

THE KLEEN-SCENE

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 36 February, 2021

**THE BEST
FOR LESS!**

New From CryptoPay:

Tap & Pay

Short Circuit The

Coin Shortage

Doctor Joe's Report:

Glass Towels

6 Car Wash Industry Sessions

Master Class Review



TOLL FREE ORDER LINE 1-800-233-3873

VISIT US ONLINE www.kleen-ritecorp.com

BUST THE RUST!

DeSalt

The Original

OFFER SIMONIZ DESALT TO YOUR CUSTOMERS!

"Desalt" is a special blended detergent designed to directly neutralize the activity of new road de-icing treatments right down to the pores of auto surfaces.



Turn selector knob to DE-SALT. Saturate entire vehicle with DE-SALT working from top to bottom. Rinse off vehicle, then turn selector knob to PRESOAK.



- Turn selector knob to DE-SALT.
- Apply low pressure DE-SALT to entire vehicle.
- Apply DE-SALT to remove winter road salt prior to PRE-SOAK.

Classic Style Menu Strip

SI0130S19 **\$2.67**

Deluxe Style Menu Strip

CMPST19 **\$4.73**



Classic Coinbox Decal

CB034619

.64¢

Bi-Lingual Coinbox Decal

CB034619BL

.64¢

Deluxe Coinbox Decal

CB04619

.85¢

9" x 16" Bay Sign

SIKR090

\$12.33



Windmaster Sign Insert
28" X 44" Sign Stand sold separately

WMS190

\$62.12



5 Gallons

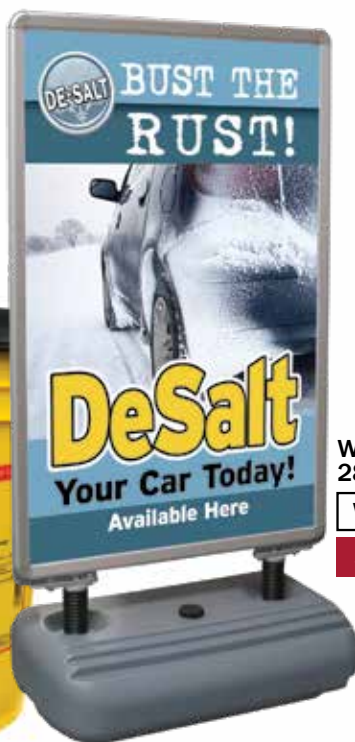
PA5568 **\$49.82**

30 Gallons

DR30568 **\$205.24**

55 Gallons

DR55568 **\$360.51**



NEW



Tap to pay



CryptoPay is excited to release our new product CryptoTap!

- *CryptoTap Contactless Reader works with contactless credit and debit cards.*
- *CryptoTap works with mobile payments including Samsung Pay, Apple Pay, Google Pay, and others.*
- *CryptoTap provides a clean, no-touch interface*
- *CryptoTap is made to add to existing CryptoPay swipers. A true 'Plug and Play' Device*
- *No Monthly Fees / No Minimum Quantities*
- *Ruggedly Built and Proven in the Car Wash*



CRYPTOTAP **CONTACTLESS PAYMENT**

KR# CPS3008

Plug-and-play contactless payment device for phones and cards. Works in conjunction with CryptoPay systems (swiper and coordinator) on the same network. Accepts most forms of contactless payment



BUY 5 GET 1 FREE



BERRY - AFPP110
CHERRY - AFPP101
CINNA - AFPP103
CITRUS - AFPP104
COLADA - AFPP109



ICE - AFPP113
JASMINE - AFPP105
NILLA - AFPP102
NUCAR - AFPP107
PINE - AFPP106

\$27.25 - ALL FRAGRANCES - OVERLAYS AVAILABLE



72 COUNT VEND PACKS

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



2020.

The past year was quite the year, we could just leave it at that. The reality is we didn't leave it at that: like most of you we adapted, changed, planned and moved forward. What a great country we live in and what a great industry we work in. Despite many setbacks and challenges in various parts of the country, the car wash industry once again proved itself resilient. We believe it just is not the industry that makes the difference but the hard-working people who choose to work in it. We are proud to call ourselves car washers.

In this year we choose an attitude of gratitude. We want to thank our customers - it truly is an honor to serve you. Every day presents a new opportunity and challenge, and it is in times like this that we better appreciate each and every one of them. We are writing this as the year comes to a close and we look forward to better and stronger 2021. We encourage all to reflect on this past year and learn from it as we prepare to move forward.

We hope that 2021 brings us an opportunity to return to business as normal, where we can again see customers face to face as well as operate our business with full staff in our buildings. We appreciate you working with us over the past year as we navigated through the ever-changing path in front of us. We are sure we didn't get everything right but like our founder Harold McKonly said years ago, "The reason we are successful is we keep after things." We will continue to make the commitment to work day and night to deliver for our customers. Each day we work to do better than we did yesterday, a constant pursuit of excellence within our organization.

We sincerely appreciate the opportunity to serve you, our customer. Thank you for allowing us to be your reliable supplier to the car wash industry.

INSIDE

CONTENTS

- 6 Crypto-Tap - Tap and Pay
- 10 Short Circuit the Coin Shortage
- 13 EZ Grate
- 14 Master Class Review
- 18 Laurel Drop Shelf Vending Repair
- 23 Web Tips 101: Logging In and Out!
- 25 The Doctor's Report: Glass Cleaning Towels
- 29 Hey Jay! - Choosing The Right Presoak for In-Bay Automatics
- 30 Grace For Vets 2020: Honoring Those Who Served
- 32 Smarter Pressure Washing With X-Jet
- 36 Car Wash Tradeshows & COVID-19
- 39 How To Retrofit a Modular Low-Pressure System
- 41 Gary's FAQ: Kleen-Rite Rewards Club
- 42 Top 5 Reasons To Subscribe To Our YouTube Channel
- 44 EverWash and Your Security Cameras
- 47 Spiral Vending Machine Maintenance
- 48 Storming Back: Rebuilding Mid City Car Wash
- 51 Car Wash Industry Calendar
- 52 Dog Wash Reviews
- 55 Chicagoland Car Wash Association
- 59 Tugger's Tips: Repairing a Check Valve
- 60 Operator Spotlight: Budget Car Wash - West Haven, CT

WARNING: This publication is Kleen-Rite Corp. proprietary intellectual property and is protected under United States Copyright Laws. No part of this newsletter including all text and graphical information and cover design, may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording, or otherwise) without the prior written permission of a corporate officer of Kleen-Rite Corp. © 2020 Kleen-Rite Corp.

FREE SHIPPING ★ ★ OFFER ★ ★

We are offering Free Shipping on any **ONE** order placed over **\$750.00** during the month of February, 2021.

Simply use Kleen-Scene code: **36KS** to receive free shipping on your next order to anywhere in the continental U.S.

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

OFFER GOOD ON ONE ORDER ONLY!

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

Offer Valid Until March 1, 2021

CRYPTOTAP NEW

The New Contactless Payment Option for Car Washes

By Tom McCormick, Production Manager at CryptoPay



For years, paying with credit or debit card has increased steadily in the self-serve car wash market. New forms of cashless payment such as mobile wallets and contactless credit/debit cards are set to dramatically increase this trend. These new cashless payments (commonly referred to as ‘Tap and Pay’) are how an increasing number of people are choosing to pay for goods and services. Why? Because it’s easy and convenient. Additionally, with coronavirus concerns and the emphasis on no-touch transactions, this form of payment is being adopted by a growing number of consumers, many of whom would not normally rush into

‘Tap and Pay’ simply means making a cashless transaction with your phone or contactless credit card

new technology. To serve car wash operators, CryptoPay is introducing CryptoTap, a new ‘Tap and Pay’ device for the self-serve car wash.

What is Tap and Pay?

‘Tap and Pay’ simply means making a cashless transaction with your phone or contactless credit card at a terminal that accepts them. Even though the customer does not insert the credit card (dip the card), these transactions are considered an EMV ‘chip card’ transaction. Apple Pay and Android Pay, along with contactless credit cards from Visa, MasterCard, Discover, and American Express are all accepted. Even though magstripe transactions are going to stick around for years, the new types of no-contact payment offer great advantages to both car wash customers and car wash operators.

The simple, square puck reader of CryptoTap is easy to clean and disinfect. Customers do not handle cash, quarters, or tokens; neither does the car wash operator or attendants. CryptoTap also offers customers more payment type options. Along with increased payment options, CryptoTap is designed for speed. Contactless transactions are fast and simple. Customers do not need to orientate a card correctly to swipe or insert the card. Just hold the card or phone next to the CryptoTap device and the payment is made in seconds!

CryptoPay Retrofit Kits are Perfect for CryptoTap

Speaking of speed – on a busy day, car wash operators know how important it is to get customers through an in-bay automatic paystation quickly. For this reason, CryptoTap is a perfect addition to automated paystations with CryptoPay Retrofit Kits. CryptoTap adds on to the existing CryptoPay Retrofit Kit and

Advantages of CryptoTap Tap and Pay

CryptoTap offers a clean, no-touch interface.



teams up with the CryptoPay swiper to offer a new way for customers to pay. Also, when customers pay with their phone or the new 'Tap and Pay' cards, CryptoTap transactions are now processed as EMV 'chip card' transactions. The CryptoTap reader is the perfect way to add a competitive advantage to the in-bay automatic car wash experience.

CryptoTap is Brought to You by a Trusted Name in Cashless Payments for the Self-Serve Car Wash Market

For years CryptoPay has provided the most cost effective, secure, and simple credit and debit card acceptance to car wash operators. CryptoPay's design philosophy has always been about being cost-effective. That's why the CryptoTap reader is made to complement existing CryptoPay swipers – no need to remove any existing equipment. The CryptoTap reader connects to the CryptoPay network – a true 'plug and play' device. The CryptoTap reader was developed by CryptoPay in partnership with MagTek, which is the same partnership that makes the CryptoPay system the most secure credit card system in the self-serve car wash industry. Just like CryptoPay, which is

well known for its simplicity, CryptoTap is very easy to install. Just mount CryptoTap next to a CryptoPay swiper, connect two wires for

Offer a new way for customers to pay

24 volt power, and pair it to the swiper on the MyCryptoPay portal. You have just added a new way for your customers to pay. Add a truly competitive advantage to your car wash by adding CryptoTap.



CRYPTOTAP CONTACTLESS PAYMENT

CPS3008 \$325.00

Plug-and-play contactless payment device for phones and cards. Works in conjunction with CryptoPay systems (swiper and coordinator) on the same network. Accepts most forms of contactless payment



CRYPTOPAY CREDIT CARD SWIPER

- Provides easy installation at lower installation cost while maintaining data security
- Reduces credit card processing costs

\$399.99 CPS3005



CRYPTOPAY COORDINATOR

\$374.99 CPS3000



Come to the Kleen-Rite Website on February 24th for a free online session with Chuck White from American Changer. Chuck will be going over the features and benefits of Bill Breakers and Recycler Machines from Triad. He will also cover top trouble-shooting and maintenance tips for folks who already own these machines.

No Password or Sign-Up required: One click and you're in!

www.kleenrite.com

Tune in for:
Triad Bill Machines
ONLINE TRAINING SESSION
Wednesday, February 24th
@Noon Eastern Time
 An American Changer Product

BILL CHANGERS



BILL BREAKERS





ALL SYSTEMS POLYMER PRESOAK

This product can be safely used in self-serve bays, in-bay automatics, and automatic tunnels!
Now available in a two-step process!



The Difference of Advanced Polymer Solutions

- Non-Corrosive saves on shipping costs!
- Encapsulates dirt to easily rinse away.
- One-step cleaning, enhanced drying, rinsing.
- Leaves an incredible shine.
- Safe on equipment, O-rings, check valves, etc.
- Reduced dwell time

High pH Polymer Presoak

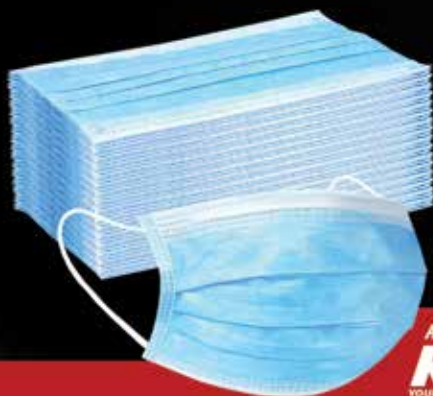
5 Gallon	30 Gallon	55 Gallon
KR5205	KR30205	KR55205
\$58.56	\$252.15	\$421.38

Low pH Polymer Presoak

5 Gallon	30 Gallon	55 Gallon
KR5205-L	KR30205-L	KR55205-L
\$55.71	\$245.68	\$411.38

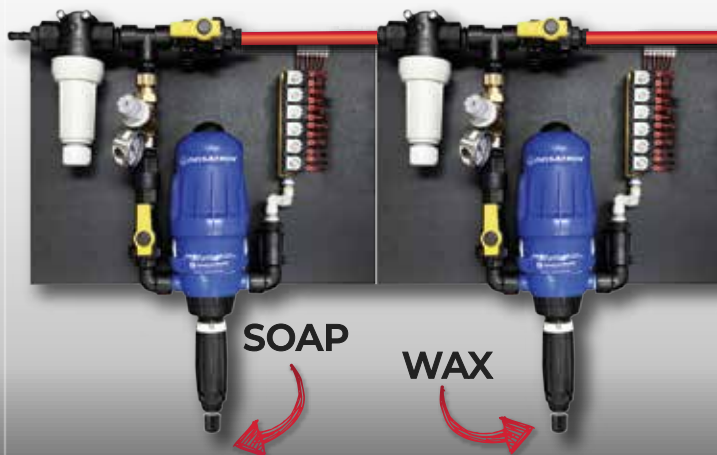
Medical Face MASKS IN STOCK

3-Ply Face Masks



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

 **DOSATRON**[®]
WATER POWERED DOSING TECHNOLOGY



Modular Self-Serve Chemical System for High Pressure

- No mixed chemical tanks needed
- No air diaphragm pump required
- Easy to expand modular system
- Non-electric
- No tips, no clogs



QUESTIONS? CALL CRAIG PETERSON AT 847-612-5226

INTRODUCING NEW FRAGRANCES



Little Trees



ROSE THORN

Rich red rose enveloped by bright greens and dark earth gives edgy dimension to a familiar floral.

\$13.75	VS57308	24 PACK
\$38.25	VS17308	72 PACK
\$0.25	VS173080	OVERLAY



Little Trees



SLICED

A sparkling citrus fusion of zesty lemon, green lime, tangy grapefruit, and juicy orange.

\$13.75	VS57332	24 PACK
\$38.25	VS17332	72 PACK
\$0.25	VS173320	OVERLAY



Little Trees



SUPERNOVA

Bursts of bright bergamot intensified by notes of dark berry, ozonic florals, and musk.

\$13.75	VS57303	24 PACK
\$38.25	VS17303	72 PACK
\$0.25	VS173030	OVERLAY

NEW!



VENT WRAP[®]

\$6.85

- 4 WRAPS PER PACKAGE
- 4 PACKAGES PER BOX
- CONVENIENTLY ATTACHES TO VENTS

VS52225	CARIBBEAN COLADA
VS52232	VANILLAROMA
VS52234	BAYSIDE BREEZE
VS52231	BLACK ICE
VS52233	NEW CAR SCENT
VS52736	STRAWBERRY
VS52235	SUMMER LINEN

NEW!



VENT LIQUID[™]

\$6.99

- 4 PACKS PER BOX
- ADJUSTABLE SCENT CONTROL
- MOUNTS ON VEHICLE VENTS
- INDIVIDUALLY PACKAGED

VS52625	CARIBBEAN COLADA
VS52632	GOLDEN VANILLA
VS52633	NEW CAR SCENT
VS52641	TRUE NORTH
VS52635	SUMMER LINEN

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

Short-Circuit

By Drew Tyson



We could have seen so many shortages coming with the COVID-19 pandemic. Masks? Not surprising. Toilet paper? Who'd have thought. Disinfectants and sanitizers? Of course.

Coins?

That was certainly one that not everyone could see coming or prepare for. It seemed like in only a matter of days, it went from “Everything is fine” to “Exact change or credit card, no change given!” Some places were even offering incentives to customers to provide change, including coupons, reduced bills, and more.



Why Is It Happening?

It's not as though the coins aren't being minted. In fact, from June through August, the U.S. Mint manufactured an average of 1.53 billion – yes, BILLION – coins per month, well above the 1 billion per month average throughout 2019.

The circle of progress for change is one with a number of stops in it, and during the COVID pandemic, it was broken in a number of spots. It starts with acceptance – and out of fear of catching the virus, many consumers and even some retailers were wary of using or accepting coins. Contactless payments prior to the pandemic were already moving towards becoming the norm, and this merely accelerated it.

Consumer confidence dropped quickly, and many change circulating activities went on pause. People weren't going to laundromats as often. Vending machines, the backbone of the coin circulation cycle, saw massive drop-off as

factories and schools shut down. No one was going out to the arcades, batting cages, or other high-population coin circulation spots.

Beyond that, vendors that collect coins were paused for a time as well. This meant that different operators could see differing outcomes – in regions that depended on cash transactions, coins would start piling up. At the same time areas that leaned toward hi-tech, cashless transactions saw coin supplies dwindling rapidly.

Banks also added to the problem. The days of stacks of boxes of rolled coin sitting in a box are long past. Like many other industries, banks run lean with coins, keeping minimal amounts on hand. They have smaller branches to offer greater convenience – but this reduces or downright eliminates coin storage possibilities. Many branches have also been sunsetting coin-counting machines as the world moves progressively towards cashless

transactions. Why keep something in service that takes up room but is rarely used?

