

# THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 38 February, 2022

**THE BEST  
FOR LESS!**

Kleen-Rite Launches Their New  
**Inventory App**

Frequently Asked Questions:  
**Is It Time To  
Raise Prices?**

The Doctor's Report:  
**The Year To  
Be Different**

**Raving About  
Rewards**

**Kleen-Rite Rewards Club**

**FREE  
SHIPPING  
OFFER  
INSIDE!**

**TOLL FREE ORDER LINE 1-800-233-3873**

VISIT US ONLINE [www.kleenrite.com](http://www.kleenrite.com)

# EXtra cleaning Power!

Two-Step Cleaning Process!

## KLEEN-TRACK 1A EXP

**Low pH** Kleen-Track 1A-EXP is our extra-strength formulation of our trusted Kleen-Track 1A liquid presoak, containing ammonium bifluoride, makes it stronger and more efficient than ever before!

Used as a first step in a two-step touchless wash.



KRKT1A5-EXP 5 Gal.  
KRKT1A30-EXP 30 Gal.  
KRKT1A55-EXP 55 Gal.



**TOP  
SELLER!**

## KLEEN-TRACK 1B EXP

**High pH** Kleen-Track 1B-EXP is our new extra-strength formulation of our trusted Kleen-Track 1B liquid presoak. Additional sequestering agents improve cleaning properties, particularly in regions with hard water and against soils that require an alkaline/high pH compound.

Use as a second step in a two-step touchless wash.



KRKT1B5-EXP 5 Gal.  
KRKT1B30-EXP 30 Gal.  
KRKT1B55-EXP 55 Gal.



**NEW  
PRODUCT**

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



# 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
- Built-in security features including: heavy gauge steel lock cover, triple pane glass protected by a polycarbonate panel, steel vandal panels, and built-in steel keypad cover
- No security enclosure necessary!
- Rated for outdoor use
- 39"W x 35"D x 72"H

Creates a new and exciting **MONEY-MAKING** opportunity!

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

MG90030-C	WITHOUT Drink Trays
MG90040-C	WITH Drink Trays

## 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!

# TABLE OF CONTENTS

---



## 6

---

### **THE NEW KLEEN-RITE APP: INVENTORY MANAGEMENT AT YOUR FINGERTIPS**

**DREW TYSON**

Learn more about our new app that is helping operators keep track of what they have on the shelves at multiple washes.



## 17

---

### **THE DOCTOR'S REPORT: THE YEAR TO BE DIFFERENT**

**DR. JOE GARTLAND**

Discover new ways to brand your towels, reduce theft and promote your car wash with state-of-the-art printing technologies. Add a QR code to your tags as well.



## 60

---

### **OPERATOR SPOTLIGHT: KLEEN MIST CAR WASHES**

**JOE HERR**

We sat down with the Melhorn family; Verlyn, David, and his son, Colin to chat about the successes of their wash in Shamokin Dam, Pennsylvania.

## 12

---

### **WHAT'S NEW AT CRYPTOPAY: CRYPTOPAY CARD SERVICES**

**DAVE RICHARDS**

## 14

---

### **KLEEN-RITE WEBSITE UPDATE: GREAT NEW FEATURES!**

**DREW TYSON**

## 25

---

### **HEY JAY! SPRING DETAILING SERVICES: KLEEN-SHINE**

**JAY COGLEY**

## 28

---

### **VENDOR SPOTLIGHT: JDJ SOLUTIONS**

**JOB T. LEACH**

## 36

---

### **FAQ: IS IT TIME TO RAISE PRICES AT YOUR WASH?**

**GARY FREY**

## 41

---

### **OVERCOMING NEW CHALLENGES AT SPEEDI CAR WASH & FUEL**

**JOB T. LEACH**

## 21

---

### **THE KLEEN TEAM SPOTLIGHT: RAY KITCH**

**JOHN TOBIAS**

## 31

---

### **WEB TIPS 101: ONLINE CUSTOMER ACCOUNT ASSISTANCE**

**RON WYBRANIEC**

## 44

---

### **RAVING ABOUT REWARDS**

**PATRICIA LITTLE**

## 22

---

### **THE IMPORTANCE OF CAR WASH BRANDING & MARKETING**

**DREW TYSON**

## 34

---

### **CONNECTING WITH AN UNDERSERVED COMMUNITY**

**DREW TYSON**

## 57

---

### **VIDEO SURVEILLANCE IN THE CAR WASH INDUSTRY**

**DAVE DIEHL**

# A MINUTE WITH MIKE & KEITH

Welcome to 2022! What a year we have just completed – supply chain challenges, pricing pressures, consolidation, and of course the back drop of COVID-19. We know one thing for sure, that we couldn't have the success we have had without our customers and employees. It is a pleasure to provide service to the car wash industry each and every day. Our staff strives to do a great job, and their hard work and dedication does not go unnoticed. We must say a big THANK YOU to both our customers and employees.



This was a transformative year at Kleen-Rite, as we implemented a new computer system in November along with various changes to our website. The new system was and is not without challenges, but we have successfully transitioned. We appreciate you working with us through the change and we will work hard to constantly improve your experience. Once again it was our customers and employees who stepped up to help this process.

We returned to the ICA show in November and it was great to see so many familiar faces after the 2020 break. Thanks to all of the folks who found the time to stop by the booth and say hello. At the ICA we launched our new KR Stock phone app. If you have not downloaded it yet, make it a priority for the new year. This innovative tool allows you to better track inventory and place orders for the items you need. We want to provide the resources that make your job easier and streamline your business. Got Rewards? Our program allows our valued customers to easily avoid shipping charges when coupled with our legacy Kleen-Scene and Show Special offers. We achieved much success with the program over the past 2 years, so don't miss out – sign up today and start to earn on each and every purchase.

We have many plans for the coming year but our biggest focus remains on the customer. We will continue to work on providing the best customer service and experience possible. Each and every day, we constantly work to do better than yesterday. We understand the importance of the service we provide and the opportunity that you give us. We thank you for that opportunity and for allowing us to be the reliable supplier to the car wash industry.

## FREE SHIPPING OFFER

WE ARE OFFERING **FREE SHIPPING** ON ANY **ONE** ORDER PLACED **OVER \$750.00** DURING THE MONTH OF FEBRUARY, 2022.

SIMPLY USE KLEEN-SCENE CODE: **FS38KS**  
TO RECEIVE FREE SHIPPING ON YOUR NEXT ORDER  
TO ANYWHERE IN THE CONTINENTAL U.S.



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

**OFFER GOOD ON ONE ORDER ONLY!**

Does not apply to previously placed orders. New orders only.

**OFFER VALID UNTIL MARCH 1, 2022**

**KLEEN-SCENE MAGAZINE**  
THE OFFICIAL PUBLICATION  
OF KLEEN-RITE CORP.

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# Introducing... **KR STOCK**

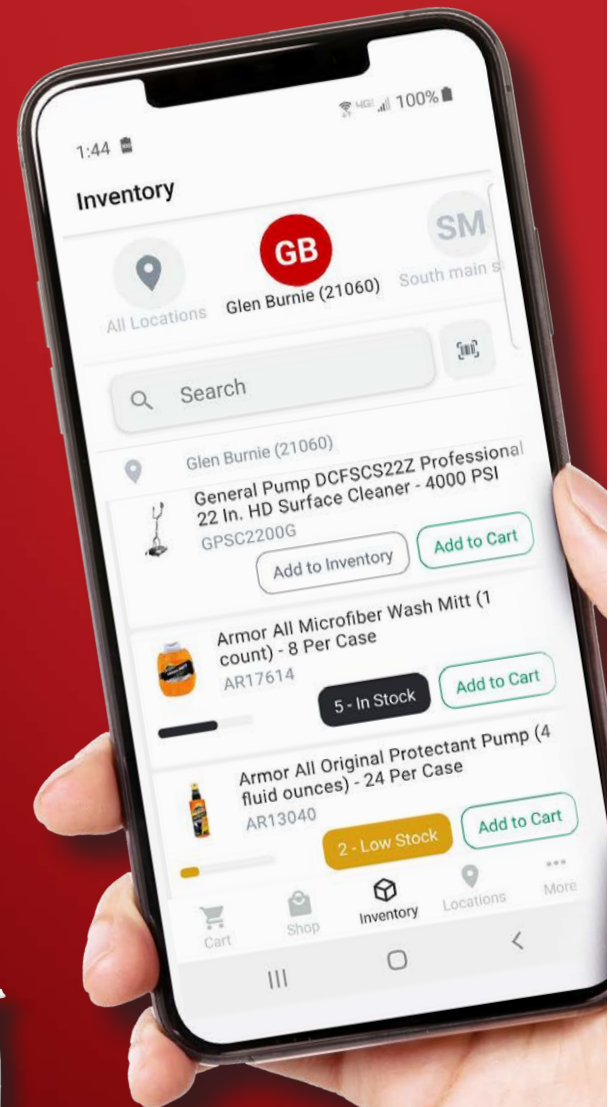
By Drew Tyson

**At Kleen-Rite, we're not just a supply company, we're a solutions company.**

Our customers tell us all the time that they would love to have a way to keep inventory organized between multiple sites. But, they point out, there's nothing that makes it convenient. They need to either develop and manage cumbersome spreadsheets and databases on small devices or stick to the old pencil and paper methods.

Kleen-Rite Vice President Keith Lutz has heard comments from car wash owners for years about how an inventory app would be useful – “We wanted to create a tool to make it easier for an operator to track their inventory and use the information to easily replenish their stock from the palm of their hand. This product will allow our customers to take the guess work out of their ordering process.”

**And so, KR Stock was born!**



# MANAGEMENT AT YOUR FINGERTIPS

## **KR Stock – The App for Kleen-Rite Customers!**

KR Stock allows you to keep track of the inventory levels of the Kleen-Rite products you need most. Any experienced car wash owner knows that keeping a flow of chemicals, parts, equipment, vending items, and other supplies is crucial to the success of a car wash. Your wash needs to perform when customer traffic is at peak volume, and that means maintaining inventory of the components you need.

This convenient new app puts inventory management at your fingertips and streamlines the ordering process. Operators and employees can easily keep track of the products they currently have in their inventory, see where the products are being stored, and order immediately from the app. Spend less time shopping, and more time managing your car wash!

The KR Stock app is robust, and incorporates a number of ideas from our customer base as well as our internal team members.

## **Inventory Management – At the Heart of the App**

Managing a single car wash site can be difficult on its own. Add in multiple sites that may have different site managers over a widespread area, and you have the potential for overstocking, understocking, misplacing or misdirecting stock, and so much more.

KR Stock is the inventory solution, whether you have one wash or many. Says Lutz – “If the customer has one or multiple washes it will allow the customer to effectively and efficiently track their inventory and ensure that they have what they need when they need it.”

One of the best things about having all the information in one spot is the ability to control inventory and move it if needed – and maybe even not require an order just yet! For instance, if you have multiple sites, you may have a vending product that sells well at one but not at another.

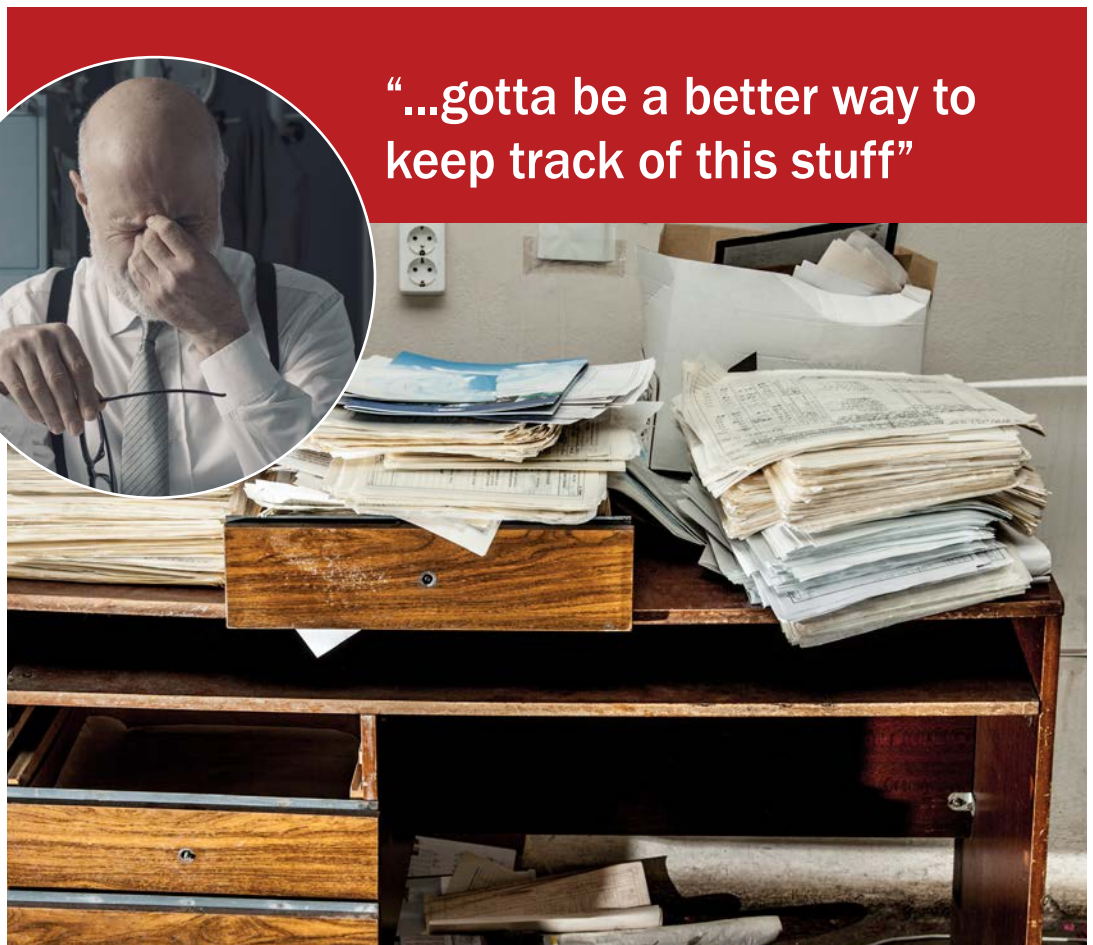
Without an inventory management program, you may forget that you have a box or two sitting in storage at a different site. By having the inventory at your fingertips, instead of buying another box, you can make yourself a note to go pick up that vending product and move it to the location where it sells well.

Inventory in the KR Stock app has to be adjusted manually – your site managers will have to make adjustments as they go through stock. The good news is, with KR Stock, each site manager can have access to the app.

David Minich, developer at Tookstock explains: “The primary user of the app needs to sign in with the same email address they use on the website... From that point, the primary user can invite others to join the app, and give them the ability to sign in using their own email addresses. Once signed in, invited users will also be able to see inventory at their location and every other location the car wash has.”



**“...gotta be a better way to keep track of this stuff”**



## Making it Easier to Buy

With KR Stock, you have a direct path to purchase. There's no need to shift over to a laptop or desktop computer to place an order with the Kleen-Rite team. You don't even need to place a call! Simply order through the app by adding products to your cart.

"Once you set your min/max on the product you will be able to easily replenish your stock 24/7 in just a few easy steps which will save you time," points out Lutz.

The way you order will improve too. In each order, you can indicate how many of each product you're ordering for specific locations. The app will save you the time and effort of building out order sheets for each location, then adding up your needs. Simply allocate amounts for each location, and the app will add all of them up for the final order total to add to your cart.

KR Stock features all of the same shipping and check-out methods as you'll find on our web site. This includes the recent additions of Fed Ex and USPS options that help keep your costs down, while getting the products you need to your doorstep, on time! You'll be able to use the credit cards associated with your account through our website with the same ease as using the site or phoning your order in.

## Clean and Simple

Information overload is real. That's why we've made sure that the KR Stock app is cut and dry.

While some apps try and blanket consumers with pop-up ads and other behavior drivers, we don't see this app as something we should use to push our latest soaps and towels onto the customer. Our focus is on making your job easier and saving you time!

Opening up the app, accessing inventories, prior orders, account information and more takes a matter of seconds. The clean interface allows information to move faster. Moving from one screen to the next is quick and intuitive.

## Easy Reorders!

"I just want to order what I got last time."

Well, let's make that easier for you! KR Stock will let you pull up previous purchase orders – once you link your account to the app, it will load your account's recent purchase orders automatically. These purchase orders include the products you bought – all you have to do is click on that product, click "Add to Cart" in the next screen, and just like that, you can submit your reorder.

The best part about being able to see past orders and select products for reorder is not having to jump from product page to product page adding them to your cart. This is a time-saver, and should reduce headaches and aggravation on your end.

Download the KR Stock app today from the Apple Store or Google Play Store! Create your app account using your existing Kleen-Rite customer log-in information, and get started today!



