

THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 34 February, 2020

**THE BEST
FOR LESS!**

New Website Features

Easier Online Ordering

Start The Show:

Colored LED Lights

InBay Automatic Chemicals

Master Class Wrap Up

TOLL FREE ORDER LINE 1-800-233-3873

VISIT US ONLINE www.kleenrite.com

KLEEN-TRACK

1A EXP

Extra Strength Low pH Presoak



- Extra Strength
- Extra Power
- Extra Clean



**NEW
PRODUCT**



Use 1A EXP in a two-step process with 1B Hi pH.

PRODUCT	PART #	GAL.	DESCRIPTION	DILUTION	COLOR	SCENT
 Kleen-Track 1A EXP Low pH	KRKT1A5-EXP	5	Kleen-Track 1A-EXP liquid presoak is our new extra-strength formulation of Kleen-Track's low pH liquid presoak, stronger and more efficient than ever before! Contains ammonium bifluoride, use as a first step in a two-step touchless wash.	75/1	Light Pink	Lemon Scent
	KRKT1A30-EXP	30				
	KRKT1A55-EXP	55				
 Kleen-Track 1B Hi pH	KRKT1B5	5	A high pH liquid presoak formulated for use as a second step in a two-step Touchless Wash Process. Its application is best when preceded by an acidic pre soak.	64-90/1	Red Transparent	-
	KRKT1B30	30				
	KRKT1B55	55				



Little Trees

NEW IN 2020!!!

GREAT NEW FRAGRANCES



FRESH SHAVE™

VS57068	24 PACK	\$13.75
VS17068	72 PACK	\$38.25
VS170680	OVERLAY	



MOROCCAN MINT TEA

VS50262	24 PACK	\$13.75
VS10262	72 PACK	\$38.25
VS102620	OVERLAY	



RAINSHINE

VS50249	24 PACK	\$13.75
VS10249	72 PACK	\$38.25
VS102490	OVERLAY	



Sunset Beach™

SUNSET BEACH™

VS57177	24 PACK	\$13.75
VS17177	72 PACK	\$38.25
VS171770	OVERLAY	

NEW VENT LIQUID™



4 VENT LIQUID™ PACKS PER BOX

- CONCENTRATED FRAGRANCE OIL IN A CONTROLLABLE VENT CLIP.
- COMPACT DESIGN DOESN'T BLOCK AIRFLOW.
- UP TO 45 DAYS OF CONSISTENT FRAGRANCE.
- AVAILABLE IN 4 FRAGRANCES!

CARIBBEAN COLADA VS52625 - \$6.99

GOLDEN VANILA VS52632 - \$6.99

NEW CAR SCENT VS52633 - \$6.99

SUMMER LINEN VS52635 - \$6.99

HOT VENDING ITEMS FROM THE UNDISPUTED LEADER IN CAR CARE.



1 CLEANING SPONGE

SPONGE PACK 100 PER CASE **AR30800** **\$52.25**

ORIGINAL PROTECTANT

2 SPONGE PACK 100 PER CASE **VS10800** **\$52.25**

3 PUMP SPRAY (24) 4 OZ. CANS **AR13040** **\$33.99**

4 TIRE FOAM

4 OZ. CAN 12 PER CASE **AR40040** **\$13.75**

NEW! WINDSHIELD WIPER BLADES



BEAM ALL-IN-ONE

5 COUNT

PRE-MOUNTED ADAPTER: HOOK + V-CLIP

ADDITIONAL ADAPTERS: A, B & M

ARM COVERAGE: HOOK 9X3, HOOK 9X4, SIDE PIN, BAYONET, PINCH TAB, TLPB, TLPB NARROW, SIDE LOCK, & SIDE LOCK NARROW

WIDE RANGE OF SIZES AVAILABLE

PRICE VARIES BY SIZE

HYBRID

5 COUNT

PRE-MOUNTED ADAPTER: U

ARM COVERAGE: HOOK 9X3, HOOK 9X4

WIDE RANGE OF SIZES AVAILABLE

PRICE VARIES BY SIZE

CONVENTIONAL

5 COUNT

PRE-MOUNTED ADAPTER: HOOK + V-CLIP

ARM COVERAGE: HOOK 9X3, HOOK 9X4, SIDE PIN, BAYONET

WIDE RANGE OF SIZES AVAILABLE

PRICE VARIES BY SIZE



Happy New Year! We have put another year in the rearview mirror. First of all, we would like to thank everyone for their business and friendship over this past year. What an exciting past 12 months – hopefully you were able to accomplish all of your goals. We didn't complete everything, but we did put a dent in the annual to-do list. We will continue to work hard in 2020 to improve on our side, while helping your business and enhancing your experience with Kleen-Rite.

We launched the Kleen-Rite Loyalty Rewards program mid-year and have seen a very positive response from our customers as they continue to sign up daily. Not a member? Go to www.kleenrite.com to join and learn more about the exciting benefits including free shipping offers and Kleen-Kash rewards. It is a great program and another way for us to thank you for your continued loyalty.

A new website was launched in December that is much faster and easier to use on your mobile device. We have also integrated the Loyalty Rewards program into the site, making it very easy to redeem your points. The new site has a fresh, clean look and incorporates many best practices into the experience. Please check it out. The website is not only a great place to shop and get product information, it also allows for easy account management, viewing past history, printing invoices, tracking orders and viewing your rewards.

We look forward to a great 2020, and we want to help you work on your to-do list this coming year. We will service your account with a dedicated team we view as second to none. We appreciate the hard work and effort our Kleen-Team makes each and every day to make your experience excellent. Thank you for all of your business, we thank you for allowing us to be Your Reliable Supplier to The Car Wash Industry.

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FREE SHIPPING OFFER

We are offering Free Shipping on any **ONE** order placed over **\$750.00** during the month of February, 2020.

Simply use Kleen-Scene code: **34KS** to receive free shipping on your next order to anywhere in the continental U.S.

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

OFFER GOOD ON ONE ORDER ONLY!

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

Offer Valid Until March 1, 2020



Master Class Recap: In-Bay Automatic Chemicals

by Job Leach

Kleen-Rite held a series of educational seminars called the "Car Wash Operator Master Class: Your Tools for Success!" This completely free event was held on November 13th, 2019 at the Kleen-Rite location in Grand Prairie, TX and featured a variety of topics including drop shelf vending, pump troubleshooting, self-serve chemicals, credit card acceptance, video surveillance, and in-bay automatic chemicals. There was also a free lunch and complimentary networking cocktail hour. The In-Bay Automatic seminar was presented by Randy Donatelli, a Regional Sales Manager for Simoniz USA, Inc. Donatelli's seminar was packed with valuable information about the chemicals used in both friction and touch-free washes –the two main types of in-bay automatics (IBA).

FRICTION IBA

Friction Is Key, But Chemicals Are Still Necessary

In-bay friction machines rely heavily on mechanical action to perform the cleaning of the vehicle. As the name suggests, the car wash brushes actually contact the vehicle surface to remove dirt and residue. Proper lubrication is needed to avoid damage from that contact. Although the mechanical action is very important, you still need chemicals to get the cleaning process moving. For example, a high pH presoak is still necessary to help loosen the road film on a car. Triple foam can be used as a conditioner or a polish depending on the application.

Friction IBA Programming

The list below includes the most commonly programmed services at friction car washes. These services are generally offered in packages that start on the low end with just a couple products, and build to the highest-priced package including every programmed option.

- Presoak (high Ph)
- Brush lube (low Ph, or Neutral)
- Triple foam
- Rinse
- Clear Coat or Hot Wax
- Dry agent
- Spot Free Rinse
- Drier



Randy Donatelli
Simoniz USA

TOUCH-FREE IBA

Water

Water quality is obviously important in every kind of car wash, but it's even more significant when it comes to touchless IBAs. Water hardness measures the amount of calcium and magnesium salts in your water (using grains as the unit of measurement). Hard water has the ability to neutralize surfactants in detergents and weaken chemical effectiveness by up to 5% for every grain of hardness. Hard water can also clog injectors, check valves, lines, nozzles, and other parts in your system. Soft water will produce a richer lather and extend the life of your reverse osmosis membranes.



ProPower Single Tank Water Softener

Totally dissolved solvents (TDS), also known as spot-free water, is another aspect of car wash water purification. Although important to any car wash system, TDS is specifically pertinent for touch-free IBAs. This process of removing all minerals from your water is done with a reverse osmosis (RO) system. Dirty water is reclaimed and purified to be used again in things like a high-pressure rinse or undercarriage cleaning. Getting your water as pure as you possibly can is crucial to properly rinsing the vehicle without leaving unattractive water spots and residue.



GinSan Pure Quality Reverse Osmosis System

What level of water hardness is acceptable? The goal should always be to have zero grains, but one or two grains is okay. If you expect to deliver the best wash possible, you simply have to get your water to these low levels of hardness. Unless you have a direct source of incredibly soft water, which is very rare, you will need a water softener to treat all of the water being used in your touch-free wash.



Stainless steel tank with crystallized chemical that attached to calcium and magnesium in hard water. Operator forgot to fill the water softener brine tank, and this built up in 2 weeks.

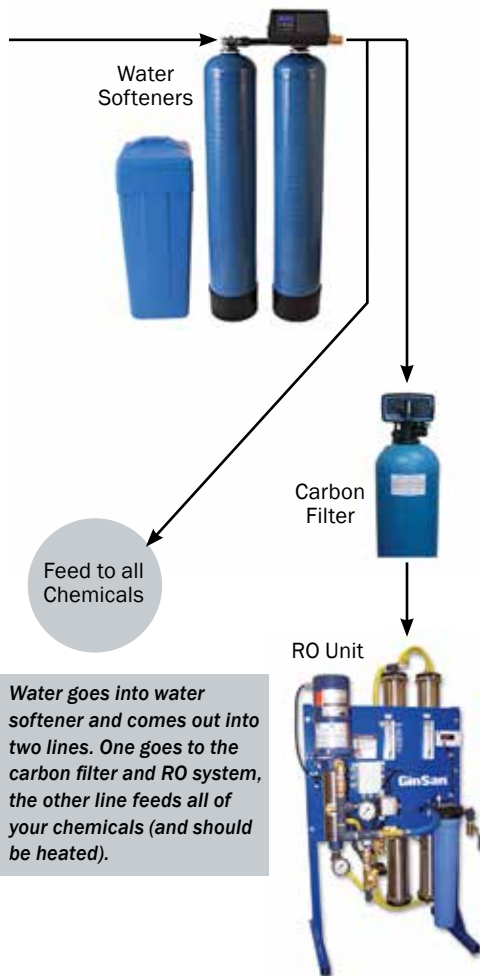
As a note, a RO system can be used to remove water hardness along with other minerals. It's still recommended that you use a water softener in addition to your RO, as water hardness will plug up RO membranes. That means you'll be replacing membranes at a faster rate. You may also see a dip in performance in your RO system when it comes to removing other minerals, resulting in water that spots. It's best to simply add a water softener as the first stage of the purification process. Chlorine will also quickly degrade your RO membranes. To avoid this, use a carbon filter before the RO process.

TDS is measured in parts per million (ppm). As a rule of thumb, water under 50 ppm will not spot. This can be tested with a TDS meter either at the RO tank or right in your bay. It's recommended that testing be done in the bay as this is the true test of what your customers are getting in their wash. If you only test at the RO tank, another problem may occur further downstream that causes purity issues that you won't detect.



EC/TDS Digital HydroTester

The below image illustrates the ideal plumbing for an in-bay automatic wash, as described above.



Service and Dwell Time

Touch-free in-bay automatic equipment has become faster and faster over the years. The trend in the industry has been to drastically cut down on the amount of time that a customer spends in the bay. Customers expect a speedy process, and operators want to send as many cars through the bay as possible. Donatelli has even experienced situations where customers exited a bay mid-wash because they thought a slight delay in the process meant that something

had gone wrong. In fact, the wash was just programmed to give detergent time to work. This standard of having exceptionally fast washes means that chemical strength is relied upon as much as –or even more than– the dwell.

At the same time, chemical strength has its limits. Dwell time is still very important to achieving a proper wash. Allowing a delay so chemicals can sit and break down dirt is still a part of the process that operators have to

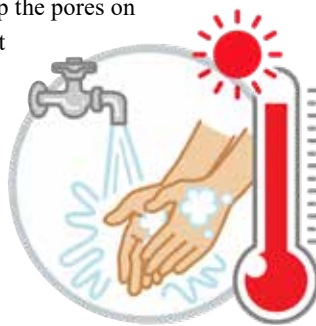


account for, even if it means more service time and fewer cars through the bay. The quality of the wash is ultimately the most important aspect of running a successful touch-free IBA with a solid reputation.

Donatelli has a simple but apt comparison to illustrate the value of dwell time. When you have a casserole dish with baked-on gunk, you throw some degreasing dish soap on it and let it sit in the sink for ten minutes. After that, the residue comes off easily. The concept is the same for dwell time, and it actually ends up being a more cost-effective solution than trying to blast the car with stronger chemicals. The longer any solution can rest on the surface being cleaned, the better it will perform.

Temperature

Donatelli is frequently asked if heating water is necessary for car washes. He responds to that question with his own: “Do you use hot or cold water to wash your hands?” The answer, for most, is hot. That’s because the hot water actually opens up the pores on your hands to get a deeper clean. Heated water works in much the same way on a vehicle’s surface, opening the porous clear coat and



paint to release dirt and particulates that have become trapped in the surface. That means it’s especially important to use hot water with detergents to get a better clean.

The ideal temperature for detergents is between 110 and 140° Fahrenheit, with 120° Fahrenheit being optimal. Anything hotter than that may damage equipment or wear out seals at an excessive rate.

Operators should remember that outside temperature does affect cleaning. The hardest time to clean is after rainy or cold weather. This is when hot water is most useful in detergents. Cold temperatures lock in dirt, and heated detergents must be used to really open up the vehicle surface and loosen those materials.

On the other end of the thermometer, excessively hot temperatures can cause soap to dry on the surface before it can be rinsed. In this case, a pre-rinse is necessary to soften the vehicle surface. Warmer temperatures can work in your favor by allowing the vehicle to dry faster. Conversely, cold weather may prevent water from beading, so it will lay on the surface and dry much slower.

Mechanics

A vast majority of the time when customers contact Donatelli thinking they’re having an issue with a chemical, it can actually be traced to something mechanical in their system. Once he goes through his troubleshooting process, it’s nearly always something like a bad injector or a malfunctioning solenoid causing the customer’s problem. These issues often wreak havoc with the dilution rate. At the wash stage, these equipment problems can make it appear as if a chemical was not manufactured properly or has gone bad. In reality, that’s rarely the case.

