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ISSUE NO. 42 February, 2024

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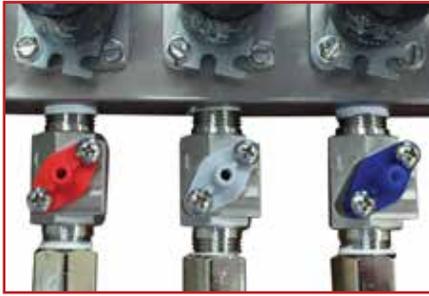
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Front Cover:
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Wyoming, PA

Discover convenience & quality with Cloud10 Car Wash smart & automatic car wash. From full-service to self and drive thru options, we've got you covered!

A MINUTE WITH MIKE & KEITH

As we review the past year, it was quite an impressive, productive 2023. What a privilege it is to serve our customers each and every day. It almost goes without saying, but our success is based on that relationship and we are truly thankful for the opportunity.



In the 4th Quarter of 2023, we launched Sitejabber which is proving to be a wonderful platform that allows us to get feedback from our customers, both on service and product. We use this information to make improvements where needed, while also reinforcing the positives. We appreciate the continued engagement and encourage all to continue sharing through this platform.

What's new in 2024? We foresee a continued push towards cashless options. Make sure your wash is ready for this trend with the installation of devices such as Crypto-Tap Plus, Monex, and Nayax Readers. All are equipped with tap options and are ready to accept pay by phone. We would also point out the opportunity to equip your vending machines with this feature. Additionally, you can consider selling vending kits which include multiple vending items in one pack to produce a higher selling price. This is a great way to present your customers more value during a transaction.

We are heading quickly towards Spring and the 2024 show season. We look forward to the possibility of seeing our customers at the SCWA show in Ft Worth, TX, February 28-March 1st and at the ICA show May 13-15th in Nashville, TN. Think Spring, Think Spring clean-up and refresh for the busy season ahead. Are all of your customer facing items in good condition? How are your Vac Hoses, Vac Nozzles and Cuffs, Bay Guns, wands, and hoses? When was the last time you changed your Spray tips? These are tools that your customers use and touch, so keep them fresh! When was the last time you changed your filter bags or replaced your gaskets to ensure vacs have optimum suction? These are the little things that make a big difference. Spend a few days getting your wash ready for this year.

We look forward to helping you each and every day. As previously mentioned, it is a privilege to serve you and we thank you for allowing us to be Your Reliable Supplier to the Car Wash Industry.



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KLEENRITE.COM
800.233.3873
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KLEEN-RITE STAFF

MIKE MCKONLY
PRESIDENT

KEITH LUTZ
VICE PRESIDENT

JEFF DETZ
CHIEF OPERATING OFFICER

JOHN TOBIAS
DIRECTOR OF MARKETING

KLEEN-SCENE STAFF

JOHN TOBIAS
CREATIVE DIRECTOR/GRAPHIC DESIGN

JOB T. LEACH
WRITER/EDITOR/PHOTOGRAPHY

DREW TYSON
WRITER/EDITOR/PHOTOGRAPHY

PATRICIA LITTLE
WRITER/EDITOR

JOSEPH HERR
WRITER/EDITOR

JEFF GREENE
GRAPHIC DESIGN/LAYOUT

AMBER WANTZ
GRAPHIC DESIGN

PRINTED BY

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Car Wash Cashless Payment and CryptoTap Plus

from CryptoPay

By Job T. Leach

Above: Dave Richards, VP of Genesis Technologies

Anybody who keeps up with the latest activity in the car wash industry knows that cashless payment has been a frequently discussed – and debated – issue in the last few years, and the conversation continues to grow. Like any hot button issue, there are certainly two sides to the conversation and business owners have to educate themselves, weigh the pros and cons, and ultimately decide how cashless payment fits into their operations. The reality is, however you feel about cashless payment, trends show that consumers are indeed adopting it more and more as a means of conducting transactions. A significant portion of consumers are even completely making the switch and foregoing cash payment entirely.

Again, we understand there are varying opinions on this topic, but we seek to help our customers who have decided it's important to serve cashless customers and need a reliable, trusted means to process those payments. CryptoPay already had their CryptoTap units to handle tap and pay, but are now advancing the technology with their new CryptoTap Plus. If you are making the move to cashless, we highly recommend these new readers for coin boxes, vacuums, and vending machines.

Statistics About Cashless Payment Options

We touched on this topic in our last Kleen-Scene when discussing credit card use for vending. In that article, we pointed out a 2023 Forbes survey in which only 9% of respondents said they typically pay with cash or check. Similarly, a 2022 Pew Research Center study found that only 14% of the people they surveyed used cash for “all or almost all” of their purchases in an average week. Even more interesting, and the number that might surprise some of you, is that a significant 41% of people surveyed did not use cash for any of their purchases in an average week.

Economic Demographics

So, how does this differ by demographic? The Pew study highlighted that cash use is strikingly different between low and high-income respondents. Only 24% of those with a yearly household income less than \$30K responded that “none of their purchases” in a typical week were cash. On the other side, a sizable 59% of those with a yearly household income of \$100K+ responded that they didn't use cash for any of their typical weekly expenses. Logically, you can assume that cashless payment options will attract those with higher incomes who are likely to have higher ticket prices. Of course, if you ONLY have cashless payment, you're at a higher risk of snubbing lower-income patrons who want to use cash and will leave your business if they can't.

Age Demographics

Like anything that involves technology, the statistics differ sharply by age. Another question in the Pew study had two options about carrying cash. For ages 18-49, 45% of respondents “try to make sure they always have cash on hand, just in case they need it,” while 54% “don't really worry about whether they have cash with them.” For the 50+ crowd, those numbers shift to 71% who keep cash on hand and only 28% who aren't concerned with having cash.

It's crucial to keep those economic and age nuances in mind and closely examine how they relate to your main demographic.

Spending Behavior with Cashless Payment

Some other statistics we pointed out in our previous Kleen-Scene article involve consumers tendency to spend more when using a credit card. A Dun & Bradstreet study noted that people spend up to 18% more when using a credit card over cash. McDonald's even

continued on page 8

recognized that tickets paid by credit card were, on average, \$2.50 higher than cash tickets.

Cashless payment is certainly not a no-brainer decision for everybody. With added fees, privacy concerns, and the need to recognize that tickets paid by credit card were, on average, \$2.50 higher than cash tickets.

Cashless payment is certainly not a no-brainer decision for everybody. With added fees, privacy concerns, and the need to purchase new equipment, there are things to consider before diving in headfirst. Still, it seems clear that cashless payment is not going away and you should think about adding it to your car wash if you don't have it already. That's where CryptoTap Plus comes in!

What is CryptoTap Plus and How is It Different from CryptoTap?

CryptoTap Plus is the next evolution of car wash cashless payment acceptance from CryptoPay. CryptoTap Plus readers are standalone units that accept various tap to pay methods like contactless credit and debit cards, Apple Pay, Samsung Pay, Google Pay, and more! Unlike regular CryptoTap units, CryptoTap Plus devices do NOT require a swiper for operation. That means less equipment to install and monitor, plus the unit itself has a smaller footprint than the regular version.

The CryptoTap Plus design is simple but effective, with a tap and pay symbol front and center so customers know the unit is for cashless payment. It boasts an attractive LED display with high-resolution colors on the edges. It's a full EMV reader and also includes a QR code and barcode scanner. The CryptoTap Plus comes in a version for coin boxes and vacuums, which includes an external button that has a red light for count up mode and green light for count down mode. Also available are an MDB version for Laurel drop-shelf vendors, and a Level 2 MDB version for spiral and glass front vending machines (includes an MTB splitter cable).

CryptoTap Plus



Standard Options



CryptoTap Plus at Glen Burnie Car Wash

Glen Burnie Car Wash is the first wash to install CryptoTap Plus in their self-serve bays and on their vacuums. When owner Fred Calihan heard about the new technology from CryptoPay at a car wash show, he immediately knew he wanted it for his wash. They purchased 48 units and already have them installed and operating!

The Kleen-Scene visited Glen Burnie to see the CryptoTap Plus in action. We were able to chat with Nick Dixon, who does maintenance at the Maryland-based car wash. He's been at Glen Burnie Car Wash for 8 years and has worked in the industry for over 20. He was a big part of the installation of the CryptoTap Plus units, and he graciously

answered some questions about the new additions and offering cashless payment options at the car wash.

Q: Why do you think now is the right time for making the investment in cashless?

A: I don't think we'll be entirely cashless. As technology improves and moves forward, you'll still have cash and quarters, but the majority of it now is people using Google Pay and Apple Pay. You can use your phone right on [our coin boxes] now, so it's a good update. I think we'll have cash into the near future, but this is obviously moving pretty fast. Everywhere you go, everybody's got it. If you go into Wal-Mart or Target or whatever, you can use your phone, you can use your card, whatever.



Q: Do you feel like Glen Burnie Car Wash is generally on top of things with technology? Do you jump on stuff early, or is this out-of-character?

A: We jump on it, especially the owners just trying to keep up to date. And you want to keep up to date with your customers also, because you want to have the service the customers are into at the current time. So, with everybody using tech more these days, the owners just jumped right on [the CryptoTap Plus]. They just pulled the trigger with it and said 'Put it on everything, Nick.'

Q: Was the installation of the CryptoTap Plus difficult? How did that go for you guys?

A: It's pretty easy... just find a place to drill your holes, mount it on there, plug it into the power supply and run it through the looms. It takes probably 30 minutes on each one. If anybody knows the CryptoPay stuff, they send a template with every credit card or tap thing. Just cut out your holes, Sharpie it, and drill it wherever you want it.

Q: How are the CryptoTap Plus units working so far?

A: Working great! The tap is actually quick. Everything is wireless, and there's usually a delay with wireless, but it's pretty quick.

Q: Does it feel like people started using them pretty quickly, or are there stumbling blocks?

A: Kinda sorta. A few weeks ago, I did all the vacuums and then did the bays. With your regular customers, they're so used to things they don't always look for the new stuff. It might take them a week or something to figure out 'Wait a minute, what's different about this? Oh, they have a tap thingy on here.'

Q: Does it feel like people recognize it, with the tap symbol and everything?

A: Yeah, they're starting to. They know what the tap feature and all that stuff is. It's just a visual thing. Like I said, especially with the regular customers that come every week, they probably just look over it because they're here all the time.

Thanks to Nick and the Glen Burnie team!

Is now the time to make the switch to completely cashless payment at your car wash? Would it be a better option for your business to offer both cash and cashless to customers, despite it being slightly more complicated? Unless you are very skeptical of the legitimacy of the surveys and trends around this topic, there's a good chance you're going to adopt the technology in some form in the near future. It might be smart to get ahead of the curve and set yourself up for success before the market forces your hand. CryptoTap Plus is an excellent way to do so. ■

>>> *Just Tap & Go!*

New! BIG BOSS BLACK MICROFIBER

Also available in original blue

These 16"x12" car wash vending towels are soft, absorbent and scratch free. 100 towels per case. Vending decals & overlays available for both items



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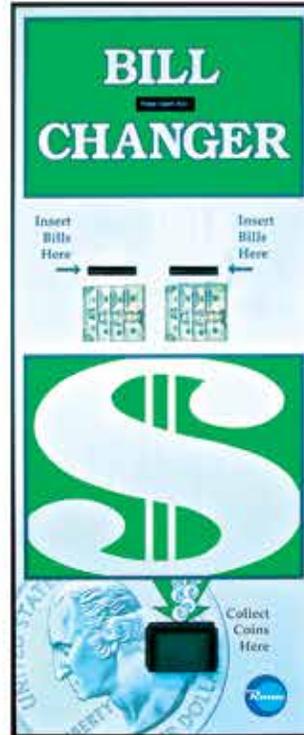
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Dual Hoppers hold
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MEI Validator
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Dual Hoppers hold
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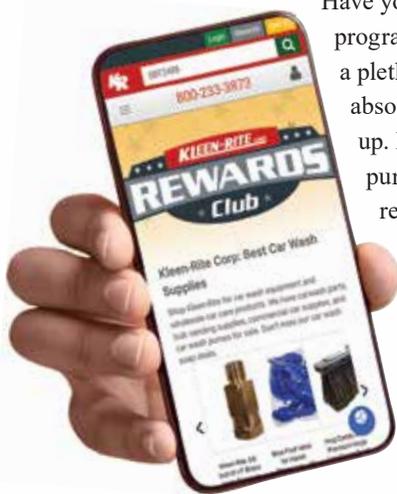


EASY WAYS to Decrease Your **Shipping Costs**

By: Joseph Herr

Over the past few years shipping costs have skyrocketed due to many factors such as inflation, rising interest rates, and labor shortages, to name a few. Unfortunately, shipping prices don't seem to be dropping anytime soon. Our operations manager, Steve Deeg, shared a few tips with us that will save you valuable cash so you can invest in your wash!

