**
MONEY-MAKING OPPORTUNITY!

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

VENDING & RETAIL PRODUCTS



FLAT VENDING BOTTLES

4 OZ. BOTTLES • 24 BOTTLES PER CASE

Boost vending sales at your wash with these convenient vend-ready 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



SAME GREAT PRODUCT
NEW LOOK



ORIGINAL PROTECTANT
PUMP SPRAY
(24) 4 OZ. CANS

AR13040 \$33.99 VS10800 \$52.25



ULTRA SHINE
TIRE & TRIM SHINE
SPONGE PACK
100 PER CASE

AR18276 \$58.99



CLEANING SPONGE
SPONGE PACK
100 PER CASE

AR30800 \$52.25



ULTRA SHINE
HEADLIGHT RESTORATION
WIPES
6 WIPES PER BOX - 6 POUCHES PER CASE

AR18514 \$33.99

NEW PRODUCTS

FRESHFX™ VENT CLIPS

4 VENT CLIPS PER PACK



WHISKEY & OAK

AR18947 \$6.85



TOBACCO & VANILLA

AR18948 \$6.85



VENT CLIPS

AR18951 \$6.85



SPRAY

(24) 3.5 OZ. CANS

AR18960 \$63.99



RAPID ODOR ELIMINATOR

AR18956 \$23.50



ULTRA SHINE
TOTAL DETAILER SPRAY

22 OZ. - 6 PER CASE

AR18931 \$27.99

LEATHER CARE WITH BEESWAX



WIPES

25 WIPES/TUB
6 TUBS/CASE

AR18933 \$20.36

SPRAY

16 OZ. BOTTLE
6 BOTTLES/CASE

AR18934 \$33.95



The money collected in a year's time using the Prospector Vacuum Clean Out Bucket

INDUSTRY INNOVATIONS: by Emily Gertenbach

STOP DIGGING IN THE DIRT

Pan for gold with the Vacuum Prospector!

Let's get a show of hands – have you been picking through the debris from your vacuums, pulling out lost valuables and coins? You want to avoid literally throwing away money, but picking it out is a dirty and, at times, disgusting job, even with gloves on.

The Vacuum Prospector Clean Out Bucket solves this problem and puts money back in your pockets – without all the mess. Developed by a car wash owner, this unique product utilizes a false bottom and 162 holes, each smaller than a U.S. dime.

When placed inside of a vacuum, the Vacuum Prospector collects dirt and debris in the bucket. When full, the bucket can be removed and the false bottom unlatched. As soon as the holes are exposed, dirt

touchless automatic could do! We ended up tearing down two of the self wash bays and added a 70 foot express tunnel as well...that was our first car wash, and then I just finished doing the exact same layout brand new about six months ago.

KS: What inspired you to make The Vacuum Prospector Clean Out Bucket?

TP: I cleaned the vacuums every three days for three years, until we had an attendant. You see the money on top of the dirt, you see the quarter and you can grab



In the last 4-5 months, I have not had to ask them "did you clean the vacuums out?" They just do it.

and fine debris falls into the trash can, leaving coins behind. As the name suggests, it's like panning for gold - at your car wash!

The Kleen-Scene spoke with The Vacuum Prospector inventor Todd Perkins about how he developed his money-saving product.

Kleen-Scene: You're a car wash operator - how long have you been in business?

Todd Perkins: I have just one business partner that has been my business partner in everything we have ever done. His name is Russ Greene. In 2013, we purchased an existing car wash, a touch free automatic with four self serve bays. It was across from (a shopping center), so once we did the remodel on it we found out we were way busier than a

that, and then you dump it in the garbage can and hear clang, clang, clang. There's some money in there! I decided to see exactly how

much money I was throwing away. I saved every penny for six months and I logged it to see exactly how much money I was getting: roughly 12 dollars per vacuum per month. With 7 vacuums, I was in the 80 to 90 dollars a month range. So, I decided to look up some census stuff - how many car washes are in the US? It's roughly 100,000. I said, okay, there's probably 5 vacuums per car wash, that's 500,000 vacuums. How much money is getting thrown away? If you multiply it out that's like 69 million dollars a year in the garbage! Holy moly! Just in my one little car wash I'm throwing away 1,000 dollars a year myself.

I probably had 20 different prototypes. I tried pizza pans with holes in it to try and sift, I tried tennis ball tubes hooked to the inside of the vacuum hose, I was trying just about





everything. I even went online and found these little plastic balls you heat up and they become pliable for a while, and you can mold them yourself. I tried that and drilled holes in them. I grew up a farmer - cherry orchards - and around animals.

One day I walked through a feed store and I saw some of the farm supply feed buckets and I started trying to use those for some of the crude prototypes. Once that worked, and I figured that out, I tested it for a few months.

VACP **\$39.95**

I made and engineered the 3D model and sent it off to a few different places and got prototypes made...one of my attendants ended up with \$482 in six months. I've been using them for a couple years in my own wash, just getting everything right.

It's not really a profit thing for me, it's more for the attendant - they want to clean the vacuums out. As a car wash owner, there are two things that are very difficult to get employees to do - clean the vacuums, and the tunnel pit. The Prospector has really helped. In the last 4-5 months, I have not had to ask them "did you clean the vacuums out?" They just do it. We put all the money in a bucket through the year so they can see it, then at the end of the year, we cash it out and give it to the attendants as Christmas bonuses.

KS: What prompted you to reach out to Kleen-Rite Corp. regarding The Vacuum Prospector?

TP: The operator (that owned the car wash previously) was pretty much like here's the keys, here's the Kleen-Rite catalog, and this is where you order stuff from. So that really was my introduction to Kleen-Rite in 2013. I checked all the prices and you guys were always the best price after shipping or really close, so I decided this was where I was going to order all the equipment. I also always watched Tom's videos. I knew how to turn a wrench but I didn't know how to install a vacuum or those things. Now, I've become an electrician, and a plumber, and an engineer in the last 7 years! I was like, that would just be the coolest thing ever if my thought turned into something real and then was with the company I've always purchased all my other stuff from.

Fits perfectly in JE Adams and other name brand units



The Vacuum Prospector Clean Out Bucket has out-of-the-box compatibility with your car wash vacuums, including J.E. Adams - no modifications needed! See videos of the product in action and order

your own Vacuum Prospector for only \$39.95 at www.kleenrite.com.

WOBBLEHEAD 3.0 SMART BRUSH HANDLE

**REQUIRES
PAYMENT TO
WORK - AN
OPERATOR'S
BEST FRIEND!**

**NEW &
IMPROVED
DURABLE PVC
CONSTRUCTION**

THE WOBBLEHEAD IS THE ONLY HANDLE THAT PREVENTS MISUSE AND ABUSE OF YOUR FOAM BRUSH SYSTEM

- Eliminates confrontations with non-paying customers
- The handle that requires your customers to pay for your foam brush service
- Increase your hogs hair brush life by 2-4 times!
- Increases revenue by 5-10% or more!
- Compatible with all water and soap conditions
- New 1" durable thick wall plastic handle - will not corrode
- Plug and play to your existing foam brush system

**\$88.25
FHWH-BK**

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

Wobblehead
PATENTED



100 Per Case

VSKMF100

\$54.99



100 Per Case

\$64.99

KRMF1616B

KRMF1616G

KRMF1616O

KRMF1616R

KRMF1616Y



JARVIS LIGHTING

BRIGHT DONE RIGHT™

- Canopy and Tunnel Lighting
- Wall Mounted Fixtures
- Area Lights
- Poles & Brackets
- Retrofit Kits
- Indoor Lighting





INTERNATIONAL
CARWASH
ASSOCIATION®

2019 Car Wash Show™ Wrap Up

May, 13 - 15, 2019
Nashville, Tennessee



Wow! What a great time we had in Nashville this year at the ICA Car Wash Show. Our staff of professionals were on hand to meet with customers and discuss what's new and exciting in the car washing and detailing industries. Plenty of products were on hand for display and demonstration, too!

This year's show was one of the largest gatherings the ICA had in years. The event was held at the Nashville Music City Center and brought together over 9,500 attendees from car wash, fast lube, detailing and car care segments. Kleen-Rite brought towel, soap, equipment, and detailing experts to help address the specific needs of all attendees.

Eric Wulf, CEO of the International Car Wash Association said "The Car Wash Show 2019 was the biggest show in ICA's - and the car wash industry's - history. 9,500 car wash professionals joined us in Nashville to attend nearly 40 hours of educational seminars and see almost 170,000 square feet of products and services. We are so thankful for the robust growth that is occurring in the car wash industry, and happy to support suppliers and operators through education, networking and product introduction."



Our team was ready to go and waiting for the doors to open!

The next Car Wash Show will take place April 6-8, 2020, in historic San Antonio, Texas. As always, the folks at Kleen-Rite are hoping to meet you there!

We enjoy meeting our customers!



Towels by Dr. Joe was in the house.



Jay Cogley was busy talking with folks about their soap needs.



We had Chip Kent discussing drop shelf vendors.



Mega-Vendor is always a popular display!



Nashville was a great place for the show!

Hog's Hair

VS

Synthetic Bristles

for Foam Brushes

by Job Leach

If you've shopped for car wash foam brushes, you've probably noticed that bristle type is one of the most important details when it comes to choosing your brushes. The choice for car wash operators is between hog hair bristles or synthetic bristles made from nylon, polyester, or polypropylene. Hog hair brushes are a more expensive, longer-lasting option that provides an exceptional experience. Synthetic bristle brushes are a more economical option but are quicker to become unusable and only offer a basic user experience. That is a simple breakdown, but what are the details that you should consider when buying your foam brushes? The Kleen-Scene looked into the pros and cons of each bristle type and even consulted John Mundo, president of Universal Brush Mfg. Co., for more insight.