Donatelli points out that Simoniz chemicals are mixed in huge vats in very large amounts; often 20,000 gallons or more per batch. In the manufacturing process, everything is measured very carefully, and the chemistry is one of the more consistent things you have at your car wash.

Sometimes, there is a misconception with touch-free cleaning that the chemistry does all of the cleaning work. Operators must be aware that chemicals only serve to loosen and break up road film, while a high-pressure rinse is still the thing that actually removes the material. It’s extremely important to maintain powerful,

consistent pressure levels when rinsing a vehicle. In other words, a chemical should not immediately be blamed for poor performance if you don't have an ample rinse accompanying that chemical application.

Touch-Free IBA Programming

Similar to friction bays, touch-free washes offer a variety of different cleaning products to customers. Again, they're typically grouped in packages ranging from a basic wash to a complete premium wash experience. The list below contains the options typically programmed in a touch-free IBA.

- Soap 1 (low Ph)
- Soap 2 (high Ph)
- Dwell
- HP Rinse
- Hot Wax
- Triple Foam
- Drying agent or Clear Coat
- Spot Free Rinse
- Drier



IBA CHEMISTRY

pH Scale

The pH Scale is a one-to-fourteen numerical scale that determines if a chemical is an acid, a neutral solvent, or an alkaline. Pure water is the most neutral substance and has a pH directly in the middle of the scale at seven. Anything below seven is more acidic, with a one pH substance being the most acidic.

Anything above seven is an alkaline (also known as a base), with fourteen being the highest pH alkaline.

Donatelli stressed that the pH Scale does not dictate the concentration or actual strength of the chemical being tested. For instance, if a detergent has a pH of thirteen, that does not mean it's more concentrated than a chemical with a pH of twelve. The thirteen only signifies that it is a stronger base than the pH twelve product.

pH Scale does not dictate the concentration or actual strength of the chemical

Single-Step vs. Two-Step (One-Product vs. Two Product)

Generally, there are two different approaches to offering soap services in an IBA. The single-step method uses just a high pH soap. This means you only have to purchase one soap for the presoak process. Although there is only one soap used, there are usually two or more passes made with the product to ensure thorough application.

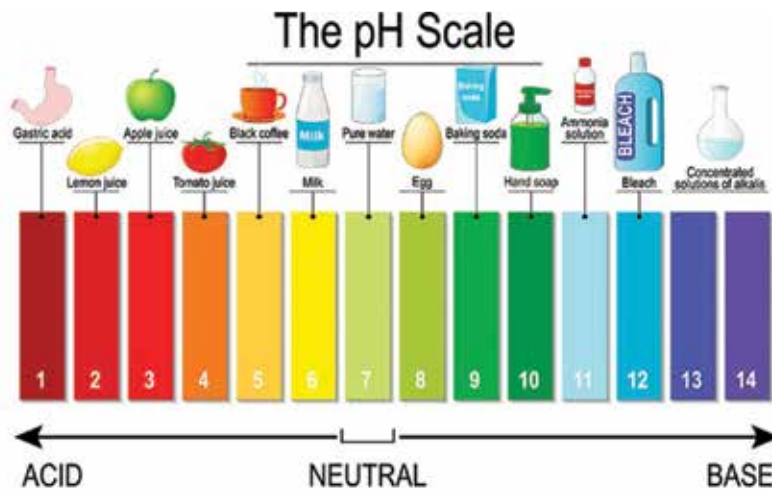
The two-step method uses both a low pH and a high pH soap. When the two-step method is properly done, the low pH solution is used first to cool the vehicle's surface and reduce the chances of chemically flashing the paint. After that, the high pH soap is applied to further loosen and break up dirt.

Titration

Titration is a process used to test the strength or dilution of a chemical. For an acid, you add an alkaline until the solution is neutral. By keeping track of how much alkaline is added, you can determine the dilution rate of the acid. Titration kits are available to make this testing process very easy. These tests should be done with some regularity at your wash to ensure that all chemicals being distributed are at the correct strength.



Hi pH Soaps Titration Kit	CH1050	\$16.65
Low pH Soaps Titration Kit	CH1055	\$12.50



Thanks to Randy Donatelli for his excellent presentation at Kleen-Rite's first Master Class. Keep an eye out for future Master Class events organized by Kleen-Rite! And don't forget, the Kleen-Rite Learn More, Earn More Expo in November 2020 will also have a variety of valuable seminars from industry experts!

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Sign up on the
Kleen-Rite
Website

www.kleenrite.com



DEMAND QUALITY. EXPECT VALUE.



4.5"
BRISTLES



PATENT PENDING

10" RECTANGLE FOAM HOGS HAIR

- | | | |
|----------------|------------------|-----------------|
| BLACK | BLUE | RED |
| KRV1100 | KRV1100BL | KRV1100R |
| \$49.99 | \$49.99 | \$49.99 |

6" ROUND FOAM HOGS HAIR

- | | |
|------------------|------------------|
| BLACK | BLUE |
| BR1016-BK | BR1016-BL |
| \$53.99 | \$53.99 |



9.5" TRIPLE SIDED HOGS HAIR

KRV1120
\$91.75



8" TRIPLE SIDED HOGS HAIR (EAR)

KRV1125
\$86.99



8" TRIPLE SIDED NYLON

KRV1130
\$11.99



Equals Great Value.

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY
800-233-3873

Kleen-Rite's New E-Commerce Website is Live!



NEW WEBSITE



Increased Speed,
Improved Functionality,
Easier Shopping.



Visit our new website:
www.kleenrite.com

“Whether you’re at your desk or on your phone, we want the customer experience to be exceptional.”

We have been listening to feedback from our customers and made several prominent changes to our website! Most importantly, we wanted our customers to have a faster shopping experience. The new and redesigned features help customers place orders quickly and save time shopping. Our web pages load faster than before on all devices.


“Our customers want shopping to be quick and easy,” Kleen-Rite Vice President Keith Lutz said as the website was being rebuilt. “The new site [has] industry leading speed and [is] easier than ever to use.”

When visitors first log on to kleen-ritecorp.com, they see several featured items on sale. Scrolling down to the bottom of the homepage or clicking on the PRODUCTS drop-down menu in the top left corner of the screen yields a full listing of product categories. If shopping on mobile devices, customers can log in to their accounts using a thumbprint or facial recognition.

“Whether you’re at your desk or on your phone, we want the customer experience to be exceptional,” Lutz said.

When viewing a product, customers have the option to add it to their Favorites list or to their Shopping Cart. Not ready or don't have the funds to complete the order immediately? Simply return to the Favorites, and add all items or individual items to the cart once it comes time to buy!

Qty: MSRP \$3,723.00 **Now Only! \$1,768.43**


[Add to Cart](#) 

Click the Heart to add a product to your favorites.

If customers frequently order the same items, they can enter the product SKUs into our Quick Order section. With the click of a button, all items in the list can be added to the Cart and/or Favorites. Customers can also copy/paste lists of SKUs from spreadsheets to save even more time. It's possible to complete

orders in just two steps using the Quick Order and Shopping Cart web pages.

Once logged into accounts, customers may access Quick Order, Favorites, My Account, My History, My Orders, and My Rewards options. Looking to purchase the same items again and again? Reference them in the My History, My Orders or Favorites sections.

MY ACCOUNT ▾
My Account
My Favorites
My History
My Orders
My Rewards 
Track Orders
Financing
Logout

We strongly encourage all our customers to join the Kleen-Rite Rewards Club if they haven't already. New customers are first prompted to create an account with us; then, they only need to click one more button to

instantly join our loyalty rewards. They'll get 500 points right off the bat just for joining! Under the My Rewards section, it's easy to see how many points customers have accumulated and what rewards are available for redemption. In the promotional code box, codes can be entered and applied during the checkout process.

Redeeming Your Rewards Has Never Been Easier!

My Account

Welcome, John Triumph your account details are

My History My Favorites **Join Rewards Program**

Go to your account page and click the green Rewards button to sign up.

The checkout page also features an improved Order Summary section that comprehensively breaks down costs before buying. We also made it easier for customers to enter their personal information, order notes, and PO numbers.

Promotional Code

Enter code

Loyalty Rewards

1250 Free Ship	Redeem
40 Pound Free Ship Box	Redeem
\$5 KLEEN KASH	Redeem
\$10 KLEEN KASH	Redeem
\$15 KLEEN KASH	Redeem

Misc Information

+ Would you like to add Shipping Instructions?

+ Would you like to add Order Notes?

+ Does this order have a PO #?

Order Summary

Order Weight:	88.80 lbs
Subtotal:	\$1,875.56
Shipping:	\$0.00
Tax:	TBD
Total:	\$1,875.56

We've made it super easy to redeem your rewards. When on the site, continue to shop as usual. Now when you come to the checkout screen, as long as you are logged in, all the rewards you've earned up to that point will appear in the far right side of the screen. Simply click on the reward you'd like to redeem and that reward will be instantly applied to your order. It's that simple!

We've also updated the Shipping Instructions, Order Notes and PO fields. Just click on the plus sign next to the field you'd like to add information to and that field will open up for you to add your instructions to us.

We aim to streamline our checkout process and continue to improve. We want to give our customers the best shopping experience possible! We thank our customers, as always, for shopping at Kleen-Rite!

WWW.KLEENRITE.COM

VISIT OUR NEW WEBSITE TODAY!

Tired of Dirty Bay Walls?

I N T R O D U C I N G

KLEAN WALL™

WORKS GREAT ON:

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

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



Call today for a free sample!

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Kleen-Rite: an Authorized Distributor

AFTER BEFORE

APFormulators
Making a cleaner world

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

Many Designs & Sizes Available

STAINLESS STEEL

Bushings, Elbows, Couplings, Swivel Unions & More!

Fittings!



Check our catalog or browse our website for a complete list of all our stainless steel fittings!



Swivel union

STAINLESS STEEL FITTINGS

- Construction: 304 Stainless Steel

PRICE	PART #	SIZE	PSI
\$16.92	140444SS	1/4" M x 1/4" F	5000
\$22.98	140446SS	1/4" M x 3/8" F	5000
\$18.80	140466SS	3/8" M x 3/8" F	4000
\$34.52	140566SS	3/8" F x 3/8" F	4000
\$43.98	140468SS	3/8" M x 1/2" F	4000
\$29.82	140488SS	1/2" M x 1/2" F	3000
\$36.48	140588SS	1/2" F x 1/2" F	3000
\$33.48	14041212SS	3/4" M x 3/4" F	3000
\$56.84	14041616SS	1" M x 1" F	2000



90° Street Elbow

STAINLESS STEEL FITTINGS

- Pressure Rating: 3000 PSI
- MPT x FPT
- Construction: 304 Stainless Steel

\$14.73	SSF105-44	1/4"
\$14.73	SSF105-66	3/8"
\$18.18	SSF105-88	1/2"
\$21.94	SSF105-1212	3/4"
\$40.69	SSF105-1616	1"



Bushing

STAINLESS STEEL FITTINGS

- Pressure Rating: 3000 PSI
- Ends: MPT x FPT
- Construction: 304 Stainless Steel

\$2.98	SSF130-64	3/8" x 1/4"
\$4.05	SSF130-86	1/2" x 3/8"
\$6.00	SSF130-128	3/4" x 1/2"
\$8.37	SSF130-1612	1" x 3/4"
\$15.03	SSF130-2016	1 1/4" x 1"
\$18.08	SSF130-2416	1 1/2" x 1"

Many More Styles and Sizes Available!



Hamel Manufacturing Co. USA



MAT CLAMPS

\$9.51

MCSC35BL
BLUE

MCSC35
RED



WTGRFBK

\$14.11

FLEX WAND®

18" GALVANIZED

FOAMY BRUSH HANDLES 40" LONG 3/8" FIP X 1/2" MIP



\$11.33

FHA40BK	Black	FHA40OR	Hot Orange
FHA40BL	Blue	FHA40PR	Purple
FHA40EG	Evergreen	FHA40R	Red
FHA40HG	Hot Green	FHA40Y	Yellow
FHA40HP	Hot Pink	FHA40G	Grey

ROLLERS & ROLLER PARTS



WELDED SHAFT

PRICE	PART #	IDLER WHEEL	COLOR
\$49.99	B6WL214	2 1/4"	Red
\$49.99	B6WL214B	2 1/4"	Blue
\$49.99	B6WL234	2 3/4"	Red
\$49.99	B6WL234B	2 3/4"	Blue
\$52.99	B6WL258	2 5/8"	Red
\$52.99	B6WL258B	2 5/8"	Blue



MID-PROFILE - 2 3/4" BOLTED

PRICE	PART #	COLOR
\$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

Easy Swap Out Brush Heads

Introducing the New Inkfish 6" Round Foam Brush with Replaceable Cartridge

Innovation isn't always about creating completely new products with an earth-shattering radical concept. Sometimes the best new products are the ones that simply add some ingenious tweaks to an existing product. The new Inkfish Inspired 6" Round Brush was born from an idea to update a standard round foam brush so it has a refillable cartridge, thus allowing operators to only replace the cartridge when bristles get worn, instead of buying an entirely new brush.

This is advantageous for a few reasons:

- You save money by only replacing the cartridge and continuing to use the existing brush head.
- You can replace the cartridge without even removing the brush head from the handle. Saves time and energy.
- If something becomes lodged in the brush, removing the cartridge allows for easy cleaning of the interior.



This new Inkfish brush uses a simple modular *design with a durable 6" heavy-duty plastic head, a screw-in bristle cartridge, and a recessed hex screw. The hex screw is used to lightly contact the top of the cartridge, which restricts movement that could cause the cartridge to loosen. This is the first replaceable cartridge round foam brush to hit market!



Step 1: Using an Allen wrench, give about two left twists to the hex screw. You only need to loosen it enough so the screw is no longer touching the cartridge.



Step 2: Grab a large chunk of bristles firmly in one hand. Be careful to grab the bristles in a way that you're not bending them but still have a good grip. Grasp the handle or base of the brush head with your other hand.



Step 3: Firmly twist the cartridge to the left until you feel it loosen from the threads. Continue twisting while also pulling the cartridge away from the head.



Step 4: Take your new or cleaned cartridge and grip the bristles the same way you did in step 2. Again, grab the handle or brush base with your other hand.



Step 5: Spin the brush to the right until you feel the cartridge catch the threads. Keep twisting until the cartridge is firmly in place. It helps to also push the cartridge while twisting. If properly inserted, the cartridge should stay in place without having to hold it anymore.



Step 6: Use the same Allen wrench to gently tighten the hex screw until you feel resistance. Do not overtighten, as this may push out or cause damage to the cartridge.

