

THE KLEEN-SCENE

THE OFFICIAL NEWSLETTER OF KLEEN-RITE CORP.

ISSUE NO. 7 August, 2007

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Larry Olson
Olson's Kwik Mart



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Catching Up With... Kleen-Rite

In October, Kleen-Rite held an open house at its Western distribution facility in Las Vegas.

Since 1967, Kleen-Rite Corp. of Chula Vista, Pa., has been a leader in the carwash industry with a reputation for quality and reliability.

Mike Vukobratovic, President of Kleen-Rite, says the company ended 2007 with two Canadian locations, a new facility in Ontario in 2008 with an open house in Las Vegas, the brand new Kleen-Rite Western distribution center. Growth opportunities and the opportunity to lead the center and visit with the Kleen-Rite team. Jim and Sandy Lutz are leading the charge at the new center.

With 2008 marked by the grand opening of the facility and growth on the West Coast, conditions with Kleen-Rite customers.

"This facility is about giving our customers better service and providing products in a timely fashion," said Western Distribution Manager Jim Lutz. "High prices and slow times have decreased, which is a benefit to all involved."

The opening of the distribution center in Las Vegas was a challenge in Southern California and being the "regional" in the Las Vegas market who can't compete in the family.

Home sweet home

The Kleen-Rite team held its Fall International Expo 2007. The day was a carwash operators could find with most of the main features.

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- 1 SUPER VACUUM VAA9200
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- 3 CAR MOUNT MISC EQUIPMENT MNT995
- 6 VAL TOWELS DUNE COURSE DGTED
- 4 FLOOR MAT "SHOUGE-170" G604902
- 4 BR-LINERS SWIRL MKR10004
- 4 FLOOR PUMPS "VIRAL" PPT020
- 6 HOSE MATHS G60815
- 1 BILL COUNTER AMC101
- 4 WINDOW HOLDERS 17 WHT07

TOWELS



The Las Vegas facility tour included a barbecue dinner.



Tom Allen of Kleen-Rite tells customers about the Dog Wash.

ACCEPTORS & TIMERS

KLEEN-RITE Multi-Coin Acceptor



Open house guests leave the Las Vegas Hilton for Kleen-Rite's new distribution facility.



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GIANT INFLATABLES



Streak Free! Glass WIPES

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ELTON CLOISTER CARWASH

KLEEN-RITE EXPO

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@ TEXAS STATION CASINO
IN LAS VEGAS
JANUARY 18-19, 2008

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5 GALLON - JB5309
30 GALLON - JB30309
55 GALLON - JB55309



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On The Cover

This issue we are happy to feature Katie Alderson, a model and student from Mount Pleasant, Iowa. She is involved in band, choir, cheerleading, show choir, jazz band, dance team and student council. She is the drum majorette for the band and an academic honor student. She enjoys working as a lifeguard and teaching swim lessons during the summer.

We also want to thank the folks at Quality Car Wash in Oskaloosa, IA for allowing us to do our cover photo shoot at their facility. The wash was established in 1993 and consists of 3 self serve bays and an automatic. A special thanks to June Morrison & Clyde Doty (pictured below) for helping out.

We want to thank both Katie & Quality Car Wash for helping us create this issues cover!



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Free... SHIPPING Offer

We are offering Free Shipping on any **ONE** order placed over \$250.00 during the month of August 2007.

Simply reference Kleen-Scene Offer #7 to receive free shipping on your next order anywhere in the continental U.S.

** Select items may be excluded from our free shipping offer.*

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Cape Cod Breeze	JPC27
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Cucumber Melon	JPC66
Ocean Mist	JPC18

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Vanilla	STS-23
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Cherry	STS-2
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Island Breeze	STS-28

Free Single Column Vender Decal **JPSTSL**

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JPTA1

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Overlay Decal: DEGIRLS

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It is amazing how fast time goes by, we are already halfway through another exciting year. We had a great time at the ICA show in March and hosted an open house at our Las Vegas distribution center. Jim and Sally did a fantastic job pulling everything together and making the open house a huge success. Like always it is a great opportunity to speak with old and new customers face to face.

We would like to use this column to personally invite everyone to our 4th Annual "Learn More, Earn More" Expo on January 18-19th in Las Vegas NV. This will be the first time we are hosting the event away from our Columbia facility and we expect this show to be our largest and most exciting show to date. Please read more about the Expo in this edition of the Kleen-Scene.

If you can't make the Expo, hopefully we'll see you at one of the regional shows. The Kleen-Team will be in Orlando, Novi, Las Vegas and Atlantic City this fall during the regional car wash conventions. Stop by our booth to see what is new, on special and give us the opportunity to thank everyone for their business.

We will continue to work hard to meet the demands of our customers. We always strive to remain proactive and keep an open channel of communication with the customers. Whether it is through the Kleen-Scene, Catalog, a show or a phone call, we will work to provide you the best for less!!!! Again.... Thank you for all of your support. We wish you continued success in 2007 and look forward to being your reliable supplier.

Sincerely,

Mike McLardy

Keith

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- Safe for all leather & vinyl surfaces
- Deep cleans all leather & vinyl surfaces
- 12 Count pack
- 50 per case VSNA1650

Let's Talk About VENDING

by Mike Lefever, Kleen-Rite Corp. Technician



Vending is a profit center that is often underestimated by many car wash operators. This month we will discuss the different types of vending machines available and their advantages and disadvantages. We will also touch on maintenance issues the average operator is likely to face.

In the car wash industry, the most common vending machines are the traditional stainless steel drop-shelf venders, which come in mechanical and electronic varieties. In recent years, however, glass-front venders are becoming more prominent. Glass-front units can be had in “through the wall” type venders and freestanding machines.

Drop-shelf machines operate just as the name suggests. The product sits on a shelf and the shelf drops when a sale is made and drops the item to the bottom of the machine for the customer to retrieve. The shelf is activated in the mechanical machines by the customer pulling a knob after inserting their money, or by a motor in the electronic units that is activated by the correct amount of money being inserted in the case of a single column machine, or the money being inserted and then a button being pressed in a multiple column vender.

Mechanical drop-shelf venders are the least expensive and simplest way to get into the vending business, but they have their limitations. Drop-shelf venders are only available in single-product, three-product, and five-product machines, and the items that can be sold out of these machines is limited to certain sizes and types of products. The five-column machines are especially limited and can only effectively vend air fresheners. The single and three column venders are more flexible and can vend various products in packets, small boxes, and certain types of small bottled products, but they still don't allow you to offer all the items that can be sold through the glass-front machines. Product pricing is also more limited with mechanical venders versus electronic machines. Mechanical vending machines can only sell items priced up to a maximum of \$3.00 (some units even max out at as low as \$1), and they can only generally accept only one type of coin per machine (quarters, dollar coins, or tokens). A coin insert can be used that will allow the machine to take both quarters and tokens, but these inserts can't differentiate between a quarter and a token, so the value of the token is limited to being \$0.25. Most operators utilizing tokens these days value them at \$1. Multi-product mechanical machines are also limited to selling all the items in the machine at the same price, as the mechanical nature of the machines doesn't allow you to set the price for each product individually. Another disadvantage of the mechanical machines is due to the foibles inherent to the mechanical coin acceptors and pull-rod mechanisms that are used in these venders. As most people who have experience with these types of machines can attest to, when problems do arise, they can be difficult to pinpoint and repair.