Hog Hair Pros and Cons:



- **Naturally tapered shape.** The base of the bristle is thicker than the end, increasing strength and longevity.
- **Maintain shape.** Return to original shape when bent or manipulated, ensuring a long life.
- **Naturally feathered bristle ends.** These provide a soft touch that will not damage clear coats, gel coats, glass, or fiberglass.
- **Accumulate virtually no grit.** Hog filaments are excellent at absorbing water without grabbing grit.
- **Grease resistant.** Real hair is naturally resistant to oil and grease.

- **Handmade.** Each group of hog hair filaments is manually added to the brush. This adds to the quality construction of the brush.
- **High up-front cost.** Price may be a barrier for some car wash operators.
- **No scrubbing ability.** Hog hair works great for applying foam, but is not intended for use as a friction scrubber to remove dirt and grime.

Synthetic Bristle Pros and Cons:



- **More economical price.** Less up-front cost to the car wash operator.
- **Scrubbing ability.** Can be used to physically remove residue (should only be done on tires and other areas not vulnerable to damage).
- **Bristles can be dyed different colors.** Great for branding purposes or to color-code for different uses.
- **Ethical materials.** Some operators or customers may appreciate products not made with materials derived from animals.
- **Poor shape retention.** When bristles are bent, squished, or smashed, they likely won't return to their original shape.
- **Harder than hog hair.** Increased danger of scratching and marking.
- **Fewer filaments can fit on brush head.**
- **Absorb more oil and grease.** As synthetic bristles are generally an oil-based product, they're more likely to soak up oils and greases.

Thoughts on Pricing

It's always tempting to go for a lower priced option when buying equipment and supplies, but the "you get what you pay for" adage usually rings true.

"You might use a couple synthetic bristle brushes over the lifetime of a boar hair brush," Mundo said.

He made sure to point out that this is true if the brushes are being used in the same way. You can only compare the lifespan of the different brushes if they're being used in the same applications. But it is important to recognize the longer-lasting capability of hog's hair brushes and how that justifies the price.

"Over time, there's really not a dramatic financial difference between the two types of brushes," Mundo notes. "Cost is more of a mental hurdle to get over. You end up spending about the same amount of money, but with the boar hair brush you can offer that premium experience."

Scarcity is an Issue

There's a lot you might not think about when it comes to harvesting and sourcing hog hair. Mundo gave us a helpful summary of why it's becoming more difficult to get natural hog hair for car wash brushes.

In addition to the car wash industry, hog hair is also used for things like paint brushes, make-up tools, and even cleaning devices for electronics. Simply put, more industries are recognizing the benefits of these natural fibers and using them in their products, which greatly increases the demand for hog hair.

Boars are also being used more for livestock. The best hog hair is grown over

the entire lifespan of a fully mature boar. When slaughtered for food, growth hormone is frequently used to make a boar grow to a large size at an unnatural rate. That means the boar can be slaughtered at an earlier age and processed into meat. Unfortunately, hair fiber growth is not accelerated by hormones. That means fewer boars are reaching a mature age where quality, usable hair can be harvested. These factors all contribute to the status of the hog hair market and increase the cost to distributors and consumers.

When Synthetic Bristle Brushes Might Work Best

All of the praise for hog hair brushes doesn't mean synthetic bristle brushes don't have their place. Obviously, they're useful when you simply can't afford to buy an expensive brush. Even if this doesn't become a regular choice, some less expensive brushes might get you through some lean times until you can buy higher quality.

You might also use synthetic for special projects "where the brush will get beat up and you only plan to use it once... or only a few times," says Mundo.

In addition, synthetic might be best for very dirty, tough applications like cleaning a huge construction machine or farming vehicle (where there's little concern about scratches or marks). You can apply foam and detergents while also using friction to scrub off crud.

Last Thoughts

Mundo mentioned that customers should always make sure that they are actually getting hog hair when they order a brush. Other types of animal hair might look similar but won't offer the performance of hog hair. He adds that, "Some brushes also have a mixture of hair types. You'll want brushes that have 100% authentic boar hair to truly get the best results."

Universal Brush is a trusted brand for both genuine hog hair and synthetic products. Regardless of the type of brush and price point your business chooses, Universal Brush products provide the appropriate value for your money. That comes from being in the car wash brush industry for over 50 years.

Self-serve customers easily see and feel how a foam brush performs, and that experience often sets the tone for their overall opinion of

your car wash. It's important to figure out the most appropriate brush option for your budget, volume, and customer expectations. If you're interested in more info about foam brushes, talk to one of Kleen-Rite's knowledgeable sales reps by calling 1-800-233-3873. They've got the know-how to ensure you get just the right brush for your car wash. Thanks to John Mundo for sharing his knowledge with the Kleen-Scene!



HOGS HAIR BRUSH W/ ALUMINUM CASTING UNIVERSAL BRUSH

• 4" long bristles • 9¼" x 2¼" head

\$54.65	F0194AH	Red Bumper
\$54.65	F0195AH	Blue Bumper
\$54.65	F0196AH	Black Bumper



NYLON FOAMY BRUSH W/ALUM. CASTING UNIVERSAL BRUSH

• 9¼" x 2¼" aluminum head 2¼" long bristles

\$26.16	F0320NR	Red Bumper
\$26.16	F0320NBL	Blue Bumper
\$26.16	F0320NBK	Black Bumper

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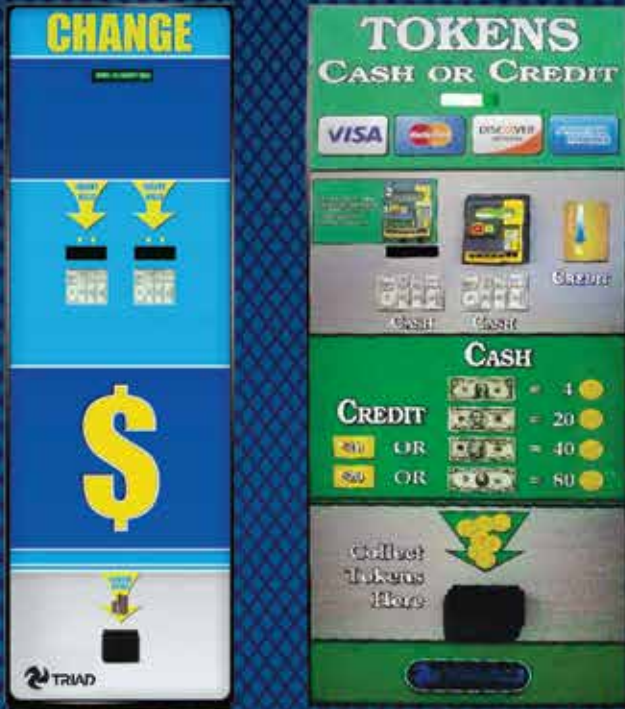


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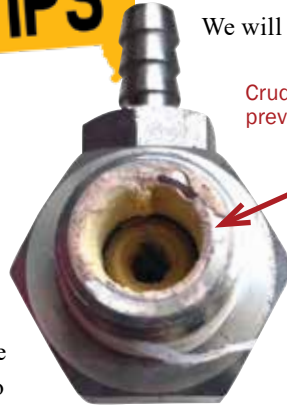


TUGGER'S NEW TIPS

Injector Maintenance

Using Injectors to apply chemicals in a carwash is a common occurrence. They are easy to install, space saving, and keep corrosive chemicals from going through your pumps. Over time, your injector will lose suction power and draw less and less chemical. Preventive maintenance on your chemical injectors should be done to keep consistent show and coverage.

- 1. Make sure you have suction-Remove the suction tube and feel if you have suction on the hose barb.**
- 2. Remove the hose barb to check for wear on the ball/orings/spring. Look for any obstructions. Soap buildup could prevent full draw.**



Crud and soap buildup can prevent chemical draw

3. Repair/Replace- Have the necessary parts or replacements on hand to get back up and running.

Customers expect consistency. Having your chemical injectors in proper working order all of the time will provide consistent show and cleaning power to have repeat business. Kleen-Rite has many different repair kits and injectors in stock to help you maintain your wash.

As always, we are here to help. Give us a call, or send us an email. We will do our best to help you with all your wash questions.



Tugger Burke

Kleen-Rite Technician

Tom@kleen-ritecorp.com

tech@kleenrite.com



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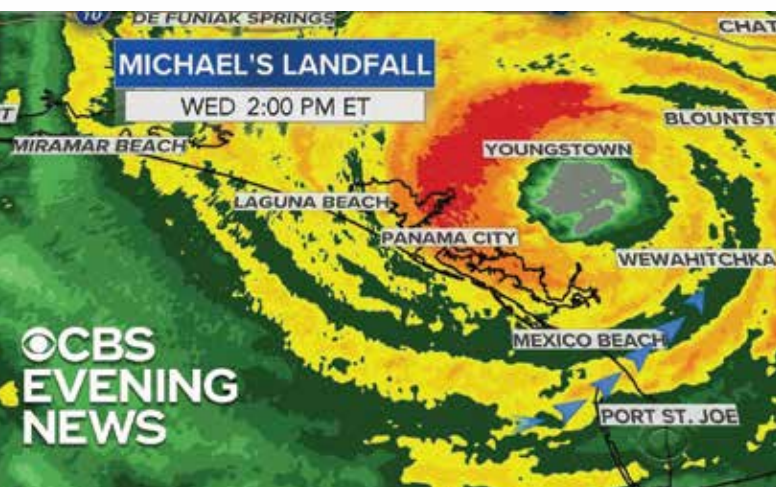
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HURRICANE MICHAEL

Bay County, Florida is still reeling from the effects of Hurricane Michael that swept through the area in October 2018. Michael was a category five hurricane; the first to hit Florida since Andrew in 1992. For the fortunate folks who live in areas that don't need to worry about hurricanes, a category five is the most intense rating possible. George Kamzik is not one of those fortunate people. In October 2018, he learned more about hurricanes than he ever cared to because of Hurricane Michael.