Take Advantage of Kleen-Rite Rewards Club



Have you signed up for our rewards program? If not, you are missing out on a plethora of amazing rewards! It costs absolutely nothing on your part to sign up. Plus, you can earn points for every purchase, even when you redeem rewards such as free shipping. Some other ways to earn points are by completing reviews on our website and sharing the Kleen-Rite Facebook page with friends. We also occasionally have special offers to earn points on social media, so make sure to follow us and keep up to date with what's happening on our pages!

The best way to save money on shipping is to take advantage of the free shipping offers. We have a reward that gives you free shipping on a 40 lb. box and one for an 80 lb. box. We also offer rewards that give you free shipping on orders of \$750 and \$1250 or more. Sign up today to start earning points and redeem rewards to offset your shipping costs.

Special Free Shipping Offers

Throughout the year we offer free shipping for special events such as tradeshow, and when an issue of the Kleen-Scene drops. An important thing to note is that you'll still earn reward points on purchases made using these offers. If you plan out your orders you can earn enough points to redeem a free box reward or a larger free shipping reward between these free shipping promotions, which is like getting free shipping all the time.

Commercial vs. Residential Addresses

According to Deeg "UPS charges an additional \$5.50 per package to deliver to a residential address." It is important to note this rate can change at the drop of a dime, so this number might not be accurate a few months from now. You can ship a package to a commercial address to save money or utilize a Hub Group and ship your order to a UPS access point. This will help you avoid additional fees associated with using a residential address.

If you are using common carriers to deliver pallet-size shipments, they also charge additional fees to deliver orders to residential addresses. When an order requires a liftgate this can add additional fees to your order and even create delivery delays since many carriers might not equip every truck or trailer with a liftgate. They may even need to make special arrangements to make a delivery. Make sure to consider this when placing orders.

Top Off Pallets of Soap

Pallets of soap ship free. This includes 5-gallon pails, 30-gallon drums, or 55-gallon drums. What's more, you can even top off the pallet with extra items. Deeg said, "Everything on top of that pallet will ride along for free, so fill it up." Even better, if you need to order smaller containers of soap that involve a hazard fee, but only need a pail or two, add them to the top-off deal and you won't need to pay that fee. Deeg explained, "Small package carriers charge a \$48 hazmat fee per package for all of the paperwork, packaging, and special stickers required to move these items small package." This hazmat fee does not apply when hazardous items are shipped on a pallet.

You can even do this during Soaptoberfest. Some examples of these items are wheel cleaners, presoaks, and antifreeze soaps. Taking advantage of these two savings opportunities will keep a lot of money in your pocket!



Small Parcel Carrier Tips

We have programs set up with our small parcel carriers to move higher-weight (400 lb. – 600 lb.) shipments using small package services. Deeg asks, “Who would you want to roll into your car wash, the little brown truck where the driver hands you the buckets or a 40 ft. tractor trailer with all that weight on one pallet, and then you have to dispose of a pallet?” Plus, the small package driver in the little brown truck will usually attempt 3 times to make the delivery before returning it to the sender.

Additionally, small parcel carriers will have a minimum they charge per package. So, if the box is not full, you can put more items in there and save more money. When you put a 40 lb. order in one box it is less than shipping two 20 lb. boxes. How much can you save? About 30% on your shipping cost. Steve told us, “We do our best to consolidate your orders into the fewest number of boxes within reason and still get the contents to you safely.” This helps us both save money. Plan your orders and consolidate them into larger orders to save money on shipping. Ordering multiple packages over a few weeks costs more money than combining everything into one order.

Now that you are armed with these tips, you can begin to chip away at high shipping costs. With all that extra money in your pocket now, you can invest in the future of your wash by upgrading equipment, trying new soap, or even maintaining the appearance of your property! ■

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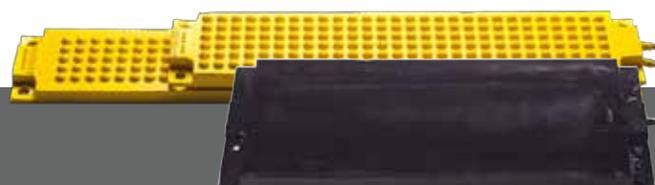
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AM300Y	5" x 24"	Yellow
AM305	5" x 32"	Black
AM305Y	5" x 32"	Yellow



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Mounts above or below water line

- Shuts down slowly to minimize water hammer
- Comes complete with float and arm
- Has a switch to lock valve in off position
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- Float position easily adjustable without tools
- Mounts horizontally or vertically
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JFVTS12	3/4" Valve
JFVTS16	1" Valve
JFVTS18	1 1/4" Valve



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Mounts above or below water line

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- Shuts down slowly to minimize water hammer
- Mounts horizontally or vertically
- Up to 90 GPM

JFVT12	3/4" Valve
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BUBBLE Talk



With Steve Kelly

Cowritten by Joseph Herr

Understanding Titration and Selecting the Right Test Kit

Knowing the strength of the chemicals applied to vehicles is imperative to ensuring your wash produces outstanding results. The technique chemists use to determine the strength of a chemical is called titration, and they use special equipment to complete this process. Titration equipment for car washes can be purchased in kits, so you can get everything you need to test your chemicals with one purchase. In this article, we will guide you on how to use a titration kit correctly.

Before we cover anything else, we need to go over a few basic terms.

1. **Analyte:** The substance of which the concentration is being determined.
2. **Titrant:** This is the substance used to determine the concentration of the analyte.
3. **Indicator:** Changes color once a neutral pH is reached. It signals the endpoint of the titration. At this point, the analyte is neutralized.
4. **Endpoint:** The point at which the solution changes color and the pH is neutralized. Look for the first indication of a color change. The new color should be pale.

Now that you know these basic terms, we can talk about the types of titrations. Before conducting a titration, you must know the pH of the analyte (the chemical you are testing). Is it an acid or a base? This will determine the titrant and indicator you need to use when testing. See **Figure 1** to help you choose the right combination of products. Kits will include the correct products for the titration they are created to perform.

There are three common titration tests used in the car wash industry.

1. **Low pH Test:** Determines the strength of acidic chemicals.
2. **High pH Test:** Determines the strength of alkaline (base) chemicals.
3. **Water Hardness:** Tests for the presence of calcium and magnesium.

Figure 1: Choosing the Correct Titrant, and Indicator

Analyte	Titrant	Indicator
Acid	Base	Phenolphthalein, methyl orange, methyl red
Base	Acid	Methyl red, bromocresol green

How to Use a Titration Kit

When you purchase a kit, it will include instructions and a testing results sheet in addition to the equipment. Exact equipment and instructions will vary slightly depending on the kit you purchase.

Here are some basic instructions to give you an idea how titration testing is generally conducted. These are general steps, so always defer to the exact instructions provided with your kit.

1. Prepare the analyte by pouring some into a beaker or flask and recording the starting volume.
2. Fill a graduated cylinder or burette (or other instrument that accurately measures liquid volume) with the titrant and record the starting volume.
3. Add a few drops of indicator to the analyte solution.
4. Slowly add drops of the titrant to the analyte solution and swirl until the endpoint is reached
5. Record the final volume of the titrant in the burette.
6. Count the number of drops it took you to reach the endpoint. Refer to results testing sheet to find the dilution rate that corresponds to the number of drops used.
7. For more accurate numbers you might want to compare the results of three tests and calculate the average.

Once you have conducted a titration, you will know the strength of the chemicals being applied to vehicles in your wash. There is one very important factor that will impact your results, and that is water hardness.

Hard Water Impacts Strength

Once you know how to use a titration kit, you need to understand the difference between a dilution ratio and titration. When the manufacturer provides a recommended dilution ratio, they assume your water is soft. Hard water will decrease the performance of the

continued on page 16



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chemical at the recommended dilution ratio. A titration accounts for water hardness. For example, say the dilution ratio recommended by a manufacturer is 64:1. In soft water you might reach the endpoint of a titration in 10 drops, however, when performed in hard water it might take as many as 15-20 drops. **Figure 2** shows you the performance impact of hard water on various types of car wash chemicals.

Figure 2: Impact of Hard Water on Chemical Performance

Water Hardness in Grains Per Gallon (GPG)	Pre-Soaks	Tire & Wheel Cleaners	Drying Agents/ Clear Coat Protectants
0 - 2 GPG	0%	0%	0%
2 - 5 GPG	15%	15%	5%
5 - 10 GPG	25%	25%	5%
10 - 15 GPG	35%	35%	10%
15 - 20 GPG	50%	50%	10%

Purchasing a Titration Kit, What to Look For Kit Type

The type of kit to use will be determined by the chemical you are testing. If you are working with an acid you will need a low-pH kit, and if you are working with a base (alkaline) you will need a high-pH kit. If you want to test for water hardness you will need a kit specifically designed for this purpose. Typically, kits will be labeled with their purpose and include all the products required to perform the titration. It is important to note that most kits are manufacturer-specific since each manufacturer uses different ingredients in their chemical blends. We recommend using a brand's test kit **ONLY** with that same brand's soap for the most accurate results.

Typically, kits will include the following items.

- Graduated cylinder, burette, or other similar instrument to accurately measure the volume of liquids
- Pipette or dropper to draw and carefully add liquids to other containers in small amounts
- Beaker, flask, or other instrument to swirl the solution
- Indicator
- Titrant

Of course, you supply the analyte because it is the solution you are testing for strength. Various other tools and equipment can also be included. We carry a kit to cover all the titration types covered in this article, so you can get everything for you need in one place.

Now that you know how to conduct a proper titration, you can determine the strength of the chemicals used in your wash to ensure they are doing their job. Most importantly, you can make adjustments if they are not up to par so your customers get what they came to your wash for - a clean car! ■

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Not-So-Ezee Return to Normal After Crime Spree Causes Chaos

By Patty Little

You know it's going to be a long day when you get a call from the alarm company at 7am on a Sunday. And Scott Murray, owner of Ezee Clean Car Wash in Stoney Creek Ontario, knew it too. But at the time, he didn't realize just how complicated his year would become when he answered that call on that cold Canadian morning.

A Long, Daunting Day

The details of February 5th, 2023 will be forever emblazoned on Scott's memory. The alarm company notified him that there was a glass break alert in the lobby of his self-service building. While he was on the phone, motion in the lobby was detected as well, so he requested that police be sent to the location immediately. A few minutes later, Scott's friend and retired police officer notified him that there was a Truck INSIDE his lobby and told him to get there ASAP. Scott was already on his way, saying, "I drove like a maniac, I had no idea what I was going to see when I got there."

En route, he got a call from the Hamilton police notifying him that the property was secure, and they asked him what kind of vehicle he was driving. This struck him as odd, until he rolled into the location. The scene was chaos. The road was blocked off and occupied by 9 cop cars, 2 fire trucks, and ambulance services, attending to an injured person in the street. A large utility truck protruded from his lobby with debris

and the surrounding bays collapsing around it.

Authorities met Scott, who of course was visibly rattled at the sight of his business. They had to confirm that there was no one inside, and fortunately this series of events happened an hour before his first employee would arrive. It was a true blessing that none of his team were inside the wash in those morning hours to be hurt or killed as the drama unfolded.

Next, Scott was approached by the condemnation officials from the city, who were already on site to survey the situation and determine the degree of safety of the structures. Authorities then requested his cameras and footage, but with his automatic tunnel unscathed and cash still on premises, Scott was hesitant to give up his system. They decided to carefully venture into his offices instead, and they watched the details of the morning unfold on the monitors in what remained intact of the facility.

Crime Spree Caught On Tape

The calamity of that day had further reach than beyond the grounds of Ezee Clean. In all, 4 individuals and 5 vehicles were involved in the mayhem. It started at an electrician shop 30 minutes away, where the men stole several vehicles, set one on fire, and burned the business down. The footage at Ezee Clean showed the men stage the vehicles

at the various bank branches that neighbor the wash, as look-outs and getaways. One of the men visibly instructed the man in the stolen utility truck to drive through the glass of the car wash lobby, and when the first impact wasn't good enough, he backed out and accelerated full speed into the lobby again, bending the supporting I-beam like putty and imploding the top of the cinder block columns.

The footage also shed light on the pedestrian who was being loaded into the ambulance when Scott arrived. It was not one of the accused perpetrators, but instead a man walking by who was witnessing the destruction and started recording with his phone. Unfortunately, the lookout vehicle saw the man recording.

Another vehicle purposefully chased and ran the man down with a pickup truck, not once, but twice. The witness suffered major injuries, but did survive the attack.

With the unforeseen interruption, the men were unable to complete the robbery attempts successfully. The Jeep fled immediately, and the gang retrieved the fourth driver from the utility truck in the lobby and made a hasty getaway in the stolen pickup truck they came in. Simply unbelievable events, all recorded as evidence thanks to Scott's security systems.

