

THE KLEEN-SCENE

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 8 February, 2008

**THE BEST
FOR LESS!**

Let's Talk About
Vending
Part II

BOOMS
Which Design Is
Best For Me?

Credit Card
Acceptance At Your Wash?

An In-Bay **Hand Held**
Vehicle Dryer?

**FREE
SHIPPING
OFFER
INSIDE!**



TOLL FREE ORDER LINE 1-800-233-3873

VISIT US ONLINE www.kleen-ritecorp.com

CHANGING the World One Bill at a Time

Manufacturing high quality, reliable changers



**Let Hamilton handle all of your
change and transaction needs**

- Rearload Changers
- Frontload Changers
- Stainless Steel Cabinets
- Tokennote acceptance with Hamilton Validators (If dispensing tokens)
- Excellent Service
- Extended Service Hours:
8:00 am - 9:00 pm Monday thru Friday
9:00 am - 6:00 pm Saturday
- Online chat with the Service and Sales Departments

Find out more about our comprehensive line of carwash products at www.kleen-ritecorp.com or call 800-233-3873

Hamilton Manufacturing Corp.



Blue Cloth Vending Towel
100 per case

Wrapped VS175W

Folded VS175



Detailing Diaper
100 per case/wrapped

VS183



Terry Cloth Vending Towel
100 per case

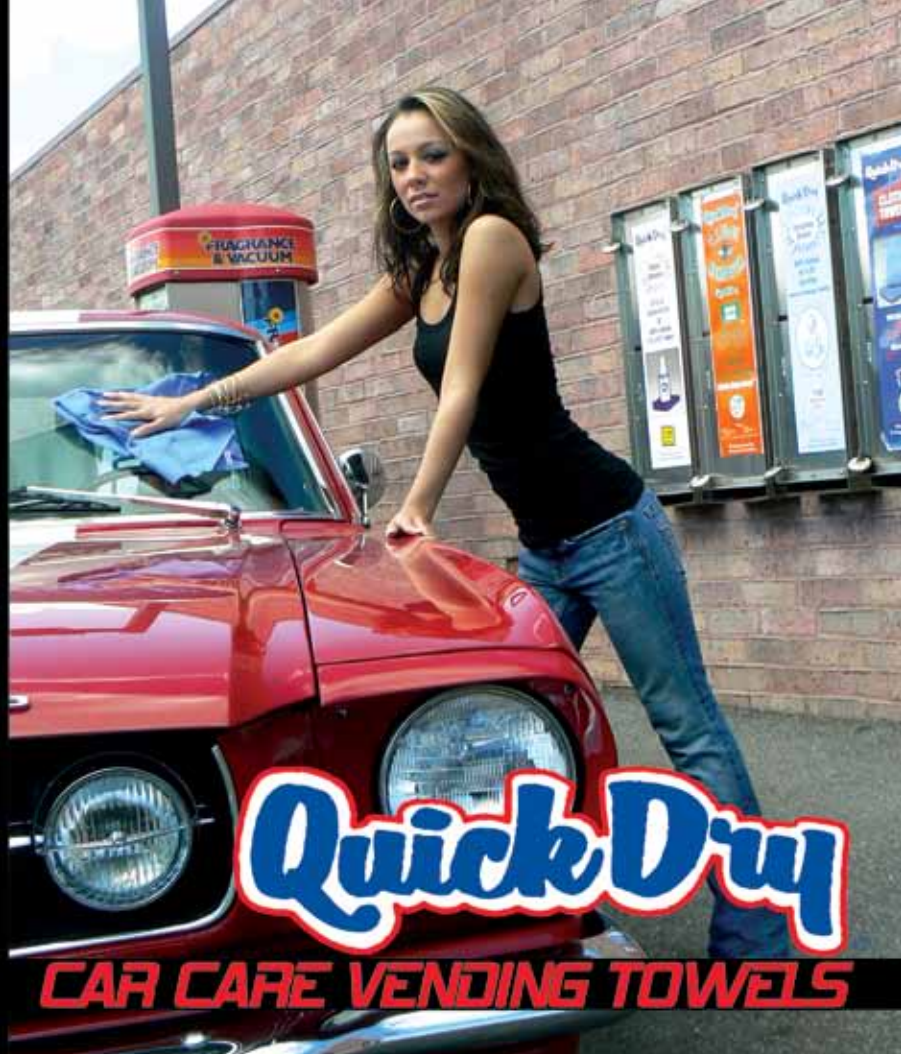
Wrapped VS179

Folded VS180



Microfiber Vending Towel
100 per case/wrapped

VS182



FREE Decals Available For All Quick Dry Towels

CAR CARE VENDING TOWELS

Most Preferred Car Wash Pump

Dependable-Efficient-Long Lasting

**Self-Service Car Wash
Automatic Car Wash
Truck Wash
Prep & Detail**



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

1-800-233-3873



The Kleen-Scene Staff

Publisher

Kleen-Rite Corp.. www.kleen-ritecorp.com

Editors

Mike McKonly Kleen-Rite Corp../President
Keith Lutz Kleen-Rite Corp../Vice President

Production Manager/Art Director

John Tobias john@kleen-ritecorp.com

Design Staff

Sarah Greene sarah@kleen-ritecorp.com
Kelly Kodadek kelly@kleen-ritecorp.com

Contributing Editors

Mike Lefever Kleen-Rite Corp.
Doug Gibbs Kleen-Rite Corp.
Chip Kent Laurel Metal Products
Stuart Levy Trans-Mate Products, Inc.
Jay Cogley Trans-Mate Products, Inc.

WARNING: This publication is Kleen-Rite Corp... proprietary intellectual property and is protected under United States Copyright Laws. No part of this newsletter including all text and graphical information and cover design, may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording, or otherwise) without the prior written permission of a corporate officer of Kleen-Rite Corp... © 2008 Kleen-Rite Corp...

On The Cover

Our cover features Kleen-Rite employee John Tobias and Jessie his beagle washing their Dodge Ram 4 X 4 at the Kleen-Rite Car Wash.



CONTENTS

- 7** Credit Card Payment Systems
- 11** In-Bay Hand Held Vehicle Dryer?
- 17** The Rise of the Self-Serve Car Wash
- 21** Let's Talk Vending: Part 2
- 25** Kleen-Rite family Pig Roast
- 27** Trade Show Schedule
- 29** Express Tunnel Cleaning Solutions
- 30** Q&A: What Should I Keep In Inventory
- 33** Drop Shelf Vending machines
- 37** Booms: Which Design Is Right For Me?
- 37** Detail: Do's & Dont's of Wheel Cleaning
- 40** Chemical Safety For The New Operator

★ FREE SHIPPING ★ OFFER

We are offering Free Shipping
on any **ONE** order placed over **\$250.00**
during the month of February 2008.

Simply reference Kleen-Scene Offer #8 to your
order taker to receive free shipping on your next
order to anywhere in the continental U.S.

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

OFFER GOOD ON ONE ORDER ONLY!

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

Offer Valid Until March 1, 2008

FREE SHIPPING OFFER

In 1978, Magic Mist invented the industry's first coin-operated fragrance dispenser. Since then, thousands of car wash owners have enjoyed the quality and integrity that Magic Mist offers with its extensive line of fragrances and reliable fragrance dispensers.

Your car wash customers will love the unique experience of using Magic Mist products, available now from Kleen-Rite.



Got **SOAP** or **Chemical** QUESTIONS?

Call Our **NEW**
in house
Soap Specialist

Let **KLEEN-RITE CORP.** help you find the right chemical solutions for your operations needs!



1-800-233-3873

Treadle Floor Switches by Recora Solutions in Car Wash Traffic Control

Traction Control Series

Introducing our Traction Control Series of Auto Alerts. The car wash industry finds the Auto alert ideal for turning equipment on and off without touching cars. The RECORA Auto Alert is rugged enough to work under multi-ton trucks, yet sensitive enough to react to the smallest, lightest cars. The Auto Alert is safer, faster and easier to move to any spot in the wash tunnel or on the apron for exact timing control. The Auto Alert has hundreds of uses.

5" x 24" Yellow

AM310Y

5" x 24" Black

AM310

5" x 32" Yellow

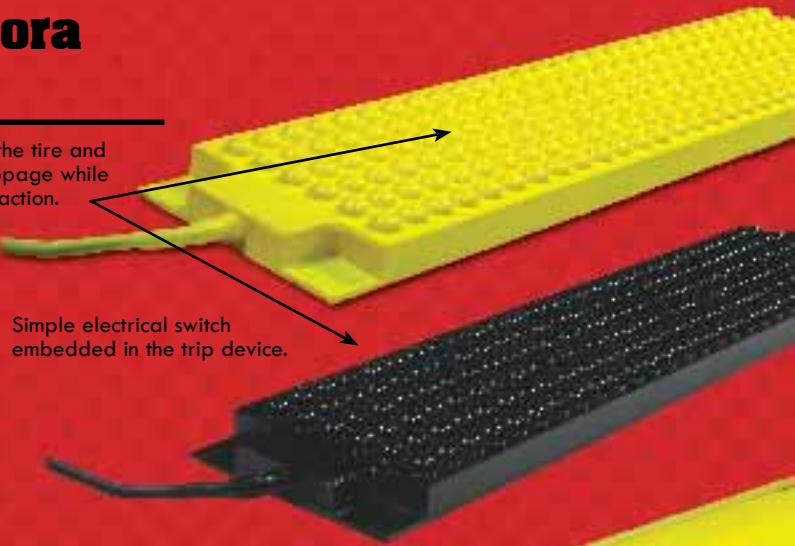
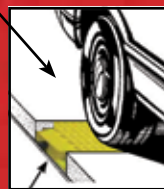
AM315Y

5" x 32" Black

AM315

Cleats grip the tire and minimize slippage while improving traction.

Recessed, it performs its function without getting in the way of regular maintenance and cleaning.



Simple electrical switch embedded in the trip device.

N3 Series Treadle Floor Switch

Treadle Floor Switch provides automatic vehicle detection without frequent maintenance concerns. The RECORA Treadle Floor Switch is manufactured for rugged reliability and is able to withstand severe weather conditions. The N3 is an extremely effective, yet uncomplicated economical vehicle detection device, perfect for any drive through wash system where additional systems need to be activated within the wash tunnel.

3" x 24" Yellow

AM320Y

3" x 24" Black

AM320

3" x 32" Yellow

AM325Y

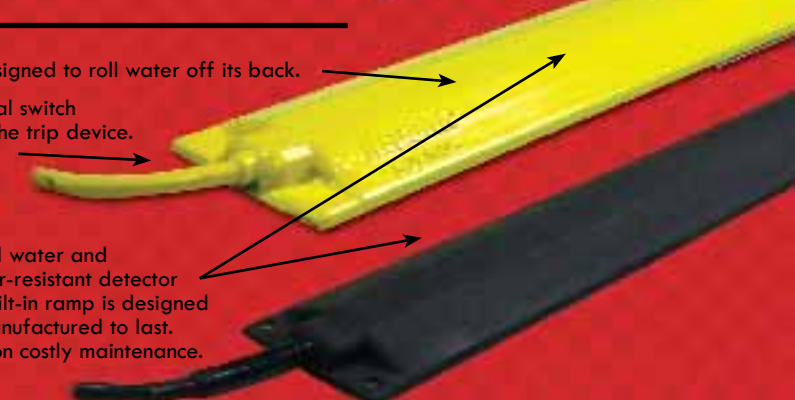
3" x 32" Black

AM325

Designed to roll water off its back.

Simple electrical switch embedded in the trip device.

Rugged water and weather-resistant detector with built-in ramp is designed and manufactured to last. Saves on costly maintenance.



DOG WASH

You can give dog owners a clean, safe, easy to use, affordable alternative, while maximizing profits and increasing traffic at your location. Dog owners love the convenient, hassle free, easy to use functions provided by the self serve dogwash unit. No more making appointments, buying shampoos and treatments, spending lots of money and cleaning up the mess.

Cleaning your pet has never been easier!



Equipped with a stainless steel bill & coin acceptor meterbox

and 10 selection rotary switch. The coin meter accepts tokens, coins and \$1's, \$5's, \$10's and \$20 dollar bills. The rotary switch allows the pet owner to select from a wide variety of grooming activities. A dual-speed dryer The easy non-slip ramp invites the pet

into the tub. The waist high tub provides the owner with comfortable access to their pet. Call for your free information packet or visit www.dogwashonline.com



QUALITY 5 GALLON PET WASH SHAMPOOS & TREATMENTS



Here we are again, a start of another year. We look forward to 2008 as a year of opportunity. An opportunity to help your business grow and prosper, an opportunity to help you learn more about your business and an opportunity to create even more communication between your business and ours.