Kamzik owns six car washes and lives in the Panama City area. Hurricane Michael caused damage to literally every piece of property he owns in Bay County. At first, he had no other response but to sit and cry thinking about how he was in jeopardy of losing nearly everything important to him. That didn't last long. Pretty soon, he was driving his truck slowly through the debris-ridden Bay County streets, and even walking miles at a time, to inspect his properties and start planning his rebuild.

WHERE IT ALL STARTED

Kamzik first entered the car wash industry by building a small four-bay car wash in Johnstown, Pennsylvania from the ground up. Later, he moved to Panama City. He still had the car wash itch, so he began acquiring car washes in Bay County starting in 2009. He now operates all of them under the name "BK's Car Wash." He has been a Kleen-Rite customer the whole way back to his humble beginnings

20 in Johnstown.

BK'S CAR WASH REBUILD:

LIFE AFTER MICHAEL

BY JOB LEACH



RELATIONSHIP WITH KLEEN-RITE

Kamzik felt fortunate that he could rely on Kleen-Rite to assist him through the rebuild process. He had never before faced the kind of damage that Hurricane Michael delivered. Salesman Eric Hawkins provided great service by dutifully taking his orders for all the new parts and equipment necessary to restore his washes. Kamzik even spoke directly with Keith Lutz, Kleen-Rite's vice president, to develop a plan to deal with the finances of the rebuild. He points out that every car wash owner may someday face a catastrophic situation and should have a supplier that supports them like Kleen-Rite did for him.



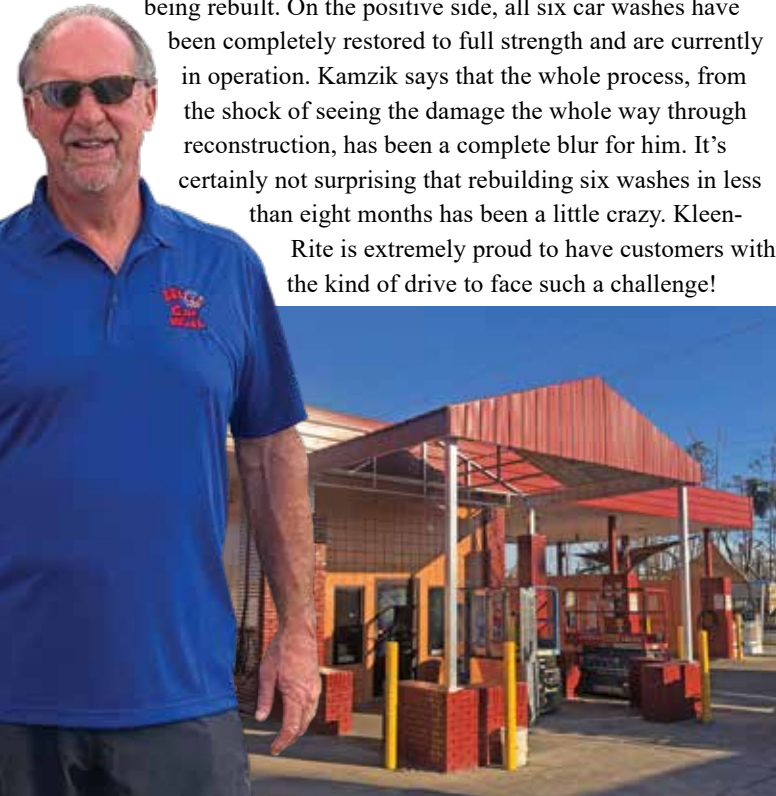
MICHAEL'S DESTRUCTION AND AFTERMATH

Hurricane Michael brought winds as strong as 160 m.p.h. and destroyed a vast majority of the property in places like Mexico Beach and Panama City. FEMA estimates that approximately 72 million tons of debris were removed from the area that would fill about 12 million standard-sized trucks. Bay County is still very much in recovery mode.



GETTING BACK IN BUSINESS

Restoration of Kamzik's own home was put on hold as he decided to first rebuild the car washes that provide his livelihood. In fact, he and his wife are still living in a temporary trailer while their home is being rebuilt. On the positive side, all six car washes have been completely restored to full strength and are currently in operation. Kamzik says that the whole process, from the shock of seeing the damage the whole way through reconstruction, has been a complete blur for him. It's certainly not surprising that rebuilding six washes in less than eight months has been a little crazy. Kleen-Rite is extremely proud to have customers with the kind of drive to face such a challenge!



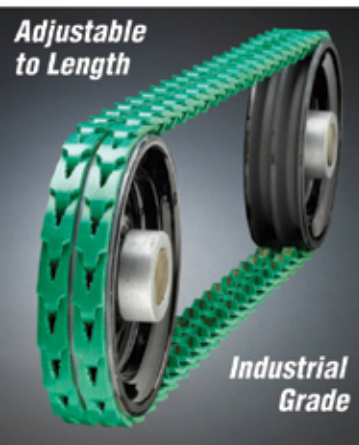
George Kamzik worked tirelessly to get his 6 car washes back in working condition

Have a car wash story you'd like to share in the Kleen-Scene? We'd love to share it with our readers. Simply send us an email at the address below with a brief description of the story you have to tell and we will get back to you; john@kleen-ritecorp.com.

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Affordable
Replace Standard Rubber Belts

BDH BELTS

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COLUMBIA ANIMAL SHELTER

The New Columbia Animal Shelter Fulfills Judy McKonly's Dream

by Job Leach



Judy McKonly, who founded Kleen-Rite with her husband Harold, was a lifetime lover of animals. She had a dream to build the finest cat shelter in the country in Columbia, Pennsylvania. Sadly, Judy passed in August of 2017, and her family made it their mission to fulfill her dream of building a state of the art animal shelter. That dream has come to fruition, and the Columbia Animal Shelter is now in operation, providing compassionate care to local animals while also proudly commemorating Judy's life.

The Property

The former Vigilant Fire Hall was repurposed as the new Columbia Animal Shelter. This 8,000 square-foot building is located at 265 South 10th Street in Columbia. Original intentions were to renovate the interior while leaving the exterior mostly untouched. Very soon into planning, it was determined that the exterior would also require some major alterations.

Construction and renovation began in June 2018. Crews worked tirelessly, putting in hours whenever they could throughout an unusually rainy summer. The renovation was completed in February 2019. It's interesting to note that they kept cornerstones signed by previous builders and firemen to preserve the history of the building.

The Vision

The Columbia Animal Shelter has been funded by the Harold and Judy McKonly Family Foundation and will operate as a 501(c)(3) nonprofit organization. The shelter is committed to rescuing and rehoming at-risk compan-



Kleen-Rite President Mike McKonly cuts the ribbon at the Grand Opening

ion animals. In addition, they offer quality healthcare and adoption services. By being involved with the borough and providing educational opportunities, they hope to create a more humane community. While there may be more chances to branch out in the future, the shelter is focusing on animal intake from the Columbia Borough to reduce the feral cat population.

The shelter is tentatively set to be open from Tuesdays through Sundays. It will function primarily as a cat shelter for up to 100 felines at a time. Cat rooms will feature doors to an

enclosed outside area, letting the animals go inside and outside at their will and providing space to roam. There will also be room for up to ten dogs, with two of those spaces reserved for dogs rescued by the Columbia Borough Police Department. In addition to adoption, the shelter will offer weekly low-cost spay/neuter clinics (appointment only), youth programs, and informational seminars.

The Grand Opening

On June 1st, 2019, the Columbia Animal Shelter held a grand opening to officially introduce the facility to the public. There was a ribbon cutting ceremony, a blessing of the animals, tours of the facility, refreshments, and music by Bobbi Carmitchell. For more information on the Columbia Animal Shelter and how to donate to the cause, please visit www.columbiaanimalshelter.com! You can also check out the adoptable animals by following @columbia_animal_shelter on Instagram!



An open area allows cats to interact and roam



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Folded Blue Cloth Towel 17" X 22"
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The 2019

Women In Carwash Conference

By Emily Gertenbach

The Women In Carwash Conference took place from April 28 - May 1, 2019. Industry professionals from across North America gathered in Niagara Falls, Ontario. Organized by Brenda Johnstone, publisher of Convenience & Carwash Canada magazine, this inaugural event focused on personal and professional development.

While designed to champion women in car washing and detailing, the event was open to men as well. Conference attendees hailed from all sides of the car washing and detailing industries. Business owners, investors, site managers, administrators, marketers, suppliers, and manufacturers were all present. Thanks to the conference's intimate size, all attendees had the opportunity to interact daily.

Learning Experiences

Participants enjoyed a selection of in-depth seminars that often had an interactive component. Topics included managing stress, improving branding, conflict resolution, and negotiation skills.

"I looked at those speakers, and that is why I chose to come," said Melanie Sands, a car wash owner and detailer. Sands and her husband own two Red Hill Car Wash sites in Hamilton, Ontario. The duo is about to open up their third location.

"It dealt with stress, and it dealt with branding. Because we are going to be opening up that third car wash, we really need to improve our branding, so that when we open up, people recognize us and trust us and people want to come to us," Sands said. "And I felt that I would be more comfortable if there were more women here."

Improving Interactions

The group received an introduction to DiSC testing from business coach Nancy Schmautz. Schmautz also has 35 years of car washing experience!

Schmautz led the group through the DiSC testing process and explained how it can be useful. Designed for any professional environment, DiSC can help improve workplace communication. Many employers also find it helpful for assisting in ideal job placement.