The next couple of days the entire area was taped off and locked down while the police investigated the attempted robberies, destruction, and the attempted homicide. Local media covered the unbelievable story as well, another instance of senseless crime escalating not just in Scott's area but in many others, too.

The Aftermath

If that single day wasn't bad enough to go through, the real nightmare has been Scott's reality in the months that followed. Despite using an insurance broker and using the same company for nearly 20 years, now, nearly a year later he has only received one partial payout for the damage.



it performed in the past. "It's been tough with all the activity and the appearance of the site to ensure customers we are open for business. We've been pushing on social media and using ads and banners to keep people coming in," he said. "My vac station income is also dramatically lower, by 35 - 45%. Their use is definitely tied more to my self-serve bays."

Moving Forward

Scott has begun rebuilding the site on his own until the insurance issues are resolved. As of this interview, renovations are about 60 percent complete with hopes to be up and running by the time Kleen-Scene is published in February.

"I'm fortunate to have the financial means to move forward and rebuild with a line of credit after an incident like this, but what about those who aren't?," he said.

He's taking all he's gone through and learned into careful consideration moving forward. He's installing



direct replacements for equipment in accordance with the insurance policies on the building that was destroyed. That building is now constructed with 9 separate I-beams instead of one, and while he hopes it will never be tested, the new design will minimize damage if another impact should ever occur. His policies have been carefully reviewed and updated so his coverage isn't in question ever again.

"They're bold and don't care if it's caught on camera."

Scott has learned a lot about insurance policies since that cold February day. Despite paying a broker to ensure that his business is properly insured, a reallocation of coverage by the insurance company over the years resulted in his building being underinsured, as equipment like pumps, softeners, RO units, compressors, and more are now considered part of the building – not its contents. Ongoing battles with insurance, and delay after delay from adjusters, analysts, and engineers have caused the process to be a long and painful one. Scott continues to fight after being told his hands are basically tied. The insurance initially tried to stop him from doing any work to the site, has assigned a 24% penalty for the underinsurance, and is adamant that they will only pay out what can be proven. This has taken quite a financial and physical toll – a David and Goliath battle in a small Canadian town.

Meanwhile, his in-bay automatic (which was not damaged in the incident) has been keeping his business going, though not as well as

He's also taking this time to add a second in-bay automatic, 16 additional cameras (totaling 32) for more security, and all new and cashless pay stations. "Crime everywhere is on the rise," said Murray, "Since that morning I've had 3 vandalism/robbery attempts on the paystation for my in-bay automatic. They're bold and don't care if it's caught on camera." If it keeps up, he predicts higher premiums and deductibles for wash owners and other similar businesses, and he believes it's possible that insurance may be altogether impossible to attain for unmanned facilities that use cash pay stations.

We really feel for Scott having to go through this mess, and we admire his determination moving forward. He has had great support from his community and we all hope resolutions to the situation come in his favor as he completes the rebuild and begins another year with Ezee Clean! ■

KLEEN★TEAM



Jeff Williams
Forklift Operator

THE KLEEN★TEAM

Jeff Williams

Forklift Operator

My name is Jeff Williams and I've been driving forklift in Kleen-Rite's Mount Joy Distribution center for 7 years now. Before I came to Kleen-Rite, I made phone books at RR Donnelly for 32 years.

I live here in Mount Joy with my wife, Lisa. We have 2 daughters, Alina and Crissy, and 3 granddaughters, Skylar, Rylan and Nova, and a dog named Kash.

In my spare time, I like working on old cars. I have a 1966 Chevy Nova and a 1978 El Camino. I also enjoy riding my Harley and spending time with my family.



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DJMF4500-DO-50	Dark Orange
DJMF4500-G-50	Green
DJMF4500-DG-50	Dark Green

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**INDUSTRY
CALENDAR**

2024 Industry Event Calendar

Visit the websites of the shows below for
a schedule of events and participating exhibitors.

**Feb 27
2024** Kleen-Rite Texas Open House & Dinner
1375 114th Street, Grand Prairie, TX 75050
RSVP for caterer's headcount please

**Feb 28-March 1
2024** SCWA Car Wash Convention & Expo
Fort Worth Convention Center, TX
www.swcarwash.org

**May 13-15
2024** ICA - The Car Wash Show
Music City Center Nashville, TN
www.carwash.org

**November 13
2024** Learn More, Earn More Training Day & Expo
Kleen-Rite Corp. Columbia, PA
www.kleenrite.com



Sitejabber: Our Window to Customer Satisfaction

by Patty Little

If you've placed an order with Kleen-Rite within the last 6 months or so, you may have received a review request after your order was placed or delivered. This prompt presents you with a few short questions about your shopping experience or about products you ordered. These may not be the first review requests you've received while shopping around online. You're seeing these prompts because SiteJabber has been put into action with your orders. It lets us hear your feedback and improve our presence as a trustworthy online supplier.

What is SiteJabber?

SiteJabber is a third-party platform that is helping us to facilitate transparent feedback and engagement with you, our customers! We want your honest impressions of our business and the products you have purchased and used. Your reviews and comments are useful to both fellow business owners and to us as your reliable supplier.

How it Works

SiteJabber's goal is to bridge the gap between consumers and businesses by offering an open platform for you, our customers. It also helps us to research and discover new information on items. As a whole, we hope that the data we get back from you will help us as we continue to refine and improve our processes.

Here at Kleen-Rite, we're consistently looking for ways to improve your shopping experience and our practices as a company that serves you. By collecting the commentary and suggestions you submit, we can pinpoint and focus on changes and improvements that can benefit us all. Product reviews not only help other prospective buyers, but also help Us to make decisions on whether products are worthy or whether they should be replaced in our product inventory.

Help Us Help You

Thank you to any of you who are already participating with reviews. We appreciate each and every response you take the time to submit, whether on a product you love or hate, or if you're simply sharing your personal insights on the overall shopping experience. If you happen to receive a review request we hope you'll help us out!

The more information you provide on our service or products, the more helpful your review will be!

We read each and every review, and we may even share those that are most insightful on our other platforms. SiteJabber is also a tool that helps us engage with you if your experience wasn't up to par. Our customer service team is ready to assist if an issue occurs with a product or order, however, we also work to pass along any technical or procedural suggestions to the appropriate Kleen-Rite team. Our goal is to help you with a solution, or to put issues in front of our teams for action, so your future orders will be worthy of a 5-star rating.

Keep in mind, if you're a member of our Rewards program, quality reviews are a quick and easy way for you to earn points too! You'll earn 1000 points for a written product review, 2000 for a review with pics and a whopping 3000 points if you post a video! ■

Mitch R.

11/9/23

Really appreciate be able to find pretty much everything with your company. Fast shipping

Reason I chose this business:

Because you have everything needed to keep your old or new car wash going.

Thank you.

Cullen B.

11/9/23

Neat, Kleen, professional. Done Rite

Reason I chose this business:

Convenient on-line ordering and competitive pricing.

Mary E.

11/3/23

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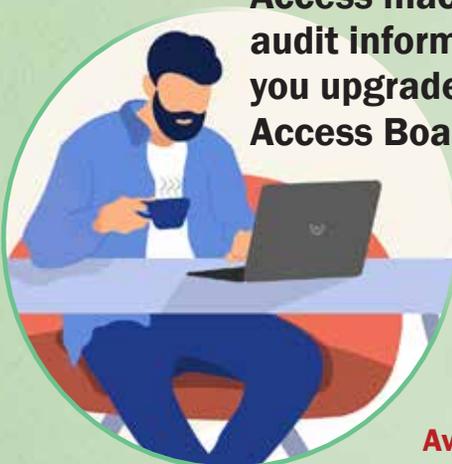
AMC2221



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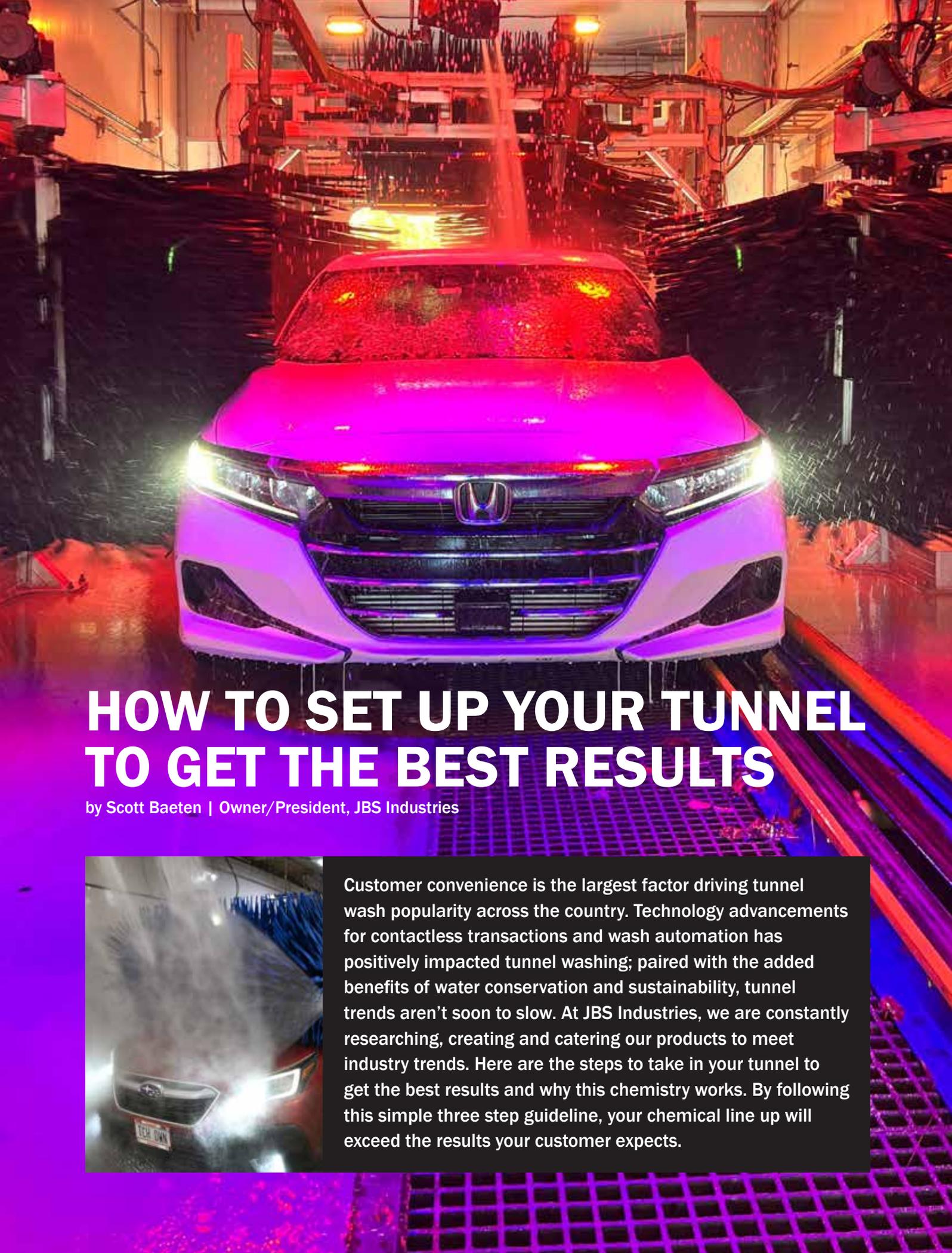
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HOW TO SET UP YOUR TUNNEL TO GET THE BEST RESULTS

by Scott Baeten | Owner/President, JBS Industries



Customer convenience is the largest factor driving tunnel wash popularity across the country. Technology advancements for contactless transactions and wash automation has positively impacted tunnel washing; paired with the added benefits of water conservation and sustainability, tunnel trends aren't soon to slow. At JBS Industries, we are constantly researching, creating and catering our products to meet industry trends. Here are the steps to take in your tunnel to get the best results and why this chemistry works. By following this simple three step guideline, your chemical line up will exceed the results your customer expects.

3 Steps to your Best Tunnel

STEP 1 | CLEANING

■ Prep/Bug pass or low pressure application

High pH foaming formulas initiate the cleaning process by wetting and dissolving proteins and other soils on the car.

■ Presoak application

A 2 step approach is highly recommended (high pH then low pH, to first wet and lift hard to remove contaminants and then dissolve other soils with acidic action).

- High pH presoak: alkaline product made to soften and lift hard to remove road film, oils and organic materials.
- Low pH presoak: acidic product to dissolve dirt, salts, rust and dust.

■ Tire | CTA application

High pH wheel & tire cleaner on a one step CTA to remove organic and inorganic soils with a strong detergent action cleaning brake pads, rubber, rims and wheels.

■ Detergent Foam stick

Low pH or neutral products are preferred to solubilize surface soils and provide lubricity to “deter” contaminants from depositing back onto your car.

■ Curtains | lubricating foam soap or wrap foam

A mildly Low pH is recommended to create a positive charge on the vehicle to help water, surfactants and remnants of dirt drain off easily.

