

THE KLEEN-SCENE

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ISSUE NO. 37 August, 2021

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The Doctor's Report:

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Managing Your Car Wash's

Online Presence

Setting Prices

And Keeping Them Current

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KRKT1A30-EXP	30 Gal.	\$297.87
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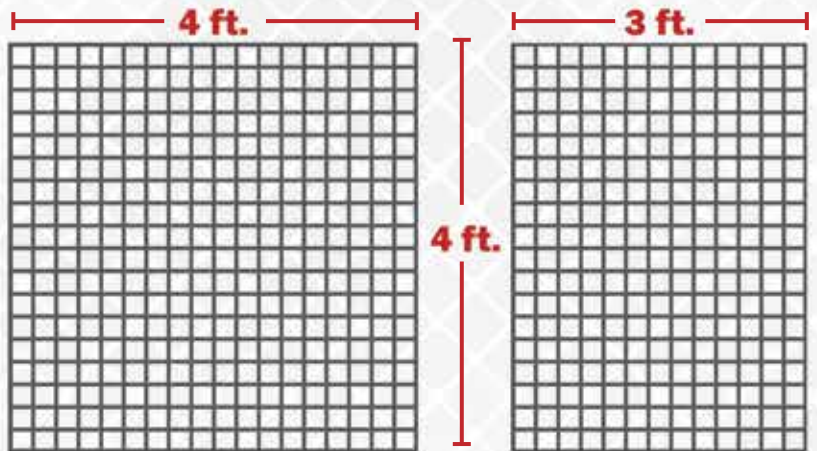
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To this point 2021 has been a year full of hope, promise, opportunity and of course: challenges. We have just finished the month of June with a return of all of our workers to the office. It has been great to see everyone back collaborating under one roof, while knowing we will see a higher level of customer service. We are seeing employees and customers taking vacations, which gives us the hope of a near normal second half of the year.

We are getting reports that business in general has been solid in most markets across the country, which is great to hear. It proves once again that car washing is a resilient business that has bounced back quickly over the past year. While business is solid, the supply chain may be the worst we've faced in history with production and shipping delays along with extended part shortages. We have had to double down on our efforts to continue to keep things rolling to our customers.

We have seen an unprecedented number of price increases almost across the board. We encourage our customers to understand their costs and evaluate what they are charging for their products and services. Operators in our industry many times under value their services and are slow to react to increased cost. Please be encouraged and do what is necessary to run your business profitably.

We are looking forward to the opportunity of the trade shows in the fall, and recently returned from an outstanding event at SCWA in Fort Worth. It was great to see everyone face to face and the show was full of optimism about our industry.

We know we will have to work harder than ever to maintain our business the remainder of this year, and we commit that we are prepared to do this for you—our loyal customer. We want to thank you for allowing us to be your reliable supplier to the car wash industry.

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Offer Valid Until September 1, 2021



The Kleen-Rite Guide to Setting Prices and Keeping Them Updated

By Drew Tyson

What is a wash worth?

What is the value that you are providing to your customers?

Setting prices is a constant concern for car wash owners, both in the self-serve spectrum as well as IBA and tunnel washes. It's a simple question but requires a complex breakdown. It might seem like you could simply say "enough to make a profit," but so many factors go in to making a car wash profitable.

So how should you go about setting prices for your car wash, or gauging how to raise them in an existing wash?

Evaluating Your Costs

It starts by understanding one of the essential components of determining pricing – cost of operation. Knowing and fully understanding your costs is key to setting a price floor.

Costs including water, electricity, chemicals, personnel, maintenance work, advertising, and even planned upgrades need to be considered.

Some of these are fixed costs, while some are variable depending on the amount of business your wash does. Understanding what is fixed versus what is variable, and breaking down what and when the money is going out, is a big part of understanding your costs. Your monthly expected expenses set a point to start from, your breakeven. But a breakeven is just that – you need to see profit!

But getting that accurate price floor is just the jumping-off point for your pricing. The next step is to consider your goals.

"There's certain ranges within marketplaces or geographic ranges that set some of the parameters for pricing."

Goals to Aim At

Defining what your goals are as an owner will help you to determine a price range above that floor. How do you want to be known, and viewed? Is growth important, or are you just looking for stable profit from one or two locations? Do you want to be perceived as value-based, or perceived as being the best wash around, and worth the extra few bucks?

Knowing these goals can help you define just how much above your price floor you need to aim. They also will help you to figure out any inherent dangers to keep an eye open for.

You can create a brand identity as the lowest-priced wash around, if you want. There is definitely a market for that, particularly in low-income areas. There's an inherent risk though – if someone comes around and drops a super-low promotion or pushes you into a pricing war, you run the risk of losing the customer that focuses solely on price or losing revenue. Engaging

in a sprint to the bottom is a terrible idea, particularly if you start underselling the value you provide.

The converse of that is tying the idea of being "the best" into having the highest prices. Similarly, if someone moves into the area and puts in higher prices and tries to take over your identity of being the best value for the price, you may need to decide between raising the rates to maintain the perception or losing that perception to the newcomer. At the heart of it needs to be continuing to stress your value above all – you can be the highest price and still be the better value, but make sure not to sacrifice value to be that higher price point.

On top of these two factors, there's the idea of a growth goal. Are you looking for steady income that you can rely on, and are only worried about a single location? Well great! You simply need to price for that goal of regular income. But if you're looking to grow, you need to price for growth, or reduce your take-home expectations. That's a goal that can be adjusted for over time, but it's good to have a vision from the start.



Knowing Your Market and Your Customer

Before you've even dug a trench or laid a cinderblock for your location, you've had to determine if the location itself is viable for your business. This means considering the ability of the area to support your wash and understanding everything from the local economy to traffic and more. This is the most important aspect of setting prices – knowing what your market will support.

Start by considering the pricing of existing washes in the region, or in similar regions. This will give you a market tolerance that you can compare to your price floor and your goals. Look at the highs and lows, and what they offer. Your pricing needs to offer value that pulls them away from washing in their driveway at home, and either driving to your wash, or stopping in while running other errands. Keith Lutz, co-owner of Kleen-Rite and owner of his own Loganville location, uses this in pricing his own wash out. "There's certain ranges within marketplaces or geographic ranges that set some of the parameters for pricing."

Jay Cogley, Kleen-Rite's man-on-the-road, recently spent some time with the Sweetwater local chain of washes in Florida, a hotbed for tunnel and self-serve washes. How the Sweetwater team sets pricing, according to co-owner Eddie Moy, is that they set the pricing relative to local competition, as well as the demographic they're serving.

Cogley indicates, "They have five or six washes within the Orlando area. You have different demographics – if you go up to Apopka you have a lower income demographic, then say, the Dr. Philips location has a higher income demographic." This leads to even having different pricing based on the location where a service at the Philips location may be slightly more expensive than the identical service at the Apopka location.

At the same time, you need to discern what your customer wants. Yes, it's easy to say "my customers want the best wash at the lowest price," but you need to figure out which aspect is more important to them. Is it the best possible wash that is important, or is it the low price point? If it's the former, you've got room to set higher prices so long as you provide a better outcome than the nearby competitors. If it's the latter, you need to focus on maintaining quality while trying to coax them into the spend. Understanding what the customer sees is key to finding value in what you provide will guide you in how to get the right mix of pricing and service.



What Your Customers Are Paying For

This is an important distinction to make, particularly when you are comparing self-serve washes versus IBAs and tunnels.

"When you're doing self-serve versus in-bay or tunnel," Keith says, "With the self-serve, you're truly charging for time. You're renting the bay and using the functions and services for a given amount of time, and you're paying a certain amount of money for that given time to use the wash. With an in-bay or a tunnel, you're selecting a level of service, and you're paying based on a level of service you're choosing."

Sounds like it should be simple, right? Just price out on a per-minute basis and it's all good!

Only, it's not that easy. For many customers, time may be more important than money. Gauging how much time your services take, and how long an average customer should spend in your bay, is important. Price it too high, and those customers may just move over to an IBA or tunnel wash where they get the same wash for less time and effort – or even worse, stay home and wash their vehicle! Too low, and you're not making much money.



In IBAs and tunnels, you're more concerned with providing a service and a result. That means that you need to provide a quality, guaranteed result that goes with the level of service.

There's also the idea of value proposition – what else do you offer to your customers? As Lutz mentions, "When you look at the tunnels now, everything is a value proposition. When you look at the free vacuums that some people offer, before, they could have gotten a dollar or two from the customer to use their vacuums, but now, they just put that all into the

Everything is a value proposition...

price and you get a value proposition. Use my wash, you're going to spend X number of dollars, you're going to be able to use the vacuums if you want to."

Many tunnels, IBAs, and self-serve washes are now providing courtesy towels for use, tire shine, even those free vacuums. This is all value and can be folded into the cost of the wash, or the cost of the bay time.

Pricing Structure Push and Pull

Almost every tunnel or IBA car wash offers 2-5 packages of services, while some also provide a la carte add-ons. Setting this structure up is important.

There are two things to consider. The first is decision time. Customers don't want to be overwhelmed. They want to make their decision in 30 seconds or less. Tight, concise packages are the key to encouraging them to make the right choice. This may mean offering 3 or 4 primary packages with minor, easily understandable differences, and providing a la carte choices.

The second is the package spread. You don't want to have

provide guaranteed monthly revenue and bring recurring visits. They influence members to try out premium services and add-ons – “Hey, this wash is free, let's try the tire shine add-on today!” – while locking business away from your competition.

So how do you price a membership? As Jay pointed out, the common suggestion is pricing a membership at the cost of between two and



undercutting the competition? Or, potentially, improve your product offering and sit within that range, knowing you offer better results than they do while still exceeding your margin.

Long-Term Strategy

While setting the starting price is important, having a long-term strategy in place is integral to sustaining and growing your business.

As Lutz points out, “Car wash owners in our business tend to be too slow to raise prices. They need to look at the value proposition that they are giving their customers and understand what that value proposition is, and a lot of time we in this industry tend to undervalue our services.”

Evolving your pricing over time is important, and you can't be short-sighted. Customers are often more resilient when it comes to larger, spaced-out price raises versus gradual raises. Bumping your washes up two dollars now may seem like a big step, but customers are likely to be more receptive of that than multiple one-dollar raises or even more fifty-cent raises in the near future.

One factor to pay attention to is revenue versus profit. Revenue is the tickets you write, or how much you're making hourly on your bays. Profit is what you're taking home from that after expenses. Working on a sliding scale alongside demand and costs, you need to find a mix that maximizes both of these. When it comes to raising prices, you want to slide that profit and revenue up without causing the others to slide down. It's delicate, but doable.

Setting prices for your car wash might sound like a complicated ordeal, but it doesn't really have to be. A well-planned pricing structure, with an eye on the future, is the foundation for business success!

LOGANVILLE Car Wash

Ultimate Wash \$10	Deluxe Wash \$9	Performance Wash \$8	Express Wash \$6
Under Carriage Power Wash	Under Carriage Power Wash	Under Carriage Power Wash	Foamy Pre-Soak 1
Foamy Pre-Soak 1	Foamy Pre-Soak 1	Foamy Pre-Soak 1	Foamy Pre-Soak 2
Foamy Pre-Soak 2	Foamy Pre-Soak 2	Foamy Pre-Soak 2	High Pressure Rinse
Rocker Panel Blaster	Rocker Panel Blaster	High Pressure Rinse	Wax
Wax	High Pressure Rinse	Clear Coat Sealant	Spot Free Rinse
High Pressure Rinse	High Pressure Rinse	Spot Free Rinse	
High Pressure Rinse	Clear Coat Sealant	High Power Air Dry	
Clear Coat Sealant	Spot Free Rinse		
Spot Free Rinse	High Power Air Dry		
High Power Air Dry			

COBRA

Thank You for Your Business, Please Come Again!

Tight, concise packages are the key to encouraging them to make the right choice.

too much distance between the bottom package and the top package. It needs to be easy to upsell and climb up the ladder. If you have a three-wash structure where the mid-tier is double the base wash, it may be difficult for a customer to make that jump. A \$12 mid-tier wash ticket is perceived differently when the base wash is \$6, versus \$9. At \$6, that seems like a massive, maybe prohibitive leap. But when the base wash is \$9, it doesn't seem as drastic. It's still the same \$12 wash – that's just working with your customer's mindset.

One of the advantages of self-serve is not having to set out such a structure. Time is time. You're offering a space for rent, and convenience of having all the chemicals and tools in place. With the customer choosing what to do with their vehicle and for how long, you don't need to worry about a structure.

Membership Curveball

One of the biggest curves thrown into the setting of prices in recent times has been the growth of membership plans. It has been a game changer for the industry. Memberships

three washes in a month. If they visit more times than that, it's a minor uptick in product cost – but in all likelihood they will visit that amount of times, or even less. Keith puts it plainly, “You get a month when they only wash one time, you're still getting your membership fees. That's huge.”

Avoiding the Margin Trap

It can be easy to fall prey to the margin percentage trap. Some wash owners simply see their costs, determine the margin they need, and as long as it fits the market, they just roll with it. Simply thinking “I need to make a certain percentage margin so that's where I'll set my price” can result in leaving potential profits on the table. You can't be afraid of making a profit! Focus on the value you're giving your customer, and set and raise prices accordingly.