This may sound like a lot of downsides for the mechanical venders, but they do have their advantages. The pros of mechanical drop-shelf units are that they are simpler to set up and maintain, they don't require a power source, and the cost is low. This allows you much greater freedom in locating the venders. *continued...*

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*Per survey conducted at 2002 ISA Show. † Copyright 2007 Giant Industries, Inc.

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24 Bottles
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Tire Gloss	JBV700	JBD700
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Fragrances**
**2oz spray
bottles**
24 Bottles
Per Case



Overlay Decals
Available for All
Fragrances

Island Original	Cherry	Strawberry	Tropical Fruit
JBV900	JBV925	JBV920	JBV950



Vanilla	Cinnamon	Citrus	Pina Colada	New Car	Jasmine
JBV935	JBV955	JBV945	JBV960	JBV905	JBV930

Sometimes it's just not practical to install the machines where there is a power supply available. Also, as mentioned above, these are the lowest priced vending machines available, so they can be the ideal choice for the operator looking to get started in vending but with a limited budget to work with.

Electronic drop-shelf machines are very similar to mechanical machines. They are limited as to what products they can vend, exactly like their mechanical counterparts. They do, however, offer some considerable advantages versus the mechanical machines. They are available with various electronic coin mechanisms, which give you much more flexibility in accepting different types and values of coins. Quarters, dollar coins, and differently valued tokens are not a problem for these machines. You also aren't faced with the low price limits you encounter with the mechanical versions. Additionally, with the multi-product electronic drop-shelf units, prices can be set individually for each column, allowing a more diverse product selection. Reliability is much less of an issue with electronic machines as well. The electronic coin mechanisms used in these venders are much less eccentric than the mechanical acceptors. The addition of an LED display on these electronic machines is also an advantage, in that it allows the customer to see how many more coins they have to insert to get their product.



**3 Column Mechanical
Drop Shelf Vender**



**3 Column Electronic
Drop Shelf Vender**

The electronic drop-shelf venders are generally a better choice than the mechanical versions. However, there are a few drawbacks. They require a power source, so that can be limiting in their placement, and the cost of the machines is also somewhat higher than mechanical venders.

Another important advantage that is common to both the electronic and mechanical drop-shelf venders is the issue of vandalism.

Another important advantage that is common to both the electronic and mechanical drop-shelf venders is the issue of vandalism. To a potential thief, since they are constructed entirely of stainless steel, they look less vulnerable than their glass-front counterparts. Also, the machines only accept coins and not bills, so the temptation will be lower to break into them. Coins don't hold the same value as a handful of bills.

continued...

KLEEN-VEND



24 Selection Without Bill Acceptor
KV28780

24 Selection With Bill Acceptor
KV28782

24 Selection Without Bill Acceptor
With Security Frame
KV28784

24 Selection With Bill Acceptor
With Security Frame
KV28786

Easy To Set Up

- Operator configurable- no tools required
- Vend up to 32 items from four shelves
- Control module automatically senses the location of each motor and reconfigures

Easy To Maintain

- Walk by default indicator
- Individual testing of the coin mechanism, coin hopper, and each motor

Flexible

- Per item pricing
- Makes change
- Mix and match motor position

Durable

- Lexan® overlay provides years of attractive service

Secure

- Dism constructed of 12-gauge steel
- Rear serviceable (Patent No. 6,944,230)

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Start-Up Package part#

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All These Items Are Included in Your Start-Up Package



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5 Cans FREE



Big Blue Towel
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15 Pouches FREE



Auto Grade Cleaner
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W4 Cherry
20 Pouches FREE



Terry Towels
14 Towels FREE

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The other common type of vending machine is the glass-front vender. These are the “snack machine” type of venders that use coils to deliver the products. They are available in “through-the-wall” and free-standing styles. Both types offer much greater flexibility in product selection, both in number of products and variety of different items. With the different sizes of vending spirals available, nearly anything can be sold through these machines. There are even refrigerated units available which allow you to sell candy and soft drinks as well as traditional car wash items. Having all of these items available in one machine and having the actual product visible can be of great benefit to your sales of vending items. A customer comes to the machine intending to purchase a drying towel, and is exposed to many other impulse items at the same time. Instead of going to the towel machine and right back to his car, suddenly he decides he also needs an Armor All packet and a bottle of soda as well.



Through-the-wall venders provide a good mix of product variety and security.

vandalism due to their being out in the open rather than mounted in a wall, but that can be largely negated by utilizing the security cages that many manufacturers offer that make these machines largely impenetrable. This does however, add to the cost of the machine.

Both of the types of glass-front venders offer a large selection of items to your customers. The “through-the-wall” machines have lower item capacity and

As well as accepting all the types of coins that the drop-shelf venders can take, you can also accept bills, and some machines even allow for optional credit card acceptance.

The different types of payment these machines offer your customer are also a great advantage. As well as accepting all the types of coins that the drop-shelf venders can take, you can also accept bills, and some machines even allow for optional credit card acceptance. This is not only more convenient for the customer, it also allows you to sell higher value items, such as gift cards, wash coupons, or packets of tokens.

by design are more concentrated on traditional car wash items. The free-standing units can offer a larger number of selections and variety of products from the same machine, but the cost (especially when combined with a security cage to prevent vandalism) is higher than the through-the-wall counterparts. Also, both varieties of glass-front venders are considerably higher in price per machine than drop-shelf venders. However, when the cost is looked at per selection, drop shelf venders are substantially more expensive when you consider how many machines you would need to match the number of products that can be sold from one glass-front unit.



Mega-Vender II holds refrigerated items like soda

The different types of venders all have their advantages and disadvantages, but any of them can greatly add to your car wash’s income. The ideal solution if the cost can be justified may be a glass-front unit in a central location in addition to drop shelf machines throughout the location. This can give the wide selection offered by the glass front machine supplemented by the convenience of having the drop-shelf venders available close at hand to the customer. Regardless of what you choose as your vending solution, vending is a revenue center that should not be ignored if you want to get the most of your business.

Free-standing machines give you the largest product selection available in a single vendor



The “through-the-wall” and free-standing types of glass-front venders both offer their advantages and disadvantages. The units that mount in the wall generally offer more security, since they’re re-mounted in the wall and can be serviced and filled in your equipment room. Also,

many of these types of machines are designed specifically for the car wash industry and built to vend our best selling products more reliably, where most of the free-standing units are modified snack machines. This is also somewhat of a downside, however, in that it limits the sale of non-traditional products (soft drinks, snacks, etc). Some of the free-standing units negate the issue of some car wash products not being supplied quite as reliably by using a guaranteed delivery system which refunds the customer’s money if the product isn’t delivered.

