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So much to say and such a small area to say it. We have all been through an unprecedented time in history. We all make plans and try to execute them to improve our business, but the events of this Spring turned all of those plans upside down. Spring brought us more than April showers and May flowers; it also brought a period of unknown -a period of being not sure what was going to happen tomorrow. We watched an entire industry –including ourselves– adapt and overcome. We all changed and moved forward. These changes were not without imperfections and stress, but everyday seemed to bring opportunity for solution.

We write this during a period of continued uncertainty, but we are in a much better location than just a few months before. We saw our employees, customers, and suppliers work incredibly hard over the past few months. We did all of this for each other and, let's not forget, we pushed forward for our families. We were all in this together during this trying time.

We learned during this period, like learning how blessed we are with outstanding employees, customers, and suppliers. Our employees rose to the occasion and made us extremely proud. We admire who they are and all of the dedication they have shown towards our customers. We can never thank them enough but we hope when they read this, they will understand how thankful we are.

We look forward to continuing to support your business, as we are here because of you. Thank you for allowing us to be your Reliable Supplier to the Car Wash Industry!

# INSIDE

## CONTENTS

- 6 Impact of COVID-19
- 12 COVID-19 Sanitizing Safety Checklist
- 16 Visual Revival - Remodeling a Joan's Spot Free
- 19 Damaged Until Inspected
- 20 Rocket Injectors
- 22 How To Use In Bay Turbo Powder
- 25 The Doctor's Report: Name That Towel!
- 28 Kleen-Rite Expo - Sign Up Forms
- 30 Everwash Car Club
- 33 New Conversion Kit From Standard Changer
- 34 Interior Detailing and The Coronavirus
- 38 Simoniz Ceramic Sealant
- 41 Low-Pressure System Troubleshooting
- 44 Women In Car Wash: Expand Your Network
- 47 Gary's FAQ: Cleaning Windows With InBay Automatics
- 48 Klean-Wall VS Klean-Wall 2
- 50 SCWA Efforts To COVID-19 Response
- 53 Preparing For Winter
- 54 Jerry's Videos
- 58 Operator Spotlight: Shammy Shine
- 60 Talk Car Wash: Online Car Wash Community

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# The Impact

## of COVID-19 on the Car Wash Industry

By Drew Tyson

The impact of COVID-19 was sudden and immediate. Within days, citizens and businesses across the country were asked to change their behaviors and take drastic measures to avoid spread and contamination. Communities were forced to grapple with new circumstances and uncertainty.

For car wash owners, detailers, and power washers, it was a drastic shift in gears taken over the course of days – not weeks or months, which is how many of our business decisions are made. There was little time for deliberation. Now, as we have moved on from the initial shock, we can take a look at what effect COVID-19 has had on our industry, and on businesses and operators across the country.

regions of the country – the Northeast as well as Florida. Taking immediate action and coordinating response over those locations was important to him, as was responding immediately to the challenges – “By March 18th, I had all of my stuff in place. We knew it was starting to happen on the 10th of March, but by the 18th we were fully engaged.”

They tackled the waivers in states that required them immediately, prioritizing them. Beyond that, demonstrating preparedness went a long way towards staying open, says Sause. “Just having the stuff on site, and showing the local municipality, the state... anybody that wants to know that you have a plan in place and you have PPE, gives you an edge.”

Sause was able to accurately sum up the feelings of many of the operators that we talked to when it came to making those purchases necessary to keep business moving. “There wasn’t any, like, oh, we shouldn’t spend the money or do this or that... what is it going to take to do what we’re supposed to do? That’s what matters.” It was just the matter of knowing what would work, what would be approved, and what was necessary to stay open.

Unfortunately, not everyone had the same experience as Sause. Glen Little, of the Sunshine Car Wash Group, had to tackle a variety of legislation. Like Sause, he had to manage requirements across various municipalities and states, but there were a variety of responses. While the governors in

**“Are volumes down? Yes. Revenue down? Absolutely. Are customers thrilled that we’ve stayed open because it’s something they can do on their own? More than you could understand.” – Steve Sause**

### Changing Rules

Across the country, every state dealt with business closures differently. For single-location operators, this meant finding out what local and state restrictions were and figuring out how to meet them.

For operators with locations across different states and even different regions of the country, this meant a larger undertaking.

Steve Sause, of Cloud10 Car Wash, has locations across four states, covering two

Addressing the wrinkle of changing regulations across state lines, and making sure they were within each state’s guidance, has been a challenge. Sause went with the idea that there was no such thing as being overprepared. “I took the most strictest and severe impact guidance, and I applied that across all locations... my feeling was, at worst, I was doing more than some of the local municipalities suggested, and at best I was doing the best I can for my employees and customers.”





Mississippi and Tennessee allowed his washes to stay open, at a more local level, the mayor of Memphis barred them from operating within the city limits.

“The ones on the outlying areas... like in North Mississippi, those were open, some of the suburbs like Collierville and Germantown – still inside the county but a separate town – they were open, it was just the ones inside Memphis that were hit.”

Further complicating things, the mayor even dictated what services could be offered at what stages. Tunnels and automatics were open first, but self-serve and vacuums had to remain closed, impacting the washes that relied on these services and directing business to the tunnel and automatic washes. More time passed before the self-serve were open, putting the operators behind.

Almost every operator we talked to agreed that the state and local guidance could have been better and more consistent. While most felt the states had responded as well as they could, communication and response left room for improvement.

### When Closing is Not an Option

Early on, the argument of whether or not a business constituted an essential business came into play. Car washes were not immune to this discussion – while they provide excellent services for the community, essential employment for their team members, and sanitation services for drivers including municipal and medical transportation, the waters were muddy.

As the International Carwash Association (ICA) highlighted in their valuable resources for carwash owners, under CISA guidance, car wash owners and mobile pressure washing teams could represent that their businesses were essential for a number of reasons, with essential business and workers including:

- Workers providing disinfection services for all essential modes of transportation
- Workers critical to rental and leasing of vehicles and equipment that facilitate continuity of operations for essential workforces and essential travel
- Automotive maintenance facilities
- Worker supporting the safe transportation of chemicals, including those supporting tank truck cleaning facilities

Curtis Tremblay, operator of the Bubbles Car Wash chain of washes in Arizona, knew that it would be important for him to stay open, noting that “one of my washes gets ambulances, FedEx trucks, UPS trucks, we get a lot of the medical units.” Providing valuable cleaning and sanitation to essential services meant that closing the high bays wasn’t an option. “We get a lot of the medical stuff, so we wanted to make sure we stayed open,” but at the same time, he says, “I wanted my guys protected too.”

### Stepping up Sanitation

Taking immediate steps, Tremblay made gloves and masks the priority, even having masks shipped across the country to ensure that his team was protected. Disinfection of every touchpoint in the bays became a priority as well, with his employees doing lot checks more often than ever before and disinfection rounds numerous times per day.

Sause notes that they addressed all sorts of danger points in their move to address sanitation and did it right away. “I immediately was ordering large quantities of disinfectant... I stocked up on every disinfecting and sanitizing product I could get my hands on and shipped it to my locations.”

Steps taken by car washes included:

- Cordoning off some vacuums so there was an empty vacuum between each vehicle
- Wearing face masks and gloves throughout all interactions
- Disinfecting touchpoints between cars
- Spraying down vending machines, handles and knobs in bays, and more between customers
- Expecting employees to wash hands as prescribed after lot checks, customer interactions, and arriving or leaving throughout the day.



In some cases, limiting customer behavior was an unfortunate step that had to be taken. From shutting down community coffee pots, to placing bathrooms off-limits to non-employees, the areas where the virus could be transmitted were reduced and contained.

Sanitation isn’t just for the customers either. As all the owners we spoke with noted, their staff is important to them. Beyond the liability issues of poor sanitizing practices, it simply comes down to protecting those who are close to you and important to you. The sanitizing wasn’t just to protect the customer, or to protect the bottom line – it was to protect the family that they had built at their washes.

### Shift in Customer Behavior

Operators across the board saw an overall drop in customer visits, and many saw that customer behavior changed as well. Topher Harding, of Foam and Wash in upstate New York, noted that customers have been more diligent in observing distancing and preventative measures. “I have noticed some change in customer habits – about 60-75% put a mask on before speaking with us... and about 1 in 100 people refuse to roll their window down whatsoever.”

Cloud10’s customers took a wide variety of approaches, according to Sause. “Right down to some people putting cash on the windshield wipers – they stop, and put the money on the wiper, and then they pull up. People are not rolling their windows down, they are bringing paper and writing notes and riding through.”

In Arizona, Tremblay did notice some distinct shifts – some more troubling than others. Relying mainly on self-serve bays, he noted that while customer visits were down, more customers were coming per car, and customers were spending more time in the bays. “Instead of us getting a car in there with one guy, we’d get a car in with three guys... a car in with a family of people just to wash the car, because they’re going crazy at home. We were having back-ups in the bays, not because we were making more money, but because people felt secure in those cubes.”

Unfortunately, the virus also brought around another issue, with anxiety and shortened tempers driving up some confrontations. For instance, customers pushing back against requests to move forward, or getting impatient



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while waiting for a bay to open up. As Tremblay notes, they sometimes had to direct traffic and point out to people where they could pull ahead to.

Everyone noted that credit card sales have gone up, and that there was similar wash plan usage to the period prior to the pandemic. Many drivers with unlimited washes and monthly plans were taking more opportunities to capitalize on them. They seemed to be using them as a reason to go out and take a drive, to get out of the house.

### **Dealing with Low- and No-Contact Purchasing**

With the push to low-contact and no-contact services across the country – just order a Domino’s pizza on the app and they’ll leave on the chair by the door, Zoom meetings, waving credit cards instead of handing them over – car washes and detailers had to adapt.

Sause put his vote of confidence behind CryptoPay systems, saying “I bought bunches of CryptoPay units from you guys [Kleen-Rite]

Owners also saw the value in automated wash plan memberships. Both license plate recognition (LPR) and RFID vehicle tagging programs allow members to pay online from their phone or at home, trigger gates and washes without opening their windows, and be processed without interaction. Plans can be upgraded or modified from home and can allow for multiple vehicles to be added to a single account. Many owners we spoke with noted that their membership plans stayed consistent over the recent months, while a handful even saw an uptick in membership usage once customers realized the efficiency and the ability to be hands-free.

### **Business Opportunities Emerge**

Sause recognized that this pandemic has opened up some business opportunities for the savvy operator.

“I ordered a couple of steamers... so we can steam and disinfect and do things for vehicles... those services will go through the roof once people are comfortable with other people getting in their cars.” Steam cleaning soft surfaces,

Some operators saw the potential for expanding self-serve interior cleaning offerings beyond the standard vacuums. From offering updated vending interior cleaning kits, to lowering the price on vending cleaning kits to entice virus-wary customers to make a purchase they may have skipped in the past, to offering retail and vending options like single-use disinfectant towelettes or small bottles of hand sanitizer that can be stored in consoles and glove compartments, new profit points sprang up as time passed. In providing these to customers at reasonable pricing, operators have been able to cement their place as community-minded individuals who are looking to help their customers feel safe, not capitalize on dark times as some retailers and online price gougers have done.

### **Surprising Side Effects**

Some operators noted some surprising side effects from the guidance, regulations and habits coming out as part of the response.

At Bubbles Car Wash, Tremblay noted that the opportunities for maintenance that are usually



**“I bought bunches of CryptoPay units and put them in my bays, it’s a lot easier than touching quarters and everything else – make it easier for the customer to pay.” – Steve Sause**

and put them in my bays, it’s a lot easier than touching quarters and everything else – make it easier for the customer to pay.”

Foam and Wash took a similar track, integrating QR code scanning in the no-contact purchasing process, as these can be scanned and utilized even from behind a glass. While the QR code technology may have seemed like a fad when it was introduced a decade ago, the COVID-19 pandemic has provided it an opportunity to shine as a versatile tool.

Washes that have already invested in smartphone apps noted an uptick in app usage as well, while others pushed development at an accelerated pace. Providing the ability for a complete no-touch, no-interaction experience with peace of mind for the user is going to be a valuable tool moving forward, and likely will begin to replace face-to-face transactions, coin or token drops, and cash exchange.

cleaning and disinfecting hard services using RTU disinfectors, and other services are seeing interest from customers, and smart operators will be able to capitalize on it. Sause went as far as to swap out self-service bays for full-service interior cleaner at a location.

Specific interior anti-viral and anti-bacterial sanitizing treatments utilizing chemicals and products previously seen primarily hospitals, schools, and food processing facilities were added to the services list at some car washes. These virus- and bacteria-killing treatments have shown themselves to be safe for car interiors, and come from trusted names including Simoniz and National Automotive Chemical in both undiluted and ready-to-use quantities.

present in the early part of the year weren’t there. Particularly when isolation suggestions started rolling in, he was prepared to do work - “I thought, we’re going to have all of the maintenance done in a month because there’s not going to be anybody here... I told my guys, you got a job, even if they make us close, you have a job, I’m going to keep you busy, you’re going to be doing maintenance.” However, the





regular, longer visits by customers meant “we never could get it done... there’s been cars everywhere, hanging out.”

This resulted in skipped maintenance that will need to be caught up on as time goes by, as well as unexpected downtime that has resulted in on-the-fly repairs instead of planned work. Pushing equipment to or past the normal maintenance date is certainly testing the limits of the equipment. In some cases, it is even highlighting holes in maintenance programs, or indicating pain points operators haven’t dealt with in the past.

## New Normal

Where we go from here is the next question. With some states throwing the doors wide open, while others are participating in measured reopening steps, we will be adapting to what some folks refer to as a “new normal” over the coming months. New habits, new practices, new customer desires.

All of the operators we talked to expect that this isn’t over. The coronavirus will not disappear – it will be something to contend with for months and possibly years to come. Many that we spoke with felt that current sanitizing and disinfecting standards will continue for a

the pandemic downslope, and the operators who can adopt it best are the ones that are likely to see continued success.

## What’s Next?

Learning from what has happened will help us to be ready for what will happen – hope for the best, prepare for the worst.

The operators we spoke with all talked of the need to be better prepared should this come back a second time, or if something new pops up. It’s not a time to be scared – it is a time to consider how you can evolve your services, change your processes, and upgrade

## Many urged that, where possible, operators should stock up on preventatives, disinfectants and more, even as the nation feels a lull or a retreat of the virus.

Tremblay also saw that different business models were taking it harder than others. For instance, he notes, “this one car wash, you pull it up, the guy puts it on the belt, it goes through, another guy takes it out, other guys wipe down the windows... that place is dead.” Full-service washes have taken a hit, simply because of the amount of touching and the amount of staff involved. With everyone becoming sensitive to who they have in their personal space, and your car being where you spend the third-most time of your day behind home and work, many customers are reluctant to allow those outside of their close circles into their space.