"Once you set your min/max on the product you will be able to easily replenish your stock 24/7 in just a few easy steps"

- Keith Lutz  
Kleen-Rite Vice President

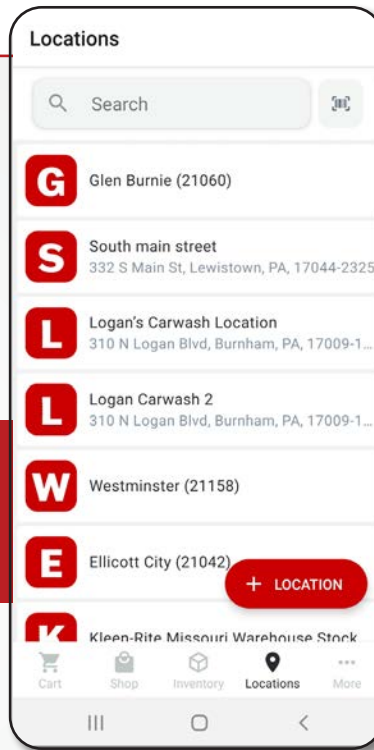




# KR STOCK APP KEY FEATURES

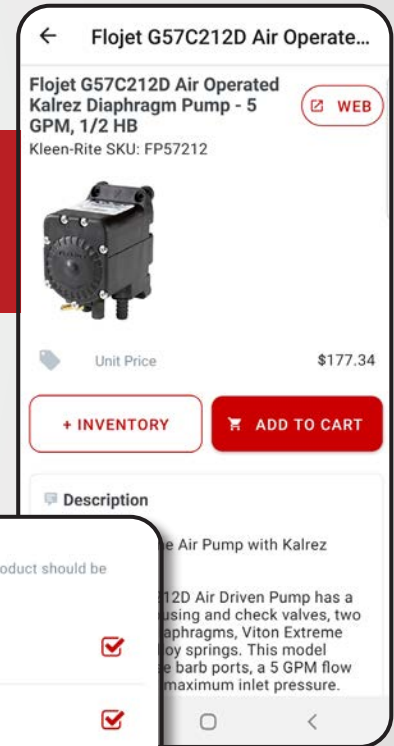
## Multiple Locations

Inventory can be tracked in a single or multiple locations with new locations easily added.



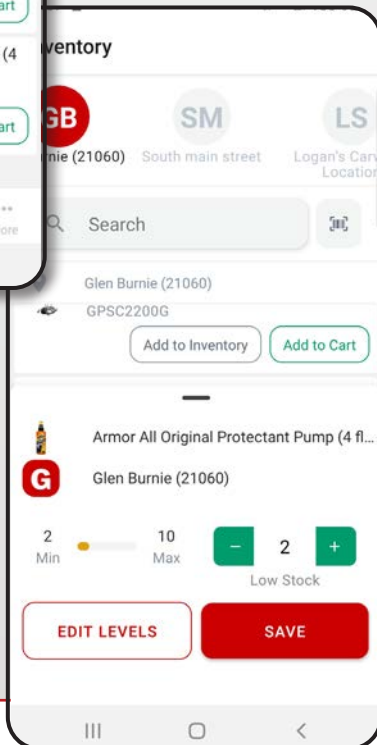
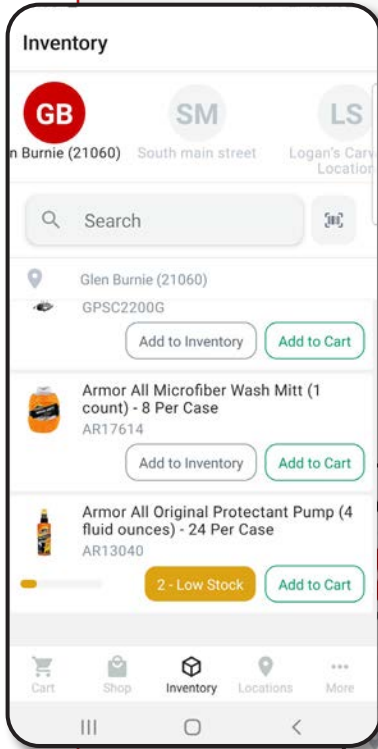
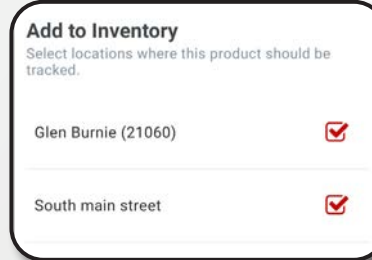
## Add to Inventory

To add a new product to tracked inventory, find the product in the catalog and press the "+ INVENTORY" button.



## View and Edit Inventory Settings

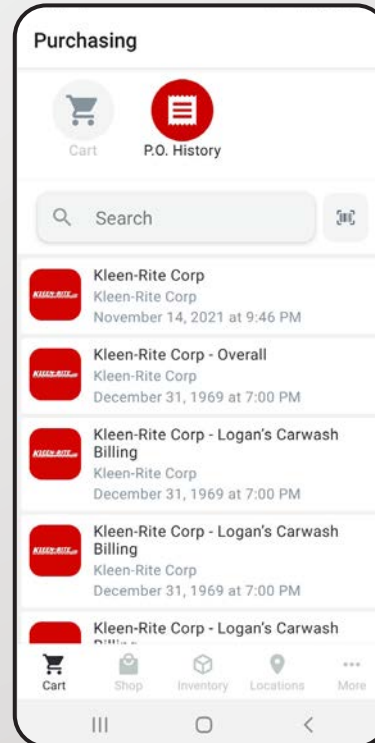
Clicking the button next to an item in the Inventory Locations section opens a quickedit menu, that allows users to update the number of products in stock for a specific location.



Selecting "EDIT LEVELS" also allows them to enter minimum and maximum quantities to use as reference.

## Past Orders & Purchase Again

Users can see all of their past orders by navigating to the "Cart" tab at the bottom of the screen and selecting "P.O. History" in the top bar. Selecting from a previous order lets users add products directly to their cart!



Columbia, PA 2022

Save the

DATE

WEDNESDAY

NOV. 16

LEARN MORE, EARN MORE

KLEEN-RITE

EXPO!

FREE CAR WASH TRAINING DAY



# INDUSTRY CALENDAR

## 2022 Industry Event Calendar

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

- Feb. 27- March 1 2022 ★ Southwest Car Wash Convention & Expo  
*Fort Worth Convention Center, Texas*  
[www.swcarwash.org](http://www.swcarwash.org)
- May 9-11 2022 ★ ICA Car Wash Show  
*Music City Center, Nashville, Tennessee*  
[www.carwash.org](http://www.carwash.org)
- Nov. 16 2022 ★ Learn More, Earn More Car Wash Expo  
*Kleen-Rite Corp., Columbia, PA*  
[www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)

Each show is implementing safety steps to mitigate COVID spread.

## Super Air Shamme II TOUCHLESS HANDHELD VEHICLE DRYER



### If you don't have one, you're losing money!

Operators have reported that the Air Shamme is the third most profitable feature on the selector switch!

The Air Shamme is an in-bay, touchless vehicle dryer. It dries vehicles and motorcycles spot-free. 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.

- 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
- Water sealed bearings
- Maintenance free

Available from

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

ASHWALL-S



# Snowbird

SPECIAL

## Caribbean Colada



**Little Trees**

VS22024



CF10324



BT10624



VS10324



**10% OFF**  
Select Caribbean Colada products for the month of February

Buy \$300+ of Caribbean Colada  
**GET FREE**

*Beach Swag!*

Qualifying orders must have at least \$300 of Caribbean Colada products to receive the free gift. Month of February while supplies last. Limit 1 bag per customer.



Includes:  
Giant Beach Towel  
Beach Bag  
Sunglasses  
Note Pad

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

shop by phone or online:  
**800-233-3873**  
**KLEENRITE.COM**



# What's New at CryptoPay

Innovative Payment Solutions

## CRYPTOPAY CARD SERVICES

In this article we will look at the CryptoPay Card Services. We will explore how the service works and benefits your car wash business.

## CRYPTOPAY FLEET CARD – HOW IT WORKS

The CryptoPay Fleet Card Service is a cloud-based tool that allows you to create new fleet accounts, assign cards, and view transactions by fleet account or fleet card. You can also create fleet invoices showing fleet transaction date, fleet card user, and total transaction charges. Fleet cards can be ordered with our standard design or customized for a small fee.

## FLEET CARD – BENEFITS

The benefits of offering the fleet card service include:

- Providing a fleet card service to customers that are interested in washing their fleet vehicles including: Police Departments, Utility Companies, Towing Companies, Oil and Gas Pipe Line Companies, Colleges and Universities, Car Dealerships.
- Enabling your customers to establish a fleet account with your car wash and become regular wash customers.
- Building stronger relationships with your fleet customers.
- Fleet Online Account Management Tool helps your fleet customers control and itemize their expenses.
- Car Wash owners can choose to apply discounts to their fleet customers.

### ACCOUNT OPTIONS:

**Discount:** 15%  
**Payment Due:** Net 30

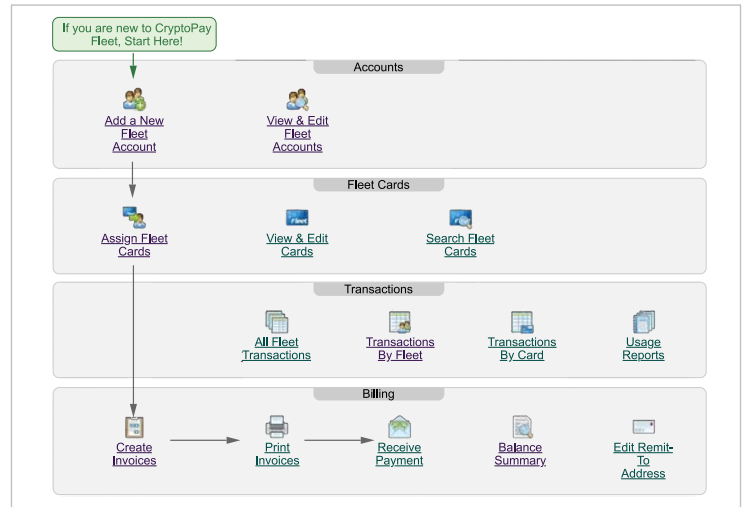
### ACCOUNT STATUS

**Fleet Enabled:** Yes

## CRYPTOPAY ONE-TIME-USE CARD - HOW IT WORKS

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



## ONE-TIME USE CARD - BENEFITS

- One-time Use Cards are a great way to say thank you to your customers. Simply hand the customer the card and say, “this wash is on me and thanks for supporting my car wash.” Rewarding a customer creates loyalty. Promotions, sponsorships, community service and fund raisers are additional ways to benefit your customers.

## CRYPTOPAY/EVERWASH MEMBERSHIP PROGRAM - HOW IT WORKS

- Self-serve and automatic car washes can 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. 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.

## CRYPTOPAY/EVERWASH MEMBERSHIP PROGRAM – BENEFITS

- Owners' benefits include steady recurring income not based on weather or poor wash days.
- Members like the convenience of a membership plan allowing them to drive in, swipe the QR code, and wash away.

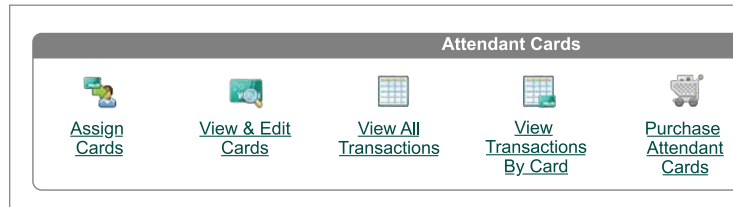
**ATTENDANT CARD – HOW IT WORKS**

The CryptoPay Attendant Card is a useful tool for the car wash owner, laundry owner, and site attendant. Attendant cards can be used for washing down self-serve bays, testing and setup of the CryptoPay system, drop off wash and fold laundry. Site owners or attendants swipe the attendant card at their CryptoPay Swiper, just like a credit card, to turn on the device (Bay, Vacuum, Washer, Dryer). The card usage is tracked by date, time, and device. Owners activate and assign the card by providing a first and last name. Cards can be activated or disabled as needed.



**ATTENDANT CARD – BENEFITS**

- Not having to give employees keys or coins to start the wash.
- Car wash owner can assign cards, view and edit cards, and view transactions.
- Additional cards can be purchase from the MyCryptoPay Portal.



**CRYPTOPAY ADDITIONAL SERVICES INCLUDE:**

- Site Analytics
- GoGreen Receipt Service
- MyCryptoPay Portal (Mobile Friendly)
- Quantity Discounts apply to the following services: Site Analytics, GoGreen Receipts

**CRYPTOTAP – NEW PRODUCT**

CryptoTap is a contactless reader that allows you to use contactless credit and debit cards. CryptoTap also works with mobile payment including Samsung Pay, Apple Pay, Google Pay, and others.



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

New customer will need to first buy the standard CryptoPay System, Coordinator and Swiper. CryptoTap Wireless Reader can be added to the standard order at time of order or later.

CryptoTap provides a clean no touch interface. Customers, car wash owners, and attendants are not handling cash, quarters. CryptoTap is not dependent on cash, quarters, or tokens.



The CryptoTap reader is made to add to existing CryptoPay swipers. The CryptoTap reader connects right to the CryptoPay network – a true ‘plug and play’ device.

**CLOSING COMMENTS**

In this article we explored the CryptoPay Card Services We looked at how the service works and the benefits to the carwash owner and the customer.

Thank you for all your support!

- Dave Richards – VP CryptoPay ■

# 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**

**3543 FREE SHIPPING OFFERS ALREADY EARNED BY MEMBERS!**

**JOIN NOW TO START EARNING POINTS!**

# Kleen-Rite Website

# UPDATE

by Drew Tyson

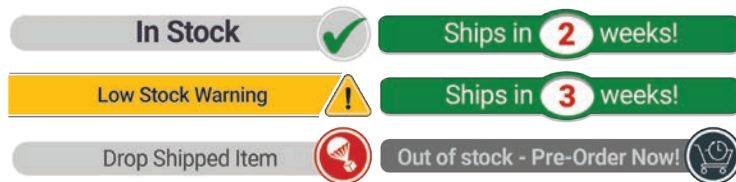


## Great New Website Features at Kleen-Rite

With the successful implementation of our new NetSuite Enterprise Resource Planning (ERP) system, you may have noticed additional features and functionality on our [www.kleen-ritecorp.com](http://www.kleen-ritecorp.com) website.

One of our favorite new features is the inclusion of graphics on products pages showing stock status and shipping times of many of the products on our website. We feel this is a great way to manage our customers' expectations by letting them know if there is low or no stock of a product.

You'll also see graphics indicating expected shipping times on certain products. No one likes back orders or longer-than-expected shipping times, but unfortunately with today's supply chain issues, it has become a fact of life across all industries.



By providing these indicators, we hope to help you to make better purchasing choices. If you have dire needs, you'll be able to see right away if a product can ship out tomorrow – or if it is two, four, even six weeks out. This allows our customers to make the timely decisions to fit their needs, and decide what their best options are. No more waiting to place the order to find out wait times!

The key feature you may have noticed is that there are many more options for shipping available at checkout when you make an order. USPS and FedEx will now be selectable for online shipping, and will offer customers a chance for reduced cost shipping. Small orders can now be shipped at extraordinarily low costs through options like USPS First Class and Priority Mail, as well as FedEx Ground, 2Day, and Standard Overnight.

Why pay Next Day pricing when you only have a small order that you don't need within the next day or two? With the USPS and FedEx options, you can save your money and your rewards points for bigger

and better discounts. Offering FedEx as a shipping option in addition to UPS means you can choose the delivery service that better serves your area. These new options allow us to continue to offer the lowest prices, while bringing you ways to keep your shipping costs almost as low as that fee for annual "unlimited" shipping. They also allow you to make the choice you want, which allows you to find the best time and cost fit instead of locking you into a single logistics company.



With our updated ERP behind the scenes, we have also upgraded our credit card creation and removal processes on the website. The new credit card creation system is more intuitive and will allow faster entry with fewer steps on the customer's end. There is also better visual representation for improved user experience and clarity.

Account management will now allow you to remove credit cards from your account, making it easier to remove cards issued to users no longer associated with the account, or swap in a new card if you've made a switch to a new credit card company. There's no longer a need to call in to our team during business hours to remove

a card from your account – you can do it right there on the site, whenever it comes to mind and is convenient to you!

These features are already in place on the site, and there's a good chance you have already seen or used a number of them. We intend on utilizing our new ERP to



implement further improvements to the site over time. Our goal is, as always, to improve your experience and make ordering through the Kleen-Rite website more intuitive and easier! Keep your eyes out for our upcoming updates, and make sure you're connected to us on social media or on our e-mail list so you can be the first to know when they go live! ■



**B O M B**

**AIR FRESHENERS™**

**BUY 5 GET 6<sup>th</sup>  
FREE!\***  
**THRU FEBRUARY**



AFPP101



AFPP105



AFPP102



AFPP110



AFPP113



AFPP106



AFPP107



AFPP104



AFPP109



AFPP103



**\*Buy 5 Bomb Vend Packs (72 ct)  
GET 1 FREE!**

**Mix & match for your best deal.**

Vending decals and overlays available for all products.



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The Future in Motion



## Neptune™ 3000

### Designed to perform under pressure.

Continental's Neptune™ 3000 was built specifically for use on pressure washer machines with a maximum working pressure of 3000 psi. This hose features an oil resistant nitrile synthetic rubber tube and a single-braid steel wire reinforcement for strength. With a temperature range of -20°F to 250°F, the Neptune™ 3000 is the ideal hose for hot and cold-water pressure washing applications. [Grab one today from Kleen-Rite.](#)



# THE DOCTOR'S REPORT

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

## Exterior Express Guys...

### 2022 is the Year to be Different!

**“Insanity is doing the same thing over and over and expecting different results.”**

This is a quote attributed to Albert Einstein. The year 2022 is a great time to consider doing something new and energizing. We have been following Albert's citation for too long. Small positive changes in what we do at our businesses can yield substantial results.



Let's look at an example of modest change that could revolutionize your business. How would you like an additional 1,000 (+) “Unlimited Monthly Users?” It is possible.