Under the DiSC system, every individual has one of four main personality types. Each type corresponds with a letter.

"D" personalities exhibit strong leadership qualities. "I" personalities are sociable, and often good at sales. "S" personalities are often stable and consistent. "C" personalities tend to do well with data and details. The DiSC test breaks down each type even further. Test takers learn specifics about individualized strengths and weaknesses.

Attendees learned more about communication through a session on conflict management and negotiation. Gary McDougall, a former police officer and hostage negotiator, explained how tone and approach are key. McDougall's lively presentation was a hit with the audience.

The group also learned stress management tips from Dr. Peter Hansen, a pain management expert, and deconstructed branding ideas with Azadeh Yaraghi of Gogo Telugo Creatives.

The conference wasn't all work, though! After a full day of training, attendees enjoyed a tour behind Niagara Falls. The evening concluded with dinner and wine tasting at a local restaurant.



Continued Growth

Many conference attendees shared excitement about women in the car washing industry.



“I think that we are getting stronger and stronger all the time,” said Karen Smith, Training and Compliance Manager for Valet Car Washes, located throughout Ontario. “I remember when I first started in the car wash industry. I was basically given the keys to the car wash and told ‘here’s the on/off button.’ There was like no training, no nothing. Just learning hands on...I remember maintenance people walking me through problems on the phone, just to get the wash up and running.

“I think women are becoming more confident in the industry and that’s helping them to learn more and grow. I believe we are close to 20 percent (women) in a male-dominated industry now. So I think something like this gives us even more encouragement to look at other women that are doing the same sort of thing.”

Smith is also a member of the Canadian Carwash Association board.

Other attendees agreed that women play a crucial role in the continued growth of car washing.

“As women move up and take more managerial or ownership positions, they’re more open-minded to hiring other women and not being sexist and thinking that only men can do the job,” said Sands.



Looking Forward

The Women In Carwash conference will be back next year - on both sides of the border! The second conference will take place in Arlington, Texas in January 2020. A third gathering will reconvene in Niagara Falls, Ontario, the following summer.

Conference organizers are considering a “Women In Carwash Alumni” event during future sessions. These events will allow participants from prior conferences to reconnect. More information about the 2020 conferences will be available at www.womenincarwash.com.



Kleen-Scene Asks: What Do You Like About the Car Wash Industry?

Name: **Melanie Sands**
Company: Red Hill Car Wash
Title: Co-Owner
Years in Industry: 15
Number of Locations: 2, with a 3rd in the works
Services offered: Self serve, automatic, tunnel, and full detailing
Location: Hamilton, Ontario,
Response: “I like meeting people. I like when we’re detailing - I like the before and after reaction.”



Name: **Karen Smith**
Company: Valet Car Wash
Title: Training and Compliance Manager
Years in Industry: 25
Number of Locations: 10
Services offered: Tunnel, flex serve, self serve, detailing, lube shops, and propane sales
Location: Ontario Province
Response: “I really like my role now, because I really like going around. There’s a different vibe at each of the locations. Everybody, all the managers who have their, you know, little quirks and the way they run things. So, it’s nice to go in and see the diversity of the sites. And I don’t like to be set in one spot all the time. I really like the travel.”



Name: **Julie Achterhof**
Company: Quality Car Wash
Title: General Manager
Years in Industry: 24
Number of Locations: 7
Services offered: Express wash, express detailing, fuel, and convenience stores
Location: Holland, Michigan
Response: “I think the challenge of it kind of keeps it interesting, whether it’s an employee challenge or a mechanical challenge. It’s fun to get to learn both sides.”



NEW WOMEN’S LEADERSHIP PROGRAMMING FROM THE ICA



WOMEN’S LEADERSHIP EXPERIENCE

Events for women are happening all across the car wash industry! The first International Carwash Association Women’s Leadership Experience was held in November 2018. The event will be returning in 2019.

“It (was) in the works for the better part of the last four years,” said Claire Moore, Chief Content Officer at the ICA. “I want to say it was in either 2014 or 2015 we had a reception for women at one of The Car Wash Shows. We had 60 or 70 women show up. That was great, and we kept it as a networking opportunity. We had a second reception at another show, and then we started focusing on women in the car wash industry in our magazine.

“That’s how we developed our first conference in November. We had about 100 people who came to it - great program.”

Moore is excited and optimistic about women’s role within the industry.

“I think there are many more women who are taking on positions of leadership, and the more the ICA can do to support women, like we support everyone, is great!”

The next Women’s Leadership Experience will take place November 18-19, 2019 in Chicago. Please visit the ICA’s website at www.carwash.org for more information.

Name: **Jenny Or**
Company: Quality Car Wash
Title: Site Manager
Years in Industry: 16
Number of Locations: 7
Services Offered: Express wash, express detailing, fuel, and convenience stores
Location: Holland, Michigan
Response: “Well, there’s never a dull moment! I mean, you would think it is just so simple, but there’s so much more to it...I like it, it keeps me busy. Every day is something different. I really enjoy having a team to lead and it’s just a really fun, fulfilling job.”



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VST3000

\$36.50

SOUTHWEST CAR WASH CONVENTION: RECORD BREAKING EVENT IN TEXAS

It was great to see all our customers and vendors at this year's Southwest Car Wash Convention and Expo. Held this past February in Arlington, Texas, the show boasted a record attendance of 2,115. Car wash operators came from coast to coast, hailing from 37 states - including Hawaii! Three foreign countries were also represented by attendees from Mexico, Canada, and Dubai. The show also had a record number of exhibitor booths. 325 different companies exhibited their wares!

According to SCWA President Andrew Zamora, "We are proud of all the positive responses we have had to our Convention & EXPO," said SCWA President Andrew Zamora.

Zamora reported that attendees and exhibitors described the show as "awesome," "fantastic," "outstanding," and "first class" in all aspects..

The Convention was highlighted by two nationally recognized speakers MGM Vice President Michael Dominguez for the CEO Forum on Sunday and the Monday Keynote from FOX News Anchor Dana Perino. As one attendee



said, "your speakers knocked it out of the park!"

Other industry professionals agreed. Rich DiPaolo, editorial director of Professional Carwashing & Detailing magazine, reported positively on the event in a recent article.

"SCWA was able to successfully achieve another 'WOW' factor event this year," DiPaolo wrote.

SCWA is Now Heading to Fort Worth!

Mark your calendar now for EXPERIENCE SCWA 2020 - January 29-31, 2020 at the Fort Worth Convention Center.



KLEEN-RITE TEXAS OPEN HOUSE



The 2019 Kleen-Rite Open House was another great event for car wash operators, manufacturers, and staff.

Kleen-Rite hosted the annual event the night before the Southwest Car Wash Association Expo opening. It served as an important time for the folks here at Kleen-Rite to get together with our customers from Texas and surrounding areas.



As usual, the evening's BBQ dinner was followed by a fun time of door prize drawings that were generously donated by our manufacturer suppliers.



We always enjoy interacting with our customers and we look forward to seeing everyone at our next event.

KLEEN-RITE CORP.
Contact Kleen-Rite at customerservice@kleen-ritecorp.com
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AMETEK LAMB Car Wash Motor "Line Up"

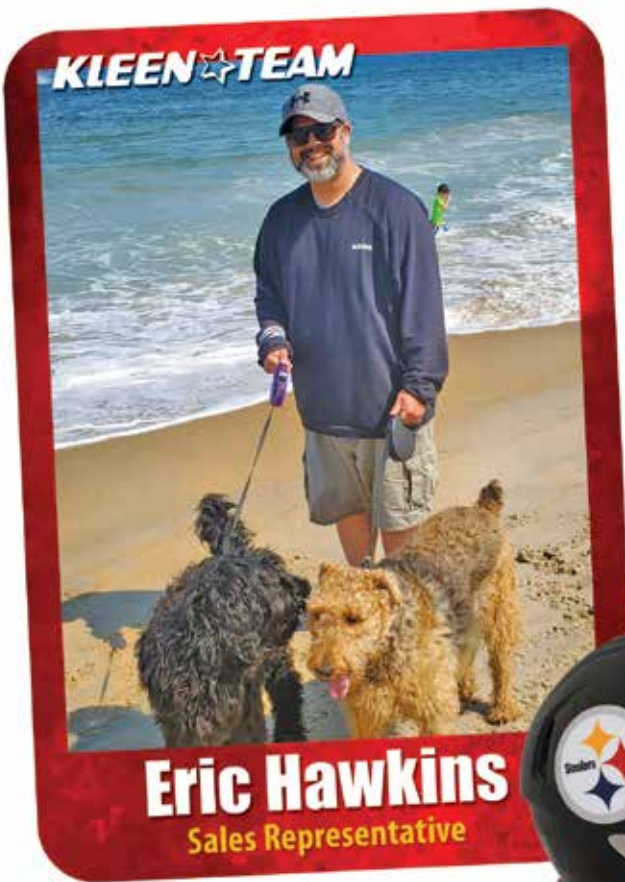
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Eric Hawkins
Sales Representative



THE KLEEN TEAM

Eric Hawkins

Sales Representative

I have been part of the Kleen-Rite team since October 2011. While working in the Sales department, I process orders and follow up on customer accounts.

When I'm not at work, I like spending time at the beach and riding my motorcycle. I play golf, and I love watching sports. I'm a big fan of the Pittsburgh Steelers, Pirates, and Penguins.

I also love spending time with my family and friends. My wife Jackee and I have two boys, Trenton and Alex. We also have two dogs in our household, Lola Bell the Airedale Terrier and Mollie Rose the Irish Doodle.

I am fortunate enough to feel like I have a big second family right here at Kleen-Rite, and this type of "family" work environment motivates me to succeed. It's nice to be surrounded by such a great group of dedicated and hardworking people every day.