STEP 2 | POLISHING

■ Tri-Foam

Lower pH formulas prepare the vehicle surface to accept wax, sealant and protection products. This speeds up the drying process so the sealant and protectants can deposit onto the vehicle surface with less rinsewater dilution.

STEP 3 | SHINE & DRY

■ Wax Treatment

Actively deposits synthetic or wax protectants to deepen a paint's luster and make the vehicle shiny.

■ Protectant/Sealant

Provides protection against UV and natural elements by getting into micro defects of the clearcoat and creating a smooth, protected surface.

Ceramic protectants are the maximum shine and chemical protection agent with excellent durability.

■ Drying Agents

Beading or sheeting action reduces the dry time and water spotting on the finished car.

By following these steps, you can confidently charge between \$20-\$30 on your tunnel's top wash package, all while achieving a clean, shiny, dry car. As one of the leading car wash chemical manufacturers in the industry, we are constantly innovating and expanding on our product offerings. Our focus has always been to provide our customers with the highest-performing products to deliver powerful customer pleasing results. **Ask your Kleen Rite representative for more information on the latest tunnel products from JBS Industries!**





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AR13040	4 oz. Original Protectant Spray
AR40040	4 oz. Tire Foam Protectant
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AR30800	Vending: Cleaning Sponge
AR10865	Glass Wipes Tub

AR10945	Ultra Shine Protectant Tub
AR10861	Original Protectant Tub

AR10881	Leather Care Tub
AR10863	Cleaning Tub

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Getting **FACE TO FACE!** with Kleen-Rite

It's great that expos are back on their usual tracks – let's take a look at recent and upcoming shows that Kleen-Rite is a part of!

NRCC Recap

From October 2nd through 4th, Atlantic City played host to the 33rd Northeast Regional Carwash Convention. Kleen-Rite was thrilled to be a sponsor of this convention, and to get out on the floor to see nearly 2000 attendees and exhibitors that made the trip!



With the highest booth count and attendance numbers ever, this was a massive success, according to NRCC Show Coordinator Heather Courtney. “The NRCC had outstanding education, a huge show floor, and is cost-effective for operators as well as vendors,” she noted as reasons for the success. This included sessions on unlimited wash programs, marketing, and a panel discussion featuring car wash owners and operators from across the northeast.

The show was highlighted by the closing seminar, where Chick-fil-A's Arthur Greeno gave a keynote speech on providing remarkable customer service and the importance of customer experience across

so many industries. It's a key part of providing the best experience at your car wash, and he touched on how you can provide quality and excellent customer service while growing your employees.

Next year's NRCC is scheduled for October 7-9 right back at the Atlantic City Convention Center, and will feature service and leadership expert Will Guidara as the Keynote Speaker. Keep an eye out at nrccshow.com for updates in the coming months!

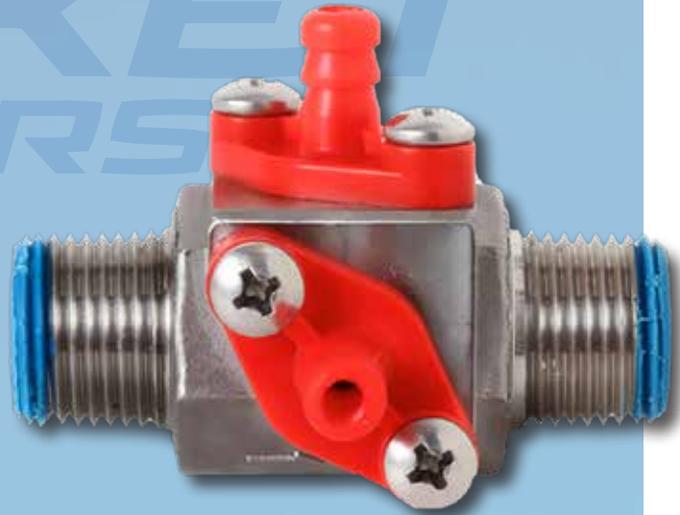
SCWA and Kleen-Rite's Texas Open House

Looking forward for the 2024 calendar year, make sure that you set aside time to visit us in our Texas distribution center for our open house on February 27th, the day before the 2024 Southwest Car Wash Association! This three-day event brings the best that the car wash industry has to offer to the Lone Star State. Every year, we open our warehouse doors for an evening of tours, prizes, answers to your questions, and a mixer meal where you can sit down and chat with your fellow owners and operators from across the region.



So mark your calendars and make your way to Fort Worth on the 27th. Make sure to register ahead of time through our website, and register for the SCWA at swcarwash.org!

ROCKET INJECTORS



DEMA Rockets: Propelling to the Top of the Chemical Injector Market!

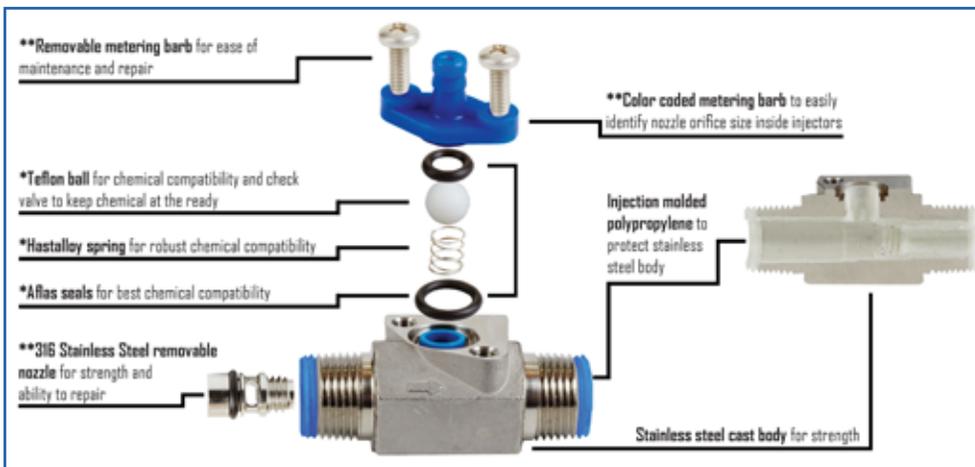
by Job T. Leach



If you're using venturi chemical injectors at your car wash and haven't looked into DEMA's Rocket Injectors, it's time you gave them some consideration. If you're constantly replacing your injectors, wasting too much time servicing them, or experiencing inconsistent performance, it's time to move on to a more modern venturi injector option. Many car wash operators have made the switch to DEMA's Rockets and haven't looked back! "The Rocket injectors are quickly becoming the car wash industry's go to injector," said Matt Brandt, DEMA Engineering's Vice President of Industrial and Agricultural Sales.

What are DEMA Rocket Injectors?

Rocket Injectors from DEMA combine decades of venturi injector expertise with deep car wash industry knowledge. DEMA developed a revolutionary new way of delivering chemicals in car wash applications with an innovative design that is the brainchild of a DEMA engineer with years of real-world experience with several car wash manufacturers. DEMA combined that industry knowledge, current trends in the car wash industry, and their own design expertise. The result? Modern venturi injectors that are the most efficient, most user friendly, and most versatile injectors on the market.



Rockets enable cleaning at greater pressures while using less raw chemicals. They accomplish this through the use of an efficient design that requires a lower pressure loss. In turn, this allows for a chemical delivery system with a lower total pressure that still achieves the desired pressure at the point of application for the chemicals. Running at a lower pressure means less wear and tear on all the components of the wash. This leads to less overall maintenance and better performance. No other injector can claim the same level of low-pressure loss.

What Materials are Used to Build DEMA Rockets?

The Rocket design starts with a stainless steel cast body for durability, strength, and longevity. The inside of the body features an injection molded polypropylene lining that protects the stainless steel. Inside the injector, all parts are polymer based other than the Hastelloy spring, including a Teflon ball, Ryton water nozzle, and Aflas seals for optimal chemical compatibility. Completing the Rocket design are metering barbs that offer excellent dimensional stability and chemical resistance – plus they're color coded for easy identification of the nozzle orifice size.

Why are DEMA Rockets Easier to Service Versus Other Injectors?

These convenient, smartly-designed chemical injectors use a removable nozzle and metering barb that make repair and maintenance incredibly simple. The metering barbs only require a few twists with a Phillips head screwdriver for detachment, and the nozzles are quickly removed with a 7/32" Allen wrench. In mere minutes, you can conceivably tear a Rocket down to its components, clean it out, and replace parts if needed. "One of my favorite parts about the Rocket Injector is the ease with which you can repair it and put it back into service. You don't have to throw injectors away anymore, you can get them back up and running quickly and easily!" says Brandt.

DEMA understands that with simple maintenance and service, Rockets extend the overall life of a chemical delivery system. That's why they designed the long lasting, durable injector bodies to be

field serviceable. This ultimately reduces the long-term cost of ownership for chemical delivery.

Ready for Liftoff?

Since their introduction, DEMA Rockets have really taken off! More and more car washes are turning to them to meet their chemical delivery needs. This high-performance injection technology is propelling the future of chemical injection systems. It puts control back in the hands of the car wash owner and operator and made chemical injection simple to understand and easy to dial in.

Rockets are available in numerous configurations including a wide breadth of orifice sizes, several different connection size and types, and single or dual metering barb options. DEMA just released the newest Rocket XL which allows for flow rates of up to 14 GPM at 200 PSI. These higher flow Rockets now come in 1/2" NPT sizes and can be utilized in any car wash application. Just like the smaller ones, Rocket XL has all the same features as the standard Rocket. Shop Kleen-Rite today to find the DEMA Rockets that are right for your application! ■



**XL Rocket Injector
Single Barb**



**XL Rocket Injector
Dual Barb**



**Rocket Injector
Single Barb**

**Rocket Injector
Dual Barb**

XL Rocket Injectors

Barb Color	GPM	Orifice Size	Metering Tip	Single	Dual
Dark Grey (XL)	8.7	.161"	1/4"	IN211161	IN221161
Dark Grey (XL)	8.7	.161"	3/8"	IN213161	IN223161
Teal (XL)	10.6	.177"	1/4"	IN211177	IN221177
Teal (XL)	10.6	.177"	3/8"	IN213177	IN223177
Light Orange (XL)	11.4	.185"	1/4"	IN211185	IN221185
Light Orange (XL)	11.4	.185"	3/8"	IN213185	IN223185
Black (XL)	14.2	.206"	1/4"	IN211206	IN221206
Black (XL)	14.2	.206"	3/8"	IN213206	IN223206

Rocket Injectors

Barb Color	GPM	Orifice Size	Metering Tip	Single	Dual	QC	Dual QC	Single Repair Kit	Dual Repair Kit
White	0.3	.029"	1/4"	IN211029	IN221029	IN311029	IN321029	INK21029	INK22029
Yellow	0.55	.040"	1/4"	IN211040	IN221040	IN311040	IN321040	INK21040	INK22040
Tan	0.85	.051"	1/4"	IN211051	IN221051	IN311051	IN321051	INK21051	INK22051
Red	1.1	.057"	1/4"	IN211057	IN221057	IN311057	IN321057	INK21057	INK22057
Orange	1.7	.070"	1/4"	IN211070	IN221070	IN311070	IN321070	INK21070	INK22070
Grey	2.4	.083"	1/4"	IN211083	IN221083	IN311083	IN321083	INK21083	INK22083
Blue	2.6	.086"	1/4"	IN211086	IN221086	IN311086	IN321086	INK21086	INK22086
Light Green	3.4	.098"	1/4"	IN211098	IN221098	IN311098	IN321098	INK21098	INK22098
Purple	4.3	.116"	1/4"	IN211116	IN221116	IN311116	IN321116	INK21116	
Dark Green	5.3	.125"	1/4"	IN211125	IN221125	IN311125	IN321125	INK21125	INK22125
Brown	6.1	.136"	1/4"	IN211136	IN221136	IN311136	IN321136		



Jami's Customer Service Corner:

Jami Ziobro has over 30 years of customer service experience working at organizations such as UNICEF, Harold Import Company, Susquehanna Glass, and now Kleen-Rite. She is the driving force behind changes that help us better serve our customers. Outside of work, Jami can be found tending to her garden of flowers and herbs, tackling home improvement projects, baking, and taking care of others. She has been happily married to her husband for 23 years and is the loving mother of three amazing daughters whom she cherishes greatly.



Inspecting Your Orders When They Arrive

By Customer Service Manager Jami Ziobro with Patty Little

The reliable customer service team at Kleen-Rite takes great pride in helping you resolve issues that may arise with your order. To help us help you, we'll be sharing tips and advice that can aid us in making things right! This leads us to our first and very important topic: The inspection of your orders upon receipt.

This simple act makes it possible for The Kleen-Rite Customer Service Team to resolve ANY ISSUES that you may have quickly and easily.

Why is This So Important?