We have already started the year off on the right foot by hosting our 4th Annual "Learn More, Earn More" Expo in Las Vegas. It was great to see everybody that had the opportunity to attend. Thanks to all the vendors and attendees for making this our largest event to date.

The beginning of every year is a good time to evaluate your needs for the year. Give us a call and we can help you make decisions regarding your coinboxes, self service equipment, vacuums and vending machines.

Our staff is here to guide you in the right direction and gain the most value for your dollar. If you need help with detergents, we now staff an in-house soap expert to answer all of your questions. These are just a few ways we can help your business grow.

We look forward to seeing as many people as possible at the ICA show in April. For those who can not attend give us a call...we want to help you in any way we can. Like always, thank you for your business and we wish you a prosperous 2008!

Your Reliable Supplier,

Mike McLarty

Keith D. Hart

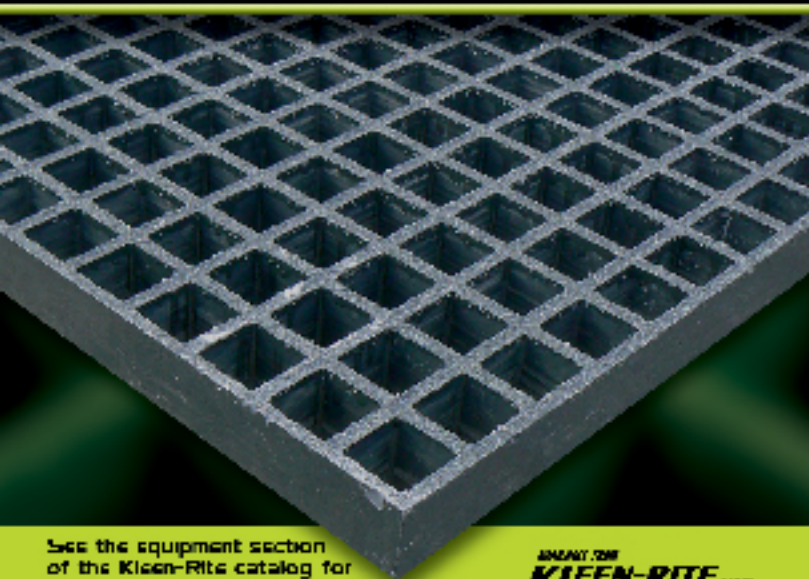
FIBERGLASS GRATING

- Non-Slip
- 1.5' Thick
- Lightweight
- Easy To Install and Maintain
- Corrosion, Fire, and Impact Resistant

Can Be Used For:

- Flooring
- Stairs
- Bridges
- Ramps
- Walkways

Available in gray, green, and yellow.



See the equipment section of the Klean-Rite catalog for a listing of sizes available.

SEEK THE **KLEAN-RITE** INC.

ARIMITSU

PROVEN PLUNGER PUMPS



SELF-SERVE

516 Pump
rails, pulley, 8" single groove

4.0 gpm 2300 psi 950 rpm
5.0 gpm 2000 psi 1200 rpm

PN 61002 Left Shaft
PN 61003 Right Shaft



SELF-SERVE

313 Pump
rails, pulley, 7.2" single groove

4.0 gpm 1500 psi 1050 rpm

PN 61000 Left Shaft
PN 61001 Right Shaft

Quieter Equipment Room, Reliability, Total Satisfaction

Tired of Dirty Bay Walls?

INTRODUCING KLEAN WALL™

WORKS GREAT ON:

- stainless steel
- painted walls
- glazed tile
- fiberglass
- brick
- metal

100%
Hydrofluoric
Acid Free!

Our Klean Wall cleaner has made the dreaded task of cleaning bay walls a simple and easy job. Just spray it on and rinse it off for spectacular results!



Call today for
a free sample!

1.800.233.3873
Klean-Rite: an Authorized Distributor

AFTER BEFORE

APFormulators
Making a cleaner world

Call Today for a Catalog of our Entire Touchless Carwash and Detail Product Line

Self-Serve Payment Systems

Does Credit Card Acceptance Make Sense?

By David B. Wilcox



At the end of 2004, the Federal Reserve noted that, for the first time, transactions on credit cards surpassed transactions made with cash and checks. Almost three years have gone by since then, and credit card purchase volume has grown by double-digit percentages every year.

In deciding whether credit card acceptance would be right for your wash, you should consider what type of neighborhood you are in. If it's middle to upper class, credit card use will be high because most people in this demographic carry less than \$10 in cash, and prefer to use a credit or check card whenever possible. For this group, cash and coins are actually an inconvenience. Is the wash reasonably busy? If so, accepting credit cards will mean less idle bay time while customers are traveling back and forth to the bill changers; large washes will especially benefit. Did I mention all the quarters you won't have to count because the money is already in your bank account?

sales; use that number when projecting the cost of merchant fees. Aggregate merchant fees are typically 4 percent — as long as you're not using a card-processing gateway. Merchant Fees = $(50,000 \times 1.1 \times .25) \times .04$ which is \$550 annually. Let's also assume that extra wash time costs you 9 percent of extra sales in costs of goods sold. $\$5,000 \times .09 = \450 annually. The costs of these new sales will be \$1,000 annually. See the table below.

Annual cash sales	50,000
Projected sales increase	5,000
Total sales	55,000
Projected CC sales	13,750
Projected Merchant fees 4%	550
Cost of goods 9%	450
Net	4,000

If (your location) is middle to upper class, credit card use will be high because most people in this demographic carry less than \$10 in cash

FEASIBILITY

If the demographics fit, you should perform a feasibility calculation. I'll use numbers that illustrate a typical or under-performing three-bay self-serve wash, grossing \$50,000 annually. Assuming an increase in sales of 10 percent due to credit cards, your direct cost of those new sales will be about 9 percent of your annual soap and water costs. You will also have the cost of merchant fees associated with credit card sales. Credit card usage will actually account for closer to 25 percent of future sales rather than just the 10 percent increase in



Would the net on this 10 percent increase in sales pay for the system in 24 months or less? If so, the numbers work. In most cases with "count up" the increase will be closer to 20 percent in self-service bays. I'll explain what count up means shortly, but for now you can establish a budget as follows: Budget = $(\text{annual cash sales} \times .08) \times 2$ which is \$8,000 in our example. The credit card system in our example would cost around \$6,150 plus installation.

SYSTEM SELECTION

With your budget of \$8000 established, you can move on to selecting a system. Overall theory of operation, system cost, and installation requirements will all be a factor. The two main differences in basic operation are whether the system counts up or down during a transaction and whether it uses Internet or dial-up to process credit cards.

Count up allows the customer to wash until the stop button is pressed. Count down works just like a traditional coin transaction, but equates the number of card swipes to an amount of money, such

as \$1/swipe. Industry web sites indicate that the choice is pretty much an open-and-shut case. Count up is producing increases of eight to 10 times that of count down.

Your preference when it comes to dial-up or Internet will depend more on your demographics than anything else. Dial-up is generally used to process credit cards in batches in the middle of the night. Internet will allow authorization prior to service. You should contrast the monthly cost of a broadband Internet connection with your site's risk of declined cards when choosing a connection method. System cost should always be contrasted with the difficulty and cost of installation and the value of system features. Installation considerations include:

- Size of conduits currently running to coin boxes
- Size of the meter box
- Phone line or Internet installation requirements

Most systems require a communication cable about 1/4" in diameter between each coin box and the equipment room.



MERCHANT ACCOUNTS

Every system requires a merchant account. Within the merchant-account industry there are many credit card processing platforms. These include TSYS (Formerly Vital), Global Payments, FDMS, Paymentech, and Nova, to name a few. Every manufacturer has different platform requirements and preferences, so it's wise to get this information as soon as you decide to purchase a system. You can then work within those constraints to find the best merchant provider.

Of course, you are looking for the best price here, but I've found that if you can find a provider that has no account cancellation fees then you've found one that will continue to earn your business; they know you can leave any time you like. Be cautious of cancellation contingencies in merchant contracts because they can be quite sizable. Check with your car wash association. Many of them have merchant services tailored to the industry as a benefit of being a member.

It's very important to set up the merchant account well in advance of equipment installation; the turnaround time is two days to eight weeks, depending on the merchant provider. This ensures that the distributor can properly test your system while still on site, which is key to a smooth installation.

David B. Wilcox is president of Grand Junction, CO-based WashGear LLC.

JENRAY



JPGA1



JPGN1



JPGM1



JPHBD1



JPPTBG



JPPTBB



JPOURE



JPICE1



JPBD1

Flexible and Affordable Financing Options For The Car Wash Industry



- Seasonal Payments
- Deferred Payments
- Skip Payments
- Financing for New & Used Equipment:
 - Automatics
 - Upgrades
 - Pet Wash
 - Vending



7 Church Road, Hatfield, PA 19440
Phone: 800.422.1844 Fax: 888.883.9380
Visit our website: www.libertyfg.com
Email: philm@libertyfg.com

COMMERCIAL EQUIPMENT LEASE & FINANCING
CALL PHILIP MCCLURKIN AT 800-422-1844 (EXT 11)

THE KLEEN★TEAM

Janet Huggins

Customer Service

I started at Kleen-Rite in November 1995 when we were located on Cherry Street. My responsibilities were customer orders and invoicing. After moving to our current location on 9th Street, customer returns and special orders were added to my job. My current position is customer service. In my years at Kleen-Rite the company has grown and many changes have taken place.

I am a life-long resident of Columbia, PA. I enjoy spending time with my two daughters, Celine and Lori. I also enjoy reading, shopping and cooking.

All of us here at Kleen-Rite want to thank Janet for her years of service and for helping build the company into what it is today.



KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



TO-GO WIPES

**6 per case
25 per pouch**



Cleaning Wipes
AR78434



Auto Glass Wipes
AR78431



Exterior Detailing Wipes
AR78433

Boost Your Sales In Vending! Don't Forget About These Classic Items From Armor All!



Cleaner Sponge
AR30800
100/case



4oz. Tire Foam
AR40040
12/case



Protectant Sponge
VS10800
100/case



4oz. Protectant
AR13040
24/case

KLEEN-RITE CORP.

2008 EXPO

In Vegas

January 18-19, 2008

KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

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

**VISIT US ONLINE
WWW.KLEEN-RITECORP.COM**

An In-Bay Hand Held Vehicle DRYER?

Washes find Success with The Air Shammee!



The Air Shammee is an in-bay hand held touchless vehicle dryer. It allows customers to blow dry their vehicle or motorcycle spot-free. Diskin Systems, Inc. began developing the concept of blow drying vehicles about eight years ago. Since then, we have made many modifications to our drying systems known as the Air Shammee. Operators are reporting the Air Shammee is the THIRD most profitable function on the selector switch. They are also very excited to see the increase in revenues do to the motorcycle washing going on in the bays. Many profitable operators are always looking to increase revenues with more functions for the customer along with what can set them apart from the competition. Diskin Systems is continuously trying to improve and create the most advanced hand held touchless dryer in the industry. Diskin Systems, Inc. is dedicated to increase the car wash owner's profitability.

importantly, when the customer turns the selector switch to "Air Dry" the motors start running at once so the customer gets instant gratification and knows the unit is working. The air only starts moving through the gun when the customer pulls the trigger. When the trigger is not being used the air is being released through a relief valve, this takes all the pressure off the trigger. No electrical switches involved, they are proven not to work long in wet environments and if disconnected could cause harm to someone. The unit in the bay has an attractively lit dome that the customer can see immediately. If noise is an issue you can put the unit in the attic. The unit comes supplied complete, Air Shammee, Diskin Boom, Bay Sign, Trigger Holder and 6 Meter Decals. A banner is available at additional cost which is highly recommended. You can either put the banner out by the road or on the front of the wash.