Perhaps setting your wash price at \$8 to start off seems like it will cover your desired margin. But if everyone else in the area is offering \$11 or \$12 base washes? This means there is some elasticity for you to play with – why not charge \$10 and make that extra \$2 per wash while still



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VS0155	72 PACK
VS101550	OVERLAY

NEW CAR SCENT	
VS05189	24 PACK
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CARIBBEAN COLADA	
VS50324	24 PACK
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VS103240	OVERLAY

VANILLAROMA	
VS50205	24 PACK
VS10205	72 PACK
VS102050	OVERLAY

STRAWBERRY	
VS50312	24 PACK
VS10312	72 PACK
VS103120	OVERLAY

TRUE NORTH	
VS57146	24 PACK
VS17146	72 PACK
VS171460	OVERLAY

SUMMER LINEN	
VS50574	24 PACK
VS10574	72 PACK
VS105740	OVERLAY

BAYSIDE BREEZE	
VS57121	24 PACK
VS17121	72 PACK
VS171210	OVERLAY

WATERMELON	
VS50320	24 PACK
VS10320	72 PACK
VS103200	OVERLAY

LEATHER	
VS50290	24 PACK
VS10290	72 PACK
VS102900	OVERLAY



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24 COUNT CARDED SINGLES - \$13.75

72 COUNT VEND-READY POUCH PACKS - \$38.25

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REGORA
LEADERS IN PRESENCE DETECTION



SMOOTH SURFACE TREADLE FLOOR SWITCH

AM295	24" x 10"	Black	\$194.78
AM295Y	24" x 10"	Yellow	\$194.78
AM300	5" x 24"	Black	\$113.29
AM300Y	5" x 24"	Yellow	\$113.29
AM305	5" x 32"	Black	\$124.89
AM305Y	5" x 32"	Yellow	\$124.89

- 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

TRACTION CONTROL TREADLE FLOOR SWITCH

AM310Y	5" x 24"	Yellow	\$123.58
AM310	5" x 24"	Black	\$123.58
AM315Y	5" x 32"	Yellow	\$135.01
AM315	5" x 32"	Black	\$135.01

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

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WASHES

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WHEN DID YOU LAST UPGRADE YOUR ROWE™ CHANGER?

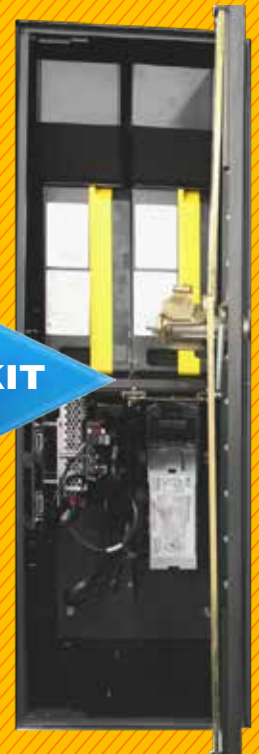
If you can't remember,
it's time for an upgrade.

American Changer's
Rowe Conversion Kits &
MEI Kits are available
through Kleen-Rite!

TIME TO
UPGRADE



BC-1400 w/ Older
Rowe Components



BC-1400A w/
Upgraded Components

BC-1400A-KIT

AMERICAN CHANGER®

Web Tips: 101

Create an ACCOUNT VS Guest Checkout



by Ron Wybraniec

When placing your order at Kleen-Rite, there are two options to check out. You can check out as a guest, or sign up for a Kleen-Rite account. Let's go over the pros and cons of these two methods.

Checking out as a guest means you will put in the least amount of information needed to check out. This is a fine option if you never plan to buy from Kleen-Rite again. It is a great way to check out in a hurry, but if you plan to make more purchases with Kleen-Rite in the long run it actually is slower because you will have to fill out this information every time you check out. Plus, it lacks a few fundamental components for tracking your business, and your orders.

A screenshot of the Kleen-Rite checkout page. At the top, it says "Secure Checkout Or Continue Shopping". Below that, there's a green checkmark and the word "Account". There are two input fields: "Email (required)" with the value "shakierswash@yahoo.com" and a green "Save" button, and "Password (optional)" with a red arrow pointing to it and a "Create Account" button. A red arrow also points to the text "Add a password to create an account" in red. Below the password field, it says "Enter a password if you would like to create an account".

customers thousands of dollars. After you sign up, simply make your purchases as normal on the Kleen-Rite website and you'll earn points for every dollar spent. These points can be used for money-off offers on your orders, FREE SHIPPING on 40lb boxes, and FREE SHIPPING on your larger orders. Your business saves money just by being a loyal Kleen-Rite customer!

When you check out as a guest, you don't have access to your account, invoices, Customer History, Favorites List

When you check out as a guest, you don't have access to your account, invoices, Customer History, Favorites List, Quick-Order, incentives, account-only specials, and customer loyalty program. Creating an account with Kleen-Rite gives you access to all of those items.

Customer History lets you print your invoices, but also allows you to refer back to previously purchased items (especially helpful when you have to reorder parts you have purchased in the past). The Favorites List allows you to add products to your personal list and put them in your cart with a quick click of the mouse. If you know the part numbers of the products you want, the Quick Order feature is the fastest way to add parts to your order. Simply type in the part number and the quantity, or copy and paste them into the box, then press Add to Cart. With helpful tools like these, your order can be completed in only a few minutes.

Kleen-Rite customers with an online account get special benefits delivered in our weekly customer email program. You save money with reduced product prices, BOGO offers, and promo codes to get FREE SHIPPING. On top of all that, our emails provide industry news and information on new car wash technology.

The biggest benefit of signing up for an account is the Kleen-Rite Rewards Club. This program launched in 2019 and has saved our

In the end the best solution is to create an account, because it gives you the most features and bang for your buck.





What's New at CryptoPay

Innovative Payment Solutions



CRYPTOPAY CREDIT CARD SYSTEM

In this article we will explore - What's New at CryptoPay?

1: CRYPTOTAP

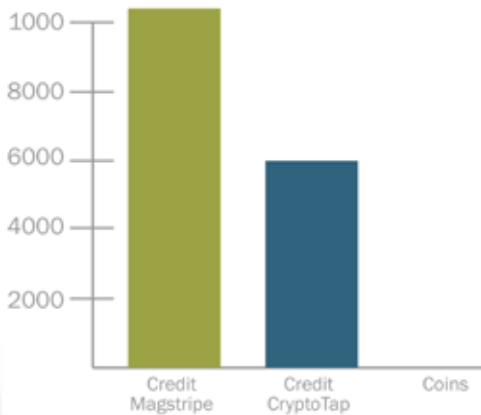
Since the release of CryptoTap in February of 2021 it has done very well providing owners with a clean, safe, contactless payment system.

CryptoTap allows the use of contactless credit and debit cards and accepts mobile payments from Samsung Pay, Apple Pay, Google Pay, and others.

CryptoTap works with your existing CryptoPay System. An owner that already has a CryptoPay Coordinator and Swiper can add the CryptoTap Wireless plug and play device to their existing system.

Using the CryptoPay Site Analytics program I've noticed an interesting data point. The data is showing that 35.8% of the purchases are from the CryptoTap contactless payment device for car wash sites that have installed CryptoTap on numerous devices

By using CryptoPay Analytics and sorting by 'Purchases by Payment Type' the data here shows that 35.8% of the total purchases are coming from CryptoTap at this site.



Payment Method	Amount
Credit Card - Magstripe	\$10,657.25
Credit card - CryptoTap	\$5,954.75
Coins	\$0.00
Total	\$16,612.00



Customers like the clean, fast, contactless payment option and car wash owners like the easy installation and low cost. The CryptoTap reader connects to the CryptoPay network – a true 'plug and play' device. Simply mount CryptoTap next to a CryptoPay swiper, connect two wires for 24 Volt power, and pair it to the swiper on the MyCryptoPay portal – That simple!

2: CRYPTOPAY / EVERWASH PARTNERSHIP

CryptoPay and EverWash partnered to create a Monthly Membership program for the Self-Serve Car Wash market. We've been working with EverWash for the last several years offering the solution mostly to sites with an In-Bay Automatic. We believe it's time to expand this offer to the self-serve sites. This will allow self-serve sites to compete with other washes in their area that offer memberships. Read the full



Press Release: www.getcryptopay.com



3. MYCRYPTOPAY PORTAL

The MyCryptoPay portal has received numerous upgrades. Owners use the portal to setup and review their CryptoPay system. The improvements to the portal include:

- Improved Control Home Panel that separates setup items into simple to use discrete blocks.
- Configure Devices page now shows the pairing of the CryptoPay swiper and the CryptoTap unit.
- Recent Purchases page now shows the EMV Tap purchase and includes the last four numbers of the credit card for a tap or swipe purchase.

To see additional improvements log on to your MyCryptoPay Portal: www.mycryptopay.com/login

WHAT'S NEXT?

MYCRYPTOPAY MOBILE WEBSITE

We are currently working on a mobile friendly version of the MyCryptoPay Portal. This will allow you to use your phone with improved mobile formatting to setup and review your CryptoPay system.

CRYPTOPAY ONE-TIME USE CARDS

The CryptoPay One-Time-Use card allows owners to provide their customers with a disposable paper card that will work anywhere on the car wash – one time. This works with the CryptoPay swiper.



These are cost effective paper cards that are the size of a credit card. The owner's logo or image can be on the front of the card. The back of the card is a magstripe that can be swiped at any CryptoPay swiper for a one-time use wash or vacuum.

Cards can be mailed to customers inviting them to visit your car wash. Other uses include:

- Loyalty
- Promotion
- Community Service
- Fund Raisers

ADDITIONAL CRYPTOPAY SERVICES

- Fleet Card
- Attendant Card
- Remote Start
- Site Analytics
- MYCRYPTOPAY
- "GO GREEN" Receipts



Sincerely,
Dave Richards – VP CryptoPay

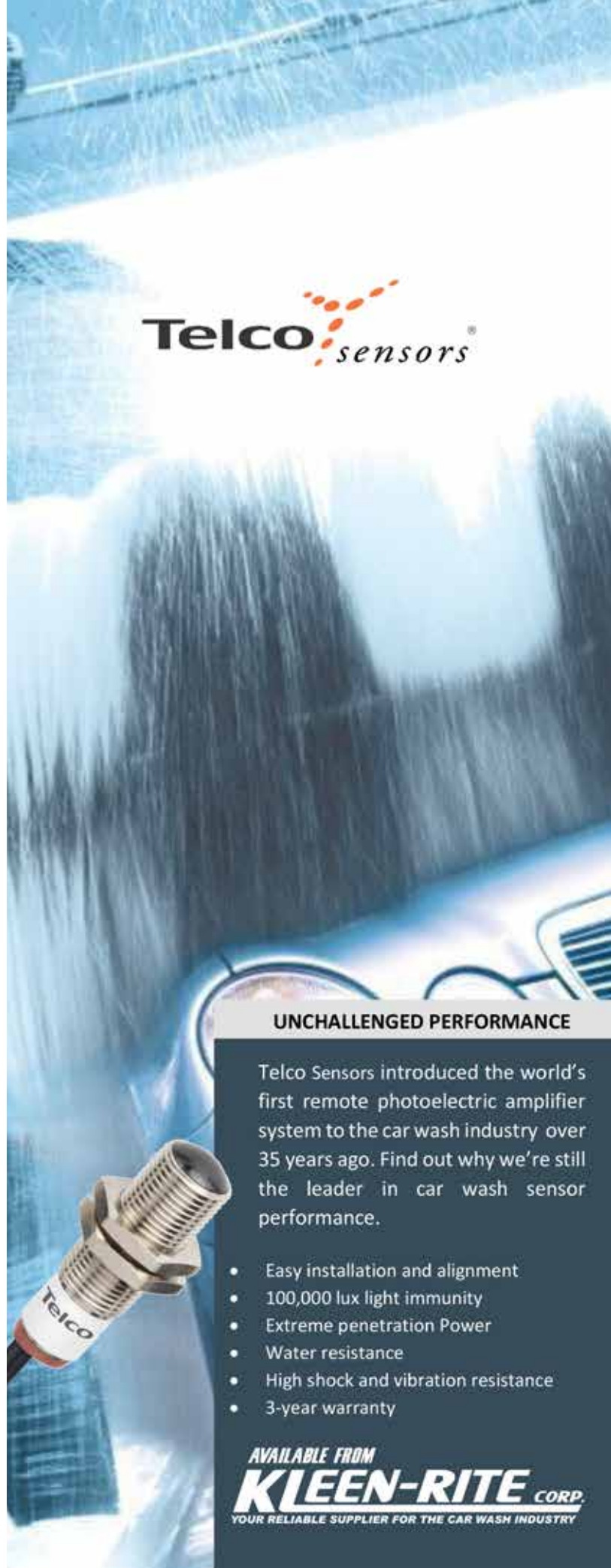


CPS3008

CryptoTap Contactless Payment Unit

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.

\$325.00



Telco sensors®

UNCHALLENGED PERFORMANCE

Telco Sensors introduced the world's first remote photoelectric amplifier system to the car wash industry over 35 years ago. Find out why we're still the leader in car wash sensor performance.