Here is what I have in mind. Sometimes you must think creatively to transform a casual customer into a long-time devoted customer. Most readers of this article buy, sell, and / or use towels. What would happen if you printed a QR Code on your towel's label that brought your customer immediately to your website? To make things more exciting, what if they landed on your webpage that made an attractive invitation to join your “Unlimited Club?”

How does it work? Simply scan the towel label on this page with your phone's camera to see where you go! We can print a QR on all your towels' labels, and point your customers in the right direction – to your monthly membership program.

Obviously, you need to start with a towel to get a towel label. That is something the good doctor can help you with today. It is a simple

painless process. Doctor Joe can print your logo, name, and /or your unique message on a high-quality microfiber towel. The messaging can also make the pitch for your “Unlimited Monthly Plan” as well. Moreover, the towel's label can list an invitation to scan the QR Code to find out about “your money saving offer.”

If it seems like printed towels could be a good fit for your Car Wash, what do you do next? Call the Doctor.

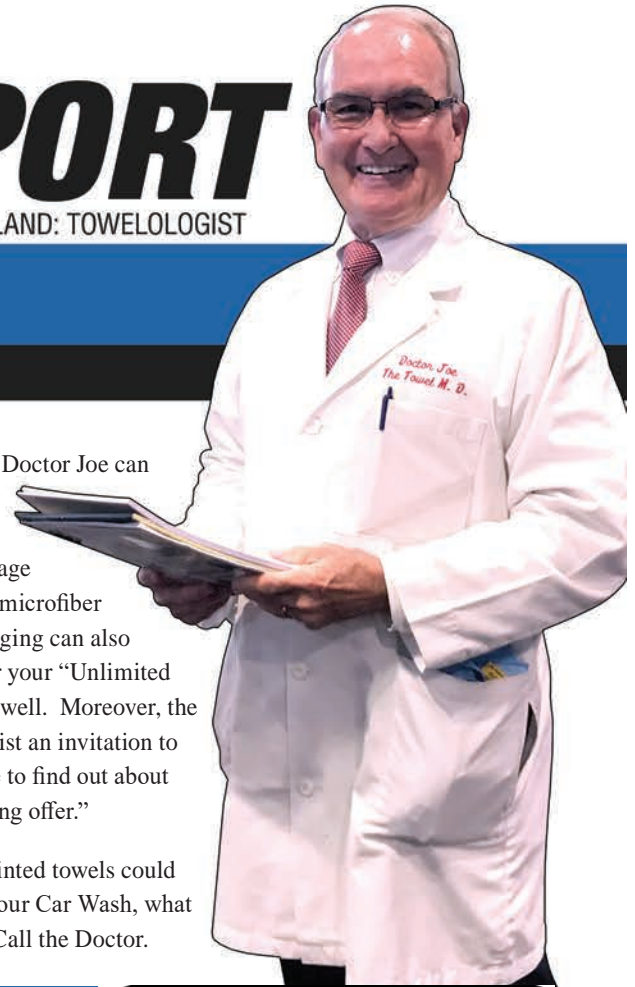
**What if you could print a QR code on your towel tags to bring them to your car wash web page?**



Let me know what you would like to do with the towel. We can help you with a design that promotes your business and makes it unique. Call 1-800-233-3873 x236 or send an email to the good doctor at drjoe@kleenrite.com. We will provide a quote and make up a sample for you in Photoshop. You will see exactly how your towel will look before you decide. The cost is very reasonable. There is a minimum order of one (1) pallet on most sizes. A FREE sample of a printed towel is also waiting for your request.

More about your printed towels-- We use a process called “inkjet sublimation to dye your text and images on a special dual-surface microfiber towel. The printed side of the towel is as soft as the towel itself. When you close your eyes and feel the towel...you cannot tell where it's printed!

*continued on page 18*



You have many choices on how to do this. We can provide: 12x12, 16x16, 16x24, and 16x27 microfiber towels in 300 GSM and 400 GSM. We print black on your towel's surface and can get creative with the towel's label. These can be printed in colors, complete with a QR Code. The most popular towel color is Royal Blue, but all colors are available.

Express Washes use different business models to integrate towel use into their operations. However, one thing is for sure, most customers expect to have towels available for their use in some form. Here are some of the ways our customers promote their unique brand with towels in their businesses --

One way is to give printed towels to your customers for FREE in some type of promotion. You can also make a towel offer part of each "Top Wash Package." Special printed towels are also frequently used as giveaways when a new store is opened or during the holidays.

How about selling towels to your customers? Sell them to customers for \$1.00/EA or three for \$2.00. What is wrong with getting your customer to pay for advertising? Ralph Lauren® and Tommy Hilfinger® have been successfully selling their high-quality products with their names on the merchandise for years.



Designers regularly promote their own brands.

spa, but only for their car. At the end of the tunnel your customer drives through a litter-free parking lot with modern vacuums.

The vacuums suck (as they should) and so do the towels. Good customer impressions are made until the end. Adhering to Einstein's quote from above "...doing the same thing over and over and expecting different results," has become the modes operandi. The "rags" go in the trash, in the trunk and because they suck, into the vacuum (no pun intended).



Sports teams and hotels have been branding their towels for decades!

The answer is obvious. Travel in a different direction. Instead of making endless purchases of "rags", consider using towels with your brand recognition. Placing your name and messaging on towels sharply reduces theft. Hotels, Hospitals, Nursing Homes, School Athletic Programs, and Gyms have been doing this successfully for about 100 years. Charley Cannon of Cannon Mills started weaving Hotel Names into towels the 1920's. The purpose was for branding and theft reduction. The practice continues to this day with Doctor Joe and Kleen-Rite.

Here is your bottom line – the QR Code promotes your unlimited programs. Your printed logo, company name, and messaging provide

## Instead of making endless purchases of "rags", consider using towels with your brand recognition.

Another option would be to start a Towel Replacement Program. Sell your beautiful, branded towels for \$2.00 or \$3.00 EA. Each time your customer brings back the exclusive soiled towel; you give them a clean one. Don't you think your customer would be curious about the QR Code? Nearly everyone has a mobile phone with a camera these days.



What if you are an Express Exterior Wash that provides microfiber towels for your customer's use, while on premises? You think your biggest problem is towel theft. An obvious solution is an endless race to the bottom, looking for the cheapest possible towel. Proof of this is the existence of a friendly towel competitor who refers to his unhemmed towels as "rags."

Just think of what you are doing here. Your customers go through an automated kiosk, into a spotless tunnel, complete with state-of-the-art equipment. Customers are then treated to a light show with endless pampering and colorful foams and wax treatments. It is like going to a

brand recognition. The property marks significantly reduce towel theft, especially if used in conjunction with signage. And most importantly, your customer's experience is improved. What's not to like here?

Your only downside is an upside. If theft modestly continues, your branding and advertising will move out into the neighborhood. What are you paying for a single advertising impression now? These towels will only last 2,000 years in a landfill with your name on them. It is like putting up a billboard that will last for a millennium!

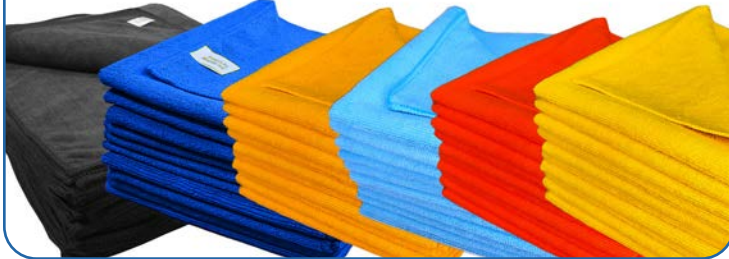
### Are there other towel branding options?

Yes. If you would like to stay with black towels, Kleen-Rite can sew-in custom towel labels for FREE. There is a low minimum order of one pallet, with FREE SHIPPING anywhere in the lower 48. You read that correctly – you buy the towels, your get name on your towels' labels for FREE.

Your towels' labels are printed in the colors of your selection, on Tyvek that will not scratch clearcoat or paint. We will list your QR Code, logo, and a short message on your very own exclusive label. The artwork and setup charges are likewise FREE. This can be done for you in all towel sizes, colors, and styles.

You are not ready to make a change in 2022? No problem. The good doctor would love to help you with your regular Express Wash Towels. We offer a best-selling line of bulk packed, 300-count towels, 16x16, 300 GSM-- DJMF4500-BK Black, DJMF4500-Y Big Box Store Yellow, DJMF4500-BL Sky Blue, DJMF4500-R Red, DJMF4500-DO Orange, and DJMF4500-RBL Royal Blue.

### DJMF4500 Express Wash Microfiber



Also available are the softer European Circular Knit Black Towels. It is what is used in the UK and the European Union – DJMF4200-BK Black 16x16 and DJMF4000-BK 12x12. These are nice.

### DJMF4000 & DJMF4200 Microfiber



How about going cheap? Doctor Joe offers most black microfiber in money saving machine compressed bales. We pay less so you pay less. For example, DJMF8300-BKB Black 16x16, in bales, with sewn edges (these are not rags) are only .36/EA.



There are also money-saving Pop-Up 12x12 Black Microfiber Towels in dispenser boxes (DJMF1150-BK) @.26/EA.

### Pop-Up Microfiber Towels



With four distribution centers around our great country, with thousands of cases, and bales of towels in inventory, and a powerful program of towel branding with printing and the use of QR Codes...we are going to lift you out of the tunnel into history.

And, if all goes well, you will be able to start taking Sundays off! ■

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WE MAKE YOU SHINE

Our mission at Trans-Mate is to provide you with quality products to help you maximize profits and create satisfied repeat customers to grow your business! We specializing in products for Express, Self-Serve and In-Bay carwashes, formulated to deliver great results with less product.

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

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

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

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

**Widest Possible Range of Choices**

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



800-233-3873 - [www.kleenrite.com](http://www.kleenrite.com)



# THE KLEEN TEAM

## Ray Kitch

Sales Associate

My name is Ray Kitch, I am a sales associate of seven years at Kleen Rite. I was born and raised in Columbia, PA and currently reside in Marietta, PA with my wife of 15 years.

My wife and I enjoy activities that include biking our local trails, kayaking, working out and going to concerts. We also enjoy the many good restaurants in the area and taking trips.

I have worked in sales for most of my life and Kleen-Rite Corp. has offered me opportunities as well as new challenges.



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

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automotive chemical

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### D'Lime PreSoak

Non-acidic, high pH presoak chemical with high foaming attributes. Non-alkaline can be used in a 2-step presoak process. Sold in 5, 30 and 55 gallon drums. Can be used in any car wash: self-serve, tunnel and in-bay automatic.



NAP5210 5 Gal.  
NAD30210 30 Gal.  
NAD55210 55 Gal.

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**KRMC100**

### FLOOR MAT CLAMP

*Strong, Durable Stainless Steel*

- Heavy duty for commercial car washes
- Stainless steel construction
- Pre-cut holes for easy hanging
- Stamped metal lettering

*"Overall, the best I have found so far."*  
- Daniel J

*"Retro-Look & Well Made!"*  
- Kimberly B

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# The Importance of Car Wash Branding & Marketing

By Drew Tyson

**Getting your car wash out there is a big part of getting traffic into it. You need visibility, you need people to want to come to your wash for one reason or another. Simply existing isn't going to get tickets sold.**

**Think of the industry leaders from Mister, to Camel Express, to Quick Quack and more. You can envision their logos in your head, you know the service and presentation you'll get when you drive onto their property. It's predictability, consistency, and following through on promises that they have made. It keeps customers coming back time and time again. That's branding and marketing – and that's what helps create success!**

## BRANDING IS KEY

Your brand is a unique identifier that takes you from “that car wash on that street” to a name on the tip of peoples’ tongues, a recognizable and trusted entity. No brand, or a lackluster one, will lead your car wash into anonymity, or even alienate potential customers. To develop your brand, consider the following:



**TARGET AUDIENCE:** Look at who you are hoping to pull in – the demographics of age, gender, income, and location. Develop an idea of their likes and habits. This will be the foundation for everything else. Failing to evaluate and recognize your target audience can prevent any marketing efforts from being effective – it's important to get this right!

**CREATE A BRAND PROMISE:** Once you know your audience, you can make a promise about what your car wash will provide. Is your audience lower income? Then maybe your promise needs to be the lowest price around. Hurried moms and

professionals? Perhaps it's about being a time saver. Has there been a push in your area for green business that is being supported by your audience? It could even be a focus on environmental impact.

**DEFINE BRAND VALUES:** These values need to solidify your promise. They will define what is important to your brands, and will help you attract customers and employees who can align with them. Perhaps its rewarding loyalty to keep prices low through rewards programs. Maybe

it's exploring innovation that can provide a better wash in a shorter time for those moms and professionals. Perhaps its environmental efforts and new green technology to reach those eco-minded customers. Your values need to work in tandem with your brand promise.

**DEVELOP A VISUAL IDENTITY:** This is what many folks think of when they think of “branding”. The car wash industry is a very specific niche. It can be difficult to develop a unique brand that stands out. You'll combine a logo, colors, fonts, imagery, and illustrations for a strong, consistent identity, one that conveys YOUR particular offerings, that conveys the services and “feel” that sets your brand apart. Make sure this identity is followed across all your branding and marketing – we can't stress how much consistency matters!

**CREATE YOUR BRAND VOICE:** How are you going to approach your customers? Are you friendly and neighborly? Lively and a little edgy? Practical, reliable, a bit staid? Down-to-business, serious, authoritative? These can all fit with your promise and values, and endear you to your audience. A young target audience may appreciate the fresh, lively voice and personality, but could be put off by an authoritative approach. Meanwhile, an older demographic – think Florida retirees – are probably going to appreciate a practical and reliable tone and be turned away by you using slang and emojis. Figure out the best voice to use with your audience, and make sure to keep it consistent through the brand, the physical property, and even face-to-face customer interaction.

**TELL YOUR BRAND STORY:** Don't just be A Car Wash. Just wanting to make money as a car wash is not going to help you build and grow a brand. Who are you? Why do you want to wash their cars? How much do you know about the services and products you offer? What inspires you to show up every day? Let's be blunt – you making a living is not

what the customer cares about. That will not get them into your buys. Being more knowledgeable, more approachable, more personable, easier to identify with, having a connection with your audience... that will.

All of these considerations make up your overall brand strategy. This strategy will guide your marketing and decision-making. All of your efforts should keep this strategy in mind, and should always be building on these points – targeting that audience, backing up the promise and values, adhering to the identity and voice.

## MARKETING PLANNING

Going into your marketing without a plan is a surefire way for hits and misses, wandering into dead ends, and wasteful spending.

**CREATE MARKETING OBJECTIVES:** What are your goals from your marketing plan? These will be different for each business, and they will change over the life of a business. It can be anything from launching the company, to customer retention, to sales and profit increase, to optimizing return on investment (ROI), to increasing brand awareness, or increasing market share. The important thing to remember is, without objectives, you can't track and evaluate what you do.

**DEVELOP A MARKETING BUDGET:** You're going to have to spend money to make money. Sure, there are some free options out there, but they have limited reach. Determine how much you're willing to spend – and how much time you're willing to spend – on your marketing efforts.

**DETERMINE AUDIT POINTS:** Proper evaluation of your marketing efforts lets you know what is working and what is not. Set specific time periods and benchmarks for your efforts, and audit them honestly. This will help you figure out if you need to adjust your methods and directions if they are not succeeding. Conversely, it will also let you know if you have met goals, and can focus on new, bigger goals.

**DEVELOP POTENTIAL ADJUSTMENTS:** Even between those audit times, you can be working on your next move. Keep an eye on trends and evaluate how you can hop on them, or if they won't be effective for your business. The worst thing that can happen is you hitting your audits and meeting – or failing to meet – your objectives without a plan of where to go next.

Having a marketing plan, something that looks beyond the immediate future, is a core factor in the success of your efforts over an extended period.



## BRAND EVOLUTION OR REBRANDING?

One of the most important parts of building a brand and developing a marketing plan is preparing for your business's evolution. When it comes to that, there are two options – rebranding, or brand evolution.

For car washes, evolution is generally the best option. Rebranding is a massive change in direction that occurs all at once. Evolution is gradual growth and development, and it helps to meet your customers where they are. It demonstrates you are actively listening to your audience and adjusting along the way. Rebranding is a massive shift – evolution is gradual nudges in the right direction. It makes it easier to maintain the brand you started with and the vision you had, while growing to work with and attract more customers.

## ONLINE MARKETING VS. OLD SCHOOL

In the modern world, you need to have some extent of online marketing in your marketing mix. It's impossible to ignore the influence that everything from Google, to social media, to online reviews can do for your business. Setting up your Google MyBusiness account, creating social media via Facebook, Instagram, Twitter and TikTok, and monitoring and responding to reviews are all free, and just require setting aside the time.

Go a step further and develop a web page that provides a permanent touchstone for potential customers, and allows you to express yourself and your brand much more thoroughly. They are relatively inexpensive to make these days, and there are plenty of resources out there – and services that can help you out if you don't want to put a heavy time investment in! We suggest taking a look at our article "Managing Your Car Wash's Online Presence" from Issue 37, also available on our Kleen-Rite Blog, for an in-depth look at online marketing!

Of course, nothing can beat the tried-and-true methods that target your community. These old-school marketing methods still tend to be the easiest to utilize and provide predictable returns for your efforts.