Feed back that we get is that about 80% of the customers use them and buying more time at the wash

We have always thought that drying a car should be an important part of the self service car wash. When we were developing the dryer we knew that the operator did not want anything touching the car or have to hold the unit close to the vehicles surface in case of bumping the vehicle. The trigger was developed so the operator had full control at all times and no matter what type of vehicle or size of the operator they could dry all of the vehicle. Then we developed a fan/knife affect if the operator wanted that type of performance. The sale of paper and cloth towels served the purpose for the most part, but we felt we could offer more. When we designed the unit we wanted to make sure that we could tie everything into the self serve bay. So it could be used just by turning the rotary switch and part of the time purchased in the bay. Electrical consumption was not a concern because the high pressure pump is not running when the dryers are being used, therefore it doesn't increase the electrical demand. Most



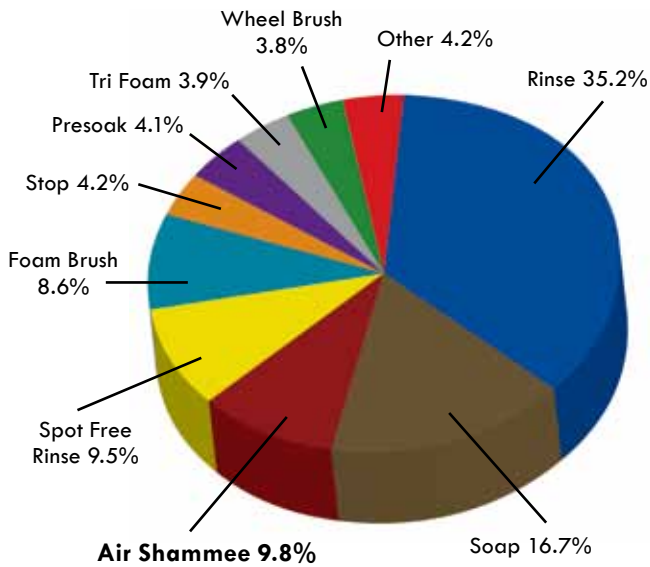
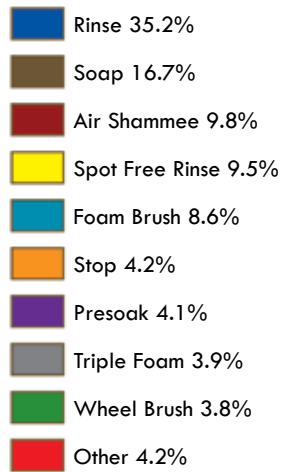
Now the big question: Does it make money and is it used? It is as popular as the foam brush was when it was first introduced. Customers love the ability to dry their vehicle in the bay. Feed back that we get is that about 80% of the customers use them and buying more time at the wash. Not all customers will spend the time to completely dry the vehicle but will use it to get the majority of water off the car and from places hard to dry.

Does it hurt the towel sales and are loss of revenue from towel sales a concern? Towels cost anywhere from .25 to \$1.00. The electrical cost for the dryer is pennies per use. So you do not lose. Some people will prefer the towel no matter what you offer them. Towel sales seem to go up, why?: more customers are using the dryer in the bay and using the towels for "fine detailing" when they are finished with the Air Shammee.

Return on Investment: With the numbers that operators share with us we feel the units will pay for themselves in 10 months to 18 depend-

ing on location and promoting of the product. More importantly you are now offering a complete wash and dry for the self-service car wash customer. Like anything new in the wash you have to show them how it is used and promote it to your customer.

Selector Switch Function Profitability



As an operator you have to be thinking: "Should I consider this equipment?" In our opinion, the question is not if you are going to install these units in your bays but when? Remember, in the self service market we are selling time. Best to be first than second in the market place!

Here are some responses that we have heard from operators:

"We have three sites with the dryers in them. We started with one Air Shamnee at a site with 4 bays of self serve and one automatic. With the hour meter on the machine we tracked usage for about 20 weeks. We averaged 2.25 hours per week! At our prices that worked out to be about \$50.00 per week. Since then we added them to the other three bays due to the demand from our customers because they had to wait in line to use that bay. Since then we have built a new site with competition very close by and put them in all the bays (6) and have had great response. The Harley guys love it and no more riding home with a wet seat!"

Non-Electric Water-Driven Proportional Injectors

- Dosmatic's innovative design and engineering result in:
- Lengthy service life
 - A cost effective product
 - Consistent dosage accuracy at a wide range of flows
 - Simplified installation, operation and maintenance
 - No need to spend more for optional PVDF designs

Compare Dosmatic Features to our competitor's!

Feature	DOSMATIC	Competitors
Built in By Pass	Yes ✓	No
Injection ranges from 4:1 to 4,000:1	Yes ✓	No
Interchangeable lower ends	Yes ✓	No
Patented mixing chamber	Yes ✓ (one-way gasket prevents chemical contact with motor piston)	No
3 year warranty	Yes ✓	No
Ability to adjust ratios while in operation	Yes ✓	No
Ability to change wear parts without opening upper body	Yes ✓	No
Standard proprietary body material exceeds PVDF for chemical compatibility	Yes ✓	No

Model	Injection Rate	Part #
MicroDos 2.5%	1:100 - 1:40	DM116183
MicroDos 5%	1:50 - 1:20	DM116185
MiniDos 1%	1:500 - 1:100	DM112600
MiniDos 2.5%	1:200 - 1:40	DM112602
MiniDos 5%	1:100 - 1:20	DM112604
MiniDos 10%	1:50 - 1:10	DM112606
MiniDos 20%	1:20 - 1:4	DM112620
SuperDos 20-4ml	1:4000 - 1:250	DM113204

Call For Competitive Prices!



Complete Panel Systems



MicroDos



MiniDos



SuperDos

IN-BAY Air Shammee
TOUCHLESS HANDHELD VEHICLE DRYER
3rd most profitable function on the selector switch!

Air Shammee Nozzle
Optional Fan Tip

Combo Unit
Air Shammee Stand Alone
Extreme Air Compressor

Customer Service & Sales
Toll Free: 800-233-3873
Fax: 800-446-0495

www.Kleen-Ritecorp.com

“We have substantially increased the time our customers spend in our self service bay since we installed the Air Shammee. Whenever we check the bay for the last service used on the meter box, the higher percentage is the Air Shammee function. I have now ordered the Air Shammee systems for the rest of our self serve bays.”

“We have checked our numbers and have looked at the various ways of comparing bay to bay and what we have found is that we have seen a 9% increase overall. We installed the first unit in our slowest bay and have seen a 7% increase. Each of our washes range between 7% to 14% increase in revenue per bay depending on the site. We have now included them at all our sites and have been very happy with the return on investment as well as the customer’s positive feedback. Customers are telling us they are very happy to be able to dry their vehicle right after washing without having to move their vehicle. We have a wide variety of individuals using the dryer for their floor mats, motorcycles, cars and pickups. We plan to add dryers at our site that is under construction and is due to open this spring.”

“My Air Shammees has locked up all the motorcycle business in the area. These customers also drive cars and trucks in the winter so, they come to me then too. So every bit helps. If you don’t have it, you can’t sell it.”



Bill Breaker

Bill Breakers are a must have for self serve carwash bays with bill acceptors.

The new bill-to-bill and bill-to-bill and coin changers provide the perfect solution by replacing heavy, bulky coins with bills.

- Increase profits by putting bills in customers hands
- Increase control of currency and coin
- Decrease labor costs as a secure 24/7 attendant

Reliability is what counts. Rowe. World Leaders in Changers.

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





ULTIMATE FOAM

Dema Engineering Company, a leading supplier of chemical dispensing equipment to the carwash industry for over 50 years, has just introduced a new line of air driven foaming equipment, both wall mounted and portable. The new 25 gallon portable foamer offers innovative new features and ergonomics for car wash foam cleaning. This unit will allow the car wash operator to clean faster and more efficiently in any foaming situation.

The highlighted model 925, non-pressurized tank foamer, can be used for a variety of applications and can be easily transported to any location. The 25 gallon reservoir holds the diluted chemical in an easy to roll 4 wheel design. The 30 foot hose allows for flexibility when foaming. The only power source required is compressed air. This unit is ideal for foam cleaning any size vehicle or acid foaming your stainless steel tunnel wash equipment. It can produce up to 50 feet of foam and project it 25 feet in distance. Standard with the unit is a v-jet spray nozzle for complete vehicle coverage.



Key features are a 25 gallon capacity for long use time, a manual drain valve to allow for easy emptying, ergonomic design featuring four wheel for easy movement, and a 8" fill cap. The model 925 can be used to apply a prewash foam to cars or trucks or a pre-product application before tunnel washing. Many operators have used the unit to foam clean self serve car wash bays or to acid foam clean tunnel wash walls. Foam advantages are increased contact time which maximizes the chemistry's effectiveness. Foam expansion rates reduce water and chemical use and also helps reduce labor costs.

Also available from Dema Engineering is a 10 gallon portable model, a wall mounted model and a specially designed model which can be used from both sides of the vehicle. With the Dema product line, we can truly solve all of your car wash chemical dispensing needs.

Contact Kleen-Rite for more information about the new 25 gallon Portable Foamer.



idea SHIELD POLE COVERS

NEVER PAINT AGAIN!

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.

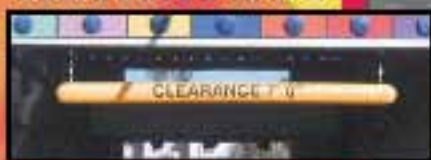
Invest in Ideal Shield® Bumper Post sleeves today for a brand new look that will last for years to come!

Also Available:

SMOKER STATIONS



CLEARANCE BARS



STARTS
April 1st
2008

Continues thru
May 8, 2008

**BUY 3
GET 1
FREE**

ON ALL 5 GALLON
MAJOR BRAND
**ULTRA
CONCENTRATES**

**KLEEN-RITE
MONSTER SOAP SPECIAL**

PVC Wall and Ceiling Liner Panels

Brighten Your Bays with Panels from **EXTRUTECH**

- Ideal for high moisture areas
- Made with 100% virgin exterior grade PVC
- Bright white surface quickly sheds water
- Installs quickly and easily with no exposed fasteners
- Panels can be custom cut to lengths up to 20 feet
- Easy to clean, durable, and will not rot or rust
- Meets ASTM F884-03 and CAN/ULC S102.2-03
- Class A for smoke and fire
- 10-year warranty



EXTRUTECH PLASTICS, INC.

5902 West Custer St., Manitowoc, WI 54220

Phone: 888-818-0118 • Fax: 920-681-1311

www.epiplastics.com • E-mail: info@epiplastics.com



The Emperor Generation Reigns.



HTCK4050S



HTS2215S



Emperor

Pumps That Rule Any Environment

The Rise of the Self-Serve Car Wash



In 1914, two young entrepreneurs named Frank McCormick and J.W. Hinkle opened a brand new kind of business that they termed the “Automotive Laundry.” The home for this unique operation was a large, 150 by 180 foot building located on Detroit’s Woodward Avenue. There, customers would enter the building and an attendant would approach and ask, “Could you please step out of your vehicle and turn off the motor?” Then the adventure began.

The car was pushed by hand in a large circle within the building’s confines, stopping at various cleaning stations throughout. As many as 20 attendants worked at one time, each performing a specific cleaning task. The majority of vehicles in that period were black, open bodied, Model-T Fords, which were very tricky to clean. The cars’ brass fixtures were first dismantled and taken to a work bench to be buffed and polished. High fenders and running boards exposed the gear cases, which were cleaned with solvents and water pressure. The vehicle body was then washed, requiring extra caution to keep water from reaching the interior. Then, once the vehicle was cleaned and dried, the fixtures were refitted and an oily product called Distolate was rubbed over the car’s surface to make it shine.

The cars had to be hand-cranked to restart the motors. This meant drying the spark plugs, blowing out the plug wells, and drying the distributor and rotor- a procedure that often took longer than the actual washing process. And thus began the first known American car wash, which often cleaned over 100 cars a day until U.S. entry into World War I eventually led to its demise.

The Advent of Pressure

Over 40-something years following the advent of the Detroit’s Automotive Laundry, the wand shifted from the full-service attendants’ hands to the grasp of the general public. The transition was primarily caused by the advent of high-pressure. Although the creator of the first actual high-pressure washing system is somewhat debatable, the holder of numerous related patents falls into the hands of Britt Tech Corporation.