A lot can happen to a package in transit, so the very first thing to do is visually inspect the package or packages. You want to ensure and note that your order has been received without visible damage. Claims for damages with shipping companies have a short window to file and require additional time and paperwork. There are also times that shipping companies repack materials that separate from the box due to box failure and/or mishandling. If this is the case, help us help you resolve it.

When receiving items from freight companies, if you are unable to inspect while the driver is still present, you can sign "Damaged Until Inspected" to be eligible to file a claim if damage is found shortly after receipt.

30 Day Return Policy

If you're a regular customer, you probably know about our 30-day return policy: Items that are ordered or entered incorrectly that are new, unused, and in original packaging within 30 days are seamlessly returnable.

We kindly urge our valued Kleen-Rite Corp customers to inspect each of the items in the order, as soon as possible after they arrive. If you check all of the items, you can ensure that you have received all of the correct items according to your order/packing list. This includes the correct sizes, model, color, and quantity.



Sheri Kaufhold - 13 years with Kleen-Rite

Please contact Kleen-Rite Corp. Customer Service @ (800-233-3873) immediately, if you have any questions or issues regarding the immediate inspection of your orders. We are happy to help our valued customers resolve any issue!

New & Improved!

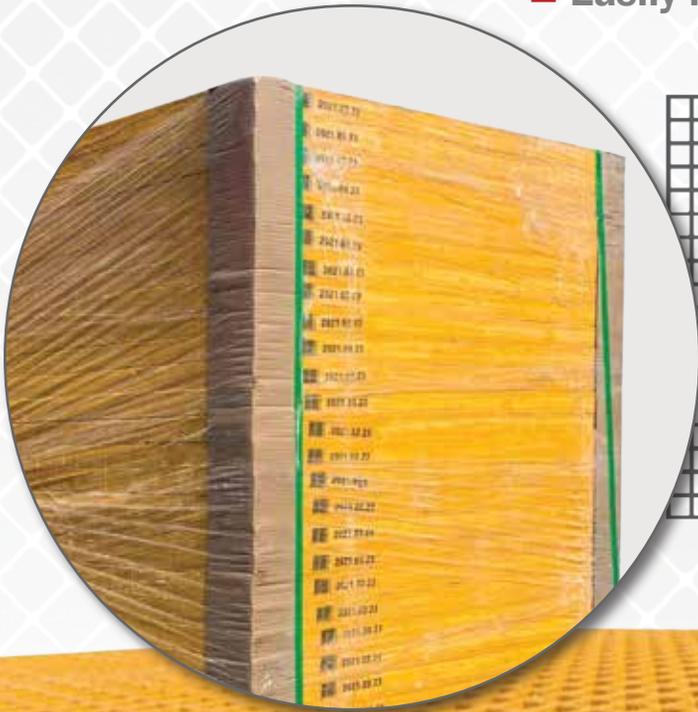
HEAVY DUTY
Z
GRATE

Tough Fiberglass Car Wash Grating

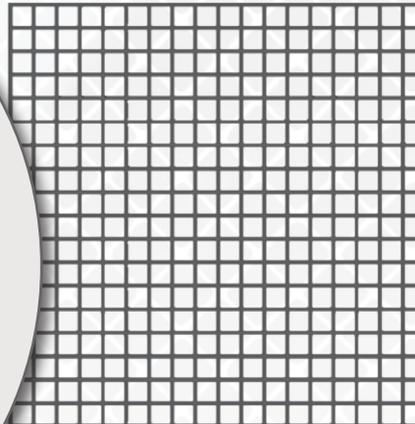
Now in **2** Manageable Sizes!

Easy to ship and **Easy** to handle

- No more heavy, oversized sections of grating
- More manageable 4'x4' and 4'x3' sizes
- Easily moved by hand

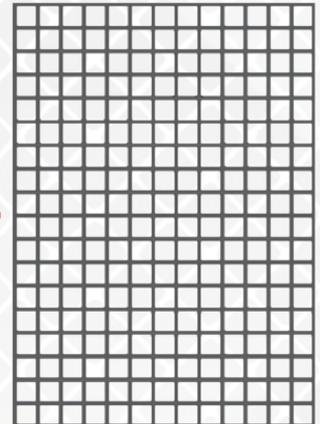


4 ft.



FG44G-GRIT	Gray	4ftx4ft
FG44Y-GRIT	Yellow	4ftx4ft

3 ft.



4 ft.

FG34G-GRIT	Gray	3ftx4ft
FG34Y-GRIT	Yellow	3ftx4ft



available in
Yellow or **Gray**





Optimizing Your Little Trees® Sales

by Job T. Leach



Running a business over the last few years has required owners to deal with even more obstacles than normal. It's no secret that erratic lead times, rising costs, and hiring difficulties are all large-view challenges to car wash owners. With the scale of those issues, and the fact that solving them is mostly out of the hands of individual owners, it's smart to focus on smaller, immediately solvable problems. Something that can be quickly adapted is your vending. Specifically, your Little Trees air freshener products are an ideal thing to focus on to determine if you can tighten up your approach to selling them.

Keep Your Audience in Mind

We're fans of every Little Trees fragrance, but realistically, some scents just aren't going to be popular with your customers. Perhaps certain smells are perceived as too feminine or too masculine and don't quite work with your main demographic. Maybe it's a quirky situation you didn't immediately think about, like the color of a certain Little Tree is the same as a sports rival in your area and people refuse to have it hanging from their mirror. Maybe it's just a mystery.

Strategies for Replacing "Duds"

The point is, instead of racking your brain to figure out why your "duds" aren't selling, stop overthinking it and replace them. Interestingly, this could be done in different ways. For example, maybe it's time to take out one of your more niche fragrances and double up on a top seller in multiple columns. You drastically decrease the risk that stock runs out, and if you see more sales of that fragrance, you'll be able to buy them in larger bulk quantities and cut your cost.

Conversely, it's possible that the standard Little Trees lineup is becoming stale to your customers. It might be time to take a chance on something new and see if it becomes a favorite at your car wash. In the last few years, Little Trees has added some fun and interesting variety to their lineup. Fresh Shave is a barbershop-themed air freshener that combines the aromas of shaving cream and talcum powder with warm musk and leather notes. Plus, it has an awesome red, white, and blue striped

design – an ode to the classic barber pole. Sliced is a citrus-based air freshener featuring a juicy-looking orange in its visual design. In addition, Supernova, Gold, and Rose Thorn are other recently added Little Trees that we've heard good things about from our customers.

Another strategy to consider is offering different fragrances seasonally. Vanillaroma, Leather, and Cinnamon Apple are some cozy options that customers will love when jumping in their car during the crisp, chilly autumn season. If you don't already carry True North, the winter season is a great time to start. Royal Pine has always been a classic, so try replacing a poor seller with another column of Royal Pine during the holiday season. For spring and summer, Little Trees has numerous options. To name a few: Caribbean Colada, Bayside Breeze, Coconut, Watermelon, and Summer Linen. Any of these are potential year-round sellers, but swapping things out seasonally keeps things fresh and new for customers while keeping your vending revenue consistently strong.

Recognize Unique Opportunities

Get creative and recognize less conventional opportunities! If you know a lot of Uber or Lyft drivers frequent your car wash, a No Smoking Little Tree might be a strong seller you didn't immediately consider. For Memorial Day and 4th of July, stock your machines with America Little Trees that boast a flag-inspired stars and stripes design. If your customers are on a higher level, adding Wild Hemp Little Trees might just spark some interest. Think outside the box and find the little edges that will revitalize your Little Trees vending.

Decals Shouldn't Be a Stumbling Block

Don't let your existing decals and overlays stop you from changing to a different product! While it can be a minor nuisance, having to replace the stickers on your vending machine shouldn't stop you from making a change that will ultimately be beneficial to your vending. Little Trees decals are free at Kleen-Rite, and overlays only cost a quarter. Just add what you need to your next order and you'll be ready to update your machine. Typically, when we refer to decals, we are talking about the larger stickers that cover the entire front of the machine door. Overlays are the smaller stickers added on top of the larger decal to designate what is in each column. With overlays, you can simply stick the new one directly on top of the old one. Of course, your machine presents best if you regularly remove all the stickers and add fresh ones.

Adapt, Evolve, and Optimize

Little Trees have a consistent track record of being great sellers for car wash vending machines. With their iconic branding and trusted fragrance quality, customers are immediately drawn to these air fresheners as the perfect way to top off their car wash experience. Even so, you should experiment and rethink how you sell them to optimize your sales. Regardless of economic circumstances and industry challenges, owners that are able to adapt and evolve their methods will be more successful and set their business up for long-term stability.

Check out the next page to see how one of our customers changed his approach to vending to better serve his customers and increase sales! ■

Phil's Decal Removal and Installation Tips:



- Make sure to add new decals when yours become cracked, faded, or peeling. Fresh, clean decals make for a better interaction with your customers.
- Overlays can be placed on top of each other, but can get messy if you overdo it. Phil recommends changing out the entire decal instead of stacking more than 2 overlays on top of each other.
- For easy decal removal, use a heat gun, hair dryer, or butane torch to warm the sticker while carefully removing it with a razor blade. Phil stresses that you only want to warm the decal – do NOT heat it so much that it gets scorched or burnt.
- Remove sticky glue residue with Simoniz Swell Stainless Steel Cleaner and a microfiber towel.
- Spray warm, soapy water on the area where the decal will be applied. This allows you to slightly adjust and move the decal until it's in the desired position.
- Use old decal glue lines as makeshift guidelines for the new one – no measuring or marking required.
- Scrape out air bubbles and soapy water with a credit card to make the decal adhere properly.

Visit our YouTube channel to watch Phil's video about vending decals and overlays!



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*Black Ice, New Car Scent, Vanillaroma, Strawberry, Wild Cherry, and Pina Colada can be purchased as part of **but cannot be given as the free product**

Black Ice, New Car Scent, and Strawberry can be purchased as part of deal **but cannot be given as the free product

Vending Success Story!



by Job T. Leach

As always, we love sharing success stories from our customers! We visited Stan Goedderz at Grand Avenue Car Wash in Bloomington, MN and were extremely impressed by the number of vending machines he has and the great selection of products he offers. Stan is a great example of how being open to trying new things and adapting your approach to vending can pay off nicely.

Grand Avenue Car Wash started with 9 machines when they began running the wash in 2005. They have since tripled their vending footprint, now boasting a whopping 31 machines. Goedderz loves keeping an eye out for new products, so he has added a few machines at a time as he's discovered what products sell at his wash. Even as his fleet of machines has grown significantly, sales have remained efficient and none of them are just taking up space.

One reason Stan's vending is successful is that his customer base is very attentive to cleaning their vehicles by hand. It's not unusual for washes to become a family affair with one person cleaning the tires, somebody else drying, and yet another person getting in all the nooks and crannies. Their car is one of their largest assets, and in some cases their largest asset, so they are proud of it and want to take excellent care of it.

What that means is that having products readily available is crucial. Keeping well-stocked machines makes customers happy and encourages more sales. Stan said, "Don't let your machines go empty. Customers expect them to be stocked. If a customer is able

to get the Armor All pad they want, there's nothing stopping them from getting more items. But if it's empty or they see an out-of-order sign, they might get turned off right away and never buy anything." He added, "I keep an eye out for the sales that Kleen-Rite has, and I use those to buy new items and stock up."

Stan's enthusiasm for finding new products is incredibly helpful to his success. For example, he tried Little Tree's Hemp fragrance even though it wasn't something he would personally choose for his vehicle. His customers spoke with their dollars, and he now stocks Hemp in multiple spots at Grand Avenue. Of course, that experimentation doesn't come without some failures, but it doesn't deter him. "If I'm not selling something, I'll just let it run out and then I'll change out the decal and move on. Just because you buy it, doesn't mean you have to keep it."

Stan owns a second car wash, and he told us, "We're carrying that (vending) concept over to our Burnsville location and slowly adding machines there."

Obviously, vending success is not always as simple as just adding numerous vending machines to increase sales. Although adding a large number of machines worked for Stan, even he added them in chunks and didn't just buy them all at once. The important thing is that he paid attention to his customers' behavior and was open to adapting his approach to get an advantage.



Take a look at the impressive list of products that Stan offers in his vending machines:

- Multiple varieties of Little Trees
- Multiple varieties of Armor All
- Quick Dry Cloth Towels, Waffle Weave, and Interior Cleaner
- Blu-Sham Towels
- Original Shammy
- Wet Towels Window Cleaning Towels
- All-Purpose Towels
- Just for Leather
- Black Jack Tire Cleaner
- Blue Magic Headlight Lens Sealer

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- ICC-ES Evaluation Report ESR-4250



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Canadian Patent 2833,686
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THE DOCTOR'S REPORT

TOWELS BY DOCTOR JOE® HAS YOUR PRESCRIPTION FOR SUCCESS!

The Attack on Towel Piracy!