We'd like to thank Eric for his dedication to our sales team and continuing to strive to serve our customers!



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VS50155 24 PACK VS10155 72 PACK	VS50189 24 PACK VS10189 72 PACK	VS50324 24 PACK VS10324 72 PACK	VS50312 24 PACK VS10312 72 PACK	VS50574 24 PACK VS10574 72 PACK	VS50205 24 PACK VS10105 72 PACK	VS57121 24 PACK VS17121 72 PACK	VS50106 24 PACK VS10106 72 PACK	VS50476 24 PACK VS10476 72 PACK	VS57146 24 PACK VS17146 72 PACK
OVERLAY VS101550	OVERLAY VS101890	OVERLAY VS103240	OVERLAY VS103120	OVERLAY VS105740	OVERLAY VS101050	OVERLAY VS171210	OVERLAY VS101060	OVERLAY VS104760	OVERLAY VS171460

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Manufacturer SPOTLIGHT

Highlighting The Companies That Make Our Products

by Emily Gertenbach



If you stock Wet Towel or Champ body towels in your vending machines, you're already familiar with the high-quality items produced by Mercantile Development, Inc. (MDI).

MDI can trace its history across many decades - and two countries! Company founder, Joseph Marcolla, born in a small village in northern Italy, immigrated to the United States at age 14. He was placed in kindergarten because he did not speak English, so he was highly motivated to learn the language quickly! During World War II he enlisted in the Office of Strategic Services, the predecessor of the CIA, and family legend has it that he liberated his own village while operating in Italy. After the war Marcolla returned to New York where he started MDI in 1947 - initially exporting chemicals to Europe that the U.S. military introduced during the war.

In 1973 Marcolla's son-in-law, Alan Fankhanel, joined the business. When some of MDI's customers began asking for nonwovens, Fankhanel was assigned to the task and the modern Mercantile Development was born. He began with sourcing and exporting materials to European customers and three decades later the nonwoven business grew into a highly sophisticated converting operation with a distribution base throughout the world.

A Family Affair

MDI is now under the third generation of leadership with Fankhanel's three daughters at the helm. The oldest daughter, Lucia Furman, spent teenage summers packing boxes on the production floor and manning the front desk.

Founder Joseph Marcolla's portrait stands behind his granddaughters; Jenna, Calla and Lucia who run the company today.

Now company President, Furman's love for the business developed over time. "I was never sure that I wanted to be a part of it," she said, "and our father never put pressure on any of us kids. I went to Boston College, graduated, worked for Bloomberg in sales in New York City - and I loved it."

After her now-husband proposed, Furman knew it was time to figure out her feelings about the family business before choosing a spot to settle down. She and her father agreed on a plan that would have Furman spending one year at Mercantile - if she didn't love it, she would leave.

Mercantile Development remains a family affair to this day.

She loved it, and she stayed.

"I fell in love with it right away," Furman said, "because you can influence decisions in a small organization. We spent years just having lunch together here in his office, and you just talk for an hour and a



Mercantile Development manufactures all of their products in the USA! The company's headquarters are located in Shelton, CT.



half about where you're going and what you want to do. You get up after lunch and say, 'Okay. We'll make it happen.' Very different than the big company I came from."

"I started in July of 2001 right before September 11 happened and my first trade show was a cleaning show in Orlando, I think two or three weeks later. Nobody showed, and I thought, oh my gosh, what did I get myself into," Furman said. "So that was a low point, and our business really fell off like it did for many in our industry. It took years to get it back to where it was, because our products are not high profile. It was a great challenge and we just embraced it as a team."

The next sister, Jenna McKay, joined the business in 2009 and heads up Office Operational Excellence which includes safety, training and quality programs as well as the customer service and logistics teams. "It's very important to us that everyone company-wide is well-trained to perform their jobs safely," she said. "On the customer-facing side of the business it's our mission to exceed expectations of quality and service and we're very proud to be one of the first in our industry to achieve ISO 9001:2015 certification."

Later in 2009, Calla Morgan returned to the U.S. after a successful career abroad in operations and logistics in the nonprofit space. Now MDI's Vice President of Operations, she is in charge of all things manufacturing – from sourcing raw materials to producing finished products. "There are a whole lot of steps involved in making a Wet Towel!" Morgan explains. "Delivering the quality product our customers have come to rely on for over three decades requires a team effort from start to finish and we work hard to do it as efficiently as possible."

Future Focused

MDI operates out of an environmentally-friendly facility in Shelton, Connecticut. A 325.5-kilowatt solar array lines the roof, providing 60% of the facility's power needs. 100% of office and production waste is recycled or converted into power, while LED lights and rechargeable forklifts help to keep the air clean both in and out of the building. The company is a WBENC-certified woman-owned business, and when the employees at MDI call themselves "The Wiper Specialists," they mean it!

MDI's reliable, tough wipers are widely used across many industries for critical cleaning and industrial applications. Drivers and car wash owners know MDI as the source for reliable wet and dry vending towels. "We are so pleased to have developed long-term partnerships with leaders of industry such as Kleen-Rite," observes Furman. "It's such a joy to have personal relationships with well-run family businesses with similar values."

With the three sisters working as a focused team, the company continues to grow and improve its operational excellence. "We just try to make it better every year. We are constantly reinvesting our profits back into the business" Furman said. "In 2005, we started a capital

equipment acquisition strategy, where every year we took a piece of old equipment out of service and put a new one in."

"After that we said, well, we've got to go into online printing, and we have to have unique customization capabilities. We even asked ourselves, 'What can we do to supply our own energy?' and installed the solar panels. Then we started with robotics." Going forward, the company plans to continue exploring automation while expanding its geographic footprint to better serve a diverse customer base.

"We want to think about who we are and where we want to go. A lot of it is getting out to various industry events, meeting other business leaders ... trying to see what we can do better," Furman said. "It is continuous improvement, and it is an expectation of never standing still!"



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SEVERE 2019 WINTER WEATHER

by Amy Mastrangelo

In January 2019, several US and Canadian regions became all too familiar with the term “polar vortex.” Forecasts predicted severe wind chill values between -40 and -60 degrees Fahrenheit. During these conditions, frostbite could occur in mere minutes on exposed skin! Predictions turned out to be mostly accurate, and extremely low temperatures – even record-setting in some cases – struck with fury.



The severe weather caused major travel disruptions, with 2700 canceled flights on Jan. 30. Chicago O’Hare International Airport was below zero for 52 straight hours, the fourth longest streak on record. The United States Postal Service even suspended mail delivery in parts of Michigan, Indiana, and Illinois.

Chip Kent, Owner of Laurel Metal Products, Inc., witnessed some of the coldest and wettest times on record.

“We are just like Kleen-Rite in

the fact that we never close,” Kent said. “But our recessed dock got hammered and we had to close for one day because the cold weather was so dangerous.”

“When we reopened the second day, all the stores were closed, and we heard an interesting noise that sounded like thunder.”

A noise similar to a loud thunder boom can occur when groundwater expands in below freezing temperatures.

The intense cold also affected Jon Sobieski of Spirit of America Car Wash.

“My Laserwash equipment was not frozen, but the hot water froze super fast once it came out of the nozzles,” Sobieski said.



By the numbers (according to AccuWeather and the National Weather Service):
 -77° recorded at Thief River Falls, MN
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EverWash and In Bay Automatics

Membership Isn't Just For Tunnel Washes Thanks to EverWash's Sales & Subscription Management Platform

By Max Pulcini

There's a feeling in the car wash industry that membership at in-bay automatic washes doesn't work. You've probably heard the chatter: IBAs can't properly sell or market their monthly programs, and that promoting membership cannibalizes business and hurts pay-per-wash cash and credit card revenues. Add in the accounting, customer support and account management that comes along with running a successful program, and you can see why this perception is out there.

But perception simply isn't reality. Just ask Craig Gilham, owner and operator of Sudz Car Wash in Gonzales, TX. Gilham bought the small, unattended IBA in 2015, not knowing anything about the car wash industry.

He soon learned that monthly memberships were becoming popular in the space, but found RFID-based membership systems too

costly to take the plunge. He then learned about EverWash and its membership unique solution in a magazine article.

Unlike other membership platforms out there, there's no upfront cost to get started with EverWash. There's no need for expensive RFID hardware, so EverWash costs zero dollars to set up. EverWash also only earns commission strictly on revenue generated from members, making it the only pay-for-performance platform in the industry.

"There's no need to put up money for RFID scanners or distributing ID tags to individual people," Gilham said. "EverWash is app-based, so anyone with a smartphone can download the free app and sign up on their own. It just makes more sense for a customer to pull out their phone and activate their wash. You've got to keep up with the times."

Not only has EverWash helped a small IBA in rural Texas, it's also helped large-scale IBA operations grow in more populated areas as well. Lisa Laudon is

the owner of Alaska Laser Wash — a group of seven car wash locations in Anchorage, AK.



Don't let the wash's location in Alaska fool you — Anchorage is home to almost 300,000 people and some of the harshest weather on the planet. If you think your wash gets busy during the snow and salt business, you should see Alaska Laser Wash and its 40 IBAs in action during Alaska's ice breakup season.

Laudon had membership in place before EverWash. It was an RFID-based system that ended up presenting issues, such as scanning inconsistencies and a lack of reporting tools and user insights. "We needed to find a different solution," Laudon said. "We were sold on EverWash because of the technology and its ease of use. Integrating what's new and happening was big for us, and it was easy to tie our current software to EverWash and get everything running."

Customer service was also an issue with Alaska Laser Washes previous membership program. "When we were running our own in-house program, we were handling all the support, all the calls, all the issues," Laudon



said. “Now, thanks to EverWash’s Member Support Team, we don’t have to troubleshoot much. People aren’t having many issues to begin with thanks to the ease of the app.”