- Easy installation and alignment
- 100,000 lux light immunity
- Extreme penetration Power
- Water resistance
- High shock and vibration resistance
- 3-year warranty

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

Tire Shine H2O

Water-Based Tire Shine Dressing *Leaves Tires Shining!*



No-sling, water-based formula for use in automatic tire applicators. Can be used with brush or sponge type equipment. Will not leave slip hazard on wash bay floors from any overspray.

- 5 gallon pail
- Water-based
- Use with brush or sponge type automatic applicators

NAP5405

\$104.05

**NEW
PRODUCT!**

Established in 1979, National Automotive Chemical has been engineering a full line of top quality car washing chemicals.



KLEEN-RITE CORP.

REWARDS
Club

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

THOUSANDS OF FREE SHIPPING ORDERS ALREADY EARNED BY REWARDS MEMBERS!

Super Heavy Duty Stainless Steel Construction

FLOOR MAT CLAMP

Strong, Durable Stainless Steel

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

ONLY
\$24.99
EACH



KRMC100

No more replacing faded decals!



INDUSTRY CALENDAR

2021 Industry Event Calendar

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

Oct. 4-6 ★ **Northeast Regional Car Wash Convention 2021**
Atlantic City Convention Center, New Jersey
www.nrcshow.com

Oct. 18-19 ★ **Heartland Car Wash Product Show 2021**
Prairie Meadows Conference Center, Altoona, IA
www.heartlandcarwash.org

Nov. 15-17 ★ **ICA - The Car Wash Show 2021**
Las Vegas Convention Center, Nevada
www.carwash.org

Each show is implementing safety steps to mitigate COVID spread.

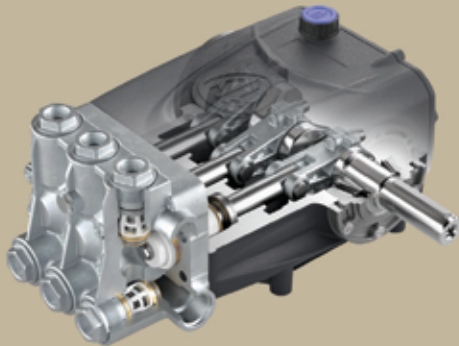
THE RTX SERIES

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

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The Power of Experience



NORTH AMERICA
When Quality Matters

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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

THE DOCTOR'S REPORT

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

Losing sleep over lost towels?

New innovations help reduce towel theft.



"Towels evaporate faster than gasoline on a hot day."

The Exterior Express archetype is the fastest growing business model for car washes. Customers like it and it works. Who would ever have thought that the consumer would pay to share in the work at a car wash. It is brilliant. The patrons now vacuum and dry their car and they like doing it!

However, there is a catch. What about the towels? Fortunately, the customers rarely run off with the vacuuming equipment, but what about the towels? One guy in Phoenix told me "towels evaporate faster than gasoline on a hot day."

This phenomenon can be a problem and yet, it also offers great opportunities for you.

Kleen-Rite's custom signage can help-out with towel control messaging. Customers tell me signs like: "Please help keep our prices low. Return used towels here," and "Smile you are on camera," or "Towels are programmed to self-detonate if taken from this location," all seem to help to reduce theft.

Doctor Joe can also print this same message on your towels and / or your towel's label. One customer with multiple locations printed "Thou shalt not take our towels. Please return 'em." The same towel displayed the wash's name and logo. How about: "Do not take the towels home. Your wife will prefer flowers."



I actually visited two car wash chains that had the same label: "Warning. This towel is equipped with a security tag. Please do not steal." It must work.

There are minimums, but you can have beautiful custom towel labels for FREE from Doctor Joe.

What about printing on the towel?

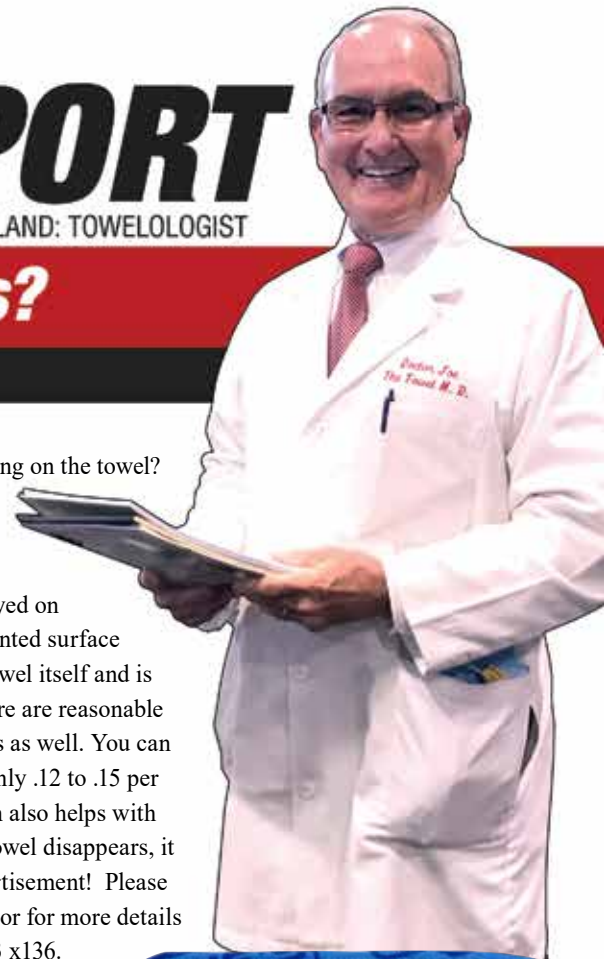
Newer printing technology is less expensive.

The images are dyed on the towel. The printed surface is as soft as the towel itself and is long lasting. There are reasonable minimums on this as well. You can have it done for only .12 to .15 per towel. This option also helps with branding. If the towel disappears, it becomes an advertisement! Please call the good doctor for more details at 1-800-233-3873 x136.



Once your competition starts providing towels for customer's use, you need to provide the same service.

What are the other ways Doctor Joe can help you? You can go cheap on me and buy a less expensive towel. Towels often vanish before they wear-out anyway. Go with DJMF8300-BK, a 16x16, 200 GSM black towel. Or DJMF4000-BK which is a 12x12, 280 GSM black towel. If you drift down market, the more they steal the more you save!



Once your competition starts providing towels for their customer's use on premises, you need to provide the same service. If you holdout you lose market share. Likewise, once you start it is difficult to stop. It is like a government benefit; it never goes away.

However, there is hope. Express Exterior Washes are continuously expanding and adding stores. In the new locations, you can make a paradigm shift and do something different. How about selling towels? When the customer pays at the kiosk, a message can come up "How about a microfiber towel for \$1.00?" Or you can sell three (3) for \$2.00. The attendant at the entrance will deliver the towel (s) to the customer. The only downside is enjoying a twofold return on your investment.

This is where "Doctor Bulky" (DJMF4500-XX) comes in. This is a new line of lavish 16x16, 300 GSM microfiber towels available in Black Onyx, Gold-Leaf, Sky Blue, Deep Orange, and Royal Blue. You will more than double your money. You can turn a towel loss into a profit center. You will stop losing sleep and more importantly, stop losing towels!

Another version of this is to advertise your brand with a packaged

microfiber. Your name, logo, and message can be attractively printed on the package. Here again, there are reasonable minimums. You will be able to sell DJMF1616-XX 260 GSM, 16x16 microfiber towels, in the colors of your choice, in a stunning package with your name on it!



An additional way to go is start a "Towel Replacement Program." This is also called a "Customer Loyalty Program." A unique plush towel is sold to a regular customer or given to a client who signs-up for the Top Wash monthly program. The towel is purchased one time. On each return visit the customer returns the soiled towel. They are then given a clean towel for FREE. This works best if a deluxe 400 GSM towel is used. Doctor Joe's DJMF8500-XX 16x27 in dark colors or DJMF8600-XX 16x16 also in dark colors are the best selections

for this program. They are luxurious towels that suggest quality and value. You do not want to be known as the car wash with the "Dollar Store Towels."



How about "throwing-in the towel." You can give a towel to your clients with each wash. The good doctor has an inexpensive line of soft Pop-Up Microfiber Towels (DJMF1150-XX) They come in a convenient dispenser box. They are portable and affordable. They



DJMF1150-BK	Black	\$13.00	DJMF1150-BL	Blue	\$17.05
DJMF1150-R	Red	\$17.05	DJMF1150-Y	Yellow	\$17.05
DJMF1150-G	Green	\$17.05	DJMF1150-W	White	\$17.05

are available in a selection of five colors: black, red, yellow, green, blue, and white. The attendant simply gives your customers a small towel at the entrance to the tunnel. There are also great discounts available for full-pallet purchases.

Finally, we also do "basic black." Henry Ford once quipped about the Model-T Ford: "you can have any color you want as long as it is black." Doctor Joe holds significant inventory of black microfiber towels in each of Kleen-Rite's four regional distribution centers. The most popular items are bulk-packed: DJMF4500-BK the traditional 16x16 black microfiber, DJMF4200-BK the soft knitted terry 16x16 black microfiber, and DJMF4000-BK black 12x12 microfiber.

Doctor Joe holds significant inventory of black microfiber towels . . .



We can supply you with good quality regular towels until you chose to segue into one of the private branded towels offered above. Printed towels and private labeled towels do take a little time to get, but the wait is worth it.

"It all sounds great, but how do I get started?" Well, the good news is Towels By Doctor Joe® and the Kleen-Rite Corp. make it easy to have towels your way. We have broken down each Exterior Express towel option into one easy step: you just make a call to 1-800-233-3873.

Winding things up, you will like this story. I asked an Exterior Express Wash customer if he had a problem with towel loss? He answered: "Yes. Providing towels was one of the best things I have ever done. My business has grown significantly. We are thought of as the best car wash to get a good towel."

Joseph Gartland
aka Doctor Joe
Towels By Doctor Joe®
Kleen-Rite Corp.



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!



Revisiting Ceramic Coatings and Sealants

Now that I can get back out in the field and visit our wash and detailing customers, I discovered ceramic coatings are still a hot conversation topic. Mike Trudel of Simoniz and Bob Wrasman from the IDA (International Detailing Association) believe that sales opportunities exist to upsell ceramic coatings.

Bob says there is an opportunity for a post-sale application of ceramic spray to a dry vehicle. The spray both enhances gloss and provides an additional three months of protection between applications.

Recently, JBS has introduced a ceramic triple foam sealant used in tunnel, in-bay automatic, and self-serve washes.

Please reach out to us if you have questions regarding ceramic coatings and sealants. Jay Cogley at JCOGLEY@KLEENRITE.COM or Steve Kelly at STEVEK@KLEENRITE.COM.

"I discovered ceramic coatings are still a hot conversation topic."

During my recent visit to the Sweetwater Car Wash locations in Orlando, Florida, I noticed a greeter assigned to each pay station. The greeter promotes the benefits of applying a ceramic sealant to each customer.

Many new ceramic products entered the market over the past two years, including many DIY products from Meguiars, Mothers, Simoniz, and Flitz. These brands are available through Kleen-Rite.

Tunnel and Bay Application

SIMONIZ
SIMONIZ CERAMIC SEALANT

SEE THE DIFFERENCE!
ASK FOR IT TODAY!

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
WMS560	Windmaster Sign	\$78.69
CH2002	Windmaster Stand	\$191.21
SMDC55	Drum Cover	\$109.58

JBS INDUSTRIES
JUST BETTER SOAP

JBS CERAMIC FINISH

AMAZE YOUR CUSTOMERS
Ceramic Finish
Shine & Protect

PART #	PRODUCT	PRICE
JB5322-B	Ceramic Blue Glow Foam	\$104.48
JB5322-Y	Ceramic Yellow Glow Foam	\$104.48
JB5322-P	Ceramic Pink Glow Foam	\$104.48
JB5321	Self-Serve HP Ceramic	\$183.18
JB5320	Tunnel/Automatic Ceramic	\$152.58
SI0226	Ceramic Glow Foam Banner	\$29.99
WMS226	Ceramic Glow Foam Windmaster	\$62.12
SI0225	Ceramic Finish Bay Sign 16" x 23"	\$29.99
WMS225	Ceramic Finish Windmaster	\$62.12
BANNER225	Ceramic Finish Banner 3' x 6'	\$89.99

Detail & Retail



SOLD INDIVIDUALLY

Simoniz Diamond Plate

High-quality, professional nano-ceramic coating that chemically reacts with vehicle coatings to form a smooth, shiny protective layer. Creates a stronger bond than traditional wax. Includes: VisionBlade Windshield Protector, Gloves, Applicator, and finishing towel.

PART #	PRODUCT	PRICE
DPKIT	Diamond Plate Kit	\$83.99



RTU Ceramic Sealant

Simoniz ready-to-use spray imparts a highly hydrophobic, durable finish. Spray on - wipe off formula gives vehicle wax or ceramic coating a boost, and is safe for all exterior vehicle surfaces.

32oz. Spray Bottles
Case of 6

PART #	PRODUCT	PRICE
DTS05220	RTU Ceramic Sealant Spray	\$55.02



Mothers Ceramic Detailer

This instant detailer effortlessly clears away dust, fingerprints, and smudges, while enhancing the protective, hydrophobic beading characteristics of vehicle finish. Spray on - wipe off - that easy!