MORE IDEAS TO MINIMIZE TOWEL THEFT



Dr. Joe Gartland & Dr. Joe Garber



I recently read an article in a newspaper about a “new crime wave” in San Francisco – piracy. The ‘liberal’ publication took a romantic view on pirates. It compared the new phenomenon to “Johnny Depp and The Pirates of the Caribbean.” The newspaper even went so far as to label the swashbucklers “The new Oakland Raiders.”

The reality is anything but romantic. These people are just common criminals. They are nothing more than car jackers that have moved on into San Francisco Bay.

Things are different now. At an earlier time, theft was prosecuted. Even petty theft was discouraged and looked down upon. We now live in a prime time for crime.

What do pirates have to do with car washes? The common denominator here is theft. Towel theft at Express Car Washes is costing these businesses in aggregate hundreds of thousands of dollars every day. In a year that adds up to real money!



In yesteryear we eliminated the “bilge rats” by hanging or walking the plank. With car washes we can no longer use those remedies. But there is plenty we can do, and the solutions are inexpensive or even free.

Let’s start with your towels. If you are providing towels for your customer’s use on premises, consider printing a message on your towels. How about “PROPERTY OF SUDSIE’S CAR WASH” (Your name) or ‘PLEASE RETURN OUR TOWEL TO USED BIN.’ On the towel’s label print “THOU SHALT NOT STEAL,” “TOWELJACKING IS ILLEGAL,” or “MEDIEVAL WORD FOR TOWEL THEFT IS LARCENY.”

Placing property marks or messages on towels will not stop theft, but it is one of the steps you can follow to significantly reduce your losses. Kleen-Rite does not charge for designing or putting custom labels on towels. Additionally, it is inexpensive to place your logo, name, and message on the towel. The graphics are soft and will not scratch clearcoat or automotive paint. There are low minimum orders for custom towels. Professional graphic design, set-up, and towel samples are all FREE. You just pay for the towels.

What happens if some of your custom towels do “leave the premises?” “Blimey, there are sea dogs everywhere.” Were you ever the victim of “porch pirates” after ordering from Amazon? These are individuals we politely call “shark bait” that run off with your packages. But here is the difference. When the “scallywags” pilfer your custom towels, your name and logo live in the hereafter. Advertising impressions continue for three months to four years on average. And if your custom towel has a towel label with a QR Code, each time it’s scanned your website’s pitch for your monthly wash club comes up! All these towel products are available from Doctor Joe at Kleen-Rite. Mate, what’s not to like here?



How else can you stop these “buccaneers?” The answer is signage. That’s right, with signs. We generally read signs and follow their instructions. “STOP”, “YIELD”, “NO U TURN” ETC. I recommend placing signs at each vacuuming station. How about a sign that reads “IF YOU NEED TOWELS, WE BUY THEM AT WALMART AND YOU CAN TOO, PLEASE DON’T TAKE

continued on page 38

OURS.” I like the sign listed as a message on a towel label: “THE MEDIEVAL WORD FOR TOWEL THEFT IS LARCENY.” This sign is used at a car wash in Ohio: “DO NOT TAKE OUR TOWELS HOME, YOUR WIFE WILL PREFER FLOWERS.”

Where can you get these signs? Kleen-Rite has been providing custom signs for car washes for more than twenty years. Our professional graphic artists can design a custom sign with your message to help with your towel loss program. Perhaps the signage can compliment your towel messaging as well. It’s the one-two punch.



Here is a way to 100% eliminate towel loss. If you already have washers and extractors at your wash location, start a Towel Exchange Program. I would begin by changing the software at your welcome kiosk. Offer a good quality towel for sale in the path to checkout.

Preferably, it will be a high-quality custom towel with your name and logo. You sell the towel one time to your customer. Each time your customer returns to your store, they get a fresh washed towel when they surrender a soiled towel. The replacement is made without charge. The program creates a built-in sense of loyalty. Your customers can only return your towels to your car wash. The issue of towel piracy is gone forever!

Another way to abolish loss is to sell towels to your customers. What a novel idea. Instead of losing money when you provide towels, you make money. Your customers like quality towels and are willing to pay for them. You can also set this up as a purchase option at the payment station near the entrance to your car wash. The attendant that ushers your customer at the beginning of the wash can be prompted on the status screen to provide a towel. It is an uncomplicated way to boost your profit and enhance your customer’s experience.



Another novel idea. Get your customer to pay to advertise your business. Fashion designers have been getting away with doing this for years. It is popular to wear clothing with a designer’s copyrighted logo on the shirt pocket ETC.

Now you can go to Doctor Joe at Kleen-Rite today and do the same thing. You can order gorgeous custom towels with your name and logo beautifully printed on a soft plush towel. The purchase options on custom towels start with a minimum order of only six hundred towels. The future is here now. Call now on 1-800-233-3873 x 225. This is easier than you think.

Don’t forget vending. Kleen-Rite offers a full array of vending machines: Drop Shelf, Built-Ins, and stand-alone Corkscrew style machines. Many of these machines can be purchased with the ability to accept credit cards (Pirate-proof).

Pre-packaged Towels By Doctor Joe® Microfiber Vending Towels along with air fresheners, and a large assortment of other automotive appearance products are on the shelf in inventory and can be shipped the same or next day.

You can also go customized on the microfiber vending towels. The good doctor can preprint your towels packages with your name and logo in up to five colors. Also available are custom printed towels and towel labels. With just one call you can get it all. Call us today at 1-800-233-3873 x 225.

In finishing up, piracy (theft) is real problem today. When towels are appropriated from your car washes, it is done by customers who are acting dishonestly. Perhaps they need to be reminded of this. Jesus said in Luke 16:10, “One who is faithful in a very little is also faithful in much, and one who is dishonest in a very little is also dishonest in much.” One major thing to notice about this passage is that faithfulness to God’s commands matter, regardless of how we judge the relative significance of what was taken.

If we can go back in time the sign on the vacuum stand might read – “ATTENTION TOWEL THIEVES – PLEASE CARRY ID SO WE CAN NOTIFY NEXT OF KIN”

All the best to my thousands of friends and customers in the car wash business,

Joseph Gartland
aka Doctor Joe
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- BC-1500
- BC-1600
- BC-2800
- BC-3200
- BC-3500

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Go Pink!

Breast Cancer Towels and Charitable Initiative Both Successful and Inspiring

“The support from car washes across the U.S. helps Breastcancer.org empower people with the confidence, clarity, and knowledge they urgently need when facing a diagnosis.”

Q.B. Enterprises, manufacturer of popular Quick Dry towels, recently started their new Go Pink! initiative. They’re proudly offering attractive new microfiber towels with a bright pink Breast Cancer Awareness Ribbon graphic printed on them. Beyond spreading awareness and showing moral support for those battling breast cancer, Q.B. Enterprises is also donating a portion of the proceeds from the towels to Breastcancer.org and Hospice of Piedmont in Charlottesville, VA.

The company selected those two charities in an effort to help both a national organization with a large influence and a local organization that was close to their hearts.

“Roger and I have experienced the loss of many family members and friends to cancer in the last few years. We believe that cancer awareness will help to bring a cure to breast cancer in our lifetime”, said Becky Kube, owner of Q.B. Enterprises. “It is important for us and our organization to support cancer research and organizations like Breastcancer.org that offer resources and support to those currently facing breast cancer. We have also experienced the magnificent care that Hospice provides to Breast Cancer patients and feel it’s important to offer support to their organization.”

Q.B. rolled out the towels right before October – just in time for Breast Cancer Awareness Month. It’s the perfect opportunity for car washes to show their support with a functional towel that customers can use on their vehicles. Individually packaged, these towels can be sold as a regular retail product, stocked in vending

machines, or used as a promotional item during charity events. Either way, Q.B. takes the wholesale proceeds and donates directly to worthy causes. Impressively, over 300 car wash locations around the country participated in the campaign in October!

“The support from car washes across the U.S. helps Breastcancer.org empower people with the confidence, clarity, and knowledge they urgently need when facing a diagnosis. Going through breast cancer can be one of the most challenging experiences in someone’s life, which is why we are dedicated to helping people by providing expert guidance, community, and critical resources,” said Lauren Hughes, Director of Development for Breastcancer.org.

We spoke with Jonathon Wiles, Marketing Manager at Q.B. Enterprises, and he was happy to let us know that the campaign was a success in its first year. “We were able to raise \$10,000 in October this year, so we’ll be able to give \$5,000 to Breastcancer.org and \$5,000 to Hospice of Piedmont,” said Wiles. They plan to do another push next year and hopefully beyond. While they will focus heavily on October for Breast Cancer Awareness Month, the towels will be available all year (you can find them on the Kleen-Rite website, and they will be in the new edition of the catalog in Spring 2024).

Even better, the campaign created a pleasant surprise for Wiles.

“Probably my favorite thing about it this year was that nearly all the washes that participated also had charities and organizations in mind to donate money to from their own towel sales,” said Wiles glowingly, adding, “So, not only did we get to donate to our two charities from the wholesale side, the scope of it also got a lot wider than I expected. There were great causes that I wasn’t even aware of that car wash operators gave to.”

Even in its infancy, it’s clear that the Go Pink! initiative inspired more levels of kindness beyond what Q.B. was expecting. That exponential generosity bodes well for the future of the program! ■

Quick Dry Go Pink! Towel Details:

- Light pink color with a bright pink Breast Cancer Awareness Ribbon printed in the center
- Microfiber construction
- 6" x 16"
- Sold in a bulk case of 100 towels
- Packaged individually for vending, retails, or free giveaway



Want to donate directly?

Breastcancer.org Donation Link:

https://give.breastcancer.org/give/294499/#!/donation/checkout?c_src=quikdrytowels



Hospice Donation Link:

<https://hopva.org/giving/>

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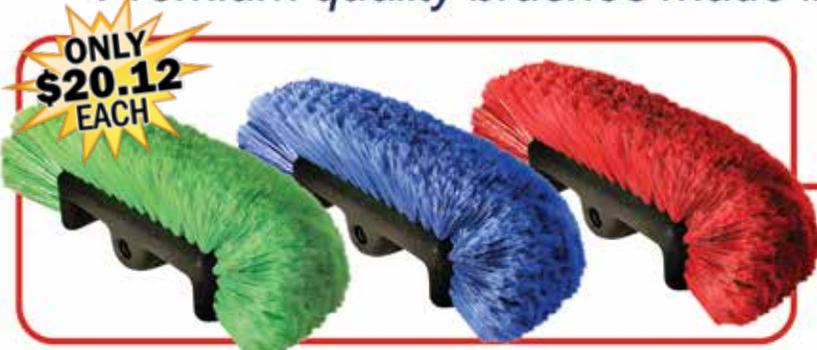
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Air Freshener

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You will love these (and the margin)

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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.

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FO1808G

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FO1808BL

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OVERCOMING

7 Pressing Car Wash Operator Fears with Membership Programs

By Max Pulcini, Director of Marketing & Communications at EverWash



Are you worried about new competitors or existing rivals chipping away at your customer base? Does the uncertainty of tomorrow's weather forecast keep you on edge?

Uncertainties and fears like these are a part of the daily grind in an industry like car washing. It's also a sector that's constantly evolving, with new competitors emerging and unpredictable factors like weather conditions affecting customer flow. Not all challenges that car wash operators face are unique, and solutions do exist that can alleviate your worries and help your business thrive.

Let's delve into these common fears and discover how a professionally managed membership program can address each one and set you on a path to success—whether you're considering launching a membership program or looking to boost your existing one.

#1 FEAR: COMPETITOR PRESSURE

Competitors are moving into my area and installing new locations. How can I keep up with new sites popping up across my area?

Solution: Build Up Recurring Revenue and Loyalty

In the fiercely competitive car wash industry, retaining customers is key to success. A car wash membership program guarantees recurring revenue and builds strong customer loyalty. With an easy-to-use membership program, your car wash can offer unlimited washes for a low monthly fee, encouraging customers to return time and time again. This recurring revenue stream shields your business from the impact of new competitors and rivals, ensuring your customer base remains steady and grows over time.

#2 FEAR: START-UP COSTS

The start-up costs behind launching and running a membership program are concerning. Won't this be a huge investment, and won't it take a while to see any return on that investment?

Solution: Risk-Free Start

Launching a membership program can seem daunting, especially if you're worried about upfront costs. Seek a risk-free solution that enables you to implement a membership program without any initial financial burden and minimize your financial risk while maximizing your potential for membership success. This means you can start reaping the benefits of membership without breaking the bank, and as the program grows, the revenue generated will far outweigh any initial investment.

continued on page 44

#3 FEAR: LACK OF FLEXIBILITY

My site is ill-equipped to handle membership and lacks the necessary systems to run a successful membership program. Isn't membership only successful at high volume, attended car washes?

Solution: Accessibility for All Systems

No matter what type of wash system you operate—whether you have a pay station or not, tunnel or IBA—revenue growth is achievable through membership. Wash operators have been able to run successful membership programs, regardless of whether they have advanced systems or are operating out of cigar boxes. Find a solution that is adaptable to various setups. Whether you have advanced point-of-sale systems or are operating with simpler methods, find a flexible platform that can seamlessly integrate with your existing infrastructure.

