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ISSUE NO. 9 May, 2008

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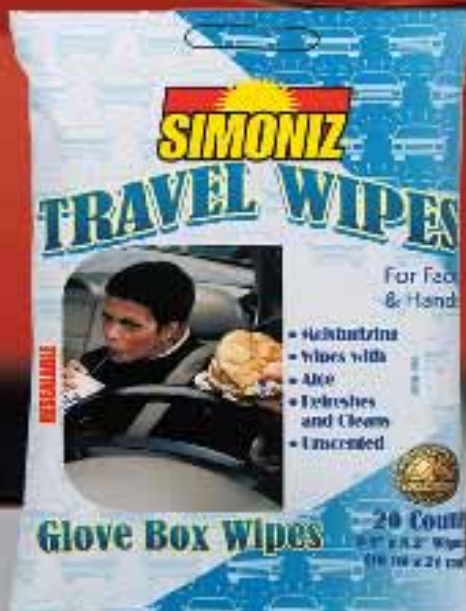
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The Kleen-Scene Staff

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.

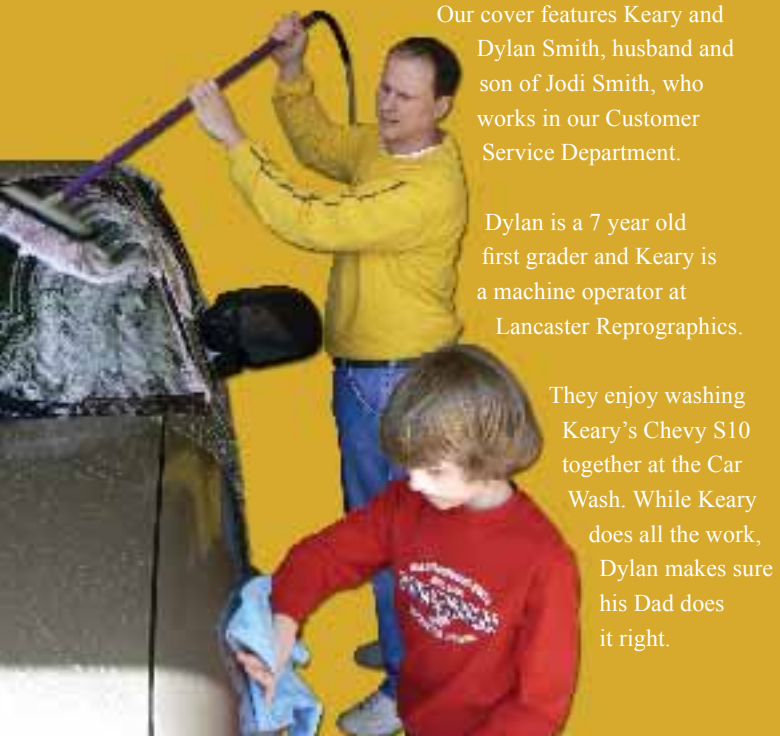
Linda Parker Parker Engineering

Daniel Hermanson Spraying Systems Co.

Jaimie Sokolski Mosmatic Corporation

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On The Cover



Our cover features Keary and Dylan Smith, husband and son of Jodi Smith, who works in our Customer Service Department.

Dylan is a 7 year old first grader and Keary is a machine operator at Lancaster Reprographics.

They enjoy washing Keary's Chevy S10 together at the Car Wash. While Keary does all the work, Dylan makes sure his Dad does it right.

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Weather, Economy and Competition..... these three words have definitely defined our industry in recent times. The weather is something that we will just have to work our way through and hopefully there are sunny days ahead. We see a lot of hope in our industry and feel future success will be brought about by the willingness to change.

What needs to be changed? We must continue to move consumers from driveway washing into the professional car wash by offering them an experience. At the self service level we must break the wash, rinse, wax only concept. Operators need to add the "experience" functions, such as Presoak, Tire Cleaner, Bug Remover, Spot Free Rinse, Tri-Foam and Air Dry. These are items that cannot be delivered in the driveway.