24oz. Spray Bottles
Case of 6

PART #	PRODUCT	PRICE
MD08264	Bead Booster Ceramic Detailer	\$47.01

The State of the Carwash Industry... and How Dispensers Help



Car washes have several benefits compared to washing a car at home. They are more sustainable, as they use less water and leave less room for chemical runoff into the environment. Some states, including California, even fine people for washing their cars at home because it wastes so much water. Car washes are also quicker, more efficient and are less likely to damage a vehicle's paint job than a home wash.

The Chemistry behind Car Washing

As the industry grows, car washes have looked to enhance their chemical efficiency. Some operations change the types of chemicals used based on the season. For example, Chicago car washes will use a different pre-soak chemical in the winter than they do in the summer when salt removal is not a concern. Other car wash businesses use different acid-based, neutral or alkaline-based chemistries depending on their preference.

Car washes have also started transitioning to super-concentrates, which are designed to lift dirt and grime from car surfaces more effectively.

Depending on the chosen chemical, the cost per wash ranges from as low as \$0.30 per wash to upwards of \$1.25 per wash. By increasing the intensities of chemicals used, this reduces the volume of chemical used per car wash.

The Role of Chemical Dispensers

Chemical dispensers help car wash facilities keep up with increasing demand and the call for increased efficiency and results. Dispensers provide more accurate

dilutions, reduce the amount of water needed per wash and help get vehicles through the wash even faster.

When looking to invest in a chemical dispenser, consider the following features:

■ **Accurate dilution.**

Especially with the move toward super-concentrates, chemical dispensers ensure that chemicals are mixed at the proper dilutions in order to clean cars effectively. It's important to seek out systems that allow operators to easily set flow rates and dilution rates, thereby providing predictable performance and peace of mind.

■ **Streamlined dispensing.**

Some dispensers require two or more pumps to be compatible with a wide range of chemicals. Products like Hydro Systems' HydroMinder WDP simplifies the process by providing one pump that can handle alkaline-based, neutral and acid-based chemicals. This will allow car wash owners to spend more time running their business and less time worrying about mixing chemicals.

■ **Long life expectancy.**

Before choosing a dispenser, research the different types of dispensing systems and find out which brands have proven track records within the industry and won't require replacement for several years. Dispensers that have a long lifespan improve efficiency and reduce costs over the long term.

■ **Ease of use.**

The HydroMinder WDP from Hydro Systems features an adjustable lower end that controls the ratio of chemical that is mixed with water prior to being delivered to the car wash equipment. Most car wash chemicals exhibit different dilution ratios that need to be achieved to be most



effective. Also, chemicals are rotated depending on the time of year, or may be completely changed in the case of using a new vendor. As chemicals are changed, the HydroMinder WDP can adapt as well. The chemical dilution is explicitly printed on the lower end, and the lower end can be twisted accordingly to match-up with the required dilution ratio. There is no need to experiment with new tips and/or eductors.

Delivering Cleaner Cars

The bottom line of the car wash industry is that customers will keep coming back if their cars are cleaned quickly and effectively. Similar to choosing the proper air dryers and tunnel controllers, it's essential to install and maintain the right dispensing equipment at your car wash. As technology evolves, it's essential to choose a chemical dispenser that can keep up with modern industry demands.

For more information on this topic, reach out to a Kleen-Rite representative, we are happy to answer your questions.



ADJUSTABLE WATER DRIVEN PUMP

Use For: Pre-soak, special chemical applications, wax, protectants, rinse aid, detergent, tire care.

FLOW RATE: 0.02 GPM - 11 GPM
PSI: 5 - 90



PRICE	PART #	MODEL	INJECTION RANGE
\$457.82	IN117947	2% Adjustable	1:500 (0.2%) - 1:50 (2%)
\$481.92	IN117948	5% Adjustable	1:128 (0.8) - 1:20 (5%)

WHY PAINT?

Post Guard Bollard Covers
Maintenance-Free Bollard Protection
SAVE MONEY



Post Guard Traveler
Portable Traffic Guide



Height Guard
Clearance Bars
Reduce Damage

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!

Should You Add Large Truck Bays

By Job T. Leach



to Your Car Wash Facility?

Large truck bays have great profit potential for some car wash owners. They can attract a whole new customer segment that generates new revenue without interfering with regular car wash customers. Even better, these types of customers may visit your wash on a daily basis once they know they can rely on your facility for effective, convenient washing of larger machines.

Kleen-Rite President Mike McKonly points out that the size of a truck bay has potential beyond just trucks, saying, "That's one of the best parts of having a truck bay; many vehicles will come to visit. Boats, RVs, horse trailers, equipment contractors, and tractor trailers can all come to the truck wash."

Jim Browning of F & T Power Wash in Palmyra, Missouri said that he considers a large bay "a necessity" for his business. "You need a space with bigger height and width dimensions. People that need that much room will go somewhere else if you don't have it."

In addition, Browning thinks a large bay can be an excellent way to create new customers for the regular car wash. "It works because it really does clean their big vehicle, and when they see that, they might return and use the car wash."

We had a constructive conversation with Jeff Staffin, owner of Lil Rascals Car Wash locations in the Dallas/Fort Worth area. On adding large bays, he said, "There's a place for it. If somebody is in the right location it makes a lot of sense. It's what has allowed me to grow and it's been good financially."

"It's what has allowed me to grow and it's been good financially."

Remodeling a car wash in any way is a big step requiring a lot of planning. However, owners who update their facility armed with knowledge of their market, a commitment to finishing, and a realistic timetable will find themselves rewarded for their efforts. Let's take a look at some of the details you should consider before adding a large bay to your property.

Demographics and Location Incredibly Important

Staffin was very clear that understanding your car wash location and the surrounding demographic is crucial before deciding to add a bay.

"I think the demographics have to be a large area catering to industrial trades. Construction people will come to you. I look all day long and we're getting the gravel trucks, the owner-operator, over-the-road type tractor trailers. We get directional boring companies that wash their equipment and wreckers. I've gotten cement trucks, horse trailers, RVs. You pull from all sorts of areas, but I do believe demographics is going to be the biggest factor of what you're going to pull from and if you're going to get enough business."

He spoke on the fact that the prosperity of his best truck wash is owed very much to its perfect location.



"One of my truck facilities is a very unusual location. I'm right there near truck alley, a large industrial area... and I'm at the corner of a freeway. It's an extremely high-volume truck wash. It's truly what has allowed me to grow my business into several great self-serve car washes."

Have the Space Necessary for Large Bays

While having a lot of space for large bays seems obvious, there might be more to it than you think.

“Space is key. Remember that larger vehicles means that you need more space around the bay,” said Kleen-Rite Vice President Keith Lutz.

Having the space to add big bays means more than just having what’s needed for the footprint of the bay structures. It means having a spacious area surrounding the bays where oversized vehicles can safely move around without causing accidents or traffic blockages.

on an excavator, excess grease will be present in your large bays. This can be dealt with by buying special degreasing chemicals that specifically target those lubricants that can be extremely stubborn to remove.

The hassles of mud, grease, and other mess in large bays are certainly not insurmountable. It just means you may have to adjust your cleaning schedules, look into different equipment that makes cleaning easier, and



Building Damage

With large bays, expect to do a few more structural repairs than you are used to with a regular bay. Be prepared to do building repairs yourself, or have a reliable person/company who can do those fixes quickly at a reasonable rate. With large vehicles constantly moving around, extending booms, lifting beds, and squeezing into tight situations, accidents do happen.

More Frequent Bay and Pit Cleaning

We also spoke with Larry Groen, who owns Roadrunner Car N Truck Wash in Bloomfield, New Mexico. He has experienced success with large bays, but was adamant that wash owners should know exactly what they’re getting into before adding them to their wash. He was especially sure to point out that the mess industrial vehicles leave behind can be a real hassle if not addressed properly.

The core of his truck wash business is rooted in the oil drilling industry near his location. While it provides the volume he needs to operate the bays, it doesn’t come easy.

Groen commented, “For my area it was mostly de-mudding rather than over-the-road trucks. Where we’re at, when we were really busy, we’d haul out six truckloads a day. That’s six 5-yard dump truck loads. That was specifically because we’re near the oil field area, and that would have been during spring when it was really wet.”

That’s an incredible amount of material, and it must be noted that Groen’s mud situation is not typical of most areas. But it is likely you will need to maintain a more frequent schedule of cleaning out your bays and emptying sludge pits than you would with your car wash bays. Either that, or add a pit that’s larger than a regular one.

And yet, even with the messy obstacles to overcome, Groen finished by saying, “It worked out okay for me being in a heavy oil field area with a lot of mud. It’s done good for me.”

Grease is also a common issue when dealing with larger industrial vehicles. Whether it be from the kingpins on a semi or the exterior parts

research what chemicals are needed to handle the unique mess left by industrial vehicles.

Environmental Issues

Staffin pointed out, “You also have to deal with industrial environmental issues. The trucks tend to not want to stay in the bays. They’ll start stretching out the wands and hose to try to wash outside of the bay.”



Truck washers want to clean as much as possible in one pass without moving the vehicle, and that means they might not contain their spray to the bay. The resulting problem is that water doesn’t make it back into pits and reclaim systems. If contaminated water gets into systems where it doesn’t belong, it can cause environmental problems. Consequently, that turns into legal issues for the truck wash business.

Staffin continued, “Luckily, our environmental people where we’re at, they understand that this is a self-serve. We have short hoses. We have signs everywhere to explain (to customers) and educate them to please keep all water in the bay. We have a full-time attendant. They (environmental regulation) also know that a truck, if it drives forward, water is going to carry off it.”

Many car wash owners already have a relationship with local officials who handle environmental issues. Use those existing relationships to be proactive and have your ducks in a row before adding large bays. Understanding the environmental legalities for your specific area means one less headache down the road with your large bay.

Attracting Industrial Companies for Regular Business

Rather than worrying about marketing to companies, you’re probably

better off being prepared for the unique issues that large vehicles will bring to your facility. If you're ready for them and provide a good experience to the vehicles who organically show up to your wash, the continued business and word-of-mouth endorsement will be better than any marketing plan or cold-calling attempts.

Being prepared means having proper signage that directs, helps, and warns customers about specific issues in the bay. It also means having an attendant on duty to assist customers and constantly clean pits. Finally, it means having rugged pumps, extra-long handles, durable brushes, and other supplies that will stand up to the abuse of a high-pressure, high-volume oversized wash bay.



Memberships and Fleet Agreements

Staffin does not personally use memberships or official agreements for his large bays. For his incredibly high-volume trucking area, memberships are not necessary. For others, it might be a good option to guarantee revenue flow each month. In addition to commercial trucking, you may want to cater to industries like EMS, fire trucks, ride shares like Uber and Lyft, or municipal vehicles. Contractual agreements might end up being a boon to your business.

Browning, for example, has a fleet arrangement with the state highway department in Missouri. When the department's vehicle washing equipment broke down, they sought out Browning and arranged to wash their vehicles at F & T. It was convenient for both parties: the department didn't have to purchase and install new equipment, and Browning had a regular flow of business from them.

If you add large bays and think memberships might be right for you, consider contacting the experts at EverWash to help you tailor a plan.

Prepare for the Difficulties; Find the Opportunity

Despite the hurdles, large bays have played an important part in the growth and evolution of all these owners' businesses. Operators should take their insight about the difficulties seriously and plan accordingly when considering adding large bays. Still, the fact remains that these businesses have seen long-term success using large bays. That means the opportunity is there as long as you do your due-diligence and commit to the added work!

Check out our Large Truck Bay Checklist on the following page to see some of the products that will make your big bay dreams a reality!

DIXMOR



The Most Reliable CAR WASH TIMERS



LED6 VAC/BAY TIMER

- Standard 24VAC timed output, 4 extra I-O's for combo machines
- Two separate time and price settings.
 - Credit card input features.
- Shelf mount timer - 3½"W x 2"T x 3"D
- Bright red dot matrix LED Display

\$249.99 DMLED6



ULTIMATE TIMER

- Giant 3½" x 11¼" LED display
- Programmable, moving type display
- "Last minute warning" horn output
- Stainless steel enclosure
- 19" x 8½" x 1½"

\$654.99 DMD2002



WEEP MIZER FREEZE PROTECTION

- Keep your lines from freezing this winter track of external temperatures so you won't need to run water through the weep when it is above freezing.
- Cycles your weep system on and off
- Continuous display of outside temperature
- Battery backup
- Easily programmable with two push buttons

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FREE

all month long!



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Vending Decals & Overlays
Available For All Products

**\$27.25
per 72 pack**

Save During August! Buy 5 Get 1 Free Bomb 72 Vend Packs!



LARGE TRUCK BAY CHECKLIST



By Job T. Leach

Already have large truck bays? Thinking about adding supersized bays to your existing facility? Take a look at this handy checklist to make sure you've got the supplies you need to position yourself for success with your big bays.

Heavy-Duty Pumps

A great starting point is to find pumps that are durable enough to withstand long duty use at higher pressures. Larger vehicles simply require more spraying time to tackle larger surface areas, while higher pressures are necessary to remove the heavy-duty layers of dirt and other crud.