#4 FEAR: LACK OF SUPPORT

A membership program that is poorly set up, inadequately supported, and unfocused is destined to fail. Don't most membership solutions just boil down to software and equipment that I need to run and manage on my own?

Solution: Dedicated Partnership

You need a dedicated partner—not just a vendor—to join your team and provide the knowledge and ongoing support you need to thrive. A successful membership program requires ongoing support and guidance. Find a solution that can help you set up a program tailored to your car wash and provide continuous assistance to ensure your success.

#5 FEAR: CUSTOMER ENGAGEMENT

How can I keep my existing clientele engaged, informed, and happy? What can I do to limit churn and win back lapsed customers effectively?

Solution: Customer Engagement and Support

Maintaining a satisfied customer base is essential for any car wash operator. Utilize digital communications and call centers to ensure that your customers are not only satisfied but also loyal. More touchpoints equal more lifetime value and retention, further setting your car wash apart from the competition.

#6 FEAR: OFF-SITE MARKETING

I need to find easy opportunities to sell memberships and market your wash off-site. How can I meet my customers where they are?

Solution: Mobile Accessibility

In today's digital age, it's crucial to meet your customers where they are. App-based programs simplify the sign-up process for your customers and enable off-site marketing and sales. Members can easily manage their plans, add vehicles, and refer friends, all from the convenience of their mobile devices.

#7 FEAR: STAFFING ISSUES

I can't keep my car wash staffed long enough to gain any momentum. Turnover is high, and employee confidence is low. How can I turn the tides?

Solution: Staff Empowerment

Employee retention can be challenging in the car wash industry, but a thriving membership program can make a significant difference. With membership, your staff can expect more cars to wash and increased tips from satisfied customers. Further support your staff's empowerment through ongoing training and education. A happier, more efficient, and more successful staff is crucial for your car wash's success.

In Conclusion

Do these fears and concerns sound familiar? Now you know what you can do about it! EverWash offers the ultimate solution to address the fears and concerns of car wash operators. Whether you're worried about competition, start-up costs, systems, support, customer engagement, off-site marketing, or staffing issues, EverWash's membership program provides the tools, support, and expertise you need to thrive in the industry. Don't let fear hold you back; embrace the power of car wash membership and secure a brighter future for your business.

Membership can grow your revenue by 90 percent within the first 12 months of launching your membership program. Visit www.everwash.com and use our Revenue Calculator to see how much money you're leaving on the table without professionally managed membership. ■

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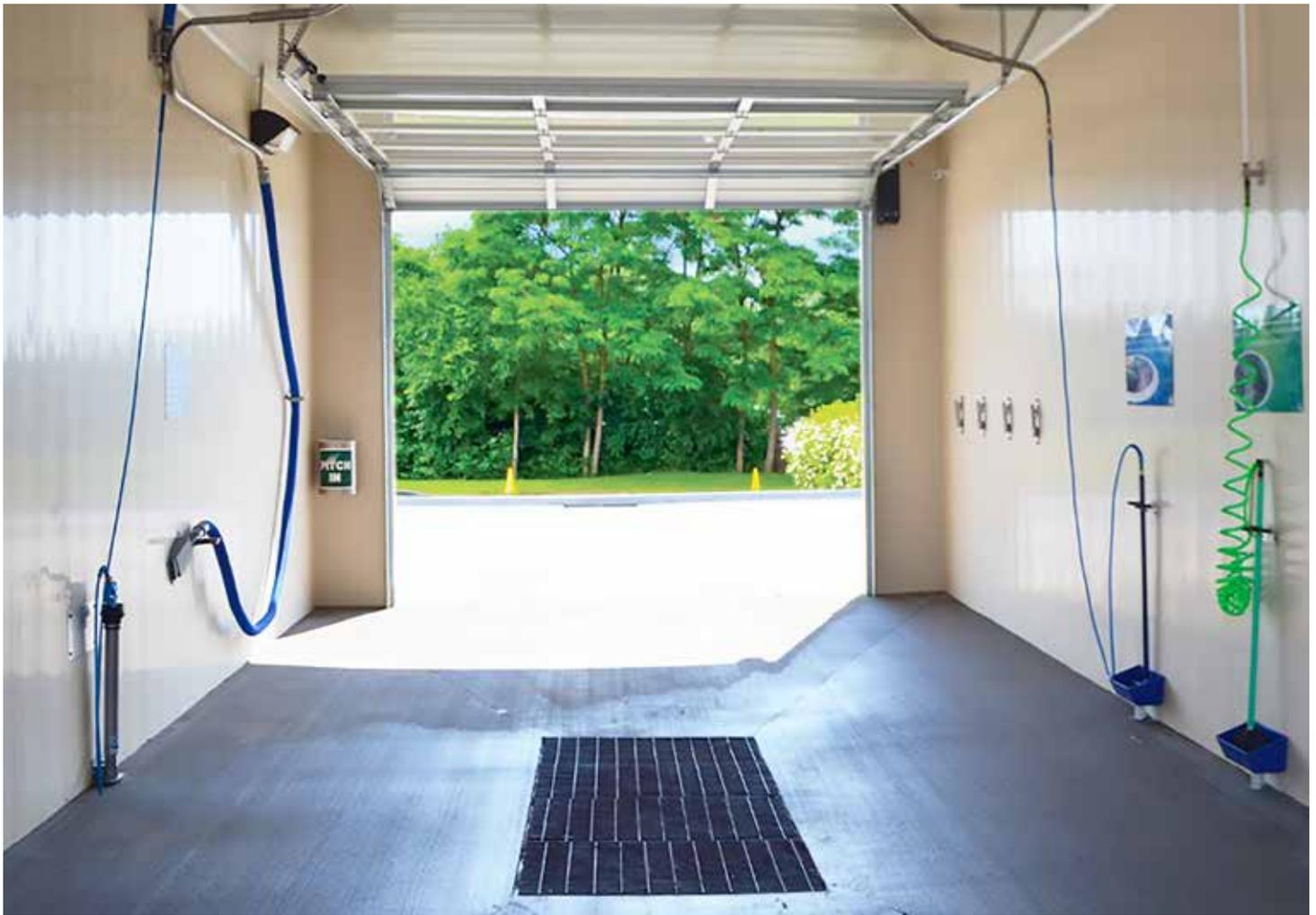


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How to Keep Your Self-Serve Bays Clean

by Joseph Herr



KW5-2

“Cleaned walls excellently. I have epoxy painted CMU walls. Read the MDS, nasty stuff, so it’s important to be exceptionally careful with this product. I mixed at a 4:1 ratio of water to cleaner, and let dwell/soak for about 10 minutes. (It rained the day I applied it, so the product drying on the walls wasn’t an issue.) Then rinsed with a pressure washer with a flat fan nozzle. Walls looked like new! I was considering repainting the bays, not now.”

Chris R. From Reading PA
Oct. 11, 2023

A good first impression is vital to your success and convincing customers to clean their vehicles at your car wash. Would you wash your vehicle at a car wash with algae growing on the walls and stinky pits? We would not, and don’t believe you would either. In this brief guide, we will teach you how to keep your walls clean and remove smelly sludge from your pits!

Cleaning Walls

As customers wash their vehicles, chemicals and dirt accumulate on your walls. Over time, algae, mold, and other similar organisms will start to grow if your walls are not cleaned. A regular cleaning schedule is key to keeping them nice!

Chemicals to Use

We bet you’re asking, ‘What do we use?’ We’ve always had good feedback about Klean-Wall, and our most experienced customers have found it to be the most effective wall-cleaning chemical. This product removes stubborn grime from fiberglass, brick, block, glazed tile, metal surfaces, and painted walls. Plus, we carry the non-hazardous, HF-free version - Klean Wall II - if you prefer to work with something safer!

Some car wash owners use hydrofluoric acid-based cleaners and diluted muriatic acid. When applying the hazardous products mentioned, wear the proper PPE to protect yourself. If your employees are performing this task, make sure they know they are required to wear PPE. You can typically find the recommended PPE in the product's SDS sheet.

Surface Cleaners to Use

Another option is to use a surface cleaner, such as Mosmatic's Graffiti Remover or their Universal Pressure Cleaner, to remove dirt using high pressure. These two pressure cleaners should remove most dirt and grime, although they probably won't be as effective as chemical cleaning. They are a great option for your less problematic walls, or can be used to hit walls quickly in between heavy-duty chemical cleaning sessions. You might also consider using pressure cleaners and chemicals in conjunction with each other for maximum effectiveness.

Removing Sludge from Car Wash Pits

Cleaning out your self-serve bay pits is a dirty job. Unfortunately, it is something that must be done or you run the risk of your bays smelling funky. A bad odor will turn away customers. Plus, excessive sludge can cause other problems such as clogged pipes and overflow to name a few.

Government Regulations

There are a few ways to tackle removing muck from a pit. But, before we dive into the methods, we have to remind you that there are EPA (Environmental Protection Agency) regulations for handling hazardous waste that you MUST follow. Plus, there may be additional regulations from your state and local governments that you might need to follow in addition to the EPA rules.

Sludge Removal Methods

The most common method is to remove the sludge and allow it to dry. Muck in your pits can be removed using a Ring-O-Matic, Handi Clam, or even a traditional shovel. You will need a place to store the waste until it dries. Once the waste is dried out it is often considered non-hazardous and you will be able to transport the waste to a disposal site. However, this is not always the case. Please check the regulations to remain compliant with the EPA and your local authorities. These rules will also tell you where you are permitted to dispose of the sludge.

The other method is to hire a waste disposal or pit cleaning service to pump sludge from your pits. These companies will transport and drop off the muck at a disposal site. However, there are two caveats to this method. You can be held responsible if the waste is disposed of illegally by the company you hire. Plus, this is the more expensive method if you work with a reputable company that adheres to government regulations.

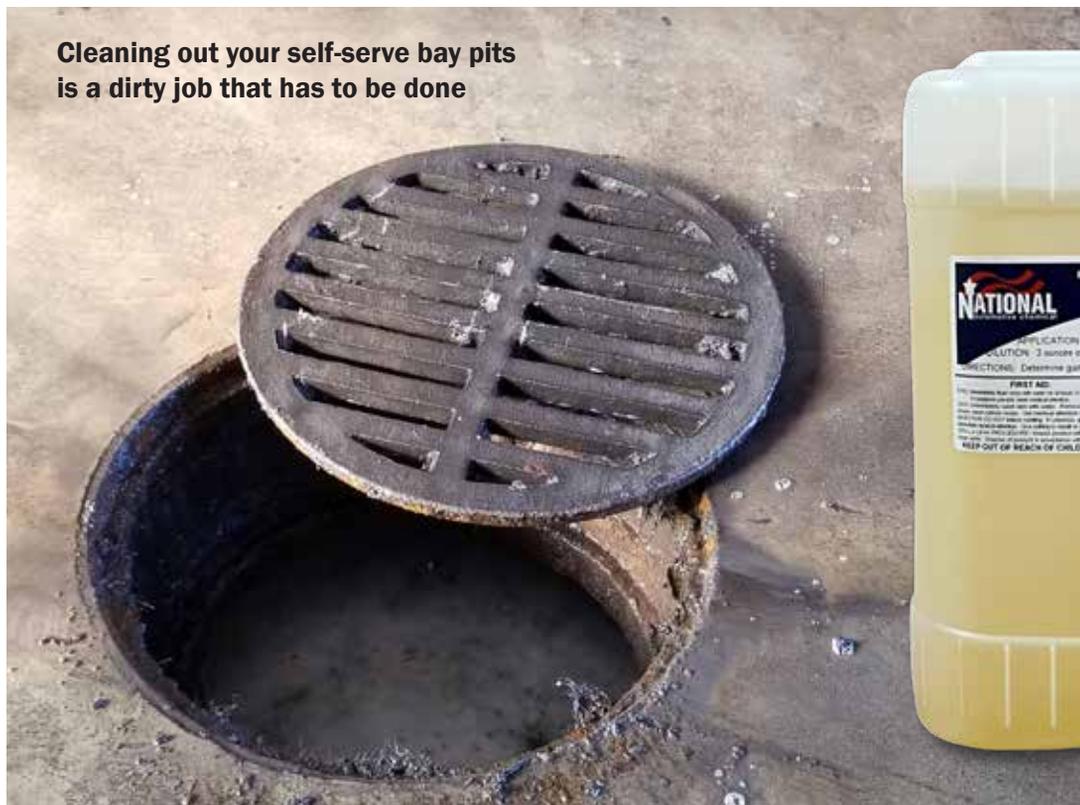
Masking Odors

Once the sludge is removed from the pit you can throw some of National Chemical's Pit Deodorizer in the pit to freshen up the aroma of your self-serve bays and mask the odor from the pit between cleanings. There are many other products out there you can use to rejuvenate the air in your bays too!