In the 1950’s, John Threlkeld, Britt Tech’s founder, was selling chemicals for a company out of Kansas City, Missouri. By that date, the use of steam cleaners was customary in many automotive related industries. Although the equipment did a quality cleaning job, it had a reputation for regularly breaking down. Some lesser known brand names even had reputations for being dangerous. So it was understandable that Threlkeld’s customer continually asked him to repair their

steam systems; something he did not enjoy doing. That is what prompted him to search for a better cleaning system.

Realizing that chemicals alone were not sufficient, he moved forward to try to find a system that incorporated chemicals plus some source of agitation. By experimentation with the very large pumps available on the market, he determined that the additional agitation from water produced at 500 PSI at 2 GPM created the needed velocity to produce a “liquid knife.”

“He then began hunting for a supplier who was willing to build him a small, compact pump that would fit in your hand and fit on an ordinary three-quarter horse electric motor,” says Denny Threlkeld, John’s son. “He went to over 40 different pump companies who all told him that he was nuts.” Interestingly, those few companies who thought the proposal might be doable insisted that the only way it would be possible would be to run both water and detergent through the pump for added lubrication.

In the meantime, Hypro Engineering had been building pumps for the agricultural spraying industry when a company salesman’s agricultural account informed him of a special pump that he needed to have developed. The information was taken back to Hypro, who then hired an aeronautical engineer named Bob Rasmussen, who developed the 5100 model pump.

According to Jim Cook, son of one of Hypro’s founders, Earnest E. Cook, when the salesman delivered Hypro’s new creation, his customer suddenly looked at the Hypro representative as if he was crazy. “What is this?” he asked. “I wanted a 20 gallon pump capable of 400 PSI.” Apparently, the salesman was one decimal-point off of the specifications. He returned to Minneapolis with his 2 GPM, 400 PSI Model 5100 which was placed back on a shelf to collect dust.

Fortunately, John Threlkeld’s search eventually led him to Hypro. Between the two companies, they tested and researched starting around 1955, and Britt Tech sold its first pressure-washer- complete with a Hypro Model 5100- around 1959. “My dad refined the pump so it could take more abuse,” says Cook. “Then it continued to be refined for at least the next 10 years.”

The first pressure washing pump that the two companies had created had feet on it, which were bolted to a frame. “They found out quickly that when you bolted both the motor and the pump to the frame and then hooked the two together, the vibrations caused the bearings to

wear out quickly,” Denny explains. “So, then they learned that if they attached the pump to the motor shaft only and restrained it by means of inbound and outbound hoses, letting it sort of float freely, they could get longer bearing life.” That basic design is still used on today’s belt-driven machines.

And so, John Threlkeld took his working model to the automobile service shops to sell, and then return home to build them. “I went out and demonstrated them, myself, in 1961, and the reaction I received was surprise,” says Denny Threlkeld. “The couldn’t believe that I could get the surface clean using just cold water and a non-aggressive cleaner without any rubbing.”

Don Havens, a Britt Tech distributor in 1961, found that many people feared that pressure washers would remove automotive paint. “I will always remember when I sold a pressure washer to a Buick dealer in Ottowah, Iowa. He was afraid that I’d remove the paint, so I told him to write out a bill of sale and I’d write out a check; then we’d wash the car. Well, I didn’t take off the paint, and he bought the pressure washer.”

Later in Ardmore...

Just like the actual originator of the pressure washer is uncertain, the first self-serve manufacturer is also debatable. But, the first self-serve that many remember was set up in Ardmore, Oklahoma by an Innovative Britt Tech distributor.

“He used one of Britt Tech’s original pressure washing units-which looked like a round, fiberglass tub, with a top and bottom, measuring 24 inches in diameter by 24 inches high, and was mounted on something similar to a drum dolly with casters on it,” explains Denny Threlkeld. “The bottom half, in effect, was the container for the detergent; the top half held the pump and motor, and, at that time, a crude sort of plumber’s nightmare system of chemical injection and electrical controls to change from soap to rinse.”

Once the system was set up, he added a coin meter on it and opened it up for public use. He went into the local residences and handed out free tokens. “The concept was popular enough that people were willing to take the tokens and give it a shot,” add Threlkeld. “The story he told me was that he got in trouble with the local police for causing somewhat of a traffic jam on the street.”

Jenny’s Unit

Around the same general time frame, Don Gross developed Jenny Product’s original version of their self-serve. It was an enclosed unit with a heater, a Jenny pump capable of 250 PSI, and a solenoid that allowed water to continuously flow through it so it wouldn’t freeze. Gross introduced the unit during a sales meeting at his shop in Chicago, where, incidentally, the machine is still used today.

“We took one machine completely apart for the meeting, and we hooked the other one up at the back of the shop. I had cars lined up out in front of the building, then when salesmen came in, I handed them the gun, put a quarter in, and showed them how to use it,” Gross explains.

The primary market Gross found for these units were gas stations and car dealerships. One thing he found was that some people were afraid of using them. “When I sold them, I’d go out to a customer and actually show them how to use it,” he said.

Although Jenny sold several of these systems in small towns, they did not take off like many other companies’ self-serves. “Unfortunately, it took too much maintenance to be something the general public could use, even though all they did was drop in a quarter,” says Fred Schuchman, who had started with Jenny in the 1940’s. “The service station operators didn’t want to maintain them. But, we sold enough of them to prove that there was a market out there for them.”

“The unit, apparently, was a little early in the game,” Gross concludes.

Gas and Laundry

The self-serve market began to expand as more and more pressure washer manufacturers came on the scene. Harry Jensen, founder of Electro-Magic, placed his first self-serve car wash at a gas station in Hawaii. “We told them they could increase their gasoline business if they had a car wash handy, so they advertised locally in Honolulu, that anyone who came in and filled up their gas tank would get a free wash job with a high pressure wash. I was there when the ad appeared and cars must have been lined up for three blocks. The police were there directing traffic.”

Gas stations were one of the first areas where self-serves began appearing. As an example, Sheldon Russell, founder of Specialty Equipment, first entered the car wash industry around 1961 when he sold a pressure washer to a man who wasn’t interested in washing cars himself.

“So, I got a coin meter, put it on the wall, and plugged it in, so people could start using it themselves,” he explains.

The first one he set up was at a Shell gas station close to his home. “I put it in on a Friday morning, and Saturday the owner called me up and said, ‘Get down here! The people are lined up on the street and the police are coming down here!’” Russell says he did go to the gas station where the only real problem he saw with the system was that the coin box was too small. “It was full after just one day. I knew I had something then!”

Another marker where the self-serve car washes caught on was alongside Laundromats. Interestingly, according to Russell, Laundromats typically take six months to a year to get cash flowing properly. “But not the self-service wash. The day you open up, everybody knows about it.” Eventually, Russell had set up over 200 laundromat washes.

The “Coin-Op” Revolution

In 1961, Russell and some friends built the first free-standing self-serve buildings in his area. “That started what we call the ‘Coin-Op Revolution.’ Then people started flying into Minneapolis to see what we were doing. I never really thought this thing would take off. Everyone said it was just a fad.” Nevertheless, Russell went ahead and built several car washes in his area, as did others around the nation.

By 1963, the self-serve had caught on to the point that multiple, free-standing systems began popping up in the empty parking lots throughout the U.S. According to The Great American Carwash Story by R.R. Gus Trantham, approximately 3000 coin-op units were operating by 1961 and 10,000 by 1966.

As these free-standing systems began appearing, the market for these systems changed from the gas station and Laundromat owner to the entrepreneur. As an example, Vincent Valles first entered into

the industry in 1963 working as a sales rep for ALD (Westinghouse), which was a coin-operated car wash business. "They (ALD) were running business opportunity ads for small, private investors, so we just followed up on those leads," he explains. "The capital investment wasn't large and returns were huge. Those caught on very well and were very profitable. They were so new that they made everyone excited. Cars lined up waiting to get into the bay."

"At that time, the lines were long," adds Herman Deal, who began designing and supplying complete water heating and deicing systems to self-service OEMs in 1963. "Wherever you went, there was always a big promotion and all kinds of gimmicks. They even put washing elephants in the self-service bays. And the people would line up for blocks."

Technological Advances

As to be expected, the original self-serve equipment was rather crude. As an example, that first car wash in Ardmore, Oklahoma actually housed the soap inside a horse tank with a rack on top. "He didn't know how to meter were accurately, so he used a lot of soap," Havens explains.

Metering soap was one of the primary concerns that the self-serve market faced. In 1961, Russell patented a chemical metering system that was utilized by some other car washing companies that paid him royalties. "You could pout soap into a hopper and the soap powder would be flooded with water. We controlled it by the pH and an additive in the detergent. We could change a powder into a liquid just by dumping the bucket."

Another real problem area with many of the systems was that the wands had no on/off switch, which meant that if someone let go of the trigger gun, it would fly uncontrollably. "There were a lot of lawsuit and damages where people were hit with flying wands," says Deal. "People were afraid of them."

But the real problem for these earliest self-serves were the pumps, which were typically provided by Hypro, Myers, or Bean, and in continual need of repair. The problem, naturally, was that this was still a very new technology.

"People kept stretching the performance envelope," Cook explains. "There was so much to be learned about materials and lubricants. And Hypro worked really hard in the early years, trying to make refinements as they moved through new territory. Yes, they did break down, and then the cause of the break-down was analyzed and corrected."

Reprinted with permission by Cleaner Times Magazine. Originally printed in their November 2007 issue as part 7 to a multi-part feature.

The Cleaner Times is a High Pressure/Power Washing industry trade publication.

See their website for subscription information.

www.cleanertimes.com



AIR FRESHENERS™



72 Pouch Pack
AFPP116



72 Pouch Pack
AFPP117



72 Pouch Pack
AFPP115



72 Pouch Pack
AFPP118



72 Pouch Pack
AFPP119

12 Piece Clip Strip 24 Pack Carded 72 Pouch Pack

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

MEGA-VENDOR

MegaVendor vending systems are revolutionizing the method for selling items in unattended areas such as carwashes, rest stops, golf courses, small airports, etc.

The MegaVendor with a combination of "Guaranteed to Vend" Sensit Technology and physical security creates the opportunity to sell virtually any items that will fit in the machine. Items such as carwashing supplies, snacks, road maps, cell phones, tire repair kits, etc. are currently being sold in the MegaVendor system.



SECURITY CAGE

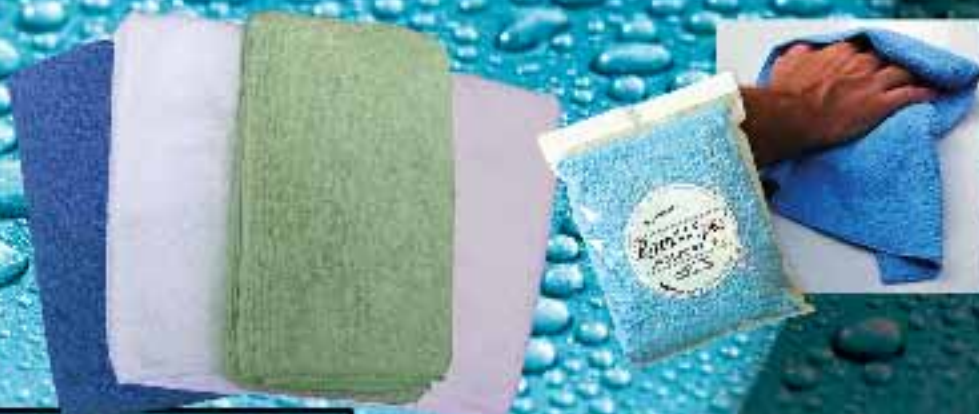


FLUSH MOUNT
PANEL



RainWipes®

- Clean faster, easier and safer!
- Eliminate swirls and scratches!
- Holds 8 times its weight in water!
- Absorbs dirt and moisture away from surface
- Use wet or dry for cleaning



MICROFIBER
VENDING TOWELS

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



Let's **TALK** **Vending** part 2

by Mike Lefever, Kleen-Rite Technician

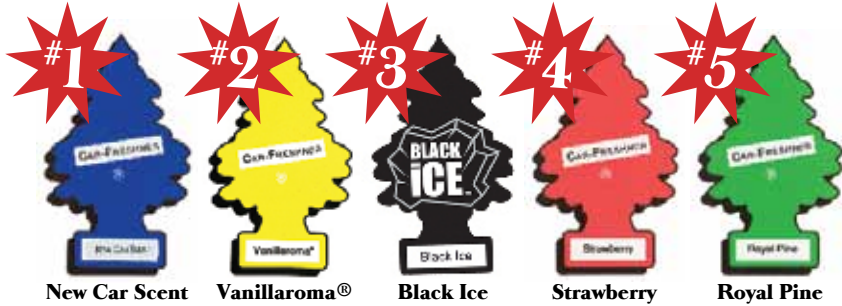
The potential profit to be had from vending at car wash locations is often underestimated. Once the upfront cost of the machines is paid for, vending can be a substantial source of revenue. Vending products typically sell for double your cost (or even higher with many items), and since the products are being sold through a vending machine rather than an employee labor cost is kept to a minimum. This also allows for secure collection of funds, since you can empty the vendors personally and avoid having cash pass through your employee's hands. Most modern vending machines are very reliable and therefore maintenance cost is also minimal.

KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

The TOP 5

Selling Little Trees®



New Car Scent Vanillaroma® Black Ice Strawberry Royal Pine

Wondering which Little Trees® sell the best?.. We are happy to present the top 5 sellers.

What's New From Car-Freshner®



Lemon Green Tea Air Fresheners

24 Pak Carded
VS57172

72 Pouch Pak
VS17172

Butterfly Air Fresheners



Blue
VS5101

Green
VS5102

4 Pack Carded

Mixed Naturals Air Fresheners 4 Pack Carded



Cucumber Melon
VS51801

Lemon Lime
VS51805

Strawberry Banana
VS51802

Designer Trees Air Fresheners

24 Pack Carded



Black Platinum
VS56178

Gold Essence
VS56155

Silver Select
VS56190

Retro Air Fresheners

Peace "Berry Blast"
VS57172

Flower "Spring Blossom"
VS17172

6 Pack Carded



TOLL FREE ORDER LINE
1-800-233-3873

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

VISIT US ONLINE
WWW.KLEEN-RITECORP.COM

Placement of vending machines and the types of machines used is important in maximizing your vending income. Some locations utilize a central vending area with many different products offered from one glass front vendor or from a collection of drop-shelf vendors. Another strategy is to have many machines located strategically throughout the car wash. Other operators choose to employ a combination of these two ideas and offer both a centralized vending area and also remote vendors with the most popular items in other areas of the car wash.

Most modern vending machines are very reliable and therefore maintenance cost is also minimal.

Having a centralized vending center offers several advantages. It can greatly increase your impulse sales. Your customer might come to the vending area looking for one particular item, but when they see all the other items available they might see another item or two that they decide to purchase as well. Centralizing your vending also allows you to have a change machine readily available near all the vendors, making purchases more convenient for your customers. Since many of the glass front vendors that are available have the capability to take bills and give change, should you to decide to go with that type of machine, having a changer in the vending area is not necessary. There are other advantages that this type of vendor as well. They make impulse buying even more likely because not only are the products all offered up in one central location, they're all right in the same machine, and no matter how focused the customer is on getting the item they were intending to buy, they can't help but be exposed to the other products that are right in front of them. If a refrigerated machine is purchased, it offers even more product flexibility in allowing you the option of selling snacks and soft drinks, which can be very profitable impulse purchases. Glass-front machines can also provide a higher comfort level for customers when purchasing since they can see the actual product they'll be buying, not just an image of it on a decal.

There are some things to keep in mind if you opt to go with a centralized vending location. It should be made to look attractive to the customer. Lighted canopies with lettering advertising the vending area can be a nice touch and really catch your customer's eye. If you go with a free standing glass-front machine, a security cage not only offers protection from vandalism and theft, but they are available with additional lighting and lettering or graphics to help draw the customer's attention. If you choose to go the drop-shelf vendor route, the machines can be mounted on a wall, or there are some very attractive islands designed to mount a collection of vendors in a single location. Keeping the area clean is also a must.

Having vending machines placed strategically placed throughout your car wash is also a viable strategy. This has the advantage of displaying products to customers who might not go near a central-



ized vending area, offering the possibility of impulse sales to customers not planning on purchasing any vending items at all. You can place vendors near the bays and vacuums or anywhere else you choose. This offers exposure to the highest number of customers, but comes with the down-side of each individual customer only seeing a limited variety of products.

The third option is employing a combination of the above two strategies. Offer a central vending location with a large variety of products and remote vendors with the most popular items throughout the

wash. This offers the advantages of being able to offer a wide variety of different items to the customers that go to the vending area, but also catching some impulse sales of the most common items by customers that see the remote machines and don't go to the vending area.



Every car wash location is different and in choosing a vending strategy you have to look at the layout of your car wash and also your customer base. Some car wash designs, especially smaller locations, are more conducive to centralized vending. Larger car washes where the customer would have to walk farther to get to the vending area may make more sales by offering vending throughout the car wash.



There are some things to keep in mind regardless of what approach you take to vending. Keeping the machines clean and well-stocked is a must. You can't sell anything if your vendors are empty, and keeping the machines clean and attractive-looking gives the customer more confidence in spending their money in them. If you decide to use drop-shelf type vending machines, replacing the decals on a regular basis when they start to look worn can't be emphasized enough. Decals are generally available from your supplier free of charge, and new decals can make even the oldest and most used machine look fresh and new again. Removing the old decals can be a chore, and definitely requires some elbow grease, but the difference in appearance is well worth the effort.

Also important is to offer to offer the largest variety of items that you can. Nearly all machines are capable of vending different items, so don't be afraid to try something new. Not every item will sell at all car washes, but you won't know how a particular product will sell at your location until you try it. You could be surprised and find that a product that you personally would never purchase might be a hot seller with your clientele. The worst case scenario if you try something new and it doesn't sell is that you take it out and put something else in the machine. You simply change the decal if it's a drop-shelf machine, or just change the product itself if it's a glass-front machine.

Keeping the machines clean and well-stocked is a must.

Too many car wash operators neglect vending and don't realize the possible income they're not taking advantage of. No matter what strategy you take with it at your car wash, Vending can be a significant revenue source, and should not just be an afterthought.



Increase PROFITS

Electronic Drop Shelf Vending Machines

ALL VENDERS FEATURE:

- LED display
- Adjustable from 25¢-\$9.75
- Built in vend counter, non-resettable, one touch display
- Motorized drop shelf, no handles to push or pull
- 24V AC power input
- 3 Coin Acceptors to choose from
Sensorfron MA800
Microcoin QL

LAUREL
METAL PRODUCTS INCORPORATED



SlugBuster® Coin Acceptors

At Parker Engineering, we make a promise to our customers that they can rely on us for quality products and great service.

We build our mechanisms to last, which is why we design them to withstand the toughest conditions; snow, corrosion, theft, and vandalism.

Our technicians are ready to serve you by offering free technical help on all of our products, as well as any other products that our equipment interfaces with. For technical assistance, call our toll-free help line at 1-800-752-0762.

We are confident in the quality of our products, and we stand behind our work with a solid, two-year warranty.

You can expect **quality service, quality products, quality value, and quality built coin acceptors** from Parker Engineering.



That's our promise. We've built our business on it.



7th ANNUAL

Kleen-Rite Family Pig Roast

Whip cream, water balloons, snow cones, and laughter; must be the Kleen-Rite Annual Pig & Corn Roast. The annual event is held every year for Kleen-Rite employees and family. Hosted by Patty and Mike McKonly on their Susquahanna River front property this past August making it the seventh time the event was held.

After completing the sack race, wheel barrow race, pie eating contest, trivia and a host of other games, the Warehouse was the leader by three points. It all came down to the Tug-O-War.



This year also marked the first ever Kleen-Rite Olympics. Pitting the Warehouse crew against the Office staff. The two teams competed against each other in various events. The competition was fierce in the blazing summer heat and sweltering humidity.

After three heats of the tug-o-war the Office staff was able to come from behind and defeat the Warehouse crew by three points. The winning team received a trophy and bragging rights for the year. But they better watch out next year, rumor has it that the Warehouse crew are looking to mount a comeback.



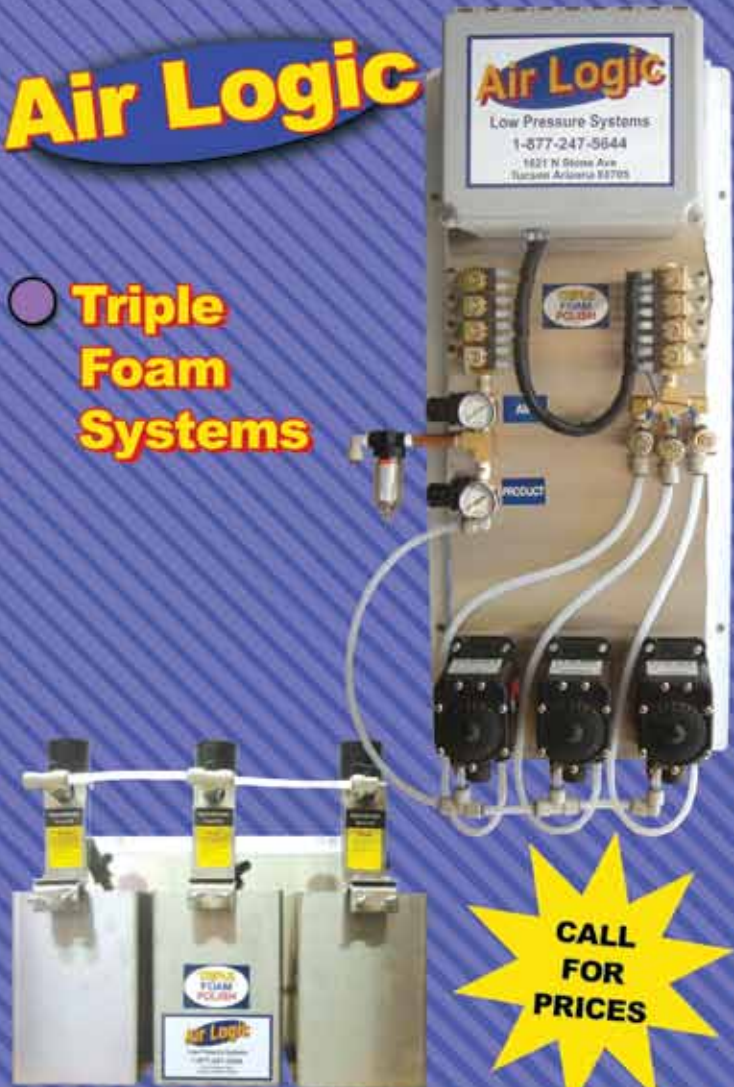
Air Logic

Low Pressure Systems



Air Logic

Triple Foam Systems



Is old and outdated equipment costing you business and valuable time?

Tired of equipment failure or just poor performance?

Then it's time for a change!

Air Logic offers low pressure systems at an affordable price!!

These systems can be used for:

- Pre-Soak
- Tire/Motor
- Foam Brush
- Bug/Tar



Stay ahead of your competitors...

Order your **TRIPLE FOAM** system today!

- It's a thick, foamy, colorful, and high fragrance clear coat polish.

TRIPLE FOAM systems come completely assembled.

Systems include:

- Stainless steel tanks, 506 Hydrominders, Flo Jet Pumps,
- Air regulators and gauges, Product Solenoids,
- Solenoid Manifolds for air and product,
- Stainless steel wall mount panels.



Kleen-Rite is hitting the road this season.

We will be exhibiting at various regional trade shows this season.

We hope you come to one of the shows & stop by our booth.

Below is our trade show schedule, we hope to see you there!

- | | |
|----------------|---|
| February 24-25 | Southwestern Car Wash Association
Arlington Convention Center, Arlington, TX |
| March 14-15 | Heartland Car Wash Association
Adventureland Palace Theatre, Des Moines, IA |
| March 18-19 | CARWACS & Convenience U
Toronto Congress Centre, Toronto, Canada |
| April 8-10 | Car Care World Expo
Las Vegas Convention Center, Las Vegas, NV |

Universal Brush

MANUFACTURING COMPANY

Premium quality brushes made in the USA for over 60 years

10" Hog Hair Brush



FO403

Hogs Hair Foam Brush
Aluminum Casting



FO194AH	Red Bumper
FO195AH	Blue Bumper
FO196AH	Black Bumper



10" Synthetic
Feather Tip Brush

FO202Y



10" Green
Feather Tip Brush

FO400

MADE IN THE U.S.A.

AUTOMATIC FLOOR MAT CLEANER



THE LATEST J-KO MACHINE

FREE MACHINE FOR THE CUSTOMER TO USE!