While getting pumps with higher pressure capabilities is smart, it's equally important that they can withstand rigorous duty cycles. Marc Palasek, General Pump sales manager, suggests these models from the General Pump Emperor Series:

	General Pump HTCK3623S Emperor Series Pump		CALL
	21 GPM, 1500 PSI	GPHTCK3623S	
	General Pump HTCK4050S Emperor Series Pump		CALL
	40 GPM, 1500 PSI	GPHTCK4050S	

Durable Brushes

Brushes will take a beating in large bays, so you want options that are tough but also economical. Since you're dealing with rugged vehicles that are looking for a thorough cleaning more than a showroom shine, nylon bristle brushes are often an excellent, affordable option for large bay applications. Try these brushes:

Value Line 10" Green Nylon Truck Brush



KRV1135	\$11.99
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Erie 10" Yellow Nylon Truck Brush



EB232650	\$12.74
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Erie 10" Orange Synthetic Bristle Truck Brush



EB232200	\$12.74
----------	---------

Weiler 10" Heavy-Duty Green Nylon Truck Brush



BR0106	\$12.28
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If you still want the premium experience of hog's hair for your larger bay customers, choose ones with long bristles:

Value Line 10" Hog's Hair Truck Brush - 4" Bristles



KRV1140	\$24.99
---------	---------

Hog Daddy 4" Bristle Hog's Hair Foam Brush with Aluminum Head



KRV1102-B	\$49.99
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Erie Brush 10" Wide Hog's Hair Truck Brush with Bumper



EB23350	\$84.29
---------	---------

Erie Brush 10" Truck Brush Hog's Hair with 4" Exposed Trim No Bumper



EB233400	\$85.40
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Long Handles

Make it easy for customers to reach all areas of their large vehicle without having to stretch or dangerously balance on tires and fenders. Long handles are superior to steps because steps are more dangerous, can cause liability issues, and often get run over and ruined by vehicles.

Hamel Aluminum Coated 6' Foam Brush Handle

Black	FHA72BK	\$17.69
Blue	FHA72BL	\$17.69

Erie Brush Wooden 6' Handle

Wood	EB222300	\$5.30
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Long Booms

Super-sized booms allow customers to easily get around their big vehicle without stretching hoses or getting hoses caught on parts of the vehicle. Mosmatic has excellent options:

Mosmatic 360° Degree Ceiling Mount Boom

9 foot - 4,000 PSI	BOM66079	\$575.19
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Mosmatic 180° Degree Wall Mount Boom

9' 10" - 4,000 PSI	BOM68589	\$607.82
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**Booms are drop ship only items*

Don't forget, Kleen-Rite is also the best source for bulk high-pressure hose at the lowest prices around. You'll need extra-long hose sections as the perfect complement to your long booms.

Large Bay Chemicals

Simoniz offers a special cleaner designed specifically for vehicles on the bigger side. Simoniz Big Rig is great for cleaning road film and diesel smoke off of cars, trucks, and equipment. It works as a highly effective degreaser, too! Available in 5, 30, and 55-gallon sizes.

Simoniz Big Rig Truck Cleaner - Liquid

5 Gallon	PA5545	\$38.61
30 Gallon	DR30545	\$256.58
55 Gallon	DR55545	\$345.99

Big Rig Truck Cleaner Kit - 5 Gal. Liquid & 40 lbs powder

5 Gallon Liquid, 40	PO1140	\$170.92
---------------------	--------	-----------------



High-Strength, Corrosive-Resistant Stainless Steel Fittings

We highly recommend using stainless steel fittings if you're going to add a large bay. They simply stand up better than brass and softer metal to higher pressure levels and long, continuous usage times.



ULTRA 80 - 16" X 27" Microfiber Towels - 12 Per Case



\$21.45	DJMF8000-BL	Blue
\$21.45	DJMF8000-DG	Dark Green
\$21.45	DJMF8000-R	Red
\$21.45	DJMF8000-BK	Black

ULTRA 85 - 16" X 27" Super Plush Microfiber Towels 12 Per Case

\$26.13	DJMF8500-BK	Black
\$26.13	DJMF8500-CHAR	Charcoal



ULTRA 32 - 16" X 24" Waffle Weave Microfiber Towels 12 Per Case

\$31.02	DJMF3200-R	Red
\$31.02	DJMF3200-DG	Green
\$31.02	DJMF3200-BL	Blue



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Added Security

Put your mind at ease with tokens. Minimize staff supervision and help deter theft



Marketing Options

Set your Car Wash apart and help build your brand with custom tokens



Flexibility

Whether for a promotion or price fluctuation, you can simply adjust the value of your tokens

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

THE KLEEN★TEAM

James Gambler

Inventory Manager

James Gambler has been a valuable member of the Kleen-Rite team for six years. He serves as Inventory Manager, and enjoys working with everyone at Kleen-Rite's Mount Joy warehouse.

When not working, James enjoys taking trips to the battlefields of Gettysburg a few times a year with family and friends. In the winter and early spring, he likes watching NHL hockey and is a Boston Bruins fan.

James is coming up on 28 years of marriage. He and his wife have one daughter, who is a school teacher in Lancaster county.

We appreciate James's hard work and great attitude towards coworkers. He is an important part of the Kleen-Rite's success!



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.

Lock It Down!

By Drew Tyson

Security Solutions for the Modern Car Wash

Car wash security is an important part of running your car wash business, successfully. Failing to provide the best in security can endanger your customers, your workers, and your investment. Skimping on security can leave you vulnerable.

Where do you start? Security is not something we often talk about – we love to discuss the best brush heads, or the coolest tunnel effects. Security can be boring. But it's a must! So what should you do to make sure your car wash is as safe and secure as possible?

Risk Assessment

A risk assessment of your property for security purposes means taking into account all the hidden areas, hard to observe areas, unfenced or unsecured areas, money storage, information storage, and so much more! It's the first step towards creating a comprehensive security and safety plan. Sometimes, security steps can include tasks as simple as trimming back trees and bushes to eliminate hiding places, or blind spots for your cameras.

Unfortunately, it's not just a risk assessment of your property and systems that you need to undertake. Everyone you hire needs to be subject to a level of risk assessment as well. How reputable are they? Do they have good recommendations? What's their employment history like? This isn't to say someone with a short employment history is a risk. In fact, some of the best car wash employees don't often have the best employment history – maybe they just haven't found the right spot yet? Making sure you do your due diligence on personnel provides internal security.

Physical Security

Sometimes the most tried and true ways are the best ways. Physical security solutions are clear visible to both the customer and the potential offender. This helps them act both as piece of mind and as a deterrent.

Lot Design

Simple design of your lot and wash plays a big part in your security. Are your vending machines and bill breakers in an open location, or in a lockable, contained location? As mentioned above, is your lot overgrown, do bushes and buildings provide for hiding spaces? Are your windows low and easy to open or break, or are they higher up, and have you used reinforced, hard-to-break glass?

Making your facilities physically difficult to get into when locked down is a great way to provide security. Every barrier between the thief and the target is another chance to make them walk away. Consider putting your bill breakers, change machines, vending units, and your ATM (if you have one) inside a lockable vestibule. Use reinforced glass where possible. Put numerous barriers and lockable doors between your money room and the outside.

A building designed with safety and security in mind will be your best defense.

Locks

The second-best defense? A solution that has been used for centuries – locks. Many thefts and burglaries are crimes of opportunity. It's been well demonstrated that thieves will get frustrated and walk away when thwarted in the first minute or two. Sure, you'll have your persistent ones, but many are deterred by the presence of a lock.



Disc locks and padlocks are excellent and highly visible deterrents to potential thieves. They can be used to secure doors, coin boxes, bay doors, equipment sheds, or any other area you don't want customers or thieves getting in to.

Anti-Theft Devices

A wide variety of specialty anti-theft devices on the market help to protect your investments. Security frames prevent the casual thieves from trying to grab product from your vending machines. Box covers and lock bars for your vacuum and in-bay coin boxes provide an extra layer of resistance, on top of the integrated cam locks and plug locks that most of these boxes already feature!

Many pieces of equipment feature high-security options as an integral part of the equipment. For instance, the high-security coin boxes use thicker than normal steel, reinforced housing, plug locks, and other features to protect funds. Most vending machines feature a ton of security features already, but you can go one step further by protecting

them inside a Free-Standing Security Enclosure that makes them even more impenetrable! There are tons of ready-made options to secure your valuable machines.

Lights, Cameras, Action!

The more advanced security solutions offer increased protection, such as strategic lighting, quality cameras, and customer information systems.

They add peace of mind for the customers, and for you as the owner! These involve a bit more capital outlay on your part – but they stand to protect your business above and beyond the basic security measures.

Lighting

A well-lit lot, observable from the outside – think passing police and traffic, or even a security patrol – is a less attractive target to potential security risks.

One of the most cost-effective solutions for owners are photocell-controlled floodlights. These lights turn on and off to compensate for lighting, meaning you don't have to worry about someone forgetting to turn them on when night comes. They also go off automatically when the sun rises, so they don't draw electricity all day. Just as important as the types of lights are where you place them - lighting positions are important. Covering all areas of your lot increases security and safety:

- Wall lighting for the perimeter of your building helps to highlight the immediate area around your bays and connected vacuums. They can be controlled through wall switches or wired to a photocell for automatic on/off lighting.
- Vacuum islands and other stations away from the central building will need to be illuminated. In this case, pole-mount lights will generally be your best choice. If you opt for newer vacuums arches, some of them integrate LED lighting, or you can purchase inexpensive aftermarket attachments and fixtures.
- Landscape lighting can take away potential hiding places. Illuminate around buildings and bushes, along walkways, to highlight signage, and to cast light on the building from the lot perimeter.

A well-lit lot is perhaps the best two-fold improvement for your lot. In addition to the security it offers, good lighting makes the customers feel safer. If you are looking for an upgrade that will aid security and perhaps entice more customers, this is the one to make!

Security Cameras and Surveillance Systems

Connecting everything together is important. You can't be on call and observing everything, every day – you've got a business to run! A ready-to-install system like those from Turbo Wash incorporate cameras, a DVR, and wiring



into a ready-to-install package that will set you up for a secure property! While the basic 4-Channel DVR Security Camera System is a great starting point, especially for smaller washes and lower budgets, the 16-Channel Premium Security Camera System is the Rolls Royce of systems, the best your wash will find!

We also offer the components needed to build out and expand a system,

repair a system should components break down, or even piece your own together. That being said, we recommend starting out with a plug-and-play system, as it has all the kinks already worked out. From there, it's easier to expand if needed – or take notes for building a system for a second or third location, or a centralized office!

Information Security

In the modern world, information security is just as important as physical security. Everything from keeping membership records safe, to preventing credit card skimmers from attacking your bill breakers, to stopping coin fishers and the like. As we continue to incorporate online and mobile payments, use point-of-sale software, and rely on customer management software to give us a leg up, we offer access points for hackers and other cybersecurity breaches.

Our recommendation is to partner with membership programs, POS providers, and payment processors with high reputation for cybersecurity. We're not IT specialists, we're car wash owners and workers! Use the best resources for the job. Membership programs like EverWash are renowned for high security, while the CryptoPay options for your vending machines, vacuums, and more protect the customer's financial data while making sure you get paid, at affordable prices!

Reaping the Benefits of Safety and Security

Customers love safety and security. They want a wash where they are comfortable. At the same time, you want everything you have worked so hard for to be safe and productive. A safe, secure lot does both!

Customers are highly unlikely to keep returning to car wash locations that feel unsafe. They won't use machines that they are worried might skim their credit card data, or vacuums where nearby dark spots may hide animals or ne'er-do-wells.

At the same time, your investment of time and money into a security system is likely to save you time and money in the long run. It will deter criminals or provide evidence should they commit the crime. In fact, security systems can even pull double-duty and allow you to monitor and evaluate everything from staffing to prime maintenance times! A smart security set-up for your carwash is invaluable, now and for your future success!



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

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

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Galvanized or Stainless Steel

GUF	Galvanized	\$13.13
GUF_SS	Stainless	\$15.45

Red, Black, Blue & Orange



Snap In Foamy
Brush Holder
Red or Blue

FBHH916	Red	\$13.41
FBHH916BL	Blue	\$13.41



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



Rubber Vac Clean Out Bucket

VDC10	\$28.99
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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



Dog Days of Summer CONTEST



Little Trees®

Are you connected with Kleen-Rite across our social media channels?

If not, now's the perfect time to become part of the Kleen-Rite online community! You'll find regular specials and updates regarding Kleen-Rite and the parts and service we provide. You can reach out to our team via Facebook, LinkedIn, Twitter and Instagram with questions and comments. Most importantly, you'll gain access to exclusive contests, deals and specials only available to our online followers!

Right now, if you hop on to our channels, you'll be just in time to take part in the Kleen-Rite and Little Trees® Dog Days of Summer Contest!



At Kleen-Rite and Little Trees® we love our dogs... but man, they sure can stink up our vehicles! Little Trees® provides a wide range of fragrances that will make traveling with a pet more pleasant. They are some of the most profitable vending and retail items around.

Winners will be contacted, and you'll get to see all the winners and their pups on August 31! Maybe you'll even get to see some of our best friends in there as well!

**YOU COULD WIN UP TO:
\$2,000.00 of 72-Count Little Trees®**

**5 Winners Will Each Receive 6 Boxes Of These Scents:
Black Ice, New Car Scent, Caribbean Colada, Vanillaroma®, & Strawberry!**

So, show us a picture of your favorite dog and your favorite Little Trees®! It could be in your car, a customer's picture, or even in your retail location! Just show us how much you love Little Trees® and pups in a single picture!