There were other issues as well – with emergency services diverted, some operators had to resort to neighborhood watch-style coordinated efforts like in the case of Tremblay and some of his fellow operators in the Scottsdale region. With officers not patrolling, they took it on themselves to take turns checking in on each other’s washes when they could.

That same lack of police presence impacted Little’s group of washes. He saw that when they closed up their washes, he “had a record amount of vandalism. People coming in and spray painting the bays, people coming in and writing stuff on the ground in the bays... it was just unbelievable.” With services focused elsewhere, and lack of consistent employee presence, operators needed to be mindful of security.

significant amount of time. As Tremblay pointed out, everything from cleaning procedures and new offerings are here to stay in one form or another – “I think it’s going to be this way... I think this is going to be our new way of life.”



Many urged that, where possible, operators should stock up on preventatives, disinfectants and more, even as the nation feels a lull or a retreat of the virus. This could be coming back – two months, four, six – and operators should be better prepared for a potential resurgence, learning the lessons from the first wave. Even if there isn’t a massive second wave, with flu season and the potential for future pandemics, keeping an inventory of low-cost PPE and disinfectants on hand will prepare businesses for future disruption.

The investment in new technology has also pushed profit projections higher for some wash operators. It’s true that necessity is the mother of innovation, and the idea of no-contact processing – especially through tunnel and IBA setups – is likely to only continue to expand in

your systems to become more efficient than before. It could be new security to protect against damages in the future, new products for disinfecting, or new pay systems.

There will be opportunities for the smart businessman as well. With interest rates dropping to encourage spending, judicious upgrading and expansion through borrowing could allow some businesses to capitalize. While we have seen some minor delays in customers who were working on expansion,



few have shelved their efforts, and some are continuing to seek out opportunities even though the bounce back may still be months away.

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# Covid-19 Safety Sanitizing Checklist

By Job Tyler Leach



While we've moved past the initial difficulties that we faced with COVID-19 in spring 2020, experts point to a possibility of a second wave of the virus occurring in the fall. With that in mind, we thought it would be great to offer some information on disinfecting, sanitizing, and PPE. Some -or all- of this information might be familiar to you but it's good to refresh your memory to keep you, your customers, and your employees as safe as possible. We included a handy checklist with everything that you should stock up on to be prepared for another round of COVID-19.

## Disinfecting and Sanitizing

It's important to remember the difference between simply cleaning versus effectively sanitizing. Cleaning a surface with regular soap or materials like vinegar only removes dirt and other larger particles. Sanitizing means you actually disinfect a surface and remove potentially dangerous germs and virus molecules.

A March 2020 study -now published in the New England Journal of Medicine- has determined that COVID-19 can survive in the air for up to three hours, on surfaces like cardboard for up to twenty-four hours, and on hard surfaces like stainless steel and plastic as long as three days. It can be daunting to think about all of the surfaces that are touched at your car wash. Coinboxes, vacuums, vending machines, foam brush handles, paystations, and changers are just the first things that come to mind. Keep consistency in mind and develop a simple plan. Disinfect at a time when customers won't inhale fumes or touch dangerous materials and when you can leave the disinfectant on the surface for the recommended ten minutes for maximum effectiveness.

Never combine disinfectants and cleaning agents unless you are absolutely sure it is safe.

the mouth of the wearer. It should be noted that because N95 masks act as a filter, they can affect breathing and oxygen supply.

Three-ply surgical masks are commonly used among surgeons, nurses, and other healthcare professionals. They are more loose-fitting and do not create a seal between the mask and skin like an N95. They are intended to block splashes, sprays, splatters, and droplets that may contain virus and bacteria. They also limit the spread of liquid from the mouth and nose of the wearer.

For non-healthcare environments, simple cloth masks are sufficient to block the spread of liquids from the nose and mouth. These can either be made at home or purchased



Products like Lysol wipes, Clorox, and hydrogen peroxide are acceptable for sanitizing small areas in office spaces, waiting areas, and break rooms. Larger areas that see heavier traffic at your car wash require bulk products that you probably aren't used to stocking. It's important to make sure the disinfectants you purchase are approved to kill Covid-19. The EPA has a full list of approved products on their website. Kleen-Rite has made a note in the product information for all of the EPA-approved products that we sell. If you don't see a specific note about EPA approval, we cannot guarantee that the product removes Covid-19.

Mixing chemicals can create toxic fumes that are very hazardous. You can use the same towels or pads that you'd normally use to apply cleaning product or scrub surfaces, but it's highly recommended that those items be disposed of after one use to avoid moving virus molecules from one area to another.

## Masks and Face Shields

Short of a full respirator, N95 and KN95 masks have the greatest ability to block harmful particles. These masks block 95% of small (as small as .03 microns) and large particles in addition to containing saliva and droplets from

at a relatively low price. There are no formal guidelines for cloth masks but it is recommended that the fabric be as thick as possible without causing discomfort to the wearer. Masks should also fit as close to the face as possible.

The CDC still recommends that N95 and surgical masks be reserved for healthcare employees and first responders. If you choose to use these masks when cleaning potentially infected areas or around somebody you fear has the virus, please use as sparingly as possible (but remember, do NOT reuse).

N95 and surgical masks are disposable and should not be reused or shared. After use, wrap in plastic and dispose in a safe waste receptacle. Cloth masks should not be shared and should be washed regularly.

Face shields are made with sturdy plastic materials like PET plastic. A face shield typically has an elastic strap to secure it to the head, with a section of foam on the forehead for comfort. Shields provide a solid layer of protection between harmful airborne materials and the mouth and nose. They are typically used in conjunction with a mask of some kind.

### Hand Washing and Sanitizing

You've heard it many times by this point, but it simply can't be said too many times: wash your hands, wash your hands, wash your hands! It is the easiest and most effective way to reduce the chances of contracting and spreading COVID-19. This means you should also encourage customers and employees to regularly wash their hands. Keep restrooms and sinks clean and fully stocked with soap and hand towels. It's also a good idea to have touch-free soap dispensers to limit contact.

As a reminder, you should follow the procedure recommended by the CDC when washing hands. Vigorously scrub hands with soap and water that reaches beyond the wrists.

bottles out to employees so they can constantly sanitize their hands with ease.

### Gloves

When used properly, gloves can provide a barrier between the hands and potentially infected surfaces. They also cut down on the surfaces that the wearer comes in direct contact with, limiting the chance that they may spread COVID-19. Disposable nitrile gloves provide proper protection and are cost effective. Always stock a variety of sizes so employees can choose the one that provides the best fit for their hands.

Nitrile gloves are the most puncture resistant of all rubber-type gloves. They can be dyed different colors, making it easier to see puncture holes if they do occur. Nitrile gloves are chemically resistant, so they're great for cleaning tasks. They're also available with a textured design that provides excellent gripping ability.

Gloves should not be worn for extended periods of time or used over multiple surfaces. If not used once and thrown away, there is a serious risk of spreading germs from one surface to another. Change gloves frequently and always maintain a routine of regular hand washing or application of hand sanitizer. In some cases, you might even be better off

spaces. These do not need to be N95 or surgical masks.

- Avoid touching eyes, nose, and mouth.
- Clean and disinfect frequently touched objects and surfaces.
- Frequently and vigorously wash hands using a thorough twenty-second process.

### Be Safe, Be Responsible, Keep Your Business Running

Marc Lipsitch, DPhil, is a professor of epidemiology at the Harvard T.H. Chan School of Public Health and director of the Center for Communicable Disease Dynamics. He provided some virus insight in an article published on the American Medical Association website titled *Harvard epidemiologist: Beware COVID-19's second wave this fall*.

"Almost every government is talking about lifting control measures. Not every government, but many, because of the economic burdens. Given the fairly high caseloads that we have in the United States, that's a really risky thing to do right now," Lipsitch said.

"I hope that the summer weather will help," he added, but his research indicates that the warmer weather will only reduce transmission rates by about 20%. "That's only enough to slow it down, but not enough to stop it."



Make sure to scrub fingers and get underneath the fingernails while washing.

Either to replace hand washing areas, or as a complement to them, hand sanitizing stations should be available to customers and employees. Hand sanitizers should be at least 60% alcohol (this is also a reliable guideline for alcohol-based disinfectants) to achieve proper sanitization. You can also stock up on small bottles of hand sanitizer for resale at your car wash. This promotes a safe environment while providing a small profit stream at a time when revenue may be down. You can also pass small

skipping the gloves and instead be extra fastidious about washing your hands.

### Social Distancing and Safety Practices for Car Washes

- Avoid getting too close to others, especially in confined spaces, unless it's absolutely necessary. Stay six feet away if you are in a shared space.
- Encourage all employees to stay home if sick. Make sure they know their job is not in jeopardy if they take sick days as a safety precaution.
- Wear cloth face coverings when in public

"We will have a harder time controlling coronavirus in the fall ... and we will all be very tired of social distancing and other tactics. The hard thing will be to keep enough of it to protect our ICUs and keep the number of cases from flaring up," he said.

Reopening safely means properly disinfecting, social distancing, and creating a responsible environment. We know that you want to get your business back to normal as soon as possible. To reach that goal, continue being careful in the fall and early winter. Stock up on products and optimize your plan now.



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## Dave Comfort

Sales Representative

Hello, my name is Dave Comfort, and I am a sales associate at Kleen-Rite. I have been employed here for over 6 years.

I enjoy vacations with my better half. We like to go to national parks and see the wonders this country has to offer. I have two boys, two dogs, and two in-laws living with me. So, you can say I am always surrounded by loving people and pets. I am really looking forward to vacationing to Zion this year.

I hope to see you all at our Expo in November.  
See you all soon.

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



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## INDUSTRY CALENDAR

### Upcoming Industry Calendar

Visit the websites of the shows below for a schedule of events

Nov. 17 2020	<b>Car Wash Experience</b> Kleen-Rite Corp. - Columbia, PA <a href="http://www.kleenrite.com">www.kleenrite.com</a>
Nov. 18 2020	<b>Kleen-Rite Expo</b> Kleen-Rite Corp. - Columbia, PA <a href="http://www.kleenrite.com">www.kleenrite.com</a>
Feb. 17-19 2021	<b>Southwest Carwash Convention Expo</b> Fort Worth Convention Center - Fort Worth, TX <a href="http://www.swcarwash.org">www.swcarwash.org</a>



# A Visual Revival:

## Remodeling a Joan's Spot Free Car Wash with the Mapes

By Job Tyler Leach



Joe Mapes has an accomplished history in the car wash industry, and he and his family are long-time Kleen-Rite customers. They operate eight Joan's Spot Free Car Wash locations in the Dallas/Fort Worth area in Texas. Kleen-Rite has worked closely with the Mapes family for many years, and it's an excellent example of how building relationships with customers ends up being successful for both parties. One of the most rewarding aspects of being a supplier is to see prosperous customers expand and improve their businesses. Recently, the Mapes family acquired a car wash property that they've been leasing and operating for decades in Irving, Texas. Now that they own the property, they've given it a cosmetic overhaul that has it looking and feeling like a brand-new car wash!



### Progress During the Leasing Years

The Mapes began leasing this car wash property in Irving in 1984 when it was already twenty years old. They upgraded the facility when they began leasing, and have made many improvements over time. The equipment room was only eight feet wide originally, so they had to enlarge it to allow for new equipment in the future. They added services like foam brush, presoak, and spot-free rinse. They added token acceptance and, later, credit card acceptance with

CryptoPay. An in-bay automatic they call the "Mr. Wizard's Auto Wash" was added to the facility. The equipment was manufactured by Coleman-Hanna, but the Mapes came up with the name and the artwork associated with the wash system. It's one of the major highlights

### Time for a Fresh Look

In January 2019, the Mapes were given the opportunity to buy the car wash property. This opened up the possibility of doing a cosmetic renovation. Joe described their hesitation to do so before, explaining, "We only did a few visual upgrades because we were unsure of the future leasing or buying ability with the property." Any previous upgrades were more on the equipment and performance end of the wash rather than the visual appeal.

In addition to becoming owners of the property, there were major changes to the surrounding area that gave the Mapes more reason to revamp the car wash. Extensive

of this location and is also offered at another one of their locations.

As it stands, the wash has four self-serve bays and the "Mr. Wizard's Auto Wash" in-bay automatic. They have plans to replace one of the self-serve bays with another automatic, likely within a year's time.





roadwork was done near the wash, and the property is now neighbored by a four-lane interstate and a three-lane expressway. These important roads vastly increased traffic, as they lead to the airport and Las Colinas, an important business area. The roadwork also turned the car wash into a corner property.

Although the roadwork “took away 20% of square footage in frontage property,” they were confident that they could remodel using the footprint that they had without much trouble. They worked with the city of Irving and were able to extend the building structure to the rear of the property. They were grandfathered in on some zoning issues, which helped them move the project along.

“It wouldn’t be possible, financially, to build a new car wash from scratch on this property. Just wouldn’t work,” Said Joe. Fortunately, their particular situation allowed them to keep their car wash in place, and even make significant improvements with less fear of throwing away money.

Another important note is that the car wash is bordered by a QuickStop on one side and a Jack-In-The-Box restaurant on the rear side. This also greatly increases traffic flowing past the car wash and garners more customers.

Joe put it succinctly when describing their decision to give the car wash a cosmetic makeover, saying, “The situation dictated it.” With the purchase of the property complete and the area thriving, the Mapes no longer had to hold back from making a serious investment to take their property to the next level.



### **What Was Done in the Remodel?**

When the Mapes say they upgraded the visual appeal at this car wash, they aren't kidding! The entire outside of the building has been improved with the installation of new brick, gorgeous

stonework, a brilliant yellow facade over the automatic bay area, and a new metal roof. They also added an attractive new dumpster enclosure with a new storage area adjacent to it.

The Mapes threw in some fun additions to draw eyes to their car wash. At the corner of the property, they placed a “barn-find” 1950 Chevrolet pickup truck with a bright red paint job. Its permanently

secured at an interesting, eye-catching angle in the middle of a landscaping bed surrounded by impressive stonework. On another section of the property, they placed a reconditioned 1949 Ford tractor that has a sleek red and gray paint job and a truck bed trailer hooked on the back.

While the rebuild has been primarily cosmetic, some equipment has been



added like new vacuums and a dog wash. Also, everything in the self-serve bays, like coin boxes, booms, and signage, is new.

They're operating at full strength with newfound confidence because of their fresh appearance. The cosmetic upgrade is almost complete, with the only task left being to add some beautiful landscaping and planters around the property.