The free-standing machines initially seem more prone to



The Kleen-Vend in the wall, rear load vender holds up to 32 different items.

KLEEN-RITE Corp.
2008 EXPO
 in **Vegas**
 January 18-19, 2008

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VS10105

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144 piece Display
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288 piece Display
VS10100-288

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THE KLEEN★TEAM

Vicki Kurtz

Accounts Receivable

When I started at Kleen-Rite in 1994, we were located on Cherry St. in a single building nestled between row houses with no parking. At that time, I was taking customers' orders, invoicing and processing credit cards all without the use of a computer. In 1996 we moved to the 9th Street location which includes multiple buildings and parking areas. Then I started doing purchasing, receiving and accounts receivable as well. Kleen-Rite has grown tremendously over the years and is still growing. Currently, my position is in Accounts Receivable. I process all account payments, which have multiplied ten-fold since I started. My best advice to customers would be to "just call". Any account question or credit card issue can be answered.

I am a life-long Columbia resident. At home, I enjoy bookkeeping for my husband Jim's auto repair business. I also enjoy time with my three children and running after my nine grandchildren (ages 1 to 14). I love warm weather, word and number puzzles, house projects, and sewing.

All of us at Kleen-Rite want to thank Vicki for her years of service!



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We can provide your company with the perfect solution to meet all your car wash needs.



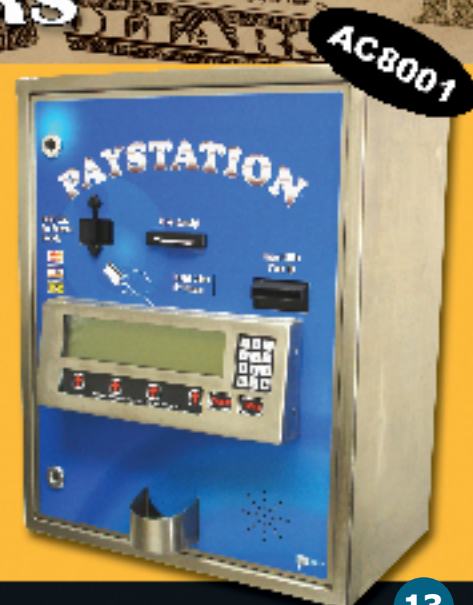
AC8005 (Rear Load)



AC8002 (Front Load)



AC7505.1



AC8001

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I will be attending the **FREE** Kleen-Rite expo and training seminar day at Texas Station in Las Vegas!

Friday Jan. 18, 6 pm- 8 pm
Saturday Jan. 19, 10 am- 3 pm

Name:	
Company Name:	
Customer #:	
Address:	
State:	Zip:
Phone #:	
Email:	

Please list the names of all attendees who will be accompanying you to the expo.

Please fill out the entire registration form and mail or fax it back to

Kleen-Rite Corp.
Attn: Expo Staff
P.O. Box 886
Columbia, PA 17512
Expo Fax # 717-684-7798

**If you have already registered online, you do not need to send in this registration form.*

LEARN MORE



Come take advantage of this one of a kind learning experience! An opening reception will start things off on Friday, January 18th from 6:00 PM to 8:00 PM with hors d'oeuvres and a cash bar. The expo floor will be open Saturday from 10:00 AM to 3:00 PM. A continental breakfast will be served at 10:00 AM and a buffet lunch will be offered mid-day.

Meet the leading manufacturers and vendors in the industry as they instruct on the proper applications and maintenance of their products through seminars that will be held throughout the day. At the end of the expo on Saturday, door prize drawings will take place and buses will be waiting to give attendees a tour of our new Las Vegas distribution center.

Register

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The Ideal Shield Bumper Post Sleeve eliminates the need for costly scraping and painting of guard posts. Our polyethylene thermoplastic sleeve slides over existing guard posts. Invest in Ideal Shield Bumper Sleeves today for that brand new look for years to come!

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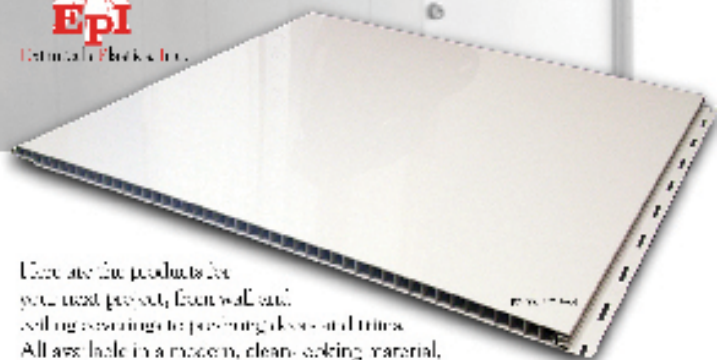


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Estimate Block & Inc.



Use our products for your next project, from wall and ceiling coverings to parking decks and more. All are made in a modern, clean-looking material, made of extruded polymers. Estmetech products create an instant, clean, durable finish to any area. Wall liner panels by Estmetech are ideal for high-moisture areas. Made with 100% virgin, moisture grade PVC, the bright white surface quickly sheds water. Install quickly and easily with no exposed fasteners. Panels can be custom cut to lengths up to 20 feet. They are easy to clean, durable and will not mold. Wall and ceiling panels meet ASTM E64-05 and CAN/ULC S102.2-03; Class A for smoke and fire; panels have a 10-year warranty.

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YOUR AVAILABLE SUPPLIER FOR THE CAR WASH INDUSTRY

Hurricane: UPDATE

A Fellow Car Wash Owner's Story.



Many of you may remember the article we did in our January 2006 Kleen-Scene on the devastation Hurricane Rita wrought on Jay and Margi Verde's car wash. We wanted to check in with them one and a half years later and see how they're making out.



J&M Car Wash restored today.



Some earlier photos show the extent of the devastation.



As we look back to that unforgettable day, Hurricane Rita changed our lives. Forever. We drove the debris laden and battered streets back to our home and businesses. When we arrived in West Orange we began to see devastation we never could have anticipated. As the days, weeks and months went by, it seemed the rebuilding would never be finished. From lack of supplies, man power and the strain to put life back together, the work was overwhelming. With all these challenges, the road back was slow and tedious. After many, many months of hard work and a lot of help from our carwash friends, we were able to get our bussiness up and running. We would like to thank Kleen-Rite and all the many others that devoted their time and effort into helping us.

The return is complete.

Thank you.