All you gotta do is:

- Make sure you are friends with Kleen-Rite on your favorite social media platform (LinkedIn, Facebook, Instagram, Twitter)
- Upload your picture
- Tag Kleen-Rite in your post - @kleenritecorp on Facebook, Instagram, and Twitter
- Tag a friend in the car wash industry - anyone who you think would be interested in what we provide!
- Use the hash tag #KleenRiteDogDays so we know you want to enter!

And you'll be entered to win a sampler featuring 6 72-packs each of our Top 5 Little Trees® aromas (Black Ice, New Car, Caribbean Colada, Vanillaroma®, Strawberry) valued at nearly \$2,000 MSRP! 10 winners will be chosen on August 27. We'll accept 1 entry per platform - post across all 4, and you'll get 4 entries!



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CERAMIC FINISH GLOW FOAM®

JBS Industries is proud to introduce a groundbreaking new ceramic-infused tri-color technology. It produces a layering effect and 25% more shine that is ideal for self-serve foaming guns, IBA rollovers and tunnel applications.

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KLEEN-RITE CORP.
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Manufacturer SPOTLIGHT

Highlighting The Companies That Make Our Products



JBS Industries and Kleen-Rite have a long history of trusted business partnership. For over 25 years, JBS Industries has been a principal vendor in the Kleen-Rite catalog. That said, JBS Industries is a leading chemical manufacturer that has been creating high-quality car wash and industrial cleaners since 1979. They remain highly accredited in the car wash industry as an influential car wash chemical manufacturer.

While JBS has a rich history of reliable chemical production, they know that today's car wash customer looks much different than yester-years. In this fast-paced world, customers want a clean, freshly waxed, straight from the showroom look. This high demand drives the need for constant innovation and expansion of our product offerings. With this in mind, JBS has invested in extensive chemical research and development to remain at the forefront of all advanced chemistry findings. Their latest products with ceramic infused technology are a direct result of continued chemical advancement. By displacing water even faster than traditional protectants,

products such as their Ceramic Finish formulas reduce dry time dramatically and produce a high-quality shine like never seen before in car washing.

Their focus has always been to provide customers with the highest-performing products to produce the best results, and through that they strive to manufacture and deliver the freshest chemicals to you. JBS created the Fresh Soap initiative which emphasizes made-to-order manufacturing to ensure the freshest most active chemistry online at your wash. In conjunction with high dilution ratios and product consistency, their chemicals provide dependable maximum strength cleaning power every time.



Owner and longtime car wash enthusiast Scott Baeten has had a passion for car washing since his childhood. He was introduced to the business by his friend's father who owned several in the Cincinnati area. He worked at these washes throughout his childhood and his passion grew. He owned and operated car washes for 10 years before joining JBS in 2000. Scott and his wife Lurie bought JBS Industries in 2006 and moved all manufacturing from South Carolina to a new state of the art manufacturing facility in Lebanon OH. They obtained full ownership in 2014. As a family owned and operated business, they are personally invested and centered on customer first values. With JBS, you will receive premium quality products at very competitive prices. That's why JBS means JUST BETTER SOAP!



JBS soap products are available at Kleen-Rite.

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

Finally having a successful membership program at your self serve car wash.

THAT'S
**HAPPY
WASHING**



By combining CryptoPay's cost effective, secure, and simple payment processing technologies with EverWash's membership sales and subscription management platform, we've created a turnkey, revenue driving membership solution for self serve car washes across the country.

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



Unlocking Monthly Membership Potential for the Self-Serve Car Wash



CryptoPay and EverWash partner to create a Monthly Membership program for Self-Serve Car Washes

EverWash, the industry's leading membership provider, and CryptoPay, a leader in unattended payments for self-service car wash locations, are working together to bring monthly programs with comprehensive member management and marketing services to unattended car washes across the country.

"We've been working with EverWash for the last several years in offering a membership solution primarily to sites with an in-bay automatic. We believe it's time to expand this offer to self-serve sites as well," said Dave Richards, Vice President of CryptoPay. "This will allow self-serve sites to compete with other washes in their area that offer membership to customers."

This partnership represents an opportunity for self-serve car washes to quickly and easily launch revenue generating membership programs with no startup costs. EverWash and CryptoPay will leverage existing technologies at CryptoPay equipped locations to allow for turnkey membership solutions managed by EverWash mobile app users.

"We have hundreds of partners with tunnel and in-bay automatic washes. Now, in partnership with CryptoPay, we are moving to become the membership leader in the self-serve space as well," said Scott Pashley, Chief Revenue Officer of EverWash "We are excited to give self serve washes the same opportunities tunnels and IBAs have to launch a lucrative membership program with no upfront investment and no ongoing fees."

Current CryptoPay self-service customers can get started with EverWash right away. Self-service car

wash operators looking to get started can also reach out to EverWash directly for a free consultation, and get started on a path to generating more recurring revenue from their customers than before.

CryptoPay supplies point of sale solutions to the unattended cleaning solution environments, including the car wash and laundry industries. Founded in 2001 with a goal in mind to keep transactions secure, the process is cost-effective, and simple to use and install. We offer solutions that pay for themselves. Combined tickets reduce credit card fees and credit card use is proven to increase purchase and final ticket expenditure. We make it easy for your clientele. With easy to understand and visual queuing graphics, we make the payment process as simple as possible. For more information visit GetCryptoPay.com.



EverWash is the industry's fastest growing car wash network, approaching more than 500 participating locations across the country. EverWash's team of membership experts provide ongoing sales, marketing and customer support to partner washes, while the EverWash App gives customers the ability to sign-up for and manage their membership anytime and anywhere. Learn more by visiting EverWash.com or MoreWashProfits.com.

HOW DO I ADD CRYPTOPAY

to Laurel drop-shelf vending machines?

by Chip Kent

Simply put – you need the Laurel ‘DigiMax’ style of circuit boards for Cryptopay.

DigiMax circuit boards incorporate:

- Separate plug built in for the Cryptopay swiper
- Large dot matrix LED display which clearly scrolls words across the display
- Board colors are **Red** for 3 or 5 column venders, **Blue** for 1 column venders

The transition to DigiMax started in late 2014 with the most noticeable change being a larger, dot matrix style LED display (this is the source of the ‘DigiMax’ name). DigiMax circuit boards also changed colors to help visually stand out: Red boards are for the 3 or 5 column machines, blue boards are for the single column machines. This helps all of us when there is technical phone help needed.



The first generation of Laurel electronic vending machines that started in 1998 all incorporated an ‘old-school’ looking green circuit board, along with a small red LED display. These cannot be hooked up to any credit card system.

Can I convert an older Laurel electronic machine to DigiMax?

Yes, there are retrofit kits to upgrade the older green circuit board machines to DigiMax. The kits are unique to each vender model in the Laurel line-up. Older electronic venders can be converted to coin-only (like their original function), or coin and Cryptopay credit swipe. The retrofit kits include a new vending machine door, DigiMax circuit board and everything needed to take advantage of the new options. The retrofit kits for Cryptopay conversion include the swiper mounted on the door and a custom connecting cable which makes for an easy upgrade. The reason for a new door is the larger LED window built in so you can see the entire DigiMax display and all the helpful customer information.



Can the CryptoPay swiper be added later when I am ready?

All that is necessary is to purchase 2 parts and drill 3 holes in your vender door.

- The CryptoPay swiper for Laurel venders is CPS3005-10D
- The custom connecting cable is LP89979
- Holes are 3/16" diameter (2) and 3/4" diameter (allows passing a 6 position plug)



What are the advantages of a CryptoPay system on Laurel venders at my carwash?

■ **Earn more.** Operators report a higher gross and a higher net return from equipment that offers a credit card transaction.

■ **Monitor your sales.** Credit card processing and totalizing lets you see far more individual and specific information on what is sold, how much is sold, and when.

■ **Better for your customers.** More choices make better choices, coins or card.

■ **Better for your health and safety.** You do not have to haul as many coins back and forth and expose yourself to others while you collect and distribute. Credit card money is much lighter, even large amounts!



The vending machines operate on the CryptoPay network just like a vacuum or bay does, though you will see the swiper difference of "no button on the swipers made for vending machines".

Can I convert my mechanical pull-handle vending machines to electronic venders that have CryptoPay?

It does not make financial sense – too much money and too much work. The smart move is to replace multiple mechanical venders with the 3 column electronic vender with CryptoPay installed. You will have individual column pricing for different products (25c - \$99.00), vend counters for each column, good door decal and product overlay decal choices, 1 set of electronics for 3 columns, and even the new option of a 19 shelf column that can fit bigger product sizes that have higher vend prices.

EXTERIOR EXPRESS WASH

Black Microfiber TOWELS

Black Ultra-42

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

DJMF4200-BK

\$86.40



ONLY .45¢ EACH

Black Ultra-45

- 16" x 16" Microfiber
- 300 per case
- 300 GSM

DJMF4500-BK

\$135.00



ONLY .45¢ EACH

TOWELS BY DR. JOE®

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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



HOG DADDY

FOAMY BRUSH

**PREMIUM
SOFT
HOG'S HAIR**



Operators can rely on the durability and scrubbing power of the Hog Daddy brush! Available in three popular colors, this brush makes a great addition to your self-serve car wash bays. Best of all, it's made with real hog's hair. Compared to synthetic bristles, the soft hog's hair reduces the risk that scratches may occur.

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



**POWDER
COATED
ALUMINUM
HEAD!**



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

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



LONDON MAT INDUSTRIES LTD. A SUBSIDIARY OF
Topo/Match

MANUFACTURER OF SENSING AND SIGNALING PRODUCTS FOR PROTECTION DETECTION AND SAFETY!

- 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

KLEEN-RITE CORP.

*Also available in yellow

MANAGING YOUR

ONLINE PRESENCE



By Drew Tyson

GOOGLE, SOCIAL MEDIA, REVIEWS, RESPONDING TO BAD REVIEWS, ETC.

Like it or not, the world is online. It's how people get connected and stay connected. You used to call or send a letter. Maybe you used to call 411, or check the phone book or a recent newspaper for contact info or a review. Now, it's up there 24/7 for instant access, and open for anyone to review or chime in on.

Whether or not we like it, that's a cat that's never going back in the bag.

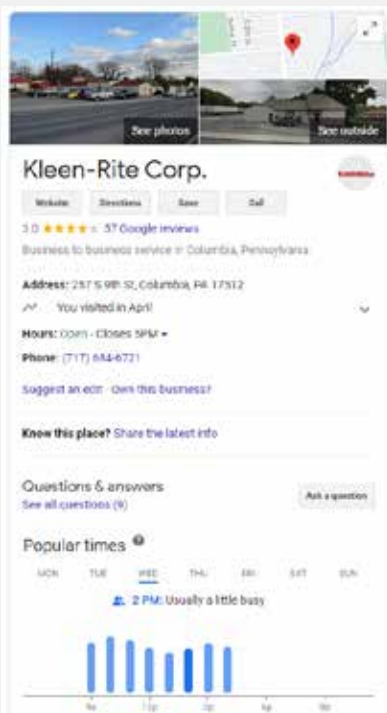
As a business, making the most of what the online world has to offer, and mitigating the issues it can pose, is integral to your long-term success. Establishing an online presence, adapting it into business practices, and addressing current and potential clients across online outlets is becoming a must.

Google My Business

Making sure your business is represented appropriately online can span across a number of sites and listings. One of the most important ones to tackle is Google My Business.

Your Google My Business listing is going to be the first impressions for many potential customers looking your business up online. Making sure you've got the right representation there is key. Make sure you claim your business, and then get down to setting up your listing. The following are key to include in your listing:

- The correct address: Make sure they can find your wash easily!
- One or two pictures of your exterior and signage: See above.
- Other engaging photos: It's your opportunity to also show off



great landscaping, smiling employees, happy customers, and so much more.

- Phone Number: Easy contact in case of questions or problems.
- Correct Hours: No one likes going to a place that claims it is open at the specified time, and it isn't. Make sure to update these as your schedule changes – many businesses are still posting their hours for early in the pandemic, and aren't letting customers know they're now open more!
- Correct category: Make sure you are listed primarily as a "Car Wash" but also include any other services you provide!

Gaining control of these factors and keeping up with them is important – your My Business listing is usually the first thing a perspective client will come across when they are searching for a wash to go to.

Social Media

Having a social media presence is integral today, particularly with the car wash industry becoming increasingly competitive. It gives you opportunity to reach out with limited incurred cost, and allows you to increase brand visibility and identity.

Your social media presence gives you the chance to tell a story, one that you control. Show behind-the-scenes pictures out there, brag about new equipment, show off great new deals! You can engage one-on-one with customers and promote your employees. It's a chance to sell what makes you unique.

That being said, don't be a spam channel. While we are your leading distributor of car wash and pressure washing equipment, that's not the sole focus of Kleen-Rite's social media channels. We want to show off the washes of our clients, pass on valuable news tidbits that can impact you as car wash owners, and give you a glimpse "behind the curtain" to see some of what goes on at Kleen-Rite, including fundraising drives, construction activities, and other ways we are evolving to serve you better.