These circumstances all combined to stall coins in places where they wouldn't circulate, meaning they weren't moving on to industries like vending and car washes that depend on them. They have become harder to get hold of. And unfortunately, you can't mint your own coins.

Or can you?

Hopping on the Token Train

They are not legal tender anywhere else but your property. However, you can give your clients a way to utilize your coin-operating machines incrementally instead of converting to card-swiping and bill-only: Tokens. Tokens are unique, customizable units you can use in place of, or in conjunction with, coins and credit cards to offer your customers plenty of payment opportunities.

the Coin Shortage

- **Increased, Immediate Sales:** A sold token is an immediate sale. You are selling the token, not a specific service. It may get used for a service with greater profitability, depending on the client. Customers also tend to spend tokens more freely, as they see them as non-money. The idea of “sunk cost, may as well use it” can help improve same-visit sales, instead of coins that they can walk away with and spend elsewhere.
- **Security:** Your tokens are pretty much set to your business. They are less likely to be targeted than cash, simply because of their lack of use anywhere else. Not only

recognizable – and an easily transferable marketing tool. When people take home extra tokens from your wash, they’ll be reminded to come back for future visits. Some may even just keep them as souvenirs!

- **Lost Token Profitability:** Whether they keep one as a souvenir, or just plain lost them, you’ve already made that money. We’ve all got loose tokens from car washes and arcades hanging around – tokens that have already been paid for. Yours could go the same route, collecting dust while the money is already in your accounts, collecting interest.
- Minting tokens is a great way to go – so who

Skip the Coin Entirely!

Of course, another option is to simply go cashless! We wouldn’t suggest going completely cashless just yet, as many customers still love the feel of coins and tokens. However, adding cashless options to your machines is a great way to avoid any coin shortage issues now, or at any time in the future.

CryptoPay, available from Kleen-Rite, offers cash-free, secure transactions for everything from your in-bay boxes, to vacuums, to vending, and even for dog and motorcycle washes! They are flexible units with an



does this mean less loss of funds, but also less headaches and a smaller likelihood of damage to equipment.

- **Cash Control:** Less need to supervise your staff when it comes to cash movement and replenishment. An unfortunate thing to have to think about, but something to keep in mind nonetheless.



- **Flexibility:** Easy to change the numbers of tokens sold per dollar to offer fun, interactive, and immediate marketing or promotional ideas. Maybe a Free Token Friday where you provide an extra token per dollar, or Happy Hour promotions where you offer additional tokens at set times of day.

- **Promotion and Marketing Opportunity:** Tokens can be customized with the name of your wash and your logo, making them instantly

do you talk to in order to get tokens and the conversion kits to use them?

Beating the Coin Shortage with Hoffman Mint and American Changer

American Changer and Hoffman Mint can help in conjunction to update your car wash from change to token. They are car wash and vending veterans. American Changer was been creating token-acceptance machinery since 1988, while Hoffman Mint has been going even longer, minting tokens for over 34 years now! Located in Florida, both companies use American parts and American labor.

Hoffman offers customizable, easy-to-order tokens from a reliable, proven source. With a variety of options, including varying diameters, weights, and designs, they can help you to find a token that is unique to your carwash. This will help to prevent counterfeiting or use of another wash’s tokens at your wash.

excellent history of use across the country. By adding the CryptoPay option to your offerings, you enable ease of use and constant business, even if coins are in short supply. It has been demonstrated that, especially in the days of COVID-19, customers are leaning more and more towards the cashless option as well. With the release of CryptoPay’s new CryptoTap system, there’s even easy options for fully contactless payment.



CryptoTap - Tap & Pay

The 2020 coin shortage, just another footnote in the weirdest year ever, could actually turn into a boon for your business if managed correctly. Consider incorporating cashless and token options in addition to your coin operation, or even take the plunge and make a coin-free wash, break free from the possibility of this happening again!

DESIGNERS & MANUFACTURERS OF CHANGE MACHINES

SINCE 1955



MC300RL

Rear Load

1 Bill Acceptor
1 Coin Hopper
(3,200 Qtrs/\$800 Capacity)

Dimensions:

Cabinet: 32"H x 9"W x 13"D

Faceplate: 36"H x 13"W

DC300RL



MC520RL-DA

Rear Load

2 Bill Acceptors
2 Coin Hopper
(6,400 Qtrs/\$1,600 Capacity)

Dimensions:

Cabinet: 32"H x 18"W x 13"D

Faceplate: 36"H x 22"W

DC520RL-DA



MC400RL-SLIM

Rear Load

1 or 2 Bill Acceptor(s)
2 Coin Hoppers
(6,400 Qtrs/\$1,600 Capacity)

Dimensions:

Cabinet: 38.5"H x 12"W x 18"D

Faceplate: 43"H x 18"W

DC400RL-SLIM



MC RETROFIT KIT

for BC1400/BC2800

DCP4K07400-F11



EF+ MODULE

with REMOTE NOTIFICATION FEATURE

get texts of Audit, Out of Service and Alert Conditions (Available in all Models!)

DCP4K01293-xx



Standard
Change-Makers, Inc.

Dispensing Quarters, Dollar Coins, or Tokens



We Make Change Happen!



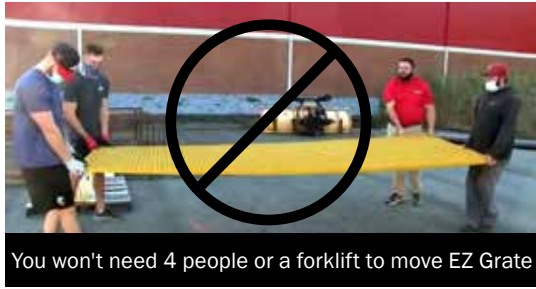
FIBERGLASS GRATING

in more easily manageable sizes

by Job T. Leach

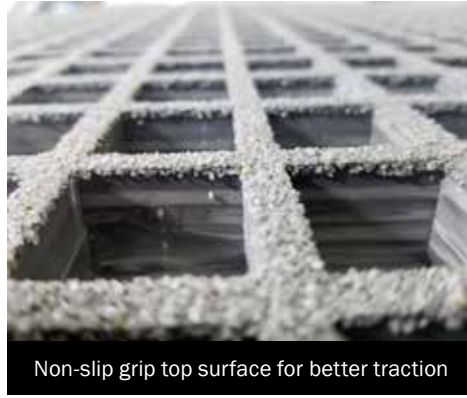
Kleen-Rite prides itself on being closely involved with the car wash industry and finding simple but effective solutions for owners –because we are car wash owners too! EZ-Grate is a perfect example of an uncomplicated but very useful solution. Grating for tunnels and bays is known to be heavy, awkward, and even dangerous at times. EZ-Grate eliminates that burden.

Fiberglass grating is already an improvement over old metal grating, offering excellent corrosion resistance, a no-slip grip top surface, reduced weight, and no risk of theft for scrapping. EZ-Grate boasts all of those advantages, but adds even more convenience!



EZ-Grate is a reduced-size fiberglass grating option in 4' x 4' and 4' x 3' sizes. Previously, the smallest fiberglass grating size we

offered was 4' x 8'. The smaller size means it's much more manageable for one or two people to move around (and safer). That means you don't have to find three or four people to assist, and you can avoid using a forklift or skid loader. You'll be thankful for that when you go to clean your pits!



Non-slip grip top surface for better traction

The trimmed dimensions also mean that the sections can be stacked, creating a smaller footprint when shipping. Streamlining shipping and reducing logistical costs is crucial to running a successful business these days.

EZ-Grate allows for easier shape customization without cutting. Also, if a piece becomes damaged, you can replace the small section rather than replacing a huge piece!

EZ-Grate is currently available in gray, with a bold yellow option coming soon! Call 1-800-233-3873 or visit www.kleenrite.com today to place an order today!

Visit the Kleen-Rite YouTube channel today to see our new video about EZ-Grate, featuring Billy Sprays! And don't forget to subscribe!



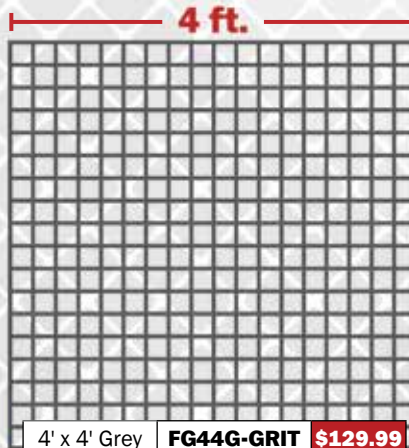
EASY TO HANDLE! EASY TO SHIP!

More Manageable Sizes

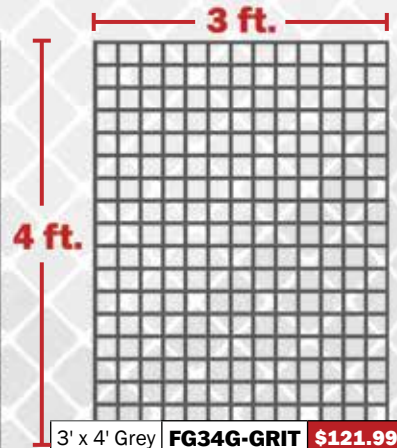
- No more heavy, oversized sections of grating.
- More manageable 4' x 4' and 4' x 3' sizes.
- Easily moved by hand, no fork lift needed.



Yellow EZ Grate coming soon!



4' x 4' Grey **FG44G-GRIT** **\$129.99**



3' x 4' Grey **FG34G-GRIT** **\$121.99**

MASTER CLASS Review:

by Job T. Leach

6 Classes with Car Wash Industry Experts

Like many other industry trade shows, the in-person Kleen-Rite expo was cancelled due to COVID-19. Instead of doing nothing, we decided to do digital! On November 18th, 2020, the day previously reserved for our expo, we hosted Kleen-Rite Master Classes – a series of six presentations with respected car wash experts. Aside from some very minor technical difficulties (inevitable when dealing with technology), the day was very successful!

Laurel Metal Master Class Presentation

Chip Kent started off the day by welcoming everybody to the Master Class webinar. He then gave some simple tips on how to deal with shelves not dropping properly in a vendor – with a focus on lubrication.

Next, Kent discussed replacing old green circuit boards with new blue boards (DigiMax) in electronic vending machines. Upgraded blue DigiMax boards address problems that older boards have, like failing LED displays, and they also offer more programming options like new languages and alternative currencies. He demonstrated how to hook the new boards up, including how easy it is to incorporate CryptoPay into a vending machine.



Kent moved on to talk about switch pads, which he noted is the most common topic customers ask about when calling Laurel. He provided a visual demonstration of how to quickly install and position a new switch pad.

In the last portion of Kent's prepared presentation, he showed how to access the motors that operate the shelf drop and coin drop. He pulled the motors out, lubricated them, and then properly re-installed them.

CAT Pumps Master Class Presentation

Doug Fenton from CAT Pumps was the next presenter in the Master Class lineup. He adjusted his camera to a closeup of a 5CP2120 pump. This allowed him to demonstrate replacement of low-pressure seals, high-pressure seals, plunger seals, and valves on the fluid end of the pump.



Fenton continued by talking about wear diagnosis on pump parts. A very effective aspect of Fenton's presentation was that he had several used parts that showed each of the different kinds of wear that he discussed. He had examples of:

- Correct even wear
- Run-dry wear
- Thermal shock (rapid temperature change)
- Water erosion on valve seat area on manifold
- Cavitation from air bubbles
- Wear from abrasives in dirty water
- Excessive high-temperature wear

CryptoPay Master Class Presentation

Dave Richards and Tom McCormick followed with their class about CryptoPay. They first presented a short video that introduced the basics of the CryptoPay credit card system. The video touched on the way CryptoPay is used, the benefits, and the required components.

Richards and McCormick gave some details about why there is an increased demand for cashless payments in commerce. The two most important reasons being: the coin shortage in the country and the increased desire for sanitary payment due to COVID-19.



Taking the idea of cashless payment even further, Richards and McCormick spoke about contactless payment. They explained that contactless payment uses RFID or NFC technology, listed the most common forms of contactless payment (credit card, phones, etc.), and mentioned the most popular systems used for contactless payment (Apple Pay, Samsung Pay, etc.).

The CryptoPay representatives advocated for contactless payment by noting that it is fast, easy, secure, and clean. This led into their introduction of the CryptoTap system, a new product that works with existing CryptoPay swipers and coordinators to facilitate contactless payment. They showed quick videos of CryptoTap being used in a self-serve bay and with an automatic wash pay station.

Richards and McCormick provided details regarding how and when CryptoTap would be available (already available to order from Kleen-Rite), and there was a lot of chatter and excitement from Master Class viewers about the new product!

Simoniz Master Class Presentation

Simoniz sent Randy Donatelli to treat our customers to a valuable lesson on chemical usage with in-bay automatic car washes.

Donatelli began with some slides about friction automatic chemicals. Although he pointed out that much of the cleaning is done by mechanical action, he did offer some helpful chemical tips specific to friction washes. He included a breakdown of typical programming in these types of car wash bays, as well as a list of Simoniz products that can be used for the various applications.



Moving on, Donatelli presented the “5 Factors of Touch-Free Cleaning.” These included:

- Water quality (RO/water hardness/TDS)
- Time of service
- Temperature of water, detergents, and ambient air
- Mechanics
- Chemistry (pH/titration, dilution, 1-step vs. 2-step process)

Donatelli went into great detail about each factor, with incredible insight into how they relate to the quality of the wash you offer. A breakdown was provided for the typical programming of a touchless IBA. Simoniz product recommendations for each application were provided.

Donatelli finished with some examples of premium services that owners can offer to customers to bring in additional revenue and improve the customer experience.

TurboWash Master Class Presentation

David Diehl opened his class with some videos of unfortunate incidents -both criminal and accidental- captured by high-quality cameras at various car washes. Some of the footage was a bit troubling, but it was certainly a way to grab viewers’ attention!



Diehl stressed three components of car wash security:

- Alarms
- Lights
- Video

Diehl recommended that car washes use a combination of the three to have the most effective security system. That being said, video is the aspect of security focused on by TurboWash DVR. Diehl mentioned that the quality of cameras has gotten vastly better in the twenty years his father has been in business. That was evident in the amazingly crystal-clear footage shown at the beginning of the class.

When it comes to video surveillance, Diehl explained that cameras do not just capture criminal acts and provide evidence for future prosecution. They also function proactively as a deterrent for would-be criminals. Additionally, video surveillance helps with liability for

insurance issues, automatic car wash complaints, equipment damage, and injuries/slips & falls.

Diehl pointed out that video surveillance is not just about recording activity and looking at it later. Video quality is so advanced that live monitoring -including remote monitoring with phones, devices, and computers- is a very realistic option for car wash owners. This helps catch vandals and other criminals in real-time, quickly identify operational problems occurring at the wash, and discover equipment malfunctions almost immediately. As Diehl described it, cameras make it possible to “monitor the pulse” of your car wash.

Diehl moved on to the pros and cons of an IP system versus an analog HD system. He listed the most common types of cameras, including: eye ball, bullet, board, door view, and box cameras. The attributes of each type were explained, as well as how they are best used on a car wash property. This included a picture of the Diehl family’s car wash in Utah with a key showing how they have their cameras arranged.

EverWash Master Class Presentation

Rounding out the day was the EverWash class led by Scott Pashley and Rich DeGennaro. They began with a slideshow titled: “5 Keys to Highly Profitable Membership at IBA Locations.” The five keys discussed were:

- Sell, sell, sell!
- Smart marketing
- Leveraging technology
- Maintenance and upgrades
- Contactless experience



Next, Pashley and DeGennaro laid out the comprehensive benefits

of working with EverWash, making it clear that they do not just start the membership program at your IBA and hope for the best. Becoming partners with EverWash means you get the benefit of their marketing, employee training, various digital car wash apps, access to advanced analytics, a call center, and constant communication with them. Best of all, you can trust that they’ll deliver on these promises because they don’t make money unless your wash makes money. They invest in you!

We Cannot Thank the Experts Enough!

We sincerely appreciate the effort our presenters put forth to create interesting presentations, and we thank them for their patience and positive attitude about using digital technology to reach our customers. Kleen-Rite also appreciates everybody who watched and participated on November 18th. We were very pleased with the results. The Master Class presentations have been broken down into separate videos and are now available on the Kleen-Rite YouTube channel!