**SOCIAL IMPACT MARKETING:** Hiring from ignored communities, including those with disabilities – see our accompanying article later in this issue. Holding wash days that benefit local organizations and charities. Donating or working with groups both religious and secular to make a local community impact. Social impact marketing achieves something, builds goodwill, and gets your name out there! It's perhaps the best opportunity for low-cost marketing for your business.

**LOCAL ADVERTISING:** As a local business, the majority of your marketing budget should be spent at the local level. This can include billboards, adverts in local papers, flyers, even local radio or TV ads.

**SPONSORSHIP:** There are tons of organizations in our local communities looking for help, from local sports leagues, to high school bands, to churches and charities. Sponsoring these organizations is giving back to the community, while also providing visibility to your wash.

Branding your car wash, adhering to that branding, and marketing your car wash is the key to your growth and success. From opening day on, this will be how you grow and improve your car wash's presence. There's no one-size-fits-all method – every car wash is different. But you can't ignore it – so get to work creating or evolving your branding and marketing today, to see growth now and into the future! ■

# AMERICAN CHANGER



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AC1005



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AC2221



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Wide variety of products



Select models in stock



# HEY JAY!

By Jay Cogley

## Spring is a Great Time to Add

# Detailing Services



## Consider Kleen-Shine

Spring is a great time to start offering detailing services at your car wash! When the days grow longer and the warm temps roll back around, business at car washes starts to bustle, since everyone gets into that “spring cleaning” kind of mood. If you already offer detailing services, spring is the ideal time to amp up your marketing and promotions for these premium offerings, too!

In today’s turbulent financial climate, customers are hanging on to their cars for longer. That means they’re maintaining and detailing them more frequently, putting more time and money into their investments to keep them clean, safe and comfortable. This provides a great opportunity for your business, and the Kleen-Shine line is a fantastic option for quality auto detailing results.

The Kleen-Shine line boasts a list of more than 20 brilliant items that are excellent for both car washes and professional detailing establishments alike. Here are my suggestions to get you started:



**Kleen N Quick** (KS1086) is a go-to all-purpose cleaner that sweeps away dirt and grease. It’s a water-based, non-butyl formula with a diverse resume of interior and exterior uses including carpet and upholstery.



**Interior Dressing** (KS1096) is an auto interior cleaner that provides a nice satin shine and a pleasant fragrance to vinyl and leather surfaces. It’ll freshen up the look and smell of the interior over all.



**Tire Dressing** (KS1099) or **Tire & Trim Water Based Dressing** (KS1107) are both great for tires, bumpers, and other black/matte exterior surfaces. Solvent, silicone-based formulas are easy to apply and leave behind a water-resistant, high-gloss sheen.



**One-Step High Shine Polish** (KS1654) this industry-standard formula addresses minor scratches and blemishes and provides a durable finish. It can be applied or taken off with an orbital polisher.

# HEY JAY!

Feel free to contact me with any questions:  
Jay Cogley at [JCOGLEY@KLEENRITE.COM](mailto:JCOGLEY@KLEENRITE.COM)

Those should give you a good start in your new endeavors. Perhaps you add more products in the future as you expand the detailing services you offer, and get a better understanding of what additional chemicals might work for your customers. ■



NEW STAFF MEMBER:

By Drew Tyson

# Meet Kleen-Rite's New Las Vegas

## Distribution Center Manager

### Let's welcome Bryan Frieden to the Kleen-Rite family!

With a career of experience in supply chain operations, including over two decades with FedEx Freight and a stint with DHL, Bryan brings a high level of expertise to his new role as our Las Vegas warehouse manager.

When he's not making sure the Vegas distribution center is operating at peak proficiency, this family man is enjoying the great outdoors! From camping, to hiking, to golfing, he and his wife and three kids – along with their

pup – make the most of everything Nevada has to offer. A transplant to Las Vegas from Denver, Bryan still cheers on the Broncos, but has taken up the black and gold of the Vegas Golden Knights when the action is on the ice.

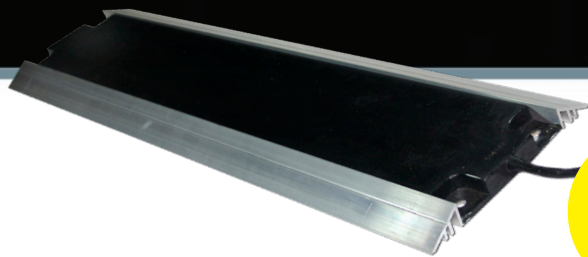
We're happy to have Bryan as a team member at Kleen-Rite – make sure to say hey if you need to stop by the Las Vegas warehouse for a pick-up! ■



# REGORA®

LEADERS IN PRESENCE DETECTION

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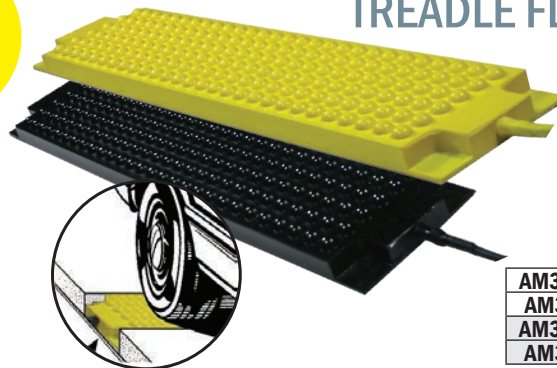


- Simple electrical switch embedded in the trip device
- Molded to 3/16" steel base plate, 7/8" thickness
- Rugged, weather-resistant design
- Metal ramps sold separately

AM295	24" x 10"	Black
AM295Y	24" x 10"	Yellow
AM300	5" x 24"	Black
AM300Y	5" x 24"	Yellow
AM305	5" x 32"	Black
AM305Y	5" x 32"	Yellow

IDEAL FOR CAR WASHES

## Traction CONTROL TREADLE FLOOR SWITCH



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

AM310Y	5" x 24"	Yellow
AM310	5" x 24"	Black
AM315Y	5" x 32"	Yellow
AM315	5" x 32"	Black

# One Stop Vac Shop!



## CENTRAL VAC OR POLE MOUNTED VACUUMS

JE Adams is your one stop for all things vacuum in the car wash industry! Not only do we have traditional vacs but we also offer **CENTRAL VACUUM** systems, stanchions with swivel booms or fixed booms and vacuums that will mount to all of our stanchions! When quality, affordability and great service matter, go with **JE Adams**.

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- Rectangle, V-Shape or Angled Canopies available.
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For more information on our car wash vacuums and accessories, contact Kleen-Rite

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

# VENDOR SPOTLIGHT

Highlighting The Companies That Supply Our Products



**Jobe**<sup>TM</sup>  
**valves**

## **JDJ Solutions**

By Job T. Leach

JDJ Solutions serves as the current exclusive North American distributor of Jobe Valves. The relationship goes beyond just a business arrangement, and functions more as an integrated partnership with each side equally important to the other. JDJ Solutions has an interesting background that stretches from New Zealand to upstate New York by way of the agriculture industry.

### **JDJ Solutions History**

Started in 1995 in Homer, NY by New Zealand transplants, JDJ Solutions is a wholesale distribution and packaging facility. Originally known as FIL Agritech, their early beginnings primarily focused on farm chemicals, dairy components, and other agricultural products.

You may be asking “How did folks from New Zealand find themselves in upstate New York?” There’s an interesting answer to that question.

In Ithaca, NY – less than an hour from Homer – there is a large bovine semen collection center, so the region is important to many dairy farmers. One of the supplies that dairy farmers frequently use in breeding is something called “tail paint,” a marking material used in a method to determine when a cow is in heat. New Zealand happens to be where a popular water-based tail paint type was developed. Distributing that tail paint and other agriculture supplies was a natural fit for upstate New York, so FIL Agritech/JDJ and its New Zealand founders decided to make Homer the home of their new headquarters.

Jobe Valves are frequently used in farming applications, so they were one of the products being distributed by JDJ in their early years. Initially, they were only distributing Jobe products locally and regionally. Eventually, JDJ recognized that they had an opportunity to expand valve sales into other markets beyond agriculture. Around the same time, Jobe was looking for an exclusive North American distributor. In 2012, FIL Agritech became JDJ Solutions and officially partnered up with Jobe Valves to take distribution to the next level.

With a lot of help from that partnership, Jobe Valves has become arguably the most respected name in specialty float valves for car washes, agriculture, cooling towers, and other light industrial applications. They are focused on designing and manufacturing the best float valves on the market, and this has been aided by JDJ’s efforts to supply a variety of industries that use float valves. For example, JDJ Managing Director Timothy Duff notes that “the feedback from Kleen-Rite car wash customers was invaluable in developing hot water float valves, which became the Topaz line of valves. Listening to them helped us make a good product even better.”

### **Relationship Between JDJ and Kleen-Rite**

By chance, Duff met Kleen-Rite’s COO Jeff Detz at the Pennsylvania Farm Show. Although JDJ was at the show for farming, they were open to alternate opportunities beyond agriculture. The two discussed how Jobe Valves could be of great use in the car wash world where the harsh environment requires well-built, durable equipment with unusual specifications. They exchanged information, Duff sent Kleen-Rite some samples that they tested at car washes, and the relationship was formed.



Duff noted that he feels most comfortable working with organizations like Kleen-Rite that have deep knowledge of a particular industry, rather than a huge retailer that sells to the general public.

“We steer clear of the big box stores. Those places often don’t have any idea what they’re buying or how they work. They’re interested if they can buy it for a dollar and sell it for five, but it’s only a numbers decision to them. We like dealing with Kleen-Rite because they have the knowledge and understanding of what makes Jobe Valves different than others,” said Duff.

### JDJ Solutions Today

JDJ still sells some other specialty agricultural products, but Jobe Valves accounts for the large majority of their business now. Aside from designing and building incredible float valves alongside Jobe, JDJ has also committed to packaging those valves in a smart, attractive, and functional manner. While they used to ship in a bag with an info sheet stapled to it, they now come in high-quality boxes with specifications, clean branding, and instructions in multiple languages.

JDJ puts in the extra effort to make sure their customers virtually never feel the effects of supply chain issues. Even during the pandemic and the resulting damage to the global supply chain, JDJ and Jobe has pushed hard and adapted to ensure they continue their renowned customer service. At times, they will pay extra for the speed and convenience of air freight just so nothing changes for their customers. They recently expanded their warehouse to hold more stock. In conjunction with their packaging initiatives, they developed a strategy of stocking different components and assembling some valves as they are needed. By streamlining, planning ahead, and sometimes sacrificing a little short-term money, JDJ maintains excellent shipping standards even during tenuous times.



Kleen-Rite is grateful to have fostered such an important alliance with JDJ Solutions and Jobe Valves, and we can attest not only to the quality of their float valves, but the service that they provide to back up those products. ■



# ULTRA<sup>45</sup> EXPRESS TOWEL



- 300 GSM microfiber
- Warp knit, overlapped finished edges
- 80/20 microfiber blend
- Sold 300 towels per case
- 16"x16"

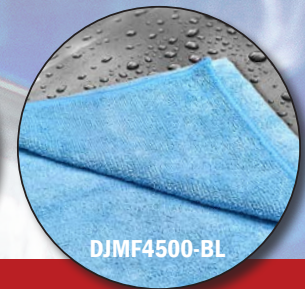
DJMF4500-BK



DJMF4500-Y



DJMF4500-RBL



DJMF4500-BL

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



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**NEW!**



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HIGH PRESSURE CERAMIC SHINE**

High Pressure Ceramic Shine is a **NEW** profit center designed specifically for Self-Serve application. Applied through the high pressure wand for maximum protection and shine.

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# Web Tips: 101

## Online Customer Account ASSISTANCE

by Ron Wybraniec

Signing up for a customer web account is one of the best things you can do with Kleen-Rite, but sometimes account issues arise. If you've ever encountered a problem, you're not alone. Read on to learn how to deal with some common hitches you may run into.

### Issue 1: Log In Lock Outs

When logging in and out of your account, especially if you have more than one person who can log in, passwords can be mis-keyed, forgotten or lost. When logging into your Kleen-Rite account, you have 5 chances to enter the correct password, after which you'll be locked out of the account for your safety. Unfortunately, once this occurs you will need to call in and have one of our customer service team members unlock your account. However, if you have not reached the 5-attempt limit, there is the handy dandy "reset your password" button (pictured below) on the page. Clicking this will issue you a temporary password so you can login and reset with a new password. Remember, passwords must be 8 characters long, and contain an uppercase letter, a number and a symbol or special character (#%@\$!)

#### Forgot your password?

Enter your email address and we'll send you a one-time, temporary password.

My email address is (required)

name@domain.com

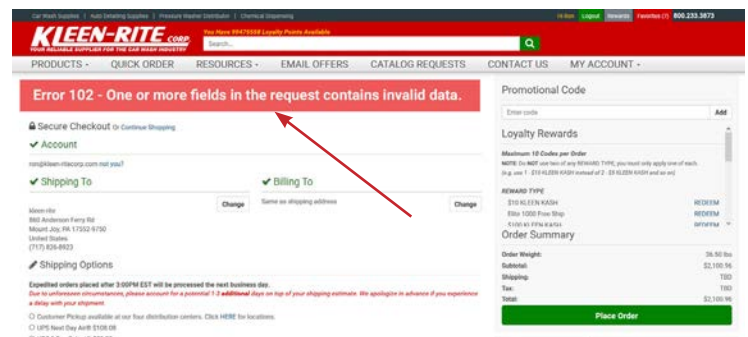
Request A New Password

### Issue 2: Trouble Checking Out

If you run into a problem when you try to check out, your first step should be to make sure all of these sections are complete:

- You're logged in
- Shipping and Billing addresses are entered correctly
- Shipping preference/option is chosen
- Payment option or method entered

Sometimes, you might get an error message on the top of the page as you are trying to check out. Most of these can be fixed without having to call in. You may receive an error message for not entering in all required info in your shipping address, not putting in the correct credit card info into the payment field, or not choosing a shipping method.



### Issue 3. Loyalty Points Do Not Apply

When your loyalty points do not apply to your order, no need to fret. This is very simply fixed by navigating to your loyalty dashboard, copying the code and re-entering the code in the promo box. If that doesn't work, you can enter the code into the order notes.

#### KLEEN-RITE REWARDS

Welcome Ron PROFILE Available Points 99,475,558 [Check Points Expiry](#)

ACTIVITY	EARN POINTS
Activity	Points Status Date
\$10 KLEEN KASH (K10-DHT-RXV-45)	10,000 Redeemed Nov 09, 2021
\$5 KLEEN KASH (K5-16X-XNK-729)	5,000 Redeemed Nov 09, 2021
\$100 Kleen Kash (K100-021-HXP-887)	100,000 Redeemed Nov 05, 2021

Many of the issues you might encounter have quick and easy fixes, but if you are still having issues you can call into 800-233-3873 and speak to any Kleen-Rite customer service representative, or to our IT department. We'll be happy to assist you and get your order set to process. ■

# My First 2021 ICA THE CAR WASH SHOW™ Experience

By Job T. Leach



The ICA 2021 Car Wash Show was my first opportunity to attend the show, and it was a great experience. I'm still relatively new to the car wash world (I've only been at Kleen-Rite for four years), plus the show had to be cancelled for 2020, so this was the first chance I had to get to the biggest show in the car wash industry.

One cool thing is that, unlike the unfortunate circumstances of other industries, car washes have thrived despite the pandemic and recent economic strains. That means owners and operators are enthusiastic about seeing new products and getting fresh ideas for their businesses. Consequently, that has car wash designers, distributors, and builders equally excited to work with those car washes to maintain momentum.



Since Kleen-Rite focuses on medium-sized equipment like pumps and motors, smaller replacement parts, and supplies like hoses and brushes, I don't have as much experience seeing brand-new complete car wash systems. It was awesome to see the incredible full-size setups of those manufacturers in action. When every component is squeaky clean, the brushes haven't yet washed thousands of dirty cars, and all painted surfaces have a virtually untouched fresh coat of paint, you can truly see how intricate and impressive the systems are.

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Coin Counter**

**CB1000**

**SM-W 9051  
Manual Coin  
Sorter**

**CB1019-1S**



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Built to last since 1931**

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**KLEEN-RITE CORP.**  
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STOCK UP AND SAVE WITH  
**BULK BALE**  
**BLACK MICROFIBER  
16 X 16 INCH TOWELS**

appx. **800** per bale



**DJMF8300-BKB**



I spent a vast majority of my time handing out catalogs and show flyers to attendees browsing the Kleen-Rite booth. I had a lot of pleasant conversations with people about how certain products work, what's new, and showing off our new inventory app called KR Stock. My favorite experience with a customer was helping a gentleman choose a bunch of Little Trees to fill a Car Freshner display he was getting from Kleen-Rite. I'm usually behind a desk writing and creating marketing materials, so the face-to-face time is a bit outside of my wheelhouse, but it gave me some great insight into our customer base.

On the last day of the show, I was able to leave the Kleen-Rite booth to walk the entire floor and see what was out there. I made notes of products that I thought Kleen-Rite should consider distributing and gathered some product literature for items we already carry to make sure we have the most current specifications and details. Both on and off the show floor, I was able to spend time with folks from a few of Kleen-Rite's longtime vendors like Universal Brush, Hamel, Laurel Metal, and others.

The ICA show was a success, drawing about 7,400 total attendees with a representation of about 68% buyers. They are greatly anticipating the show in spring 2022. It will take place May 9-11, 2022 in Nashville, Tennessee at the Music City Center. Hopefully you can make it and experience the excellent environment being created in the car wash industry! ■

THE **CAR WASH SHOW**™

### Showtime at the Las Vegas Convention Center!

The Kleen-Rite crew at our booth on the first day of the show, ready to chat with attendees. We spent a lot of time on the show floor, but it was worth it to reacquaint with familiar faces and get to know some new car wash folks.