Joe told us that revenue from their self-serve bays has increased by about 50% since the remodel, and about 30% of people are choosing the top package in their automatic wash. Regarding his location in Texas, Joe mentioned that Kleen-Rite's Grand Prairie distribution center allows them to stock much less parts inventory on their own properties, opting instead to get it from Kleen-Rite when they're in desperate need of a replacement component. We're always happy to see our customers grow their empires and position themselves for long-term success that benefits them, their community, and Kleen-Rite. We wish all the best to the Mapes family and look forward to seeing what the future holds for their “new” car wash!





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Please allow us to help you achieve the best possible outcome by examining your shipments upon arrival. The Kleen-Rite team is always here to assist you with any issues you may have with your shipment. Your questions are welcomed and encouraged.

Greetings from your Customer Service Team at Kleen-Rite. In order to assist our customers, we would like to share some tips on how to spot damage to any shipment coming to you from Kleen-Rite and our suppliers.

First and foremost, our goal is to make sure your order arrives in a timely manner free from damage or loss. Unfortunately, as we all know, that doesn't happen with every shipment. Each time damage or loss happens while your order is in transit, a claim to recover the cost of the products needs to be placed by one of our Customer Service team members here at Kleen-Rite. In the case of freight shipments, if the damage or loss is not documented at the time of delivery, most claims will be automatically denied by the carrier.


Instead of your signature write:  
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When your order arrives, either by freight truck or by a ground carrier be sure to examine your package(s) for any noticeable signs of damage. With small packages it may be a tear or hole in the box, the tape may appear to have been removed and reapplied. Another sign could be that




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# ROCKET

## High Performance Injection Technology

### Rocket Injectors

The Rocket Injector from DEMA combines decades of venturi injector expertise and car wash knowledge creating a revolutionary new way of delivering chemicals to car wash and pressure washing applications. The innovative design was the brainchild of an engineer at DEMA with years of real world experience working for several car wash manufacturers. DEMA took that industry

car. Running at a lower pressure means less wear and tear on all the components of the wash. This leads to less overall maintenance and better performance. No competitive injector can claim the same level of low pressure loss.

### Service friendly injector design

Use of a removable nozzle and metering barb make maintenance and repair of a Rocket injector simple. With a Phillips head screwdriver and an Allen wrench,



knowledge, current trends in the car wash industry, and their own design expertise for venturi injectors and developed the most efficient, most user-friendly, and most versatile injector on the market.

### Most efficient injector on the market

The Rocket injector enables cleaning at greater pressures while consuming less chemical through the use of an efficient design that requires a lower pressure loss. What this feature enables is running a chemical delivery system with a lower total pressure and still achieving the desired force at the application point of the chemicals to the

the unit can be torn down to all its component parts, cleaned out, and repaired if needed. DEMA understands that with simple maintenance and service, the rocket extends the overall life of a chemical delivery system. The long lasting, durable injector



bodies are designed to be field serviceable. This reduces the cost to maintain any chemical delivery system when utilizing the Rocket. All this leads to a lower cost of ownership for chemical delivery.

### Versatility in design and application

The Rocket leads the industry by running the gamut of operating pressures and covering the extreme ranges of dilution ratios needed by the car wash operator. The flexibility of the Rocket helps to operate systems at lower pressures which saves energy and reduces operational costs. The Rocket gives the car wash owner the greatest range in pressure, dilution, and chemical

compatibility which makes it the most adaptable injector on the market.

### What we have learned

Over the last 5 years, Rocket usage in the car wash industry has taken off. More and more car washes are turning to DEMA and



the Rocket to meet their chemical delivery needs. Rocket is the high performance injection technology propelling the future of chemical injection systems. It puts control back in the hands of the car wash owner and operator and made chemical injection simple to understand and easy to dial in.

The Rocket injectors come equipped with Aflas seals as a standard. With exception to the nozzle, all wetted parts of the injector are polymer based. The nozzle is currently 316 series stainless steel. This set up has proven to be the most chemically

compatible set up in the industry. Several kits are available for changing the seals in the injector to different materials for increased compatibility with certain chemicals. Two kits, one EPDM and one Viton, are available as replacements for all three seals inside the units.

### Improvements and Rocket 2.0

Through partnering with chemical companies in the car wash industry, DEMA has created industry leading

**Over the last 5 years, Rocket usage in the car wash industry has taken off!**

chemically compatible material designs for critical components on the injector. DEMA has been working on releasing the newest all composite polymer nozzles which takes the most chemically resistant injector and ratchets up the compatibility. The new polymer nozzles are made from a material with no known chemical solvents. Field testing has gone well and now is the time to release the new nozzle. They will be available on all standard rockets in 2020.

been taken to look at the harshest chemicals being used as well as the worst water quality situations. Both of these have led to the improvement of the nozzle which can still work with poor quality water and in extreme chemical situations.

Another development that is in the works is for larger sizes injectors to handle higher flow rates and larger volume wash applications. This is an expansion into the larger vehicle and large volume applications that DEMA had previously utilized their older technology. Look for new Rocket 2.0 injectors coming out that handle flows up to 14 GPM or more.

For more information on our Rocket injectors or any of the improvements that are coming for the Rocket, please feel free to reach out to a Kleen-Rite Sales Representative.



This project is an example of the importance of trusted relationships within the industry. We worked with valued partners in the car wash industry both on the chemical and equipment sides of the business. Care has

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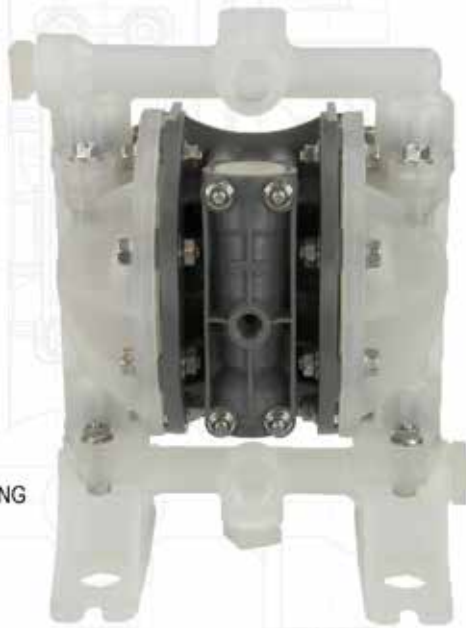


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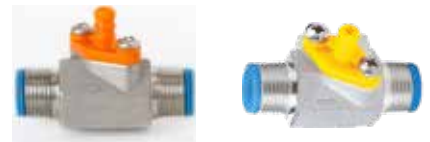
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PART #	REPAIR KIT	FLOW	COLOR	PRICE
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IN211040	INK21040	0.55 GPM	Yellow	<b>\$43.83</b>
IN211051	INK21051	0.85 GPM	Tan	<b>\$43.83</b>
IN211057	INK21057	1.1 GPM	Red	<b>\$41.15</b>
IN211070	INK21070	1.7 GPM	Orange	<b>\$41.15</b>
IN211083	INK21083	2.4 GPM	Grey	<b>\$41.15</b>
IN211086	INK21086	2.6 GPM	Blue	<b>\$41.15</b>
IN211098	INK21098	3.4 GPM	Light Green	<b>\$41.15</b>
IN211125	INK21125	5.3 GPM	Dark Green	<b>\$41.15</b>

**DUAL BARB - 200 PSI**

DEMA



PART #	REPAIR KIT	FLOW	COLOR	PRICE
IN221029	INK22029	0.25 GPM	White	<b>\$54.47</b>
IN221040	INK22040	0.4 GPM	Yellow	<b>\$54.47</b>
IN221051	INK22051	0.6 GPM	TAN	<b>\$54.47</b>
IN221057	INK22057	1.1 GPM	Red	<b>\$51.78</b>
IN221070	INK22070	1.7 GPM	Orange	<b>\$51.78</b>
IN221083	INK22083	2.4 GPM	Grey	<b>\$51.78</b>
IN221086	INK22086	2.6 GPM	Blue	<b>\$51.78</b>
IN221098	INK22098	3.4 GPM	Light Green	<b>\$51.78</b>
IN221125	INK22125	5.3 GPM	Dark Green	<b>\$51.78</b>

**QUICK CONNECT SINGLE BARB - 200 PSI**



PART #	ORIFICE	FLOW	COLOR	PRICE
IN311029	0.029	.25 GPM	White	<b>\$50.54</b>
IN311040	0.040	.50 GPM	Yellow	<b>\$50.54</b>
IN311051	0.051	.75 GPM	Tan	<b>\$50.54</b>
IN311057	0.057	1.1 GPM	Red	<b>\$47.87</b>

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## How-To Use: by Rob Johnson, Chemist, National Automotive Chemical **InBay Turbo Powder**

In today's car wash market, there are several product options for getting vehicles clean. Typical nomenclature used for chemicals applied early in the wash cycle are deemed presoaks.

The presoak has a high priority role in removing unwanted debris and contaminants from vehicle surfaces. They can be comprised of alkaline materials designed to remove organic materials, including grease, oil, bugs, and roadkill. Presoaks can also be made from acidic materials designed to remove inorganic materials, including brake dust and metallic particles. Finally, presoaks may be built from specific surfactant blends, which are pH neutral. These are designed to encapsulate dirt and promote release from the vehicle surface.

InBay Turbo Powder is a concentrated alkaline presoak that stands out in terms of quality while improving profit margins. Each 50 pound box of InBay Turbo Powder makes 55 gallons of high pH presoak! Here are some of our FAQs pertaining to this product:

### **How do I use it?**

Operators simply mix InBay Turbo Powder with soft water, then dilute 24:1 to 64:1 in the wash bay.

### **What mixing equipment do I need?**

Typical mixing equipment consists of a tank equipped with an agitator, motor, timer, and soft water inlet.

### **Where can I use it?**

InBay Turbo Powder applications include in-bay automatics, in-bay friction machines, hybrid equipment, and self-serve washes.

### **Does it work well?**

Harry of Logan's Car Wash in Pennsylvania says, "I have been using the Inbay Turbo Powder for the past 5 years. For being a powder, it works really well at both cleaning ability, and it has a great clingy foam that gives a nice dwell time with my automatic. I found it always mixes easily with warm water, and I mix it with a barrel mixer in an empty 55 plastic drum. My customers like it, and it does an excellent job with tires and rims, also. The cost per car is better than the liquid presoak I was using, and in the harder-to-clean season, I can afford to run it at lower dilutions so I can turn out cleaner cars."

As there are many options in today's presoak market, operators have a wide variety of choices. Using InBay Turbo Powder is a smart choice! Great product, great pricing, great wash quality! Take full advantage of the special pricing of InBay Turbo Powder and order today.



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

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NEW CAR

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16 OZ SPRAY BOTTLE - 6 BOTTLES PER CASE

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# THE DOCTOR'S REPORT

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

## Your Guide to Choosing the Best Courtesy Towels

## NAME THAT TOWEL!



**A phenomenon known as "towel exchange programs" started appearing at car washes.**

There is a new family of towels in town: Courtesy Towels.

You heard of Body Towels, Glass Towels, Polishing Towels and even Vending Towels. But what about Courtesy Towels? What are they?

Well, the answer starts with a story. Car wash business models, like towels, have changed during the last 20 years. In the old days, full-service washes were plentiful and one would often see fifteen or more attendants busy drying cars at the end of the tunnel. Today, "work sharing" is common with flex-serve and exterior washes. The customers are "put to work" doing their own vacuuming and towel drying.



As you can imagine, it would not be practical for a customer to bring their own vacuum cleaner to the car wash when they needed a car cleaning. Vacuums are usually provided for the customer's personal use at the wash.

What about towels? Drying and interior cleaning still need to be done. Exterior, express, and flex washes quickly learned that some form of towel availability was needed as well.

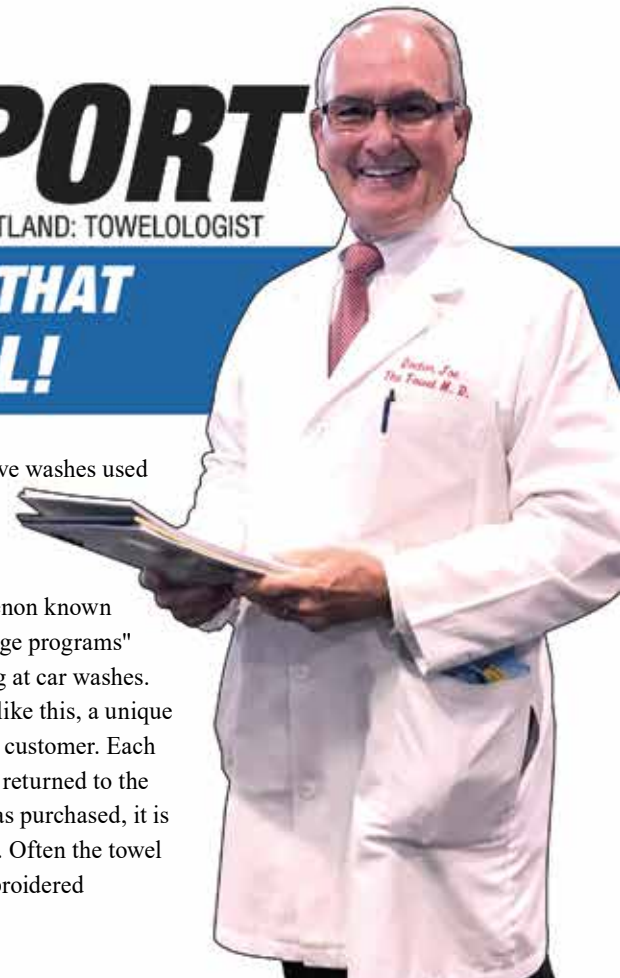
The customer's requirement for towels was filled in a variety of creative ways. Hence, the birth of the Courtesy Towel. Some washes sell towels, some provide free towels with their top wash package, while others provide towels for the customer's free use on the property. A large segment of washes even gives towels to all patrons at no cost. These would include treated dash-wipes, disposable towels, and small microfiber towels.

Many innovative washes used this new borne opportunity for marketing as well. A phenomenon known as "towel exchange programs" started appearing at car washes. With a program like this, a unique towel is sold to a customer. Each time the towel is returned to the wash where it was purchased, it is replaced for free. Often the towel is printed or embroidered for branding.



Let us unpack this trend one sector at a time, starting with the most popular Courtesy Towel: providing towels for the customer's free use on the property. This, of course, involves the investment of a washer and an extractor on premise. But it affords the greatest flexibility. One can use cotton or microfiber towels, towels of differing weights, various sizes, and even different colors. One possibility is buying closeouts. These are discontinued towels, often microfiber, that can be purchased at a fraction of their original selling price. The color will change from time-to-time, but the quality is often excellent. When your customers take off with your towels, your costs are not as great. Ask your Kleen-Rite rep for current availability of styles and colors.

Another way to go is with all black microfiber towels. The black color will never show the towel stains. If theft is a problem, washes often go with a smaller 12" x 12" towel. If pilferage is less of an issue, a 16" x 16" heavier GSM towel is preferred. It is more sustainable, and frankly works better.