Remember we are in the business of selling time..... more functions equal more time. We must make it easy for our customers to spend money, we should be willing to take coins, bills and credit cards in our bay boxes. We need to enhance the selection in our vending areas and make it easy for our customers to access these products. The vacuum area can be dressed up with the use of islands and canopies and the experience can be bettered by using combo-style vacs. We must work to insure that our washes look inviting and modern. These are the changes that will keep us moving forward during tough times, remember when times get tough, the tough get going.

We look forward to helping you work through these challenging times by offering value and service. Remember we are just a phone call away, we wish you continued success and look forward to being your reliable supplier.

Sincerely,

Keith D. [Signature]
Mike McLarty

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Quick Dry
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AVAILABLE FROM
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Our 4th Annual “Learn More, Earn More” Informational Expo was held this past January. Car Wash operators were invited to come and spend the day with Kleen-Rite free of charge.

The “Learn More, Earn More” Kleen-Rite EXPO Vegas Event Another Success

Over 75 manufacturers of today’s top car wash products and equipment were on hand to answer operators questions, demonstrate their products and host seminars. “Our technicians get calls all day long,” said Mike McKonly, Kleen-Rite President, “asking how to troubleshoot their equipment and such, so we thought what better way to service our customers than to offer a free learning day where they can talk to the manufacturers directly themselves and hopefully come away knowing more about their equipment.”

This years event was held in Las Vegas at the Texas Station Casino. “We wanted this years expo to be more accessible to our Western customers” says McKonly, “Our expo is normally held at our Pennsylvania facility, and we wanted to reach out to our customers on the West Coast”

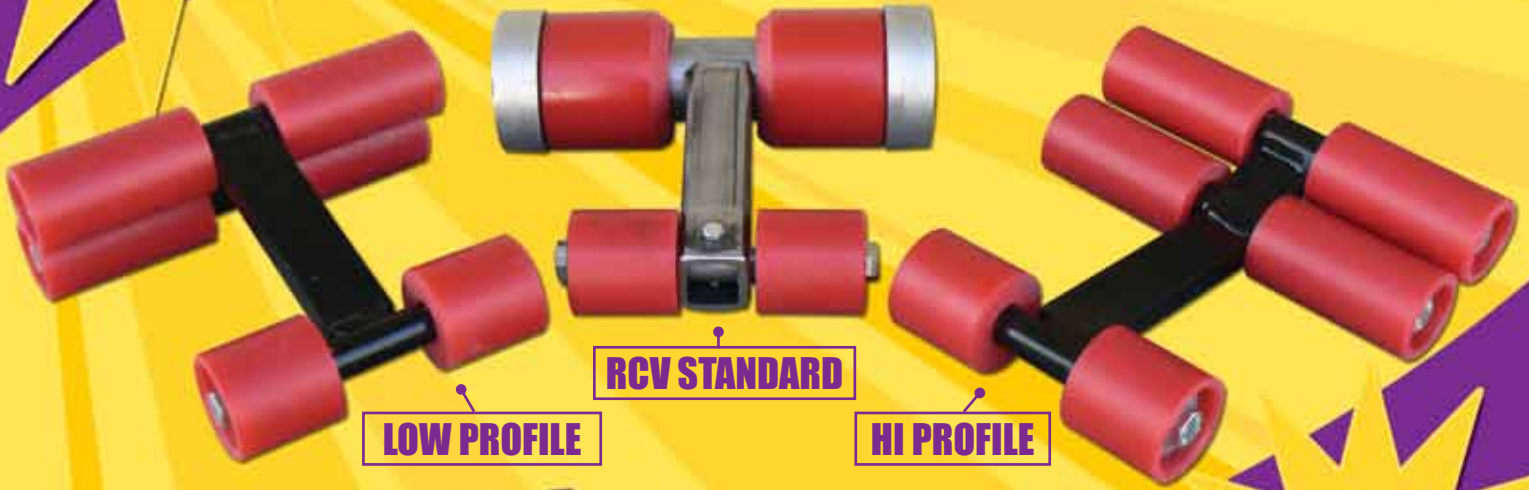
The next Informational Expo is scheduled for this November 12th in Columbia, PA. “We’ll definitely host the event in Vegas again soon, we like to make ourselves accessible to all of our customers” says Mike.