Jay & Margi Verde
J&M Carwash



Air Logic

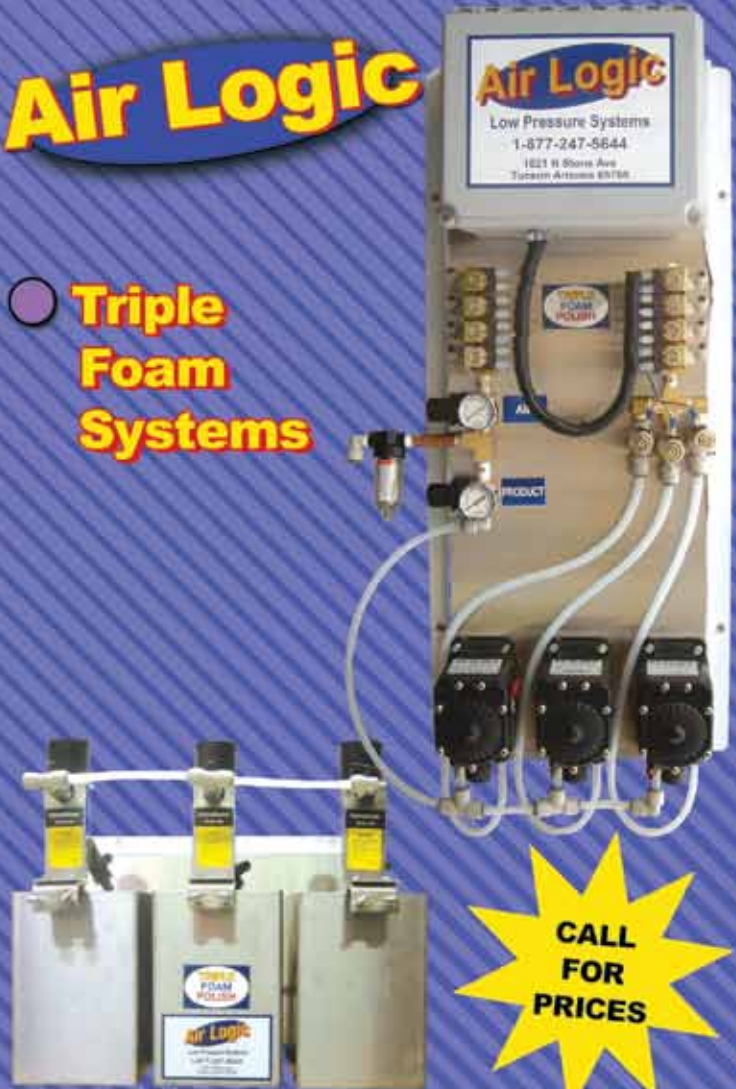
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- Solenoid Manifolds for air and product,
- Stainless steel wall mount panels.

MIXING Things UP

chemical proportioning systems

by Mike Lefever, Kleen-Rite Corp. Technician



This month we will discuss the different types of chemical proportioning systems that are available to car wash operators. When we say chemical proportioning systems, we are talking about the method used to dilute your concentrated chemicals with water to prepare them for application to the vehicle.

The cheapest and simplest proportioning device is the standard chemical injector. This works by drawing the chemical through a feed line into the injector using a venturi effect caused by water pressure through the body of the injector. Some models use metering tips to vary the dilution ratio, while others use a metering knob. The advantages of using injectors are low cost, small size, and simplicity. Unfortunately it is often difficult to get a consistent mix ratio with injectors. It can vary highly if the water pressure or flow rate through the injector changes. Injectors used to be the prevalent proportioning method used in car washes, but the inconsistency is causing injectors to be used less often compared to other devices.



coded metering tips. Hydrominders are fairly simple mechanically, so installation and maintenance are generally easy for the operator to deal with. Hydrominders are somewhat more expensive than simple injectors, but are still a very affordable proportioning system. Hydrominders take up more space than other systems because they require a storage tank for the mixed solution, but the tank generally doesn't have to be very large and is often mounted on the wall so unless your equipment room is extremely low on space it shouldn't be a major issue.

continued...

Hydrominders take up more space than other systems because they require a storage tank for the mixed solution,

The most common proportioning device used in the car wash industry today is the Hydrominder. A Hydrominder siphons the chemical up using a similar method as an injector, but the water flow is regulated by a positive shut-off magnetic valve that opens and closes based on the water level in the storage tank. This allows a much more consistent dilution ratio. The dilution ratio is adjusted using color-



Traditional Awning



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No awning too big or small!

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Graphics added at no extra cost.

GO AHEAD. STARE.



TIRE SHINE



22 Ounce
6 per case

AR78004



15 Ounce
6 per case

AR77958



18 Ounce
6 per case

AR77960



WIPES

6 per case

Ultra Shine	Protectant	Cleaner	Glass Cleaner	Leather	Orange Cleaner
AR10945	AR10861	AR10863	AR10865	AR10881	AR10831



PROTECTANT



1 Gallon
4 per case

AR10710



64 Ounce
4 per case

AR10644



10 Ounce
6 per case

AR11010

FUEL TREATMENTS AND CLEANERS



STP00506



STP00515



STP78358

12 Ounce
12 per Case

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No more stolen cameras.



TW6380VF

VARI-FOCAL LENS CAMERA

Use this camera inside, outside, in the wash bay, over the venders, changers, tunnel entrances and exits. With the vari-focal lens you can use this camera anywhere.

- New easy adjustable Vari-focal lens (4-9mm)
- Tough metal camera with vandal proof mount
- Simple angle adjustment in seconds
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- IR Day/Night with 24 LEDES
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TWLOCKER

This DVR Locker is an affordable theft deterrent solution for your valuable DVR. Keep your DVR and hard drives safe from theft. Locker can be mounted to the floor, under a desk or to a wall.

Available From

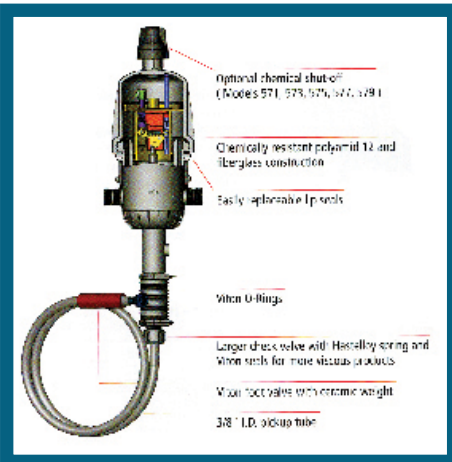


Water powered proportioning devices such as Dosatrons, Dosmatics, and Dema's Mix-Rite units are a newer type of system. These use the water flowing through the device to operate a pump that injects the chemical concentrate into the water. Dilution ratio is adjusted by

setting a knob to the desired ratio. These devices offer a very consistent mix ratio over a wide range of flow rates and water pressures, and arguably require the least maintenance out of the options discussed above. Another advantage is that no storage tank is needed. Water powered proportioning pumps

are, however, considerably more expensive than other solutions, and since the units are more complicated, maintenance is not always as simple as with the other types of mixing devices.