You can watch all Master Class
Training Videos on the Kleen-Rite
YouTube Channel

VORTEX FLOAT VALVE

\$265.75	JFVV24	1-1/2" Valve
\$215.00	JFVV20	1-1/4" Valve
\$269.55	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
- Port to connect to Frostpro anti-freeze device
- Switch for locking in off position
- Made from corrosion resistant materials

ROJO COMPACT VALVE

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

- Pressure Rating of 0-150 PSI
- Max. Temp: 140°F
- Fully adjustable float
- Multiple mounting positions
- Helps reduce water hammer
- Switch for locking in off position
- Flow stops when unscrewed for servicing

ROJO FLOAT VALVE

\$29.78	JFVR08	1/2" Valve
\$30.71	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

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

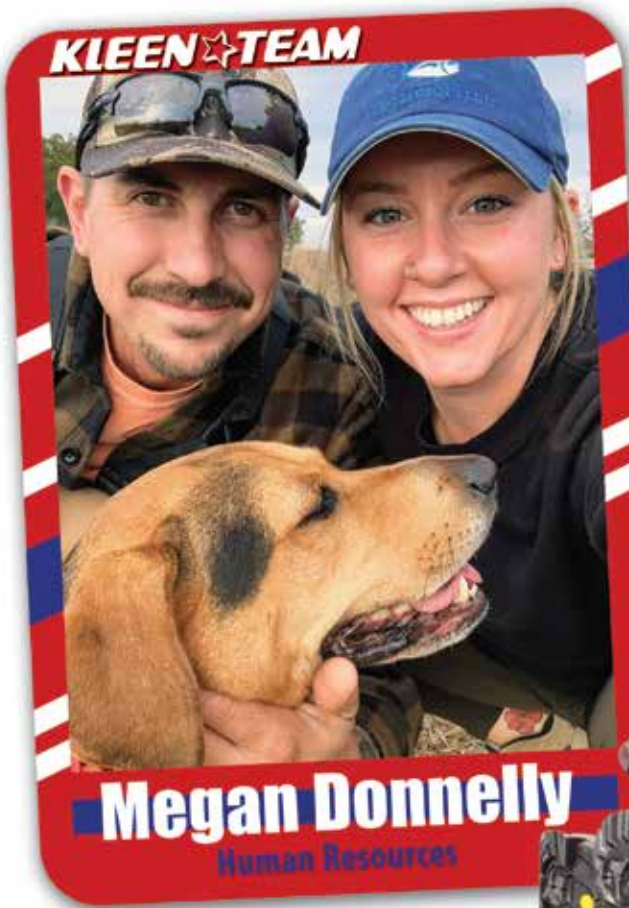
- Pressure Rating of 5-100 PSI
- Max. Temp: 140°F
- Slow shutdown minimizes water hammer
- Port to connect to Frostpro anti-freeze device
- Comes with float and arm
- Switch for locking in off position
- Internal filter keeps debris out



Don't take chances.
When it really counts,
fill it with a Jobe Valve.



Reliable Float
Operated Valves For
The Filling Of Water
Storage Tanks.



THE KLEEN TEAM

Megan Donnelly

Human Resources

Previously known as Megan McKonly, I am now the 3rd generation in the Kleen-Rite family business. It was started by my grandparents Harold and Judy McKonly, and is now owned by my dad Mike McKonly and his cousin Keith Lutz.

I am the Human Resources Manager for Kleen-Rite, KR Carwash, KR Transportation and Best Price Propane of Columbia as well as the Fleet Manager for Kleen-Rite Transportation. I love having the opportunity to know each person who becomes a part of the Kleen-Rite family, to lend a helping hand anywhere I am needed, and influence positivity all around.

When I'm not at work I enjoy spending time with my husband, Phil and our dog, Allie Mae, adventuring through any nature we find or cuddled at home watching a movie. I love traveling, quoting movies, finding new hobbies, trying new restaurants and visiting the cats and dogs at the Columbia Animal Shelter.

We appreciate Megan's dedication to her family's business and the commitment she has to her role as Human Resources Manager.



Universal Brush

MANUFACTURING COMPANY



Boartex Ultra Wash Brush

FO1808-BTX
\$25.70



Fits inside a five gallon bucket!

NOTE: Adapter # FO204A is needed if you plan to use this brush with a foamy handle.

NEW: Boartex Triple Sided Wash Brush

8 inch hard foam plastic block foam brush with feathered synthetic bristles. 3" Nohair bristles.



8" Triple Surface Wash Brush

Side-angle bristles for maximum coverage. Fits in a five gallon bucket. Available in vibrant green, blue and red bristles.

8" Nylon Brushes

Green	Blue	Red
FO1808G	FO1808BL	FO1808R
\$18.23	\$18.23	\$18.23

NOTE: Be aware that an adapter # FO204A is needed if you plan to use these brushes with a foamy handle.

Laurel Drop Shelf Vending Machines

With Chip Kent

With fears of Covid-19 ramping up again in the fall of 2020, Kleen-Rite decided to cancel our biennial expo that was to be held on November 18, 2020. Instead, we held an online Master Class. The goal of these classes is to provide our customers with valuable information from industry experts helping them run their car wash businesses more effectively. As a bonus to attendees, we offered them a free shipping deal and a chance to win prizes through a raffle. There were many classes held throughout the day all catering towards different aspects of running a car wash. Let's take a deep dive into the Master Class about drop-shelf vending machines held by Chip Kent from Laurel Metal Products.



DigiMax circuit boards all have a much larger LED display that now can scroll words across the screen and the boards also have credit card payment acceptance built in, both upgrades adding value. The DigiMax boards fit right in where the old circuit board was located, making the changeover simple. The old circuit boards were green, the new DigiMax 3 or 5 column board is red and the single column is blue which helps to streamline the troubleshooting process when a call comes in for service help since there are some differences in the functionality from old to new.

Brief History of Laurel Metal Products

Laurel Metal Products was founded in 1959 by Rich Kent. The need existed for a reliable drop-shelf system in the car wash industry with a low production cost and fast assembly time. A coin mechanism was also needed with the same qualities. Since then Laurel has been adapting their vending machines and electronic systems to keep up with industry best practices. Chip and Pat Kent both take phone calls from their customers and enjoy troubleshooting problems with them. Astonishing customer service develops a loyal customer base for Laurel, driving their success in our industry.

Upgrades, Maintenance, and Trouble Shooting

Kent covered many topics during his informative demonstrations. Some of the topics ranged from troubleshooting error messages, upgrading outdated or malfunctioning parts, and vending machine maintenance.

Upgrading DigiMax Circuit Boards

Kent explained that many components found in the original green switchboard from 20 years ago are no longer made. The discontinued components range from the display screen to the microprocessor and can no longer be replaced. Kent says "The first component that typically malfunctions is the display." Segments will light up when they are not supposed to causing weird messages to appear. According to Kent, "A common message that displays is

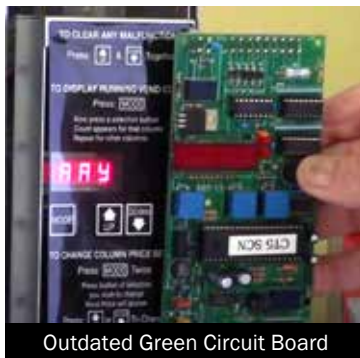
Digimax Installation Walk Through

Instructions for Three and Five Column Vending Machines

Begin by removing the cover, unplugging the ribbon cable, and loosening the mounting screws. Then lift the coin mechanism frame to unplug the wire harnesses. There are three wire harnesses that need to be unplugged. The first is the coin acceptor, the second one is for the coin cup motor and the last belongs to the main wire harness.

Once the harnesses have been unplugged, place the coin mechanism frame back in the machine to make removing the old circuit board easier. Pull off the old board. The Digi Max Board will fit the space that housed the old board. Press the new board onto the plastic posts in each corner and you should hear it lock.

Finally, put everything back. Remove coin mechanism frame to plug the harnesses back in. Plug in CryptoPay if you have that option. Place the mechanism back, then place the new cover sheet by lining up the top of the sheet with the top of the DigiMax board. You now have a fully functioning DigiMax Display.



Outdated Green Circuit Board



New Digi-Max Circuit Board

Instructions for Single Column Vending Machines

Start by removing the circuit board cover. Unplug the main harness. Press and pull the circuit board from the bottom and push from the back at the same time; the board should come out. Place the new circuit board onto the plastic posts in each corner and snap into place. There is a new plug next to the main harness for CryptoPay. Plug in CryptoPay and wait while the devices communicate. When the devices have connected, you will see both payment options scroll across the display, letting you know you have successfully installed a new circuit board and CryptoPay.

New DigiMax Functions

The new DigiMax board includes a decal listing new functions. There are multiple language and currency options. Set product price for each shelf column. Display brightness can be changed depending if the machine is located indoors or outdoors. Vend counter is unable to be reset by attendants, allowing you to see an accurate count of vends.

Shelf Drop Action Troubleshooting

Kent covered a problem where the shelf drop action would not trigger correctly. “The older machines will occasionally see a shelf hanging up and not dropping cleanly,” says Kent. The problem is caused by wear and tear on the notch. The metal wears in areas that are used repeatedly. Most users only fill the machines to a certain point, causing specific areas to wear.

The solution is to lubricate the area just below the notch where the edge is rough. When placing lube, be sure not to get any on the trigger mechanism. The trigger mechanism operates via gravity and lube would cause it to malfunction. Kent recommends using Super Lube Grease, available from Kleen-Rite. Another solution Kent suggested is to buy another shelf assembly and get up to 15 more years of life out of your drop-shelf vendor. Lastly, Kent advised against sending shelf assemblies in for repair because it doesn't make sense with the shipping costs.



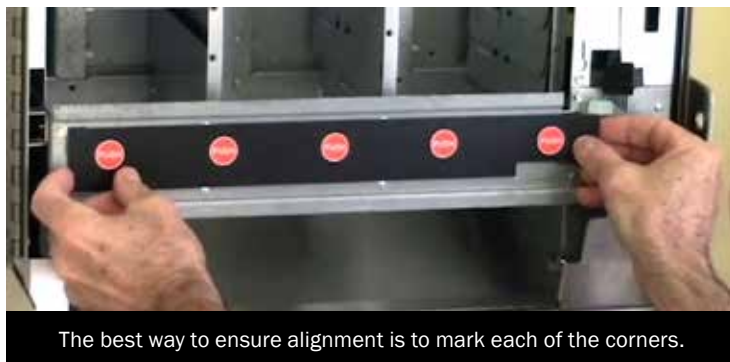
Switch Pad Troubleshooting and Replacement

Switch Pad Troubleshooting

Sometimes a switch pad will malfunction. To check for issues, simply push any of the buttons under the respective column and it should beep. If one of the columns does not beep the switch pad needs to be replaced.

Switch Pad Replacement

To replace a switch pad, mark the machine with the original pad's location before removal. The best way to ensure alignment is to mark



each of the corners. Remove the old pad. Line up the new pad with your alignment marks, but do not press the pad on yet. Close the door and check for alignment with the buttonholes in the door. When aligned, open the door and press on the pad. Close the door and test each button for a beep. If they all beep you have successfully installed a new switch pad.

Shelf Drop and Coin Drop Motors Maintenance

Shelf Drop Motor

The motor is on the back of the shelf unit. Remove the shelf unit by loosening both nuts located at the top of the column you are working on. At the bottom, another screw must be removed. Then you want to unplug the wire harness. Once those steps are completed the shelf can be removed. Tip the shelf column off the thread studs and lift straight up to remove the shelf unit. The vend motor is held on by two screws, remove them and it should come off. Once removed, look for the metal stud on the motor that spins. You will want to put lube on the stud. Place the motor back on the shelf and reattach it. To reinstall the shelf unit, look for the slit in the bottom of the machine towards the back. Place the tab at the bottom of the magazine assembly into the slit and it should fall into place. Plug in the wire harness, reattach the 2 nuts at the top and the 1 screw at the bottom. That's all there is to it!

Coin Cup Motor Assembly

The coin drop motor is easy to access. Locate the coin mechanism, unplug the ribbon cable, and loosen the fastening screws. You can now remove the coin mechanism by pressing forward on the rear yellow tab on the right side of the coin cup assembly. Check the motor and if needed, place some lube on it. To reinstall, place the front tab in position and push on the back tab. Replace the mechanism, tighten the screws, plug the ribbon cable back in, and you are done.

We would like to thank Chip and all of our Master Class Instructors for the time they took to teach people in our industry about car wash industry topics. We hope everyone that viewed the live stream gained valuable information that will help them run their operations more efficiently. If you missed the Master Class, we posted all of the sessions on our YouTube channel. Head over and take a look at our other videos too!

Watch this training video and all our other Mater Class presentations on our YouTube channel at www.youtube.com/c/kleenrite





KEEPS VEHICLES SHINY LONGER!



CERAMIC FINISH

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

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



275 S 9th St. Columbia, PA 17512
(717) 684-6721
kleen-ritecorp.com



Our Customers Rave About Kleen-Rite's Rewards Club



by Joseph Herr



A little over a year ago, we launched the Kleen-Rite Rewards Club. The goal was to thank our customers, save them money, and help them grow their businesses. Earning points is easy. You can earn points by signing up, making purchases, following us on social media, sharing our content on social media, writing reviews, and through referrals. Some of our rewards include Kleen Kash and free shipping offers.

Kleen-Scene reached out to our top redeemers to learn how they have been spending their rewards. Our customers shared their point redemption strategies with us. Now we can share them with you so you can get more out of the money you spend with us.

Free Shipping – The Top Reward Choice!

With shipping costs on the rise, our customers all agreed free shipping is their favorite reward. "My number one goal when placing an order is to get free shipping," claimed Tony from Circle T Car Wash in New Hampshire.

"If I can use the free shipping reward, that is my favorite and I will use them first!"

Teresa from Dirtbuster Carwash

People love free shipping so much; it is the first thing they redeem. Teresa from Dirtbuster Carwash exclaims "If I can use the free shipping reward, that is my favorite and I will use them first!"

Our customers said shipping costs cut into their profit margins for items like towels and

smaller orders. If you don't have a usable free shipping offer, using Kleen Kash is a great way to offset shipping costs on smaller orders and increase your profit margins.

Another tip is to hold off on smaller purchases if they are not urgent and add everything to large orders that qualify for free shipping. When asked if he takes advantage of the free shipping rewards, Richard from American Coin Car Wash in Los Angeles said, "Yeah, as much as I can reduce costs helps at the end of the year."

"I think using the rewards program to off-set shipping costs is a win/win."

Doug from TCW Associates

Doug from TCW Associates, Inc a company that owns and operates East Hill Car Wash and Lansing Car Wash said, "I think using the rewards program to off-set shipping costs is a win/win."

Customers Love Our Rewards Club

Our customers enjoy using their rewards points. Besides free shipping, Teresa stated, "I will use the other rewards as I go. I try and pick one or two each time. We usually buy enough items throughout the year that we get a lot of different rebates, and I am very thankful for that."

The rewards club features other rewards that unlock at higher tiers after reaching certain reward points thresholds.

Some customers did not even realize how much they would like it. Richard told us, "I really didn't think I would need it at first." After using it, he saw how much value there was to it. "This is a great way to give back to your loyal customers," said Richard. When we asked Tony how he felt, he exclaimed, "I am happy with it... it rewards frequent customers."

In today's day and age, loyalty is disappearing rapidly, and it is extremely smart for any company to implement a way to reward their loyal customers. We highly recommend creating a rewards system for your customers; you both will benefit from it. With that being said, we would like to thank our loyal customers because without them we would cease to exist.

Many customers say the driving force behind their loyalty is our customer service, and that service includes helping folks out with the Rewards Club. When people are shopping for their business, their focus is ordering products they need, they often forget about their rewards. After all, they are running a business. Richard said, "Your sales team is great at reminding their customers they have rewards and asking them if they want to use their points."

If you're not already signed up, make sure to do so. As you have seen, our rewards will save you money in turn, increasing your profitability. If you need assistance with your rewards account, contact our customer service team at 1-800-233-3873 or customerservice@kleenrite.com. Our team is always happy to help!

Sign Up Today @ kleenrite.com

AMERICAN CHANGER



AC1001



AC1005



AC2225



AC2221



Remote Monitoring

Access machine status & audit information when you upgrade to the Remote Access Board!



Proudly made in Florida



Wide variety of products



Select models in stock

Web Tips: 101



The Importance of Logging In (and Out)!

by Ron Wybraniec

Modern E-commerce websites have a set of rules that they must follow to keep track of customers and avoid fraud. The first step of the rules is the cookie, a small piece of code that gets placed on the user's browser. Similar to a handshake, when the customer comes back to the site it looks at this code and says "Hey, I know you!".

session each time. The time for a session reset can vary from website to website, but it is generally around an hour. If you put items in a cart and are going to be away from the cart for an extended period of time, it is best to log out of the site and then to log back in before continuing to place items into your cart or making a purchase.

If you are not logged in, the items you add to your cart will not be saved if you leave the site.



The second rule, probably of larger importance, is the session. The session basically is a timer. The timer starts when a customer or visitor comes to the site, and it keeps track of how long they are logged in to the site. This timer works in conjunction with PCI (Payment Card Industry) compliance. PCI compliance is the set of rules that credit card companies decided websites should follow to minimize fraud.

There are sites that allow you to click a button that will keep you logged in indefinitely (i.e. Amazon, Walmart, Target), however, this is usually not a good practice as anyone could potentially come to those sites and place an unauthorized order without your knowledge. This could also lead to malware/viruses compromising your information. In the end, it is always best to log in and log out of all activity on all sites.

What does this all mean? It means that to have the best site experience, you should log in and log out of sites when you go to them to place orders. By logging in, it sets a new cookie and starts a new



LOG IN



LOG OUT

**NEW
ARRIVAL**

EXTERIOR EXPRESS WASH Towels in Black



**TOWELS BY
DR. JOE®**

**ONLY
31¢
EACH**

Black Ultra-40

- 12" x 12" Microfiber
- 192 per case
- 280 GSM

DJMF4000-BK

\$59.52

Black Ultra-42

- 16" x 16" Microfiber
- 192 per case
- 280 GSM

DJMF4200-BK

\$69.12

**ONLY
36¢
EACH**



DX1000 WEEP MIZER

- Keep your lines from freezing
- Cycles your weep system on and off based on external temperature
- Easily programmable
- Built in "FAIL SAFE" for peace of mind, operation + battery backup

TI0100

\$369.99



LED6 VAC & BAY TIMER

- 3.5"W x 2"H x 3"D shelf mount timer case
- SUPER bright 2.5"x .75" LED display
- 24 VAC timed output
- Credit card input with advanced features and all standard features of the LED5 & LED7 timers!