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

Conserve Water with Spray Nozzle Maintenance

by Daniel Hermanson



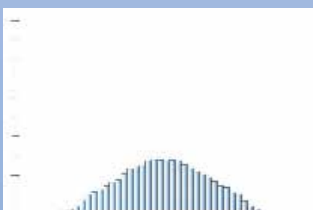
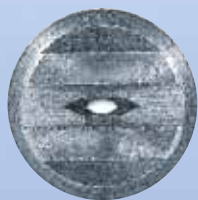
One of the most common issues facing car wash owners and operators today is water conservation. Higher water costs and stricter laws for water usage force all in the car wash industry to find better ways to conserve water while maintaining or increasing profits. After all, one must turn a profit if they want to stay in business.

There are many “suspects” in the average car wash that are commonly investigated when you notice a higher water bill. However, a commonly overlooked component is often the largest contributor to water waste. These seemingly small components are the spray nozzles installed in your self-serve and in-bay automatic car wash.

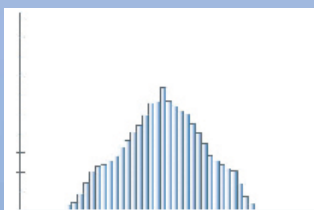
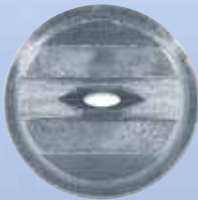
Spray nozzles, while usually the least expensive part in your wash, are quite possibly the most important. When your spray nozzles are in good condition, your car wash can operate at peak efficiency. The water and chemicals in your wash are being applied perfectly, the customers using your car wash are satisfied, and more important, your water bills can be at their lowest. But what happens when your spray nozzles start to wear out?

How Much Is Wasted Water Costing Me?

Good spray tip.



Worn spray tip.



As a nozzle is used in your car wash, the fluid being sprayed will slowly wear away at the elliptical spray orifice of the nozzle. Many times this wear is not even visible to the naked eye. On the left you can see an example of this scenario.

These two nozzles may appear to be the same, but take a closer look. The worn nozzle on the right has a larger elliptical spray orifice than the good nozzle on the left. This means that more water is being sprayed than is necessary. Many times this nozzle wear is not even visible in the spray pattern itself.

It takes a well trained nozzle expert to notice any difference in these two nozzle spray patterns. To the naked eye, both nozzles appear to be working properly. But take a look at an analysis of the two spray pattern distributions of liquid.

The good spray tip has an even tapered spray pattern, while the worn spray tip has lost its even pattern. There is also a noticeable increase in water in the center of the spray and an increase in water flow along the rest of the spray pattern as well. How much wasted water and money does this equate to? Take a look at some examples below.

Assumptions

Average cost of water:	\$2.50/1,000 gal
Average cost of chemical:	\$10/gal
Dilution ration:	40:1
Chemical usage:	35%
Excess liquid sprayed:	15%

Inbay Automatic Car Wash

Number of bays:	2
Average cars per day per bay:	40
Days open per year:	365
Liquid used:	876,000 gal
Wasted water:	131,4000 gal
Wasted chemical:	1,150 gal

Annual cost of wasted water and chemical: \$11,826

Continued on page 10



Self-Serve Car Wash

Number of bays: 6
 Hours of utilization(18 hrs day x 365 days/yr x 15% utilization) 985
 Flow rate: 2.5 gpm
 Liquid used:(150 gph x 985 hrs per year x 6 bays) 886,950 gal
 Wasted water: 133,042 gal
 Wasted chemical: 1,164 gal

Annual cost of wasted water and chemical: \$11,974

As you can see, the potential savings in water conservation can be extremely significant. You are probably wondering what steps are necessary to take advantage of these cost savings. Quite simply, it's all in how you take care of your nozzles.