Full Specifications:

- 4" bristles
- 6" diameter head
- Natural hog hair bristles
- Round shape
- Hard rubber bumper gasket
- Brass NPT thread
- Recessed hex screw for easy cartridge removal

***Patent Pending**



Round 4"
Hog's Hair
Black Head

BR1016-BK

\$59.99



Round 4"
Hog's Hair
Blue Head

BR1016-BL

\$59.99



Hog Hair Bristle
Replacement
Cartridge

BR1016-RC

\$49.99

PAY HERE

Anderson

Ultra Express Wash

EXPERIENCE THE DIFFERENCE
Featuring ShineMitt Technology

SPINLITE⁰⁰⁰

PRISTINE PURPLE \$18



BEST VALUE!

\$9.95

GORGEOUS GREEN \$15



\$4.95

RADIANT RED \$10



\$24.95

Clearance 7'2"



Celebrating Anderson's Car Wash

Anderson's Car Wash celebrated 53 years at their Dover, Pennsylvania location in a huge way with a major renovation. Cheryl Anderson Martin, second-generation owner, and her husband Ken worked diligently four and a half months to completely demo and rebuild their automatic tunnel! They are now the proud owners of York County's first and only Spin-Lite facility, and the top-of-the-line equipment has received rave reviews.

Visitors can find Cheryl and Ken helping out at Anderson's Car Wash seven days a week. They started the demolition project September 2018 and wrapped up the renovation in January 2019. Kleen-Rite visited Anderson's

The new 100% Belanger Spin-Lite tunnel offers four different packages with lights and scented soaps. Each package features a different color, and the top tier has vibrant purple.

In addition to the tunnel upgrades, Anderson's also installed new pay stations and introduced new car wash membership opportunities to get customers through the tunnel even faster.

"Right now [the tunnel] is set to wash 85 cars per hour. That is an upgrade from before... The pay station quickens the process," Martin says.



"New equipment was installed, ceiling raised, walls completely re-covered, cement completely demolished and re-poured, and a new conveyor [was added]," Martin says. She recalls it was challenging to get "the equipment set correctly so that everything fell into place where it needed to be as the car wash being processed."



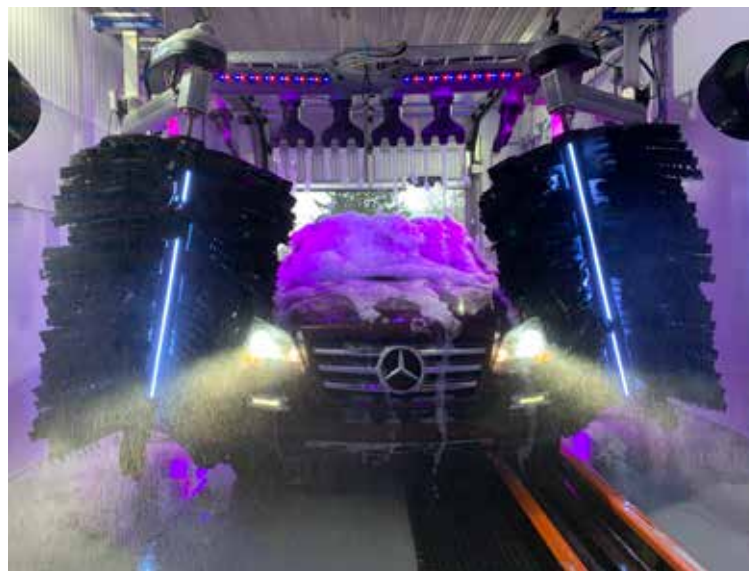
in November 2018 as part of a Car Wash Experience bus tour of notable nearby car washes. It was fascinating to see the rebuild in progress. During this time, Anderson's had some new items installed in their equipment room and had their conveyor and some framing in place.

To celebrate the grand re-opening of the tunnel, Anderson's held a Dash and Donut Day event. Customers enjoyed donuts and chances to be entered in drawings to win prizes at the end of the day.

"It's just a completely different experience from before," Cheryl Martin said. "Customers love the light show, the experience, the kids' reactions," she continued. She enjoys seeing the videos the customers are posting to social media of their enjoyable car wash experience.

Kleen-Rite is happy to see Anderson's hard work pay off. We asked them to describe some of the large-scale tasks they completed and the challenges they faced.

Does Anderson's Car Wash ever rest? We asked what was next for the future of this facility.



"We're still doing some renovations; we're not quite done yet at this location," Martin said. "An in-bay automatic is going to be coming over here in the next several weeks. And that one will be open 24 hours, seven days a week. The tunnel is always going to have an attendant."

So, it doesn't appear that Anderson's Car Wash is slowing down anytime soon. Cheryl and Ken are keeping the excitement of the car wash industry alive in York County, Pennsylvania, and we look forward to hearing more about their latest upgrades.

Spin-Lite Tunnel Renovation

By Amy Mastrangelo

B O M B

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BUY 5, GET 1 FREE!
72 VENDING PACKS!



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AFPP105

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SHOP • EARN • SAVE WITH KLEEN-RITE

BY DREW TYSON

The Kleen-Rite Rewards Club debuted in Spring 2019, and our customers have been earning rewards points ever since!

As a way of thanking our customers, new and long-term alike, the Rewards Club gives back points on every purchase made at Kleen-Rite. The Rewards Club has seen some big movement since the first customers signed on back in May. Over 15 million points have already been accumulated across the board, with more being earned every day. We're seeing that many of you are making good use of those points as well – over 45% of the points earned have been redeemed for Kleen Kash already!



So how are some of our customers feeling about the Rewards Club, now that it's been in full swing for a few months? Kleen-Scene reached out to some of the leading point-earners in the Club to see what their experience has been as far as earning and spending rewards, and hear about what rewards have worked the best for them.

For Chris Ouimet of Fitzy's Car and Pet Wash of North Grafton, Massachusetts, the integration into the Loyalty Rewards program was pretty seamless. "It's the logical next step," he notes, as an added value on top of the low prices and resources that Kleen-Rite already brings to the table.

Both Ouimet and Marla Mayer of Arizona's Weiss Guys Express Wash feel the Loyalty Program is a must for any Kleen-Rite customer to opt into, especially if they are an existing customer. "Being a long-time customer, it was a no-brainer to join for savings!" says Mayer.

The two also agreed that the Kleen Kash earned through the program was a great solution to offset shipping fees. Particularly for the smaller, single-site car washes, the Kleen Kash can minimize the shipping impact of smaller orders, or provide the opportunity to try new products.

As Ouimet explained, Fitzy's ran in to an issue where they remembered they needed an additional product after they had placed their original

order, and they had to make a second order. For a small shop, that additional shipping charge could be a killer – however, his accumulated Kleen Kash enabled him to offset charges.

Even for Mayer's larger group of washes, spread across Arizona, the Kleen Kash

has been a great addition. "We use the program each time we place and order," she says, "specifically to help reduce the cost of freight charges." While the rewards program brings you Free Shipping on certain spend amounts - \$1250 or over at the Deluxe Wash level or \$750 or over at the Ultimate Wash level – Kleen Kash can cover the costs if you can't reach those levels.

Free shipping is something that Barbara Anderson at Elephant Car Wash really feels is a plus from the program. With numerous locations throughout the Puget sound, Barbara Anderson pointed out that "I typically always have an order large enough for the free shipping reward," even ordering two or three times a month. Qualifying for the free shipping means Elephant can use their Kleen Kash on a progressive basis every month, cashing them in on regular orders.



One thing that all the customers we talked to agree on is the ease of earning the Loyalty Points. They agreed it's simply "business as usual" for earning the points through the program. Now that they're signed up, all they have to do is place an order and the points are automatically put aside and credited at the end of the 30-day period after purchase.

Stay tuned as we continue to expand and evolve the Kleen-Rite Loyalty Program – we are constantly looking for more ways we can utilize the program to bring our customer unique, value-added opportunities. We love to hear from our clients about what is working best for you, and ways that we can improve the program to make it easier for them to use with your regular buying habits!

Make sure to sign up for the Kleen-Rite Rewards Club and start earning points on your next order! Whether you are a single-location shop that is a community cornerstone like Fitzy's, or a multi-location juggernaut like Weiss Guys, it's a great way to bring even more value to your partnership with our team. If you have any questions, please reach out to our helpful sales team, and they will help you make the most of your Kleen-Rite Rewards Club opportunities!



"Being a long-time customer, it was a no-brainer to join for savings!"



WAYS TO EARN POINTS...



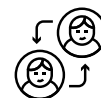
SHOP



JOIN



SHARE



REFER A FRIEND



REVIEW A PRODUCT (COMING SOON!)

When Performance Under Pressure Matters
Choose
GIANT

21495CB Gun



P56W Pump



LP123 Pump



22971C Unloader



21905 Regulator

Brand NEW Moistwipe Package Coming Soon!



KLEEN★TEAM



Scott Elkins
Las Vegas Warehouse

THE KLEEN★TEAM

Scott Elkins

Las Vegas Warehouse

I moved to Nevada from North Carolina 10 years ago. As a Civil War reenactor since 1985, I started the 4th TX. Inf., Co. F here in Vegas. I took up blacksmithing in 2014 as an apprentice to one of my reenactors and have become an instructor. Both are very rewarding hobbies.

Three weeks after arriving, I was interviewed by Jim Lutz who gave me an opportunity with Kleen-Rite. I have been here ever since and can say that there is rarely a dull moment. Our Vegas team is really great and makes the work easy.

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



Touchless In-Bay System

- Brite Reflections: Low pH Presoak - TM5021
- Banish: High pH Touchless Detergent - TM5019
- Shamy Dry: In-Bay Drying Agent - TM5034

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High Performance In-Bay Chemicals

At Trans-Mate we take pride in providing the most advanced formulas that deliver great results with less product. Delight your customers with a memorable experience that will keep them coming back!



Friction In-Bay System

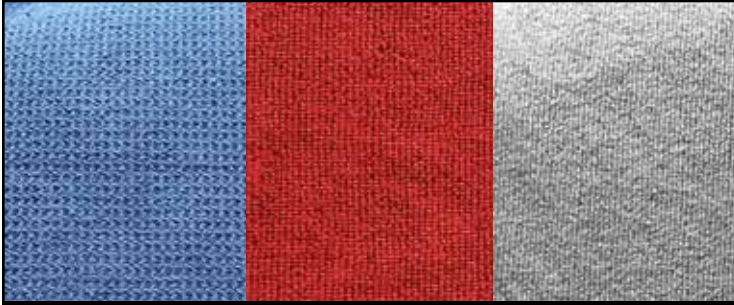
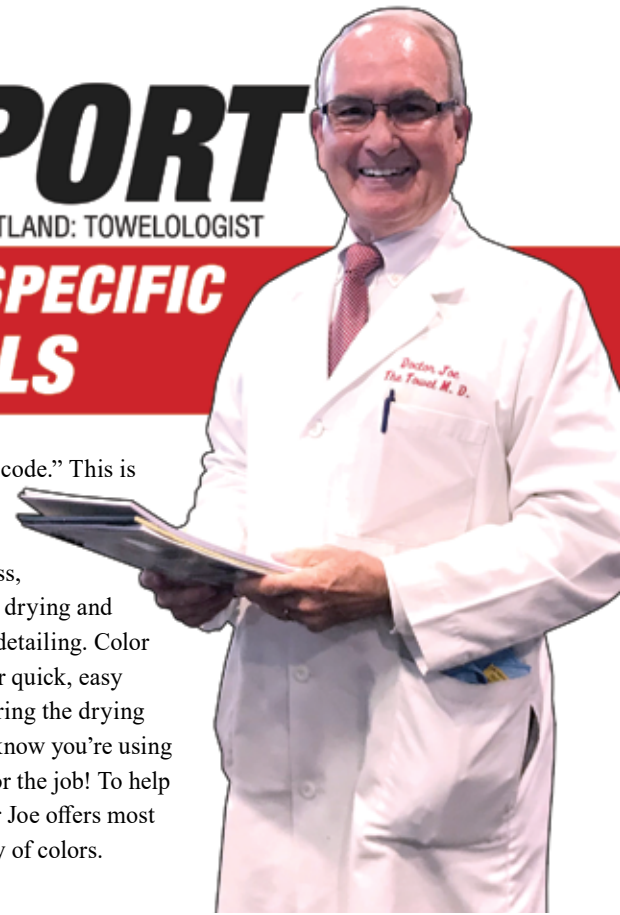
- Film Away: High pH Presoak - TM5212
- Blue Max: Neutral pH Detergent - TM5002
- Shamy Dry: In-Bay Drying Agent - TM5034

THE DOCTOR'S REPORT

TOWELS BY DOCTOR JOE® HAS YOUR PRESCRIPTION FOR SUCCESS! DR. JOE GARTLAND: TOWELOGIST

Your Guide to Choosing the Best Car Wash Towels

TASK SPECIFIC TOWELS



Color coding allows for quick, easy identification during the drying process, so you know you're using the right towel for the job!

critical to “color code.” This is the best practice of assigning one color for glass, another color for drying and a third color for detailing. Color coding allows for quick, easy identification during the drying process, so you know you're using the right towel for the job! To help with this, Doctor Joe offers most items in a variety of colors.

Since the earliest days of professional car washing, towels have played an important role in automotive appearance. Over time, the industry has changed and so have the towels. Technology and the evolution of textiles has brought us towels with increased water absorption, cleaning performance and extreme polishing functionality.

The development of commercial-grade microfiber has enabled Doctor Joe to assemble a line of towels that are task-specific. The towel brand was built around categories of what you want the towel to do. Dry cars? Reach for

Body Towels. Need to clean and dry windshields, use our Glass Towels. Polish cars to a fine shine with our Detail Towels. Offer Courtesy Towels for your customers' use, or send them home with Vending Towels. You can now easily handpick the towel based on the job you want done!

To further help you with the towel selection process, all items are classified as Good, Better and Best. In most instances, these terms do not speak to the quality of the product but rather to its suitability. One will be larger and heavier than another, while others may include towel technology that makes them suited for a specific task, and so on.

Regardless of what type of towel(s) are chosen, it is

BODY TOWELS



Body Towels

The primary responsibility of towels in a car wash is to dry a vehicle quickly. This is where size and weight matter. A larger, thicker towel will wick more water than a smaller thinner towel. Whatever the selection, it is important to remember that all body towels should remain clean, damp and free of all debris. Many people underestimate the damage to painted surface a dropped towel can cause. A dropped towel can pick up everything from dirt and mud particles, to miniscule bits of stone or concrete. If a towel falls on the ground, take it out of service.

Microfiber Towels make excellent body towels. Doctor Joe uses the same high-quality yarn in all body towel selections. The differences are found in the size and thickness of the towel. Good: Ultra-61 Medium Weight 16" x 24", Better: Ultra-80 Heavy Weight 16" x 27" and Best: Ultra-85 Super-Heavy Weight 16" x 27". There is also a larger choice in body towels available - the oversized Ultra-70, measuring 20" x 40". This towel is particularly useful in drying larger vehicles, RVs, boats, and planes. The Ultra-70 is available in six colors.