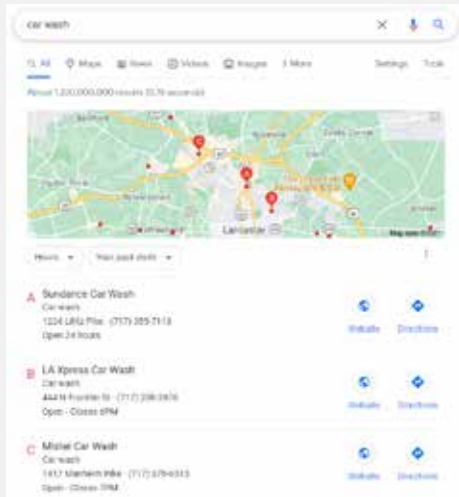
In the same vein, you'll want to provide your customer base with a variety of engaging stories and topics. Plan your social media approach out ahead of time – consider having specific themes for days of the week to make it easier! Plan ahead by weeks, even months – but makes sure you leave flexibility should something spontaneous come up.

If you don't have a presence, why not? It's not the hardest thing to get up and running, and there's no time like the present to get started!

To Website, or Not to Website?

Having a professional, engaging yet simple website can be a great asset for a car wash. It's a hefty presence and provides a great sense of permanence in the modern commerce world. Unsure businesses are slow to publish websites – but those who are confident make sure they have one.

Like with anything else, it needs to be done well. A poor, haphazard website may give customers the impression that the wash itself is not up to snuff. Smart, clean, and clearly branded websites will work miracles to bring around your customer base! There are plenty of services out there that can help you with this if you aren't website-savvy, including a number of website builders, marketing agencies, and consultants that focus solely on the car wash industry.



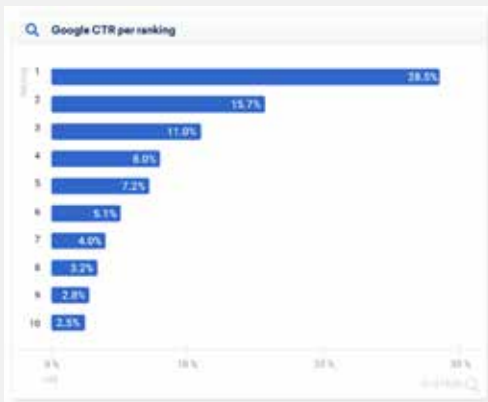
So obviously, "to website" would be our recommendation here. Just make sure that if you're going to do it, that it is done right!

Be Optimized

Make sure your website is optimized to feature in Local SEO searches by including location names across pages. Reach out to your local Chamber of Commerce to ensure you get linked on their directories as well.

By making sure your website is linked and optimized, it is attractive to Google's website crawlers.

Along with a solid Google My Business listing, this will help you make the coveted Top 3 listings in your area. Those are the listings that pop up if you just go to Google and type "car wash" into the search bar.



Why is this so important? According to a recent Sistris study, fully 28% of searches click right on the first result. The Top 3 spots

combined account for 54% of click-throughs from an individual search. On the other hand, being at the bottom of the front page (10th spot) reduces click-throughs to a scant 2.5%.

Optimization equals conversion. It's a foundation of digital marketing.

Reviews: The Good, the Bad, The Ugly

We'd say that reviews are a double-edge sword, but really, there are three kinds of reviews you'll get – and a number of different ways you can respond. Responding appropriately can affect not just the reviewer's response, but also those who will read those reviews later on down the line. Even bad review can turn into something good for your wash, if handled correctly.

- **Good Reviews:** We love seeing these! You should still respond to them though, even if it is just as simple as "Thanks for the great review!". Regular responses show that you are engaged and appreciative of your customers. Make sure to personalize them as well, responding with the user's name or user name on that specific site.
- **Bad Reviews:** No one likes a bad review, but they can be a learning opportunity for the business as well as the reviewer and potential clients. Tackle these reviews head-on, but not aggressively. Make sure your tone is appropriate, and work towards resolving the concerns in the review. Acknowledging a failure can help you grow! Addressing growth in response to the review will let potential customers who read it know that you are correcting, or have corrected, the issue. Responding to bad reviews is perhaps the most important thing you can do – you just have to make sure to do it appropriately.
- **Ugly Reviews:** Let's face it, the anonymity of the online world allows people to be downright toxic in their reviews. It's tempting to fire back with a similar attitude or response. In the end, stepping back and taking a breath before addressing them may be appropriate. Check if there is merit to the ugly review. See if there is room for growth opportunities, even in what might seem like a reputation-damaging review. Just remember: **DON'T FEED THE TROLLS**. If a statement is vitriolic or attacking, do your best to offer a basic, tempered response – although sometimes not even acknowledging it may be the best tactic.

There are entire freelancing individuals and even companies that have built their business through online reputation management. But for many car washes – especially our self-serve clients and customers who operate only one or two locations – there's no reason you can't do it yourself!

Managing your online presence can take up a solid chunk of your time during the week. Sure, we know you'd rather be hands-on, working to churn cars through. Upgrading your car wash facilities. Performing maintenance. But for return on investment, optimizing your online presence is one of the best things you can do for your wash to stabilize a customer base and then work on growing it!



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

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



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

SPONGE PACK 100 PER CASE

VS10800

Open Up New Possibilities with BayWatch Doors!

The car wash industry has certainly seen its share of ups and downs when it comes to automatic doors. Kleen-Rite has taken a bold step: to transform the necessary evil of automatic doors into a reliable component of your car wash; one that actually works to increase profitability, and drastically reduce utility expenses. Most importantly, dependably open and close the doors for your customers. Kleen-Rite has made it possible to offer this asset by partnering with us at BayWatch Enterprises.



Based in Denver, Colorado, BayWatch has been manufacturing all-electric, high-speed automatic car wash doors, coupled with stainless steel radiant heaters, since 1994. There's one glaring difference that sets BayWatch apart from others: they are the only automatic CW door OEM that offers factory installation, service, and preventative maintenance! Not only do they supply one of the world's largest car wash operations with doors and heaters, they have the technicians on the road to install, service, and conduct preventative maintenance across most of North America. Let's face it, car wash tech's hate working on doors. It's not their specialty, and they usually don't fully understand them. Typical commercial overhead door technicians despise working in a wet, slippery car wash, and don't stock chemical resistant parts. It only made sense for Kleen-Rite to align with a company that has decades of experience in the tunnels, and wash bays. Plus, BayWatch offers the best door and heater options for car and big truck washes.

Car washing has evolved and become immersed in technology. In 2021, owners can check the health and productivity of their wash from anywhere their smart device gets service. BayWatch IntelliWatch has kept up with this trend, offering full remote access of doors, digitally controlled wash bay climate controls, and even conveyor E-Stop if the door or wind-wall fails to open properly for any reason. Let's face it, from ball caps to ladders, a lot of debris gets blown around the wash bay. The BayWatch TunSaf feature makes it possible for tunnel washes to safely run automated polycarbonate overhead, or vinyl roll-up doors thousands

You might be considering purchasing a new wash. BayWatch Premium system does not require the OEM door kit, saving you \$2,000-\$4,000. Car wash OEM's make good car washes, we make the optimum door kit.

of cycles per day, without the possibility of a vehicle strike! The option to safely automate poly doors in tunnel washes removes the need for steel security doors that often rust away in a couple of years, and cost thousands to replace. If a door or sensor fails for any reason, an email alert is sent, including the specific failure, and even the likely solution. If that doesn't resolve the issue, the 24-hour tech hotline is available. If you prefer the hands-off approach, put in for a service call, and a BayWatch technician will get it fixed.



These bells and whistles all sound great, but first and foremost, how do you know your investment is safe on the coldest night of the year? BayWatch has that covered, plus much more. One example, if the bay temperature drops to an unsafe level for any reason, you will receive an email alert every 10 minutes until remotely swiped off, or the temperature rises to a safe level.



"Don't be this guy, while the wash down the street has cars wrapped around the building."

If you're interested in this article, you've already realized that nothing belongs in a car wash that can't be dropped in the ocean for a year, then pulled out and function flawlessly. Baywatch understands this and has engineered our high-speed polycarbonate and vinyl doors with this in mind. Standard equipment includes: stainless steel motors, brackets, and cables, IP69K rated sensors, clear anodized thicker aluminum panels, NEMA rated enclosures, and the list goes on. Additionally, our high-speed vinyl doors are only available with a balanced curtain. This ensures the motor raises and lowers with minimal effort, and results in

extremely long motor life.

Earlier we mentioned increased profitability, and reduced utilities. Wash owners quickly realize, the record profit days typically follow the nastiest weather days. With BayWatch doors, you can open early and wash cars, instead of breaking and melting ice from equipment. Don't miss that banner day. Reducing down-time and damage repairs, in addition to increased revenues, will quickly pay for your automatic door investment.



Utility expenses are again on the rise. Studies show BayWatch high-speed doors can reduce gas consumption from a single 100K BTU radiant heater by 88% when the outside temperature is at 34 degrees Fahrenheit!

Don't wait until the first frost! Current industry trends and Covid shortages are significantly affecting lead-times. For additional information and videos, check out the website at www.baywatchdoors.com or contact BayWatch directly at 888-235-0800. *For special pricing, be sure to let us know you're a Kleen-Rite customer!!!*

Windshield Wiper Bags



250 PER ROLL

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



HANGING STYLE

20 packs of
100 Count Bags

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

\$99.99 **WWB0100**

AVAILABLE FROM
KLEEN-RITE CORP.

KLOPP
INTERNATIONAL, INC.



**Klopp Coin Counters and Currency Sorters provide
100% accuracy, 100% of the time!**



KSC-60 Series Coin Counting Scale

- 60 Lb Capacity
- 6 Preprogrammed keys
- 201 Multiple Weighments
- Counts in 3 Seconds or Less

CB1050 **\$368.44**



Coin Counter Model CE

- Counts, wraps, and bags dollars, quarters, nickels, dimes, pennies, and tokens
- Portable
- Takes Canadian Coins

CB9042 **\$1,434.05**



9060 SE Basic Electric Coin Sorter

- Sorts 1,000 mixed coins per minute - \$1, \$.25, \$.10, \$.5, \$.01
- Can be operated easily and safely by almost anyone
- Up to 4 coins may be separated

CB1018 **\$1,792.56**

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™



RainWipes®



Dual Surface Ultimate Microfiber Sponge

- Absorbent fingers
- One side mesh cover for bug removal
- Soft sponge core
- 18" X 16" X 16"
- Sold 40 per case

Most Amazing Sponge Ever!

RWMF21030 **\$128.00**

*This item drop ships from the manufacturer.



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

\$6,435.00	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



CAR WASH CLICKS

A compilation of interesting car wash things from the world wide web!

Delta Queen Car Wash

Do you like elegant ships, are you a history buff, or do you like shopping for treasures? We found an exciting car wash for people with those interests. Designed to replicate a famous



steamboat, the Delta Queen Car Wash located in Campbell, California, has a lot to offer visitors. The Delta Queen once cruised the Mississippi River during the 20th Century. Instead of taking a voyage down a river, this steamboat washes your car. While your car is being washed, check out attractions this car wash offers.



Shop the Queen's Chest, a gift shop located within containing all the treasure you desire. If shopping is not your thing, watch the fish and ducks in the waterways outside – you can even feed them. This wash sounds like a great place to visit if you have kids who need entertainment during the wash. If you happen to be in the neighborhood, take a voyage to the Delta Queen Car Wash!

We found this story on gardeningnirvana.com.

Lucky Ducklings

One day, the Dirtbuster Car Wash in Columbus, Indiana was preparing to open, and discovered a family of ducklings trapped in the floor drain. Employees at Dirtbuster contacted



the local fire department for help rescuing the ducklings and their mother. An increase in the construction of retention ponds in the area created an influx of wildlife, causing frequent calls for rescues. As a result, the Columbus Fire Department is developing quite a reputation as wildlife rescuers. Those are some lucky ducks!

We found this story on localnewsdigital.com.

Fundraising in Memory of a Heroic Police Officer

Cobblestone Auto Spa, the Chandler Police Department, and the Maricopa County Sheriff's Office Memorial Fund partnered together to raise money for Christopher Farrar. Farrar is a fallen hero who honorably served his community for 18 years. People who donated received a free wash for their contribution. All of the proceeds went to the Maricopa County Sheriff's Office Memorial Fund to support Farrar's family. Thank you to all of our first responders who serve our communities every day to keep us safe.



We found this story on 12news.com.

Grand Opening Fundraiser at Oh So Clean Car Wash

Randy Mauge was preparing for the grand opening of his Oh So Clean Car Wash in Hanford, California, and wanted to raise money



for a local organization during the event. Mauge contacted the Hanford Chamber of Commerce and asked for recommendations. The Chamber suggested P.A.T.Y.'Studio, a dance studio that was unable to raise funds during the COVID-19 lockdowns.



Having raised kids who play a multitude of sports, Mauge understood the importance of fundraising. The dance team from P.A.T.Y.'Studio would not have been able to afford their first competition of the year had it not been for Mauge's charitable heart. Thanks to Mauge and his fundraiser, each dancer on the team went to the competition fully funded. They were also able to pay for their costumes and other dancewear. Mauge wants to run more charity events in the future. Check out Oh So Clean if you happen to be around Hanford, California.