THE **BIG BRUSHER™ BBX** IS DESIGNED SOLELY AS A DRY MAT CLEANER. AUTOMATIC AND HANDS FREE. IT DEEP CLEANS AND GROOMS MATS IN **UNDER 9 SECONDS**

NO MORE BEATING OR FIGHTING WITH THE MATS. Self Serve, Full Service & Automatic Models Available.

**FOR EXPRESS
CAR WASHES**



See our complete line of mat cleaning equipment at:
www.kleen-ritecorp.com

We Accept 

AVAILABLE FROM
KLEEN-RITE CORP.



Kleen-Track

TOUCHLESS PERFECTION

Revolutionary 2 STEP CLEANING PROCESS



Kleen-Track SYSTEM ONE

Our Most Popular &
Strongest Cleaning Package!

Kleen-Track SYSTEM TWO

Kleen-Track SYSTEM THREE

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 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 3A

KRNC55

A non-corrosive low pH presoak

Kleen-Track 3B

KRRT55

A non-corrosive high pH presoak

Express Tunnel

CLEANING

with Doug "The In-House Soap Specialist"

Solutions

In our industry the Express Tunnel and Full Service tunnels continue to provide a strong presence. Using a combination of good car wash chemistry high pH or Low pH cleaning solutions, along with friction and the personalized touch of an attendant, conveyor washes are as popular today as they were 20 yrs ago. A tunnel benefits greatly by

matching the proper chemicals to the process. An example of this would be after cooling the surface down with water, applying a good Hi Ph presoak on the vehicle at the beginning of the tunnel along with a non acid wheel and tire cleaner will go a long way in getting the cleanest car. By allowing a reasonable amount of dwell time the

presoak will start loosening the bugs and road film that is imbedded on the surface of the vehicle. The same holds true for wheel cleaning,

of a Hi Ph presoak and a Lo Ph brush detergent will also utilize the heat of neutralization to help lift dirt. Some tunnel operators are also incorporating triple foam into their top wash packages. A good Lo Ph triple foam polish will help shine the surface while preparing it for a sealer/drying agent. Using a Lo Ph triple foam prior to the application of a sealer/drying agent allows for better rinsing and drying.

Now that we have a good clean surface the choice of a quality sealer/drying agent is essential to protecting the surface and providing a shiny, clean, and dry car. There are many different types of Wax/Sealant/Drying agent out there, but your choice is very important to the way the car looks coming out the end of your tunnel. The use of a drying agent is a good cost effective way to get the water off of the car. Most sealers/drying agent perform best when followed by a fresh water rinse. Additional "add-ons" for your top package would include such



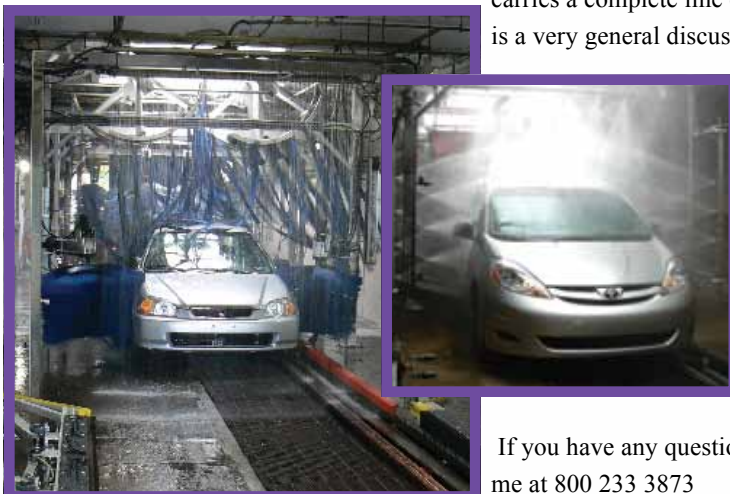
allowing a reasonable amount of dwell time the presoak will start loosening the bugs and road film that is imbedded on the surface of the vehicle

when a good non acid wheel cleaner is applied to a cool wet wheel prior to entering the wraps it allows the wheel cleaner time to start loosening the brake dust thus giving a cleaner wheel. Even with a mechanical wheel scrubber this procedure could be used.

Delivering a clean and sparkling car is no small feat. The use of good brush detergent is essential to the cleaning process. An example of this would be a Lo Ph high foaming brush feed detergent that provides excellent lubricity. The combination

things as windshield treatment, and a good tire shine. Kleen Rite also carries a complete line of detail products for every job. I realize this is a very general discussion of a tunnel wash but considering the wide variety of washes out there I felt this would cover the majority.

Take a look at the Chemical Section of the Kleen-Rite Catalog to select the products you want to incorporate at your wash. 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"

Q&A

What Items Should I

KEEP IN Inventory?

Q. What items should I keep in inventory at my car wash?

A. A good car wash operator will keep a spare of any part that is a wear item or could potentially cause down-time if it were to fail. This should include (but may not be limited to):

- **Bay accessories** such as hoses, guns, wands, swivels, etc. These items are susceptible not only to normal wear and tear, but since they are in the bay and accessible to customers, possible vandalism or accidental damage as well.

- **Electronics.** Coin acceptors, timers, rotary switches, transformers, etc. If these parts fail, your bay is down and you aren't making money.

- **Pump repair kits and parts.** These items are a must. You should stock at the very least valve and seal kits for your pumps, a spare regulator, and possibly even a whole replacement pump to swap out in case of failure.

- **Vacuum parts.** Motors, vac hose, nozzle, timer, coin acceptor. Vac hoses and nozzles can easily be damaged by a car running them over, and just as in your bays, if a timer or coin acceptor fails, you're not making money.

- **Chemicals.** Don't let your chemical supply drop so low that a busy weekend can cause you to run out of soap.

- **Vending supplies.** If you don't have it you can't sell it. Make sure you have adequate stock of all your vending items.

- **Miscellaneous fittings.** A variety of different sizes and types of fittings around makes life much simpler when doing work at your wash.

Q. Why should I invest the money to keep all these items in stock? I can order it from Kleen-Rite when I need it.

It takes an initial investment to build a good inventory of spare parts and supplies at your car wash, but over time that investment will pay for itself countless times. We here at Kleen-Rite strive to ship your orders complete and in a timely manner, but when a timer fails on a Friday night before a busy weekend, if you don't have a spare, you're shut down. The earliest you can order a spare is Monday and even with Overnight shipping, you're not opened back up until Tuesday. The shipping charges are also an important factor. Sending parts out via air shipping is extremely costly. It's not good sense to pay \$40 shipping for a \$15 part to get your wash up running. Having the part in stock would have saved you the shipping money and you could have been back up and running Friday instead of losing a weekend's worth of revenue.



With a little bit of forethought, you can keep shipping charges to a minimum. When preparing to place an order for bulky items such as chemicals or vending supplies, take a look at your parts inventory and make a list of which of your spare parts you've used since your last order, and order new stock of those items. Smaller items can generally ride along with large orders at a reduced rate, which keeps the freight costs for the parts minimal.

There's really no excuse to not stock at least the most common spare parts. A decent spare parts inventory will minimize down-time thereby increasing your income and avoiding customer dissatisfaction caused by damaged or failing equipment.

Mike Lefever, Kleen-Rite Technician

AMERICAN CHANGER CORP.

INCREASE PROFITS with our superior quality **PAYSTATION, TOKEN STATION and BILL CHANGERS**

We manufacture a full line of machines and products designed to benefit both you and your customer. Our **PayStation**, designed with the **WASH CARD** system, can offer your customers fleet card and debit card access, tracked through the internet. Our **7500 Series Bill to Bill Changers** and our complete line of Bill to Coin Changers provide you with the highest quality machines in the industry. The **AC8005** and **AC8002** "Platinum Series" changers are recommended for locations where "Maximum Security" is an issue.

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



AC8005 (Rear Load)



AC8002 (Front Load)



AC7715



AC8001

1-800-233-3873 | www.kleen-ritecorp.com

No more stolen cameras.

TURBO WASH **DVR**
Digital Video Recorder



TW6380VF

VARI-FOCAL LENS CAMERA

Use this camera inside, outside, in the wash bay, over the vendors, 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
- Better picture, higher resolution- over 500 TV Lines
- Sony SuperHad Color CCD
- IR Day/Night with 24 LEDs
- 12 Volt DC

DVR LOCKER

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

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



Take 'em On The Road

Resealable Towellettes



Ready To Use Towelettes

Safe For All Surfaces

Glass Wipes

- Glass cleaner towelette
- Keep in your car, truck, boat or RV to keep windows & mirrors sparkling clean & clear
- 12 Count pack
- 50 per case VSNA1050

Just For Leather 1 Step Towelette

- Cleaning & conditioning wipe
- Ready to use towelette
- Deep cleans all leather & vinyl surfaces
- 12 Count pack
- 50 per case VSNA1750

Vinyl Plus Protectant Towelette

- Ready to use towelette
- Safe for all leather & vinyl surfaces
- Restores, preserves & moisturizes
- 12 Count pack
- 50 per case VSNA1550

Vinyl Plus Cleaner Towelette

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

Self-Serve Drop-Shelf VENDERS

Common Questions & Answers

By Chip Kent, Laurel Metals



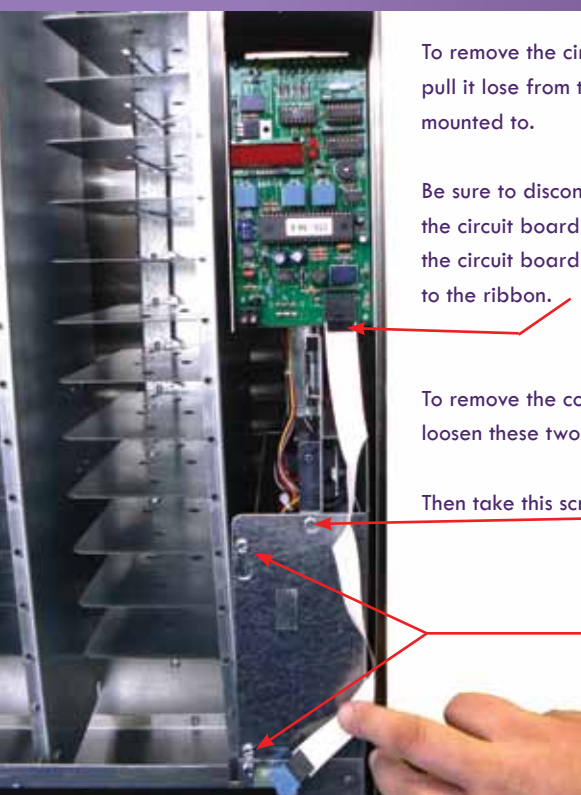
Why do quarters get jammed in the mechanical coin acceptors?

Dirt buildup behind the magnet is the first place to look. Hinge open the magnet, which is spring loaded, and wipe the inside of the magnet housing and the main plate of the acceptor. There is a great sheet of information from Coin Mechanisms, Inc. on the workings of the coin acceptor at www.laurelmetal.com - click on 'Model 2100' then 'Coin Acceptor Instruction Sheet'. We frequently get asked how to adjust the acceptor and how does this acceptor actually work, this sheet explains the operation and also gives maintenance tips. Do not use spray oils on the acceptor, as that will attract dirt and cause more problems. When we hear complaints of acceptors getting jammed with quarters and the cause cannot be readily determined there is always the option of replacing the faulty acceptor with a new one, \$22.00 is Kleen-Rite's price for this part (#CB0218).

Are electronic venders difficult to repair should a problem arise?

The basic design of the Laurel electronic venders is modular which makes troubleshooting a relatively simple process. Typically, when a call comes in for a problem we can quickly isolate which component is failing and make the necessary repairs. The vend motors that are used in our machines are highly reliable and not prone to breakdowns. That

Do not use spray oils on the acceptor, as that will attract dirt and cause more problems.



To remove the circuit board simply pull it loose from the plastic posts it is mounted to.

Be sure to disconnect the ribbon from the circuit board PRIOR to removing the circuit board to prevent damage to the ribbon.

To remove the coin acceptor, 1st loosen these two screws.

Then take this screw out.

leaves a coin acceptor, a circuit board and a switch pad for the 3 & 5 selection venders. All of these components are simple to remove and re-install, you will not need a service tech to do the work. The coin acceptors have 1 screw holding them in, the circuit board is simply pressed onto plastic posts and the switch pad (which has the 5 'PUSH' buttons on it) for the 3 & 5 selection venders has double sided tape holding it on, you just peel it off to remove.