# NEW FRAGRANCES!



**Little Trees**



Dragon Fruit



Wild Hemp

#### DRAGON FRUIT

The exotic and bright scent of juicy dragon fruit with hints of zesty citrus and sweet red berries.

24 CARDED VS50397 | 72 VEND PACKS VS10397 | OVERLAY VS103970

#### GOLD

Inspired by the opulence of the Roaring 20s, Gold is a luxurious combination of sparkling Ginger Gold apples, honey-dipped florals, and glowing amber woods.

24 CARDED VS50210 | 72 VEND PACKS VS10210 | OVERLAY VS102100

#### WILD HEMP

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24 CARDED VS57425 | 72 VEND PACKS VS17425 | OVERLAY VS174250

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# CONNECTING WITH AN UNDERSERVED COMMUNITY

## How Car Washes and the Autistic Community Shine Together



By Drew Tyson

**The car wash industry is an amazingly diverse industry,** offering opportunities for so many across the country. It's an industry that provides chances to get a foothold on long-term careers and opportunities to workers that might otherwise be marginalized or have difficulty finding work.

Teens and adults with disabilities are always looking for ways to be part of the world around them. They want to contribute and demonstrate value in being part of the community. Could the car wash industry be the niche that is the right fit for autistic and other special needs individuals?

### **BUILDING A WORKFORCE**

It's said that "A rising tide lifts all boats" and Rising Tide Car Wash is certainly doing that.

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Autistic and otherwise disabled persons are chronically underemployed

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are chronically underemployed – the Bureau of Labor Statistics reports unemployment rates for persons with a disability at 12.6% in 2020, over 5% higher than those without disabilities. Among those with disabilities, Drexel University reports that adults on the autistic spectrum have the lowest rate of employment compared to their peers with other disability types, with only 58% reporting as having worked after high school.

For the D'Eris, combatting this issue was something they could tackle head-on. Purchasing a car wash that was severely underperforming, they put together a comprehensive program

The D'Eri family opened the first Rising Tide location in Parkland, Florida in 2012 to provide their son Andrew, who has autism, the opportunity to work in a career. Autistic and otherwise disabled persons

that harnesses unique traits of individuals with autism. Implementing structure, visual systems, checklists, and if/then scenarios, the D'Eris were able to develop a unique 46-step process that individuals with autism can navigate. The repetitive structure, and employees working in tandem with each other, is a system autistic individuals understand, and even thrive in.

Now, Rising Tide is recognized as one of the largest employers of autistic teenagers and adults in the country and continues to grow. They are scheduled to open a third location in Coral Springs, in late 2021 or early 2022. This is an ambitious project as well – in an interview with the local Sun Sentinel, founder John D'Eri stated that he hopes the new location will be 100% staffed by employees on the spectrum, making it the first of its kind.

### **BUILDING A BUSINESS**

While Rising Tide has been building their business over the course of nearly a decade, others are realizing the potential of the industry to provide opportunities for children and adults with disabilities.

Luci's Carwash and Drive-Thru Convenience Store in Converse, Indiana was opened by Ryan and Beth Frank in late 2019. They wanted to provide their teenage daughter Luci - who has autism – and other children and adults with special needs the opportunity to work and connect with the community. Sarah Cox, the public relations manager for Luci's, says the motivation behind looking into the car wash business partially was driven by Luci. "Luci herself has always had an interest in water, so that's where the idea of the car wash came in... this would be a place where she would be motivated to spend time at."

The Franks bought a rundown former car wash and renovated it to make it their own. Converting one of the larger bays to a convenience store, they sell snacks, gourmet sodas, fresh-baked goods, and even a small menu of food to go. They retained another bay for an in-bay automatic, while two other bays operate as self-serve bays.

Now, almost two years later, Luci's is a shining beacon in the Converse community.

Sarah says that part of the goal of Luci's is to provide vocational experience for the local special needs community. "One hundred percent. Obviously, it's going to vary person to person as to what task they may be able to do, but the goal is to make it a safe place." The Franks are hands-on owners, and through connecting with the local special needs program at Luci's school, the management and supervision has developed strategies and processes to work with these unique individuals and their needs.

"Not only does Luci have a place there where she can engage with customers and be a part of it, but it's also a place where other special



needs individuals can find employment too,” says Sarah. By having a mixed staff of special needs individuals, high school students, and adult supervision, the special needs team members are engaged and active and receive direction.

At the same time, it is a great tool for driving engagement between the community of Converse and the special needs community. Even in the modern world, many are not aware of what special needs individuals can bring to the table, leading them to be underestimated and underemployed. “Having a car wash there is a way to share all that the special needs community can do,” Sarah points out. “It inspires a lot of other parents too... even though my child may not have the same path that I did, there’s still space for everyone.”

In the end, it’s great for everyone. Many workers with disabilities, including autism, simply want to contribute. Sarah agrees, having seen it over the years - “What can they do that they could enjoy, and make money... being at the Autism Center, I realized how many people are so excited about making money. To get paid and have that recognition and fulfillment.”

Luci’s continues to make that desire a reality for the disabled and autistic community, and hopes their story encourages other car washes and industries to think outside the box and consider working with their local charities and agencies. The bottom line, as Sarah and the Luci’s team sees it, “Some of the hardest, best workers are sometimes those that do have some of those limitations, because they’re very committed, very meaningful. They’re very excited and thankful to be a part of something. There’s a lot of hard workers out there that can benefit your business.”

### BRINGING THE CAR WASH HOME

For Clint Baker and his Reviews by Vince channel on YouTube, car washes aren’t necessarily for employment, but rather, enjoyment. His son, Vince, lives with autism, and has had a thing for car washes since he was young. Baker started recording car wash trips to show to Vince, saving them on USB for viewing. However, as he saw his son continue to go to YouTube, he figured why not start up a channel there?

Five years and over 3 million views later, the channel hits thousands of views with every new video posted. Baker mentions that the majority of them come from those on the spectrum, and they reach out to him and talk about it. The channel has grown a serious following, and not just amongst the children and adults who find it soothing. Car wash owners themselves have reached out to Clint, reacting to his feedback!

For many people who have family members with autism, or who work with those on the spectrum, this is likely unsurprising.

### Many car washes are starting to recognize the potential in hiring adults with disabilities, including autism

The effect of repetitive sounds – like the rhythmic sounds of whirling brushes in an IBA, or the spraying of water in a tunnel or touchless wash – and the visuals of water have been noted for years. A channel like Clint’s makes these visuals and audio easily accessible, from the

safe and controlled environment of the home. Look out for Clint visiting your wash – or reach out to him directly, as some owners have already done across Canada and the upper United States!

Many car washes are starting to recognize the potential in hiring adults with disabilities, including autism. As an industry, we have a number of tasks and jobs that can be structured so that these individuals can contribute and be a part of the workforce. Consider reaching out to see how you can serve the disabled community and help individuals with disabilities get ahead. There’s a pretty good chance you will find yourself a committed, appreciative worker to help your business succeed! ■



## STEPPING UP AS AN INDUSTRY

Recognizing what the car wash industry can do for special needs children and adults, including those with autism, can help the industry be a community contributor. This can take you and your business from being just another car wash, to being an integral part of your community. Consider the following actions you can take:

- Reach out to your state Office of Vocational Rehabilitation
- Look over the Department of Labor’s Office of Disability Employment for resources, at <https://www.dol.gov/agencies/odep>
- Reach out to your local school district
- Check out Autism Speaks Workplace Inclusion Now program, which features resources, training, a job-sourcing platform and more to help job seekers with autism connect with employers and communities
- Host an event at your car wash to fundraise for children with disabilities
- Host a special needs class or adult special needs group at your car wash



# Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

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

## Is it time to raise prices at your wash?

### Rising costs are spurring increases nationwide

While each car wash operator's circumstances and demographic may vary, the short answer is YES! Raise your price points, and also possibly look at eliminating your lower cost packages to keep your profit margins sound in today's financial climate.

Between the boom in new car washes opening nationwide, disruption of supply chains, and employment woes, it may not seem prudent to increase the prices of services to preserve and/or increase your profits right now, but inflation can be a make-or-break issue for small businesses. Over the past year in particular, you may have seen increases in taxes, cost of water, and labor costs just to name a few, each of which eats away at your bottom line. If you haven't revisited your pricing structure already, now is the time to minimize the damage and keep your profit flowing.

Your first step is to do a little research. Take a deep look at your costs overall, and consider your target market and your current menu/service prices to analyze your margins. Make sure to know your most/least profitable items, what drives your customers, and learn where you stand versus your key competitors. The pinch of rising prices affects us all in some way. You may be struggling with the decision of bumping up your package prices, but... you're running a business. You need to know your worth, and the worth of the packages you offer. A nudge in prices may mean your die-hard basic customers shy away, but it will likely also mean you begin to attract new customers that are prone to spend on elevated services.

Remember, you're not sacrificing quality in this scenario. The key to successfully raising prices is to simply raise the perceived value of what they're paying for. A reasonable price increase, coupled with the elimination of your most basic package leaves you with options that still provide great results for customers. Your new lowest tier now has more appeal, more bang for their buck, particularly for new customers rolling into your bays. Make the value of each offering obvious with bold and clear signage and advertising.

Competition is stiff, and your competitors are strategizing the same way you are. The logical way to defray the increase in overhead is to balance the burden using the services you provide, and quite honestly, your patrons likely won't question why you need to. Convenience, speed and quality will keep them rolling through, and you'll thank yourself for boosting the value of your enterprise. ■



# HIGH PERFORMANCE

## PHOTOELECTRIC SENSORS FOR CARWASH



EASY  
INSTALLATION



WATER  
RESISTANCE



PENETRATION  
POWER



IMMUNITY  
TO LIGHT



VIBRATION  
RESISTANCE

### MAKING SENSE OF TECHNOLOGY

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

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



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[www.kleenrite.com](http://www.kleenrite.com)



**Over the winter of 2020-2021, we took the opportunity to bring Kleen-Rite together under one roof.** Just like with our recent ERP implementation, highlighted earlier in this issue, we made this investment to help provide better information and service for our customers and clients!

Working with the design professionals at Vosburgh Architects of Lancaster, we designed a layout for the building to accommodate our everyday business needs. By bringing everyone into one facility, it makes it easier for us to exchange knowledge and work together, and helps us to grow as a team and family. Converting an older building that was meant to be a warehouse into fully-functioning, modern offices was certainly a tall order, but Vosburgh was up for the challenge.

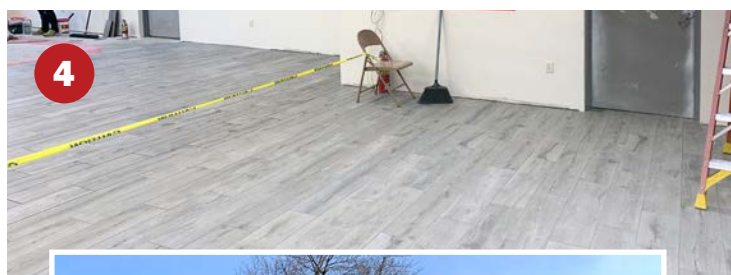


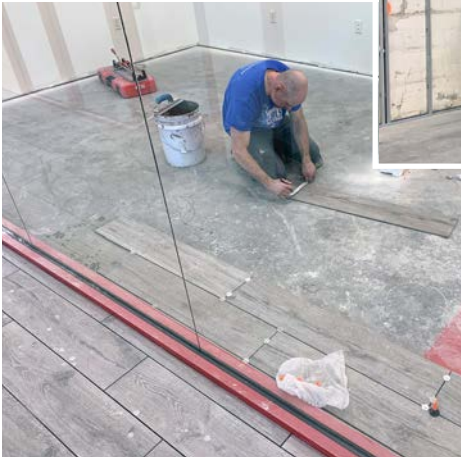
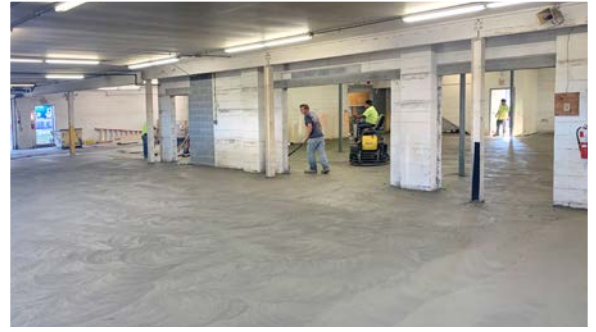
# KLEEN RENOVATION

With the design in place, we turned to the team at Scenic Ridge for our contracting needs. Despite the difficulties that cold-weather construction can pose, they soldiered through the winter inside and out. This included reinvigorating the look of the building, adding new signage, and grading the lot outside while continuing all the indoor construction. By early spring, the new facilities were in full use as our members consolidated from the other offices!

The new office incorporates plenty of modern features to make day-to-day life easier and more efficient. Programmable thermostats and motion-detecting lighting help us reduce building operating cost, as well as reduce our environmental impact. Large windows allow for plenty of natural light. The new offices have also given our employees larger work spaces.

Next time you're in the area picking up an order at the Mount Joy warehouse, or at the next Kleen-Rite Expo, make sure to check out the new offices! In the meantime, enjoy a look at the process and our new digs.





1. The before pictures – did you know that back in the day, the offices and the warehouse were all in one building?
2. A larger open space was the look we were going for
3. Framing begins
4. Laying flooring
5. We revamped the entire outside of the building as well
6. We've incorporated lots of glass in our new offices for an open feel, but with enough privacy and sound protection so employees can concentrate
7. Putting the finishing touches on the new offices – our retro logo, and our break room wall highlighting our mission, vision and values, along with pictures of employees past and present!
8. Our employees are thrilled to be in their new cubes and offices, ready to help out our customers!



# UNDISPUTED LEADER IN CAR CARE



## TUB WIPES

• 6 tubs per case

AR10831 Orange Cleaning Wipes 25 Wipes/Tub	AR10861 Protectant Wipes 30 Wipes/Tub	AR10863 Cleaner Wipes 30 Wipes/Tub
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AR10865 Glass Cleaner Wipes 30 Wipes/Tub	AR10881 Leather Wipes 30 Wipes/Tub	AR10945 Ultra Shine Protectant Wipes 20 Wipes/Tub
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## TIRE FOAM

- 4 oz. can | 12 cans per case
- Restores tires to a naturally dark black appearance using intense foam and nourishing conditioners. Protects tires from harmful elements that cause cracking and fading.



AR40040

AR13040

## ORIGINAL PROTECTANT

- 4 oz. pump spray bottle | 24 bottles per case
- Renews and revitalizes vinyl, rubber and plastic. Protects against harmful UV rays and oxidation that can cause fading, aging and cracking.

**KLEEN-RITE** CORP.  
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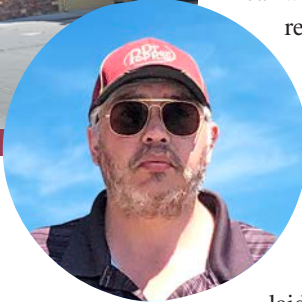
# Overcoming New Challenges at Speedi Car Wash & Fuel

Talking with Operator and Manager Jeremy Goerts

By Job T. Leach



Speedi Car Wash Manager Jeremy Goerts



Speedi is a bustling car wash, fueling station, and convenience store located in the heart of Flagstaff, Arizona. The business is owned by Ricky Prema and family, and they are fortunate to have Jeremy Goerts as one of their key employees running the business. The Kleen-Scene was able to sit down for a long discussion with Jeremy about what keeps him busy at Speedi, and the challenge of hiring, teaching, and leading employees into the next phase of Speedi Car Wash & Fuel.

## Jeremy's History at Speedi

Jeremy Goerts was formerly a civil servant for the housing authority of the city of Flagstaff. When funding was cut for his position, he found himself scrambling to find a new job during the 2008 recession. He noticed a "Help Wanted" sign at Speedi, and was hired as a cashier in the convenience store by the owners at the time – George and Patti Pugh. Not too long after, the Pughs sold the business to the Prema family.

Ricky Prema retained Jeremy as an employee after taking over Speedi. Not only that, he recognized that Jeremy had acquired skill and knowledge quickly and could be an asset in efforts to revitalize the business. Increasing his role and influence on the business worked out well for both sides, and Jeremy became an integral part of Speedi.

The relationship between Ricky and Jeremy is clearly one of mutual respect, where each take the other's opinions and ideas seriously to make the best decisions.

About Ricky, Jeremy said, "I'm very happy that somebody (Ricky) actually wanted to take over the business and turn it around and listen to me. I'd been here four years and knew of the things that we're going wrong. For Ricky and his family to step in, it pretty much saved my job and allowed me to learn from them too."

He continued, "Ricky's management style is not one of 'do as I say, or else' or 'I'm the boss, just do it.' He likes to have consensus and consult his managers. There are very few times he'll tell me I have to do something exactly as he says, it's very rare. Ricky allows me

to do a lot of things without even consulting him. He is open-minded and gives me plenty of autonomy."

## The Busy Life of a Speedi Manager

Jeremy is constantly busy with car wash issues. For example, recently he was at one of his favorite seafood restaurants in Flagstaff – humorously named the Stinkin Crawfish – and was ready to treat himself to a seafood feast.