Now that you understand the ins and outs of cleaning the walls and pits in your self-serve bays, you can make sure your wash always looks presentable and smells nice for your customers which ensures they will have a great experience visiting your wash! ■

For more information on the handling hazardous waste please visit the EPA's hazardous waste page:

<https://www.epa.gov/hw>



Cleaning out your self-serve bay pits is a dirty job that has to be done

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HOW TO INSTALL A VACUUM DUALER



by Joseph Herr

Now let's show you how to install a Dualer.

1. Drill Holes

The first thing you need to do is to drill holes around the suction port. This prepares the vacuum to accept a Dualer. Line up the holes, mark them, and drill into the metal of the vacuum. Phil recommends using a slow speed to prevent the bit from overheating. Now the vacuum is ready to accept a Dualer.

2. Add a Gasket

Vacuum Dualers are NOT equipped with a gasket. However, the gasket is an essential component because it creates a seal to prevent air from escaping the point where the Dualer connects with the suction port on the vacuum. Adding a gasket ensures your vacuum delivers the best performance for customers.

Phil uses a vacuum motor gasket with an outer diameter measuring five inches and an inner diameter measuring two inches. He cuts slits around the inner circle. This allows the gasket to flex so it fits around the suction tube on the Dualer. Cutting the gasket is required because it is not the correct size, but is very close.

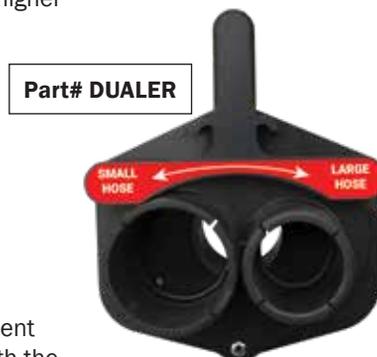
Once the slits are cut, peel the backing off the gasket to expose the adhesive. Slide it over the suction port connection on the Dualer. Make sure the sticky side is facing towards the surface of the Dualer. When the gasket is installed, you will see the tabs sticking up. Cut them off. Phil used a knife to do this. Please be careful when cutting off the tabs to avoid injury!

Phil also mentioned silicone spray is a great alternative to create the seal between the Dualer and the vacuum. He used a gasket because he had a spare one lying around.

In this edition of "Fix It with Phil", he provides a step-by-step guide to help you install a Dualer on your car wash vacuums.

Why Add a Dualer?

The Dualer allows you to offer both a claw and crevice tool to customers who use your vacuums. This allows them to easily switch between tools as they clean their vehicles. Customers can easily vacuum floors and seats using the claw. Plus, they can use the crevice tool to remove dirt in hard-to-reach areas such as storage space on doors, between the seats, and under the seats. By offering more tools, customers will spend more time using your vacuums, which results in a higher profit for you!



3. Install the Dualer

Place the Dualer on the suction port of the vacuum. Line it up with the holes you drilled. Start the screws, but don't send them home yet. Verify the Dualer is flush with all three holes. Now, you can send the screws home. Once the screws are tight the Dualer is fully installed. There is one last thing to do. If your guess is adding hoses, you are correct!

continued on page 50



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4. Attach Hose

When adding the hoses, first slide a hose clamp over each suction port of the Dualer. Don't tighten the clamps yet. Wait until the hose is in place. To attach the hose, you need to push it into the correct suction port on the Dualer and tighten the clamp to secure it. That's all there is to it!



Now you are ready to successfully install a Dualer on your car wash vacuums! By having this feature on your vacuums, customers will have the tools they need to clean larger areas inside their vehicles and get those spots that are hard to reach. Plus, they will spend more time at your vacuums, which equals more money in your pocket at the end of the day!



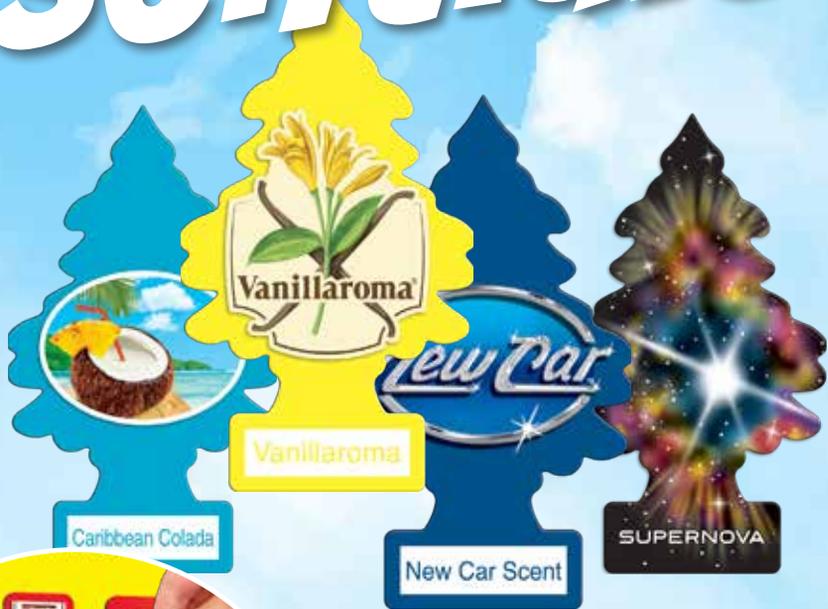
You can check out the full-length video at our YouTube channel (<https://www.youtube.com/c/kleenrite>) – drop some questions or suggestions in the comments and we'll make sure to get Phil fixin' it in one of our future episodes!

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OPERATOR SPOTLIGHT



AutoBrite

“New member – treat ‘em like family.”

It’s a familiar saying at AutoBrite, a small family-owned chain of washes across Vance, Granville, Warren, and Franklin counties in North Carolina.

Melanie Howell Hutson, the Vice President of AutoBrite, attributes it to her worker who says it every time they sign up a member to their express wash. To Melanie and the rest of the AutoBrite management team – which includes her husband Keith (operations manager) and her father (and founder) Thomas Howell - it’s become their motto.

A Humble Start

Thomas grew up as a North Carolina tobacco farmer, with a maintenance background through trade school. Taking up machinist work after graduating from Wilson Tech, he went to work at Burlington Industries. Working inside wasn’t for him though – “I did electrical work and maintenance work... I just didn’t like being inside all the time, in the big factory.”

After going back to farming, he began to help a friend out at their self-serve washes. They brought him in to be the day-to-day manager of their sites, which he excelled at through using his trade school background and farmer’s ingenuity for maintenance and repair work. Over the years, that wash expanded, and Thomas bought in to the business. When his friend decided that it was time to exit the business, Thomas stepped up and bought the three locations, founding AutoBrite.

Expanding the AutoBrite Footprint

Over the years, the AutoBrite roster of washes has grown steadily, as Thomas has seen opportunities come up throughout the region to expand the brand. Keeping an eye out for closing washes and distressed properties, AutoBrite expanded over time. The ability to expand came through the family’s willingness to step in and do the work themselves, getting their hands dirty renovating and rebuilding troubled properties. Thomas recalls installing his own Belanger Vectors with his team of workers and working through missing instructions – two of them are still workhorses for the company!



They finally opened their AutoBrite Express location in April of 2022, which came after a long build-out process. While the building was in good shape, the internals and machinery were in rough shape. “We just shut it down...” says Thomas. Melanie chimed in – “It took us about a year and half to get everything up and running, take everything out and put in all-new equipment.” But since the tunnel has been open, they have seen it become their top earner in the group!

Growing the Brand and the Team

This all came with some changes for the brand. For one, it changed





Patrick Glosson, Keith Huston, Melanie Howell Huston, Thomas Howell Henderson, North Carolina

By Drew Tyson

how they work on their washes. Both Thomas and Keith agreed that the electronic-based tunnel versus the mechanically-focused self-service washes provide a challenge, and is a different ballgame for them to maintain and repair. It also brought around a change in approach – says Melanie, “We didn’t have a website and as much of a social media presence until we opened the express location up here.”

This all came along with a rapidly expanding workforce. Keith takes care of much of the day-to-day maintenance of the sites, particularly the self-serve spots. Patrick Glosson, Keith’s long-time friend, is the manager of their AutoBrite Express tunnel location - recalls Melanie, “We tried more than once to get him but he finally came over.” On top of this, they have two full-timers, and ten or so attendants and lot cleaners that work at the Express location.

Concentrating on Service and Product

Aside from being a family business, the AutoBrite team pulls in customers from near and far thanks to a focus on providing spotless cars and smiling service. Patrick is a big part of the interface with express customers, talking to them as they come through. “We got ‘em coming from Virginia, Louisburg, Oxford... yesterday I talked to a lady from Creedmoor that wanted to sign up,” he says. This personal connection has endeared the wash near and far!

Reaching out to the Community

Part of the success of AutoBrite has come through connecting with the communities across the region. “We did sponsorship of the local high school football team this past year” said Melanie. Patrick pointed out, “We did local advertisement for the Henderson radio and the surrounding county... we jumped in with the Chamber

of Commerce, did donations for them” while Thomas chipped in about the efforts they make with the local school district, saying, “We made a package for the school teachers for the upcoming school year.”



They all agree, the development of the Express location has led them to change how they deal with marketing, social media, and public relations. They’ve been able to be more visible and aggressive with their advertisement, as Patrick says, “We’re getting more and more into it... this is really different from the self-serve side. This year we’ve been more involved with the local marketing.”

The Future of AutoBrite

Looking towards the future, AutoBrite is set – jokes Thomas, “We’re gonna build twenty more!” But realistically, they recognize that competition will dictate what they can and can’t do. With customers coming from far away, they understand the potential that there could be give and take of territory.

We’re thrilled to have AutoBrite as part of the Kleen-Rite family, and we look forward to seeing the smiling orange AutoBrite logo for years to come! ■



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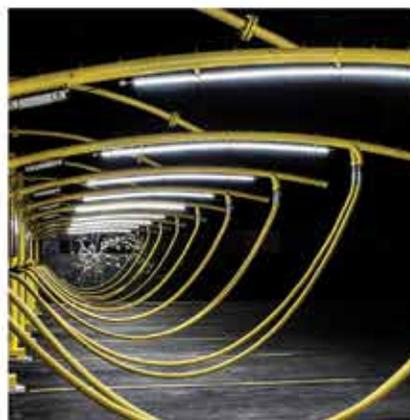


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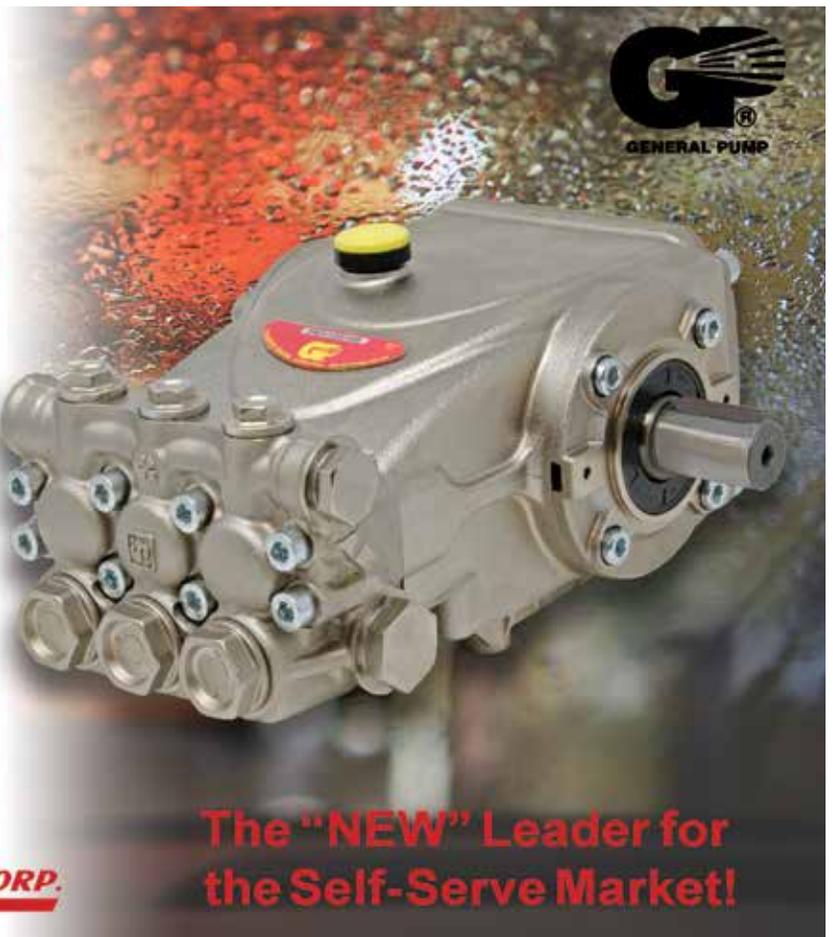


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