Perhaps the second most popular Courtesy Towel is the give-away towel. At the entrance of a wash, customers are given a towel to use after their car has been washed. It could be a disposable towel. There are many options for disposables: paper, DRC, hydro-entangled fiber, and non-woven. Another possibility would be a dash-cloth, which is a pre-moistened towel for cleaning dashboards and even windshields.

Most popular in this genre, however, are microfiber towels. With sonic edge sealing technology (edgeless), and other advances in manufacturing, it is now

soiled towel, they are given a new clean towel without charge. This concept also adds a layer of security to your cherished monthly wash plan customers. If they leave the fold, they relinquish their towel rights. The unique towel cannot be replaced at any other wash.

What is a unique towel? Excellent question. It is any towel that cannot be easily obtained somewhere else. It could be something as simple as a black towel with red edge binding. Or a towel with the wash's logo and/or name printed or embroidered on it. Just a note of caution here: do not go cheap on the customer or

Some washes provide more than one way for their customers to have towels available for their use. One of the car washes that I patronize in Naples Florida offers embroidered hand towels for sale at the automated pay station (you collect the towel at the entrance) and a vending machine offering microfiber towels in the vacuuming area.

That brings us to the last subject of this article: Name That Towel! In each area of Courtesy Towel conversations there is opportunity for promoting brand recognition. If you are providing a towel for a customer's use on premise you can



All towel printing and embroidery is custom. Printing small quantities can be expensive and require setup charges. Large orders (pallet sized) are less expensive and can be completed

**All towel printing and embroidery is custom. Printing small quantities can be expensive and require setup charges. Large orders (pallet sized) are less expensive and can be completed in three to five weeks in the USA.**

possible to obtain low cost Pop-Up Microfiber Towels. Packaged in portable and affordable dispenser boxes, operators can now hand out something of value with modest expense. The towels are available in six vibrant colors including "Brilliant Black." Pallet pricing can bring the cost of this towel down to less than \$.27 each.



**Pop-Up Microfiber Towels**

Box of 50

DJMF1150-BL	Blue	\$15.50
DJMF1150-R	Red	\$15.50
DJMF1150-G	Green	\$15.50
DJMF1150-Y	Yellow	\$15.50
DJMF1150-W	White	\$15.50

An additional alternative would be a "towel replacement program." This option offers the bonus of creating customer loyalty by design. The car wash sells a unique towel one time to the customer. When the customer returns the

you will regret it. When you sell a unique towel, you are making a statement about the quality of your wash. If microfiber, it should be plush and have a high GSM (grams per square meter). It is also recommended that it be a dark color, as to not show stains very easily. I would also suggest that it be made from a high-quality yarn to add sustainability. Full-service car wash towels have these characteristics. They are crafted to be washed hundreds of times. Long-lasting is good for the environment and good for your wallet.

Not to be forgotten are vend towels. A corkscrew-type vending machine offers endless possibilities for additional profit for you and convenience for your customers. Microfiber, cotton, and paper towels are available already packaged for vending. It is also an easy way to provide your customers with air fresheners, premoistened towels, vinyl dressings, etc. Vending is a smart business practice. There is no point in leaving money on the table!

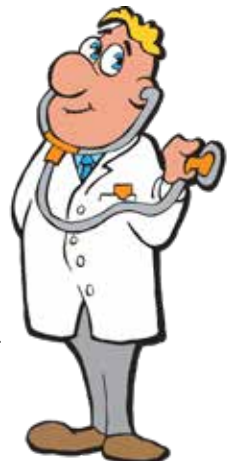
have your logo and name printed on the towel and/or the label.

This is done in two ways. The first is with inkjet sublimation. This is a process where specially formulated inks and a heat-transfer fuse text, printed designs, and images to cotton and microfiber fabrics. The second is silkscreen printing. This method uses a fast-drying solvent-based ink to deliver a soluble permanent dye into the fabric. With modern advances in chemistry, both processes transfer images to the towels that are vibrant, permanent, and have the same soft hand as the towel. They will not scratch the clear coat or the paint.

Finally, there is embroidery. This presents the most beautiful of images. Gold and silver color filament thread can be used to enhance any business logo. However, it is the most expensive form of towel branding and the rear of the image (the back of the towel) is not so beautiful. Nevertheless, it is a good option, and many car washes choose it.

in three to five weeks in the USA. The least expensive way to print or embroider towels is to have it done offshore. The China route also allows the printing to be done on rolls before the towel is cut and sewn. Roll printing also grants the customer department store-quality printing and larger images if required. The entire towel can be printed if desired. When you make the overseas decision, it takes twelve to sixteen weeks for delivery.

There is not one best way of taking care of your customers' need for Courtesy Towels. The only mistake would be not providing towels. Let the good doctor give you a free towel diagnosis today. He will cure your ills without the pills!



# VORTEX FLOAT VALVE

<b>\$265.75</b>	JFVV24	1-1/2" Valve
<b>\$215.00</b>	JFVV20	1-1/4" Valve
<b>\$269.55</b>	JFVV32	2" Valve

- Pressure Rating of 5-100 PSI
- Max. Temp: 140°F
- 20-60mm water level differential
- Float position easily adjustable with no tools
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- Switch for locking in off position
- Made from corrosion resistant materials

# ROJO COMPACT VALVE

<b>\$32.28</b>	JFVR08-C	1/2" Valve
<b>\$32.75</b>	JFVR12-C	3/4" Valve

- Pressure Rating of 0-150 PSI
- Max. Temp: 140°F
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- Switch for locking in off position
- Flow stops when unscrewed for servicing

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

- Pressure Rating of 15-150 PSI
- Max. Temp: 140°F
- Backnut and seal washer included
- Side, bottom, and top mounting available
- Built in check valve
- Switch for locking in off position
- Flow stops when unscrewed for servicing

# TOPAZ FLOAT VALVE

<b>\$80.25</b>	JFVTS12	3/4" Valve
<b>\$76.50</b>	JFVTS16	1" Valve
<b>\$79.73</b>	JFVTS18	1-1/4" Valve
<b>\$17.25</b>	JFVSTK	Service Kit

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DAY

2



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# EverWash

## CAR CLUB

*Keeping Your Employees, Customers, and Business Healthy During COVID-19 With EverWash*

by Max Pulcini

COVID-19, the novel coronavirus that has swept the nation and most of the world, may also go down as the largest challenge the car wash industry has ever faced. More so than any poor-weather season or economic recession in recent history, the public health crisis surrounding COVID-19 has created plenty of uncertainty for car wash operators, their employees, and their patrons.

According to a Carwash.com article citing data from Womply from the week of April 6th through 10th, weekly revenue at local auto wash and detail businesses was down 48% year-over-year. The week of March 16th was the worst revenue week of 2020, when weekly revenue was down 53% year-over-year. At that point in time, 12% of auto washes in the United State had stopped transacting entirely, with many more limiting their services, hours, and staffing.

are being lifted, washes are reopening, and the economy is once again starting to churn. While the uncertainty surrounding the virus and economy is sure to make even the most successful operators stay up at night, those with membership programs in place, especially those with programs professionally managed by EverWash, are in even better position to rebound and even grow in wake of the COVID-19.

EverWash is the industry leader in membership sales and subscription management. Wash operators who partner with EverWash are able to tap into the company's roster of sales, marketing and membership experts to help quickly grow their profits through recurring revenues driven from membership sales.

EverWash provides support by creating

"EverWash was my most valuable partner during the COVID-19 pandemic. I knew I could rely on them to help me navigate this unprecedented time," said Dan Armstrong, a tunnel operator in Vermont. "Their team helped me create a plan that took care of my customers when we were forced to close,



***"EverWash was my most valuable partner during the COVID-19 pandemic. I knew I could rely on them to help me navigate this unprecedented time,"***

Here we are, a few months later, and things are starting to look up: Stay-at-home orders

**WE ARE COMMITTED TO YOUR SAFETY**

We are making every effort to help reduce the spread of germs

- Our no-contact car wash allows you to stay in your car
- We adhere to the 6' social distance rule
- Equipment is frequently cleaned

**30** THANK YOU FOR YOUR COMMITMENT TO SAFETY

an easy and intuitive subscription process for members, providing onsite, digital and traditional marketing resources and campaigns to boost sales, and ongoing technology and customer service. Plus, the entire service is commission-based, meaning that EverWash only earns revenue based on the success of their wash partner's membership program.

Car wash operators partnered with EverWash found the support provided to them was paramount in making it through the alarming early phases of the outbreak, navigating the uncertain lockdown periods, and ultimately getting back on track and growing revenues upon reopening.

and then developed signage and promotional materials to help me bounce back strong when I reopened my wash."

### **Creating a Response Plan**

COVID-19 was on people's minds dating back to the end of 2019, but things really hit home in mid-March when professional sports leagues and large-scale events, including The Car Wash Show, were postponed or cancelled. As infection rates rapidly increased, states across the country ordered the mandatory shut down of non-essential businesses, which included car washes in many regions. With things moving this fast, it was easy for car

wash operators to feel overwhelmed and afraid of the situation.

EverWash reached out to each one of its more than 350 partner washes in the first week of the lockdown period to ask about extra measures and precautions they were taking, in addition to providing any additional support they needed. In collecting this information, EverWash was able to communicate a wash's response plan to its members, creating an all-important dialogue between the business and the customer.

hands, people can absorb the information about EverWash and realize what a good program it is."

### **Providing Resources and Support**

Throughout COVID-19, EverWash also provided its wash partners with a host of resources and support. Through daily email blasts, wash partners were informed of best practices from around the industry, Kleen-Rite links to purchase gloves and cleaning products, social media and communication

### **Recovery Plan and Aftermath**

As things began to look up in May, EverWash directed its attention to ensuring success from the moment a wash decided to reopen. Promotional materials, campaigns and signage was developed and created to help draw increased awareness of EverWash's app-based, contactless activation system, which requires no human interaction. As car washes begin to enter a world that must embrace the "new normal" of social distancing, messaging and promoting a contact-free payment method

## **"Their team helped me create a plan that took care of my customers when we were forced to close." - Dan Armstrong, Vermont Lazerwash**

If and when a wash was mandated to close for a period of time, EverWash assisted in pausing all active memberships at a location in order to prevent cancellations, and regularly updating members on the status of a wash and their subscription through email updates and onsite signage.

"I am so pleased that we were able to maintain almost all of our wash members during the 3 weeks we were shut down during the COVID-19 pandemic," said Lawrence Woodcock, a tunnel operator in Ohio. "We owe a lot of credit to EverWash for helping us manage member accounts, and develop and effectively communicate to our membership base throughout the pandemic. The quick turnaround on the signage was a must and helped inform our entire client base of the situation of what services remained opened."

Meanwhile, washes that remained open — mainly IBAs and express exterior tunnel washes — relied on their recurring membership revenue to bring in regular cash flow as single wash services dipped due to stay-at-home orders and fear of getting sick.

"When this pandemic hit I was struck with how fortunate I was to have the EverWash program going," said Jay Scott Brown, an IBA owner in Oklahoma. "Although I worried my memberships might drop off with the economic hardship, at least I had steady income that I doubt I would have had just waiting for someone to decide to wash their vehicle. Interestingly my memberships have grown during the past 30 days without any marketing from me. With more time on their

strategies, and access to SBA loan experts and guidance. Wash operators were also invited to join in informational webinars featuring guest speakers discussing topics pertaining to disaster relief loans, the Paycheck Protection Plan, and more.



"I can't thank EverWash enough for hosting a webinar that covered details of the new economic relief packages," said Tammi Anderson, an IBA operator in Pennsylvania. "They really bring a lot of added value to the table, aside from just our wash club. This is not the first helpful webinar they've held for their wash partners to help out business."

Through its social media channels, EverWash shared content for washes, especially IBAs, to promote that their wash is still open, such as: "Looking for something you can safely do while social distancing? Load up, come on out and go through our automatic car wash! Sign up for monthly unlimited washes and activate the wash with your smartphone without ever even having to touch the paystation!"

has become a top priority for both business owners and consumers.

"We used the EverWash App as justification to our Health Department for reopening our wash to members only during the COVID-19 pandemic," said Jacob, another tunnel operator in Ohio. "The EverWash membership system allows our employees to work and our members to wash while avoiding all unnecessary interactions. Members stay in their vehicles at all times and scan the EverWash App through their windows. Since reopening and marketing our contact-free membership program, we've actually been able to build our membership numbers during the pandemic."

As of June 1st, all of EverWash's wash partners have reopened their washes. Due to the response plans created by the washes and EverWash, membership numbers barely dipped during the bulk of the pandemic, and sales have been hitting record highs. The ease of signing up in a contactless manner allows for a safe and seamless transactional and wash process.

EverWash isn't just the fastest way to grow your washes revenue and ensure cash flow each month, rain or shine — it's also your number one partner, advocate and ally during difficult times such as these. To learn more about how you can partner with EverWash and build your membership program, give Kleen-Rite a call at 800-233-3873.



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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.



# MC Conversion Kit for Rowe BC1400



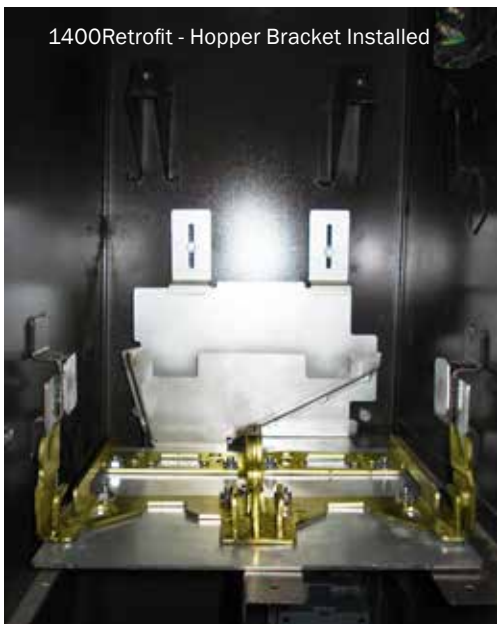
## NEW CONVERSION KIT

Standard Change-Makers has introduced the new MC Retrofit Kit for current owners of aging Rowe International Models BC1400 and BC2800 change machines that are becoming harder to maintain. The MC Retrofit Kit uses our Modular Changer (MC) components – (2) smart hoppers, stainless steel mounting platform, coin cup & bill acceptor opening cover plate, power supply with a downstacker MEI bill acceptor for \$1 - \$20 bill acceptance. The two included coin hoppers have a combined capacity of \$1600 in quarters. Specify when ordering if one or both hoppers will be dispensing dollar coins or tokens.