What are the options if a circuit board is defective?

If the vender is more than 1 year old and out of warranty, we offer these repair options;

1. We ship a refurbished circuit board and you return the defective one
2. We ship a refurbished circuit board and you keep yours
3. We ship a new circuit board for the single column vender
4. We ship a new circuit board for the 3 or 5 column venders

UPS shipping charges are additional



HAMEL
MANUFACTURING

MAT CLAMPS

Part#	Type	Material	Bumper	Color
MCAC30	Channel	Aluminum	Yes	Red
MCAC30BL	Channel	Aluminum	Yes	Blue
MCSC35	Channel	Stainless	Yes	Red
MCSC35BL	Channel	Stainless	Yes	Blue
MCAS40	Strap	Aluminum	No	Red
MCAS40BL	Strap	Aluminum	No	Blue
MCSS45	Strap	Stainless	No	Red
MCSS45BL	Strap	Stainless	No	Blue



Foam Gun With Nozzle Protector

Red Blue Black

GUFR **GUFBL** **GUFBK**



TIP TWISTER®

Removing Spray tips is a breeze with the Tip Twister®

5/8 -Tip Twister fits 1/4" nozzle

SNTTM4

1/2 - Tip Twister fits 1/8" nozzle

SNTTM2



RUBBER FLEX WANDS®

- Galvanized or Stainless Steel extensions w/flexible center
- Inlet port is 1/4" MPT.
- Max PSI 2250
- Max Temp 200°
- Outlet port is 1/8" FPT

18" GALVANIZED

21" GALVANIZED

24" GALVANIZED

18" STAINLESS STEEL

21" STAINLESS STEEL

24" STAINLESS STEEL



Mark your calendars now to join HCA at the Adventureland Palace Theatre in Des Moines, Iowa March 14th and 15th, 2008!

**Heartland Car Wash Association
Products & Equipment Show!**



Which coin acceptors work in the Laurel electronic vender?

There are 4 choices of coin acceptors and they are all interchangeable in any of the electronic venders; the IDX MA800 or X-10, the GinSan Sensortron and the Microcoin QL. These acceptors all have a 6 wire plug so they are not compatible in your vacuum's or bay's. The wiring is different due to the design needs of a vending machine where a sold out situation can occur.

Can I send in parts to Laurel for repair?

Yes, that is the easiest way to fix a problem that is causing you problems. All that is needed is a note attached with the return shipping address & phone #. You do not need to call first and you do not need an RMA #. A short description of the problem is helpful but not mandatory. We typically repair parts and return them within 1 day so you're not out of action for long. Having a spare coin mechanism is a good way to reduce downtime if you have multiple venders.

How can I stop vandals from stealing product with a wire inserted from the bottom?

One good recommendation is to block their angle of entry by attaching a flat plate to the bottom of the cabinet that will stick out 2-3 inches in front, which severely disrupts their entry into the bottom of the machine. Laurel has this as part #2100-138, or you can make this piece yourself and fasten it onto the bottom of the cabinet.

How is the best way to remove old door decals?

A scraper is essential to remove decals and combining it with spraying WD-40 at the top of the decal and working down, while adding more WD-40 along the way is one way. Or, try using a propane torch, or heat gun, at the leading edge of a scraper to heat up and loosen the decal so you can scrape it off. Both ways require a fair amount of elbow grease. The fact is, having clean and fresh decals will help sell more product.



Are the electronic venders more reliable than mechanical venders?

Having an electronic coin acceptor instead of a mechanical one will greatly reduce coin jams, which are the leading cause of machine breakdowns, combine that with the elimination of the pull handle and related mechanical parts can lead us to say that they are more reliable. The drop shelf action is controlled by a reliable vend motor, not the customer pulling a handle and this itself will reduce greatly the wear and tear of moving parts. The single selection electronic vender has no buttons to push or handles to pull, the motor runs to drop the shelf immediately after the final coin is inserted.

What are some recommendations for spare parts to stock?

When the weather outside turns bad it's a good idea to have a 24 volt AC power supply in your pump room for use in testing coin mechanism's. You can purchase these at most Radio Shack's or Laurel has one that plugs into a wall outlet (like the type used for a desk calculator), which is part #399-98. Having spare knobs for pull handles is also a good idea or you can stock the pull handle itself which has a knob on it. Keeping an extra coin acceptor, either mechanical or electronic depending on your machines, eliminates downtime when they stop working.



Johnny T's Air Fresheners

- 72 Punch Packs
- 12 Carded Packs
- 12 Piece Assorted Klip Strips

2 New Shirts!

Tagged Manly Cologne Fairy Baby Powder

Patriot Vanilla

Bones Ocean Breeze

Bling New Car

Camo Pine

Buddy Peach

Puerto Rico Pina Colada

Hippie Spiced Berry

Sexy Strawberry

Rebel Cherry

Vending Overlay Decals Available For Each!

THE SELF-SERVE PRODUCTS OF ERIE BRUSH

**CLASSIC
FOAM MASTER®**



QUALITY TOWELS



Super Nozzle®



All Arounder®



Tri-Level Brush™



BROOMS



**ROUND
FOAM MASTER®**



Wheel Wizard®



Multi-Tasker™



**Wood & Plastic
Block Brushes**



VACUUM HOSES



TRUCK WASHER™



Spokers™



Hi/Lo SOFT SIDER™



CHEMICALS



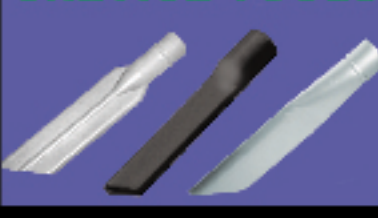
Double Header™



**Long-Handled
Brush**



CREVICE TOOLS



MITTS



CUFFS



HANDLES



ACCESSORIES



WE USE PURE
HOG HAIR BRUSHES
THE SOFTEST
BRUSHES MADE

AVAILABLE FROM **KLEEN-RITE** CORP.

1-800-233-3873

www.kleen-ritecorp.com

Erie Brush & Manufacturing Corp.

MAKING QUALITY BRUSHES FOR 7 DECADES



BOOMS

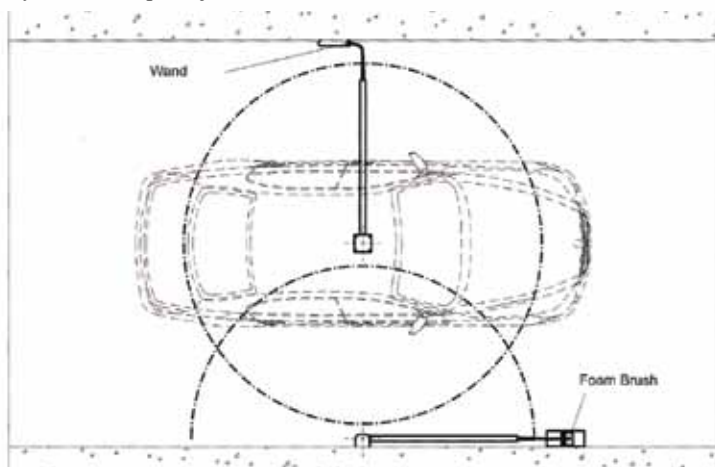
Which Configuration Is Right For My Operation?

This issue we are going to discuss booms. Booms are a critical piece of equipment for any car wash, but at first glance they seem so simple that many people don't put much thought into what booms they choose. These days, with all the different functions that are being offered in self-serve bays, there are various boom configurations that can be used.

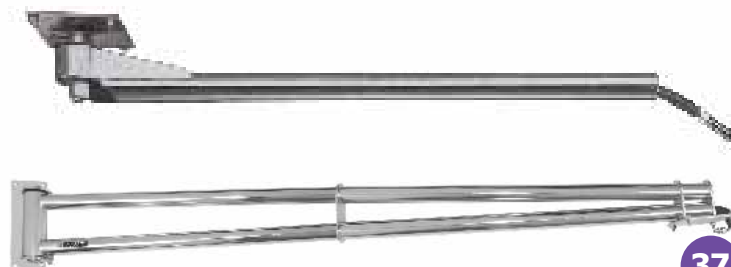
The pairing of these 2 types of booms is the configuration you will see in most self-serve washes, but we're starting to see more multi-boom setups to accommodate the introductions of more functions that require their own delivery device. Triple foam polish has become a popular function and it requires it's own gun. Air dryers are also increasing in popularity and they too require their own boom. These

They seem so simple that many people don't put much thought into what booms they choose

Aside from outside bays that have no ceiling, all self-serve bays have a 360° ceiling boom. This is used to deliver your high pressure functions (wash, rinse, wax) as well as any low pressure functions that are applied through the main gun (pre-soak, tire cleaner, spot free, etc) and allow the customer to completely encircle their car without dragging a hose across the car or tangling the hose up. Modern car washes generally have at least one boom in addition to the main ceiling boom, which is used for foamy brush. Most car washes use a 180° wall-mount boom for their foamy brush. Since wall-mount booms are obviously not centered in the bay, they aren't as effective as ceiling booms at allowing customers to circle their car completely when washing, but they do an adequate job.



and other functions have forced many operators to look at various multiple-boom configurations. The easiest way to add another boom is to put up a second wall-mount boom on the other side of the bay opposite the foam brush boom. It's a simple solution, and it does work, but as mentioned above wall-mount booms are not as user-friendly as ceiling booms. Another similar solution is using a double wall-mount boom on just one wall rather than a single wall-mount boom on either side. It basically has the same functionality as 2 separate wall-mount booms, so it shares the advantages and disadvantages inherent to wall-mount booms.

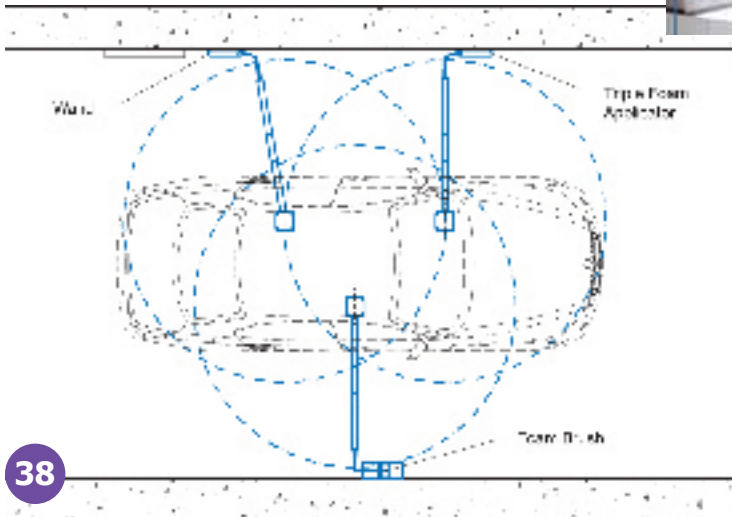


Where things really get interesting is with ceiling-mounted multi-boom setups. The most straightforward configuration is a single-axis double boom, where both booms rotate around the same central shaft. These booms do have some advantages. They are basically 2 booms in one of course, which means you can move your foam brush boom off the wall and onto the ceiling. They're simple to lay out since they're just centered in the bay like a single ceiling-mount boom, and they



offer a nice, clean appearance. Despite the advantages, these booms have a major disadvantage that generally makes them a poor choice for self-serve bays. When the upper boom is in use, it can only make one revolution before the hose hits the hose from the lower boom, causing tangles hoses and customer frustration. These booms work well in full-serve and detail shop applications where the users are trained employees, but they're not a good idea for a self serve bay where the users will be the general public who isn't trained to use them.

More appealing for the application we're looking at are the "Z"-style booms. These are separate booms that are mounted off-center in the bays. The boom arms have a bend in them so they clear each other, offering true 360° boom functionality along with the advantages of multiple ceiling booms. These can be set up as dual or even triple ceiling booms. As long as the customer doesn't try to use more than one of the ceiling booms at once, they get full 360° functionality with no interference from the other boom hoses. These booms can be used replacements for or in conjunction with wall-mounted booms as required for your car wash, offering the freedom to add as many functions in your bays as desire.