Which is the right choice for your car wash? There is no one right answer. You have to weigh the different factors such as cost, simplicity, and consistency to decide the best option for your business. If you need more assistance with the different options and deciding what would work best for you, give us a call at Kleen-Rite.



Dual Island with Radius End and Dome Canopy



Dozens of color combinations available!

No assembly required. Islands ship completely assembled. No concrete needed!

Canopy Features:

- Light fixtures included
- Fully assembled
- Custom graphics/logo available
- Egg Crate bottoms optional
- Mount to ground or island

Island Features:

- 14ga. Stainless Steel construction
- Deck Options: Stainless or HDPE
- 3-point locking trash can door
- Trash can included
- Optional Tee Pee mat holder
- Optional Vaults available, end or side mount



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The Original Longest Lasting ceramic air fresheners are available now in 18 familiar fragrances, including four new exciting scents.



12 per box

Lavender	KSC16023
Blackberry Grapefruit	KSC16022
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Special good till 9/1/07



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6 per pack

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Fresh Linen	KSC19025

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Garden Scents

Garden Scents Air Fresheners brings reminders of great fragrances from the garden to wherever freshening is desired. This hanging jar-shaped plastic air freshener is available in two refreshing fragrances, Bamboo Rain and Pink Gardenia, and is long lasting.

Pink Gardenia Bamboo Rain



KSC18001 KSC18002

Scent Stone SHELL

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KSC17002 KSC17001

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YOUR
PROFITS!

PERFORMANCE
UNDER
PRESSURE
GIANT

GIANT

HIGHER QUALITY LONGER LIFE

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REGULATORS



Turbo-Laser



SHUT-OFF GUNS



Tradeshow SCHEDULE

We will be exhibiting at various regional trade shows this Fall. We hope you make it to one of the shows & stop by our booth. Below is our trade show schedule. We hope to see you there!

- September 17-19** Midwest Car Wash Association
Rock Financial Showplace., Novi, MI

- September 23-26** Southeastern Car Wash Association
Peabody Orlando & Orange County Convention Center, Orlando, FL

- October 7-10** Western Car Wash Association
Hilton Hotel Conference Center, Las Vegas, NV

- October 15-17** Northeast Regional Car Wash Convention
Borgata Hotel, Atlantic City, NJ

Convex Awning



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Custom sizes available.
Standard sizes are 6', 8', 10', 12', 14', 16', 18', and 20'.



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KLEEN-RITE ALL-IN-ONE COIN/BILL ACCEPTOR

With Mars Bill acceptor and credit card acceptor available!

Standard features include:

- **Stainless steel Piezo Switch Button Selection**
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- **Mars Bill Acceptor (\$1 - \$5)**
- **Your choice of 9 or 12 Button**
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More options available are:

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Save On **KLEEN-RITE** CORP.
Shipping Costs
AS EASY AS....

1-2-3

1. Buy 200 lbs or more to take advantage of UPS hundred weight shipping discounts. UPS offers a discount for multiple packages shipping the same day to the same address. Order over 200 lbs of merchandise and save on shipping from 15-35%! Ask your salesperson for the total weight of your order.

2. Many cases of vending supplies can be bundled together to help you save on shipping costs. Your salesperson can help guide you to understand what quantities of supplies can help reduce your overall shipping costs.

3. Shipping to a business address instead of a residence saves you money. Both freight carriers and small package services charge additional fees for residential delivery. Ship to a business address to see more savings. But of course the best way to save on shipping is to pay no shipping costs at all! Get free shipping when you purchase a full pallet of soap. We will ship your pallet anywhere in the continental United States absolutely free. Top off your pallet with vending supplies for even more savings.

For your convenience

Lift gate service is free to most direct destinations from our select freight carriers. All orders containing 30 gallon and 55 gallon drums will be shipped with a lift gate for your convenience unless you request otherwise. Lift gate delivery may slow the arrival of your shipment a few days due to resource constraints at the carrier's terminal so please plan your stock accordingly.



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Integrity,
Loyalty*

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car wash family
to yours!

Wand Holder

6" Stainless Steel

WHS06

TRI-FOAM GUN

Rubber Coated

Red

GUFRR

Black

GUFBR

Blue

GUFBL

FlexWand™

18" Stainless Steel

WTSRFBL

*blue shown *other colors available
*available in galvanized steel

Wand Holder

17" Stainless Steel

WHS17

FlexWand™

21" Stainless Steel

WTSRF21BK

*black shown *other colors available
*available in galvanized steel

Wand Holder

22" Stainless Steel

WHS22

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**Quality Service*

Quality Products

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This Revolutionary 2-Step Cleaning Process
High Performance Chemistry**

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**Our Most Popular &
Strongest Cleaning Package!**

Kleen-Track 1A

Low pH KRKT1A55

The strongest and most effective low pH liquid presoak in the Kleen-Track Line

Kleen-Track 1B

High pH KRKT1B55

A high pH liquid presoak

Kleen-Track SYSTEM TWO

Kleen-Track 2A

Low pH KRKT2A55

A phosphoric acid-based liquid presoak

Kleen-Track 2B

High pH KRKT2B55

The product of choice for washes utilizing a single step presoak

Kleen-Track SYSTEM THREE

Kleen-Track 3A

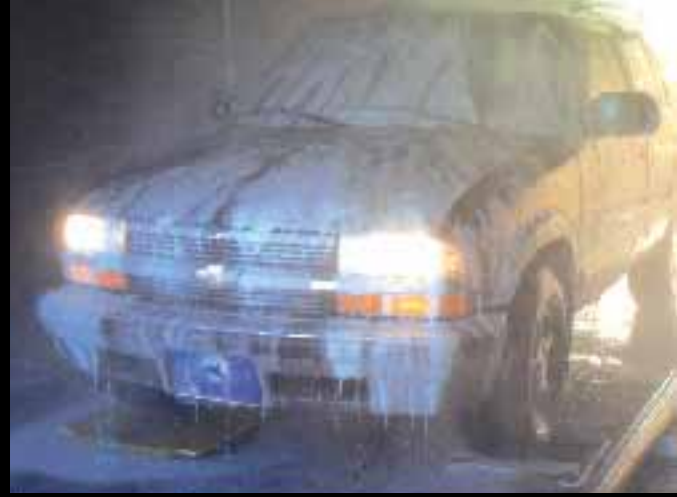
KRKTNC55

A non-corrosive low pH presoak

Kleen-Track 3B

KRRT55

A non-corrosive high pH presoak



Self Serve

ULTRA

with Doug "The In-House Soap Specialist"

Concentrates

The most recent advancement in the formulation of vehicle wash detergents and waxes has been the development of ultra concentrated products. These products are more concentrated versions of the traditional wash products in use today. These formulations contain a higher percentage of active ingredients and less water. This benefits the car wash operator in many ways. It reduces expensive freight costs and eliminates the need for power lift gate delivery. The five gallon containers require far less storage area and are much easier to handle and dispose of than those bulky 55 gallon drums.