Cotton towels are also popular as body towels. All of Doctor Joe's towels are crafted to be perfectly broken-in after one wash and machine dry.



Think-Thick Towels, available in 16" x 27" and 24" x 24" sizes, and Ambassador Hand Towels 16" x 28" are the Best selections in this category.

Glass Towels

There seems to be a universal problem with removing white streaks from windshields, but



with Black and Blue Diamond Microfiber towels, that problem is solved! These towels have an exclusive diamond pattern that cuts streaks and smears off glass. Did you ever use a razor on glass? It works the same way. It is one of the Best Selections for cleaning glass! It is available 16" x 16" and 16" x 24". Look for Ultra-55 and Ultra-56 on the website. These towels are also the Best Choice for Glass Tinting.



Another great selection for glass cleaning is a Waffle-Weave Microfiber Towel. These towels also reside in the Best Choice for glass towels. Waffle-Weave can't be beat for cleaning off heavy smoke and of all things, the removal of donut icing! The heavy-duty pouches scoop off any grime present on the glass. It is available in two grades: Medium Weight 16" x 16" (Ultra-36) and Heavy Weight 16" x 24" (Ultra-32).

Going from Best to Better is the Ultra-51. It is a smooth tricot microfiber 16" x 16" glass cleaning towel. Doctor Joe went to the manufacturer of the small cleaning towel you use for cleaning your eyeglasses. He had the towel made heavier and larger and rest is history! This is also excellent for smoke, smear and smudge removal.

Finally, weighing-in on the Good category are the much-respected cotton surgical towels. They are one of the oldest and most reliable types of towel for cleaning glass. Surgical towels are available new in a variety of colors or in a washed recycled version for eco-conscious cleaning.



Detailing Towels

The detailing business has changed dramatically in the last 25 years. The business model has moved from "a guy with a bucket, can of wax and a few rags" to a true professional with knowledge of chemistry, paint finishes, best practices, and a depth of experience. In order to properly service this sophisticated industry, Doctor Joe has developed a full line of specialized microfiber towels for detailing.

The two Best Detailing Towels both feature an uncommon level of softness. The Pre-Laundered Elite 01, made in Korea, is a 70/30 blend 16" x 27" black fine-fiber

microfiber towel. It is designed specifically to polish after the application of ceramic coatings. It is the same type of towel used to polish the ceramic coating on the circuit board on your mobile phone - only it is heavier and larger.

At a similar level of plushness but in a smaller, easier-to-use size, the Charcoal Gray 16x16 Microfiber Ceramic Polishing Towel is the perfect choice when a smaller size is preferred. Both towels are considered the Best choices for polishing nano-coatings, traditional waxes and preparing vehicle surfaces for the application of graphics.

Classified as Better is Ultra-82. This is a 16" x 16" Fine-Fiber Detailing Towel. These towels provide the proper friction coefficient for wax removal without scratching clear coat or paint. The Big Box Store Towels do not offer this benefit. Ultra-82 is also available in nine colors.

DETAIL TOWELS

Described as Good Choices are Closeout Microfiber Towels. These are first quality towels that are no longer manufactured. They include towels for as little as \$0.32 each! They are excellent for odd wiping and cleaning around the shop. These towels are priced on par with those found at big box stores, but are softer and plusher!

Courtesy Towels

The business models of many car washes have changed over the last twenty years. In the old days, Full-Serve Washes were everywhere! You would often see ten or more attendants busy drying cars. Today, work sharing is common with Flex Serve and Exterior Washes.

The customers are put to work doing their own vacuuming and towel drying. Hence the need for a courtesy towel. Here's how car washes work with this concept:

- Towel is given to the customer as a courtesy: Perhaps a 12" x 12" Microfiber (Ultra-03 or Ultra-05) or 16" x 16" Microfiber Closeout.

- Towel is given to customer with "Top Wash Package" purchase: In this instance, something of value should be given to reflect the value of the wash. Both the Ultra-82 Heavy 16" x 16" or the Heavy Gray Viper 16" x 24" are Better Choices in this scenario.

- Towel is purchased by customer: For example, a 12" x 12" Microfiber (Ultra-03 and Ultra-05) or 16" x 16" Microfiber Closeout is sold to the customer.

- Towel is provided at the tunnel exit so customers can dry their vehicles: A low-cost towel like a surgical towel 16" x 24" (H-115), Blue Terry towel 16" x 19", or 16" x 16" Closeout Microfiber would be the doctor's prescriptions for this scenario. The customers are expected to return the towel, but we know it doesn't always happen, so balancing cost consciousness with quality is the key.

- Towel Replacement Program: A "Unique Towel" is sold to the customer one time. On the customer's future visits, the "Unique Soiled Towel" is replaced with a clean "Unique Clean Towel", at no charge. A plush towel like Ultra-86 Super Heavy Weight 16" x 16" in Black or Charcoal with a "Unique" red edge works perfectly in this circumstance!

What are the best towels for your business? Call today at 1-800-233-3873. All team members at Kleen-Rite are qualified to answer your questions, solve your problems, and help you make the best towel selection.

HEY Jay!

What's new in Car Wash Chemistry?

by Jay Cogley, Kleen-Rite Soap Technician

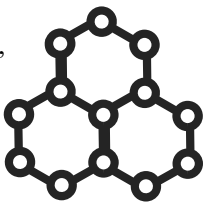
Here we are in 2020! Hope you are all enjoying a busy and prosperous New Year!

Here at Kleen-Rite we are always staying on top of what's new in Car Wash Chemistry, and 2020 is off to a fast start. What are we seeing so far that impresses us, and that brings your business new opportunities in the coming year? Here's what's new in Car Wash Chemistry!

Kleen-Rite ALL SYSTEMS Low pH Polymer Presoak

The perfect companion for our previously-released *ALL SYSTEMS Hi pH Polymer Presoak*, this new formulation works great as a stand-alone or as the first step in a true low pH/high pH two-step presoak.

Polymers are large molecule chains that grab, lift, and encapsulate dirt. They are slow-moving, which helps to prevent redepositing of soil during the cleaning process. Utilizing both low and high pH polymers in a two-step presoak process allows the low pH presoak to attack dirt, dust, and salts while the high pH attacks the man-made materials including dust, dirt, scale, and more. Low pH helps to provide a better gleam on glass and chrome in the process, for an all-over shine.



Working with the new *ALL SYSTEMS Low pH Polymer Presoak* allows your customers to take advantage of features including:

- Reduced dwell time
- DOT non-corrosive
- No extra heating required
- No offensive chemical/acid smell to your customers

You can find the new 5 gallon Low



pH P



KR5



Simoniz® Hot Wax for Self-Serve Operation

How do you improve on the industry standard for surface protection? You make it easier and more accessible!

Hot Wax and Shine has been the car wash industry's leading sealer wax for years. Using naturally-occurring carnauba wax and polymers, it gives the finish the look of a hand wax, but with the convenience of a spray application. Followed by the appropriate drying agent and fresh water rinse, it delivers a layer of protection that is unmatched.

For years, this product was limited to automatic conveyor washes and in-bay automatics. New this year, the *Simoniz® Hot Wax and Shine self-serve packages (KRKS5000-2 and KRKS5000-4)*

allow operators to outfit their self-serve bays with the Simoniz® Hot Wax capabilities. Self-serve operators will be thrilled they can now include this value-adding product to their





offerings, increasing in-bay time of their customers!

Simoniz® Ceramic Sealant

Another development from the team at Simoniz®, this brand-new formulation is diamond-tough and hydrophobic.

Simoniz® Ceramic Sealant utilizes a ceramic polymer that bonds with the vehicle's paint, creating a layer of durable protection. This layer protects the vehicle's surface from the ultraviolet rays of the sun, while being resistant to etching, staining, and environmental

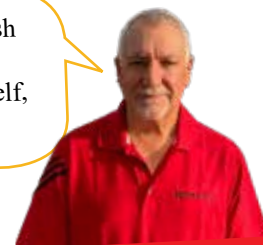
acidic elements. The ceramic coating helps to make it difficult for grime and mud to stick to the vehicle, while at the same time causing water to bead up and run off faster, resulting in less spotting when it dries.

In addition to the protective qualities provided by the sealant, it also improves the reflective qualities of the paint itself, as well as the underlying clear coat. Your customers will like the fact that the ceramic polymer lends itself to a longer-lasting shine that stays true for weeks after a wash.

Kleen-Rite offers a *Simoniz® Ceramic Sealant start package* that includes:

- New ceramic arch with bold graphics and LED side panels
- Dosatron pump station, dual 12 port manifolds and nozzle system
- Marketing materials include 2 Windmaster sign inserts and drum covers
- 30-gallon drum of Simoniz® Ceramic Sealant

For further information on these new car wash technologies, please contact *Steve Kelly* at stevek@kleenrite.com or myself, *Jay Cogley*, at jcogley@kleenrite.com



Air Logic

Affordable Quality Since 2002

Is it time to upgrade or add new equipment to your self serve car wash?



low Pressure Systems

Spot Free

Autodry
by AirLogic

Triple Foam Polish



Offer Convenience

Give your customers an option that's already in their wallet

Call today and provide your customers with more payment options. CryptoPay is a Cost Effective, Secure, and Simple Solution.



CryptoPay
Innovative Payment Solutions

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

CryptoPay

Growing Your Business



Analyzing Car Wash Data

Dr. W. Edwards Deming said “In God we trust, all others bring data.” Deming also said “If you can’t describe what you’re doing as a process, you don’t know what you’re doing.” To better understand the self-serve carwash industry, 186,000 debit and credit card transactions were analyzed. Fifteen carwash operations were selected from 13 states chosen to represent all geographic sections of the United States. The data represents transactions from the previous 12 months and it is understood that this does not represent a complete revenue stream picture.

Data analysis revealed an interesting constant: between 50 and 75 percent of customers at any given operation only used the carwash once in the previous twelve months. It also highlighted that 20 percent of customers visited the car wash 3 or more times per year and generated 54 percent of the credit card revenue. Two questions would seem to result from these findings: ‘What is the owner doing to say thank you to the 20 percent of customers’ and ‘What can the owner do to encourage the one wash per year crowd to return more often’. It is understood there are probably a number of reasons people don’t return and an effort to understand and if possible correct deficiencies would be time well spent. In addition to what you may find, there seems to be one solution that would provide an answer to both questions.

StoreCard Solution

As you probably know CryptoPay is a cost effective and secure credit card system which allows coin operated equipment to accept credit and debit card payment. During 2018 it came to the attention of CryptoPay that Worldpay (credit/debit transaction processor) managed a program to provide merchants with the ability to reward and incentivize customers. The program is StoreCard and it is now compatible with CryptoPay. StoreCard provides the opportunity to provide cash back to the 20 percent and cash discounts to those who need an incentive to return. StoreCard is also an effective approach for increasing and maintaining customer loyalty.



Getting started only takes a phone call to the StoreCard team at Worldpay (888-519-8539). For \$20.00 per month, per location you will have unlimited access and 24/7 support for deploying StoreCard throughout your organization. StoreCard builds awareness and gift cards are like a billboard in your customers’ wallets reminding them to visit you.

Lessons Learned

Here are some things that have been learned: Initial distribution is most efficient if the effort is “hands on.” Being physically present to pass out pre-loaded cards seems to be the most effective starting point. There is also

a post office program that allows targeting a particular ZIP code. This has been used to offer free or reduced cost car wash use. Once in the customer’s hand the card should be registered with Worldpay which will turn on a number of features including auto reload.



Equipment is available that will allow cards to be loaded on site.

Signage highlighting the StoreCard program is helpful. Signs available from Kleen Rite.



SIKR096

SIKR095

Summary

As the readers know, there are numerous things that contribute to achieving and maintaining competitive advantage. Keeping equipment operational, keeping the facility clean, making supplies available, and the list goes on so the question is “where does customer loyalty fit?” StoreCard in concert with CryptoPay makes gifting and rewards available so customers will know their business is appreciated.

In closing I want to say, “Thank you for all your support!” Dave Richards – CryptoPay

A Dose of Simplicity

Dosatron's New Modular Low-Pressure System

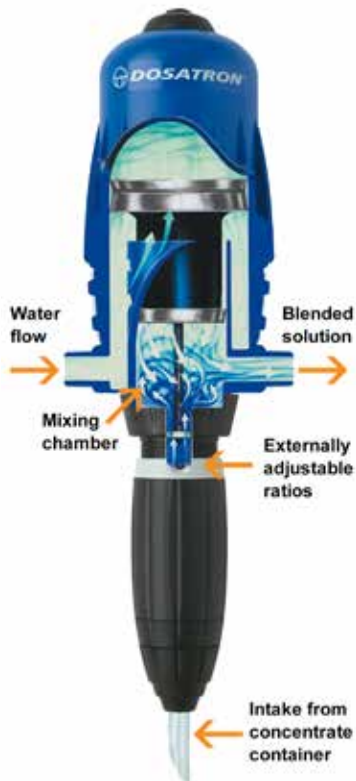
DOSATRON MODULAR LOW-PRESSURE SYSTEMS

Over the past 30 years, Dosatron International has been fortunate to develop a respected brand within the carwash community around the world. Used by many of the Top 50 carwashes in the United States, Dosatron's simple, dependable, and consistent performance allows operators to focus on what's important—making new customers and keeping them!

Because of Dosatron's great performance, carwash owners call us the "set it and forget it" injector!

As we strive to continue providing superior equipment and service, we are proud to introduce the NEW Dosatron Modular Low-Pressure System!

How does it work?






Dosatron injectors work using volumetric proportioning, ensuring that the chemical mixture remains the same regardless of variations in pressure and flow.

For example, your customer enters Bay #1 and turns on the presoak. The #1 solenoid in the manifold served by the Presoak Dosatron opens, and water flows, driving the Dosatron piston and plunger up and down. The syringe-like action draws and mixes concentrate into the flowing water and dispenses it directly out to Bay #1. A second customer enters Bay #2 and also turns on the presoak. Now the flow demand has doubled, so the Dosatron automatically strokes twice as fast proportionally maintaining the proper mixture of chemical to water. It's that simple!

How do I get one?

The NEW Dosatron Modular Low-Pressure System is available through Kleen-Rite, making ordering and installation a snap!

1. Select which dilution range best fits your chemical from the three systems in the chart below.
2. Determine how many solenoids you'll need in your manifold and voltage (i.e., 4 bays 4 solenoids).
3. Determine if you'll need an air manifold to foam the chemical.
4. Place your order!