The big paper sheet was laid out on the table (seafood can get messy) and Jeremy had decided what he wanted from the menu. Before he was able to order his food, he received a call from a new car wash employee that the conveyor was down on the tunnel and the employee couldn't figure out the problem. After failing to diagnose the issue on the phone, Jeremy had to immediately cancel his meal and head to the wash. It ended up being a relatively simple fix, but was something only Jeremy's experienced eye would notice.

of his regular tasks include, but are not limited to: buying replacement car wash parts, stocking chemicals, keeping gas pump tanks full, and dealing with employee administrative issues. Jeremy has undertaken special projects like converting bays to CryptoPay, coordinating fundraisers with local charitable organizations, and developing marketing promotions.

## New Generation – New Challenges

One particular topic stood out in our conversation with Jeremy, and it's one that many managers are currently experiencing in one form or another – hiring difficulties and passing on knowledge to a new generation. It's no secret that the global pandemic has left plenty of businesses in precarious positions, and one of the issues is a severe lack of qualified and willing job candidates. Speedi is not immune to this, and Jeremy has had his own share of headaches because of it.

He deals with a lot of employees and candidates who are on the



Doing general maintenance and repairs is just a small part of what Jeremy does. In only an hour, we touched on an impressive list of responsibilities. Some

younger side, and he notes that many of them aren't being taught some of the life skills that would help them be better employees.

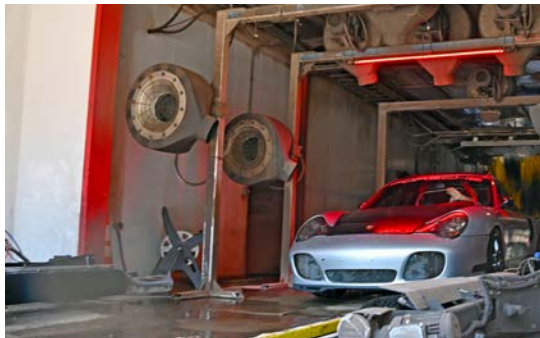
*continued on page 42*

“You have a new generation of workers... it really comes down to the education system. I was getting a second degree in education sixteen years ago, and I was told to get out because the state of Arizona was cutting down on career and technology training. I wanted to be a vocational education teacher; I felt that I could pass on the same knowledge that I learned in high school. My generation was lucky enough to learn electronics, computer information systems, woodworking, metalworking, and business classes.

“These kids don’t have that opportunity. They literally have to go to college or find a job to learn that kind of stuff, and that’s kind of sad. The government could do what they did back in the ‘30s and say ‘we need skilled workers, we need to start teaching this stuff all over again.’ When they came up with the industrial education programs, that created a whole generation of people... that had those skills. If you gave them a wrench and told them to go fix something, they would fix it. If I hand some of my younger employees a wrench, they might ask ‘what’s a wrench?’”

### Adapting and Growing at Speedi

Jeremy adapted his approach to training materials when he recognized that younger employees learned much



better visually. He added more pictures and videos to his training manuals rather than just text, and he started doing more hands-on, direct instruction with new employees. Being flexible and embracing opportunities to update normal protocol when it’s needed can turn a mediocre business into a great one.

Jeremy also realizes that he has a responsibility to teach younger folks some of the skills necessary to not just operate a car wash, but also be responsible, useful employees. George Pugh, one of the owners that hired Jeremy, served as a mentor for him and provided invaluable insight into the car wash world. Being guided by George set him on a path for success. Jeremy seems ready to take on that mentor role, even if it means going the extra mile to teach life skills too.

Part of taking on that role means improving his own skillset and taking responsibility for being the best manager and operator that he can be. He has already taken human resource courses and plans to take more to keep up with laws and new strategies for successfully dealing with employees. He also stays current with car wash, fuel, and tobacco trends by attending conventions, conferences, and classes offered within those industries. He noted that getting LEAD certified for car wash operation through the ICA has been one of the best things he’s done for his career.

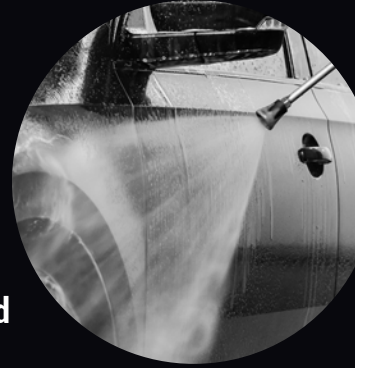
We appreciate Jeremy giving us a peek into the mind of a busy operator and manager. It’s clear that he has a lot on his plate at Speedi. Hopefully he finds some time to get a little seafood on his plate too! ■



# ALL SYSTEMS POLYMER PRESOAK

**Grabs, lifts, and encapsulates dirt to easily rinse away!**

- Non-corrosive, saves on shipping costs.
- Reduced dwell time.
- Leaves an incredible shine.
- One-step cleaning, enhanced drying and rinsing.
- Safe for use in self-serve bays, in-bay automatics, and automatic tunnels.



**Now available in a two-step process.**

### HIGH PH POLYMER PRESOAK

5 Gallon	KR5205
30 Gallon	KR30205
55 Gallon	KR55205

### LOW PH POLYMER PRESOAK

5 Gallon	KR5205-L
30 Gallon	KR30205-L
55 Gallon	KR55205-L

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

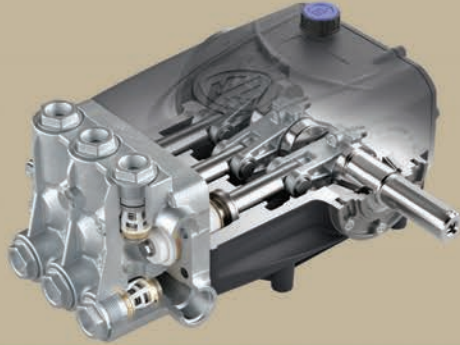
# THE RTX SERIES

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

THE FUTURE OF INDUSTRIAL PUMPS BROUGHT TO YOU BY



**ANNOVI  
REVERBERI**  
The Power of Experience



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

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
7.9	30.0	7250	500	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
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
15.8	60.0	4350	300	1450	47.2	0.984	25	1.012	28

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
22.5	85.0	2200	151.7	1450	34.0	1.181	30	1.102	28

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



**Triad**  
**TC500A-RL4**  
w/ four cassettes



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



**Triad**  
**TC400A-RL3**  
w/ recycler validators



Ask about  
**Rowe  
Retrofit  
Kits!**





# RAVING ABOUT REWARDS!



By Patty Little

Customers are raving about the sweet benefits of Kleen-Rite Rewards Club! Since it's start in 2019, loyalty members have been taking full advantage of fantastic savings and other perks that are HUGE in today's tough economic climate. Rewards become available as soon as you sign up for the program, and you can redeem your points as soon as you have enough to apply in your dashboard.

Earning points is easy! Each time you make a purchase you'll earn points, 10 for every dollar you spend (these points will be redeemable 30 days after your order), plus you can earn bonus points with referrals, reviews and social media shares. They rack up fast, and so will your savings!

Kleen-Scene reached out to some of our top-earners, and they had some great feedback about their rewards and how they're using them!

Tom Chung of Chung's Mobil Service Center in Long Beach, CA, really appreciates the savings he gets with his points. "We primarily use the points to redeem free or discounted shipping, it's a big help right now, you know, every little bit we can save helps. Kleen-Rite is a great one-stop shop, and I'm glad the rewards program is something I can use to benefit me even more, since I spend so much."

**"I like the program a lot! I've been able to cash in my rewards several times for free freight."**

Lisa Combs of Power Bright in Livonia, Michigan is another savvy shopper. She said, "I like the program a lot! I've been able to cash in my rewards several times for free freight."

In addition, the more you spend, the more you earn, and Kleen-Kash Rewards can add up to even larger savings. They're basically "cash back" towards your next order, as you can redeem points for various amounts off of your orders.

Maritza Madrigal of Surf Through Express Car Wash in Bakersfield, CA said, "I use the program often, usually redeeming my points for free shipping when I can, as well as Kleen-Kash. I've been able to get anywhere from \$10 to \$100 off my orders by redeeming my points when I check out!"

Free shipping rewards are, of course, what our customers utilize most, and with several options available as your program progresses, it can really add up for frequent shoppers. You can redeem just 7500 points for free shipping on an order weighing less than 40 pounds\*. This perk is perfect for smaller restock orders on vending items and similar merchandise that you may need to place in a pinch between larger replenishments.

**"I use the program often, usually redeeming my points for free shipping when I can, as well as Kleen-Kash."**

Other more robust shipping offers can be redeemed depending on your membership level and point count:

- Basic Level (automatic beginner level) rewards holders can earn free shipping on orders over \$1250\* for 25000 points
- Ultimate Level (100,000 points in 12 months) unlocks freeshipping on orders over \$750\* for 50000 points

Your Rewards Dashboard will keep you up to date with your point count and the rewards available to use when you log in. You'll also be privy to product discounts and other exclusive offers for being a member, so keep an eye on your account!

You can redeem multiple rewards on orders, if you have the points to use. Log in when you're placing your order or let your call center rep know you'd like to use points when you call in your order. In the checkout page, simply redeem one reward at a time, apply it to the order and then apply the next if you have enough points after each deduction to stack your savings. As points are deducted, the list of eligible rewards on your checkout page will update. Anything you can't apply points to, or you don't have enough remaining points for, will black out.

Your loyalty can pay off. Have you signed up for Kleen-Rite Rewards? If not, what are you waiting for!? Sign up today and start raking in the savings!

\*Some shipping exclusions apply. Only one shipping offer may be applied per order.

# OUR NEW PRODUCTS

## BREAK DOWN BUG REMOVER

Break Down is a premium, professional grade, water-based bug remover. Its fast acting formula dissolves and softens even the toughest bug residue.

FROM THE  
MAKERS OF  
KLEAN WALL



Klean Tunnel is a fast acting, lower acidic car wash cleaner. Its powerful formula quickly removes buildup of dirt and grime without the scrubbing.

**APFormulators**  
Making a cleaner world

AP Formulators is a full-line formulator and distributor of car wash chemicals for self-serve and automated operations. Our goal is to deliver a memorable experience for the consumer to ensure returned visits for years to come.

**PROTECT YOUR EQUIPMENT WITH IDEAL SHIELD**

**ideal SHIELD**  
EST. 1997

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

**MADE IN USA**



- 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!



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

# KLEEN-PAK

## PREMIUM CLEANING POWER

Packed into **TWO**  
2.5 gallon jugs  
of concentrate



*"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

Each Kleen-Pak includes  
**TWO** 2.5 gallons per pack

### PRESOAK

High pH	KRKP5210
Low pH	KRKP5220
High Pressure	KRKP5202
Fragrant Presoak	KRKP5200

### LUBRICANT/DETERGENT

Body Shampoo	KRKP5207
Foam Brush	KRKP5203
Pink Foam Brush	KRKP5203C

### PROTECTANT

Clearcoat Conditioner	KRKP5303B
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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# 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

**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"

**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

**TIO100**

PROUDLY  
MADE IN  
AMERICA

# Hamel Manufacturing Co.

**NEW!**

## SEMITRANSSPARENT POLYCARBONATE FOAM BRUSH HANDLE

See-through brush handle for foam brushes in self-serve car wash applications. Semitransparent poly allows visibility for the colorful foam used for presoaks and soaps. While it's made with lightweight polycarbonate, it's still durable enough for the demands of busy wash bays, and washes well with a good feel that isn't overpowered by the brush head.

- Lightweight polycarbonate material
- Durable
- See-through design allows customers to see subtle coloring of foam inside
- 1/2" M x 3/8" F threaded ends
- 40" length

**FHC40**



40" Foamy  
Brush Handle Poles



Triple Foam Guns  
Rubber Coated  
Galvanized or  
Stainless Steel



Channel Style  
Mat Clamp  
Stainless Steel



"Original" Flex-Wands®  
Galvanized or  
Stainless Steel



Tip Twister  
Spray Tip Remover

Available From

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

# SIMONIZ Products for Top Tunnel Packages

By Mike Trudel and Joseph Herr

## Increase Per Car Revenue

Attracting customers to purchase your top tunnel package is not always an easy task. If customers don't see a visual difference in the appearance of their vehicles after trying each of your wash packages, they will opt for the wash with the lowest cost.

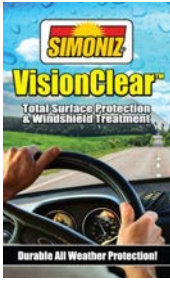
When setting up your packages, choose premium products that deliver superior results and make them exclusive to your top wash. Exclusive products show customers that your top package offers the best bang for their buck. Once customers see the results, they will keep coming back for more. Simoniz offers products that increase your per car revenue and drive repeat purchases of your top tunnel package.



VisionClear™







## SIMONIZ VISION CLEAR

The first glass-specific product developed for the conveyor and in-bay automatic markets. This unique silicone formulation provides an exceptional hydrophobic reaction on the windshield and the vehicle's surface. Its economical application cost and superior performance make Vision Clear an attractive a la carte offering or an excellent way to create more value in bundled wash packages.

### Matt Morgan's Shining Testimony

**Car Wash Name:** Captain Car Wash in Gahanna, OH

Matt Morgan of Captain Car Wash began including Vision Clear in his top wash package 4 years ago. The product beads water while helping to brighten the vehicle's appearance. He said, "Customers are impressed with how shiny their cars look." Morgan's top package accounts for 80% of his washes purchased.

During our conversation, Morgan said, "I love the citrus scent, it's very pleasing." Not only does the product bead water, it also produces a fresh scent your customers can smell as it is applied. When customers smell a product during application, they tend to associate the scent with the product performing its function.



## SIMONIZ CERAMIC SEALANT

Ceramic Sealant is a breakthrough in the car wash industry; a highly hydrophobic formulation that includes a ceramic polymer. After being applied to a vehicle exterior, this formula chemically bonds with the paint to create a layer of durable protection. The sealant contains positively charged ions that are attracted to the negatively charged painted surface.

This creates the hydrophobic coating that repels water.

Ceramic coatings are a very popular trend in car care, and this fantastic product provides an easy and fast way to apply ceramic at the car wash. Increase per car revenue by satisfying this ever-increasing market that is passionate about their vehicles and willing to pay a bit more for quality.

### Jay Montpetit Says Simoniz Ceramic Seals the Deal on a Great Wash

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

Despite being a fairly large investment, Montpetit has been very happy with his purchase. He first became interested in ceramic when he had it hand-applied while his car was getting detailed and was extremely impressed with it. After seeing the Simoniz version of the product for car washes, he thought it would be a great addition to his facilities.

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



## SIMONIZ LAVA SHIELD

This four-step paint sealant process gives express tunnels and full-service operators yet another tool to increase their revenue per car. Backed by the Simoniz brand, customer reception of this program has been a success due to its incredible show and performance. Consumers are wowed by the amount of product used on their vehicles and the LED show – something

never seen at car washes before Lava Shield.

Lava Shield gives operators the ability to add more packages and manager specials to increase revenue and customer satisfaction. This program has helped push many exterior express top package prices over the \$20 mark. Operators with a \$6.00 base exterior wash as an entry point are making a higher dollar per car average than ever before.

### Tom McHugh Erupts with Praise

**Car Wash Name:** U.S. Car Wash in Glenview, IL

We spoke with Tom McHugh from U.S. Car Wash in Glenview, Illinois. He has used Lava Shield in his tunnel wash for about two and a half years with great success, and his numbers prove it. McHugh said, "We wash 175,000 cars a year." During our chat, McHugh mentioned that Lava Shield is "Reasonably priced." Compared to similar products McHugh, referring to Lava Shield, said, "Simoniz has a better show."



## SIMONIZ HOT WAX AND SHINE

A true game-changer. This unique product with instant brand recognition helps operators generate more revenue by having an additional menu option, thus creating a new top package for a higher dollar offering. The sustainability of this product application is outstanding. To this day since 2011, Hot Wax and Shine is one of the highest purchased

products and continues to add \$1.00 per car in net revenue to conveyor and in-bay automatic facilities alike.

### A Glowing Testimonial from Edgar Ruiz

**Car Wash Name:** Joe Bell Express Car Wash in Los Angeles, CA

Edgar Ruiz from Joe Bell Express Car Wash in Los Angeles, California told us that he has been using Hot Wax and Shine for three years. He said, "Customers love the way their cars shine." Ruiz added that customers love the product so much, they return every weekend for it. Hot Wax and Shine is included in his top package which is priced at twenty dollars. He says the sales for the top package increase every year.

Power your wash with Simoniz brand products – proven push-button profit centers that have generated hundreds of millions of dollars spent in retail car wash establishments annually. Visit the Simoniz YouTube Channel to see these products and many more in use at car washes nationally.

Call Kleen-Rite today to see how you can increase site profitability and revenue per car with Simoniz.

**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





# CAR WASH CLICKS

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

## Terrifying Customers for Charity

Every Halloween, many car wash owners convert their tunnels into frightening experiences for their customers. Wash Boss Car Wash, located in Evansville, Indiana, is using Halloween to both scare people and raise money for charity.



Each weekend in October ghouls descended on the Wash Boss tunnel, as volunteers dressed up to give customers a fright. After each completed night, the participating non-profit received \$200 and 2 free deluxe washes each. Boss Wash provided food and beverages for the volunteers to fuel the fright all night. *This story was found at wkdq.com*

## Crashing Through a Car Wash

Someone was way too excited to wash their car and drove straight through the wall at Hashi Car Wash in Maui, Hawaii. Two employees were struck and taken to the hospital. The driver of the SUV was uninjured and the police do not believe he was under the influence at the time of the accident. Getting hit by a car crashing through a wall had to have been a terrifying experience. We hope both the employees are doing well and recovered from any injuries they received. *This story was found at khon2.com*



## Young Entrepreneurs Start Mobile Car Wash

A pair of high school friends decided to open a mobile car wash. Why mobile? Well, there wasn't much to do in Clovis, California because of the COVID-19 lockdowns this past summer. That did not stop Noah and Brennan from establishing N B Premium carwash to fund their educations. Noah is interested in entering the medical field and Brennan wants to enter real estate.