Now you can "wow" your customers with specially formulated ultra concentrates available from Kleen-Rite. We carry ultra concentrated chemical lines from all the major chemical suppliers such as Simoniz, JBS, National Automotive Chemical, and of course our own Kleen-Rite line of products. These ultra concentrates feature vivid colors and fragrant scents that make your customer's car wash experience a pleasing one. How often have you heard someone say "are there really different chemicals in here?" Now with our Ultra Concentrates, they can see and smell the difference in each chemical application. This means increased cycles and more revenue for you.

Five gallon containers require far less storage area and are much easier to handle and dispose of than 55 gallon drums...

These concentrates have been extremely popular with operators across the country due to the ease of application and the presentation in the bays. Diluting these products can be handled in a couple of ways. You can pre-dilute these products in a fifteen gallon container by adding the chemical to ten gallons of fresh water. Always add chemical to water, this keeps the foam level down. Then you would use your proportioning device as usual. Most tanks have a needle valve that you can fine tune the amount of stock solution that is injected into the water stream. Go out into your bays and check the show of each product. Remember you may have to adjust product strength or pressure to accommodate those long runs to the far bays. To avoid bacterial build

up in your holding tanks, lower the float so that there is less solution and the product doesn't stagnate. This way you'll get fresh product

in the tank more often. You may have to experiment with solution levels a little so you don't starve your pumps on a busy day.



The alternative dilution method would be to dilute straight from the five gallon container. Most proportioner

equipment companies now offer concentrate adaptor kits allowing much high dilution ratios than before. The ultra lean kits can be diluted up to 1000:1. For best results using this method you must have adequate and consistent water flow to these mixing devices to insure proper dilution. You could also use the standard dilution device and mix a stronger stock solution and use the needle valve to further dilute the product.

Take a look at the Chemical Section of the Kleen-Rite Catalog to select the products you want to incorporate at your wash. Some of these products can also be used in friction and touchless in-bay automatics and conveyors as well!

Give me a call to try these products at your wash! If you have any questions about chemical applications you can call me at 800 233 3873



Happy Washing!

Doug

"The In-House Soap Specialist"

J.E. Adams Has Your Financing \$olution.

Lease an ULTRA Series package, and start earning \$\$\$ right away!

- Terms up to 60 months
- Customized payment structures

Our ULTRA series line of Combination Turbo Vacuums, Islands, and Canopies are now available with an exclusive financing program designed to get your profits rolling in even sooner. By combining our top profit-making products with a monthly payment plan, it couldn't be easier to give your revenue an ULTRA boost.

Discerning customers prefer our combination vacuums that have features such as shampoo, spot remover, fragrances, air service, and more suctioning power with a third motor turbo feature – premium services that generate extra profits for you! Our ULTRA series products are not only secure, built strong, and simple-to-use, but are designed with many common industry standard components meaning lower total costs of ownership for you. Learn how you can cash in on the best value in the industry...contact Kleen-Rite today!

To place your order, contact:

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Detail Station

PACKAGE 1

- 32010 ULTRA 10' Standard Size Double Vacuum Island Base
- 32010CAN ULTRA 10' Standard Size Double Vacuum Island Canopy
- 29000 ULTRA Turbo-Nator Shampoo & Spot Remover Combination Vacuum
- 29015 ULTRA Turbo-Nator Fragrance Combination Vacuum

As low as \$377/mo*



Detail Station

PACKAGE 2

- 32012 ULTRA 12' Extended Size Double Vacuum Island Base
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Detail Station

PACKAGE 3

- 32008 ULTRA 8' Single Vacuum Island Base
- 32008CAN ULTRA 8' Single Vacuum Island Canopy
- 28000 ULTRA 6-in-1 Combination Shampoo, Spot Remover, Fragrance, Air, Turbo Vacuum & Vacuum

As low as \$299/mo*



Detail Station

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- 32008 ULTRA 8' Single Vacuum Island Base
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- Your Choice: 29000 ULTRA Turbo-Nator Shampoo & Spot Remover Combination Vacuum or 29015 ULTRA Turbo-Nator Fragrance Combination Vacuum

As low as \$259/mo*

*Subject to approval. Payment example is estimated based on a 60-month lease, prior to applicable taxes, and does not include freight, installation charges or additional terms of contract. Offer is subject to change without notice.

The ABC's of Carpet Cleaning

DETAIL CORNER

by Harry Arseniu, National Automotive Chemist

One of the hardest jobs in pleasing your detail customers is cleaning car carpet. A detailer needs to understand that the customer must be satisfied that the job is worth what he is paying. When the customer arrives with the vehicle, you or a detail technician can do a walk around with the customer to understand any special spots or odors that need to be addressed.

A: Pre-Vac & Pre-treat

The key to cleaning the car carpeting begins here. Begin by giving the carpet a complete vacuum. Focus on the heavily soiled areas. Use compressed air to clean under seats and crevices. Vacuuming speeds final cleaning at the end.

B: Pre treating Hard to clean areas

Use a carpet cleaning pre-spray or carpet cleaning to treat heavily soiled areas. Check for any stains or odor areas and pre-treat. Using a brush is a must for working the carpet pre-spray into these heavily soiled areas. Care must be taken to not extend the stains into a wider area. Use an air driven rotary brush or a Cyclo buffer with upholstery brushes to work wonders lifting the carpet fibers and dirt. There have been many improvements in the areas of specific stain removers to help remove hard to clean stains such as red dye stains. These stains should be pre-treated first. Laying a towel over these stains helps to lift and pull these stains from the fabric.



Pre-treating needs the proper amount of dwell time to work on the stains. Planning ahead can put time on your side. So if the car is in for a complete detail, take some time ahead of the wash time and complete all your pre-treatment stage so the chemicals have time to work while you are completing other parts of the detail project.

C: Plan your approach

Work smart, not hard with carpet cleaning. Plan a routine with the vehicle and try not to jump around. I recommend when cleaning after the pre-treatment stage is to start with the harder areas first. Then

D: Special Problems

Some vehicles require special handling of odors. There are many new odor removers on the market today. Once the carpet has been cleaned, I always follow up with a low scent odor removing product. Using the active odor removers such as Kleen-Shine products adds a finishing touch to a carpet cleaning job that your customers will notice.

E: Extractor vs. Shop Vacuum

Working with an extractor saves labor money if you employ detailers. Or makes you money if you're a single operator. Extractors save hours when cleaning carpet and they also remove more dirt. Care must be taken when using an extractor that the detergent is not over used. This is a very common mistake that leaves detergent behind in the carpeting.

Using shop vacuums can clean carpeting but they do require using more product and more water to clean.

With either method it is important not to leave excess water behind in the vehicle. On the final vacuuming I usually start with driver's seat then move to the passenger side so that when the customer arrives to pick up their vehicle they have a nice dry ride home.