The new EverWash membership program has been a resounding success at Alaska Laser Wash with more than 5,500 total members and counting in a little more than six months, generating between \$150,000 and \$170,000 in revenue every month.

The returning loyal customers were not a surprise, but something was surprising to Laudon: Her washes’ amount of per-use customers has not decreased. “I was surprised to find that our pay-per-wash business had not decreased at all due to membership,” she said. “Our weekend numbers at the paystation are exactly the same as before EverWash, meaning the cash payers and the credit card payers has not changed.”

Running a successful membership program is not only about loyalty and keeping your current customers coming back. It’s also about attracting and acquiring new customers. This challenge is what excited Jay Scott Brown most when he entered the car wash industry in 2009 in Shawnee, OK, before adding another location in nearby Seminole, OK a few years later.

“I noticed the industry was pretty stuck in its ways and mired in old school operational thinking,” Brown said. “I felt like I had a number of ideas of my own to boost the marketing side of things using technolo-



gy. Even as an older guy myself, I appreciated the need for technology in marketing, and knew I needed to find the people who could help me execute.”

When Brown turned to EverWash in 2018 to help him run the membership program at his two washes, he was also pleased to find a lot of marketing support as well. “That was a surprise to me,” Brown said. “EverWash has been helpful and engaging, and that’s helped me think about all the things I can be doing to help market my car wash. EverWash has become a partner that has kept me on task in seeing these marketing initiatives through.”

EverWash has helped Brown set up discounts and promotions for various contests and giveaways, Facebook Messenger marketing and messaging, email communications, giveaways, signage, website design and more. “Having EverWash do that work on my behalf was definitely value and helped many promotions from getting shelved,” Brown said. “It’s been a very collaborative effort the entire way so far. I truly feel like its a partnership.”

Ultimately, membership is the best loyalty plan in the car wash industry for IBAs and tunnels alike. A professionally managed membership plan can boost your revenues while also building a strong connection between your customers and your wash. “The customers love the program. They love that they can come and wash their car any time they want. It’s a good feeling when your providing something that your customers love,” Gilham said. “With EverWash’s technology and the simple use of a mobile app, what you can achieve with your membership program is unlimited.”



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Operators rely on Recora to keep signals and equipment running smoothly at all times inside their bays! Designed to meet the harsh demands of today's car wash environments, Recora products are waterproof and durable. Their treadle floor switches sense the weight of vehicle tires and activates essential wash systems.

by Amy Mastrangelo

Changing Markets & Product Evolution

Though Recora did not begin in the car wash industry, its product line has evolved over time to meet the needs of specialty markets. In fact, the company originally made pressure sensitive mats for confessional kneelers in the Catholic Church. The sensing switch activated a light to indicate when someone wanted to make a confession.

"As the markets changed, we realized we can apply this same technology to make other great products," said Balan Menon, Owner of Recora. Soon, there was a demand within the car wash industry.

"Companies would come to us, share that they have a machine that needs to operate in a setting for washing cars, and ask if we have a waterproof switch they could use."

To accommodate wet and soapy environments, Recora made their treadle floor switches with molded vinyl and special water-resistant features.

"Over the years, we continued to make products more waterproof," Menon said. "In the car wash, it's so easy for the water to wick from one end of the cable to the other, but this will not happen with our products." The tough, molded construction prevents water migration.

How Does It Work?

Recora products also offer easy maneuverability. The Auto Alert car wash treadle is safe to pick up and move to any spot in the wash tunnel. You'll get exact timing control wherever you place it -- just make sure it's connected to a power source. Place it where you would like to turn equipment on and off, trigger doors, or set off light and sound signals. As the vehicle tire passes over the treadle and senses pressure,

it activates the connected system. It's that easy!

Impressively, Auto Alert detects weight as low as ten pounds. It works for all vehicle types, from multi-ton trucks to compact cars, and is built to last. The tough, molded construction ensures a long service life and ability to perform in tough work environments. Plus, with fewer repairs and replacements, you will save on costly maintenance.

If sensors go down and equipment doesn't run properly, you risk closing your bay and losing money. Like all other car wash investments, you depend on quality sensors to stay in business.

"Customers will seek out the Recora brand because Recora is known for superior quality and ruggedness," Menon says.

Custom Made in the U.S.A.

To ensure high-quality results, each product is custom-made.

"Recora is the only brand that manufactures everything completely from scratch in the USA," Menon said.

These American-made, quality products have several special features. Yellow treadles offer high visibility in wash bays. Treadles with traction control feature raised bumps, or cleats, on the surface. Designed to improve safety, the cleats grip the vehicle tires to help reduce slippage.

To make vehicle tire rollover even easier, Kleen-Rite sells aluminum ramps that connect to the edge of the mat. The ramps also lessen damage to the edge of the mat over time. Find all of these great items and more on Kleen-Rite's website.

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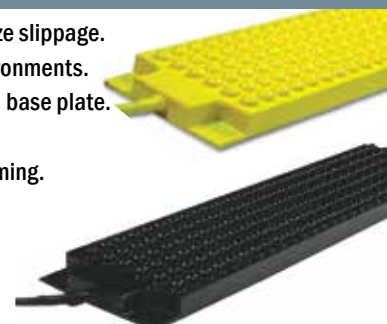
\$105.19	AM320Y	3" x 24"	Yellow
\$105.19	AM320	3" x 24"	Black
\$111.77	AM325Y	3" x 32"	Yellow
\$111.77	AM325	3" x 32"	Black



Traction Control Treadle

- Bumpy cleats grip the tire and minimize slippage.
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Stay on Track

First and foremost, make sure you always have spare roller and chain parts on hand. We sell low profile rollers in red (Econocraft), yellow (Sonny's), and blue (Belanger) for compatible systems. Check out our large selection of links, sprockets, and other essential conveyor parts. Because chain naturally stretches over time, it's crucial to have replacement pins and cotters on hand. For standard car washes servicing about 100 cars a day, it's wise to perform chain checks at least once a month. Otherwise, you may end up with popped-off drag gears, broken chain links, and a non-functioning chain.

Detecting vehicles in automated car washes presents its own set of unique challenges. Water pressure, temperature variations, sunlight, reflective surfaces, mist, and moving equipment are all competing factors. We sell top-of-the-line sensors from Banner and Telemecanique that use infrared technology and special circuitry to avoid false signals. They provide vehicle detection to open garage doors, turn on lights, and initiate the next wash step.

Wash Like A Pro

We also carry a huge selection of pumps designed to suit today's continuous, high-pressure, car washing demands. Hydra-Cell H25 pumps by Wanner Engineering feature a sealless design. While pumps with seals are often vulnerable to damage from harmful liquids, sealless pumps are tolerant of small solids, chemicals, and abrasives. They are also able to run dry without damage to the pump in case of an operator error.

High-impact Spraying Systems WashJet nozzles are perfect for automated car wash applications. WashJet spray nozzles are built to

withstand high-pressure rinse arches, but like many other supplies, they will inevitably wear over time. Worn nozzles can spray up to 30% more water and chemicals than necessary. Unfortunately, this could cost you tens of thousands of extra dollars each year! All car wash owners should monitor spray tips to make sure they're not blown out. We suggest replacing them every 6 to 12 months. After all, the cleaning quality of your car wash is only as good as the spray your nozzles deliver!

Dosatron chemical injectors are built tough for automatic wash processes. Thanks to their external adjustment stems, you can fine-tune your chemical dilution rate on the fly. You'll get precise results so you don't waste any excess chemical. Best of all, Dosatron injectors are easy to use and require no electricity to operate.

Featured Products

In-bay automatics and automatic tunnels speed up service time, providing a fast and convenient alternative to self-serve bays. Automatics appeal to patrons during hot or cold weather since drivers can comfortably stay put inside their vehicles. Shop Kleen-Rite for sensors, cloth brushes, air cylinders, motors, switches, and much more. As long as you stay well-stocked, you'll continue to attract many new happy automatic wash customers! Check out these great featured products:

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\$49.99	B6WL234B	2 3/4"	Blue
\$52.99	B6WL258	2 5/8"	Red
\$52.99	B6WL258B	2 5/8"	Blue

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\$51.90	MPR234	Red
\$51.90	MPR234Y	Yellow

LOW PROFILE - M2 LINK



PRICE	PART #	IDLER WHEEL	COLOR
\$51.50	6WLPR214-M2	2 1/4" W	Red
\$51.50	6WLPR214Y-M2	2 1/4" W	Yellow
\$53.50	6WLPR234-M2	2 3/4" W	Red
\$53.50	6WLPR234Y-M2	2 3/4" W	Yellow

AVAILABLE FROM

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

PAYING HOMAGE:

A life that touches others goes on forever

Kleen-Rite dedicates memorial bench

On Sunday, June 30th, Kleen-Rite staff and family gathered together at the company's Mount Joy, PA facility to unveil their new memorial bench. The bench is adorned with the names of employees who have passed while employed at the company.

"It's our way of paying homage to the people who've helped us grow over the years. It's about our people," said Vice President Keith Lutz.

The names memorialized on the bench are:

Judy & Harold McKonly, Tom Allen, Sandy McKonly, Charlie Anderson, Dave Landers, Ken Stratton, Vincent McNeil, Michael Lefever, Jim Lutz, Jim Spickler, Heather Lehman and Dixie.

"We wouldn't be where we are today without the dedication of our staff, it's like one big extended family," said President Mike McKonly



DEPEND ON JOBETM VALVES

TOPAZ FLOAT VALVE



- High flow - up to 90 GPM and Pressure Rating of 5-100 PSI
- Max. Temp: 140°F
- Slow shutdown minimizes water hammer
- Has port to connect to Frostpro anti-freeze device
- Comes with float and arm
- Switch for locking in off position
- Internal filter keeps debris out

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

August
BONUS

Buy 5 Get a 6th
★ **FREE** ★



Buy Five 72 Vend Packs of Bomb Air Fresheners
Get a 6th Pack Free Throughout The Month of August!