The Modular Changer technology has proven to be reliable and provide many years of service. The MC series components are designed for “simple function” coin dispensing: bills in, coins out! The coin hoppers are made with steel housings, and motor-driven steel discs in the dispense mechanism. Minimal preventive maintenance

required! An easy swipe of the sensors with a clean cloth and an occasional blast of clean air to remove dirt is the only preventive maintenance needed. No more chains or scheduled lubrication required.

A major benefit of the MC Retrofit Kit is that you can update the internal components without removing the



installed and secured cabinet from the wall. No need to hire a carpenter or mason to modify the rough opening. Everything is designed to fit within the existing BC1400 cabinets.

Remote reporting can also be added to the MC Retrofit Kit with the optional EF-Plus Module from Standard Change-Makers. By connecting an Ethernet cable to the EF+ Module and your network router, you can program the EF+ Module to email daily audit reports or text out of service conditions. A great option for locations where owners are not present every day.

Standard Change-Makers also offers replacement front graphics if the faceplate on your changer needs to be freshened up. The self-adhesive Lexan graphics sheet covers the upper half of the front faceplate and is easy to install.



PART #	DESCRIPTION	ROWE MODEL	PRICE
DCP4K07400-FI	Kit for Quarters	BC1400	<b>\$1702.93</b>
DCP4K07400-FI1	Kit for Dollar Coins	BC1400	<b>\$1702.93</b>
DCP4K07400-FI2	Kit for both Quarters & Dollar Coins	BC1400	<b>\$1702.93</b>



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# INTERIOR DETAILING AND THE CORONAVIRUS

BY DR. JOE GARTLAND

The professional detailer has always dealt with cleaning surfaces prior to applying vinyl dressings. But what about disinfecting - the removal of what could be deadly pathogens within the interior? My goal was to find out how to do it.

## IN THIS POST, DETAILERS WILL LEARN HOW TO:

1. Make a plan of action.
2. Choose the best chemicals for disinfecting car interiors.
3. Disinfect leather surfaces.
4. Disinfect upholstery.

The first place I looked for help was in the owner's manual of my car. The only other time it was ever opened is when I needed to program the clock on the dashboard. Surprisingly, it provided extensive instructions on cleaning and caring for the interior, but nothing on disinfecting. Contacting the dealer and manufacturer didn't help either. Dealing with coronavirus is a first for most of us.



As COVID-19 spreads, you have probably already learned the proper technique for washing your hands and which soaps, cleaners and disinfectants can destroy the coronavirus.

The New England Journal of Medicine did a study on how long novel human coronavirus survives on a range of surfaces. The longer the virus remains alive on a surface the greater the chance it can locate a new host. The report concludes coronavirus can exist on stainless steel and plastic for two to three days.

Another study listed in the Journal of Hospital Infection surface tested several nasty viruses including SARS. It concludes the virus can live on ceramics, glass, rubber and plastics two to nine days - the same materials used inside a car.

Considering these disturbing studies, one can't be too careful. Before detailing your client's interior, it must be thoroughly cleaned and sanitized. Who knows, your client could be an Uber or Lyft driver serving hundreds of customers!

## PROFESSIONAL DETAILERS, IT'S TIME TO MAKE A PLAN OF ACTION. USE THESE FOUR STEPS AS YOUR GUIDE:

- Step 1 - Consider safety first.
- Step 2 - Clean surfaces with a one-use cloth.
- Step 3 - Choose effective chemicals and disinfectants.
- Step 4 - Use steamers and extractors.

## CORONAVIRUS SAFETY

### HERE ARE 3 SAFETY SUPPLIES YOU'LL WANT TO HAVE ON HAND:

1. Disposable nitrile gloves
2. Face mask
3. Disposable microfiber towels

Common sense dictates detailers wear protective gloves. There are many good choices available for hand protection. I recommend disposable nitrile gloves.

Introduced during the AIDS Epidemic in the 1990s, nitrile helps protect from perforation, chemical and biological threats during sanitizing. After one use, gloves should be discarded and hands thoroughly washed.

What about a mask? It won't hurt and can help,

especially during decontamination. When an industrial respirator or disposable N95 face mask and face shield (or goggles) are used, the possibility for chemical, inhalation and biological harm are reduced. Also, the likelihood of the detailer touching his face or eyes while wearing a mask is lessened, and that is a good thing!

Secondly, OSHA's best practices dictate cleaning bio-threatened surfaces with a one-use cloth. Disposable microfiber towels are ideal for this application. The softness and scouring proficiency of microfiber is far superior to cotton cloths and disposable wipes, especially on textured surfaces. Since disposable microfiber towels are available at a low-cost, they are ideal for this application.

**EXPERT TIP:** Being available in five colors enables "color coding" that reduces the possibility of mixing contaminated towels with drying and polishing towels.

Another option would be "closeout microfiber towels." They're discontinued towels that were purchased from a distressed seller. The towels are never distressed and very economical.

What should you do? Discard your towels after one use.



Think of it this way, if you were cleaning in a hospital, would you want to bring the cloths home, wash them and use around the house? Bacteria and more importantly viruses live and thrive in damp cloths. Detergents do not necessarily kill Ebola, Bacteria or Coronavirus. Cleaning cloths in hospitals always leave the building as bio-hazard waste, and so should yours.

## CHEMICALS FOR DISINFECTING CAR INTERIORS

What should you do? Buy isopropyl alcohol-based cleaners.

According to the Centers for Disease Control and Prevention, alcohol solutions containing at least 70-percent alcohol is an acceptable method of killing coronavirus on flat and textured surfaces.

Quoting from a recent Consumer Reports article on this subject - Jeff Stout, executive director global innovation at Yanfeng Automotive Interiors claims “for the most part, nearly every interior surface of a vehicle can be cleaned with isopropyl alcohol.”

As listed in Consumer Reports, Yanfeng is the world’s largest supplier of automotive interior parts and works with every major automaker. If you’ve been in a car, you’ve probably seen or touched something Yanfeng has made—and it uses isopropyl alcohol for cleaning parts in its own factories.

### ISOPROPYL ALCOHOL IS SAFE FOR USE ON:

- Plastic trim
- Painted chrome
- Imitation leather

### IT IS NOT SAFE ON:

- Genuine leather

## WHAT ABOUT OTHER DISINFECTANTS?

### USE:

- Quats (quaternary ammonium compounds) are commonly used as surface disinfectants, applied alone or added to cleaning products. They can be found in all-purpose cleaners and wipes.
- Simoniz RTU Interior Car Surface Sanitizer, Disinfectant & Deodorizer. It is a proven soft surface sanitizer that gives you the power of cleaning, sanitizing and disinfecting in one easy step. Simoniz claims it will do everything the detailer needs to get done.

### DON'T USE:

- Bleach or hydrogen peroxide in the car’s interior, as they could damage upholstery.
- Ammonia-based cleaners on car touch screens, as they could damage anti-glare and anti-fingerprint coatings.

**EXPERT TIP:** Although Quats are not harmful on most hard-non-porous surfaces they should be used with caution, wearing gloves and eye protection in well ventilated areas. I would recommend applying it first to a small hidden surface area to determine if there is any interaction.

## WHAT ABOUT LEATHER SURFACES?

Volvo Cars of Dayton, a dealership in Dayton, Ohio has an extensive section on their website titled: Disinfecting Your Vehicle Interior to Prevent the Spread of COVID-19. The site lists:

“If your Volvo or other vehicle has a leather interior, it probably has a thin protective coating to prevent discoloration. Isopropyl alcohol can deteriorate that coating and even remove the dye from the leather itself.”



### THE DEALERSHIP ADVISES DO THIS:

- Clean leather steering wheels, seating, and trim with a combination of soap and water.
- After the soap sanitizes, use soft microfiber towels with a good leather cleaner and conditioner to finish up the job.

### NOT THAT:

- Scrub hard when cleaning leather interior.
- Avoid excess suds and water.

## WHAT ABOUT UPHOLSTERY?

Viruses have been detected on fabrics after twenty-four hours. In an article in Consumers Reports Larry Kosilla, president of car detailing company AMMO NYC recommends: if your car has fabric upholstery, he cautions against

cleaning it with too much water or too much soap. “The goal is not to create too many suds. If you get suds, you’ll have suds forever.” The article also mentions “if you soak through the fabric down to the cushion beneath, it could end up creating a musty smell or encouraging mold growth.”

**EXPERT TIP:** Clean and disinfect all leather and upholstery surfaces with a microfiber towel. The cloths are made up from fabric that contain



hundreds of thousands microscopic fibers that lift and hold dirt particles and pathogens.

Of course, the most effective way to clean and sanitize automotive carpet and upholstery is with steamers and extractors. Hot steam is very useful in killing most virus and bacteria lurking in the fabric. Extractors, on the other hand, allow for deep disinfecting and cleaning with a variety of chemical solutions that can destroy pathogens continuously over a period.

Who knew in the modern era that detailing would become so challenging! In my lifetime, I have seen the detailer’s business model evolve from “a guy with a bucket, can of wax and a few rags,” to a true professional with extensive knowledge of chemistry, paint finishes, best practices - and is now moving into public health!

*Doctor Joe Gartland grew up in the textile industry, having previously worked for his family’s towel business. Over time, Gartland decided to branch out on his own, but needed a unique business name. Knowing that he had the towel expertise and the skills to “prescribe” unique textile solutions to many different problems, he began calling the company Towels by Doctor Joe. The full product offering is sold on [www.kleenrite.com](http://www.kleenrite.com).*

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# COMMUNITY:

## Investing in where we live.

Kleen-Rite team members Megan, Keith, Jeff, and Sheri presented a \$1000 donation to the Columbia Fire Department on February 10, 2020. The Fire Department used this money to purchase smoke detectors for our community members in an effort to reduce the number of fire-related tragedies. This past season, a fire in Columbia took the lives of a mother and daughter, and Sheri's father-in-law almost lost his home to a fire. With this donation, Kleen-Rite aims to get properly functioning smoke detectors into more homes in the area.

Kleen-Rite has raised over \$3,000 to support our community. Jeff Detz and Sheri Kaufhold, of Kleen-Rite, presented the check to Rev. David Powers of Hands Across the Street - Columbia Presbyterian Church in Columbia, Pennsylvania. The group's mission is to provide first-level assistance to the people of Columbia and the surrounding area who come seeking assistance towards a better life. Since March 17, the group has provided over 38,000 meals to kids and their families. Hands Across the Street has been delivering food in Columbia and to local churches in Landisville, East Petersburg, and Wrightsville, Pennsylvania. This summer, they are preparing to resume food pickup at several different locations for community members.



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# Simoniz Ceramic Sealant

## Car Wash Operators Voice Their Opinions

Kleen-Rite began offering Simoniz Ceramic Sealant in fall 2019. This impressive new protectant takes ceramic technology that's popular in the detailing industry and applies it to the car wash world. Simoniz Ceramic Sealant is most commonly used in automatic tunnels but can also be used in self-serve and touchless applications. Reception has been positive and car wash operators reported that their customers have never been more satisfied with a sealant product of this type!

Simoniz Ceramic Sealant uses a unique molecule combined with a ceramic polymer that creates a chemical bond between the compound and the paint on the vehicle's surface. Much like a magnet, this bonding occurs because the sealant has a positive charge while the vehicle surface has a negative charge. The two are attracted to one another and create an incredible layer of protection for the vehicle surface.

We reached out to some of our customers to hear what they had to say about Simoniz Ceramic Sealant. There's nothing as powerful as customer testimonials from folks who have real experience with the product!

**Car Wash Name: Downtowner Car Wash in Cape Coral, FL**

**Operator Name: Jay Montpetit**

**Type of Wash Where Sealant Used: Tunnel Automatic**

**Setup and Application Details:** Montpetit invested in Simoniz Arch Kits for the tunnels where he wanted to add the ceramic sealant. This kit includes a 30-gallon drum of sealant, a Dosatron pump station, and a complete nozzle setup to dispense the product. On the marketing side, the package features an LED-lit arch with water bead, diamond plate, and diamond illustrations, along with SIMONIZ CERAMIC SEALANT in bold block letters. Two Windmaster inserts and two drum covers are also included.



### Thoughts from the Operator:

Despite being a fairly large investment, Montpetit has been very happy with his purchase. He first became interested in ceramic when he had it hand-applied while his car was getting detailed and was extremely impressed with it. After seeing the Simoniz version of the product for car washes, he thought it would be a great addition to his facilities. That proved to be true. He says that only three automatic car wash chemicals have truly felt game-changing in his car wash career. Those include: Simoniz Hot Lava, Rain-X, and Simoniz Ceramic

Sealant. He loves Simoniz, believes in their products, and knows that customers recognize and trust the name.

Montpetit had some important points about the product. First, he mentioned how it allowed him to add a brand-new package at the top of his offerings.

"It afforded another opportunity for a new package. The top package before was \$18, and now we added what we call the 'Diamond Shield' for \$20. There's a certain segment—maybe 20%—of customers that will always buy the top package. When you can add \$2 more to that top package, it really makes a difference. And you can really see the difference on the vehicle, so customers don't feel like they're losing value."



He spoke about an initial strategy that he used to introduce the Ceramic Sealant at his wash.

"I gave it to employees for a month for free to become familiar with the product and to help them become invested in it. They then talk it up to customers when they're working, and outside of work they tell friends and family. That all helps get the word out about the product."

He also pointed out that having the product generated more auto-detailing business. Customers see that the product works, but they know that hand-application will always be more effective than a pass in a tunnel, so they take it to the next level by opting for detailing services that include the product.

That being said, Montpetit did add that one advantage—besides the quickness—of offering ceramic by spray application is that it "helps get behind trim and molding and other spots that would be difficult or impossible to reach when applying by hand."

**Car Wash Name: Red Bay Car Wash in Sumter, SC**

**Operator Name: Chris Prescott**

**Type of Wash Where Sealant Used: Self-Serve**

**Setup and Application Details:**

Prescott uses a Hydrominder with an orange tip (64/1 dilution) and a SA1/8MEG-3206 tip with his spray lances. He's found that a thorough application of the Ceramic Sealant can be achieved in about thirty seconds if used from the proper distance. He found that customers often hold the tip too close – approximately five to six inches away – and take as much as a minute and a half to apply the sealant. He is trying to educate customers to stand back a little bit for fast and effective application.



**Thoughts from the Operator:** Prescott told us that with his setup and Simoniz Ceramic Sealant, cars look like they are hand-waxed. Customers absolutely love it! Even cars that have a dull finish are improved to an attractive shine after using Ceramic Sealant.

“I’ve tried other silicone waxes. What I’ve noticed is that it will bead off windshields but it doesn’t really bead off of panels. I would have to use blue or green tips to get any kind of result. With this Ceramic Sealant, I can use an orange tip and get great results. If any customers are turned off by the price of the product, I would tell them that because you can use an orange tip, you’ll either break even or save a little money and the results are better than what you get with other products.”