DMLED6

\$249.99

DX2002 ULTIMATE TIMER



- Stainless steel enclosure
- GIANT 3.5" x 11.25" dot matrix display
- Message center reads in English and Spanish
- Operator programmable custom message up to 128 characters

DMD2002

\$654.99

ADVANCED TIMERS!



- Heavy duty steel base plate with IP67 rated mat.
- Heavy duty steel base plate provides solid mounting points.
- Dri-Run Cabling prevents moisture wicking through the lead wires.
- Easy Replacement Of Left Or Right Switch - saves you money and shipping costs when you only replace half of the mat instead of the complete mat!



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

*Also available in yellow

THE DOCTOR'S REPORT

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

Why aren't the windshields clean?

Choosing the correct towels for glass.



Glass towels need to be committed to cleaning and drying glass only.

It is almost 2021 and I find it amazing that the last contest in car care is getting windshields clean. Millions of dollars have been spent on equipment, research, chemicals, and automation to make vehicles look gorgeous. And what is the most frequent customer complaint? The most repeated answer is “dirty or streaky windshields.” If this was your answer, you are spot on, no pun intended.

How do we change and make things better? Are there ways to overcome challenges that are old as the car wash business itself? The answer is yes, and it is with towels.

To start with, glass towels need to be committed to cleaning and drying glass only. There is no point in wiping a greasy door jam, and then using the same cloth to smear the grease on glass. To avoid this, Doctor Joe recommends using color coding. This is the process of assigning a specific color towel to a single application. To help you with this, the good doctor offers most glass towel selections in an

assortment of colors. For instance, New Pre-Washed Surgical Towels (DJS1600-XX) 16”x24” are available in seven-vibrant colors. You can pick a color like yellow or hot pink that can clearly be dedicated to one purpose, cleaning glass.

Secondly, glass towels should be used on one car only. One or two towels, one car. After cleaning windshields, towels in service need to be pulled from the line and washed. Start the next car with fresh towels. This is important and requires one to make the proper towel investment to keep your crew in clean stock while on the front line. In other words, step two is do not go cheap on me. It does not make sense to use a soiled towel to clean a dirty window.

The next question should be is “How do you get the towels clean, especially microfiber?” Contamination found in car wash towels is far different than the soil, food, and dirt found in other towels around your home. Regular

laundry soaps and chemicals are not formulated to professionally clean and revitalize microfiber fabric. For cleaning and restoring microfiber towels, we highly recommend Prime Emulsifier Towel Cleaner, exclusively available from Kleen-Rite. It is uniquely formulated to remove the mix of dirt, oil, waxes, and grease from split microfibers. When used regularly, it will clean the fibers, open the pores, and improve absorbency.



Now that you are using dedicated towels for cleaning glass, are working with enough stock, and are cleaning them properly, what kind of towels should you use?

Terry Cloth Microfiber is not the optimal pick for cleaning windshields.

One important part of this answer is to share with you what you should not use on windshields (and this will surprise you). The other parts of the answer will improve your car wash forever.

Starting out with the shocker: Terry Cloth Microfiber is not the optimal pick for cleaning windshields. That is right, the world's most popular body drying towel, detailing towel, and cleaning towel is not necessarily the best glass cleaning towel.



Here is the reason why. When terry microfiber towels are manufactured, the yarn is soaked in sodium hydroxide to split the fiber. This increases the towels ability to absorb, but also makes the fiber ends inelastic and brittle. The lint you see in the sunlight on the windshield is from the microfiber brittle ends that break-off. It looks like fine snow on the windshield. This is called filament lint. It is the first thing your customers see when they get into their car.

The best way to get it off windshields, is to not get it on glass in the first place. It is exceedingly difficult to remove.

Doctor Joe has a better suggestion: Ultra-32 Waffle Weave Microfiber Towels (DJMF3200-XX). Measuring 16"x24", the yarn is different. It is heavier and open end, so there are no brittle split ends. A special nano lint-suppression technology is deployed during manufacturing, so there is absolutely no lint. These towels have a superior ability to remove heavy smoke, sticky candy handprints, and more from windshields. The small pouches scoop up water and holds it firmly within the towel. Doctor Joe suggests using a committed color for the windshield and a second color for drying car bodies. These towels hold up to seven times its weight in water!



Ultra-32 16" X 24" 12 Pack

DJMF3200-BL	Blue	\$28.20
DJMF3200-R	Red	\$28.20
DJMF3200-DG	Green	\$28.20



Ultra-36 16" X 16" 12 Pack

DJMF3600-BL	Blue	\$15.00
DJMF3600-R	Pink	\$15.00
DJMF3600-G	Green	\$15.00

Also, if a smaller size is preferred, Ultra-36 Waffle Weave (DJMF3600-XX) 16"x16" is also available in three colors as well.

What about streaks? They are not for the meek. I can tell you for sure your customers do not like them either. Where do streaks and smears originate from and how do you get rid of them?

Here's where the trouble comes from:

1st: Smokers: When tobacco smoke goes into solution as it gets wet during cleaning, it becomes diluted and redeposits a light film that dries a creamy white or grey. If you wash the windshield again, the same thing happens again, only the film dries lighter. Wash it again, happens again.

2nd: Vinyl Dressing & Polish: Not only does this get on the glass during application, when it dries in bright sunlight it oxidizes and deposits itself on the windshield. Go to clean the windshield and experience the same issue that you had with the smoke covered windshield. The grief repeats itself.

3rd: The Plastic Dashboard: That is correct. In the sunlight and heat the plastic dries out, oxidizes into a gas, and deposits itself as an irritating dry white covering on the windshield. Do not believe me? Did you ever leave your clean car locked and unattended for a few days? How did the streaks appear on the inside windshield? When you go to clean the glass, it is the same battle that you have with the smoke and vinyl dressing.

The good news is Doctor Joe has the prescriptions. First, clean the glass with a Surgical Towel (DJS1600-XX, DJS1700-BL) or better yet a Waffle-Weave (DJMF3200-XX, DJMF3600-XX). If you are working on the outside glass you will be finished.



Surgical Towels 16" X 24" 12 Pack

DJS1600-G	Jade Green	\$10.05
DJS1600-Y	Yellow	\$10.05
DJS1600-W	White	\$10.05
JS1600-BL	Blue	\$10.05
DJS1600-O	Orange	\$10.05
DJS1600-P	Pink	\$10.05
DJS1600-LG	Lime Green	\$10.05

When you are ready to work "magic" on the inside glass, here is what comes next. Use a smooth microfiber towel to perfectly remove every remaining trace of dirt, smear, smoke, and grime from the windshield. It will be a work of art. And here is your towel selection that will finish your masterpiece:

It does not make sense to use a soiled towel to clean a dirty window.



Ultra-23 16" X 24" 50 Pack

DJMF1123-CHAR	Charcoal	\$50.00
DJMF1123-BL	Yellow	\$50.00

GOOD- Superior Microfiber Glass Towel: 16"x24"

(DJMF1123_XX) Like the original 3M™ Lint-Free Cleaning Cloth. Removes residues including, smoke, fingerprints, grime, oxidized vinyl dressing, and smudges from windshields. The fine-fiber nubs on the towel's surface are ideal for eliminating the pesky white haze that remains on glass after cleaning. Streaks and smears will disappear.



BETTER- Ultra-51 Glass Cleaning Towel: 16"x16"

(DJMF5100-XX) can be used as the towel of choice in cleaning windshields and automotive glass or as the cloth of choice in the final wipe for streak and smear removal. This is the same towel provided by your eye-doctor for cleaning your sunglasses. Only, it is made heavier and larger for car wash use. Just remember, glass towels especially need to be changed out frequently. The towels are extremely aggressive with dirt.

Ultra-51 16" X 16" 12 Pack

DJMF5100-G	Green	\$16.20
JMF5100-R	Magenta	\$16.20
DJMF5100-BL	Blue	\$16.20
DJMF5100-Y	Yellow	\$16.20

BEST- The Black & Blue Diamond: 16"x16"

(DJMF5600-XX) and 16"x24" (DJMF5500-XX) These 300 GSM towels feature a small bird's eye shaped weaving pattern that shaves dirt, grime, streaks, and smoke off glass like a sharp razor. The Black or Blue Diamond can be used as the glass towel of choice in your wash or as the final streak and smear removal cloth.



Ultra-56 16" X 16" 12 Pack

DJMF5600-BL	Blue	\$23.40
DJMF5600-BK	Black	\$23.40

Ultra-55 16" X 24" 12 Pack

DJMF5500-BL	Blue	\$35.40
DJMF5500-BK	Black	\$35.40

If you noticed that a position is taken here that towel selection, care, and use have more to do with getting the windshields right, you are correct. While the importance of cleaners, is not to be discounted, they do not make the glass clean. It is your team that makes windshields clean. Now, with the right game plan and towel selection, the streaks no longer need to give you the creeps!

Get Our New PROFESSIONAL TOWEL GUIDE



**A Must Have
For Your
Towel Needs!**

**800-233-3873
kleenrite.com**

Request Your Free Copy Today!



Our weekly E-blast Offers:

- Special Sale Offers
- New Product Info
- Car Wash Hot Picks
- Industry Calendar
- Featured Videos



Sign up on the
Kleen-Rite
Website

www.kleenrite.com



KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



HOG KING FOAMY BRUSH

- 4.5" Long Hog's Hair Bristles
- Aluminum Head
- Soft Rubber Bumper

\$54.99	KRV1100R	Red
\$54.99	KRV1100BL	Blue
\$54.99	KRV1100	Black

4 1/2" HOG'S HAIR BRISTLES!

HOG DADDY FOAMY BRUSH

- 4" Long Hog's Hair Bristles
- Powder Coated Aluminum Head
- Matching Rubber Bumper

\$49.99	KRV1102-R	Red
\$49.99	KRV1102-BL	Blue
\$49.99	KRV1102-BK	Black

POWDER COATED ALUMINUM HEAD!



TRIPLE SIDED HOG'S HAIR BRUSH

- 4.5" Hog's Hair Bristles
- 9.5" Rubber Bumper Head
- Maximum Density

\$91.75	KRV1120
---------	---------

EAR STYLE HOG'S HAIR BRUSH

- 4.5" Hog's Hair Bristles
- 8" Block Head
- Maximum Density

\$86.99	KRV1125
---------	---------



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

WHY PAINT?

Post Guard Bollard Covers
Maintenance-Free Bollard Protection
SAVE MONEY



NEW!

Post Guard Traveler
Portable Traffic Guide



Height Guard Clearance Bars
Reduce Damage

Buy 5 Get 1 FREE



Make It Look Like New.

VS169

\$39.50



How Do I Choose the Right PreSoak for My Automatic Wash?

While I'm out evaluating washes, Kleen-Rite customers usually trust me to set it up the way I would do it if it was my own wash. Most washes I see feature modern equipment in good working condition. Still, some folks can't afford to update their washes every time new equipment comes out.

So when it comes to developing a soap plan for car washes that I visit, I take a look at the systems in place. I look to pair presoaks with the existing automatics, instead of suggesting replacing the already-installed – and expensive! – systems. The good news is that Kleen-Rite's Kleen-Track chemical system can be tailored to almost every car wash situation!

My go-to option is Presoak System 2, featuring a two-step low pH/high pH method. Kleen-Track 2A is the low pH first step of System 2 and contains phosphoric acid. It should be diluted to 75-120/1 for best results. The second step, Kleen-Track 2B, is applied after 2A as the second step of System 2 and is formulated with high pH alkalines. It needs to be diluted to 64-90/1.

I recommend System 2 for the majority of IBAs because it tolerates slightly hard water conditions. This removes the need for water softening that may not already be in place. It is middle of the pack as far as aggressiveness in the Kleen-Track presoak systems, without giving up the use of mildly corrosive elements.

In situations such as older equipment challenging water and soil conditions, I would look at System 1. This system uses

more aggressive chemistry to make up for shortcomings elsewhere in the systems. The acidic Kleen-Track 1A liquid presoak contains powerful ammonium fluoride. Available in standard as well as extra-strength concentrated form, it needs to be diluted to 75-120/1. Kleen-Track 1B is the high pH second step of System 1, an alkaline formula to be applied after 1A at dilution to 64-90/1.

Sometimes I work with washes that want to only use a single presoak. In that case, I recommend using the 1B product from the Kleen-Track line, as it provides aggressive – but not overly so – high pH effectiveness that is great for attacking common oils, larger dirt particulates, proteins such as bugs, and heavy grease.

For hybrid/friction washes, I would take a look at Kleen-Rite's System 3. This two-step process uses non-corrosive chemistry, which makes it particularly great for car dealers with an IBA within their main building.

Folks with small chemical rooms may not have the space for the 55-gallon drums in the Kleen-Track line, which is why we offer 4 presoaks in our Kleen-Pak line. This line of hyper-concentrates works in Easy-Kleen stations that take up only a fraction of the space of a rack of drums, and the 2.5-gallon jugs are easy to handle and blend. The high pH concentrate is effective by itself, or as the second part of a two-step concentrate system.

I recommend this system for folks working with a small chemical room footprint, as it frees up room to add more money-making products and service, or just makes it easier to work in the room. Particularly for tight urban car washes, this could even free up space for a dog wash, motorcycle wash, or hard-to-find storage.

Getting the right presoak for your automatic wash gets your clients off on the right foot for wash success! If you have any more presoak questions or other technical questions about

My go-to option is Presoak System 2, featuring a two-step low pH/high pH method.

Kleen-Track 3A is the low pH first step of System 3. It blends surfactants, solvents, and citric acid together in a non-corrosive formula, diluted to 75-120/1. Kleen-Track 3B is the high pH step in System 3. This formula contains both surfactants and alkalines. Applied after 3A has already been used. Dilute to 64- 90/1.

setting up your IBA to be a moneymaker for your wash, please contact myself – Jay - at JCOGLEY@KLEENRITE.COM or Steve Kelly at STEVEK@KLEENRITE.COM.

PRODUCT	PART #	GAL.	DESCRIPTION	DILUTION
Kleen-Track 2A Low pH	KRKT2A5	5	A phosphoric, acid-based liquid presoak formulated for use as a first step in a two-step Touchless Wash Process.	75-120/1
	KRKT2A30	30		
	KRKT2A55	55		
Kleen-Track 2B Hi pH	KRKT2B5	5	A high pH presoak formulated for use as a second step in a two-step Touchless Wash Process. The product of choice for washes utilizing a single step pre soak.	64-90/1
	KRKT2B30	30		
	KRKT2B55	55		



GRACE FOR VETS

HONORING THOSE WHO SERVED WHILE STAYING

BY JOB T. LEACH

For Veterans Day 2020, the Kleen-Scene traveled to New Jersey to visit a pair of car washes that participate in the Grace for Vets program. It was a cloudy day with a constant threat of rain, but we were lucky enough to dodge the precipitation long enough to speak with the owners and see some veterans enjoying their free wash. We first visited Mike Conte at Conte's Car Wash, then headed to Manahawkin Magic Wash, owned and operated by Doug Rieck.



CONTE AND RIECK'S RELATIONSHIP WITH THE GRACE FOR VETS PROGRAM

Rieck is the current president of the CWONJ (Car Wash Owners of New Jersey) and Conte was his predecessor, so both are very involved in the car wash industry. Both have also been supporters of the Grace for Vets program since its inception in 2004.

Conte said of his start with the program, "Mike Mountz (founder of Grace for Vets) was involved from the first year, so we jumped right on board. That was about fifteen years ago, and we've done it every year."

Rieck first heard about the program "at the Northeast Regional Car Wash Convention, way back when," and immediately thought it was "a new, great idea!"

For both, it was the first time they offered a free wash promotion to veterans, and they've proudly stuck with the tradition each November.

"I'm a real history buff. When you read about the living hell that some of these guys went through, it's the least we can do," said Conte when we asked him why the day is special to him.

Rieck has the same reverence for the day, and remarked, "I did not serve. My father served in the Army in WWII, but I was not in the service. I just think it's special, and important, to honor the veterans."

ADVERTISING GRACE FOR VETS

Conte and Rieck both adorn their properties with attractive patriotic signage loaded with red, white, and blue colors to advertise their wash giveaway on Veterans Day. As Rieck put it, "Road signs. They're inexpensive, and they work."

As for other marketing, Rieck noted, "Ten years ago we may have put an ad in the paper, but now it's on the internet on our Facebook page."

Conte has a contract for time on a digital billboard near his wash to advertise promotions. Around this time of year, he uses their regular "10-second blip" to advertise the Grace for Vets program. To reach vets more directly, Conte hands out flyers at local VFWs. Conte has thrown out the idea of starting a similar day for first responders, and may even spearhead the effort himself.



WHAT IS GRACE FOR VETS?

Grace for Vets is a non-profit organization with the goal to unite the car wash industry to honor those who have served, or are serving, their country. Each year on November 11th, Americans observe Veterans Day, and Grace for Vets uses this special day to offer free car washes to veterans. Founded in 2004 by car wash operator Mike Mountz, this organization has grown to include over 1,600 companies with over 4,400 locations. They have given away over 3.4 million car washes!

VETS PROGRAM: STRENGTHENING COMMUNITIES

A MOMENT WITH JOHN KULINA

During our time at Conte's Car Wash, we had the pleasure of having a brief conversation with John Kulina, a veteran of the United States Air Force who was enjoying a free car wash. After his wash, he shot the breeze with Conte beside his gleaming Cadillac crossover SUV. He was gracious enough to share some of his thoughts about Veterans Day with us.

DO YOU TAKE ADVANTAGE OF OTHER FREE PROMOTIONS ON VETERANS DAY?