F: Customer follow-up

When the customer arrives to pick up his vehicle, it is important to go over each step of the detail. This gives you the opportunity to handle any areas they might not feel met their expectations and to make sure of a great customer experience. I usually walk through each part of the detail phase that was done on their vehicle. Keep your customers happy and coming back!

Catch the wave of Freshness!

Vent Clips Six fragrances available.



6 Packs



6 Pack Display



48 Unit Display

Odor Eliminator Citrus Gel



5.2 oz 12 Packs



32 Unit Display

Organic Can Display

in Assorted Scents

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18 Unit Display

(with purchase of 36 Organic Cans)



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Available in seven fragrances.

12 Pack



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Six fragrances available.

12 Unit Clip Strip

48 Unit Floor Display

48 Unit Power Panel

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The Only Suction Cup Holder for your TollPass!

*EZPASS3 available for California and Colorado



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12 per box

Florida, Oklahoma
Kansas & Georgia



*also available in black

EZPASS1

12 per box

New York, New Jersey,
Maine, Massachusetts, Illinois,
Delaware, Maryland,
South Carolina, Virginia,
Pennsylvania and Indiana

Pass Holders for Other States Available!

Available From
KLEEN-RITE CORP.

MAKE YOUR CAR WASH STAND OUT AIR DANCERS BY RAIN TUNNEL



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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

*Also Available in Orange & Black

MICROFIBER TOWELS



Vending Towels

RWMF1612	Blue	100 per case	16" x 12"
RWMF1612	White	100 per case	16" x 12"

Detailing Towels

RWMF1616	Blue	100 per case	16" x 16"
RWMF1624B	Blue	100 per case	16" x 24"
RWMF1624G	Green	100 per case	16" x 24"
RWMF1624V	Violet	100 per case	16" x 24"
RWMF3880B	Blue	20 per case	38" x 80"

MEGA-VENDOR



- Will vend up to 52 items depending on the size of each product.
- The MegaVendor creates many exciting new opportunities for the carwash owner.
- Coinco Bill Acceptor \$1, \$5, \$10 and \$20 (Standard)
- Coinco Coin Validator (Standard)
- Can be programmed to accept tokens.
- Free standing & flush mount security systems available.
- All enclosures have 1/2" polycarbonate standard.

MG90000 Non-Refrigerated

MG90010 Refrigerated

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



DRYING TIPS!!!

Dryer Man's 5 tips to a dryer vehicle!

- 1 Car Capacity**
It is important to have the right size of dryer for your operation. This can be calculated by determining a facilities maximum car count per hour that can be washed.
- 2 Quality Of Water**
If your municipality has issues with water quality, or if on a well, a close look at the water balance should be taken. Hard water, materials such as iron or lime, and corrosive agents all may hinder proper cleansing and therefore drying of a vehicle. In addition, RO water (reverse osmosis) can greatly hinder the drying process when drying agents are no longer present.
- 3 Ph Balance Wash Solutions**
Ph balancing insures a more thorough rinsing and break action from drying agents to insure all surfaces i.e. glass, chrome and paint are effectively cleaned and dried. If there is soap or dirt residue remaining on the vehicle after the rinse, drying agents will not work to their full potential.
- 4 Maintenance**
Periodic cleaning keeps the system free from foreign matters like wax, oil, exhaust build up and foreign debris allowing the drying unit to work at optimum capacity while prolonging equipment life.
- 5 Hertz**
If a unit uses a variable frequency drive the system must be up to 60 Hz before the vehicle enters the dryer to insure proper pressure for premium drying.



GET THE BEST DRYER PERFORMANCE. GET PROTO-VEST!

The Windshear InBay RM stand alone drying system is a great example! Its compact touch-less design can dry a vehicle in as little as 40 to 45 seconds while reducing wait time, increasing productivity by a minimum of 2 cars per hour! The Windshear InBay RM is specifically engineered for its environment making it the perfect dryer for automatic / rollover operations. With its new construction from polyethylene alloy this system is now dent proof, corrosion proof and easy to assemble.

THE WINDSHEAR INBAY RM



CALL TODAY! 1-800-233-3873

Q&A

Air Operated Diaphragm Pumps

by Mike Lefever, Kleen-Rite Corp. Technician

Q: What is an air operated diaphragm pump?

A: It's a low pressure pump that uses compressed air to pump a fluid, rather than an electric motor.

Q: How do air operated pumps apply to my car wash?

A: Air operated pumps can be used for nearly any low pressure application in a car wash, such as tire cleaner, presoak, foam brush, etc. Air pumps are an inexpensive and simple replacement for older low pressure systems that used an electric pump and expansion tank.

Q: What are the advantages of air operated pumps?

A: In addition to taking the place of an electric pump, an air pump eliminates the need for an expansion tank and pressure switch. Since the pump runs off of your existing compressor, you no longer need an electrical supply, which has a couple advantages. You avoid the hazards of introducing electricity to a wet environment, since the pump operates solely on air pressure. Obviously, there are less parts involved in the system, which means less things to fail and less spare parts to stock. This also makes it easier when you do have to service or replace the pump. Plumbing is much simpler as well. Air operated diaphragm pumps also take up much less space than other systems.

Air operated pumps work on demand, meaning when a solenoid opens to allow flow to one of your bays, the pump automatically starts pumping, and when the solenoid closes it stops. Fluid pressure is set by simply using an air regulator to regulate the pressure of the air provided to the pump. This air pressure directly relates to the fluid pressure supplied by the pump.



Flojet



Sandpiper



Yamada



Aro



Graco



Versa-matic



Shurflo

*Just a few of the name brand
Air Operated Diaphragm pumps
available through Kleen-Rite.*

Q: Which pump should I choose?

A: There are many different brands and models of air operated diaphragm pumps available. The most important things to keep in mind when selecting a pump are how much volume you need and what chemical is being pumped. Different applications require different size pumps depending on how much flow the system calls for. Also be sure to check compatibility of your chemicals with the pump you're considering. Using harsh chemicals with a pump not designed for them can cause premature pump failure.

OPERATOR SPOTLIGHT



CLOISTER Car Wash & Lube Reading, PA

Michael Mountz did not have a particular interest in the car wash industry before he opened Cloister Car Wash. But he had to know if his decision making abilities would make a business fail or succeed. He would have been satisfied with a business of any kind. In fact, he explored other areas of business but found that car washing suited his personality and abilities best. In 1984, current president and owner, Michael Mountz, bought his first car wash facility in Ephrata, Pennsylvania. When he purchased the existing facility, it was strictly an exterior wash facility including self-serve car bays and a large truck bay.

However, in the matter of a year, Mountz and his three employees converted the facility into both an interior and exterior full service facility, known today as flex serve.