Nozzle Maintenance

Maintaining your nozzles can seem like a tedious task at first, but as you can see from the projected cost savings, it is well worth the effort. Also, with proper knowledge and preparation, nozzle maintenance can be straightforward and take you little time at all. The first step is to know how to detect wear in your nozzles.

At the beginning of this exercise, you saw that detecting wear can not be easily done with the naked eye. So, how can you detect wear in your spray nozzles? Often, you can detect wear in your spray nozzles by looking at your pump. With positive displacement pumps, you can notice a drop in your line pressure. Often times you may be tempted to adjust your pump to get pressure back to your desired value. However, this does not solve the underlying problem, and will result in more wasted water. With centrifugal pumps, you can see evidence of an increase in flow rate. Again, you can compensate by altering the settings on the pump, but this will still result in more wasted water and money out of your pocket.

The best way to detect wear in your nozzles is by doing what is called a bottle check. All you need to do this bottle check are a stop watch, a measuring cup and a container or bucket. There are five easy steps to this process.

Step 1 - Spray a new nozzle into the container for a measured amount of time. Typically, this time should be one minute or longer.

Step 2 - Pour the water from your container into your measuring cup and record the value. Take care to get as much water as you can out of the container for a more accurate measurement.

Step 3 - Divide the amount of water by the collection time from the stop watch. This will tell you the gallons per minute of the new spray nozzle.

Step 4 - Take a baseline measurement by using new nozzles at each stage of your car wash. This will allow you to record what the flow rate is at each stage of your wash when everything is in perfect running order.

Step 5 - Repeat these steps on a regular basis on the same nozzles. You should record the date and measurements and keep a log of the measured flow rates at each stage of your wash. Since your first record is of a new nozzle, you can see how your nozzles are wearing over time. This can also help you determine when you should replace your nozzles. Typically, you should replace your nozzles when they have achieved a 10 percent to 20 percent flow increase or when the spray pattern becomes visually below standard.

It is also important to remember to keep your nozzles clean. You can prolong the life of your nozzles by utilizing strainers before the nozzles and also by making sure that your strainers are cleaned on a regular basis. When you do not have strainers in your system, or the strainers are not cleaned, debris can get to the nozzle orifice causing the orifice to wear more quickly.

You can also increase your nozzle life by cleaning the spray orifice of your nozzles. It is extremely critical that when cleaning your nozzles, you use the proper tools. You should NEVER use a metal object to clean your nozzles. A metal tool can create gouges in the nozzle orifice. This can result in a bad spray pattern or increased flow rate. This means less money in your pocket due to wasted water and negative customer satisfaction. The proper tool for cleaning nozzles is a soft toothbrush or even a wooden toothpick. These items are softer than metal nozzles and typically do not cause damage to the orifice. You should also be very gentle when cleaning plastic nozzles, as plastic material could be damaged more easily than metal nozzles.

Continued on page 11

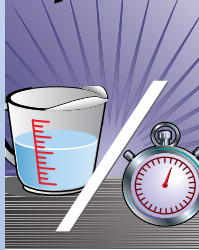
Step 1



Step 2



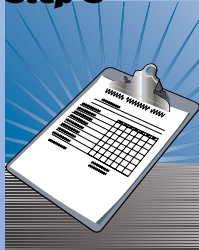
Step 3



Step 4



Step 5



Is There A Better Nozzle?

If you could get the same cleaning effectiveness from a high-pressure spray nozzle with less pump pressure and less water, would you? It seems obvious that the answer would be, absolutely. Unfortunately, this is typically not the choice car wash owners and operators make.