Prescott felt it was important to point out that Simoniz Ceramic Sealant will appeal to a wider group of customers because it doesn’t just work on newer cars that have a fresh clear coat and wax job. Older cars also benefit.

“It doesn’t matter if it’s newly waxed, waxed before, or never waxed at all, it beads perfectly. As long as you rinse properly to avoid any little bit of residue, and let it dry in the sun, it gives even older cars a really great shine. I tested it on my beat-up truck that has no clear coat or anything at all. It even looked good on that.”

Prescott was so impressed by Ceramic Sealant that he offered to talk to our customers on the phone who were considering buying the product so he could share his positive experience!

**Car Wash Name: Turbo Express Car Wash in Salt Lake City, UT**

**Operator Name: Rick Diehl**

**Type of Wash Where Sealant Used: Self-Serve**

**Setup and Application Details:** Diehl uses a Hydrominder with a brown metering tip (75/1 dilution). The chemical is applied at 80 PSI and the water at 70 PSI using a Flojet pump. Diehl said that the sealant has a presoak texture and a fresh, subtly piney scent. In his opinion, it doesn’t

foam as much as other sealant products that he’s used. He noticed that it has excellent beading properties that last for a long time. On his own cars, he was happy to see that the surfaces beaded water just as well four to five days after application as they did immediately after application.

**Thoughts from the Operator:**

Overall, Diehl was very impressed with the staying power of the product. He thinks that is what sets the Simoniz Ceramic Sealant apart from other sealants. Customers who choose premium services with their wash expect long-lasting performance. If a sealant product doesn’t deliver on that, sales of it will likely dwindle.



“We had an existing similar product that we were happy with, so we weren’t necessarily looking for something else. This worked so well that we’ll buy it again. It just lasts longer than other products. Other products might perform in a similar way but they don’t last as long. It does everything (Simoniz) says it will and probably lasts three to four weeks.”

We appreciate the valuable feedback from Jay Montpetit, Chris Prescott, and Rick Diehl. Thanks for taking the time to share your experiences with us!

PART #	PRODUCT	PRICE
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DR30317	30 Gallon	\$1,137.00
DR55317	55 Gallon	\$2,084.50
SM11050	Arch Start-Up Kit	\$8,999.00
BANNER-500	6' X 3' Banner	\$98.63
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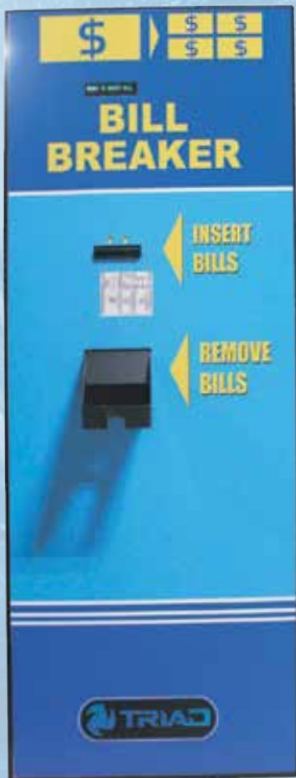
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## Low Pressure Systems Troubleshooting



Anytime a problem occurs with a low pressure function, it is always best to start at the source and work outwards. If the issue is affecting all bays, start at the tank. Make sure the chemical is diluted properly and hydrominder is working. You can draw the chemical without a tip in your hydrominder to see if that makes any difference in your bays. Check your air pumps to see if it is a pump issue. Also, Adjust the air/product regulating valves and notice any difference in your bays.

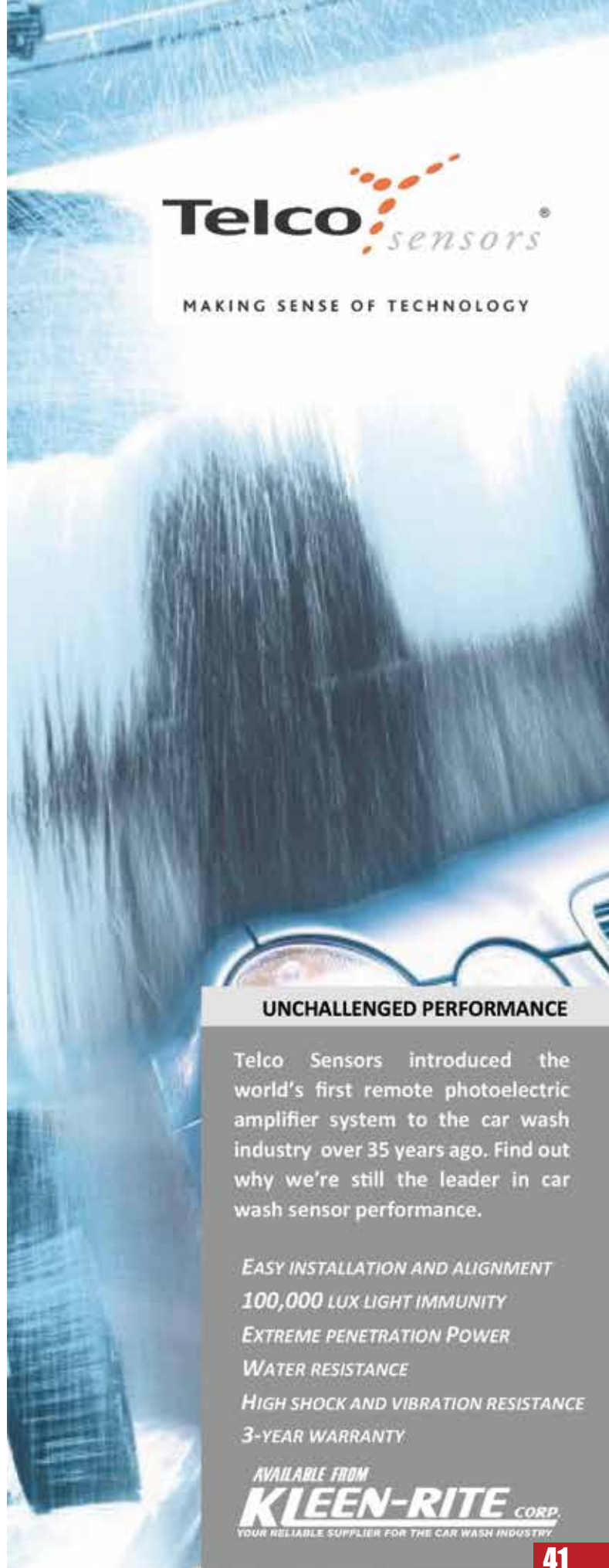
If the issue is only in 1 bay, usually the culprit is a solenoid valve. Check power and to make sure the valve is opening and closing. Dirt/debris can buildup in the valve and cause it to stick preventing the air/chemical from going out to the bay.



Plungers and diaphragms can also fail and prevent proper operation out to the bay. It is always good to keep a spare coil, and repair kit you can install quickly.

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# PRODUCT LAUNCH:

# Kleen-Cut Pre-Soak & Booster

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### Kleen-Cut High pH Pre-Soak

Purple liquid presoak with a high pH alkaline and solvent blend. This alkaline polymer-based presoak with unique solvents can be used as a standalone presoak or along with the Kleen-Cut Presoak Booster to enhance the cleaning ability. Sold in 5, 30, 55 gallons.



Do you have seasonal cleaning challenges? Sometimes there simply are cleaning conditions during certain times of year that make it difficult to produce the Touch-Free cleaning results car wash customers are looking for - this can get frustrating. But there are

ways to drive higher titration levels to produce even better Touch-Free cleaning results even when cleaning conditions get tough in your market.

This amazing new Cleaning science dual-injects a very safe, powerful alkaline cleaning Booster formula to mix with the base Kleen-Cut alkaline pre-soak and delivers even better cleaning results. By using a dual injector, the car wash operator incorporates more powerful titrations to deliver a stronger, more effective cleaning formula out to the bay and simply get cars clean!! How cool is that?

### Kleen-Cut Booster

Clear, colorless liquid - this Booster Formula is half of the two-product pre-soak process known as Kleen-Cut. This alkaline booster can be added through dual injection with the Kleen-Cut Presoak or other high pH products. Sold in 5 gallons.



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PART #	DESCRIPTION	SIZE	PRICE
KR5220-PS	Kleen-Cut Presoak	5 Gallon	<b>\$45.50</b>
KR30220-PS		30 Gallon	<b>\$253.50</b>
KR55220-PS	Kleen-Cut Booster	55 Gallon	<b>\$388.99</b>
KR5220-B		5 Gallon	<b>\$129.99</b>

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# 2ND ANNUAL CONFERENCE WRAP-UP

## Expand Your Network

Supporting Women in the Industry

By Amy Mastrangelo

When you are a part of the tight-knit car wash industry, you have a great opportunity to put your voice out there and inspire others. This is exactly what Danka Djordjevic from AVW set out to do by attending the second international Women in Carwash conference in Arlington, Texas this past January.

AVW stands for Automatic Vehicle Wash Equipment, a family-owned manufacturer of car washing equipment based out of the Chicago area. Djordjevic and her mother are essential to the company operations. She decided to attend the Women in Carwash conference to support women within the car wash industry.

Djordjevic previously attended the International Carwash Association's Women Leadership Conference in Chicago, since it was so close to home.

"I always want to do anything in support of women and helping women out within the industry," Djordjevic said. "I know it's not a female-dominant industry, so . . . I think it's important to represent us and represent other females in the industry."

### Attending the Event

Educational seminars at the Arlington conference included the following topics: social media, marketing, human resources, leadership, and more. Paul Krismer, speaker and executive coach, delivered the keynote presentation.

"I took a lot away from Paul's presentation about women really dominating the 21st century and our skill sets," Djordjevic said. "I never really thought about - with the technology changing - how important the emotional and social skills that we have naturally will help us to succeed in the coming years. I think that's a good takeaway."

Djordjevic discovered the value of possessing good social skills firsthand. "I'm not good at numbers, I'm not an engineer," she said. "I like people and talking to people, so those are my strengths that I get to use . . . Other people don't have that, but they bring other great things to the table. So, I always think that it's interesting that - no matter what - you can find your place."



### Finding Your Niche

In the beginning, Djordjevic had no interest in being a part of the family business her grandfather started. Over time, she realized that her family had something quite special. "Not many people can say not only do they have a family business, but car washing itself is already so unique, and it's just a cool story," she said. "I'm so proud, and I think it comes down to I'm proud of what he did, what he started, and I want to continue it. It's in my heart. Family over everything. I think that's why I changed my mind and thought, let me give it a shot."

In a family business, you get the unique opportunity to find your niche and see how you can help the company succeed. The Women in Carwash conference setting brings together many different people with unique skill sets. It provides attendees a valuable chance to learn from each other.

"Something cool my grandpa always stressed was he started the company so that our family, no matter what you're good at, everyone has different strengths that they bring to the table, but there's something for everyone," Djordjevic said. "Find your place and find your way within AVW, and that's what I did. There are so many things that can be improved on, but there's no limits, and it's about finding what you like to do and continuing to work on it."

#### Sabrina Shrack, Airlift Doors:

*"After a year in my Sales position, I was transferred to a new position doing daily service calls, install coordinator, parts, and RGA's due to the 2009 recession. I would have never thought I would say I have been in the [car wash] industry for more than 10 years. I think the customer relationships I have built, and my coworkers have kept me in the industry. We have a great team and the customers really do appreciate us and what we do for them. Honestly, I am still working on getting more involved in the industry, but attending the Women in Carwash conference helped. I gained insight on other businesses in the carwash industry."*

**Ruth Ann, Rose Marketing Solutions:**

*"The Women in Carwash Conference had a deep impact on me. The level of professional training I received was top notch and very relevant. Carwash corporate employees, vendor participants, carwash owners, or those that had businesses outside of the industry all received value. The opportunities for networking were really quite engaging and made it very easy and pleasant to get to know the other conference participants. My introduction to the carwash industry was through my clients who engaged my marketing firm to increase their sales and impact on their local communities. I love this industry because helping small business owners thrive is quite rewarding and their success means local economies flourish. Involvement for women in the industry requires a natural desire to learn more and to seek out conferences such as the Women in Carwash Conference."*

**Inspiring through Leadership**

Attending conferences can help to find your voice or your role, whether you are just starting out or you already have many years under your belt and are looking to advance.

"Leaving [the event] inspired me to continue lifting up fellow females whenever possible. And not only females, but the team," Djordjevic said. "I got a lot of good feedback about how to be a good leader.

"I especially want to help inspire other females who may have been nervous to come here, and I think there's a lot of hesitation since you may not know as many people, maybe you would love to join a group like this, and I think it's great to get together and inspire. By coming here, I hope to inspire some other people to go back and get more girls to come back next time."

Sabrina Shrack of Airlift Doors agrees with Djordjevic's key takeaways from the conference. She attended the Women in Carwash conference in order to become more involved in the industry.



"I took away how I can be a better employee and co-worker," Shrack said. By attending the conference, she met people she may otherwise never have met.

"It's important that we have

people to meet," Djordjevic said. "The feeling that I now know you and you know me, and we can call on each other for help."

The annual Women in Carwash conference continues to build a stronger sense of community.

If you are interested in joining the next Women in Carwash conference, visit [www.womenincarwash.com](http://www.womenincarwash.com). The third annual event will be taking place in Fort Lauderdale, Florida January 18-20, 2021.



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# Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

Issue No.35 August, 2020 - F/A Questions

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

## How do I get the best results on windows and glass in my in-bay automatic?

It's certainly important to make sure that your IBA is sufficiently cleaning the glass on the vehicles you're servicing. You can leave painted surfaces, wheels, tires, and headlights totally cleaned and shining brightly, but if a customer is sitting in their car after the wash staring at bits of crud and water spots on their window they're going to be dissatisfied. A poor window cleaning can easily be the first thing they notice, and they'll be leaving with a negative opinion of your wash if that happens.

Fortunately, there are some pretty easy things you can do to make sure your customers' windows look amazing after visiting your automatic bay!

As with all aspects of the car wash, getting clean glass starts with the quality of your water. You can break up dirt and grime as much as you want, but if you don't have clean, fresh water rinsing those materials away from the glass surface, results will be subpar. Water spotting will also be a huge problem if you're using bad water. Not only are you not rinsing properly, but you're also introducing new solid material to the surface of the glass.

Having a well-functioning reverse osmosis (RO) system and water softener is crucial to the integrity of your water. For RO systems, we carry top manufacturers like GinSan, Air Logic, and ProPower. Kleen-Rite offers excellent water softener options from Diamond H2O and ProPower. As long as you have an understanding of your volume and pressure requirements, it should be easy to find the RO and water softener models that fulfill your needs.

Once your water situation is squared away, there is the matter of your presoak step, when the bulk of cleaning occurs. The approach that assures clean glass is a two-step low pH and high pH presoak strategy.