Dosatron Modular Low-Pressure System			
PART #	PS6A138	PS6A155	PS6A177
MODEL	D14M22-D	D14M210-D	D14M23000-D
MAX. FLOW	14 GPM	14 GPM	14 GPM
MIN. FLOW	0.05 GPM	0.05 GPM	0.05 GPM
DILUTION RANGE	500:1 to 50:1	100:1 to 10:1	3000:1 - 333:1
PRESSURE RANGE	4.3 to 85 PSI	7 to 85 PSI	4.3 to 85 PSI
CONNECTIONS	3/4" NPT	3/4" NPT	3/4" NPT

NOTE: Solenoid manifold sold separately.
D14MZ-D Series is for presoaks, detergents, polishes, waxes, and hydrofluoric acid.
D14MZ3000-D is also good for waxes and drying agents.
Maximum Temperature: 104°F

Your NEW low-pressure system will arrive completely assembled and ready to mount. Next, bring your water supply to the filter inlet, move the power wires from the old solenoids to the new ones, move the bay chemical supply lines from the old solenoids to the new ones, and you're ready to wash!

Want to add a second system? It's easy, mount it alongside the first and repeat the same installation procedure!

Remember, your NEW Dosatron Modular Low-Pressure System:

- Doesn't need electricity to operate, it's powered by water flow
- Eliminates Venturi premix tanks, saving space
- Eliminates the need for air diaphragm pumps. Lower air compressor use = lower electricity cost!
- Gets rid of messy Venturi metering tips and their clogging headaches



Is Your City Water Pressure Poor?

Ask Kleen-Rite about the economical DAB 2HP Mini Water Booster Pump. This digital electronically controlled pump will boost your incoming city water pressure up to 115 PSI with a maximum flow of 32 GPM. The Variable Frequency Drive (VFD) motor speeds up and slows down automatically based on demand, providing the most economical use of electricity.

Use the DAB pump to supply consistent water pressure to the Dosatron Low-Pressure System, and you have all your bases covered! Perfect chemical dilution applied at the same pressure for every car!



Questions?

Call Kleen-Rite 800-233-3873 or the carwash specialists at Dosatron!

Craig Peterson
847-612-5226
craig.peterson@dosatronusa.com

Lori Donnell
727-543-5536
lori.donnell@dosatronusa.com

Jason Maddox
727-244-2041
jason.maddox@dosatronusa.com



INDUSTRY CALENDAR

Winter/Spring 2020 Industry Calendar

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

- Jan. 29-31 2020** ★ **Southwest Carwash Convention Expo**
Fort Worth Convention Center - Fort Worth, TX
www.swcarwash.org
- April 6-8 2020** ★ **ICA Car Wash Show**
HBG Convention Center - San Antonio, TX
www.carwash.org
- April 28-29 2020** ★ **Heartland Car Wash Show**
Prairie Meadows Casino - Des Moines, IA
www.heartlandcarwash.org



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NAC5200

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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

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ROWE BC1400

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**American Changer
Rowe & Triad**

AVAILABLE FROM **KLEEN-RITE CORP.**
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Lilly BRUSH

AUTO PET HAIR DETAILER

As much as we love our pets, their hair can be insidious. It gets everywhere, and it is impossible to get rid of. Go on a two-week road trip with your pup? You'll be picking schnauzer hair out of your sweaters every day.

For years we've looked for tools that help to get rid of pet hair.

Professional vacuums? They work great... as long as you're fine spending hundreds of bucks for the vacuum and then more every few months for new filters.

Grooming tools? Furminators and similar tools are great to deal with the source, but hair will still be shed. Not to mention, when was the last time anyone managed to furminate their cat without nearly losing an eye?

Packing tape wrapped around the hand? Old-school, but not effective enough at getting the small, deeply embedded hairs out.

It looks like we've finally found the answer though – the Lilly Mini Pet Hair Detailer. A square rubber disc surrounded by semi-rigid silicon, it is dragged along a surface to pull out hair, piling it up as it goes. Part of their larger line of pet hair removers, what makes this one particularly useful is its small size and unique design.

The compact design of the Mini Pet Hair Detailer means you can easily toss it into the glove box of your vehicle, so you'll have it with you whenever you notice the pet hair is getting out of hand. The small size also makes it easy to maneuver throughout the vehicle. Cars and trucks have way more hard-to-reach places than you have at home, so the smaller the tool the better.

The design of the tool helps you to get everywhere you need. The long silicon edges are the volume workers here, used for large surfaces. Two rounded corners help you to work the tool through inward curves, offering more surface contact to pull more hair from the curve. The two pointed corners help you get into the corners of your vehicle, and also help to dig into the creases and folds of your upholstery to remove every last hair.



BY DREW TYSON

You only need four quick steps to get the hair out with a Lilly Mini Pet Hair Detailer:

- 1.** Vacuum first to remove as much loose dirt and pet hair as possible.
- 2.** Use any part of the rubber blade to briskly sweep and drag pet hair into a pile to be vacuumed up.

- 3.** Use short, quick strokes from varying directions to loosen the most stubbornly embedded hair.
- 4.** Occasionally use a clean, damp cloth to wipe accumulated dirt and dust from the blade to maintain maximum cleaning power.

That's all it takes to get even the deepest hairs out of your car upholstery, from the carpets to the seats and even to the headliner. We know that pet hair gets everywhere.



Another great feature? The silicon is non-marking and while pointed, will not scratch or mar surfaces. That means it is safe to use along wood, plastic, and chrome trim!

The Lilly Mini Pet Hair Detailer is the perfect tool for your detailing tool box if your dealing with hard-to-remove pet hair, as it does not take up much space and takes little effort. It's the perfect size and price point to carry for retail opportunities as well - an easy upsell to a customer at your car wash, or at your pet wash!

Lilly Brush Mini Pet Hair Detailing Tool

This easy-to-use hair remover has a specially engineered rubber cleaning blade that stay grippy for years.

Capable of picking up even the most embedded, stubborn hair.

Each unit sold separately.



DT2000 \$9.95

Business Expansion:



Cantele Car Wash's Second Location

What do memorial headstones, tent rentals, and car washes all have in common? They're all part of the history of Cantele Car Wash, which recently opened its second location within Columbia County, New York. The two car washes are located in Hudson and Valatie.

B.J. Cantele is the third generation of a memorial headstone company, which was founded by his grandfather. Then, while he was working for UPS in college, he and his wife started a tent rental company. They were looking for some extra income in the winter months, and they knew those months were busy for car washes. He laid the groundwork to open their first car wash in Hudson once he retired. The couple originally faced stiff competition in the bustling Hudson area, but they held their own.

The Canteles knew very little about the car wash industry when they first began. "A lot of money, a lot of risk," said Cantele. "The bank was a little nervous, but we did it, and it's been great." He recalls there being a lot of trial and error, plus many expensive service calls, at the beginning.

"Sometimes you get the service guy there and then think, 'oh my goodness, I could have fixed that myself,'" he said. "And you remember, because once the problem happens, it's going to happen again down the road. So, the next time you have the parts on hand, and then you can fix it quick."



He recommends that industry newcomers become acquainted with several basic electrical, plumbing, and mechanical issues in order to address future problems as they arise. He and his wife are now able to do most of the

maintenance work themselves. Their favorite part of the car wash business is the opportunity to interact with and help other people.

"You see people you know; you meet new friends . . . And as far as the problems, I like helping them fix the problem . . . It makes me happy when you can fix somebody's issue quick, and they remember that."

With the first car wash running smoothly, the Canteles entertained the thought of opening a second wash.

"Well, we know a lot of people up here, and they kept asking me why don't you find a place in Valatie, why don't you find a place up here in the northern part of the county? We have nothing up here," he said.



They soon received an offer to purchase an old restaurant property in Valatie. Right across the street sat another car wash with an old tunnel, outdated equipment, and



James, Mary and B.J. Cantele

Opens in Valatie, New York by Amy Mastrangelo

signs for no pickup trucks and no credit cards. Once the car wash found out the Canteles acquired the property across the street, they closed.

“They closed April 15, and we opened the following April 20,” he said. “So, they were closed the whole year, with no car wash up here at all.”



The new Cantele Car Wash was full of modern amenities and became the only game in town. It features two self serves, a dog wash, a soft touch wash, a touchless, and two vacuum islands.

There’s also a lot of volume for customers in the area. “This area is a bedroom community for Albany, so there’s a lot of housing tucked in the woods and a lot of housing developments,” he said.

He recommends that all new car wash owners consider the location before they invest in a property for a car wash. “Do your homework first, because it’s expensive, and you have to have the cars every day,” he said. “I get asked a lot about putting a car wash up in a town with about 400

people, and you don’t realize you need volume to pay the bill every month.”

Now, with both locations up and running full steam ahead, the Canteles use the Kleen-Rite catalog to buy their spare parts and soaps.

“[I] save a lot of money buying the soap from Kleen-Rite,” he said. “Another advantage is, you call during the day and it’s out the door the same day. Usually the freight company gets here the next day . . . I’ve gone to Connecticut where they produce Simoniz because, before I knew Kleen-Rite had it, I was out and I had to go pick it up. [With Kleen-Rite, a skid] ships for free, and [you] pack anything else you want on top. That’s the way you do it.”



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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!

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- LED light kits available in 4ft or 8ft lengths.
- Includes stainless steel pre-collector, mat rack and trash collector.
- Stainless Steel, Red, Blue, Yellow or Green powder coat finish.

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

KLEEN-RITE CORP.
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Photo courtesy of Dash 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.





Keeping your wash running on all cylinders sometimes can be quite the task. Having some sort of maintenance list will help you keep after things so they don't pile up. Although there is no "Ultimate Car Wash Checklist", below are some ideas and guides to help you come up with one tailored to your personal wash.

MORNING PM – This includes a walk around the property. Visually inspect your property for trash, mud, etc. around the vacs and in your bays. Also, run a test wash in automatic bays checking for any leaks and chemical coverage.

BAYS: Check daily for leaks on hoses, swivels, guns. Test wash functions for proper delivery in bays. Make sure all payment options are working. (Coin, Bills, Credit Cards, etc.).

VACUUMS: Hoses & nozzles need checked daily for clogs and damage. Make sure all payment options are functioning. Clean the dirt canister & inspect filters. Check motors/brushes for wear. Inspect motor and door gaskets monthly for damage.



EQUIPMENT ROOM: Daily pump stand checks include water & oil leaks, un-common noises (pulsation). Weekly checks include oil level, belts/pulley, and plumbing. Check tanks and hydrominders/float valves for proper consistency and levels. Adjust when necessary.

EVENING/PM – Now is the time to clean/fix anything so your wash can be ready for the next day. Empty trash, check equipment, chemical levels, etc.

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V-BELT
Cause You
Expensive Downtime

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A	1/2" wide
B	5/8" wide
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Packaged in:

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Affordable
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Made to LAST
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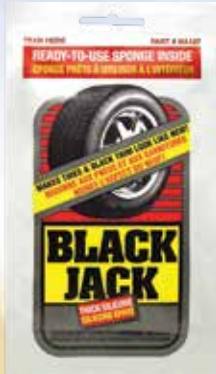
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Auto Glass Cleaner

100 Per Case

\$20.86 VSNA10C



Black Jack

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\$9.71 VSNA27

100 Per Case

\$40.44 VSNA27C



Vinyl Cleaner

24 Per Case

\$9.71 VSNA16

100 Per Case

\$40.44 VSNA16C



Vinyl Protectant

24 Per Case

\$9.71 VSNA15

100 Per Case

\$40.44 VSNA15C



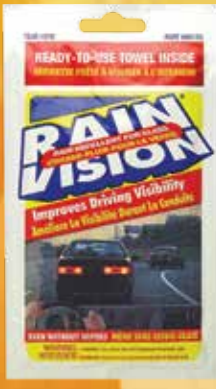
Never Fog

24 Per Case

\$9.71 VSNA28

100 Per Case

\$40.44 VSNA28C



Rain Vision

24 Per Case

\$9.71 VSNA25

100 Per Case

\$40.44 VSNA25C



Bug & Tar Remover

24 Per Case

\$9.71 VSNA19

100 Per Case

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Just for Leather Cleaner

24 Per Case

\$9.71 VSNA18

100 Per Case

\$40.44 VSNA18C

SUPREME TIRE SHINE

- 6 per case
- 8 ounces
- Instant high gloss
- Premium silicone formula
- Long lasting
- Fast drying
- No sling
- Wipe-on application

\$17.70 VSNA690



Just for Leather Conditioner

24 Per Case

\$9.71 VSNA17

100 Per Case

\$40.44 VSNA17C



HEADLIGHT LENS RESTORER

- 100 per case
- Restores optical clarity
- Eliminates haze and yellowing from headlights
- Improves visibility

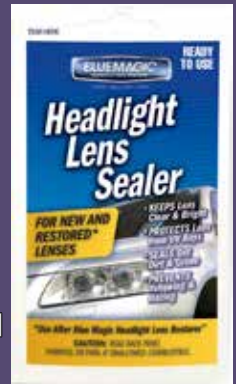
\$108.84 VSNA247



HEADLIGHT LENS SEALER

- 100 per case
- Keeps lenses clearer longer, while protecting from future discoloration
- Removes oxidation and seal headlights

\$108.84 VSNA240



METAL POLISH PACKET

- 100 per case
- Cleans, shines and protects all metals
- Removes oxidation and tarnish for a bright shine

\$108.84 VSNA245



HEADLIGHT LENS RESTORER

- 6 per case
- 8 ounces
- Restores optical clarity
- Eliminates haze and yellowing from headlights
- Improves visibility

\$22.93 VSNA725





Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

Issue No.34 February, 2020 - F/A Questions

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

So, what's trending in vending?

Vendors & Vending Kits

Currently, the most innovative vending idea taking place in the car wash industry is being driven by the express tunnel wash sector. As the tunnel operator moves away from a full-serve to an express model, there's a trend to eliminate all lobby, point of sale (POS) areas from wash sites. Instead of offering POS items, they are offering lounge areas with comfortable seating, free coffee, and free wi-fi. Keep in mind, they're offering these spaces, simply as a courtesy to their customers. Ultimately, they want to keep customers in their cars and run them through the express lane...remember, it's all about the throughput.

With this transition, operators are now looking to an old reliable industry to aide them in providing consolidated vending to their core customers. They're using Laurel Metal's single column vendors to offer vending kits, which consist of a collection of top selling items that they can sell at a premium price point.



VEL399MAX-KV – Laurel Single Column Electronic Diaper Vendor

*This machine does not accept coins, Credit Card only

Features:

Laurel Dot Matrix Display – Clearly displays instructions

Cryptopay Credit Card Reader (requires Cryptopay coordinator on site)

Motorized Shelf Drop (no handle to pull)

Language Choices, Brightness Settings

Vend Price up to \$99.75

Vend Capacity – 19 products

Max product size – 1 3/4"H x 4 1/4"W x 8"D

Machine Size – 42"H x 12 1/4"W x 5 1/4"D

24 Volt AC Power Required

Shipping Weight – 49lbs.