With the increasing globalization of nozzle manufacturers in the market place, it is very tempting to get caught up in upfront nozzle price when ordering your nozzle replacements. However, even though you can save a seemingly significant amount in upfront cost, your overall profits can go down. In most cases the profit loss far outweighs any savings in nozzle price.

Many nozzle manufacturers around the world claim to supply a high quality high-pressure nozzle that will provide the best cleaning effectiveness for your wash. The plain and simple truth is that some nozzle manufacturers are better than others, and you will get what you pay for. If you can get a high-pressure spray nozzle for an extremely inexpensive price, you should ask yourself if that nozzle will help you conserve water so that your water costs do not go through the roof. As this exercise in cost savings shows, lost profits due to wasted water are significant. You need to make sure that the nozzles you buy have good spray quality, long wear lives, and consistent flow rates from nozzle to nozzle. If you install nozzles that do not have these qualities, you may see a decrease in your car wash profits.

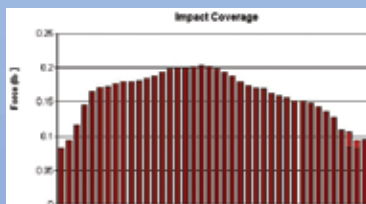
Also, some nozzle manufacturers offer a premium high-pressure nozzle option to their standard high-pressure nozzles. Premium nozzles, while slightly higher in upfront cost, can give you the same or better cleaning effectiveness at lower pressures and lower flow rates. This means that you conserve water with less work from your pumps.

Here is an example:

	Standard MEG	Premium IMEG	Premium IMEG Benefits
Impact Pressure	17 psi	17 psi	25% More Impact 13% Less Water & Chemicals
System Pressure	1,500 psi	1,125 psi	
Flow Rate	2.10 gpm	1.82 gpm	

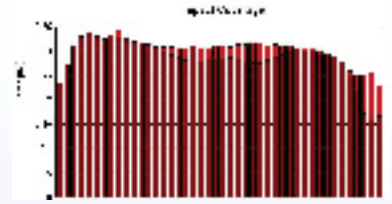
The key feature in these high-pressure premium nozzles is their ability to provide the same or better impact pressure at lower flow rates and pressure. Impact equals cleaning effectiveness. You may be wondering what 25 percent more impact really means. Refer to the graphs below for a comparison of a standard high pressure nozzle vs. a premium nozzle of the same flow rate and pressure.

Standard high-pressure nozzle



Premium high-pressure nozzle

You can see clearly that the premium nozzle delivers significantly higher impact than the standard nozzle. Again, higher impact means that you get better cleaning effectiveness.



It is easy to see from this example that the water and chemical savings would far outweigh any upfront cost savings of a standard nozzle. You also get more impact pressure from the nozzle, which translates to more cleaning effectiveness. By using premium nozzles you can not only increase your profits, but you can also improve your customer satisfaction with the improved cleaning ability.

Start Conserving Now

Hopefully after reading this you now have a better idea of how to find where you are wasting water in your car wash and how to fix it, so that you don't lose profits.

Worn spray nozzles can account for significant amounts of wasted water. This wasted water translates directly into higher water bills and a lower quality wash for your customers. In many cases the cost of wasted water from worn nozzles can be more than \$10,000 per year.

Remember, you cannot always detect worn nozzles with the naked eye. You will need to perform bottle checks with new nozzles as your baseline, and continue the bottle checks at regular intervals every month. This will help you to see how fast your nozzles are wearing out and when to purchase new nozzles. Making sure that your nozzles are cleaned on a regular basis is also helpful.