Outstanding, long-lasting air fresheners!



AFPP103

AFPP107

AFPP101

AFPP102

AFPP113



AFPP105

AFPP109

AFPP106

AFPP104

AFPP110

Mix & Match
for your best deal!

Vending Decals & Overlays
Available For All Products

\$27.25
per 72 pack



Noghair[®]

Multi-Level Wash Brush



Our breakthrough Noghair[®] technology synthesizes all the benefits and performance of genuine hog hair into an even softer, long lasting, high quality bristle that really holds the soap. This multi-level filled brush features nearly 180 degrees of Noghair bristles that cleans like crazy and minimizes the risk of the brush block coming into contact with the vehicle.

\$24.99

Part Number: DT1037

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- WORKS WITH ALL BRANDS OF AIR, VAC, OR BAY SYSTEMS



ASCR/ATCR Series



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VEND2000

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- WORKS WITH ALL BRANDS OF AIR, VAC, OR BAY SYSTEMS



RC1433-C RECEIVER



RC1433-B TRANSMITTER



IDA
INTERNATIONAL DETAILING ASSOCIATION

On June 26th, 2019, Kleen-Rite hosted an IDA training event for detailing professionals. This event included a classroom presentation and the chance for attendees to take the IDA Phase I exam to become a Certified Detailer. Successful completion displays a certain level of knowledge, competency, and professionalism in the detailing industry. Certified Detailers can use the "CD" designation after their name, receive a certificate for in-shop display, and even get work shirt patches that show off the achievement.

Tom Palancia is the International Division Manager, Detail Operations Manager, and Training Manager at Simoniz. Tom headed the class and was the test proctor. His knowledge and experience, combined with the thorough presentation prepared by the IDA, created an excellent learning environment. There was also plenty of enthusiastic conversation between participants and Tom. It's important to note that the presentation is not brand specific because it is created by the IDA. It truly is an educational experience and not just a sales pitch!

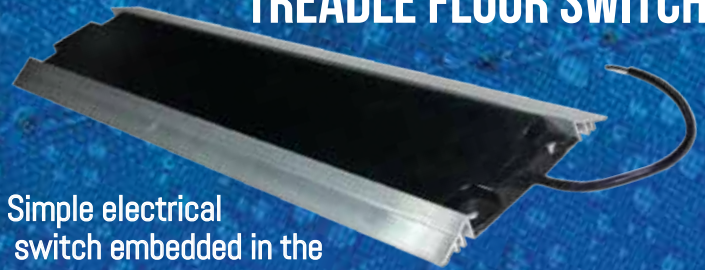


Kleen-Rite added their own special extras to the event. Doctor Joe was at the event to discuss towels that are relevant to the detailing industry. Attendees were given a goodie bag with free samples like towels and Simoniz Diamond Plate. Wraps, chips, cookies, and drinks were also available to participants. Thanks to all who attended, and thanks to Tom and Mike from Simoniz for helping coordinate the event!

REGORA[®]

LEADERS IN PRESENCE DETECTION

SMOOTH SURFACE TREADLE FLOOR SWITCH



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

AM295	24" x 10"	Black	\$174.38
AM295Y	24" x 10"	Yellow	\$174.38
AM300	5" x 24"	Black	\$101.42
AM300Y	5" x 24"	Yellow	\$101.42
AM305	5" x 32"	Black	\$111.77
AM305Y	5" x 32"	Yellow	\$111.77

IDEAL
FOR CAR
WASHES

TRACTION CONTROL TREADLE FLOOR SWITCH



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

AM310Y	5" x 24"	Yellow	\$110.64
AM310	5" x 24"	Black	\$110.64
AM315Y	5" x 32"	Yellow	\$120.83
AM315	5" x 32"	Black	\$120.83

Available at:

KLEEN-RITE^{CORP.}
YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



How to Service, Clean, Rebuild a Hydrominder

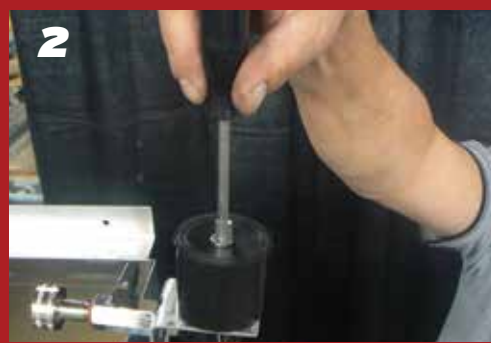
Tools you will need:

1/4" Nut Driver or #6 Flat Head Screwdriver

We are honored to reprint some of Tom Allen's best tutorials.



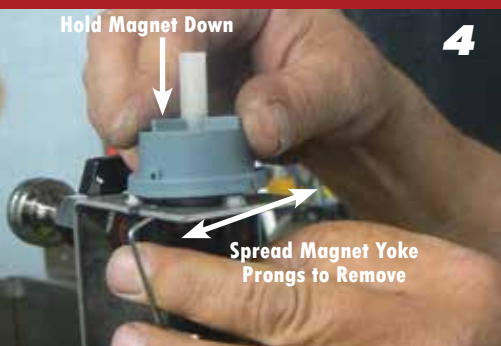
1 Turn water valve off at Hydrominder Inlet.



2 Remove Hex Nut on top of Magnet Cap with flat head screwdriver or nut driver.



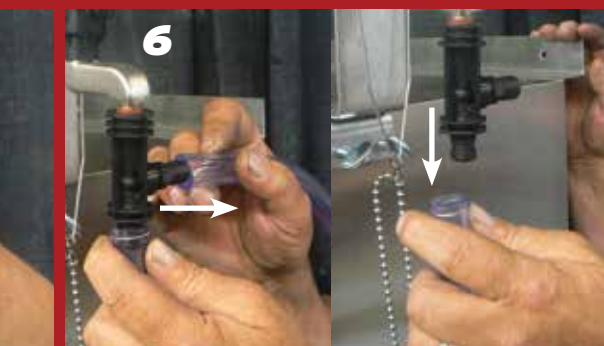
3 Lift off Magnet Cap.



4 Hold down on Magnet and remove Magnet Yoke.



5 Remove Magnet and Magnet Spring.



6 Remove Discharge and Pickup Tubes.



7 With 1/4" Nut Driver remove the 3 screws that hold Valve Body to Bracket.



8 Remove Plunger Assembly and Stem from Valve Body.



9 Remove Diaphragm from Valve Body. Inspect, clean or replace Diaphragm.



10 Inspect, clean and/or replace Plunger and Spring Assembly.

11

Replace Spring, Plunger back into Stem.

12

Put Diaphragm on top of Stem Assembly.

13

Insert Stem Assembly back up through Bracket and then bring Valve Body back up to Stem Assembly and place together being careful that the Diaphragm and Plunger Assembly doesn't pop out or get lost.

14

Re-tighten the 3 screws that hold Bracket and Valve Body together.

15

Reinstall Spring and Magnet back onto stem.

16

Reinstall Magnet Yoke and replace the Magnet Cap.

17

Screw back on the Magnet Cap.

18

Remove colored Tip and Suction Stub.

19

Inspect, clean or replace the colored Tip and Suction Stub.

20

Re-install Pickup and Discharge Tubes.

21

Turn Water Valve back on.

22

Manually pull down on Magnet Yoke to test water & chemical draw and then let go again. If the Magnet clicks, it is in the ON position. It is now ready to go!

Watch a Video of This Tutorial on our YouTube Channel!

**3 PHASE
SUPER
BLOWER**
EFFICIENT POWER



Super Air Shammee II

TOUCHLESS HANDHELD VEHICLE DRYER

The Air Shammee is an in-bay, touch-less vehicle dryer. It dries vehicles and motorcycles spot-free. Operators have reported that the Air Shammee 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 Shammee can help the car wash operator increase revenue. Super Air Shammee II has a three phase super blower motor that can be run at 220-275 volts at 12.5 amps or 380-480 volts at 7.3 amps.

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

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

ASHWALL-S

\$1,489.99

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



INSTRUCTIONS
1. Turn Switch to AIR DRY
2. Insert Coins
3. Remove Hose from Hanger
4. Squeeze Trigger on the Nozzle
5. Please Hang Up Hose When Finished Drying

PLEASE RESPECT OUR POLICE

CAR WASH FORUM

ONLINE COMMUNITY FOR THE CARWASH INDUSTRY SINCE 1996

Rebranding of a Classic:

Owning or managing a car wash can provide an awesome feeling of independence and personal pride. On the other side of that, dealing with tough business decisions and equipment maintenance on your own is a daunting and solitary task. It's important to connect with like-minded people sharing solutions to the unique problems that car wash operators face. If you haven't already, consider joining the online community at carwashforum.com to fulfill that need!



Formerly known as the Auto Care Forum, this group has recently been redesigned and rebranded as the Car Wash Forum (www.carwashforum.com). This community has been answering questions and troubleshooting for car wash owners since 1996. Now, it's even more easily accessible because it's operating on top-of-the-line software that also functions well on mobile devices.

Why Rebrand?

Since it only served the car washing industry, "AutoCareForum was always kind of a misnomer," said CarWashForum publisher Jackson Vahaly. "CarWashForum" is just much easier for operators to remember, and for me to market. After making the investment, the positive feedback has been really gratifying."