One last type of boom that should be mentioned is the air booms that are becoming more common as popularity of air dryers in the self-serve market rises. Air booms essentially work like any other boom, but they deliver air instead of liquid. They are available in the same configurations we have already discussed: wall-mount, ceiling-mount, and "Z"-style ceiling mount (for

use in multiple-boom applications in conjunction with "Z"-style fluid booms).

As more new bay functions require their own boom, use of multiple-boom configurations will continue to rise. Hopefully this article has helped inform you of some different options that are available.



The **Do's & Don'ts** of **Cleaning** **Wheels**

by Jay Cogley, Trans-Mate Products, Inc.

A car or truck is not "detailed" unless the wheels are spotless. The key appearance of a vehicle is a good shiny set of Aftermarket or O.E.M wheels. This has been a main topic since the days of the chrome wire wheels of the sixties. Back in those glorious days, the easiest way to clean and shine these wheels was by simply spraying a strong acid solution and hosing off. Nobody really seemed to care about Health and Safety issues or equipment damage.

The industry has evolved to using lightweight materials like aluminum alloys that are either clear coated or chrome plated which are standard on most new cars, while consumers are dressing up their rides with very expensive or budget priced alloy wheels.

Unfortunately, the detailing industry as whole has not changed with the times. Many car dealers and detail shops are still demanding acid so the distributors and manufactures are still filling the demand. More recently, bifluoride compounds have hit the market with great success.



These products give great cleaning and brightening results, although they still pose some damage and health issues.

Most O.E.M manufacturers will not pay warranty damage caused by these products. In fact, Chrysler recently stated in a bulletin "Any facility found using acid based wheel cleaners will void all wheel warranties, and all damage to customer wheels will be facility's responsibility". They recommend a mild cleaner and for extremely dirty wheels, a product that does not contain acids or bifluorides.

There are new products currently available that will clean and brighten the dirty wheels without all the hazards. Although it may just require a little bit of elbow grease or high pressure rinse in extreme cases, the results great.

The next time you order a wheel cleaner, please be aware of possible damage to your customers wheels and more importantly your employee's safety.

MEAN GREEN PRESOAK



- **Now has a special foaming surfactant that provides a thick, even, foam coverage.**
- **Cleans both horizontal and vertical surfaces more effectively.**
- **Works great to clean brake dust off of rims and tires in both automatics, rollovers and self-serve functions.**
- **Customers tell us they like Mean Green Presoak as a tire cleaner, as well.**
- **Great smelling Citra Clean scent!**

**KLEEN-SCENE
SPECIAL PRICING!
\$289.95
PER 55 GALLON DRUM**



**In Our Business
Time Really Is Money!**

ULTIMATE TIMER

DMD2002



BAY TIMER

DMD300

- 4" numbers
- Two coin acceptor inputs
- One timed output
- Last minute warning
- Bonus time, common courtesy time
- 12 ¼ x 8 x 2 stainless steel enclosure



- Giant 3" x 12" dot matrix L.E.D display
- Water tight stainless steel enclosure 9 x 8½ x 1½
- Programmable, moving sign board type display
- Programmable weekly or daily specials
- All standard features plus many more
- "More coins needed" prompt eliminates complaints
- "Last minute warning" horn output
- Inventory manager keeps track of many timer functions
- 24 hr. real time clock controlled secondary output
- Remote turn on of timer output
- Built in sun switch, light control feature

PIXMOR

CHEMICAL SAFETY
For The **NEW OPERATOR**

by Stuart Levy, Trans-mate Products, Inc.

For some people the sun setting on the water is a beautiful picture. Another beautiful picture is a new car wash equipment room with drums of car wash product lined up against the wall with metering lines extending from the drums bung holes to the metering pumps.

There can be as many as thirteen of these drums. For the new car wash operator, understanding each of these products, what their function is and the potential hazard of each one requires training.

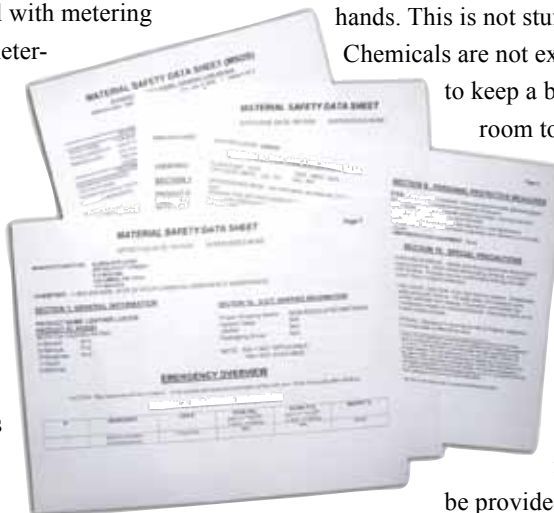
On the surface maybe that doesn't seem very important. But, when you have products that are marked hazardous or carry the skull and crossbones signifying poison, it might be a good idea to understand why and to understand each product so that your employees understand the hazards as well.

I have always said that car wash products should be treated with the respect they deserve. This means that when they are being inspected,

adjusted, emptied or worked on, in any manner, they must be treated with caution. These products are made up of a wide variety of alkalis (products with a high pH content) or acids, (products with low pH content). Some products such as wheel cleaners may contain Ammonium Biflorid an acidic raw material that when mixed with water makes Hydrofluoric Acid the most dangerous of all acids.

It's only natural to want to work with chemicals with ones bare hands. This is not stuff you want to get all over your hands. Chemicals are not exactly like hand cream. It's a good idea to keep a box of surgical gloves in your equipment room to wear when you need to work with various products. You should also keep protective goggles and a rubber protection suit within reach. The protection suit should be worn with heavy rubber protective gloves when using very harsh cleaners to clean walls and equipment.

You can learn quite a bit by reading the manufacturer MSDS sheets that should be provided with every product. Keep them in a safe a three ring binder that is easy to get to in the equipment room. If there is an accident you want to be running around looking for an individual product MSDS.



PUMPS ACCESSORIES &



INCREASE
YOUR
PROFITS!

PERFORMANCE
UNDER
PRESSURE

GIANT

GIANT

HIGHER QUALITY LONGER LIFE



REGULATORS



Turbo-Laser



SHUT-OFF GUNS

© Copyright 2007 Giant Industries Inc.

FLOJET®

Air Operated Car Wash Pumps and Accessories

- Flow rates from 1.0 to 20 GPM
- Pumps handle pressure up to 100 PSI
- Universal Brackets for Easy Installation



ITT
Engineering for life

To find out more about Flojet Pumps contact Keen-Rite : 1-800-233-3873

OPERATOR



SPOTLIGHT Vegas

Doc's Car wash in Las Vegas is less than a mile away from the famous Las Vegas Strip and a short drive from the new Kleen-rite outlet. Owned by Dr. Andrei Razsadin, a Chiropractor who got started in the car washing business five years ago. Dr. Razsadin bought his first car wash in the little town of Bullhead City, Arizona, and the rest was history. Dr. Razsadin said his first few days were a bit scary.

"I didn't know what to expect. I thought, I have a pre-med Bachelors degree and a Doctorate in Chiropractic, What do I know about car washing, plumbing, hoses, vacuum motors, pumps, etc. Well in reality I didn't know a thing. Thanks to my uncle Dale, who was a retired plumber, he taught me how to keep it running. The real question was now that I have this car wash where do I get supplies? Digging through all things left for me was a Kleen-rite catalog. So the first month I ordered new supplies from Kleen-rite and they have kept me going for 5 years now."

Dr. Razsadin wanted to purchase a car wash in his home town of San Diego, Ca. but he soon realized that the land prices were way out of line. So he started to look outside of San Diego and fell upon a opportunity in Las Vegas, Nevada. Here in Las Vegas Dr. Razsadin purchased a 8 bay

self serve which included another 8 bays of Vacuum islands. The car wash is built on a half acre lot just off of Sahara Blvd, where the road traffic is upwards of 90,000 vehicles a day. Dr. Razsadin says that one of his motivating decisions to purchase the car wash was the demographics. He states that there are approx 600 apartment units located near the wash, which has proved good for repeat business.

At first, Dr. Razsadin says things didn't go so smoothly in Las Vegas. It turns out it is a pretty harsh environment with regards to vandalism and theft. Within the first six months all eight of his vacuums were destroyed and rendered useless. Then someone took a torch and tried to break into his safes. Lately someone broke into the meter box doors to get to the quarters. As a result he had to do some major repairs and costly upgrades. "I ended up spending \$30K for new lighting, \$20K in new security cameras, \$20K in new vacuums, 5K in new welding of stainless steel, and more. I had no experience with these kinds of events in the past at my other car wash in Arizona." Since the repairs and some other changes he states things are in pretty good fashion.

Over the course of the last two years Doc's Car wash has been doing well, gaining customers and adding profit centers. Dr. Razsadin says he is looking forward to improving his site with the help of Kleen-Rite and all there wonderful personnel. Who knows, there may be a third Doc's Car wash in the near future he says.



DOC'S Car Wash
Las Vegas, NV



OPERATOR



SPOTLIGHT Vegas

I drive a hummer and have a few hot rods and I always washed them at the buggy bath self serve car wash. Its right across the street from my house and very convenient and once and a while I would see the owners hanging around the car wash and I always said to them "if you ever want to sell this car wash, I want to buy it!" Well one day last year, Mar 06 I got a call from the owner saying his father was sick and they thought it was time to sell the car wash and he wondered if I was still interested in buying it? I told him that I was still interested in buying it and he said "well if you want to buy it, you have to buy it today, because tomorrow I might change my mind" so I ran over to see him at the car wash and we went down and opened escrow that day! We closed escrow in 3 days and I paid cash for the car wash and the property. I had never been in the operating room until we closed escrow and man was I was surprised at all the stuff that was going on in there. Well for a few weeks the previous owner came around to help me out with questions I had and problems that were occurring. I had a vision of what I wanted to do to the car wash to spruce it up a bit.

1) I wanted to put an automatic in and I contacted A-OK Equipment and car wash supplies and spoke to Doug "the owner" and I really liked what I heard from him and he came out and looked at my car wash to make sure every thing would work for an automatic and I said "Let's Do It!" so in Jan 06 the auto wash was up and running and what a great piece of machinery.

2) I wanted to put in a SMOG CHECK Station, so in April of 07 It was put in and once again a great addition to the car wash!

The best part of all is having Kleen-Rite right here in Las Vegas, I purchase all my car wash supplies from them and it makes it very nice to have them so close. Jim and Sandy are great people to work with and as always if there is ever a problem we can get Keith on the phone and it's fixed! My hat's off to Kleen-Rite and their people for being concerned about their customers and the way they take care of them!

I look forward to many years in the self serve car wash business and it's been a blast to take a ten year old car wash and make it new again!



BUGGY BATH Car Wash
Las Vegas, NV



Looking for a real range of products from a brand you can trust?

J.E. Adams has more than 30 years of experience

and the most

DIVERSE
vacuum line in the industry!



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

THE NEW INBAY RM DRYER

- ↪ Dent proof
- ↪ Corrosion proof
- ↪ Easily assembled in under 30 minutes
- ↪ Cost effective solution constructed from high-density polyethylene alloy
- ↪ Dries the car in half of the time
- ↪ Top bag is angled 10 degrees towards the rear of the vehicle to dry the backs of vans and SUVs
- ↪ Each bag has the capability of infinite angle adjustments for optimal drying performance
- ↪ Compact size allows it to fit into narrow bays
- ↪ Interior clearance exceeds 100-inches horizontally by 84-inches vertically
- ↪ Extended equipment life and reduced maintenance
- ↪ Can be combine this with the Proto-Vest Silencing Package to reduce decibel readings lower than OSHA regulations
- ↪ Optional InBay Starter Package

GET THE
BEST DRYER
PERFORMANCE.
GET
PROTO-VEST!



Proto-Vest Inc.®

CALL TODAY! 1-800-233-3873



MOISTWIPE
AQUATOWEL
SUPERTOWEL

Lemony
Scent!



Moistwipe:
The
original
and **best**
cleaning
towel
in the
market*

OTHER GIANT PRODUCTS:

PUMPS



SHUT-OFF GUNS



Turbo-Laser



HIGHER QUALITY MORE PROFITS



*Per survey conducted at 2002 ICA Show © Copyright 2008 Giant Industries Inc.

TOLL FREE ORDER LINE 1-800-233-3873
VISIT US ONLINE www.kleen-ritecorp.com

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

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