Massive wildfires in California helped drive Noah and Brennan's business. As cinders from the fires were distributed by the wind, vehicles were coated with a layer of ash which can harm the paint. Sanitizing vehicle interiors and removing ash proved lucrative.



With just about everything closed, it was easy to zip around neighborhoods washing cars. They made appointments so customers knew when their vehicle would be washed. We thought our customers would appreciate this story as many of you are entrepreneurs yourselves! *This story was found at abc30.com*

## Dozens of Car Washes Open in Omaha

As the metro area in Omaha, Nebraska has grown, the number of vehicles has too. With so many vehicles in the area, the demand for car washes skyrocketed. Local entrepreneurs



jumped into action, and according to the City of Omaha's Planning Department, dozens of car washes have opened in the past two years. Josh Planos from the Better Business Bureau in Omaha stated the car wash industry grew 9.4% in 2021. Planos questions if the growth will level out towards the end of 2021, as a similar trend was seen in the storage industry. We may be a bit biased, but we hope the car wash growth continues! *This story was found at ketv.com*

## Hoffman Car Wash Food Drive

For 10 years and counting, the Hoffman Car Wash has collected items for local food banks as part of their "Practice Kindness" initiative. Customers received a free Ultimate car wash when they donated at least one non-perishable food item on Saturday, October 23 and Sunday, October 24. Of course, customers were allowed to donate more than one item at a time if they desired. The event collects a substantial amount of food every year. The non-perishable food items are donated to Hoffman's food pantry partners in Albany, New York and the surrounding area.



This year they hope to be able to donate an even larger supply of non-perishables once the final tally is completed. Hoffman Car Wash CEO Tom Hoffman Jr. said, "Each year we collect thousands of pounds of items, and our hope is this fall's food collection will be more successful than ever before." *This story was found at hoffmancarwash.com*

# 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!

**AMERICAN CHANGER®**

**TIME TO  
UPGRADE**



BC-1400 w/ Older  
Rowe Components



BC-1400A w/  
Upgraded Components

A large advertisement for Hi-Tech Industries. The background is black with a red and blue circular graphic. On the left is a large blue brush with a black handle. On the right is a large grey brush with a black handle. In the center, the text 'Hi-Tech Industries' is written in a stylized, italicized font. Below this, the text 'WE'VE GOT YOU COVERED FROM EVERY ANGLE!' is written in bold, white, uppercase letters. In the bottom right corner, there is a logo for 'NOGHAIR' featuring a red hog head and the text 'synthetic hog hair technology'.

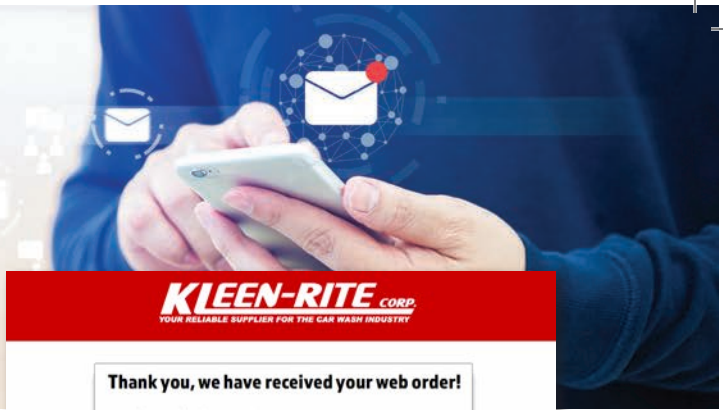
**BIG  
BLUE**

**Hi-Tech®**  
Industries

**WE'VE GOT  
YOU COVERED FROM  
EVERY ANGLE!**

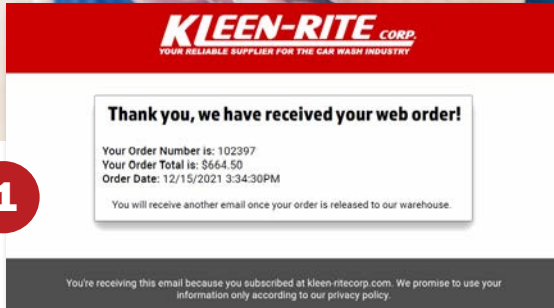


# New Customer Communication Process for Orders



As part of our recent system switch, the customer communication process has changed to be more detailed and transparent. Although this change is for the better, we understand that our loyal customers may be a bit confused for their first few orders. Check out the examples below to see how Kleen-Rite will communicate with you when you place an order.

1



**Web Order Confirmation** (online orders only) – This will be a brief email with your web order number. It will NOT include product information or shipment details. It is a simple immediate communication to let you know that our system received your web order.

## These are the email documents that all customers should expect to see when ordering

2

**KLEEN-RITE CORP.**  
YOUR RELIABLE SUPPLIER FOR THE DETAILING INDUSTRY

**Order Questions?**  
Call Us: 800.233.3873  
Email: [sales@kleenrite.com](mailto:sales@kleenrite.com)

**Kleen-Rite Corp**  
257 S. 9th St. | Columbia, PA 17512 | United States

We'll send an email with tracking information when your order ships.  
Thank you for your business!

**YOUR ORDER SO33937**  
Placed on 12/13/2021

CUSTOMER #	SHIP TO	BILL TO	PAYMENT
131076 Joshua Foster	Joshua Foster 40366 Taranto Court Indio CA 92203 United States	Joshua Foster 40366 Taranto Court Indio CA 92203 United States	VISA *0213 (12/2023)

**ORDER SUMMARY**  
Actual shipped quantities may vary depending on inventory levels at the time of shipment. Complete fulfillment information will follow in a separate email.

Qty. Ordered	Qty. Committed	Qty. Backordered	Item	Location	Rate	Amount
2	2	0	BL0B36 InvPart Continental B36 Belt Type-V - 36 in. Pitch Dia., 39 in. Outside Dia.	2-NV	\$9.48	\$18.96
2	2	0	BL0B41 InvPart Continental B41 Belt Type-V - 41 in. Pitch Dia., 44 in. Outside Dia.	2-NV	\$10.82	\$21.64
Estimated Subtotal						\$40.60
Estimated Shipping						TBD
Estimated Tax Total						TBD
Estimated Total						\$40.60

**Order Acknowledgement** – This lets you know that your order has moved into the beginning of the warehouse fulfillment process. This shows what you have requested from us, but does not mean your order has been fulfilled yet. You should get an Order Acknowledgement soon after you place your order, although there may be some delay on weekend orders requiring special treatment.

3

**KLEEN-RITE CORP.**  
YOUR RELIABLE SUPPLIER FOR THE DETAILING INDUSTRY

**Order Questions?**  
Call Us: 800.233.3873  
Email: [sales@kleenrite.com](mailto:sales@kleenrite.com)

**Kleen-Rite Corp**  
257 S. 9th St. | Columbia, PA 17512 | United States

Thank you for your business!

**INSPECT YOUR PURCHASE BEFORE YOU ACCEPT IT**  
To preserve the right to submit a claim for damage during delivery, please be sure to inspect the products inside the package. **If damaged, please note the damage on the delivery receipt bill of lading before signing anything with the freight carrier,** since your signature alone certifies the products were received without damage.

**SALES ORDER #SO4622 HAS SHIPPED**  
Placed on 11/5/2021

CUSTOMER #	SHIP TO	SHIPPING METHOD	PAYMENT
100020 MK Carwash Company	MK Carwash Company 609 E Main St New Holland PA 17557 United States	UPS® Ground	Net 30

**FULFILLMENT SUMMARY**

Qty Ordered	Qty Shipped	Qty B/O	Item	Shipped From	Unit	Amount
1	1	0	VS10800 Armor All 78448 Original Protectant Sponge, Single Pack - 100 Per Case	1-PA	\$55.75	\$55.75
Subtotal						\$55.75
Shipping Total						\$17.77
Tax Total						TBD
Total						\$73.52

**Fulfillment** – When you see this document, it means the listed items have shipped from one of our warehouses. You will see what has shipped, where the items shipped from, and tracking information for the shipment. You might also see backordered items listed in the unfortunate case we don't have stock for a product. If items ship at different times or from different locations, you will receive a fulfillment form for EACH shipment.



**KLEEN-RITE CORP.**  
YOUR RELIABLE SUPPLIER FOR THE DETAILING INDUSTRY

257 S. 9th St. | Columbia, PA 17512 | United States

**Sales Receipt**

Document #: CS26628  
PO #:   
Date: 12/13/2021  
Paid: \$287.14

CUSTOMER #	SHIP TO	BILL TO	PAYMENT
172615 Spenser Ouellette	Spenser Ouellette 5 Johns Way Sidney ME 04330-4060 United States	Spenser Ouellette 5 Johns Way Sidney ME 04330-4060 United States	MASTERCARD *0795 (9/2025)

SALES RECEIPT FOR SALES ORDER #SO33522

Qty Ordered	Qty Shipped	Qty B/O	Item	Shipped From	Amount
0	2	0	BX5115 Simoniz Kleen Green - 50 Lbs.	1-PA	\$115.20
0	1	0	PA5303 Simoniz Lemon Glo Spray Polish - 5 Gallons	1-PA	\$55.66
<b>Subtotal</b>					\$287.14
<b>Shipping Total</b>					\$106.88
<b>Tax Total</b>					\$9.40
<b>Total</b>					\$287.14

PAID

**SHIPPED VIA**  
UPS® Ground

**TRACKING NUMBERS**  
1Z1689750397176755, 1Z1689750399143947, 1Z1689750395584737

**RETURNS & TERMS**  
Please click here to view our returns, freight, back order, warranty and shipping policies.

**THANK YOU FOR YOUR ORDER!**

KLEEN-RITECORP.COM | 800.233.3873 | SALES@KLEENRITE.COM | CUSTOMERSERVICE@KLEENRITE.COM

Kleen-Rite Corporation has collected the simplified sellers use tax on taxable transactions delivered into Alabama and the tax will be remitted on the customer's behalf to the Alabama Department of Revenue. Kleen-Rite Corporation's program account number is SSU-R009971758.

**Sales Receipt/Invoice** – This form is directly related to order payment. If you are marked paid, you will get a receipt confirming that your payment has been completed. If you did not pay immediately, you will receive an invoice instead of a receipt. These forms will also have tracking information about your shipment.

**Note on Availability** – We implemented new website functionality to help you better understand item availability. Look for the stock status near the “Add to Cart” button on product pages. We highly recommend you check this before placing your order – it will make the entire order process smoother, and it’s easier than having to call.

We appreciate your understanding with this new process and look forward to the benefit it will provide. Kleen-Rite is doing everything we can to be clear and straightforward about what we’re shipping, when it’s shipping, what is available, and how we collect your payment.

Don't forget to sign up for our marketing emails to receive special deals and offers delivered right to your inbox

**KLEEN-RITECORP.COM**

# KLEEN-RITE

# VACUUM HOSE

Excellent choice for car washes!



Even as it's pulled to and from different cars, it resists snagging and is non-abrasive. Offering superior flexibility, it's great to run across the upholstery of any vehicle's interior. Nozzle not included with hose.

VTH41	1.5" W x 15' L
VTH45	1.5" W x 50' L
VTH43	2" W x 15' L
VTH46	2" W x 25' L
VTH47	2" W x 50' L

- Choose from several color options
- 2" to 1.5" tapered hoses available



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

## WHY PAINT?

**Post Guard Bollard Covers**

Maintenance-Free Bollard Protection

SAVE MONEY







NEW!

**Post Guard Traveler**

Portable Traffic Guide



CAR WASH

CLEARANCE 8' 9"

**Height Guard Clearance Bars**

Reduce Damage

# 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



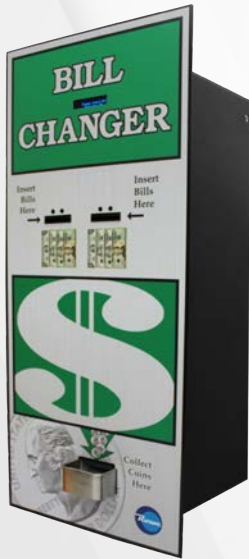
**Standard**  
Change-Makers, Inc.

*Dispensing Quarters, Dollar Coins, or Tokens*



**We Make Change Happen!**

# ROWE™



## 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



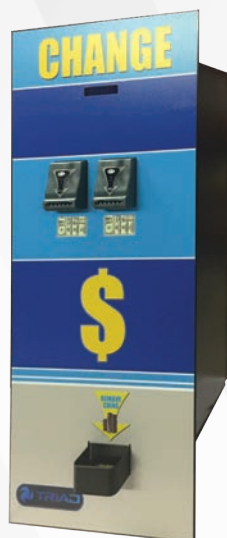
MEI Validator with 1,000 note stacker



Dual Hoppers hold 9,600 coins total

**NOW UPGRADED WITH AMERICAN CHANGER® COMPONENTS!**

# TRIAD™



## TC400A-RL 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!



# Video Surveillance

## IN THE CAR WASH INDUSTRY

By Dave Diehl

Many operators still don't have security cameras at their locations, and some are in need of an upgrade for older systems. This article will outline the reasons why now is the time to install security cameras, and why Turbo Wash DVR is the best option for your car wash.

When it comes to security, there are three main components. Cameras, lighting, and alarms. Cameras help monitor what is happening and eliminate wasted trips to check on your washes. They help you keep track of equipment, employees, customers, and problems.

Some of the reasons you may have not installed cameras or upgraded your system may be:

- 1. Cost**
- 2. Not sure how to install**
- 3. No tech support**
- 4. No internet**
- 5. Not a priority**

### The Question of Cost

Like just about anything, your first instinct is probably to question what kind of investment a camera system requires. Some equally important questions include:

- What is it costing you to not have cameras in place?
- How often does equipment go down un-noticed?
- How often do problem employees cost you time and money?
- How often does someone steal or vandalize your property or equipment?

### What Operators Are Saying...

*"We have been using the Turbo Wash DVR systems for about 15 years. We have multiple sites and couldn't imagine running a car wash business without these camera systems. They have saved us thousands of dollars over the years when dealing with accusations of vehicle damage and vandalism. The camera doesn't lie! Rick and the whole team at Turbo Wash DVR have always provided excellent support, from basic install questions to more technical issues. Warranty issues have also been resolved quickly and easily - they stand behind the products they sell!"* Brian Hollinger, Sundance Car Wash

### Turbo Wash Provides Installation Help and Tech Support

You may be unsure how to install these cameras. With the Turbo Wash DVR cap kit system, tutorial videos and great tech support, operators can take their remote monitoring to the next level!

One of the most frustrating parts of the camera industry is the lack of tech support. Many people I talk with share their experiences of purchasing a system from Costco, Sam's Club, or other retailers, only to find that when they have an issue, they're unable to get ahold of anyone to fix it. This can be very time consuming and frustrating. With Turbo Wash DVR, you can expect prompt, quality responses from real people every time.



### Internet Access and Security Cameras

Internet is not necessary for onsite viewing, but if you don't have internet yet, now is the time to get it. The ability to save time and money through remote viewing is well worth it. Even without internet access, being able to monitor your property from a central location onsite is a huge advantage. Plus, you have the footage stored in case a problem occurs and you need it for legal purposes.

### Getting Cameras is an Important Step for Car Washes

With a long list of duties and tasks at your car wash, it's tough to know what to prioritize. That never-ending to-do list is what makes camera monitoring so important. Protecting your investment, and making sure all that work isn't for naught, is imperative to long-term success.

continued on page 58

If you have an older system, now is the time to upgrade. It makes a difference. The resolution and quality of footage can be a make-or-break with customer complaints, or when posting a reward picture of the vandal that cost you lost revenues due to damaged equipment.

Make it a priority. As respected business and management consultant Harry A. Hopf said, "Often greater risk is involved in postponement than in making a wrong decision."

### Why Turbo Wash DVR over Another System?

As a car wash owner/operator of over 30 years, Rick Diehl, the founder of Turbo Wash DVR, has always had constant attention to detail. He kept up with ever changing and evolving technologies. We test our systems and cameras often in a car wash application to assure they will handle the harsh environments. Our systems are designed for operators by operators. ■



Car Wash operator and founder of Turbo Wash DVR, Rick Diehl and his wife.



Dave Diehl is currently running the business with his dad Rick. Above picture of Dave and his family.



### What Operators Are Saying...

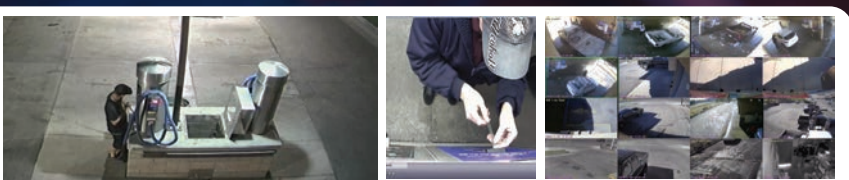
"We've been using Turbo Wash DVR camera systems at our car washes for many years. The video systems and cameras are quality and reliable at a reasonable price. Turbo Wash DVR stays current with new video technology products and know the industry well. Rick and Dave provide outstanding support for their products. They provide trusted advice and sound recommendations. Turbo Wash DVR is a partner we trust and value."