Acidic (low pH) presoak will break up oxidized solids, inorganic salts, and metallic particles. An alkaline (high pH) presoak tackles dirt particulates, fats, proteins, heavy grease, and oils. Using both pH levels provides a more effective wash overall, including the windows and glass.

There's also the matter of protecting the window surface once it has been cleaned. Paying

customers expect that their windows will remain clean for a certain amount of time after the wash. Simoniz Dri-Brite is a drying agent that also acts as a sealant. It dries surfaces fast to avoid water spots, provides excellent water beading, and provides an attractive sheen. Simoniz Vision Clear is a silicone-based product that seals the window surface and fills microscopic pores. That seal repels water and provides beading abilities.

Use these tips and I'm confident you'll see amazing window and glass results on the vehicles using your in-bay automatic!





# KLEAN WALL

# VS

# KLEAN WALL 2

## Highlighting the Differences

By Drew Tyson

Keeping your car wash walls clean is not just a matter of pride – it can keep customers there or drive them away.

A clean, bright, welcoming tunnel will entice customers and give them the feeling of being welcome. A dingy, dirty tunnel gives the impression of missed maintenance and lack of care.

These are levels of presentation that can push customers away before they even give your wash a chance. When potential customers see poorly maintained washes – from landscaping and exteriors to the bays, brushes, and machinery – they immediately assume the worst. Some won't even bother pulling in to give you a chance.

That's where Kleen-Rite's Klean-Wall products come in. For tunnel walls and equipment, there's no better option for keeping your car wash looking great!

### **Klean-Wall Versus Klean-Wall II**

So what's the difference between the first Kleen-Rite Klean-Wall, and the newer Klean-Wall II?

Both formulations work great on your tunnels and equipment. As spray-on/rinse-off cleaners they are easy to use – simply spray the wall from the bottom up, allow to dwell for up to 5 minutes for effective grime removal, then rinse down using a pressure washer supplying water at 1000 PSI or higher. Stubborn spots can be hit a second time and agitated with a stiff, bristled brush, but the first application will remove the majority of dirt and build-up on a regular cleaning schedule.

Both formulations work across a variety of surfaces. Whether

your tunnel is painted cinder block, glazed tile, fiberglass, brick, or metal, both Klean-Wall and Klean-Wall II attack the grime while leaving surfaces undamaged. That carries over to equipment as well, as fiberglass, metal, and painted equipment will not be harmed by either formulation.

The biggest difference between the two products is that Klean-Wall II features a cleaner, safer formulation that eliminates the use of hydrofluoric acid. While hydrofluoric acid is an exceptionally effective cleaning agent, it also has acute oral, dermal, and inhalation toxicity. Cautions regarding the use of hydrofluoric acid include that it may be cancer-causing and in rare cases can even be

fatal in prolonged contact with the skin.

By eliminating hydrogen fluorides from the chemical composition, Klean-Wall II is less poisonous, meaning there are fewer worries for you and your cleaning crew. It still breaks up and loosens scale, oxidation, soap scum, and other deposits just as before!

A great side-effect of the new formulation is that you won't need to ship Klean-Wall as freight. The original formulation required freight shipment, which can be quite

expensive. The removal of the poisonous tag allows Klean-Wall II to ship with a smaller handling fee and not require freight shipping.

### **What It Means for the User**

While the new formulation removes hydrofluoric acid from the mix, we still recommend using the same personal protective equipment (PPE) with either formulation. This means wearing:

- Suitable gloves, impervious clothing, and safety shoes or boots to eliminate skin contact.



- Chemical splash goggles and face shield to avoid mists and vapors coming in contact with the face or eyes.
- Respirator with approved filters to reduce or avoid vapor inhalation.

After all, your safety is not something to take shortcuts on. Just like weddings and the prom, you don't want to be underdressed when you're cleaning your tunnels.

What it really means is that you get the proven cleaning power of Klean-Wall with a little more peace of mind about using it, at a better cost thanks to not having to ship freight! So check out Klean-Wall II for yourself if you haven't yet. It will turn your tunnels into great showpieces that will welcome your customers to a clean, sanitary environment.



Klean-Wall and Klean-Wall II are both available from Kleen-Rite, in 5-gallon containers, while original Klean-Wall is also available in 55-gallon drums! You can find all Klean-Wall products, only at [kleen-ritecorp.com](http://kleen-ritecorp.com)!

# Tired of Dirty Bay Walls?

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AP FORMULATORS



\*\*\*POISONOUS\*\*\*  
MUST SHIP FREIGHT



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- Call today for your FREE 16 oz sample!

<b>\$69.50</b>	<b>KW5</b>	5
<b>\$605.50</b>	<b>KW55</b>	55



**KLEAN WALL II**  
AP FORMULATORS



California PROPOSITION 65



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- 100% HF-free
- No scrubbing required
- SDS and label have NO poison restrictions
- Made in the U.S.A.

<b>\$69.50</b>	<b>KW5-2</b>
----------------	--------------

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High pH Polymer Presoak

5 Gallon	30 Gallon	55 Gallon
<b>KR5205</b>	<b>KR30205</b>	<b>KR55205</b>
<b>\$58.56</b>	<b>\$252.15</b>	<b>\$421.38</b>



Low pH Polymer Presoak

5 Gallon	30 Gallon	55 Gallon
<b>KR5205-L</b>	<b>KR30205-L</b>	<b>KR55205-L</b>
<b>\$55.71</b>	<b>\$245.68</b>	<b>\$411.38</b>

## Top 10 Reasons to Use Advanced Polymer Solutions

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

Polymer presoaks can be safely used in self-serve bays, in-bay automatics, and automatic tunnels!

**AMAZING NEW PRODUCT!**





# A Conversation with Chuck Space:

## SCWA Efforts to COVID-19 Response

By Amy Mastrangelo

As businesses began to respond to preventative COVID-19 measures, the Kleen-Scene was particularly impressed by the efforts led by Chuck Space, Executive Director of the SCWA (Southwest Car Wash Association). In this article, Space will describe how SCWA was able to educate the car wash industry and public officials on the “essential business” nature of car washing. He wasted no time, quickly disseminating important materials to car wash owners across the country.

### The Mission

“The mission of SCWA is to make sure our car wash owners and operators have every opportunity to be successful. We are the management team for SCWA and coordinate all aspects of the SCWA programs and activities including the Annual Convention and Expo,” Space said.

Space stressed to us that the importance of any association is to be relevant and provide resources in all situations and to help members meet whatever challenges they are facing. “The COVID-19 is no different. As we recognized that the pandemic was escalating, we immediately went to work for our members, and for the car wash industry as a whole. We provided the critical information to the general public and to public officials that the very basic nature of car washing is to provide cleaning; sanitizing and hygiene services and that is an essential business. We believe car washing is, in fact, one excellent solution to the pandemic problem are facing,” Space said.

SCWA spread awareness through various platforms including – emails, alerts, phone calls, informational webinars, Facebook, LinkedIn, Twitter, and other electronic media. SCWA members were provided a memo that highlighted all the important aspects of what car washes needed to do to follow the CDC protocols and how to communicate to local officials the basis of why car washing is an “essential business”. The goal was to make sure members and public officials at all levels recognized car washing as essential and were permitted to remain open.

Space said, however, that SCWA wanted the car wash owners to have the right to stay open. “While we were fighting for the right of the car wash owner to operate - we wanted the final decision whether to open or close to be a personal business decision. We felt it was important for each owner to have the right to make that decision,” he said.

### Taking Action

The Department of Homeland Security designated car washing as an essential business.



The memorandum defined essential business under transportation and logistics, and under that automotive repair and maintenance – and car washing fell under maintenance.

***“I cannot express how much I appreciate the work SCWA is doing now. There has never been a more important time to be a member of SCWA.”***

***– Ron Pickett of Carisma Car Wash  
Sugarland, Texas***

Space shared the information and materials that designated car washing as essential. In addition, he shared the Best Practices for Car Wash owners, based the CDC guidelines, who opted to remain open including sanitizing POS screens, employee masks, gloves, and social distancing.

The SCWA Headquarters fielded many phone calls, emails, and texts from across the country asking for help. Space recalls that many mayors, city councilmen, county judges, fire marshals and police chiefs were helpful to SCWA efforts during this time. Space communicated with staff members in governors, state representatives, and senators’ offices along with state health appointed officials to provide information and try to persuade them to keep car washes open during the shut-down. At the request of members or concerned car wash owners, we were involved with discussions in 11 different states. “We were successful in most, but

not all," he stated. "One of our earliest victories was in Texas, where we were able to have Governor Abbott recognize car washing as an "essential business" which opened the door for many communities across the state."

## The Response

During this time, SCWA has received numerous emails of thanks. One email in particular was meaningful for Space during this time. The email mentioned that a significant number of car washes were permitted to quickly reopen and numerous employees were able to continue to work as a result of the SCWA efforts.

organizational mission is accomplished." He adds that SCWA is "very blessed to have a strong Board of Directors and membership who are committed to making the car wash industry better. They are the ones who should be thanked and acknowledged for their work and support on behalf of the car wash industry."

Kleen-Rite thanks Chuck Space and SCWA for the many efforts made to support car wash owners across the country. Space responded, "It's folks like Kleen-Rite who continually step up and help SCWA accomplish what we do. This strong support is a real blessing to us as an organization. Thank you, Kleen -Rite."

**"You all have done a phenomenal job helping with information on COVID. We have a new owner who took over January 2020 and had no previous experience. He has relied heavily on your information to guide us through this time."**

**- Sarah Turner of Big O's Auto Wash Addison, Texas**



**"I just want to personally thank you again for all that you and the association did to turn our Fort Worth situation around. Thank you!!!!" - Rob Mixon of Land Shark Express Fort Worth, Texas**

Space states, "The SCWA Mission is to support the car wash owner and give them the foundation, the guidance and resources they need to be successful. We have to be relevant to the operators. The more successful each owner and operator is, the more the car wash community as a whole rises. Then our

If you would like to learn more about the SCWA resource materials, visit their website at [swcarwash.org](http://swcarwash.org). If you are not a member and would like to be included, you may click the Join/Renew membership button on their website to become part of the Southwest Car Wash Association community.

### [swcarwash.org](http://swcarwash.org)

The Largest Regional Network of Car Wash Owners & Operators.

Chuck Space  
Executive Director



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# PREPARING FOR

# WINTER

by Job Leach

Winter is typically a busy and lucrative period for car washes when harsh weather strikes. Customers hit the bays to clean off the remnants of slush and ice build-up. Frequent travel around the holidays means vehicles get dirtier than normal from increased use. And, of course, winter precipitation and frigid temperatures mean salt trucks are busy treating the roads in hopes of making them safer. Salt residue not only looks terrible on vehicles, but it can also cause serious damage and deterioration. On the positive side, this provides an excellent opportunity for your car wash to make customers happy while increasing profits!

Providing ways to neutralize road salt products has become more and more important. Why? Many municipalities have moved from sand-and-salt mixtures to liquid brine solution—usually sodium or magnesium chloride. While these sprays are more effective in application and performance than traditional methods, they also stick to vehicles more and invite corrosion.



Programming a desalting service in your bay is a great revenue driver. You can swap out something like a bug remover that barely gets used during the colder months. Adding desalt also creates seasonal marketing and promotional opportunities for your business. What's more, you may attract new customers who initially just want to remove salt, but eventually realize the benefits of keeping their car clean year-round.

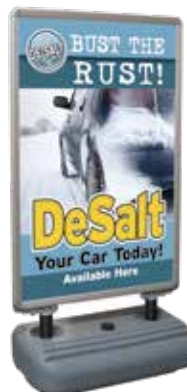
It can be tempting to start looking towards spring once the new year has started. While planning for the next season is important, it's also smart not to ignore the realities of our weather patterns. Offering a desalting option in your bay well past January will prove to be a shrewd move for you. In fact, some of the nation's historically worst winter storms have hit in February and March:

- February and March 1717: “The Great Snow of 1717” was a series of four storms that covered New England. Left nearly four feet of snow on the ground with drifts as high as twenty-five feet high.
- March 1888: “Blizzard of ‘88” brought below-zero temperatures, intense wind, and deep snow that left many cities without transportation or communication. New York City suffered the worst of the damage.
- February 1977: Western New York, Ontario, and Canada experienced a bout of intense winter weather that killed 28 people. Highways became clogged with stranded vehicles and many folks were trapped at schools, stores, and offices. The city of Buffalo was shut down for over a week.
- March 1993: The “Blizzard of the Century” hit Mid-Atlantic states hard. Not only did this blizzard bring record-breaking snowfall and depths, but it was also accompanied by tornadoes, thunderstorms, and floods. Snowfall eclipsed forty inches in some areas.

Take the brutal weather of winter and turn it into a boom for your business! Add desalt in your car wash bays and continue to offer it throughout the entire winter season!

*\*Information courtesy of the National Snow & Ice Data Center (<https://nsidc.org>)*

PART #	DESCRIPTION	PRICE
PA5568	5 Gallon	<b>\$49.82</b>
DR30568	30 Gallon	<b>\$205.24</b>
DR55568	55 Gallon	<b>\$360.51</b>



Sign stand sold separately

SIKR090	9" x 16" Bay Sign	<b>\$12.33</b>
WMS190	28" x 44" Windmaster	<b>\$62.12</b>

CMPST19	DeSalt Menu Strip	<b>\$4.73</b>
CB04619	DeSalt New Style Circle	<b>\$0.85</b>
CB034619	DeSalt Old Style Circle	<b>\$0.64</b>
CB034619BL	DeSalt Bilingual Circle	<b>\$0.64</b>







# JERRY'S VIDEOS

BY JOHN TOBIAS



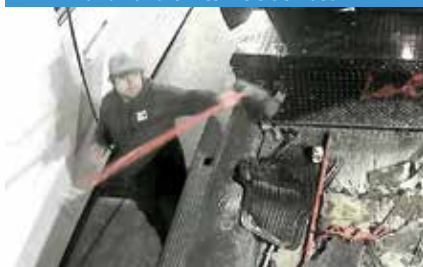
For over 30 years, Jerry Nix has been operating several car wash locations in the Tacoma, WA area. Jerry has graciously offered to share some of the surveillance video he has captured over the past year.

## THIS IS MINE NOW...

This fellow decided he needed to have the foamy brush for himself.



Cut the hose and tossed the brush and handle into his truck bed.



We've heard of giving away a courtesy towel or a complimentary air freshener, but this is a little ridiculous! We haven't run the numbers officially but we're pretty sure a customer taking home a free foam brush with every wash is not profitable. This guy also stole some vacuum hoses in addition to the foam brush. He was identified and charged for his theft. The case is still pending. Jerry hopes to recover the approximately \$325 value that the items were worth.