Although some customers are using the standard Laurel single column unit with 24 shelves, Kleen-Rite has worked with Laurel Metal to come up with what we consider to be the perfect vendor to sell kits; the Kleen-Rite model VEL399MAX-KV. This vendor is equipped with 19 oversized shelves 1 3/4" vs the standard 1 1/4" to allow more room for kits that consolidate top vending items such as a high-quality GSM Microfiber towels, MEI Wet Towels, Armorall wipes, and Car Freshener Little Trees.



Recommended Top Selling Vending Kit:
KRK1050 – Kleen Rite Vending Kit
Sold in case quantity – 100 units
Cost per case - \$225.00

Includes:

1 – VSKMF100, Kleen Rite Microfiber Towel

2 – VS702, MEI Wet Towels

1 – AR17238, Armorall 2pk Protectant Wiper

1 – VS10155, Car Freshener Black Ice Tree



As the Millennial generation grows into our target market, we have to be innovative to meet their need for making payment without cash and ultimately convenience to provide them a one stop shop experience. Everyone at Kleen-Rite is excited for its potential in 2020 and anticipate huge interest.



Always the Highest Quality, Always®

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A Complete Line of Hog's Hair Products



Gentle Hand-Made Brushes Manufactured by Certified Artisans

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- Commercial maintenance work
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Complete Line of Quality Hog's Hair Brushes

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Pump pulsation problems

Pump Pulsation can severely damage a high pressure pump. The pressure spikes can lead to premature seal wear, erosion in the seats, and ultimately destroy your pump. Here at KR, we continually get questions on trouble shooting pulsation in a pump. There are some easy and quick tests to help diagnose this issue.

The most common problem causing pump pulsation is debris in the valves of the pump. Check your valves and clear any debris that is in them. Compressed air is great to use here.



Another problem that could cause pump pulsation is a faulty unloader or regulator. To check this, remove the by-pass hose on the valve and run the pump. When you squeeze the gun trigger, there should not be any water

coming out of the bypass port on the unloader/regulator. If you do have water, the valve is not working correctly. Dirt/debris can cause this to happen. Sometimes taking the valve apart to clean it will fix the problem. If not, you most likely have to replace the valve.

Head Washout is another reason a pump will pulse. Check the small black o-ring on the bottom of the valves. If they are damaged/broken or missing you have a washout condition. There would also be corresponding erosion marks in the head of the pump where the valve sits. If this is the case, most times you will have to have the pump head re-sleeved.

If you are having a pump pulsation issue, please do not let it go. Diagnose, troubleshoot, and fix the problem asap to keep your pump system up and running. For any troubleshooting help, or to discuss options, please don't hesitate to give us a call!



Tugger Burke

Technical Sales Tburke@kleen-ritecorp.com

Day 1
Tuesday,
November 17
 Car Wash Tours
 Round Tables
 Speakers & More



SAVE THE DATE

Come To The Kleen-Rite Car Wash Expo In Columbia, PA



Day 2 - Main Expo Day
Wednesday, November 18

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 Covers Save Money**



**Height Guard
 Clearance Bars
 Reduce Damage**

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Todd Perkins: Creator of Mud Stopper Grate Plugs

MUD STOPPER

GRATE PLUGS

Mad About Mud!

Todd Perkins' Solution to Grate Grime Buildup by Job Leach

If you read the last Kleen-Scene, you may have met Todd Perkins in our article about his Vacuum Prospector product. This simple but ingenious device makes it easy to collect coins and valuables at the bottom of car wash vacuums while sifting out dirt and debris. Perkins has enjoyed success with the Vacuum Prospector and has garnered significant sales and interest in the car wash industry. Perkins is not resting on his laurels; he's already developed his next clever car wash product! His new invention is the Mud Stopper Grate Plug, a handy accessory that helps keep fiberglass grating clean and unblocked.

Most car wash operators have probably noticed that mud, grime, and trash collect in the outer holes of fiberglass grating used in car wash tunnels, particularly where the ledge is located. This debris can build up very quickly and become slippery and dangerous for customers and employees walking in the area. It also increases the chance that stray grit and particulates get on vehicle surfaces and cause damage. And, of course, keeping grates clean helps maintain a clean and attractive appearance in your tunnel!

Mud Stoppers are small square plugs that fit snugly into the square holes in fiberglass pit grating. They're easily installed with a mallet or hammer. Simply pinpoint the places where buildup is occurring, clean those areas, and then install the plugs. The plugs will now direct mud and debris further towards the center of the grating where it will properly drop through and eventually reach the pit.



We talked to Todd Perkins about the Mud Stopper Grate Plugs so he could discuss his brand-new product in his own words!

Kleen-Scene: What inspired you to create the Mud Stopper Grate Plugs?

Todd Perkins: At Vacuum Prospector, LLC we like to focus on the dirtiest jobs at the car wash. (First) was cleaning out the extremely dirty vacuum debris with The Vacuum Prospector Clean Out Bucket, and now tackling the other dirty job of cleaning out the car wash pit and making it quicker, cleaner, and safer with The Mud Stopper Grate Plugs.

I have two express tunnels and keeping the tunnel floor and grates cleaned has always been a pet peeve of mine. Not only do you want the tunnel area clean for looks, but also for safety. I didn't want the tips of the brushes potentially getting dirty which could cause damage to customers' vehicles. Also, if I would have a customer complaint, showing them a clean tunnel always helps your case in a damage dispute.

The main portion of the pit grates that fill up with dirt is the portion that sits on the one inch or so ledge of the conveyor and the ledge of the pit. The dirt gets trapped and fills up the grate squares along the ledge up and down the tunnel. Plus, the mud buildup made pit cleanouts extremely messy. There had to be something that I could do to stop the mud from filling those squares up with mud, and that is why the Mud Stopper Grate Plugs were born.

KS: What obstacles did you face in developing the Mud Stoppers and getting them to market?

TP: Like any new product you face many challenges. Making different prototypes [using a variety of] materials and sizes takes time and money. The inside of a car wash tunnel is a pretty harsh environment so you need something that fits snug and will hold up to water, mud, and chemicals.

Once you have a working prototype, then you need to find a manufacturer that makes quality products at a reasonable price. Once the product is made, how do you get the word out? Luckily, we have Kleen-Rite

as our exclusive distributor of The Mud Stopper Grate Plugs, as well as The Vacuum Prospector Vacuum Clean Out Bucket! Through the website, car wash shows, and other publications, they have been the driving force in bringing my products to market.

Mud Stopper Grate Plugs

PART# MS32



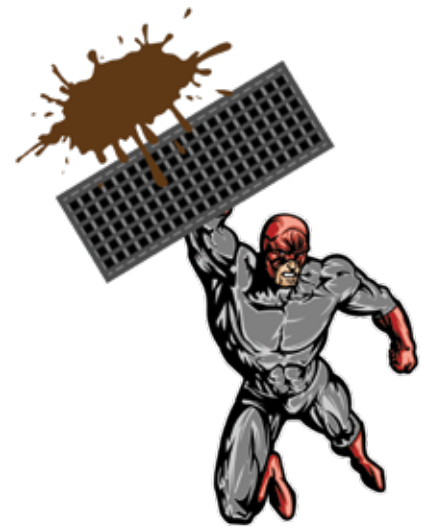
for Fiberglass Grating - 100 Count

Your Price: \$39.00

KS: What do you think are the biggest advantages of using Mud Stopper Grate Plugs?

TP: They are simple, inexpensive, and they work. My tunnel floors and grates look much cleaner, and pit cleanouts are much less messy.

I'm confident, they'll work for other car washes across the country!



MUD STOPPER GRATE PLUGS

Currently available from Kleen-Rite, Mud Stopper Grate Plugs are sold in a package of 100 plugs. Fits in fiberglass grating with 1.25" holes.

NEW 4K CAMERA DVR CAMERA SYSTEMS

NEW 4K VANDAL-PROOF CAMERA

- Functions perfectly both day and night
- Switchable to 960H traditional CCTV
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TW500FS	5 MP Day/Night Camera	\$139.99	\$114.99	\$25 OFF
TW8003XEV	Day & Night 4K Motorized Auto Focus Varifocal Camera			\$199.99
TWAST04	4 Channel, Up to 4K DVR System - 2 TB Storage			\$594.96
TWAST08	8 Channel, Up to 4K DVR System - 4 TB Storage			\$894.95
TWAST16	16 Channel, Up to 4K DVR System - 6 TB Storage			\$1,394.92



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IP68 Waterproof • Chemical Resistant • Easy Installation



Saves on Energy Costs • Reduced Maintenance • 3+ Year Warranty





In order to establish repeat car wash business, you must first focus on attracting new customers in order to win them over and keep them coming back for more. The easiest way to do that? Enhance your lighting. Not only does the lighting at your facility catch the attention of potential customers as they pass by, but it has also come to be a key element of the overall experience within the wash. Lighting sets the ambiance of the wash by providing visibility and a sense of security, but it also adds the value of an entertainment factor that will have your customers coming back time and time again.

One of the biggest trends in the car wash industry right now is to enhance the washing process with color effects synchronized to the various cycles. By adding pops of amber to backlight a foam lava curtain, green to make soap dispensing glow, blue during the rinse waterfall and red to simulate heat during drying, you are able to appease the senses of the customer and keep them engaged throughout each stage of the wash process. The perceived value of the wash is greater as is the likelihood of returning for a repeat experience after they are wowed by their initial transaction.

G&G Industrial Lighting specializes in manufacturing LED fixtures specifically for the car wash environment and has adapted their push-and-click bay lighting kits to offer them in amber, red, blue and green that easily mount on arches. By adding a secondary optic to the LED boards, they are able to focus high powered color to create vibrant effects within the same 1" low-profile waterproof and chemical resistant housing.

By simply upgrading the lighting and incorporating color effects, you can instantly have a positive impact on your brand, the overall customer experience, increase traffic and also increase spend per car. G&G has made it easy to integrate color into your wash by offering their LED lighting through Kleen-Rite as arch kits. Simply choose the appropriate color and whether you want a 6' fixture to mount to the top of your arch or an immersive kit that includes a 6' fixture for the top and two 4' fixtures for both sides of the arch. Each kit includes a power supply, quick connect cabling and mounts for easy installation.

Make your wash come alive and provide customers with an experience and lasting memory by using G&G's colored LED lighting kits.





Blast-Tec™ PRO

ROTATING
TURBO NOZZLE

Designed specifically for high-pressure, high-impact vehicle wash applications including wheel blasters, undercarriage, rinsing & high-pressure cleaning

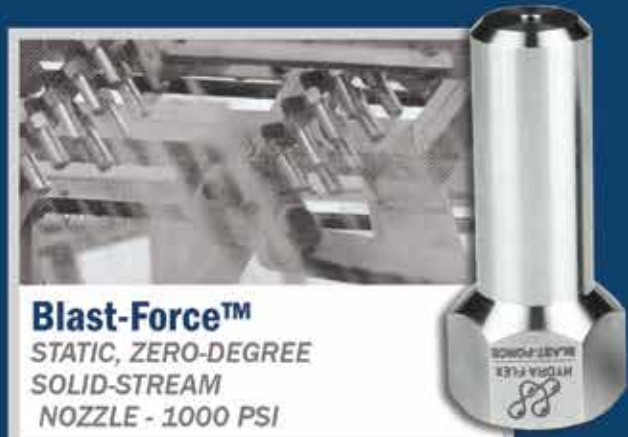
BLAST-TEC PRO™ NOZZLES

324 Series - 24° Angle

- HIGH-IMPACT WASH APPLICATIONS
- MAX. INLET PRESSURE: 1,000 PSI
- FLOW RATE: 1.0 GPM to 3.0 GPM

PRICE	NOZZLE	GPM	1/4" BSPP INLET
\$84.00	2.0	1.00	BTN1106
\$84.00	3.0	1.50	BTN1107
\$84.00	3.5	1.75	BTN1108
\$88.25	4.0	2.00	BTN1109
\$84.00	4.5	2.25	BTN1110
\$84.00	5.0	2.50	BTN1111
\$84.00	5.5	2.75	BTN1112
\$84.00	6.0	3.00	BTN1113

*also available in 1/4" NPT



Blast-Force™

STATIC, ZERO-DEGREE
SOLID-STREAM
NOZZLE - 1000 PSI

Designed specifically for pivoting, oscillating, or spinning high-pressure applications.

BLAST-FORCE™ NOZZLES

Static 0-Degree nozzles

- PIVOTING, OR SPINNING HIGH PRESSURE APPLICATIONS
- MAX. INLET PRESSURE: 1,000 PSI
- FLOW RATE: 0.5 GPM to 6 GPM

PRICE	PART #	NOZZLE	GPM
\$54.50	BFN2010	1.0	.50
\$54.50	BFN2020	2.0	1.00
\$54.50	BFN2030	3.0	1.50
\$54.50	BFN2040	4.0	2.00
\$54.50	BFN2050	5.0	2.50
\$54.50	BFN2060	6.0	3.00
\$54.50	BFN2120	12.0	6.00



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3/8" NPT STAINLESS STEEL INLET &
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Chemical Injectors

- 3/8" NPT Stainless Steel Inlet and Outlet Ports.
- Rated to 1000 PSI and 175° F

SINGLE BARB CHEM-FLEX™

FLOW RATE BASED ON 200 PSI

PRICE	PART #	GPM	NOZZLE	COLOR
\$41.50	IN118057	1.0	.057	Red
\$41.50	IN118070	1.5	.070	Orange
\$41.50	IN118083	2.0	.083	Grey
\$41.50	IN118086	2.3	.086	Blue
\$41.50	IN118095	3	.095	Lt Blue
\$41.50	IN118098	3.3	.098	Lt Green
\$41.50	IN118106	3.75	.106	Pink
\$41.50	IN118117	4.5	.117	Purple
\$41.50	IN118125	5.5	.125	Drk Green



Chem-Flex™

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AVAILABLE IN BOTH 1 OR 2 INLETS

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CHEM-FLEX™

COMPOSITE

PC2 Chemical Injectors

- PC2 Inlet - 3/8" MNPT Outlet
- Rated to 1000 PSI and 175° F

SINGLE BARB CHEM-FLEX™

PRICE	PART #	GPM	NOZZLE	COLOR
\$61.00	IN718029	0.25	0.029	White
\$61.00	IN718040	0.50	0.040	Yellow
\$61.00	IN718051	0.75	0.051	Tan
\$61.00	IN718057	1.00	0.057	Red
\$61.00	IN718070	1.50	0.070	Orange
\$61.00	IN718083	2.00	0.083	Gray
\$61.00	IN718086	2.25	0.086	Drk Blue
\$61.00	IN718095	3.00	0.095	Lt Blue
\$61.00	IN718098	3.25	0.098	Lt Green
\$61.00	IN718106	3.75	0.106	Pink



VETERAN'S DAY

HONORING ALL WHO SERVED

by Job Leach

# of Countries	# of Companies	# of Locations	# of Free Washes
4	1,635	4,426	347,054

Grace for Vets is a non-profit organization with the goal to unite the car wash industry to honor those who have served, or are serving, their country. Each year on November 11th, Americans observe Veterans Day, and Grace for Vets uses this special day to offer free car washes to veterans. Founded in 2004 by car wash operator Mike Mountz, this organization has grown to include over 1,600 companies and has given away over 2.6 million car washes! On November 11th, 2019, the Kleen-Scene visited three car washes that participate in the Grace for Vets program.