I don't think about it sometimes. Maybe I'll go for a free haircut every once in a while. We try to. If somebody wants to give me a free cup of coffee, I'll take it. (laughs)

HAVE YOU GOTTEN A FREE WASH ON VETERANS DAY BEFORE?

Just one other time. One other time I was down here (for the free wash).

ARE YOU A REGULAR CUSTOMER AT CONTE'S CAR WASH?

Pretty much. I was just telling Conte that I used to live up the street, so I used to come here a lot. I still come because I do business with Gold Coast (nearby business). I pull in (to Conte's Car Wash) because they do a good job and they're good people.

ANY OTHER THOUGHTS ON THE FREE WASH OR VETERANS DAY IN GENERAL?

I just think it's nice to see the local merchants helping out... just saying 'thanks guys.' I came out of the service, it was the Vietnam era, and it was a bad situation. We actually didn't wear our uniforms. Now you can wear a uniform and walk down the street and nobody is going to throw rocks at you. Back when I was in, you had to leave your uniform in your bag and put on civilian clothes. They didn't like the Vietnam War, the younger kids, and that part was bad.

I think it's made a comeback in terms of the vets, and especially for the guys who were in combat. That's something that's true to my heart, knowing that there's so many getting on that bus that won't be coming home that way.



JOHN KULINA
UNITED STATES AIR FORCE
1960-1966

“ I JUST THINK IT'S NICE TO SEE THE LOCAL MERCHANTS HELPING OUT... JUST SAYING 'THANKS GUYS.' ”

GRACE FOR VETS ADDING VALUE TO COMMUNITIES

Both Conte and Rieck agreed that aside from the first priority of showing sincere gratitude to veterans, Grace for Vets is also an excellent way to foster relationships with local people, gain new customers, and make existing customers into loyal customers.

Rieck, ever enthusiastic and willing to share his perspective, finished our discussion by emphasizing, "It's also part of being a community. We're a small town, a community."

He pointed out that his wife was in the process of hanging lights for the upcoming holiday season on the trees in the surrounding local business area. Simple acts like that, and

participating in Grace for Vets, are the types of things that Rieck, his family, and his employees can realistically do to set their car wash apart from large, powerful chains. Creating that connection by honoring veterans is the mission and heart of Grace for Vets.

Thank you to veterans of all branches for your service! Additional thanks to Conte and Rieck for participating in the Grace for Vets program and sharing some of their time with us.





Long Range **EXTERNAL**
Chemical Injection Nozzle

Smarter Pressure Washing with X-Jet

by Job Leach

Constantly moving around, climbing ladders, or having the wrong spray angle when applying pressure washing chemicals can be very frustrating. The solution to tackle these problems is an X-Jet!

The X-Jet projects a stream up to forty feet or more depending on your pressure washer, allowing the user to keep both feet safely on the ground. There is no need to constantly move around trying to hit every inch of your target area, the X-Jet does most of the work for you!

X-Jets are specially designed downstream chemical injector nozzles that allow for a safer distribution of chemicals. They allow your pressure washer to run smoothly without the worries of running potentially harmful chemicals through your pump. You can now buy either the original or the upgraded M5. Read on to see how easy it is to use an X-Jet, and find out what you need to know before deciding which one is right for you!

Setting Up an X-Jet is Easy!

1. Dip the mushroom strainer at the end of the suction hose into the chemical that you're using.
2. Choose one of the metering tips provided. Select by determining your dilution needs and consulting the chart that comes with the tips (standard proportioning tip color system).
3. Join the other end of the hose to the hose barb on the bottom of the X-Jet nozzle.
4. Attach the nozzle to your spray gun or pressure washing wand.

That's how you start pressure washing with the X-Jet in just 4 easy steps!

Original X-Jet vs. X-Jet M5 Specifications

Standard X-Jet

- Requires use of spray tips to change spray angle - long range and short-range spray tip included
- Max temperature: 190°F
- Projects stream up to 40ft or more
- 5 different models (dependent upon your GPM/flow rate needs)
- Maximum 4000 PSI
- 1/4" inlet QC plug

Adjustable M5

- Adjustable nozzle (no need for spray tips)
- 5° (solid stream) to 60° (fan spray) angle
- Max temperature: 190°F
- Projects stream up to 40ft or more
- 5 different models (dependent upon your GPM/flow rate needs)
- Maximum 4000 PSI
- 1/4" inlet QC plug

Which X-Jet do I Need?

As you may have noticed in the specifications, the original X-Jet requires the user to change tips for different spray angles while the M5 has an adjustable twisting functionality with 5° to 60° spray angles. No more tip changing means less moving around or climbing up and down ladders, making the pressure washing experience significantly easier and faster.

The M5 is recommended for professional pressure washing and soft washing. It is the ideal tool when several different spray angles are needed and speed, safety, and efficiency are crucial. On the other hand, you can save a few bucks by going with the original version, which still works great for jobs requiring few changes of the spray angle or when speed is less important. It also allows you to use tips that you feel offer exactly the spray angle/shape that you desire.

Whatever version you decide on, just be sure to match your kit to the flow rate of your pump!



Original X-Jet Kit

- 15' Suction Hose
- Long range nozzle
- Close range nozzle
- 15-piece tip set
- Shut off ball valve

PRICE	KR #	GPM	PSI
\$119.25	XJET-07K	2 - 2.5	2000 - 3000
\$119.25	XJET-09K	3 - 3.5	2000 - 3000
\$119.25	XJET-13K	4 - 6	3000 - 4000



M5 X-Jet Kit

- 15' Suction Hose
- Long range nozzle
- Close range nozzle
- 15-piece tip set
- Shut off ball valve

PRICE	KR #	GPM	PSI
\$134.25	XJETM5-07K	2 - 2.5	2000 - 3000
\$134.25	XJETM5-09K	2.5 - 3.5	2000 - 3000
\$134.25	XJETM5-13K	4 - 6	3000 - 4000





**Triad
TC500RL-4**
w/ four cassettes



**Rowe
BC-1600A**
w/ Remote Access Board



**Triad
TC400-RL3**
w/ recycler validators



Ask about
**Rowe
Retrofit
Kits!**



SHOP • EARN • SAVE WITH KLEEN-RITE

Customer loyalty has always been greatly appreciated by Kleen-Rite. We are aware that customers are what keeps the company moving along successfully. Our sales and customer service have always gone above and beyond for our most devoted customers. The Rewards Program is new, but it adheres to the same appreciation for genuine loyalty.

WAYS TO EARN POINTS...



SHOP



JOIN



SHARE



REFER A FRIEND



REVIEW A PRODUCT

5,729 FREE SHIPPING OFFERS ALREADY EARNED BY MEMBERS!

JOIN NOW TO START EARNING POINTS!



TOP VENDING ITEMS FROM THE UNDISPUTED LEADER IN CAR CARE.



CLEANING SPONGE

SPONGE PACK 100 PER CASE

- SAFE ON DASH, VINYL, FABRIC, CARPET, CONSOLES, LEATHER, AND MORE
- REMOVES GREASE, GROUND-IN DIRT AND ROAD GRIME
- POWERFUL CLEANING FOR AUTOMOTIVE SURFACES
- NATURAL MATTE FINISH
- DELIVERS EXTRAORDINARY RESULTS:

AR30800

\$52.25

TIRE FOAM

4 OZ. CAN 12 PER CASE

- INTENSE FOAM ACTIVATES ON CONTACT, FLOATING DIRT AWAY WITHOUT SCRUBBING
- CONDITIONERS NOURISH AND RESTORE TIRES' DEEP BLACK LOOK
- BLOCKING AGENTS PROTECT FROM HARMFUL ELEMENTS THAT CAN CAUSE CRACKING AND FADING
- ENHANCES AND PROTECTS TIRES
- RESTORES TIRES TO A NATURALLY DARK BLACK APPEARANCE

AR40040

\$13.75



ORIGINAL PROTECTANT

- DELIVERS PROVEN PROTECTION AND SHINE
- ADDS DEEP, RICH BEAUTY TO DASHES AND OTHER INTERIOR SURFACES
- HELPS PROTECT AGAINST HARMFUL ELEMENTS LIKE UV AND OXIDATION
- FIGHTS AGING, FADING, AND CRACKING
- RENEWS AND REVITALIZES VINYL, RUBBER, AND PLASTIC

PUMP SPRAY (24) 4 OZ. CANS

AR13040

\$33.99

SPONGE PACK 100 PER CASE

VS10800

\$52.25

3 PHASE
SUPER BLOWER
EFFICIENT POWER

AVAILABLE FROM KLEEN-RITE
800.233.3873

Super Air Shamme II
TOUCHLESS HANDHELD VEHICLE DRYER



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

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

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

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

ASHWALL-S

\$1,489.99

Diskin
SYSTEMS™



Car Wash Tradeshow & COVID-19

By: Joseph Herr



We are now about a year into the COVID-19 pandemic which caused massive changes to the way we live our lives and conduct business. Unfortunately, because of looming lockdowns, many trade shows and expos were forced to postpone or cancel the event for the year. As a result of social distancing and new health regulations, innovative business practices emerged. The most prominent change to the workplace is employers allowing or requiring remote work. As people began working remotely, employers realized a virtual format might work for trade shows. Many companies implemented virtual shows in different ways. Kleen-Rite hosted virtual Master Classes, informational sessions on topics helpful to car wash owners.

You might be asking, what will 2021 look like? We spoke with representatives from various organizations who host industry trade shows to learn more about the impact of COVID-19 on trade shows during 2020 –and their plans for 2021.

2020 Trade Show Cancellations

When the pandemic first broke out in 2020, lockdowns forced many trade show cancellations. Kim Vinciguerra, Chief Experience Officer from the International Carwash Association (ICA), which holds The Car Wash Show™, told us that “canceling a trade show normally is not an option.” However, 2020 introduced a pandemic into the equation which Vinciguerra said, “made moving a show to a later date an option that would not normally be available, but can still be incredibly difficult.”

“Canceling or moving a trade show is challenging ... it takes Herculean efforts to reschedule and cancel trade shows.”

Kristen Corbisiero

Managing Editor

Heartland Car Wash Association



The Heartland Carwash Association’s (HCA) Managing Editor Kristen Corbisiero said, “There was no choice but to make the necessary decision to cancel the original April dates for HCA’s Product Show.” The New England Carwash Association (NECA) canceled all of their organized events starting in the spring of 2020. Sheri Oken, the Association’s Executive Director, told us, “this is tough since NECA is a very social group that loves to meet in person.” Many organizations switched to

virtual formats to maintain some semblance of normalcy and maintain relationships with other businesses and communication with their customers and members.

“We are excited that moving the Southwest Car Wash Convention & EXPO dates to June 9-11, 2021 in Fort Worth, TX will still make SCWA the first BIG Car Wash Show of the Year and deliver the opportunity for exhibitors and car wash owners to connect in a safe and comfortable environment. The popular SCWA Experience is very well known and we want to make sure that unique experience is now available to an even larger car wash community”.

Chuck Space

Executive Director

Southwest Car Wash Association



Are There Cancellation Costs for Exhibitors?

If a show is canceled early enough, there might not be that many costs for exhibitors. However, the closer it gets to the show, exhibitors risk not being refunded for their space, marketing costs, flights, etc. The HCA refunded their exhibitors and attendees. Corbisiero said, “In doing so, the HCA absorbed a lot of the costs for our members and vendors.” Some organizations cannot offer a full refund. The reason is that most booth space fees factor other costs into the overall price such as the venue, marketing, catering, entertainment, etc. Although exhibitors might not get a full refund Vinciguerra noted, “many organizations will offer a full rollover to the next year whenever possible.” Most organizations will make sure their exhibitors and suppliers receive fair treatment.

Are There Logistical Challenges?

“Canceling or moving a trade show is challenging,” Corbisiero said. “Due to the many moving pieces that occur behind the scenes of planning a trade show, such as, but not limited to, vendor set-up and product shipping, storage prior to and after the event, hotel arrangements, off-site show tours, and travel commitments from our members, it takes Herculean efforts to reschedule and cancel trade shows.”

ULTRA
FIVE GALLON
CONCENTRATES

SHIELD X
BODY/GLASS PROTECTANT



**LIMITED
TIME
OFFER**

**25%
OFF**
FEBRUARY SALE

*Reduced prices on 5 gallon pails this month only!

Part#	Description	Regular	Sale Price
NAC5200	Bath Time Ultra - High Pressure Soap	\$67.60	\$50.70
NAC5201	Soak Me Ultra - Alkaline Presoak	\$73.03	\$54.77
NAC5202	Cherry Foam Ultra - Foam Brush Soap	\$77.78	\$58.34
NAC5203	Banana Foam Ultra - Foam Brush Soap	\$77.78	\$58.34
NAC5300	Clear Coat Conditioner - Foaming Wax	\$82.58	\$61.94
NAC5400	Tire Time Ultra - Tire/Engine Cleaner	\$72.55	\$54.41
NAP5310	Shield-X - Glass & Body Protectant	\$90.25	\$67.69



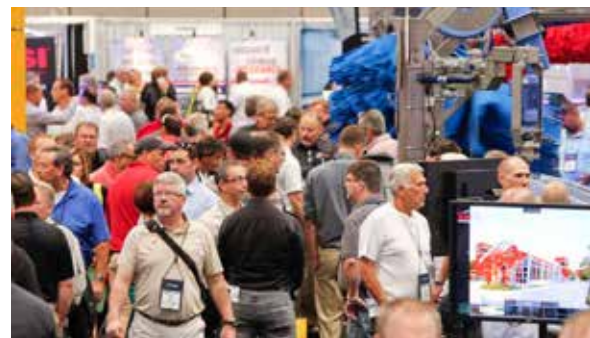
A huge hurdle is the timing with exhibitors shipping their goods across the country for the show. Some companies begin shipping their displays, equipment, and other supplies as much as 3 weeks before a show. Vinciguerra said, “An important factor for the ICA, when making a decision to cancel our show, was knowing when suppliers begin shipping. If we make a decision too late, it could cost suppliers a lot of time and money recalling those trucks after they are sent out.”

By far, the most difficult challenge is moving the show. Many venues book events 10-15 years out and a lot of events take the same dates every year. Vinciguerra said, “Very few locations fit The Car Wash Show’s size and dynamic needs.” Generally, with large events, venue choices are limited, leading many shows to book the same dates year after year. Moving or canceling a trade show is difficult, but it can be done.

How Will Tradeshow Be Different In 2021?

With most face-to-face events canceled in 2020, many events in early 2021 are already looking at cancellation possibilities with fall and winter surges both spreading like wildfires. The best scenario is that COVID-19 infections decrease enough that trade shows are viable again in the fall. Guidelines from the CDC and local health departments would be followed to reduce the risk of spreading the virus. “The HCA has spaced out booths for our 2021 Product Show to ensure the safety of all attendees, and will encourage use of masks and will follow CDC and health industry guidelines,” said Corbisiero.

When attending events in 2021, expect mask requirements, social distancing, changes to dining, and networking differences like not shaking hands. Some events may go for a hybrid approach with both face-to-face and digital elements. Vinciguerra said that “so much hinges on a vaccine.” At the time of our conversation with Vinciguerra, Moderna and Pfizer announced they both have a viable vaccine and are awaiting emergency approvals. Even though events will be different than they used to, the vaccine announcements provide us hope there will be trade shows in 2021.



Trade Shows Have Hope In 2021!

With COVID-19 cases high and vaccines announced but not yet being administered at the time we wrote this article, there is still much uncertainty about face-to-face 2021 events. However, the vaccine gives us hope that we will see one another in-person in 2021, most likely in the fall. At Kleen-Rite our goal is to keep our customers up to date with the most current information regarding our industry, COVID-19, and trade shows. We hope to see you all soon, and ask you to please stay safe and healthy!

VIEW FOOTAGE REMOTELY! USING OUR NEW 4K DVR CAMERA SYSTEMS

NEW 4K VANDAL-PROOF CAMERA

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

NEW 4K DVR SYSTEMS

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



Not sure what camera system will work best for your car wash?

CALL NOW FOR A FREE QUOTE!



PART #	DESCRIPTION	REGULAR	KLEEN-SCENE SPECIAL	YOUR SAVINGS
TW200ESL	Day/Night Color Camera	\$128.23	\$99.99	\$28 OFF
TW500FS	5 MP Day/Night Camera	\$139.99	\$114.99	\$25 OFF

800.233.3873

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

KLEENRITE.COM

GET YOUR DUCKS IN A ROWE.™

Is your Rowe Changer in need of an upgrade?

We supply authentic Rowe parts for existing machines!

For a complete upgrade, ask about our Rowe to American Changer Conversion Kits.



How To Retrofit...

My New Dosatron Modular Low-Pressure System?

So, you've done your research and asked your questions. After years of using that old venturi, tank, and air diaphragm pump you have decided to go all in and ordered your brand new Dosatron Low Pressure system from Kleen Rite! Your only question is, What do I do now, how do I install this beauty? I am here today to tell you it's okay to exhale. Retrofitting from your venturi system to the Dosatron is a breeze!

First, look for a place in your equipment room to mount the 24" wide by 17" high panel system to the wall. Ideally, you might remove your existing venturi, tank, and air pump to free space for the new system.

If you ordered your new system complete with new solenoid manifolds, mark each chemical line with the bay number it serves before disconnecting the lines. This makes it easy when reconnecting to the new solenoids. The same applies to the two wires on each solenoid. If you're re-using your existing solenoid manifold, leave the chemical and air lines in place along with the two wires to each solenoid.

Next, mount the panel to the wall using concrete, masonry, or other appropriate hardware.

With the new panel securely mounted, attach the water line removed from the venturi to the water filter inlet on the new panel.