## QUICK CHANGE...

This guy needed a place to change his bra.



I guess the car wash bay will have to do.



Sometimes, you just have to make a change! Cameras in this self-serve bay caught this person changing from one bra to another. The person was not identified so we'll never get an answer why it was so important to make that bra switch in the bay. The car wash walls provide some level of privacy, but obviously people don't always think about the camera system that's capturing their every move. That results in some pretty perplexing footage.

## LOOK AT ME...

As his buddy waits in the cab, this guy gets out wrapped in just a towel.



Once in view of some customers he does his naked dance.



Every car wash owner wants to offer an unforgettable experience but this is certainly not the way they want it to happen! Clad only in a towel, this guy was captured fidgeting around a self-serve bay until deciding it was the right time to take a few steps outside the bay and flash other customers. The man was not charged with a crime but was warned to stay off the property in the future or it would be considered trespassing.

## BAD PARK JOB...

It can be tough trying to park in a self-serve bay.



Those pesky walls seem to always get in the way.



The driver of this wayward box truck was never found, so we'll never know if they were under the influence, texting on their cell phone, or fell asleep at the wheel. Unfortunately, the driver was not able to be traced using the license plate on the truck. There was about \$200 of damage from the incident that Jerry has to take as a loss.

# SCRUB-A-DUB DUB...

This guy decided to bath in the self-serve bay



While a woman is washing down their car, her man friend gets out dressed only in underwear. He's got a washcloth and bar of soap ready. The woman sprays him down with the wand as he begins to lather himself up. I'm sure the high pressure rinse got all the soap off of him when he was through.

After 37 years of running car washes in the greater Tacoma, WA area, Jerry Nix has seen it all and his security cameras have recorded it all.

We get a real kick when Jerry shares new videos with us!

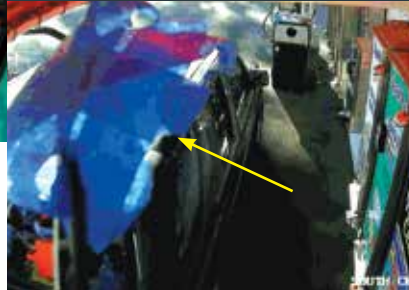


This guy puts blue tape on a pole to cover the camera.



## PRIVACY PLEASE...

Once the coast is clear, he sticks the tape over the camera lens.



This guy parked near some of Jerry's vending machine where he knew a security camera was located. After scoping out the area to make sure he wasn't being watched by an employee or another customer, he used a small pole to place an obstruction on the camera lens. The vendor vaults were drilled into at a later time and Jerry sadly lost a large sum of money. The man in the video is a known thief who targets vendors of this type. He has been caught before and served prison time. In this case, they could not find him as he is transient with no fixed address.

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# How To:

## Service a Cat 310 Pump

Tools you will need: Socket Seal Case Tool (part# PU33004)  
 Reverse Pliers (part# PU30696)  
 M8 Allen Wrench Tool  
 Regular Screwdrivers  
 Socket Set & Pliers



1 Remove the hexbolts on each side of the manifold.



2 Remove the hex Valve Plugs (top discharge, bottom inlet)



3 Examine the O-Ring under the Valve Plug for cuts or distortion and replace if worn. Lubricate the new O-Rings before installing on the manifold.



4 Grasp Spring Retainer by tab at the top with pliers and remove from valve chamber.



5 Examine the Valve O-Ring for cuts or distortion and replace if worn. Lubricate the new O-Rings before installing on the manifold.



6 Separate Manifold Head from crankcase by turning the shaft, insert 2 screwdrivers in gap and pry Manifold Head forward until it comes off.



7 Place Manifold Head on work surface with **crankcase side up**. Remove Lo-pressure Seal On 5PFR & 7PFR plunger pumps prior to May 1989, remove Snap Ring & Lo-Pressure Seal from each Seal Case. Discard Snap Rings. On 5PFR & 7PFR plunger pumps after May 1989, remove Lo-Pressure Seal from each Seal Case.



8 Remove Seal Case from each seal chamber. Remove O-Ring from outside diameter of Seal Case.



9 Hi-Pressure Seal is easily removed from the manifold without any tools. If extremely worn a reverse pliers may be used.



10 Correct Seal arrangement

**Watch this tutorial online on our YouTube Channel!**





Carefully square Hi-Pressure Seal into position by hand with the **grooved side down**.



Examine Seal Case O-Ring and replace if worn. Lubricate new O-Ring before installing.



Lo-Pressure Seal must be installed with **Garter Spring side down**. The down direction is facing the front of the manifold.



Install Lo-Pressure Seal into each seal case with **Garter Spring down**.



Remove oil pan and seal retainer with wick.



Using an M12 hex tool on the 5 & 7 pumps, loosen the plunger retainer about three to four turns.



Inspect O-Ring and Back-Up Ring for wear & replace if needed. Examine Ceramic Plunger for scoring, scale build-up, chips or cracks and replace if needed.



Install new Gasket, then O-Ring, then Back-Up onto each Plunger Retainer.



Install the Seal Retainer with new Wick onto each plunger rod **with tab down and wick out**. Replace two Lockwashers, two Socket Head Screws for four Flange Nuts and torque.



Rotate Crankshaft by hand so the two outside plungers are extended equally.

Lightly lubricate the Ceramic Plungers, then carefully slide the Manifold Head over the Ceramic Plungers supporting it from the underside to avoid damage to the Ceramic Plungers or Seals. On the high pressure V-Packing models or larger manifolds it may be necessary to gently tap with a soft mallet until the manifold is flush with the Crankcase. Replace (2) Lockwashers, (2) Socket Head Screws and torque per chart.



**Remember, Kleen-Rite carries all the pump repair parts you need!**





## SHAMMY SHINE Milford, NJ

By Drew Tyson

With 14 locations across Western New Jersey and the Lehigh Valley of northeastern Pennsylvania, the Shammy Shine chain of car washes has been serving the region for over four decades. Expanding from a single location in that time, they have seen an incredible evolution of the car wash industry and gotten to see massive changes from the days of attendants running full-service washes to today's highly automated, scientific washes.

### TENURED TEAM

For Kevin Knight, who has been with the company for 35 years, he sort of fell into the job. A small-engine mechanic by trade, he moved from Oregon to Pennsylvania, and Shammy Shine was his first – and last – stop. “Basically, I needed a job. The first place I stopped when I got to Pennsylvania was Shammy Shine. I walked in, and I started the next day.”

While he started as an attendant, he moved up quickly, becoming an assistant manager at their Clinton location, and he continued to move up to management, as well as the parts procurement across the company. He's seen the industry evolve over the years – “We've changed quite a bit... we no longer prep, more automated, computers basically run everything. A lot less employees, while the equipment has gotten better.”

Al Rogers, who manages the automation and build-outs across the

company, notes there have been massive changes over the years, in particular when it comes to chemicals, soaps, and everything else you use on the vehicle. “There's been a lot of advancement in the metering and tracking of chemicals, a lot more chemistry and education on why you use high pH or low pH, why you should have a little bit of both.”

Matt Grouleff, another 30+ year veteran of the industry who heads up maintenance, repair and installation across Shammy Shine's locations, sees how his role has changed over the years. Where in his early days maintenance was easy, the modern wash chain relies on a small team, with Grouleff having two others on the maintenance team.

Still, he points out that the managers at each location are major contributors as well, being involved and proactive. “All our managers are hands-on... they'll work on equipment, they're able to see when things are wrong.” By having managers that tackle these issues head-on, they can keep every location up and running the way it should, even when the maintenance team can't respond immediately.

### EVOLVING THE BUSINESS THROUGH THE YEARS

What actually attracts the customers, bringing them off the streets, is another massive change over the years that Shammy Shine has seen. The automation and the ability to be a membership-driven business has kept clients returning again and again.

Shammy Shine cites their success as a result of a number of factors. One is their locations, in the commuting communities across upper New Jersey and Pennsylvania where professionals are driving in and out of







**Matt Grouleff & Kevin Knight  
Philipsburg, NJ**

New York City and the surrounding areas regularly. As Rogers indicated, “Convenience has become a big part of it... a lot of people here commute into the city and back out. Their time is precious to them, so getting in, getting out, not waiting on an attendant to come out and help them.”

By providing them quick, efficient, automated experiences, they make it an enticing proposition. Commuters don’t want to tack on an extra 10 minutes to their hour-plus drives, so making sure they are in, out, and back on the road in short order with a smooth process and no down equipment is what keeps them coming back.

Rogers points out that they’ve paid close attention to what draws in customers. “Free vacuums is a big thing for us... doing memberships, for us, is a huge part of [the business], we didn’t think it was anything people would want ten years ago but now it is a huge part of our business.” By reading what their customers wanted and evolving their business, even when it went against their first instinct, they were able to retain and grow their share of the customers across their communities.

### LOVING THE BUSINESS

All three of the team members at Shammy Shine are more than happy being at the company and being part of the business. They spoke of the

sense of satisfaction they get from seeing customers head in one end with a dirty car, and come out the other end happy, with a clean car. Rogers is a big fan of the learning aspect of the industry, saying, “I like tinkering around with stuff, little settings, by changing this by a couple of inches to go on here, we become more efficient, or the bearing will last longer if you do it this way.” The ability to always be trying new things to improve, and not staying stagnant, is a great draw for the curious mind.



Whatever it is they like about the business as individuals, working for the Stem family is something they all feel has been a positive part of their careers. As Kevin says, “The company is what it’s about, he [Stem] is a good guy to work for, we’re paid well, I’ve got complete freedom without being micromanged.”

Even in rough times, the attitudes, curiosity, and commitment to customer satisfaction have the folks at Shammy Shine positioned to be part of the industry for well into the future. That’s part of the reason why, even with the pandemic, they are preparing to open their 15th location in 2020! With forty-plus years under their belt, there’s no doubt they’ll continue to be a success in the industry for decades to come!





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# talk CAR WASH

BY AMY MASTRANGELO

JOIN THE LARGEST AND FASTEST GROWING CAR WASH COMMUNITY ONLINE



The next time you log on to your Facebook account, search for the phrase “talkcarwash.” The TalkCarWash group will appear as a search result, and if you are not already a member of the group, you should request to join. You may be asking yourself, another Facebook group? What’s in it for me?

“Car wash operators constantly tell us how much value this group brings to their business,” said Tyler Slaughter, TalkCarWash

Admin and Operations Director/Partner of The Camel Express Car Wash. Slaughter started the Facebook page with Jimmy Branch about three years ago. Now, there are 11,500 members, and the number of members continues to increase daily.

## What You’ll Find

New and engaging content appears on the feed all day, every day. “You can ask any carwash or non-carwash related questions and get 24/7 live advice,” Slaughter said. “We’ve literally saved people.”

At the time of writing this piece, many of the popular post topics revolved around COVID-19 news. There were many other posts related to humor, on-site videos, classifieds, and car wash signage. Hot topics included self-serve bays, damages, in-bay automatics, and soap chemistry.

Looking for more topics? Members of the TalkCarWash Facebook group will also see posts about unlimited wash clubs, staff training, paystations, and POS systems. It’s

a great place for car wash owners to promote their renovations and brand-new sites. Yet, this doesn’t even cover the half of it. There are many more topics discussed within the TalkCarWash network.



## Who Should You Join?

This Facebook group is the largest and fastest growing car wash community on the internet. It is the perfect network for vendors looking to increase their market and employees looking to learn and

expand their knowledge. If car wash owners have questions, it’s a great place to go to for help.

“I think most people on the page truly enjoy the camaraderie, the amount of car wash knowledge that’s freely shared, and the passion people have on this page for the car wash industry,” Slaughter said. “We encourage all members to ask questions, comment, give opinions, and just good old fashioned ‘talkcarwash.’”

While it’s possible for anyone to find the group, the group is private, and only members can see who is in the group and what they post. The About section states, “Please read our rules and make sure you can stay within the guidelines before requesting to join the page.” It is easy to find the admins’ group rules on Facebook.

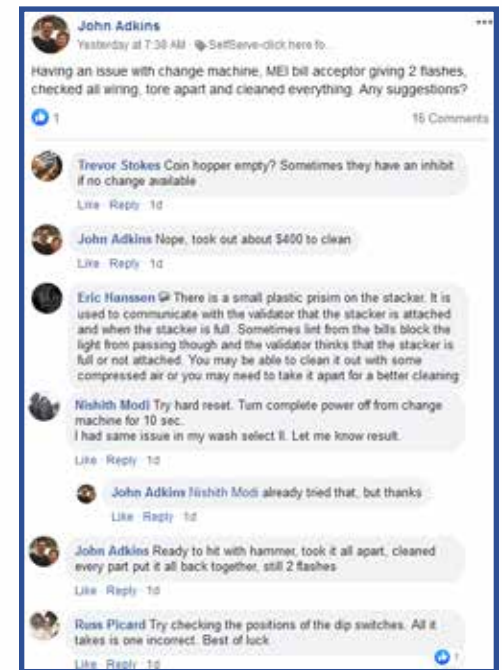
## Helpful Resources

One thing that may be particularly helpful to members of the group this year is the Files section. There, you will be able to find and

download helpful PDFs, such as COVID-19 Prevention Steps and Recommended Cleaning Products. There are also good reads for business owners, such as Leadership Through Crisis.

Members of the group also can use Facebook to look for recommendations. This can come in handy for finding specific businesses and products. At the time of writing this piece, recent posts recommended general contractors, parts distributors, and bookkeeping software for car wash owners.

Finally, one awesome feature of the group is the ability to respond to polls. Submit your response and see how you stack up among operators responding all across the country.



TalkCarWash is an excellent network and resource for those in the car wash industry. Why wait? Check it out today!

# facebook



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## LOCAL NEWS STATIONS:

# Car Wash Updates

### Dave Edwards: Car Wash on Hamlin Highway in Lake Ariel, PA

Dave Edwards made it his quest to get each of the three network news meteorologists in Northeastern Pennsylvania to include some version of the phrase "good day for a car wash" in the daily or weekly forecast segment. Consider that goal accomplished!

Currently viewers are seeing regular mentions and graphic backdrops on WNEP, WBRE/WYOU, and FOX56/WOLF. Each of those stations broadcast to the Scranton/Wilkes-Barre market with a coverage area of 13+ counties in Northeastern PA (which is approx 20% of the Commonwealth). Along with the broadcast, they do a social media "push" and "follow" from each station and the news personality.

These small mentions plant a big seed to the viewing audience, and Dave trusts it will turn into positive results for each Car Wash Association of Pennsylvania Member and Northeastern PA car wash operator.

Dave's next quest is to help other car wash operators and industry representatives work with their local news stations to include these mentions. What a creative and clever way to get people thinking about car washes! Nice job, Dave, and good luck helping others see the same success!





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