Our first two destinations were both Mister Car Wash locations. The first location was their massive, sprawling location in Reading, PA, and the second was their busy location on Route 72 in Lancaster, PA. On Veterans Day, Mister offers former and current military members a free Express Wash, which includes a T3 conditioner and wheel cleaner services. Both properties were decorated with a multitude of small American flags in a fun, patriotic display to celebrate the day. At the Reading location, Assistant Manager Kaitlin O'Hanlon spoke to us about their complimentary Veterans Day washes.

"We've offered the free washes to veterans before, and we always get a lot of people out for that," remarked O'Hanlon. This was certainly supported by the fact that the facility was already buzzing with activity before ten o'clock in the morning.

She continued, "The public is very supportive of Mister giving away washes to veterans. I also worked at the Ephrata (PA) location, and people liked it there too. I've even had people—both veteran and non-veteran—come up to me and thank us for doing it."

The Kleen-Rite Car Wash in Columbia, PA was our last stop for the day. John Crawford is an attendant and maintenance employee at the wash, and he told us that he looks forward to the Grace for Vets day every

year. It's one of his favorite days of the year, as well as one of his busiest, sometimes doubling the number of washes they do on a normal day.

"I don't always choose to work at the beginning of the wash where we greet customers and start their wash. I might let another employee do that while I take care of other stuff. But on Veterans Day, I make sure I'm there to talk to vets and thank them for their service in person," said Crawford, adding, "It's the business giving away the wash, but I'm lucky to be the one at the wash getting appreciation for it. Lots of veterans even give a generous tip because they're getting a free wash, and that just shows the kind of attitude that they have."

Since they're at the center of this day, we had to hear from a couple of veterans who were taking advantage of their free wash at the Kleen-Rite Car Wash!

"I knew about the free wash and I've done it before. This is where I come regularly for my car washes. I wanted to do other Veterans Day discounts and giveaways, but I was only able to make it to this one today. I make sure I get here. This is close, so it's convenient for me to take advantage of this on Veterans Day."

Amos Ortman, Army '72-'79 (Demo Specialist) and Army National Guard '81-'88 (Artillery)

"Vets should enjoy the benefits that are out there, like free meals and car washes. You've earned it. I give thanks to all veterans, no matter what branch they were in. They're all important and deserve things like this." Jay Lenhart, Army National Guard '73-'98

Grace for Vets is a great way to honor veterans while creating a connection between your car wash and the community. O'Hanlon's final thoughts about the program sum it up nicely:

"I think it's important for us to do this for veterans because of how much they've done for us. This is a small thing, but it's something that shows our support and appreciation."

We've got you covered.

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YOUR COMPACT • CONVENIENT • EASY TO USE SOLUTION
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Self-Serve



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

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5 GALLONS

Each box comes with two 2½ Gallon Jugs of product.

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SHIPS UPS GROUND!

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



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Features	EverWash	RFID/LP Recognition	Other
☑ Member Support Call Center	✓	✗	✗
☑ Custom Quarterly Marketing Plan	✓	✗	✗
☑ Onsite Sales Training	✓	✗	✗
☑ Works with all Wash Types	✓	✓*	✓*
☑ Dedicated Account Manager	✓	✗	✗
☑ Monthly Member Billing	✓	✓	✗
☑ Credit Card Issue Resolution	✓	✗	✗
☑ Free Website Design & Hosting	✓	✗	✗
☑ SEO & Social Media Marketing	✓	✗	✗
☑ Mobile App	✓	✓*	✓
☑ Cross Promotion (Lube, Detailing, Etc...)	✓	✗	✗
☑ In-App Promotions, Referrals, Gift Giving	✓	✗	✓
☑ Cost to Get Started (Per Location)	\$0	\$10,000 - \$50,000	\$3,000 - \$7,000
☑ Signage Design, Production, Install Cost Share	50%	0-5%	0
☑ Monthly Support Fees (Per Location)	\$0	\$300 - \$750	\$100 - \$550

*In Some Cases

"EverWash's pay-for-performance model, marketing resources, and sales training helped rocket my tunnel's program to 3,000 members in just 7 weeks. Our numbers have only continued to grow."

-Owner, Quality Scrub Car Wash

"EverWash has helped me manage and market my IBA, growing my membership and revenue. I recently upgraded my equipment to provide even better service to my customers, and currently have the busiest In-Bay Automatic in the area. **With EverWash's technology and simple-to-use mobile app, what IBA operators can achieve with their membership program is unlimited.**"

- Owner, Sudz Car Wash

For additional information, Contact EverWash at:
(856) 409-0025 sales@everwash.com morewashprofits.com

Time for **UPGRADES:**

Choose Kleen-Rite Deluxe Coin Boxes

by Amy Mastrangelo



When you arrive at the self-serve car wash, one of the first interactions you have is with the coin box. This small yet essential piece of equipment is used to sell your car wash services, so you need a quality coin box you can depend on at all times. For this important job, look no further than Kleen-Rite's Deluxe coin boxes. They make it easy for customers to make payments and select wash functions.

Our Deluxe coin boxes are secure, durable, and reliable upgrades for aging self-serve bays. They're also an excellent choice for newly-constructed wash sites, since they make interacting with bay functions simple and easy.

Ease of Payment

As a car wash operator, you want to make it as easy as possible for customers to spend money. Our meter boxes accept coins and bills, and we offer optional credit card acceptance. The bill acceptors will take denominations ranging from \$1 to \$20 bills. The coin acceptors allow you to accept virtually any type of coin you wish, whether quarters, tokens, or dollars coins. We offer a variety of options for credit card systems, ranging from low-cost systems for simple credit card acceptance to more elaborate systems for fleet and gift card capability.

William Moe of Moe's Super Wash in Coos Bay, Oregon uses Kleen-Rite Deluxe coin boxes to accept cash and credit. "People aren't carrying cash as much, so our coin boxes accept coins, cash, and cards," he said. "They're user-

friendly for everyone no matter what currency they carry, and that fact alone has been able to increase our business up to 10%."

Our Deluxe coin boxes offer ease of payment for the customer, which leads to more income for car wash owners. Inserting dollar bills or swiping a credit card is much more convenient than going to a changer and getting a bunch of quarters to plug into the coin box.

1980s, and we used to start the wash with quarters," he added.

Also, the time a customer spends going to the changer and bringing his quarters back is the time when your bay is sitting idle. This may not seem like much, but on a busy weekend when all your bays are in use this can really add up.

Tony Crawford of Circle T Car Wash in New Hampshire says

Deluxe Coin Boxes



- Long Hull - Coin Drawer Model**
- 8" D x 10 1/4" W x 20 3/4" H
 - Dixmor digital timer
 - IDX MA850 coin acceptor
 - Last coin alert
 - Mars bill acceptor
 - 10 position "QC" rotary switch
 - 11 Gauge 304 Stainless Steel Plate

CBK5000 **\$2,000.00**



- Short Hull - Vault Ready Model**
- 8" D x 10 3/8" W x 14 3/4" H
 - Dixmor digital timer
 - IDX MA850 coin acceptor
 - Last coin alert
 - Mars bill acceptor
 - 10 position "QC" rotary switch
 - 11 Gauge 304 Stainless Steel Plate

CBK6000 **\$1,720.00**

offering all forms of payment brings his per customer average up in terms of sales. "We want to make it super convenient for customers of all markets," he said. "We take credit cards, cash, and tokens. If you buy 10 tokens you get 3 free, and if you buy 20 you get 7 free. So, the tokens help us create loyalty with customers."

Vernon Hildebrand of H&H Car Wash in Newton, Illinois is currently remodeling his locations for this very reason. "We've done a lot of business at Kleen-Rite," he said. "We're redoing our boxes in our locations—we have six total—in order to go to dollar bills and credit card acceptance. It cuts down on the use of quarters. I've been in the business since the



Crawford reaches out to Kleen-Rite every time he revamps self-serve bays for advice. He replaces his coin boxes about every 10 years and intermittently makes updates to coin box validators and decals to keep them looking fresh.

High-Security Reinforcement

When choosing Deluxe coin boxes for your bays, it's important to consider several different

Moe uses high-security coin boxes at three different locations, and his preferred model is the Deluxe long hull. "The coin boxes are practically bulletproof, the price is excellent, and Kleen-Rite's always taken good care of us," Moe said. "The equipment works well for our applications."

Kleen-Rite's stainless-steel coin boxes are extremely durable

warp. They also have a reinforced timer display housing, high-security plug locks, and added security latches. Operators can even choose to put an additional security bar over any box if they so desire.

Hildebrand said, "We buy a heavy-duty box with a hex key and a lighter duty one where the door opens up. My son orders the coin boxes, and I think they're all



The coin boxes are practically bulletproof, the price is excellent, and Kleen-Rite's always taken good care of us...

styles. We offer short hull CBK6000 models and long hull CBK5000 models with optional security reinforcements. Long hull styles hold the coins inside the actual coin box in a secure coin drawer. Short hull styles send the coins to a safe or vault that is separate from the box. For any coin box equipped with a bill validator, it should be noted that the bills stay in the coin box until emptied. They cannot be sent to a separate vault.

and secure, but many operators invest in security enhancements for added peace of mind. While our Deluxe models have cutouts for regular padlocks, our Deluxe high-security boxes use plug locks in the top corners. High-security boxes also have three pins at the bottom of the box, so there's no way to pry money out from the bottom or the top.

High-security boxes are made of thicker 7-gauge stainless steel, making it very difficult to bend or

pretty secure." While every car wash can benefit from coin boxes with extra security features, they may be especially pertinent for certain locations.

The easier any car wash owners makes it for the customer to spend money, the more they will spend.

Coin boxes are some of the most important investments an owner will make. When was the last time you upgraded your boxes? Check out our long hull and short hull Deluxe coin box features and specifications in the featured boxes on the left to learn more.

High Security Coin Boxes



Long Hull - Coin Drawer Model

- 8" D x 10 1/4" W x 20 3/4" H
- Thick 7 gauge stainless steel
- Reinforced timer housing
- High security plug locks
- Added security latches
- Dixmor digital timer
- IDX MA850 coin acceptor
- Last coin alert
- Mars bill acceptor
- 10 position "QC" rotary switch
- Weight: 54 lbs

CBK5000HS

\$2,250.00

Short Hull - Vault Ready Model

- 8" D x 10 3/8" W x 15" H
- Thick 7 gauge stainless steel
- Reinforced timer housing
- High security plug locks
- Added security latches
- Dixmor digital timer
- IDX MA850 coin acceptor
- Last coin alert
- Mars bill acceptor
- 10 position "QC" rotary switch
- Weight: 16 lbs

CBK6000HS

\$2,010.00

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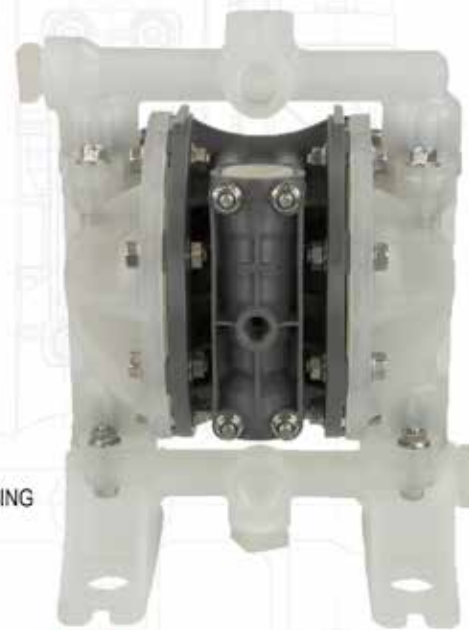


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ALL SYSTEMS POLYMER PRESOAK

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High pH Polymer Presoak

5 Gallon	30 Gallon	55 Gallon
KR5205	KR30205	KR55205
\$55.71	\$240.69	\$401.38



Low pH Polymer Presoak

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KR5205-L	KR30205-L	KR55205-L
\$52.85	\$234.26	\$391.38

Top 10 Reasons to Use Advanced Polymer Solutions

1. No acid needed to neutralize surface of the car and clean the vehicle
2. Does not positively charge the car surface
3. Encapsulates dirt to prevent redepositing dirt back onto car surface
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7. DOT-approved non-corrosive
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Polymer presoaks can be safely used in self-serve bays, in-bay automatics, and automatic tunnels!

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TOUCHLESS HANDHELD VEHICLE DRYER



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

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

- Long lasting aluminum housing
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NEW PRODUCT: CAR WASH CHEMISTRY INNOVATIONS

Ceramic Finish Clear Coat

by JBS Industrie

Introducing a New Car Wash Profit Center to increase top car wash package sales from JBS Industries. This revolutionary Ceramic Finish chemistry provides car wash operators with an opportunity to offer your customers a new exciting Protectant that produces an instant, noticeable shine. The result is higher sales per vehicle and happy, satisfied car wash customers.



The Ceramic Finish technology features (2) remarkable formulas, Ceramic Finish Clear Coat designed for Arches and In-Bay car washes and Ceramic Finish HP Clear Coat for Self-Serve car wash applications. Ceramic Finish produces hand wax quality shine and superior protection to all modern paint finishes.

Ceramic Finish Technology

For many years, Ceramic automotive technology has only been available to consumers in Detailing shops and Auto dealers. These treatments utilized polysiloxanes fusions and heat lamp processes that required hours of curing time & special training and equipment.

Today, JBS Industries has created a Clear Coat formula that has superior Hydrophobicity which means it “hates water”. This formula also contains Hydro Carbons which enables the water to be displaced faster than conventional protectant technology.

JBS Industries has simplified Silicone Dioxide, (SiO₂), technology to produce a modern Ceramic protectant chemistry that has similar properties and results of expensive Ceramic treatments and brought this wisdom to the commercial car wash industry. The Ceramic Finish Clear Coat formulas produce a “self-cleaning” effect whereby the applications in Arches and In-Bay automatics car washes adhere to positively-charged modern clear coat paint finishes and repel negatively-charged dirt and grime.