You can also take advantage of water savings by testing samples of premium high-pressure nozzles in your wash. You will probably find that even though you pay a little more in upfront cost, the savings you will achieve in water and pump conservation are much more valuable. To determine potential savings for your car wash operation, check out the online car wash savings calculator at www.spray.com/carwash, as well as Spraying Systems Co. Catalog 25. †

About Spraying Systems Co. - Spraying Systems Co. is the leading global manufacturer of industrial spray products. The company has more than 85 sales offices and 11 manufacturing facilities throughout the world. Spraying Systems Co. is an expert in spray technology for all types of car washes and offers products for presoak, wash, foam, rinse and wax applications.

About the author Daniel Hermanson is a product specialist at Spraying Systems Co., the global leader in spray technology. For more information contact Spraying Systems Co., PO Box 7900, Wheaton, IL 60189-7900, 800-95-SPRAY, www.spray.com

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THE KLEEN-RITE TEAM

Mary Ann Henry

Packer

After twelve and a half years as a faithful Kleen-Rite employee, Mary Ann Henry is retiring at the end of March. We wanted to take this opportunity to spotlight her and to thank her for her years of service.

Upon retirement, Mary Ann says she will continue her volunteer work for the Washington Boro United Methodist Church, crochet and spend time with her 4 children, 11 grandchildren and 8 great-grandchildren. She also told us that she's going to have to be careful because she could "get into alot of trouble".

All of us at Kleen-Rite want to thank Mary Ann for her years of service! We will miss you.



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 YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

Cut Down On **CHEMICAL** Expenses

with Doug "The In-House Soap Specialist"

As most of you know, it has been a tough six months for the car wash industry. Between the weather, fuel costs, and price increases on the supplies we use, it has gotten harder to make ends meet. Here at Kleen-Rite, we understand as well as anyone the issues that all operators are currently facing. We have made it our goal to offer low-cost alternatives to operators looking to cut down on their chemical expenses. Chemical cost should never exceed 8-15% of your total operating cost. That being said, there are many effective ways to reduce these costs with little effort.

One possibility is to consider Ultra Concentrates. Ultra Concentrates usually run between \$54.99 to \$84.50 for five gallons. Five gallons of ultra concentrate will make up to 30 gallons of product that will further be diluted 25-240/1. Ultra Concentrates that are pre-diluted at 2/1 will average between \$3.66 to \$5.63 per gallon. These products are available in everything from presoaks to sealants; mostly for the self serve washes and limited use in automatic washes.

...there are many effective ways to reduce these costs with little effort

Another option is powders. Kleen-Rite carries a complete line of powdered presoak and high pressure soaps for your self serve and automatic washes. Powdered chemicals are, by far, the most cost effective way to clean cars. Powders average between \$40 to \$50 per 50 pound box, and will make 50 to 100 gallons of product that is further diluted 20-60/1.

Additionally, simply double-checking your dilution ratios could help you cut your chemical costs. A common misconception is that using twice the recommended amount of soap will clean twice as well. In all

actuality, soaps clean best at the recommended dilution ratios. Over-diluting will not get the car clean, and under-diluting will leave a film on the car. It's kind of like cooking a six inch thick steak with an open flame- under-diluting will "set" the surface of heavy road film.



Water hardness has a huge effect on your chemical usage and foam level. So, don't let dilution ratios confuse you; the ratio at which you dilute your chemical products has a lot to do with how hard your water is. For example, if a product has a suggested dilution ratio of 300-600/1, it's recommended

that you should dilute the product 300/1 if you have hard water. Yet, if water conditions are optimal (soft), you will need to dilute the product closer to 600/1.



Here at Kleen-Rite, we make a real effort to help curb your out-of-pocket expenses. We're proud to offer low-cost, brand-name

alternatives, technical phone support, weekly specials, show specials, and shipping specials. Also, I'm more than happy to help you get your chemical costs in check. And April 1st marks the start of our month-long Monster Soap Special- a great opportunity to stock up on soap and cut down on chemical costs! †

Happy Washing!

Doug
"The In-House Soap Specialist"

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12 cans per case

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Retail Classics



**Multi-Purpose
Cleaner**
20 oz. Trigger

12 per case
*CASE ONLY

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**Leather
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Stuff**
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Detailer
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TOKENS: 101

by Linda Parker, Parker Engineering

A little homework saves a lot of headaches!