If you are using your existing solenoid manifolds, connect a mixed chemical line from the Dosatron discharge to the manifold inlet. Connect the concentrate suction line to the bottom of the Dosatron and place it in the concentrate container. Adjust your Dosatron to



the desired dilution ratio shown on the stem. Your retrofit is now complete!

If you ordered new solenoids, the Dosatron mixed chemical line will already be connected to the mixed chemical manifold. Using the bay numbers you previously marked, install the bay chemical lines on the appropriate new solenoids. Do the same with the air lines for foam brush or other foaming chemicals. Last, connect the two wires to each of the appropriate new bay solenoids. As in the previous scenario, adjust your Dosatron to the desired dilution ratio and start washing cars!!

I hope this explanation on how to retrofit your new Dosatron system was helpful! Please do not hesitate to email or call me for help or with questions!

Craig Peterson

Dosatron Regional Manager

(847) 612-5226

craig@dosatronusa.com



Watch Craig present the Self-Serve Panel on our YouTube Channel:

<https://youtu.be/f182yzeOprl>

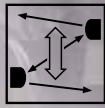
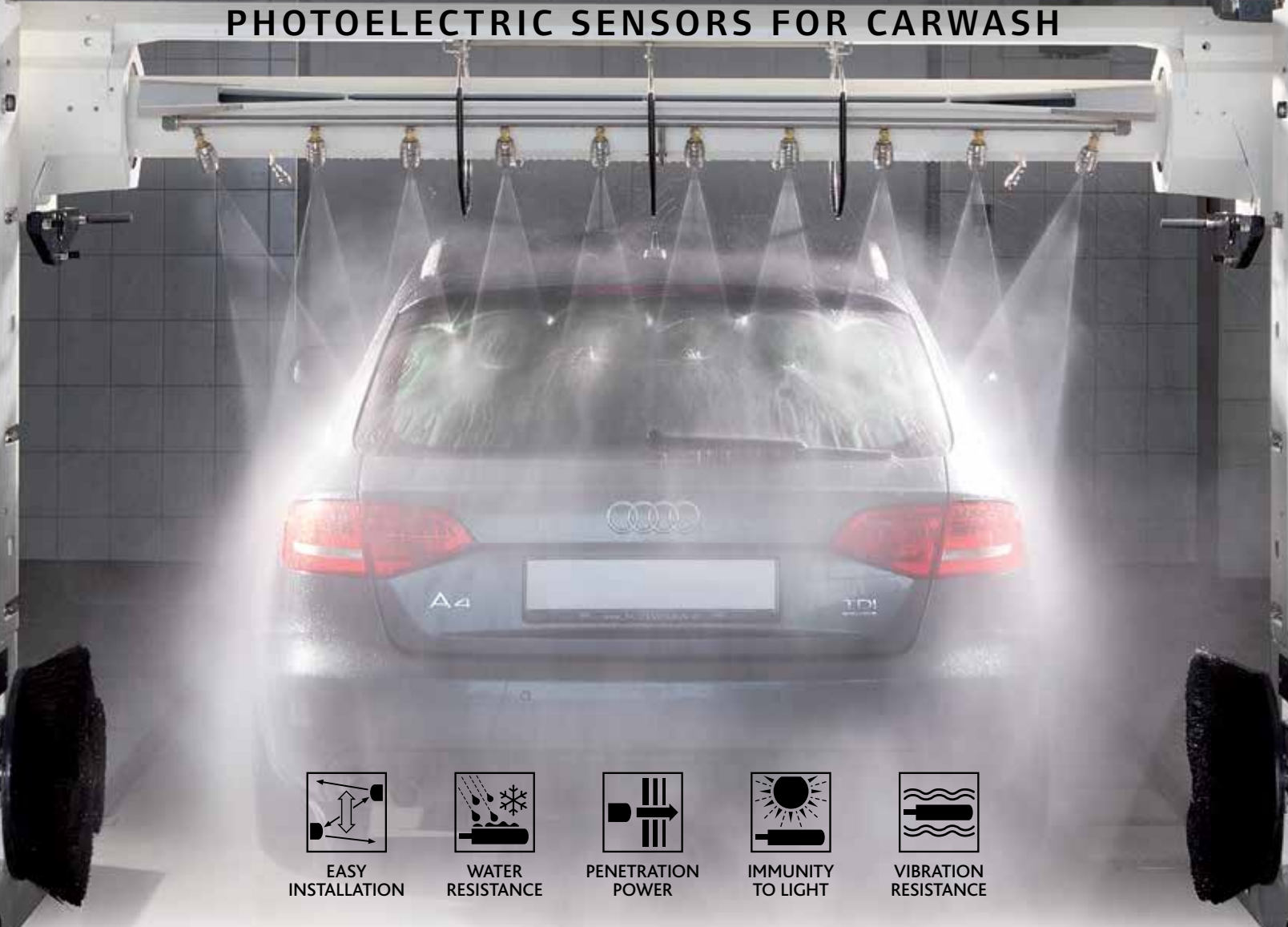


DOSATRON®

WATER POWERED DOSING TECHNOLOGY

HIGH PERFORMANCE

PHOTOELECTRIC SENSORS FOR CARWASH



EASY
INSTALLATION



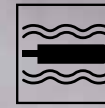
WATER
RESISTANCE



PENETRATION
POWER



IMMUNITY
TO LIGHT



VIBRATION
RESISTANCE

MAKING SENSE OF TECHNOLOGY

For over 35 years, Telco Sensors has been the number one choice of automated vehicle wash equipment and carwash door manufacturers around the world. Extreme penetration power to shoot through ice, dirt, fog, steam and high-pressure water spray; 100,000 lux light immunity against direct sunlight; built-in diagnostics; and an industry-leading 3-year warranty means our advanced sensor systems will not be challenged in any carwash environment.

Telco also offers the industry's first measuring light curtain for vehicle profiling, and a new high-performance photo eye with the power of an external amplifier in a self-contained system.



Telco *sensors*[®]

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





Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

Issue No.36 February, 2021 - F/A Questions

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

Is it easy to get free shipping through the Kleen-Rite Rewards Club, or is it just another annoying points program where you never really see the benefit?

Like location in real estate, with Kleen-Rite it's all about loyalty, loyalty, loyalty! Kleen-Rite has built its business on having committed customers who stick with us, many of them buying ALL of their car wash supplies from us. We've built our reputation on reciprocating that loyalty back to them.



After talking to several of our customers, it's obvious that free shipping is the number one priority with our Rewards Club. There are several different options for customers to redeem their accrued points, but cutting down or eliminating shipping costs is absolutely what customers want. So, how easy is it to get free shipping?

I use an uncomplicated scenario to illustrate how a customer might get most -if not all- of their shipping costs eliminated. This strategy is very reasonable for commercial car wash owners, and makes free shipping attainable with some simple loyalty.

First of all, I recommend taking advantage of the regular Kleen-Rite free shipping offers not associated with the Rewards Club. That includes two Kleen-Scene magazine free shipping offers for orders over \$750 each year. In addition, we offer six \$1250 free shipping deals for each of the major trade shows throughout the year.

To use all of those, you'd have to spend \$9000 total. The great thing

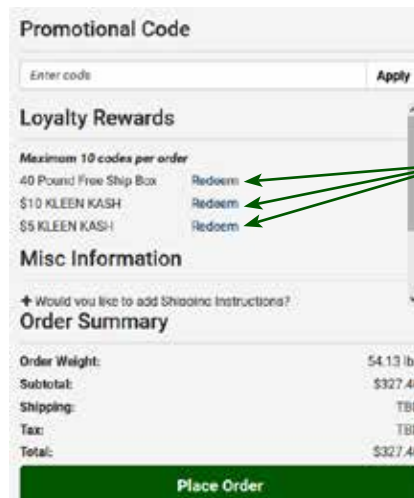
is, you get ten points for every single one of those dollars spent, totaling 90,000 points. That's enough points to grab twelve more free shipping offers, as long as each order is under 40 lbs. total. With a little bit of planning and a commitment to buying from Kleen-Rite, it's realistic that you can eliminate your shipping costs for the entire year.

It's important to note that Kleen-Rite does not charge any kind of sneaky subscription fee or yearly membership fee to be in our Rewards Club. What you see is what you get when you collect your points, and redeeming them is a straightforward process.

Jerry Nix from Speedi Car Wash is a Rewards Club member and praised the program:

"It's a great way to save on shipping costs when you make Kleen-Rite your 'go-to' supplier for vending and car wash parts. If you can order enough chemicals to qualify for free shipping, i.e. pallets of soap, this is where you can really build up points fast in your account. I am more than thrilled with the Kleen-Rite Reward Program's opportunities that the Kleen-Rite Team has created for their customers. Thank you, Kleen-Rite!"

Make sure to check out the article in this magazine that includes more customer feedback from folks who actively use the Rewards Club to benefit their car wash!



If you are logged into our website while checking out, all your eligible rewards for this order will appear at the checkout screen. Simply click on the rewards you wish to redeem.

TOP 5 REASONS TO SUBSCRIBE TO OUR YOUTUBE CHANNEL

STAY UP TO DATE ON THE LATEST IN CAR WASH PRODUCTS AND TECHNOLOGY

by Drew Tyson

“I’m super busy,” you may think to yourself. “I don’t have any free time. Who needs another YouTube channel to watch?”

Well, what if you could improve your car wash knowledge and stay up to date on the latest in car wash products and technology, with minimal daily investment?

That’s what Kleen-Rite’s YouTube channel brings to you!

1 In-Depth Reviews of the Latest Products!

We keep on top of some of the best new products across the car wash spectrum and bring you in-depth reviews of everything from the latest disinfecting sprayers, to this year’s brand-new Little Trees scents and more!

By bringing you honest reviews of the latest products, we want to help you make those tough purchasing decisions for your business. Our YouTube channel is the best place to check out some of the latest carwash innovations – this year alone, products like our Hog Daddy hogs hair foam brushes, the X-Jet and X-Jet M5 nozzles, and disinfecting sprayers to tackle the tough terrain of the COVID-19 pandemic have all debuted, and there’s more to come!

2 How-To Videos for Easy Fixes and Servicing!

Sometimes you just need the nitty gritty. You’re looking for a quick fix for a broken pump, you need a guide for suggested servicing of your systems. You need those tips and tricks at your fingers.

The top reason to subscribe to our YouTube channel is our extensive collection of How-To videos. Seminars, Tom’s Way DIY videos, piston pump repair, LED lighting installation, brush head replacement, and pressure regulator maintenance videos are just a few of the top resources our channel provides.

The top reason to subscribe to our YouTube channel is our extensive collection of How-To videos.

Our how-to videos are concise and give you the ability to fast-forward or rewind as needed. This allows you to rewind if you miss something or feel uncomfortable and need to watch it over and over again until you are confident.

3 Updates on Our Latest Specials!

When you need more than an on-line description or a blurb in an e-mail, and you want to know more about the specials we offer, our YouTube channel is a great place to go to find out what you are looking for.

This goes beyond just products. You can find information on how to get custom air fresheners with your wash logo, or get help signing up for the Kleen-Rite Rewards Club along with an overview of what you can do with the points. We often announce sales and discounts on the channel – when you subscribe, you will be amongst the first to know about them.



Best of all, the mobile platform offered by YouTube means you can take our how-to videos anywhere you can take your phone. You don’t have to move equipment or tools to watch along, we can be there right next to you in your shop, pump room, or bays!



A Detail Products, Retail Products, and More to Expand Your Offerings!

Kleen-Rite has built our reputation on being the premiere provider for the carwash industry. But did you know that we are more than just car wash suppliers?

Our YouTube channel touches on pressure-washing products, detailing products, retail and vending products, and much more! If you were wondering about adding additional goods and services to your offerings, the channel is a great place to look for ideas. Anything you see on the channel is only an online order or phone call away.



TE Billy Sprays!

Vendor and manufacturer YouTube videos are dry and boring, right?

Not when you've got Billy Sprays on your team! We know that you want to be entertained as well as informed, which is why we've brought this master presenter on board. Billy Sprays is the man when you want to be invigorated about our latest offerings!

Check out his recent reviews of the X-Jet products and the new EZ-Grate easy-install grating and keep your eyes out for more Billy Sprays videos in the works!



Make sure you subscribe to our YouTube channel at www.youtube.com/c/kleenrite

to get the newest videos delivered to you the moment they are posted! It's a free way to make the most of your partnership with the number one supplier for the car wash industry, Kleen-Rite!

Extend the life of your hose with...

Suttner Superballs

SUT000505

SUT000515

SUT000516



3/8" 4000 PSI Hose

3/8" 6000 PSI Hose

1/4" 3000 PSI Hose



only
\$40.55
per 36 pack



Scan QR
code

Protects your hose on hard surfaces



SUTTNER

AMERICA COMPANY

EVERWASH:

Your Security Cameras

Your Secret Weapon to More Revenue

There is a new and very powerful tool available to car wash operators, and it's now free to all EverWash partners. It's called WashX, and it turns your existing security cameras into an intelligent set of eyes.

WashX provides actionable analytics to grow your membership. This data can help you understand more about your members & customers, reduce payroll, provide total visibility into car count & visit duration, reduce loss, and help predict future demand.

“WashX solves some major issues for us and gives our wash partners a huge leg up with intelligence that their competition simply doesn't have” said Scott Pashley, Chief Revenue Officer at EverWash. “We now know who is using your wash and can confirm that the vehicle they are using is the vehicle on the membership or not. This not only eliminates the concern of member misuse, but goes way beyond that by providing intelligence to sell more memberships, drive more revenue per member.” EverWash calls this technology "Vehicle Analytics" and while it's available to all wash operators, it is completely free to their partner washes. The data and how EverWash trains operators to utilize their data is unprecedented in the industry. WashX arms operators with the knowledge and tools to grow their profits and worry less!



Make More Money

Membership is the fastest way to grow revenue & profits, and WashX is the most powerful tool on the market to grow your membership. Know more about who your customers are and convert them into members at a much higher rate with WashX.

Save More Money

WashX helps you understand who is visiting your business, when they visit, and how they use the wash. These metrics just scratch the surface of what WashX can unlock for you.

Run More Efficiently

Who are your top performers on staff, how many people should you staff tomorrow? How long are cars on your lot? Are certain attendants holding up your lines and your business? If you don't have these answers, don't worry — WashX has you covered. Now you can know exactly how seasonality, local events, weather, and timing affect your volume for tomorrow.

WashX is now available for car washes in the United States. Call (855) 492-7477, or visit MoreWashProfits.com to get started today.

When membership drives your revenue through the roof.

THAT'S
**HAPPY
WASHING**

Call us at (855) 492-7477, or visit
MoreWashProfits.com/HappyWashing
to schedule a free consultation.

EverWash





CM Manual Coin Counter

CB1000

\$1,058.46

SM-W 9051 Manual Coin Sorter

CB1019-1S

\$1,297.47



YOU CAN COUNT ON KLOPP!
Built to last since 1931

AVAILABLE FROM
KLEEN-RITE^{corp}

Extrutech FORM Wall System

Brighten Your Bags with Panels from EXTRUTECH

Car Wash Walls with Extrutech FORM Panels

Call TODAY for Details! Stay Safe.

EXTRUTECHFORM System
P824 P624

U.S. Patent 8,477,713
Canadian Patent 2833,480
Mexican Patent 344,642

20 YEAR LINER PANEL WARRANTY
EXTRUTECH PLASTICS, INC.

Class A Interlocking Wall & Ceiling Liner Panels

Poly Board® Panels
P1300 - 12" wide
P1600 - 16" wide
P2400 - 24" wide

NEW P224 Partition Wall Panel
2-1/4" x 24" wide

- Concrete Form System ESR-4250
- Water and corrosion-proof
- Panels will not rust, rot or flake
- Custom cut panel kits to 20 feet
- Cleans easily - low maintenance
- Brightens the interior of any building
- Fewer seams - 2 foot wide panels
- Resists mold, mildew, bacteria growth
- 6" and 8" thick stay-in-place concrete form
- Available in a bright white, high gloss, hard surface
- Low maintenance, easy-to-clean, with water/mild cleaner
- Protective film on both sides keeps panels clean during construction

ES LISTED ESR-4250
ES LISTED ESR-4583

Manufacturing American-Made PVC Panels for 28 Years!

Visit our web site or give us a call to learn more about this great new product and our P1300 - 12", P1600 - 16" and "P2400 - 24" wide liner panels.

Suspended Ceiling and Doors also Available

Ask for Extrutech - Get The Best Surface, Shine, and Strength in the Industry!

Since 1992

Kleen-Rite
1-800-233-3873
www.kleen-ritecorp.com

Facebook, YouTube, USA logos

90013013 QM1 Certified

PRODUCTS:

Windshield Wiper Bags

Rear wipers are prone to damage in some car wash equipment designs. Safety bags enclose the windshield and rear wipers, providing protection against spinning brushes that can pull the wipers away from the glass surface. If not provided to each customer, wiper bags should at minimum be kept on-hand at car wash facilities in the event they are requested by customers.

Windshield wiper bags are available in different sizes to accommodate the array of vehicles that use car washes. They can easily be purchased in bulk amounts to save money.

Cut down on damage and complaints while offering a premium feel to the customer experience. The advantages of wiper bags far exceed the minimal investment required to buy them!

250 PER ROLL



HANGING STYLE

20 packs of
100 Count Bags



PRICE	PART #	SIZE	QTY
\$13.99	KRWB1000	3' x 27"	SINGLE ROLL
\$22.99	KRWB2000	5' x 27"	

2 1/2" x 5 3/4" x 24"

\$99.99 WWB0100

HOSE ASSEMBLY KIT



HIGH PRESSURE WEEP GUN/HOSE ASSEMBLY KIT

KLEEN-RITE KITS

• Get the essential parts for weep guns at your facility all in a convenient assembly kit! Includes all the parts you need to get your weep gun started.