Recent Data Shows:

- Over 4,000 users
- Over 11,000 sessions
- The average duration of a visit is over 6 minutes

If you've never been to the site, or it's been a while since your last visit, head to carwashforum.com to take a look! If you have any technical issues, questions or feedback, please contact jacksonv@carwashforum.com.

www.carwashforum.com

BC1400 REAR LOAD ROWE CHANGERS



- Accepts \$1, \$2, \$5, \$10, \$20 bills
- Dual hoppers, 2 bill boxes
- Bonus token capability included
- Includes thermostatically controlled heater
- 3 point locking system
- Stainless steel front plate
- Capacity: 3400 US quarters (\$850 per hopper), Dollar Coin/Token (\$2100 per hopper)
- Cabinet: 38 5/8" H x 12 1/16" W x 18 1/4" D
- Face Plate: 43" H x 18" W
- Optional MEI bill acceptor with 1000 bill box
- UL Approved
- Weight: 210 lbs.
- 120 Vac
- 60Hz
- 225 watts /4 amps



RC1400	Standard
RC1400-M	MEI Bill Acceptor



AMERICAN CHANGER

CHANGING THE INDUSTRYSM



AUGUST SPECIAL

\$200 OFF

AMC2225 AMERICAN CHANGERS



AMC2225 PYRAMID VALIDATOR

AMERICAN CHANGER - REAR LOAD

- Accepts \$1, \$2, \$5, \$10, \$20 bills
- Dual hoppers, 2 bill boxes
- Stainless steel front plate
- Capacity: 5600 US quarters (11,200 total), Dollar Coin/Token (8,800 total)
- Cabinet: 19.25" W x 29" H x 14" D
- Face Plate: 23" H x 33" W

AMC2225	Pyramid Acceptor
AMC2225-M	Mars Acceptor
AMC2225-C	Coinco Acceptor

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One Stop Vac Shop!



VACUUM STANCHIONS

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

Not only do we have traditional vacs but we also offer

CENTRAL VACUUM

systems, stanchions with swivel booms or fixed booms and vacuums that will mount to all stanchions!

When quality, affordability and great service matter, go with JE Adams!

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

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

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Photo courtesy of Oasis Car Wash Systems

NEW!

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



Available at Kleen-Rite

Nice Looking Carwash = More Sales!



Maintenance-Free
Bollard Protection



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



**STEEL
BOLT DOWN
BOLLARDS**

- Easy Installation



Maintenance-Free Clearance Protection

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



NEW VEHICLE SENSING SWITCHES

EASY REPLACE MAT



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

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



INDUSTRY CALENDAR

Fall 2019 Industry Calendar

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

- Aug. 19-21 2019** ★ **American Car Wash Expo - SECWA**
Sheraton Convention Center, Myrtle Beach, SC
www.secwa.org
- Sept. 23-25 2019** ★ **Northeast Regional Carwash Convention**
Atlantic City Convention Center, NJ
www.nrcshow.com
- Oct. 20-21 2019** ★ **Power Washers of North America Convention**
Embassy Suites & Convention Charleston, SC
www.pwna.org
- Nov. 13 2019** ★ **Kleen-Rite Master Class**
Kleen-Rite, Grand Prairie, TX
www.kleen-ritecorp.com



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Heartwarming News *at the Car Wash*

Great things have been happening at car washes all around the country! Recently, Wash Factory car wash in Norman, Oklahoma, invited local car wash enthusiast Grey Garrett to cut the ribbon at a new location. Garrett, 35, has autism and is delighted by car washes. Wash Factory's president told the Norman Transcript that he would be happy to hire Garrett as a part-time employee.



From 8am to 6pm on July 10th, the Cornhusker Auto Wash in Nebraska donated all of their proceeds to charity. Funds went to both the Association for Frontotemporal Degeneration and the Alzheimer's Association. In a statement posted to their social media accounts, the Cornhusker Auto Wash said these causes are near to them after second generation owner Mark Fox was diagnosed with both conditions.

CORNHUSKER
AUTO WASH

It has been reported that the 2018 Autobell Car Wash fundraising program generated more than \$580,000 in charitable donations! The program allows nonprofits or school groups to buy Autobell gift cards at half price, then sell them at full value and keep the remaining profits. Programs like this are a great alternative to the traditional "hand car wash in a parking lot" model of fundraising!



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YOUR COMPACT • CONVENIENT • EASY TO USE SOLUTION
Premium cleaning power packed into 2½ Gallon Jugs



Self-Serve



In-Bay Automatic



Conveyor Tunnel

Kleen-Pak Hyper Concentrated Car Wash Soaps and Chemicals are the solution for your overcrowded control room.

Kleen-Packs are Non-Hazardous with NO HAZMAT SHIPPING FEES!

Our complete line of soaps include:

- High and Low pH Presoaks
- High Pressure Detergents
- Triple Foam Conditioners
- Rain Repellent
- Foam Brush Soap
- Wheel & Tire Cleaner
- Sealants
- Drying Agent
- Bug Remover
- and more...



5 GALLONS

Each box comes with two 2½ Gallon Jugs of product.

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kleen-ritecorp.com

ECO friendly

SHIPS UPS GROUND!

Easy-Kleen Station holds **12½ GALLONS**
Lasts longer than a 55 gallon drum.





OPERATOR SPOTLIGHT

Johnny's Car Wash Scranton, PA

Twelve years ago, Nancy Luciani operated a precast concrete business. Interested in expanding her business opportunities, she explored possible options for a plot of available land next to her existing company. Luciani considered opening up a car wash. Her property, located along a bustling stretch of road in Scranton, PA, had great visibility and plenty of potential customers.

and often reaches 8,000 over the course of a month. Constructed of gleaming chrome and translucent green glass, the wash shines like a little Emerald City, twinkling at drivers as they come around a corner.

"I saw (a glass car wash) in another state," Luciani said. "The one thing that impressed me about glass was that, as a woman, it felt clean, safe, and bright. It felt like a great experience. I felt good, as opposed to going through a car wash that was enclosed and could look dingy if the operators don't stay on top of it.

"Although the glass is high maintenance, it's well worth it. It's part of our brand. In our area, we're known as the all-glass green car wash."

"We have 24 cameras on site, all over the place, and people like knowing that."

The idea blossomed into a perfect fit. Luciani had never owned a car wash, but had some familiarity with the industry and was already comfortable running a company. She set to work conducting feasibility studies and visiting other car washes in the tri-state area.

"I developed a business plan and a layout of the facility," Luciani said. "We built it in 2006, and we opened in January of 2007."

Luciani built and named the wash in memory of her late father, Johnny Luciani.

A Clear Success

Today, Johnny's Car Wash has become so popular that it serves as Luciani's primary business. The site can see over 400 cars on busy days,

Luciani takes the "green" aspect of her business seriously. Once it became known for its coloring throughout the area, Johnny's began advertising as "The Green Car Wash...Literally!" The business is constructed with an environmentally green approach in mind, and utilizes a reclaimed water system to cut down on the use of public water and sewer lines.

Quick Convenience

Johnny's Car Wash consists of three self serve bays, a friction automatic, and a touchless automatic. Each self serve bay is outfitted with a handheld air dryer, and all bays accept credit card payment. Luciani is looking forward to adding contactless payment acceptance, such as Apple Pay, as well.





Nancy Luciani

Johnny's Car Wash

“When we opened in 2007, we found that maybe 20% of the population had an iPhone or Android. Now, it’s over 90%. Here we are, 12 years later, and people are much more patient waiting in a line that’s out to the road, because they can multitask on their device. So, that has gotten better for us in the industry - people will wait, but they still like the convenience of the tap-and-pay,” she said. “You need convenience for the customer. This is a society now that can sit on their couch and order food to be brought to them all the time, and shop from home. When they do go out, they want immediate satisfaction.

“That’s why I’m thinking the tap-and-pay is very good. Especially the younger generations (who) don’t want to have to interact - I think they like coming to this kind of environment where they don’t have to interact with an attendant. They go into the wash, they do the thing, and then they’re gone!”

The property also features seven vacuums, a detailing area, and multiple vending machines.

“Our automatics are our mainstay,” Luciani said. “But our vacuum and vending areas are constantly busy, too, even (on) bad weather days. And on rainy days, we have people who (still) come through the automatic.”

Luciani notes that, despite the popularity of her automatic bays, there’s still a strong market for self serve.

“There will always be a place for all three: tunnel, in-bay automatic, and self serve. We find that some people with the most high-end cars are the most particular about preserving what they consider an asset, not something that’s depreciable,” she said. “No matter what state you go to,

they’re in the self serve doing their own car. We still, nonetheless, get high-end Maseratis through our automatic bays. And Lamborghinis!”

All Day Operation

Johnny’s car wash is open 24 hours a day, 364 days a year.

“We’re never down. If we are, it’s a very short period of time. People love the experience... clean, bright, safe,” Luciani said. “We have 24 cameras on site, all over the place, and people like knowing that.”

Luciani only closes for one day of parking lot repairs each year, and then it’s back to business. She is assisted by a small part-time staff who handles maintenance and groundskeeping. Thanks to their dedication, Scranton-area drivers are always able to access their favorite wash at any time of day - or night!



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SIMPLY A BETTER BRUSH. . .

Aluminum Head Foaming Brush:

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

Available in:

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



How Much Are You Paying?

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

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

Compare our prices!

\$50.29

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

AT A MUCH BETTER PRICE!



8" Triple Surface Prep Brush

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

FO1808G

\$17.99



Triple Sided Hog's Hair

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

FO1800

\$93.02



Monster Foam Brush

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

FO212PBL

\$54.07

Round Prep Brush



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

FO1600

\$102.45

Round Hog's Hair Foamy Brush



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

FORNDHBK

\$65.12

Nylon Foamy Brush



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

FO320NR

\$24.36



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Halide
1200 WATTS

G&G
LEDs
400 WATTS



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Happy customer.**

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