We found this story on hanfordsentinel.com.

We hope you found these stories interesting and uplifting. We would like to hear from you! If you have something you would like us to feature, please submit them to

joeh@kleen-ritecorp.com!



BC-1600A-HSB



Monitor machine via internet with Remote Access Board



MEI Recyclers/Validators hold 500 notes each



Dual Hoppers hold 12,300 coins total



BC-1400A



Rear load machine with stainless steel faceplate



MEI Validator with 1,000 note stacker



Dual Hoppers hold 9,600 coins total

NOW UPGRADED WITH AMERICAN CHANGER® COMPONENTS!



TC400RL Series Changers



Dual MEI Validators with 500 note stackers



Hoppers hold 5,600 each



MEI Recycler Options



Internal and External Displays

**Ask your
Kleen-Rite Rep
for more info!**

Photoelectric Sensors for car washes



**Blast Through
Steam, Fog, Soap, & Dirt**



- **Start and Stop Equipment**
- **Open and Close Automatic Doors**
- **Overcome Ice, Fog, Heavy Spray, Dirt, Soap, and Steam**
- **Reduce Maintenance Time and Cost Using Diagnostic Tools**
- **Accurately Measure Vehicles to Reduce Wasted Resources**



pantron
automation, inc.





OCEAN & OFF SHORE CAR WASHES Absecon, New Jersey

Life is not a breeze after graduating college. Neither is finding a stable job with a reliable income. Craig Off, owner of Ocean and Off Shore Car Washes in Absecon, New Jersey, experienced this shocking reality.

THE BEGINNING OF ENTREPRENEURSHIP

After studying marketing in college, Craig told us, "I had a hard time finding a real job making real money and ended up working for a friend who owned a car wash." As he spent time working with his friend, Craig realized the car wash industry was a fit for him. Craig's entrepreneurship journey in the car wash industry began 36 years ago.

Craig researched profitable locations to open a car wash and found a spot with the right amount of traffic in Absecon, New Jersey. The land was the perfect size to construct a wash. Craig had his car wash designed with a few self-serve bays and an automatic bay.

ADAPTING WITH THE MARKET

After about five years, Craig removed the automatic system and opted for seven self-serve bays in the first location. The IBA wasn't really worth the hassle in Craig's eyes. Craig said he removed the automatic bay because "You need to call someone in to make repairs, which means the bay is down, ranging from a few hours to a day or two depending on where the technician is coming from." In addition, Craig mentioned,

"automatic car wash systems are being built like new cars, where the manufacturer is the only one who can repair them." Lastly, Craig told us between running two washes and self-storage business he did not have the time to be on site to run the IBA. Craig noted that the market in New Jersey leans towards self-serve bays which means people did not really miss the in-bay automatic that much. The IBA never really got enough traction and Craig said "my numbers stayed relatively the same for awhile and eventually did better without the in-bay automatic."

PURCHASING A SECOND LOCATION

Craig took a different path with his next wash. He decided to purchase a location owned by a friend. The second wash contains six self-serve bays. The purchase of this wash included a self-storage business behind the location. Operating two businesses so close to one another reduces the time Craig spends traveling. Craig told us the self-storage business is much easier to operate even though he knew nothing about it. He said "to operate a car wash, you need much more mechanical knowledge than you do in a self-storage business."

WORD OF MOUTH ADVERTISING

We asked Craig what he does to advertise both his car washes. He said, "I don't need to do much advertising with both locations being in high traffic areas." He also told us, "My customers refer one another through word of mouth." The mayor is a frequent customer and told Craig he enjoys using his car wash and to continue doing what he is doing because it works. Receiving an endorsement from the mayor is a remarkable achievement!





Craig Off
with Bryce, Craig & Sara the dog

by Joseph Herr

Craig likes to help out his community. Craig told us he likes helping out the girl scouts and participating in other fundraising odds and ends rather than large events. He said, "You can run into liability issues if you allow kids to wash people's cars, so it's easier to just write out checks, it's harder to run fundraisers through self-serve bays." Charity work is a great way to increase word of mouth advertising.

ADVICE FOR FUTURE CAR WASH OWNERS

Having been in the position of starting his own business, Craig enjoys seeing other young entrepreneurs succeed. Many people are hesitant to open a new car wash. Craig, a 36-year industry expert offered advice to new entrepreneurs. He said "Do your research on the location, accessibility of the site, the present utilities (gas, water, sewers, electric, etc.) and run the numbers. Homework is key!"

Another tip Craig offered is that consistency is paramount to the success of a car wash business. Customers will return when they repeatedly see exceptional results. Craig said, "Just the other day, a customer told me that my wash is consistent which, is why they return time after time.

The last piece of advice Craig provided us for new car wash owners is to keep up with things. Craig said, "Don't stay behind the 8-ball!" If you let one problem go, the more likely it is to cause a domino effect of problems in other equipment. The key to providing consistency to your customers is to remain on top of repairs and maintenance.

WHO IS CRAIG? Craig is an extremely active person. In his free time, he enjoys boating, skiing and other recreational activities. However, Craig's wife and his two sons are the most important in his life.

A 36 YEAR KLEEN-RITE CUSTOMER

Since he began his career in the car wash industry, Craig has been a Kleen-Rite customer. As we mentioned earlier, while Craig was figuring out his career path he worked for a friend who owned a car wash. Craig's friend bought his supplies from Kleen-Rite. Craig could see Kleen-Rite was a great place to purchase supplies for his washes and became one of our customers.

Craig insists, "You can't beat Kleen-Rite's Prices." When he places an order, Craig purchases a pallet full of supplies. Buying a pallet of supplies often qualifies him to reach the purchase threshold to obtain free shipping through our rewards program.

He said, "Now that you have the points system to help get free shipping, I use it all the time!" Check out our rewards program to learn more if you're interested in getting free shipping for your orders.

During our chat with Craig, he told us how much he likes our customer service department because they are excellent at taking care of problems when they occasionally surface. Our world is far from perfect, and just like any other business, we run into problems. However, what sets us apart is we make it right!

Craig had nothing but positive words regarding his experience with Kleen-Rite. At the end of our conversation, Craig told us, "Kleen-Rite makes it easier." We're glad we make running your car washes easier and look forward to seeing your business continue to grow!

Best of luck in the future and thank you for sharing your story with us.





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
\$61.42	\$265.04	\$442.80

Low pH Polymer Presoak

5 Gallon	30 Gallon	55 Gallon
KR5205-L	KR30205-L	KR55205-L
\$58.56	\$258.54	\$431.38

YOU GET
TWO
2 1/2
GALLON
JUGS
OF CONCENTRATE

KLEEN-PAK

YOUR COMPACT • CONVENIENT • EASY TO USE SOLUTION

Premium cleaning power packed into 2 1/2 Gallon Jugs



Each Kleen-Pak includes two - 2 1/2 gallons per pack.

PRESOAK

NAME	PART #
High pH	KRKP5210
Low pH	KRKP5220
High Pressure	KRKP5202
Fragrant Presoak	KRKP5200

LUBRICANT/DETERGENT

Body Shampoo	KRKP5207
Foam Brush	KRKP5203
Pink Foam Brush	KRKP5203C

BUG REMOVER

Bug Buster	KRKP5500
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PROTECTANT

NAME	PART #
Clearcoat Conditioner	KRKP5305B
Sealer	KRKP5303
AquaGuard	KRKP5310

DRYING AGENT

Drying Agent	KRKP5300
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TIRE CLEANERS

Wheel & Tire	KRKP5400
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BUG REMOVER

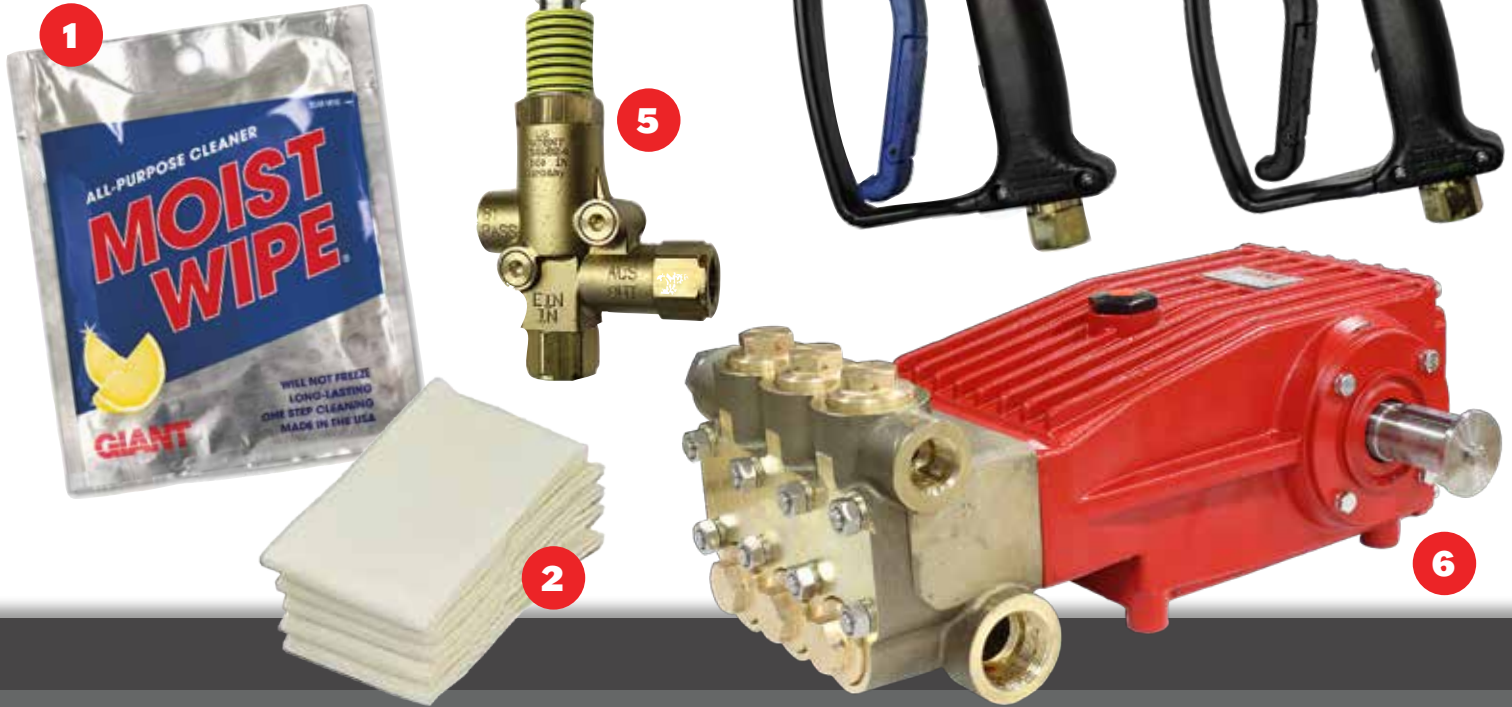
Bug Buster	KRKP5500
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"Kleen-Pak concentrates proved to be just what we were looking for. Really compact which we like because we are always tight on space. The price was right and the chemicals really cleaned cars well."
- Dan Callahan, Glen Burnie Car Wash, MD

GIANT

Performance Under Pressure



1 MOIST WIPE WINDOW WIPE

12" x 28" wipes | 180 per case

VST3000	Wipes
VE0103	Vending Decal

2 SUPER TRUCK TOWEL

18½" x 27½" | 180 per case

VST2000	Wipes
VE0103T	Vending Decal

3 WEEP GUN WITH BRASS PLATED DISCHARGE FITTING

5000 PSI | 10 GPM | 300 °F
3/8" FNPT Inlet | 1/4" FNPT Outlet

PU21295

4 NON-WEEP GUN WITH STAINLESS STEEL DISCHARGE FITTING

5000 PSI | 10 GPM | 300 °F
3/8" FNPT Inlet | 1/4" FNPT Outlet

PU21250

5 ADJUSTABLE UNLOADER

1450 PSI | 13 GPM | Yellow springs

PU22911

6 LP123 FORGED BRASS MANIFOLD PLUNGER PUMP

35.4 GPM @ 1300 PSI @ 800 RPM
140°F | 1½" Inlet | 35mm shaft dia.

PULP123



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



RISING CRIME RATES!! AVAILABLE FROM **KLEEN-RITE CORP.**
Now is the time to add security cameras to your wash!



Vandal Proof Day/Night Fixed Lens Camera

- 4 in 1 AHD/TVI/CVI/Analog 1080p HD
- 1/2.8 Sony 2.1MP Starvis back-illuminated sensor
- Auto exposure, Auto white balance, and Electronic shutter
- Weatherproof

	REGULAR	KLEEN-SCENE SPECIAL	YOUR SAVINGS
TW200ESL	\$128.23	\$99.99	\$28 OFF

Day & Night 4-In-1 5MP Camera

- 4 in 1 AHD/TVI/CVI/Analog 1080p HD
- 1/2.9 Sony 5MP Starvis back-illuminated sensor
- Auto exposure, Auto white balance, and Electronic shutter
- Weatherproof

	REGULAR	KLEEN-SCENE SPECIAL	YOUR SAVINGS
TW500FS	\$139.99	\$114.99	\$25 OFF