In those early years of business, Mountz dabbled in a few areas in order to generate more revenue for the business. At one point, he did reconditioning work on anything from boats to airplanes to motor homes. Mountz recalls the time he started performing hand wax services. A customer drove up and asked Mountz if he did wax services, "Sure do!" Mountz replied. He recalls, "That was the first hand wax we did and I remember doing it underneath a shade tree." From that point, the wax



service grew from one hand wax per week to 120 per week. This was only the beginning of Mountz's growing car wash business.

The first Cloister Car Wash facility was purchased in Ephrata in 1984 and now offers both interior and exterior services as well as express services such as hand waxing and carpet shampooing. On the same property, a lube facility was added in 1997. As a preventative maintenance facility, the lube shop performs oil changes

complete with manufacturer's recommendations and other preventative maintenance services such as transmission and radiator services and tire rotations. Pennsylvania state inspections are also offered at this facility.

The York, Pennsylvania facility opened in 1995. At this facility, full interior and exterior car wash services are offered in addition to similar express services offered at the Ephrata facility. Two years later, in 1999, the facility in Lancaster, Pennsylvania opened, offering many of the same services that are offered at

the other facilities. Lancaster was the first car wash to use “people movers”, a conveyerized system designed by Team Cloister to move employees beside the vehicle while they are cleaning it during interior cleaning process. There is also a preventative maintenance lube shop on this facility.

The newest Cloister facility opened in 2006 in Reading, Pennsylvania and is spread out over nine acres of land. The dreaming and planning process for Reading took Team Cloister about four years; one and a half for planning and development and another time that long for the building of the facility. However, the Reading facility is much more than a car wash, it is one stop shopping. In addition to the wash and express services, it also has the preventative maintenance lube shop that performs state inspections along with other services. The on-site self-serve pet wash is the first of its kind at a Cloister facility and includes a personal bath house for each pet and their owner with everything from shampoo to dry skin remedies available. After each use, a Cloister employee cleans and disinfects the bath house, getting it ready for the next customer. Also new for Cloister is the motorcycle wash. This service includes a hydraulic lift designed by Team Cloister to raise the motorcycle two feet off the ground for easy cleaning.

It also has several options such as high and low pressure and spot free drying tools to ensure the bike enthusiast has a Cloister clean bike. When asked which location Mountz likes best, he smiled and said, “I don’t have a favorite. It would be like a parent having a favorite child. They are all great in their own way.” While there are not immediate plans for another Cloister facility, Mountz says that he enjoys the challenge of planning and opening a new site.

Mountz attributes much of his business success to vendors that he has worked with during his past 23 years of business. Companies such as Kleen-Rite have kept him thriving by giving him business advice, having helpful discussions and great service. It was comforting to Mountz to know that anything he needed Kleen-Rite would have in stock. Del Burkholder, current purchasing agent for Cloister, echoes Mountz’s sentiments on the great service that Kleen-Rite has provided for Cloister. Ever since the two companies began working together in 1984, Cloister has been impressed with the parts, vending, detergents and service that Kleen-Rite has provided. Burkholder especially appreciates the knowledge that the service personnel have and the helpful advice they provide for the customer. Burkholder says he is proud to be associated with the company that has established itself as the leader of the self-service car washing industry.

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The Motorcycle wash in action



3 bay pet wash



The Cloister Lube Shop



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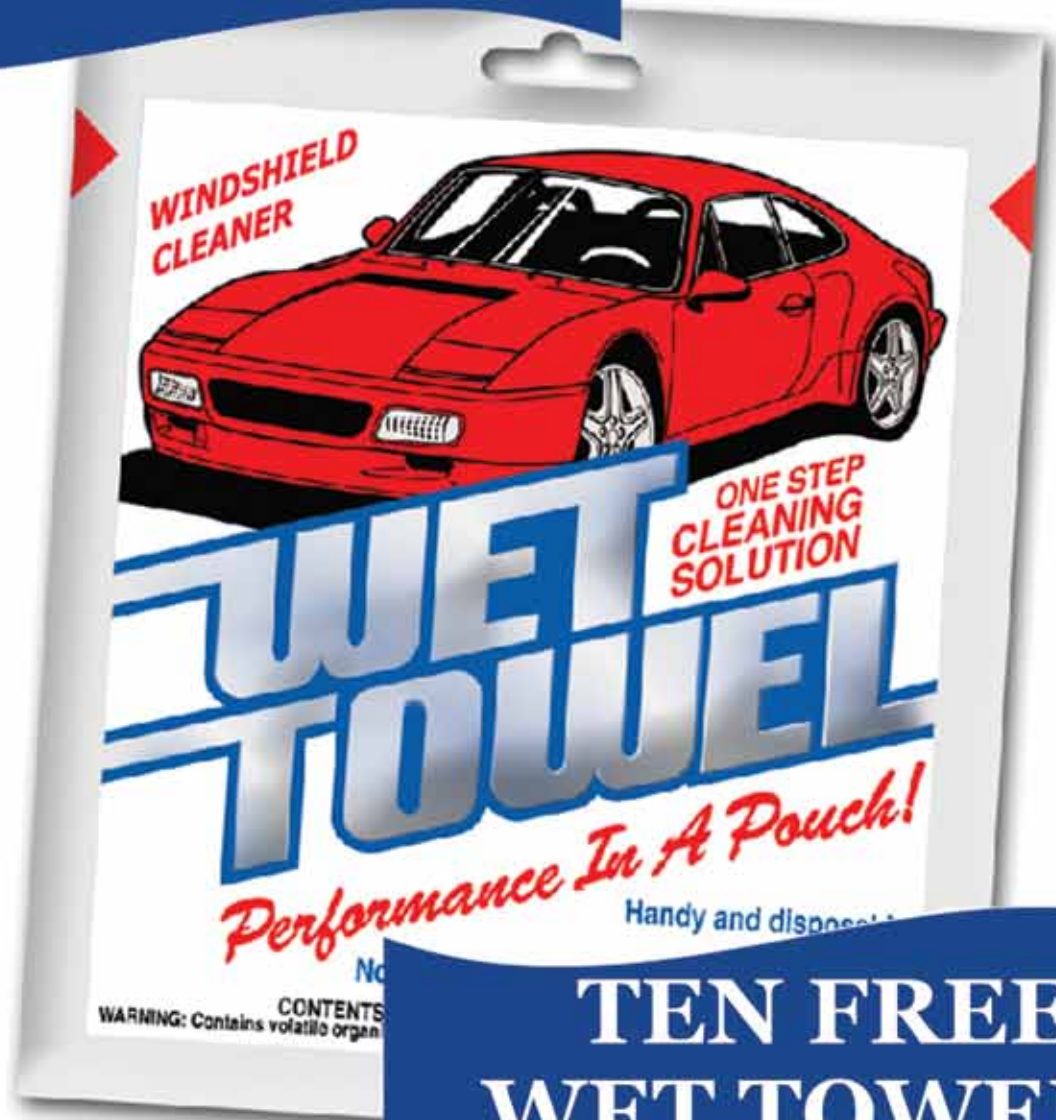
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