Fred Callihan, Glen Burnie Car Wash, Inc.

### What Operators Are Saying...

"The camera system for video surveillance is outstanding. In particular, it's a great setup for any outdoor environment – especially businesses such as car washes. When you have a few problems or question, Rick and his team are above and beyond the norm in troubleshooting! Just when you think you have it allllll figured out... WHAM!! A problem. But again, there is superior tech support for the DVR and cameras. Love this company, and looking for another surveillance system from them just like the two I already have."

Greg Roark, Super Suds Car Wash



# 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
<b>TW200ESL</b>	<del>\$128.23</del>	\$99.99	\$28 OFF

### Vandal Proof Day/Night Varifocal Camera

- 4 in 1 AHD/TVI/CVI/Analog 1080p HD
- 1/2.9.2.1MP Sony Starvis Cmos
- Auto exposure, Auto white balance, and Electronic shutter
- Weatherproof

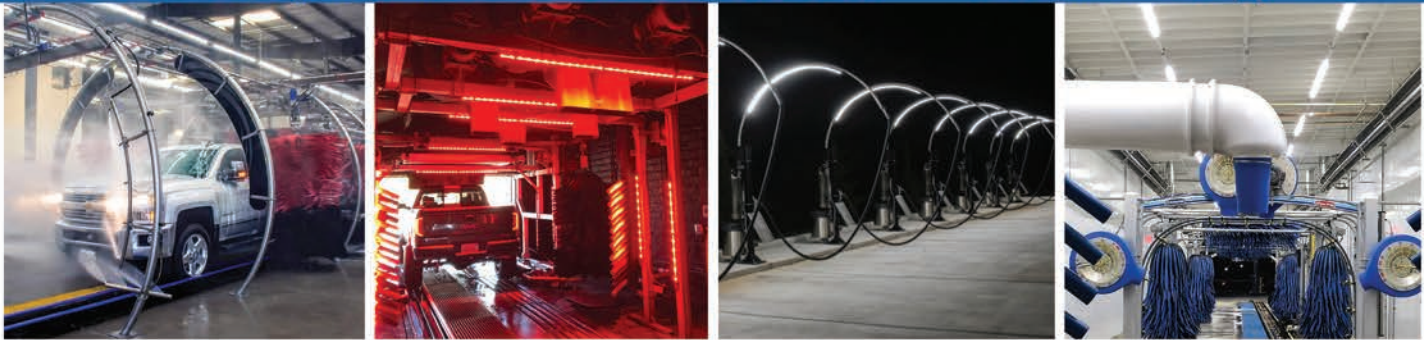
	REGULAR	KLEEN-SCENE SPECIAL	YOUR SAVINGS
<b>TW2004XESL</b>	<del>\$149.40</del>	\$134.40	\$15 OFF

# CARWASH LIGHTING

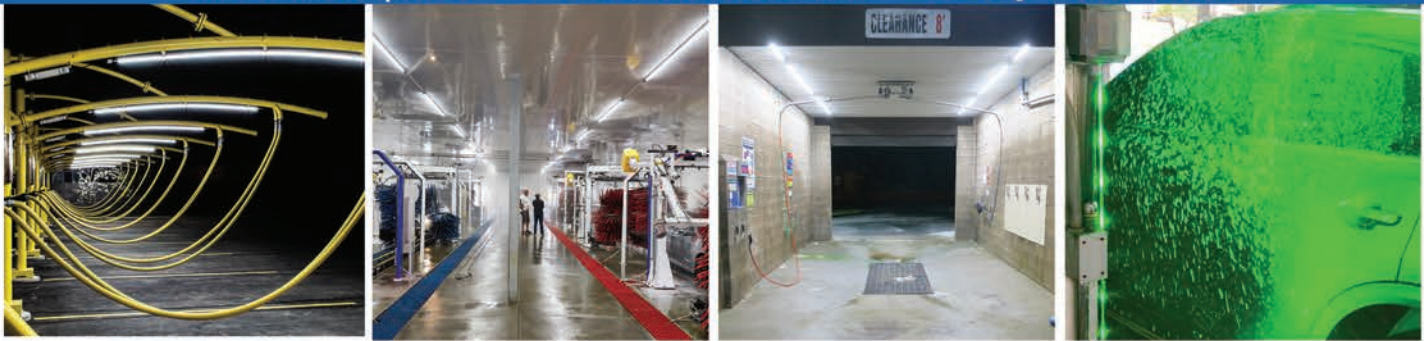
Highly engineered LED lighting for corrosive, wet & dirty environments

🇺🇸 Made in the USA 🇺🇸

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



IP68 Waterproof • Chemical Resistant • Easy Installation



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





# OPERATOR SPOTLIGHT

## KLEEN MIST CAR WASHES Shamokin Dam, Pennsylvania

At just eight years old, David Melhorn was introduced to the car wash industry by his father, Verlyn. David helped Verlyn fill vending machines and would accompany him to Kleen-Rite for supply runs. David is now the General Manager, even though he had other plans for his life.

### **Choosing A Different Path**

When David graduated college with a degree in Christian Youth Ministry, he decided to work for a year at the family car wash as he figured things out. Turns out, David loves the car wash industry and has been running Kleen Mist for 18 years and counting. Kleen Mist is run by three generations of the Melhorn family; Verlyn, David, and his son, Colin.

### **The Growth of a Family-Owned and Operated Wash**

David's grandparents bought their first car wash in 1978, with the understanding his parents would run the show. Their first wash was a pre-existing tunnel wash that had been for sale. After some time had passed, they constructed a self-serve wash next door. As their washes became more lucrative, they decided to grow the business. So, they purchased the University Car Wash in 1984. The latest wash they acquired was the Linn Town Car Wash, about two years ago. The reigns have transitioned to David, who now runs the show.

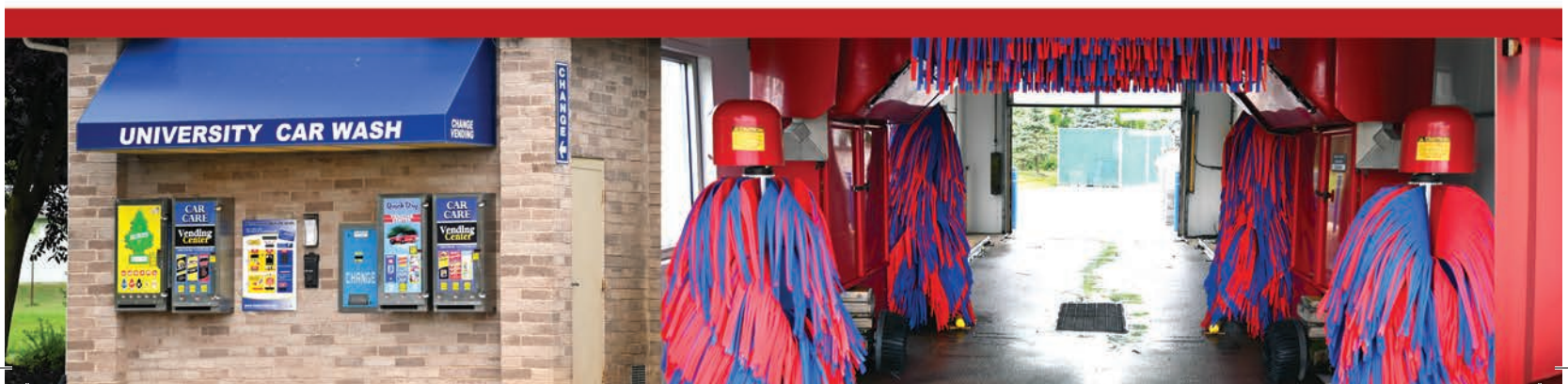
A car wash involves multiple fields, such as chemistry and mechanical knowledge. Learning everything on your own is not easy. David said, "My parents had to learn it on the fly." Luckily, David had his father to show him the ropes since he was a young boy. His parents are both still involved at Kleen Mist and assist him with everything they can.

David's son has developed an interest in the car wash industry. Colin is the 3rd generation of the Melhorn family who works at Kleen Mist. When schools were closed during the COVID-19 lockdowns, Colin helped David with maintenance projects. Colin is positioning himself to run Kleen Mist when David decides to retire.

### **Kleen Pass Creates Loyal Customers**

During our visit, we noticed advertisements promoting their membership plan Kleen Pass. We asked David how the program was performing. David said, "It's doing well; it grows consistently." He informed us that it was implemented in 2010 and is successful in the tunnel wash and self-serve bays. However, the in-bay market is harder to grow.

Kleen Pass has three competitively priced options to deliver the best value for customers. When a customer joins, a sticker is stuck on their windshield. This sticker acts like an E-ZPass identifying each customer and activates the wash corresponding to their membership plan. New Kleen Pass members receive a token, allotting them 10 minutes of free vacuum time. The unlimited wash program helps Kleen Mist create a strong base of customers who use the wash regularly.





by Joseph Herr

### **Keeping People Happy**

Regular customers are the bread and butter of a business. After all, it costs much more to acquire a new customer than it does to retain a current one. One step Kleen Mist takes is to make sure all equipment functions properly. When maintaining a self-serve bay rotary switch,

David said, "All ten functions should work the way they are supposed to."

When everything works, customers will not get frustrated. David said, "We always double refund. We do the full refund and a free wash for next time." Refunding customers keeps them happy and entices them to come back.

### **Advertising Kleen Mist**

We asked David how they advertise Kleen Mist. David answered, "We do a lot through Facebook." He mentioned sponsoring high-school sports through placing advertisements and coupons in the ticket books, which helps them reach new customers in multiple demographics and generations. After all, everyone needs to wash their car. Finally, David told us that word of mouth brings them a lot of traffic too.

### **Supply Chain and Shortages**

Unfortunately, the COVID 19 lockdowns upended every industry, causing supply chain problems everywhere. David mentioned they order stock

in advance, so components are on the shelf should something go down. During our interview, David said he wants spare parts for anything that can potentially shut them down. If something breaks the wash might not be able to operate until the part is replaced.

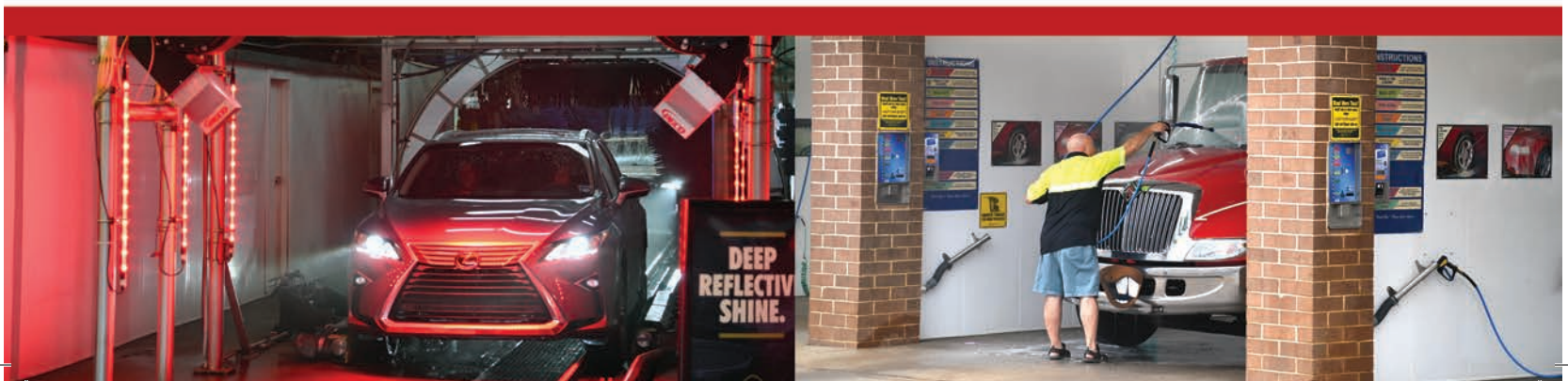
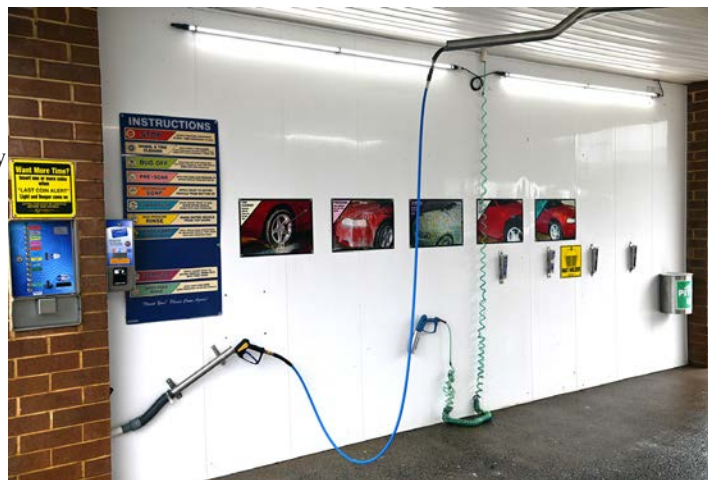
Keeping the right parts on hand will get your wash back up and running quickly. With a crippled supply chain, David said, "We have to order things earlier than we normally would." Keeping a stock of replacement parts on hand means Kleen Mist does not have to track down critical components in a broken supply chain.

### **A Kleen-Rite Customer, 40 Years and Counting**

Since 1978, the Melhorn family has been a Kleen-Rite customer. Verlyn and David both remember driving down to Kleen-Rite when we were still located on Cherry Street to pick up supplies. Verlyn adds that "Harold

was always there to help out." During our discussion with Verlyn, he told us that Mike met him outside the Harrisburg airport with a pump Kleen Mist needed. At the end of our interview, Verlyn stated, "I don't price shop. I know Kleen-Rite is going to give me the best deal."

We are grateful that Verlyn and David have been loyal customers for 40 years and look forward to serving Colin when it is his turn to run the show. We hope to see Kleen Mist continue to grow!





# WE WILL NOT BE UNDERSOLD!

Kleen-Rite's prices on Mytee Extractors is so low, they won't let us put it in print!

Professional automotive detailers can save on heated extractor models for high volume detail areas, auto body shops, car dealerships and more. Get the stains out of your customer's carpets in their trucks, cars and vans. Large capacity storage tanks and rugged manufacturing make Mytee Brand the leader in the industry. These powerful carpet cleaning extractors will take your cleaning abilities to the next level.

**IN STOCK**



#MYHP120

**HP120 Grand Prix Heated Extractor**

- Large 10 Gallon solution tank
- Powerful 120 PSI water pump
- 4" plastic Air Lite upholstery tool
- REAL HEAT gives 210°F water
- Dimensions: 28" x 18.5" x 50"

**LOWEST PRICE GUARANTEE**

**IN STOCK**




#MYHP60

**HP60 Spyder Extractor**

- 5 Gallon solution tank
- Powerful 120 PSI water pump
- 4" plastic Air Lite upholstery tool
- REAL HEAT gives 210°F water
- Dimensions: 25" x 15.5" x 29.5"

**LOWEST PRICE GUARANTEE**

**IN STOCK**



#MYA8070

**8070 Mytee-Lite Heated Extractor**

- 4 Gallon solution tank
- Powerful 120 PSI water pump
- 4" plastic Air Lite upholstery tool
- REAL HEAT gives 210°F water
- Dimensions: 18" x 12" x 28.5"

**LOWEST PRICE GUARANTEE**

Call Kleen-Rite today for the lowest price: 800-233-3873 or online: [kleenrite.com](http://kleenrite.com)

## HIGH QUALITY HOGS HAIR BRUSHES **KLEEN-RITE** CORP. YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

### KLEEN-RITE HOG DADDY HOGS HAIR BRUSH

- Top of the line premium hogs hair brushes
- 4" long hogs hair bristles in rugged aluminum head with bumper gasket

<b>KRV1102-R</b>	Red Bumper
<b>KRV1102-BK</b>	Black Bumper
<b>KRV1102-BL</b>	Blue Bumper

**ORDER NOW!**



### KLEEN-RITE HOG DADDY HOGS HAIR BRUSH

- Long, 4" exposed bristle length with durable plastic head

<b>KRV1102P-BL</b>	Blue Bumper
--------------------	-------------



### HOG KING HOGS HAIR BRUSH

- 4½" long hogs hair bristles in an aluminum head with rubber bumper gasket
- Stainless steel plate screws for stability

<b>KRV1100R</b>	Red Bumper
<b>KRV1100BL</b>	Blue Bumper
<b>KRV1100</b>	Black Bumper

**GREAT VALUE!**



# GIANT

Performance Under Pressure



## 1 MOIST WIPE WINDOW WIPE

12" x 28" wipes | 180 per case

VST3000	Wipes
VE0103	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

## 5 ADJUSTABLE UNLOADER

1450 PSI | 13 GPM | Yellow springs

PU22911



## 2 SUPER TRUCK TOWEL

18½" x 27½" | 180 per case

VST2000	Wipes
VE0103T	Vending Decal

## 4 NON-WEEP GUN WITH STAINLESS STEEL DISCHARGE FITTING

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

PU21250

## 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

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

257 South 9th Street/P.O. Box 886  
 Columbia, PA 17512

**Universal Brush**  
 MANUFACTURING COMPANY

**Boartex Ultra Wash Brush**  
**F01808-BTX**  
**BEST PRICES!**

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" Noghair 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
F01808G	F01808BL	F01808R
<b>BEST PRICES!</b>		

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