How much can a commercial car wash charge for Ceramic Finish Clear Coat applications?

Many JBS Industries car wash customers have created an entirely new top car wash package featuring Ceramic Finish Clear Coats and charged \$5.00 for the package upgrade. This is a game changer in Express car wash operations that are increasing their total car wash

average ticket revenue by over a dollar by utilizing Ceramic Finish marketing tools.

Limited Time Offer!

JBS Industries is offering a FREE Windmaster sign insert for all customers purchasing 10 gallons of Ceramic Finish Clear Coat. These formulas are packaged in 5-gallon containers and the car wash operator will get over 900 applications in each container.



WMS225
sign insert only
stand sold separately



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AMETEK LAMB Car Wash Motor “Line Up”

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Standard life and air performance	Standard life and air performance	1500+ hours of life from QJE set of curved brushes	Standard life and air performance 3-5 db Quieter	15K hours of life



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NEW! CERAMIC FINISH
KEEPS VEHICLES SHINY LONGER!

HOT DEAL
FREE SIGN!



WMS225
sign insert only
stand sold separately



JB5320

JB5321

The **NEW CERAMIC CLEAR COAT FORMULAS** are a revolutionary car wash chemistry that produces hand wax quality shine and superior paint protection.

Your car wash customers will see the performance difference and drive higher top car wash package sales.

Buy two 5 gallon pails of Ceramic Finish and receive a free windmaster insert with first order.
(Windmaster frame sold separately.)

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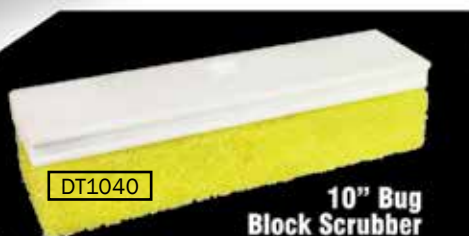
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Our breakthrough Noghair[®] technology synthesizes all the benefits and performance of genuine hog hair into an even softer, long lasting, high quality bristle that really holds the soap. This multi-level filled brush features nearly 180 degrees of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

Buy 2 Noghair Brushes
Get a FREE 10" Bug Block Scrubber

Offer valid for orders received by Kleen-Rite between February 1 through February 29, 2019



DT1040

10" Bug
Block Scrubber

\$24.99

Part Number: DT1037

5 Minute Brush Primer

Nathan Iverson

You need a new prep brush for your full-service wash. You've found your way to Kleen-Ritecorp.com, but what to buy? Thankfully you are choosing from a long list of good options with no real wrong answers. Homing in on the right brush for you and your wash means navigating multiple and widely varied price points based on dozens of combinations of bristle-types, block type, and size.

Let's dig into the options.

Blocks

Straight Block: Typically 10 inches in width, but occasionally 9" or 14", this is your most basic car wash brush. They usually have a perimeter bumper to prevent scratching in case the block comes into contact with the paint. Perfectly functional and still the preferred style for self-serve washes. Many conveyor operators love the 14" size for surface area, but beware that it will not fit into most buckets.

Bi-Level: The bi-level block is an early improvement over the original straight block. Typically, the same 10" width as the straight block, the bi-level has essentially twice the surface area and creates two distinct bristle planes. This creates more surface area and allows for more consistent bristle contact with the vehicle and lower likelihood of block contact. With as much as twice the bristles as a straight block, these hold more soap and water - which is good - but are much heavier, which may not always be favorable.

Multi-Surface: This category encompasses several block styles that, when filled, yield bushes that are variably referred to as 3-sided, 5-sided, or round. In all cases, the intent is to create maximum surface area and minimal risk of block contact to vehicle. All are typically very good at holding soap and water, but are even heavier when wet than the bi-levels, which is sometimes a good trade off.

Bristles

Polypropylene: Synthetic. Excellent overall chemical resistance. Typically used in brushes where scrubbing characteristics are required, like a wheel brush. Not the best choice for car wash brush for use on paint. Possibility of scratching paint with this bristle type. Low Price.

Polyester: Synthetic. Good chemical resistance. Similar look and feel to Nylon, but more economical. Low likelihood of scratching. Not a good choice for high pH presoaks. Moderate acid resistance. Mid-Price.

Nylon: Synthetic. Excellent chemical resistance. Far lower likelihood of scratching compared to Polypropylene or Polyester. Will stand up well with high pH cleaners and pre-soaks. Very good soap/water retention and acid resistance. Higher priced within synthetic family and a very good alternative to hog hair.

Specialty: Encompasses synthetic bristle types like Noghair®, which is a synthetic material designed to mimic the feel, softness and wear of hog hair, but at the price of synthetics. Very good chemical resistance. Tapered, soft bristles very much like hog hair. Highest price of synthetics.



Hog Hair: Hog Hair is the most-commonly used natural animal fiber for car wash brush applications. Hog Hair is naturally flagged, soft and durable. Considered the premium fiber for car wash applications, but can cost 6-10 times as much as brushes with synthetic fibers. If you don't mind the price, this is the best choice.

You will readily find brushes with just about every combination of block and bristle. So, what's the right choice?



In the end, they all work. The right choice for you is one that meets your price point, personal preference, and the image and demographic of your wash. While a \$10 Polypropylene brush may be functionally fine, you might not choose it for an upscale full-service wash opting, rather, for higher end brushes like Noghair® or natural Hog Hair filled brush. On the other hand, it is tough to beat the overall value of the premium synthetics once you consider that you can buy five to six of them for the price of one hog hair brush.

With no singular answer to the "Which brush for me?" question, savvy buyers will align their purchase with their budget, image and demographic and all will sleep well at night knowing they've made the right choice for them.





Tools You Will Need

● Q-Tips and Alcohol or Cleaning Solution, or you can use a cleaning kit from one of the top Changer Manufacturers. Kleen-Rite carries several cleaning kits, ask about one today.



How to Clean & Mount a Mars Validator.

We get a ton of calls asking how to clean a Mars Bill Validator and how to mount it in the coinbox. Well here's Tom's Way of doing it!

START



With more and more car washes wanting to accept bills in their bays, the most common question I get is, "How do I clean the validator?" and "How do I mount it." Now Tom will show you how to perform these tasks yourself.

Cleaning Your Validator



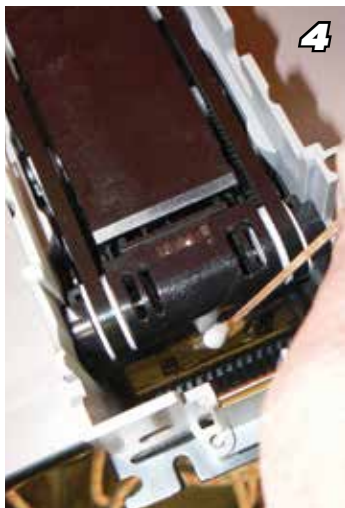
1 First remove the stacker by lifting up and out.



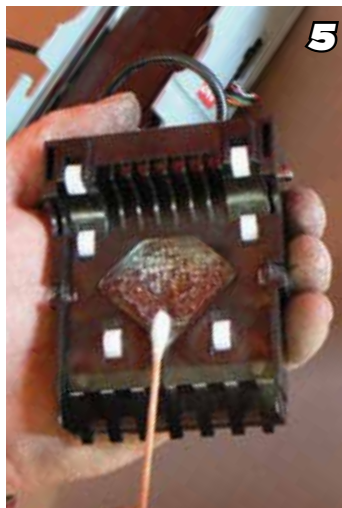
2 Clean the stacker belts with a citrus cleaning pen.



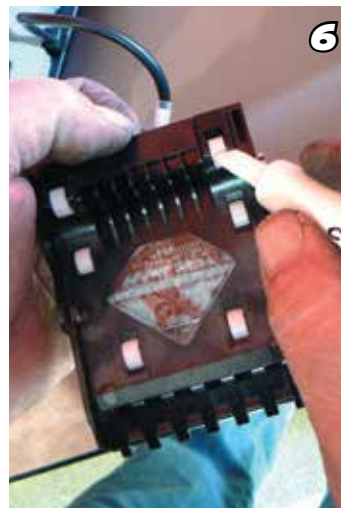
3 Next, remove the mag-head by lifting up on the lockbar then pull it out.



4 Using a Q-Tip and cleaning solution or alcohol, clean the internal sensor strip.



5 Using a Q-Tip and cleaning solution or alcohol, thoroughly clean the mag-head.



6 Using a citrus pen or Q-Tip and cleaning solution/alcohol, thoroughly clean the mag-head wheels. The wheels will rotate as you clean them, so hold them steady.



7 After step 6 is complete, reassemble the validator. Then insert a cleaning strip into the bill acceptor to remove excess cleaning fluid and lint. Cleaning Strips are available from Kleen-Rite.

Mounting Your Validator



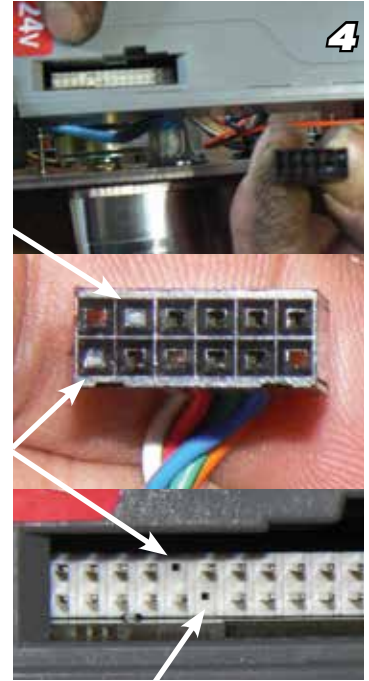
1 Your coinbox faceplate will need a hole measuring 3¼" W X 2" H for your validator. If you need to create the hole, make sure it is plasma-burned.



2 Use your Mars Validator for a pattern to cut in the mounting stud holes.



3 When ready to mount, use 6/32 flat head bolts and washers to attach your faceplate.



4 Connect the power harness. Look inside the harness head to find the 2 dead spots and make sure they match up with the 2 dead spots inside the validator to ensure proper alignment. Gently push harness until it is seated. Consult the instruction manual for proper wiring.



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OPERATOR SPOTLIGHT

K & D CAR WASH Lufkin, TX

By Drew Tyson

Sometimes you just marry into families. David Sanders married into an industry.

The owner of six car washes in Lufkin, Texas and a seventh down the road in Corrigan, David started working for his wife Kathy's stepfather on Labor Day of 1996. It wasn't his original aim, but with his wife's stepfather looking to make a career change, David was in line to take up the family business.

"He said, 'I'm going to hire you to work at the car wash for a few years and learn the business, and then I'm going to sell them... to you,'" recalls Sanders. It wasn't a gradual introduction into the industry either – within two years, David had been integral in the construction of two more locations, from the ground up.

Growing an Empire

By 2004, the K&D Car Wash roster had grown beyond the original wash building and the six-bay building across the alley. It now encompassed six washes, including a wash that David built for himself in 2003, but David wasn't done. As recently as 2016, he added a seventh wash into the fold, blanketing the town.

Over the years, K&D has evolved to meet the needs and demands of

the area. In 2014 David enclosed a bay in the original wash building and turned it into a pet wash, which the Sanders' dog Tucker enjoys. This climate-controlled pet wash allows folks in Lufkin to beat the summer heat and keep their pups clean.

"I think it's pretty good... the reason that I did the pet wash was because of Kleen-Rite, because of the equipment package."

K&D has even capitalized on unused buildings on the lot. By leasing out a building in the back to a detailing business, they are able to make use of what would be empty property, for added income. Another plus? The detailers use the car wash for exterior washes, returning income and also making use of what would be dormant bays throughout the day.

Commit to Your Customers

Six high-clearance self-serve bays allow for people to clean recreational vehicles, tractor cabs, boats, and more – all the trucks and toys of the Lufkin region. The truck bays see plenty of business, says Sanders, "There's log truck guys that come from 40 miles away to wash at my wash." By taking the risk of having six oversized bays, he ensures that truckers and boaters can use any bay on the lot instead of having only one or two high bays and forcing them to line up and wait – or go elsewhere. It offers flexibility and keeps traffic flowing.

It's one of the reasons why K&D has stuck to self-service instead of converting to tunnels and automatics. Instead of dedicating bays and causing traffic back-up, the big bays allow for vehicles of all sizes. Everything is bigger in Texas, including the pickups - lifted trucks and off-road vehicles would have a problem in the automatics with clearance.





David & Russel Sanders
Lufkin, Texas

Sanders says he doesn't plan on changing any time soon either, noting that other tunnel and automatic washes in the area don't always seem as busy as his spots, while requiring additional maintenance and on-site attention. Besides, he says, "I'm happy being a self-service guy."

Relationships Matter

One relationship leads to another. David's father-in-law already had an ongoing relationship with the team at Kleen-Rite through the years, so David stepped right into working with the team. He remembers, "When I worked for him about three or four years, he started turning the operation over to me gradually, so I started doing the ordering, and so I learned right away how great it was to work with you guys at Kleen-Rite."

It's a relationship that grew over time too, with K&D turning to the team when there were wand issues that were chipping into profitability. "I like to talk to Keith and those guys at the show, ask them some questions," he said, "I told them I was having problems with my wands breaking, and they told me about the spring wands, and I have very few problems with it now, so that was awesome."

It can also help to keep morale up, especially as more and more tunnel and automatic washes open up. "I feel like Kleen-Rite's one of the only ones out there supporting us," says Sanders, "Because a lot of other guys have abandoned the self-serve business."

On top of customers and suppliers, relationships with others in the business have been important to David too. "People in the car wash

business, generally I've found are really receptive to telling you their secret, the how and what they do." Making those connections has helped him find new ways of doing things, and offer some of his knowledge to others.

Being Committed

In the end, David sees the business as being tough yet worthwhile. Only hours after hopping off the plane from Hawaii, he was back on site to catch up on work and chat with us, before slipping on the rubbers and heading out to unclog drains and perform maintenance. "It's been an interesting business; I meet lots of interesting people. It's a hard job, people think it's just easy... and it's not. It's 24-7."



Does David have any advice for people looking to get into the carwash business?

"Be prepared to spend all the time that's necessary to make it function properly, or you will not succeed. It won't take very long for customers to find out you don't take care of your stuff, and they will go elsewhere. I've got guys who drive 40 miles to wash at the truck wash because no other truck guys keep up their bays."

With that level of attitude and effort, it's no wonder that K&D continues to be a prominent part of the Lufkin community. While David hasn't planned any further expansion yet, Lufkin can be sure that the K&D Car Wash locations will continue to provide great facilities to keep the cars, trucks, boats, and RVs of Lufkin clean year-round.





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