KIT INCLUDES:

- (1) GUK600W Weep Gun with Blue Trigger
- (1) HA156WBL1414 Blue Single Wirebraided Hose 3/8" MPE
- (1) 22002 GinSan Blue Nozzle Protector 1/4"
- (1) 2506 Spraying Systems Stainless Steel Spray Nozzle 1/8"
- (1) SW-504A Fluid Controls Brass Ball Bearing Swivel 3/8" F x M
- (1) 291G18MF Blue Rubber Flex Wand 1/4" M x 1/8" F, 18"

\$76.63 KRK2080

One Stop Vac Shop!



VACUUM STANCHIONS

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

Not only do we have traditional vacs but we also offer

CENTRAL VACUUM

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

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

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

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

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



Photo courtesy of 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.



A Dave in the Life of a Car Wash Owner:

Vending Maintenance with Car Wash on Hamlin Highway



Dave Edwards

The work of maintaining and improving a car wash is never-ending. It's usually not a question of IF an owner will be taking time out of their weekend

to deal with car wash issues, but rather HOW that time will be spent. Recently, Dave Edwards from Car Wash on Hamlin Highway gave us a glimpse into one of his weekends at the car wash. He decided that it was time to devote some energy towards their glass-front spiral vending machines and vending products.

Dave's Vending Maintenance To-Do List

- Clean the rows/troughs on his vending machines.
- Spray dry silicone in each row.
- Double-check the push spring and retainer tabs
- Update the lighting in each unit.
- Check the PEX tubing placed in each row

The first four tasks are pretty straightforward, but you might be asking, What's up with that last one? Edwards was nice enough to share a helpful trick he uses with his spiral vending machines to improve reliability.

He told us, "We found that product swims in the rows, as one size doesn't fit all, and yes, the occasional (product) didn't drop. So, necessity is the mother of inventiveness."

To combat the issue, Edwards began placing various sizes (and colors) of PEX tube sections into the vending machine rows. The tubing keeps product aligned, taught, and facing towards the customer.

There's nothing like the moment when you realize you found an easy, low-cost solution to a problem at your car wash!

Keeping Vending Maintenance on Your Radar

Obviously, having properly functioning wash bays and tunnels is priority number one for owners. You can't be successful without making

sure your customers are getting the best wash possible in terms of value and performance. After that, though, Edwards encourages operators to have vending maintenance close to the top of your priority list. That doesn't just mean restocking (although that's definitely important), but also making sure machines are dispensing properly and not ruining the customer experience.

"I find in my travels that car wash vending machines at some self-serve sites may be the most neglected venue. Myself included, from time-to-time." Edwards continued, "So, it was time for me to study the mechanics of the machines, be creative, and look to stock the machines with the 'staples' of products, and maybe a few items to expand the customers' cleaning experience."



A Great Time to Strengthen Your Vending

A bizarre 2020 has made many business owners step back and view their business models and strategies from a different perspective. Customer behavior and buying habits are changing under the constraints of a pandemic. Largely, car wash owners we have spoken to have not seen as many negative effects as other business owners. Still, it's inevitable the car wash industry will feel the ripple effect of a changing economy.

Edwards shared, "At each of our sites, we have grappled with increasing wash prices.

Yet, in this year of uncertainty, we will hold off. Instead, we have looked to improve the accessibility of products, opportunities, and amenities for the consumer to select and choose on their own to spend another dollar or two."

Aside from improving the vending experience itself, it's also important to make sure customers are aware those vending products are available. That's especially true when revamping your product selection.

Since he put in the effort to improve vending, Edwards wanted to actively promote their products. "We printed and installed 24" x 18" graphics in each bay and tunnel with some of the selection at the vending machines."



24"x 18" sign in each bay promoting vend items

Reacting and adapting will be the theme for business owners in the next year (or more).

Edwards' message to us was a great reminder about the importance of vending maintenance, so we figured we'd pass it on to our Kleen-Scene readers. We are constantly impressed with the ingenuity of our customers, and the tube-in-the-spiral vending idea is a perfect example of it. His vending machines look fantastic, function at a high-level, and are now well-stocked with products that customers are sure to enjoy.



HAPPY VENDING!

Storming Back After Hurricane Laura:

Rebuilding Mid City Car Wash

By Job T. Leach



Hurricane Laura formed on August 20th, 2020, made landfall in Cameron, Louisiana on August 27th, and finally dissipated on August 29th. It was the first Category 4 hurricane to make landfall in Louisiana, and is tied with the 1856 Last Island hurricane for strongest wind speed in the state.

This intense and deadly hurricane ravaged several parts of the Caribbean and Gulf Coast areas, with winds up to 150 mph, 77 fatalities tallied, and at least \$16 billion of damage. Unfortunately, Damon Ivey's Mid City Car Wash of Lake Charles, LA was directly in the path of the storm.

Hurricane Laura Damage at Mid City Car Wash

A Sonic location sits across the street from Mid City Car Wash. According to Ivey, much of the damage to the car wash occurred from metal pieces that were ripped off the Sonic and blew across the street. Those large chunks of metal, along with the incredible wind force, mangled an air/vacuum combo unit and menu sign, ripped canopies off the building, caused major power supply issues, blew down a fence, and damaged bay doors. As you can see from pictures, that's not even an exhaustive list of the destruction.

Repairing, Rebuilding, and Seeing the Silver Lining

Ivey told us that they had never before experienced such extensive hurricane damage. In fact, they have not dealt with much of

in my storage unit for two years. We just never had the time to put them up because it stays busy. It gave us that time to do that. We switched to CryptoPay, and that has been phenomenal for us."

The repairs and improvements are virtually all complete, and Mid City is back to providing quality, reliable car washing to the Lake Charles area.

Valuable Advice About Hurricane Damage

After we discussed the damage at his car wash, we asked Ivey if he had any advice for car wash and business owners who might be at risk of hurricane damage.

"Your Texas people, or Mississippi, Alabama, Florida; those would be

anything since Hurricane Rita in 2005. With Hurricane Laura, things were different.

Mid City was down for sixty days, and completely without power for thirty days. Sadly, they lost an entire wash location to the hurricane, with the entire infrastructure damaged beyond repair. Ivey decided to concentrate on his remaining two washes. He focused on not just repairing, but also improving, the locations. One might even call it a silver lining in the mess.

Said Ivey, "It did give me the chance to do things the way I wanted to. Like, I had Extrutech wall paneling and it's been sitting



the main ones. Go over your insurance policy with a fine-tooth comb. At that point in time (when a hurricane hits), there are so many clauses that insurance decides to go verbatim with what their policy states.”

That advice, regrettably, comes from Ivey learning it the hard way.

“We lost all of our fencing around the car wash, and we ended up finding out that none of the fencing was covered. That’s \$30,000 in fencing. That would be the best thing I



could tell somebody who owns a business. They need to know what their policy is, their deductibles, their lost-income limit. That’s another one... we were down sixty days and they gave us \$5,000 for each wash. My car wash makes more than that!

“You really just don’t know, because it doesn’t happen every day. All the sudden it hits. You know you got a deductible, but then you start getting into all these other things. What does it cover? Does it cover wind? Rain?”

Mid City is back in business, but they’re still struggling with some insurance issues. Ivey maintains a pleasant demeanor about those



problems, but its clear he wants his insurance situation to be something of cautionary tale for other car wash owners.

Relationship with Kleen-Rite Grew Stronger after Hurricane Laura

In August 2019, the Kleen-Scene published an article about George Kamzik and his six BK Car Washes in the Panama City area. Kamzik dealt with damage from Hurricane



Michael in late 2018, and cited Kleen-Rite as a big help in getting his businesses back to normal.

Ivey has a similar affection for Kleen-Rite, especially after receiving excellent assistance during his rebuild. His father ran the car washes first and was a Kleen-Rite customer, and Ivey has maintained that relationship.



“I’ve had a great experience. In customer service, Vanessa is so helpful! I’ve dealt with others and they were great too. They’re always willing to make things right. That’s what customer service is all about.”

Ivey purchased ALL of his new equipment from Kleen-Rite, and he expressed how crucial National Sales Manager Gary Frey was in purchasing and shipping those items. Ivey also wanted to shout out Jason Ussery at Air Parts Plus in Baton Rouge, LA, who was with him every step of the way during the rebuild process.



Shannon Yordy, a Kleen-Rite marketing employee, visited Mid City Car Wash and Ivey in 2019. She took pictures and gathered information that was eventually featured in the Kleen-Rite calendar. She also got to know Ivey and some of his employees.

“Miss Shannon, she was one of the first ones that reached out to me after the hurricane. I just thought that was really awesome. Because when you have people that reach out just to check on you, that means a lot.”

Thanks for speaking with us, Damon! We wish you lots of success in the future!



Hamel



★ MADE IN ★
USA

Manufacturing Co.



Triple Foam Guns
Rubber Coated
Galvanized or Stainless Steel

GUF	Galvanized	\$13.13
GUF_SS	Stainless	\$15.45

Red, Black, Blue & Orange



"Original" Flex-Wands® 18"/21"/24"
Galvanized or Stainless Steel

WTGRF21	21"	\$16.27
WTGRF24	24"	\$16.71



Tip Twister
Spray Tip remover
1/8" or 1/4" Sizes

SNTTM4	Fits 1/4" Nozzle	\$7.75
SNTTM2	Fits 1/8" Nozzle	\$7.75



Mat Clamps
Channel Type
Stainless Steel

MCSC35BL	Blue	\$9.51
MCSC35	Red	\$9.24
MCSC35G	Green	\$9.51
MCSC35Y	Yellow	\$9.51



Snap In Foamy
Brush Holder
Red or Blue

FBHH916	Red	\$13.41
FBHH916BL	Blue	\$13.41



Rubber Vac Clean Out Bucket

VDC10	\$28.99
--------------	----------------

Foamy Brush
Bucket

FBB911R	Red	
FBB911BL	Blue	\$12.00
FBB911BK	Black	

40" Foamy Brush
Handle Poles

FHA40BK	Black	
FHA40BL	Blue	
FHA40EG	Evergreen	
FHA40HG	Hot Green	
FHA40HP	Hot Pink	
FHA40OR	Hot Orange	
FHA40PR	Purple	
FHA40R	Red	
FHA40Y	Yellow	
FHA40G	Grey	
		\$11.33



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

Super Heavy Duty Stainless Steel Construction

FLOOR MAT CLAMP New from Kleen-Rite

- Heavy Duty for commercial car washes
- Stainless steel construction
- Pre-cut hole sections for easy hanging
- Stamped lettering in metal:
MAT CLAMP & PUSH HERE

**BEST
PRICE!**
\$24.99



KRMC100

**No more replacing
faded decals!**



INDUSTRY CALENDAR

2021 Industry Event Calendar

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

April 27-28 2021	Heartland Car Wash Show <i>The Prairie Meadows - Altoona, Iowa</i> www.heartlandcarwash.org
June 9-11 2021	Southwest Carwash Convention Expo <i>Fort Worth Convention Center - Fort Worth, TX</i> www.swcarwash.org
Oct. 4-6 2021	Northeast Regional Car Wash Convention <i>Atlantic City Convention Center, New Jersey</i> www.nrcshow.com
Nov. 15-17 2021	ICA - The Car Wash Show <i>Las Vegas Convention Center, Nevada</i> www.carwash.org

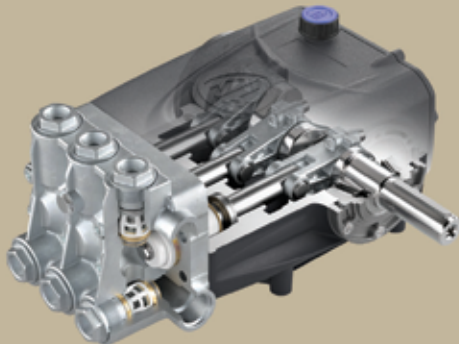
THE RTX SERIES

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

THE FUTURE OF INDUSTRIAL PUMPS BROUGHT TO YOU BY



**ANNOVI
REVERBERI**
The Power of Experience



**NORTH
AMERICA**
When Quality Matters

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

RTX 30	Max GPM.	Max. LMP	Max. PSI	Max. Bar	Max. RPM	Req. HP	Bore Dia. in.	Bore Dia. mm	Stroke in.	Stroke mm
	7.9	30.0	4350	300	1450	24.3	0.787	20	0.906	23

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

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

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

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

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

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

DOG WASH

People love their dogs. The proof is in the numbers – in 2019, the American Pet Products Association reported that Americans spent nearly \$100 billion on their pets, with over \$10 billion being spent on services including grooming, washing, training, and more! Dog owners appreciate having a spot to safely and thoroughly clean their pet, even if they have to pay for it.

You could be the one bringing them that service! We know there are plenty of questions these days for prospective dog wash owners. Well, we've got answers for you!

SAFETY CONCERNS



There are a number of safety concerns to address when it comes to dog washing – soap, water, and various chemicals can create a slippery environment. This is easy to address with the proper set-up and equipment. Non-slip mats, floor drains to sweep away overspray, and other built-ins can all make a dog wash just as safe as a car or motorcycle wash.

Another concern, particularly in multi-unit locations, is dogs trying to attack one-another. Bath time is rarely easy with dogs, so when you have multiple dogs in an area that can be concerning. Terry McDonald from Weiss Guys in Arizona admits that this was on their mind from the start. “We had some concerns when we first opened them [the dog washes] up that we could potentially have aggressive dogs, but we’ve never encountered any issues with anybody.” He goes on to say “We have signs on the fence that say please keep your dogs on a leash... a lot of people, their dogs are well trained.”

“ABSOLUTELY GREAT RETURN IN MY OPINION.”

**JAY MONTPETIT
DOWNTOWNER DOG WASH
& CAR WASH**



Most operators have resolved this by partitioning off every dog wash unit - either with solid, opaque barriers; using decorative yet effective fencing that gives a playful feeling; or simply having separate rooms for every wash unit. Still, all the dog wash operators have found that most clients have well-behaved, disciplined dogs and stick to posted rules.

CLEAN UP AND POO PATROL

A major concern for car wash owners or other businesses looking to add a dog wash is the potential for mess and the need for cleanliness.



Gary Baright, operator of Foam & Wash chain of washes across the Hudson Valley, notes that if you've already got an attendant on site, it's easy to add to the rotation of things to check on. “It just gives him a little bit more to do. If he's there for eight hours, if he goes to the dog wash and cleans it out four, six times, he's there already so it's not really costing you much more.” He does caution against unattended dog washes though, as he's found that they can deteriorate and turn customers away if they aren't kept up after.

Marla Meyer of Weiss Guys chimed in, in agreement “As far as cleaning them, we have an attendant on site at all of them [the car and dog washes] from 8:30 in the morning to 5:00 at night, and they get over there after a dog has been washed and make sure it is cleaned up.” Overnight – as some of the sites are open 24 hours – they aren't cleaned regularly, but they get cleaned first thing in the morning.

Jay Montpetit with Downtowner Dog Wash and Car Wash agrees and has attendants at his dog washes. “We have a light on the back of the bay, like a stop light parallel to the ground. When somebody uses the meter, the light in the back of the building lights up. It lets us know that somebody is in there using it and it needs to be cleaned after.”

In his lead-up to building out the dog wash, Jay checked out some existing sites. While he found some great examples of what to do, he also found some that weren't. “Some we'd just stop in unannounced, they were unattended. There was dog hair on the tub, dog hair on the handle... I'd go in there and look around, I couldn't get the stink out of my clothes!”

Potential operators can take from this the same thing that Jay took from it – proper cleaning will enhance the customer experience. When it was time for Downtowner to make the decision to move ahead with the car wash, Jay says “We vowed either we're not going to do this, or they'll be as well upkeep as any you'll see.”

Gary has found that most dog washes are often very clean, saying “A lot of people are pretty respectable... the people that bring their dogs to them want to keep it clean. I've watched videos of people cleaning the whole bay down when they're done on their own time.”

All of the operators we talked to recognized that poe clean-up was a worry for them originally going into the buying process. Bath time can be a nervous time for pups. However, they have all also found it to be unfounded – they all agree that it is a matter of a handful of times per year. Folks like Jay have put in extra effort, offering a dedicated poe stop with a bag station outside of the dog wash. Small touches like this helps to make it welcoming to the dogs and owners, and also helps to reduce mess for you or your attendants to clean up.



ES MORE POPULAR THAN EVER!

BY DREW TYSON

COVID-19 QUESTIONS

2020 has thrown an extra curveball at dog wash owners – COVID-19.

We know that the coronavirus definitely attacks humans, but we're beginning to see more and more evidence that animals can contract it as well. They can even be vectors of it, transmitting it from one person, to the animal, to another person. So those cute little licks and drooling can be a concern.

For dog wash owners, this has just meant an extra layer of precaution and sanitization. Most dog wash owners pride themselves in making their washes welcoming to both two- and four-footed customers, and many already keep strict cleaning regimens.

For Jay at Downtowner, they adjusted overnight. "It wasn't much of a change for us... we're now just wiping areas with a hospital-grade disinfectant versus just wiping them before." For many dog washes that already had attendants, the new worries were easy to get by with only minor adjustments.

NO CHANGE? NO PROBLEM!

We've touched elsewhere in this issue on the change shortage that 2020 has thrown at us – just another wrench in the works for the year. The good news is, there are plenty of options for change-free dog wash operation!

All dog wash units from Kleen-Rite can be equipped with bill acceptors, token mechanisms, and credit card acceptance. This can help your business stand out to the modern cashless dog owner that is looking for a variety of payment options, or the germ-conscious owner who doesn't want to handle cash.

SUPPLY CHAIN WORRIES

There are none. Here at Kleen-Rite, everything from veterinary-grade shampoos, to conditioners, fragrances, and oatmeal treatments, have been well-stocked throughout the year.



We checked with our dog wash owners to see if there were any delays or outages, but they all have had no issues. Said Terry, "Your entire organization has been phenomenal... there have been a few extra days here and there for an odd part, but I don't have issues." From chemicals to parts, there is a constant flow.

SMALL TOUCHES MAKE BIG DIFFERENCES



From branding, to décor and more, the small touches to a dog wash seem to make a big difference. Jay, from Downtowner, provides aprons for customers – "We've taken these aprons, and we'll hang those in there for the customers, we'll have them hanging on a hook. They put that on, they don't get wet, they love it." Providing treats is another great way to connect with dogs and owners. All the owners we've talked to provide some dogs treats – available from Kleen-Rite, along with decals for treat vending – at their washes as a nice touch.

Jay says he gets recognized around town in his Downtowner shirt and he's found that people now see the business almost as a dog wash first. "I'll wear my Downtowner shirt and I'll go to Starbucks, and people will say 'Do you work at that dog wash car wash?'... it gets a lot of talk, it's great marketing."

All of our dog wash proprietors seem to agree on one major thing – it's a magnet for people. Says Gary at Foam & Wash, "It's a great, different marketing thing, where people talk about it a lot where nobody talks about a self-serve car wash."

COMPLETE PET WASH PACKAGE!



PW100 \$9,675.00

"THE REVENUE IS PHENOMENAL, AND THE FEEDBACK FROM THE PEOPLE IS PHENOMENAL. THEY LOVE IT, THEY LOVE THE CONCEPT, AND WE DO A VERY NICE BUSINESS OUT OF IT."

**TERRY MCDONALD
WEISS GUYS CAR WASH**

For Weiss Guys, says Terry, "The revenue is phenomenal, and the feedback from the people is phenomenal. They love it, they love the concept, and we do a very nice business out of it." Marla chimed in "We hesitated for a few years when it first came out... we gave it a try, and we're pleasantly surprised."

Jay is currently adding them to any new site they open, and feels they are a perfect revenue option at a site where you have employees on the ground already. "Absolutely great return in my opinion. The cost of chemicals is fairly stagnant. The amount of help to clean the bay and maintain it is negligible as you already have the staff here anyway. It's an absolute no-brainer in my opinion."

Maybe you are looking to add a dog wash bay to your car wash for diversification of income. Maybe you're a pet store that feels this added service will bring in more daily customers. Or maybe you think a dedicated dog wash business with 4, 6, or even more dog wash stations is the perfect low-cost investment. Regardless of the why, we are confident when we say that 2021 is the perfect time to add a dog wash to your business!

When Performance Under Pressure Matters
Choose
GIANT

PU21495



PUP56W



PULP123



PU22971



PU21905

Brand NEW Moistwipe Package Coming Soon!



CCA Donates to Help Build Adapted Homes for Injured Veterans



Every year at their Christmas party, the Chicagoland Carwash Association (CCA) gathers donations to send to the Midwest BBQ for the Brave. Not only do members donate their personal funds, they also reach out to their associates in the car wash industry to request funds from them.

Although this year's barbeque event had to be cancelled, the Smiths were still able to garner significant funds for the Stephen Siller Tunnel to Towers Foundation's Smart Home Program that facilitates the custom builds. Like any other year, the CCA and its members still donated to the cause.

To date, the Midwest BBQ for the Brave has donated about \$600,000 to the Smart Home Program.



The Midwest BBQ raises money to build specially adapted, custom smart homes and structures for catastrophically injured service members. It started as a small backyard barbeque hosted by Jim and Gayla Smith, who still spearhead the effort. Using donations from the CCA, it transitioned into a larger annual event at a beautiful venue where injured veterans speak and share their stories.

Wounded Army veteran Terence "Bo" Jones

Those donations, along with help from other generous businesses, helped defray the cost of a new workshop for Army veteran Terence "Bo" Jones. Injured while serving in Afghanistan, Jones uses a wheelchair, and he will use the adapted shop to continue his own work making custom wheelchairs for children and para-athletes.



Bo makes custom wheelchairs for those in need

Jim Smith is the primary connection between the Midwest BBQ and the CCA. He's an insurance agent who covers many car washes in the greater Chicago area. He also serves as Director on the CCA board.



Founders of the Midwest BBQ: Jim and Gayla Smith



Jon Sobieski of Spirit of America Car Wash is a Kleen-Rite customer and a member of the CCA. Sobieski donates to Midwest BBQ personally and through his business. He also plays an important role in organizing the CCA's donation to them.

Kleen-Rite is always happy to play a small part in Jon Sobieski and the CCA's donation to Midwest BBQ for the Brave. We are proud to call him a customer, and we offer kudos to the CCA for their generosity!



Please check out these pages if you're interested in donating:

midwestbbq.org

tunnel2towers.org

Learn about the CCA:
carwash.org/carwashmode/chicago/about-us



RECORA®

LEADERS IN PRESENCE DETECTION

IDEAL
FOR CAR
WASHES

SMOOTH SURFACE TREADLE FLOOR SWITCH

AM295	24" x 10"	Black	\$178.71
AM295Y	24" x 10"	Yellow	\$178.71
AM300	5" x 24"	Black	\$103.95
AM300Y	5" x 24"	Yellow	\$103.95
AM305	5" x 32"	Black	\$114.58
AM305Y	5" x 32"	Yellow	\$114.58

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

AVAILABLE FROM
KLEEN-RITE CORP.



TRACTION CONTROL TREADLE FLOOR SWITCH

AM310Y	5" x 24"	Yellow	\$113.40
AM310	5" x 24"	Black	\$113.40
AM315Y	5" x 32"	Yellow	\$123.86
AM315	5" x 32"	Black	\$123.86

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

HOFFMAN MINT TOKENS

High Security Alloys Available

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



G&G



INDUSTRIAL LIGHTING

Available from Kleen-Rite: 800-233-3873

www.kleenrite.com

CARWASH LIGHTING

Highly engineered LED lighting for corrosive, wet & dirty environments

 Made in the USA 

Wash Bay & Tunnel • Color Effect & Arch • Vacuum & Canopy



IP68 Waterproof • Chemical Resistant • Easy Installation



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



The One and Only Original
FOAM MASTER®
The Most Complete Line of Foaming Brushes



Still Number One!

47% Longer Life Than Other Brushes

Outstanding Construction & virtually unbreakable head insure longer life. Erie has more Hog's Hair in every brush and Erie's Hog's Hair is longer.

Non-Leaking, Non-Scratching Head

All Heads have re-tooled, leak-proof threads and safely recessed screws.

6 Feed Holes for Best Liquid Delivery

The ONLY brush with 6 holes for the most consistent delivery of water & foam.

Fullest & Highest Quality Hogs Hair

The most dense, gentle Hogs Hair in 6 lengths; Nylon & Cloth also available.

Widest Possible Range of Choices

Standard & Round Shape; 3 Fill Materials; Black Plastic or Aluminum Head; and a Rainbow of Colors for Nylon & Cloth Fills and for Bumper-Gaskets.

**Your Satisfaction is 300% Guaranteed with the
ERIE 3 FOR 1 GUARANTEE**



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



800-233-3873 - www.kleenrite.com

Tugger's Tips:

How To Repair a Check Valve

Check valves will go bad eventually due to wear and debris. Designed to let water flow only one way, if you start having water or solution backflowing on you, it's time to inspect your check valve and make repairs if necessary.

Tools You Will Need:

O-Ring Kit: CVS410K

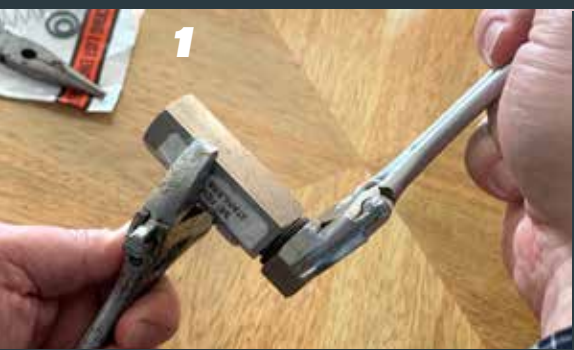
Pop-It Kit: CVS410P

Replacement Spring: CVS410SP

Needle Nose Pliers

Small Flat Head Screwdriver

Adjustable Wrench and a Vice or another Adjustable Wrench



Using a vice or an adjustable wrench, screw off and remove the check valve cap.



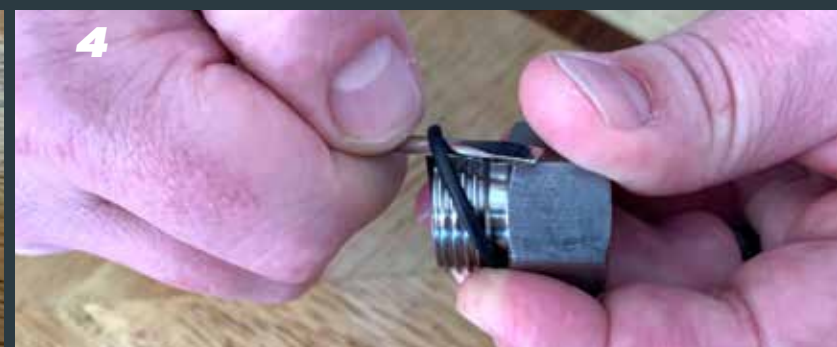
Once you get the cap removed, inspect the O-ring, cap and spring inside for any damage, wear or debris. Replace the spring as it is inexpensive and easy to do.



Use your needle nose pliers to remove the Pop-it from inside the check valve body.



Inspect the O-ring on your Pop-it. Replacing the item is a low cost maintenance part that might as well be replaced while you have the check valve disassembled.



Remove the O-ring on your cap as well using your small flat head screwdriver. They may be snug and stubborn, keep at it and you'll get it to come off. Once you've got all the O-rings and spring replaced, simply reassemble the check valve and be sure it is really sealed tight.



CHECK VALVE

KLEEN-RITE VALVES

- Low Cracking Pressure
- Bubble Tight

KLEEN-RITE corp.

PRICE	PART #	PRESSURE	SIZE
\$32.75	CVB410	2000 PSI	¼ F Brass
\$33.90	CVB610	2000 PSI	3/8 F Brass
\$38.40	CVS410	2000 PSI	¼ F x F SS
\$2.19	CVS410K	Repair Kit ¼, 3/8, SS and Brass	
\$43.05	CVS610	2000 PSI	3/8 F SS
\$7.85	CVS410P	Poppet for 1/4-3/8 SS & Brass	

PRICE	PART #	PRESSURE	SIZE
\$5.56	CVS410SP	Spring for 1/4-3/8 SS & Brass	
\$51.39	CVB810		1/2" Brass
\$77.33	CVS810		1/2" Stainless
\$75.68	CVB812		3/4" Brass
\$94.00	CVS812		3/4" Stainless



BUDGET CAR WASH West Haven, Connecticut

“If it wasn’t for bad luck, I’d have no luck at all.”

A common saying, but for Sammy Rivera, making the best out of bad luck has helped him build a flock of businesses in Connecticut.

It did not look like things would go that way starting out. A pizza delivery driver, his source of income depended on his car. And with barely two nickels to rub together, the car decided to give up the ghost. Needing a transmission repair, Sammy reverted to old school ways – trading services for repairs.

“I ended up in New Haven at a transmission shop that was there, and they wanted \$800 to fix the transmission.” Not having the money, and not able to work without the car, the shop reached out after a few weeks.

““You still don’t have any money?”” Sammy recalls, “I said no, I got less, I got like \$200!”

They struck a deal for Sammy to work off the repairs at the shop, doing the little things that often got overlooked. After a week, they offered him a part-time gig, which he accepted while burning the candle at both ends, still delivering pizza. A month later, his patience paid off, and they decided to bring Sammy on as full-time help.

Evolving Communities Create Opportunities

New Haven was starting to undergo a transition. The growth of Spanish-speaking residents in the region was exploding, and today the Latino population accounts for 30% of the area’s population. Spanish is the largest non-English language spoken at home.

This offered Sammy an opportunity. “I would translate more and more and more for the owner... to just sell transmissions, to sell the work to the Spanish community. Not knowing a word of the lingo of the transmission business – I knew about cars, but not transmissions.” It became a natural thing for Sammy to help out as the go-between for the growing Spanish community and the non-Spanish-speaking workers and management.

After a former manager left, the owner was looking for someone to step up and take the position. “I was still sweeping and cleaning... I said to the owner, ‘I guess you’ll have to get yourself a manager.’ At that moment, the phone rang. He hates picking up the phone. The phone rang once, the phone rang twice... and I never stopped picking up the phone after that.”

Stepping Out on His Own

After seven years working in the management role, the ever-entrepreneurial Sammy began noticing a prime location for a transmission shop sitting dormant over winter months. Every single year, it would close up for a few months. There wasn’t a for sale sign, but Sammy put two and two together.

“March, still closed... so I’m calling, I’m interested, I’m calling and leaving messages. Guy finally calls me back, says ‘Hey, you the one leaving me all these messages? If the place was for sale, it would have a





Sammy Rivera
West Haven, CT

by Drew Tyson

for sale sign on it.' I said yeah, I understand, I've seen the place closed."

Sammy's sense was correct though – the business owner responded "Yeah, nah, I'm done, I'm just going to sell all the equipment, I'm done." A little bit of smart negotiation later, working with the property owner, and Sammy was the proud new owner of a well-stocked, four-bay transmission shop.

Adding the Car Wash Business

As time went by, Sammy faced some bad luck again – the original transmission shop burned to the ground. After moving to a new shop, Sammy was looking to grow again, and found a permanent home for the Budget Transmission brand. As luck would have it, it was right next door to an existing car wash facility.

If you haven't figured it out by now, Sammy is a man who keeps an eye out for a great opportunity and makes the move. Chatting up the owner, he built a relationship over the years. Slyly dropping hints here and there, he probed the possibilities over time, and one day the owner finally approached Sammy and offered to sell him the car wash. Sammy talked to his dad Joe, and they paid for the business with cash in July 2017.

Learning on the Go

Sammy jumped feet-first into the car wash business. The previous owner engineered and built quite a bit of the systems himself, so there weren't manuals lying around. Lucky for Sammy, the previous owner was – and still is – happy to consult when needed. "When things break, you have to figure it out. I call him... or I'll text message him, what's this,

what's that, how do I fix this... and he'll coach me on what to look for."

Having a tutor and source of information has helped Sammy keep Budget Car Wash moving through the years, and helps Sammy make sure the business remains profitable. It's one of the great elements of the industry – the old-timers being willing to pass on their knowledge and bootstrapped engineering to the next generation of owners.

The Value of Customer Service

Sammy has an affinity for working with Kleen-Rite thanks to customer service. Having a team that he can reach out to and be confident in getting the right answer is important. "If I call up and I say I'm looking for this yellow round thing that I think goes in the machine she [Vanessa in Customer Service] says 'Oh yeah, I think I have two of those, does it do this and do that,' she knows what I'm looking for."

In the end, Sammy sees being a car wash owner as a way to make customers happy by providing a great experience and interacting with them. He wants clients to feel they are getting great value, feel welcome, and have a great-looking vehicle by the end of the visit. "They're sitting there manicuring their car, I'll go over, talk to them, and that relationship and seeing them just having that smile... that's what I'm working for."

Between his tenacity, his entrepreneurial mind, and keeping an eye open for potential opportunities, Sammy has developed into a force in the Connecticut small business community. His story, from a bad luck start up to his current success, is one that mirrors many in our industry – busting his knuckles and developing a successful, dependable business for now and into the future.



RAINWIPES®

**GREAT FOR
DETAILING AND
CAR WASHING
APPLICATIONS!**



- 100/Case • 24" x 16"
- Washable & Reusable
- Dries 10x faster than other rags
- Absorbent and lint-free
- Won't cause swirls or scratches

GREAT ROI!
\$1.20 COST!
\$3 VEND!

\$120.00 RWMF1624G



- 100/Case • 14" x 14"
- Wrapped towels are vendor-ready
- Compatible with all glass front and drop shelf vending machines
- Much better performance over disposable paper detailing towels

GREAT ROI!
\$1 VEND

\$39.99 RWMF1414R



MEGA-VENDOR® III

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

\$6,038.00	MG90030-C	WITHOUT Drink Trays	Coinco Validator
	MG90040-C	WITH Drink Trays	

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

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

NOW ANOTHER GAME CHANGER

from **SIMONIZ**



A uniquely hydrophobic proprietary formulation!

Simoniz Ceramic Sealant represents a major breakthrough in car wash chemistry. Our uniquely formulated molecule combines a ceramic additive and other unique polymers to deliver a highly hydrophobic and durable surface.

Simoniz Ceramic Sealant carries positively charged ions that attract themselves to the negatively charged surface of the vehicle... attaching itself to the surface like a magnet.



PART #	PRODUCT	PRICE
PA5317	5 Gallon	\$194.95
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
CB04640	Self-Serve Rotary Decal	.85¢
CMPST21	Self-Serve Menu Strip	\$4.73

"SHINED, SEALED, DELIVERED" SIMONIZ

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

 **Platinum
Emperor**
Series **By General Pump**

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



AVAILABLE AT
KLEEN-RITE CORP.

**The "NEW" Leader for
the Self-Serve Market!**