Are you ready for an update or an education about tokens and their usage in the car wash industry? If so this article is for you! This is definitely one of those topics that bears repeating – and rereading from time to time. For those of you who currently have a token that is working well for your wash I'm sure this will be affirmation that the homework you did before the purchase of your token was worth the time and effort.

There are so many advantages in today's market for token usage. They build customer loyalty. In addition to the advertisement of your wash in their pockets with a custom token you also have the opportunity to give bonus tokens to your loyal customers. This has consistently shown to be a positive marketing tool. Tokens cut down on the frustration your customer experiences fumbling to insert eight to twelve quarters into your equipment every time to start the wash. Tokens valued at \$1 or more cut this process down to just a few tokens. This cuts down on the wear and tear on your mechanism as well as the need to empty the coin box as often. Tokens help to cut down on the number of trips to the bank for change. No longer will you be the change machine for businesses and students in your neighborhood.

TOKENS HELP TO CUT DOWN ON THE NUMBER OF TRIPS TO THE BANK FOR CHANGE.

The other advantages to token usage come out of the negative side of our industry. Theft and the ever present damage to equipment through vandalism is a constant in this industry. With the increases in the cost of new equipment, utilities, land cost and product, it is advantageous to look at ways to cut down on the number of quarters to insert and handle. Less money on site equals less temptation.

The first step in the token journey is to prepare. An investment of time will save lots of headaches and frustration later on. We recommend that you do your homework and answer the following checklist.

1. Identify what your goals are with token acceptance.

Consider the following questions: Do you want to eliminate quarters altogether or have quarter/token options and accessibility? Is security or theft your main issue? Are you looking for ways for your customers to cut down on the time it takes to feed in their coins? Do you want the value of your token to be a dollar or higher? Do you want to increase customer loyalty through special promotions? Are you trying to encourage commercial accounts? The possibilities are endless when customizing your token program.

2. Check out the neighborhood.

One of the common calls we receive AFTER the fact is from the owner who has just purchased the same metal alloy as the carwash down the street. The competitor's tokens are sold for .25 cents and the new owner's token is sold and valued at \$1.00. It is worse than the nightmare on Elm Street! You also want to make sure that you are not using the same metal alloy as the pizza parlor or the arcade down the street. The most common alloy that these businesses use is the 70/30 alloy (70 percent copper, 30 percent zinc). These tokens are very troublesome to the carwash owner who buys this alloy and then starts to see "the mouse" showing up in their coin vaults.

Beyond that the possibilities of metal alloys are vast. There are numerous combinations of alloys that can differentiate your token from others in your area. If you are in an area that is heavily "token occupied" one of the new "electronic tokens" or bi-metals might prove to be a wise investment. These electronic tokens are a sound option if you own a wash in an area with lots of token usage. However, if your market area is smaller and not token-congested, the electronic token is probably overkill. The nickel silver blends of tokens are also becoming popular. We recommend these tokens as a good choice with a mechanism that is modified to see the difference. Not all coin acceptors are able to accept these tokens and you should contact your manufacturer before purchase to avoid headaches down the road. Many of the token manufacturers are anxious to educate car wash owners in all of the available options open to them. Our company also provides identification of metal alloys at no cost to the operator. A well-researched token purchase guarantees a happy coin acceptor!

Continued on page 19

We all win. Also ask yourself, what do you want your token to look like? Brass or silver, a custom imprint with your logo or a standard imprint of a car? To your customer, this is what works as a continual advertisement for your business. Color and size can also be helpful in the counting and sorting end of your business. An investment of time in the process of choosing a good token goes a long way over the years ahead.

3. Look at your changer, your vending machines and your vacuums.

The change from a single quarter coin to tokens can be very expensive. Many changers have the option of dispensing two coins. Consult with the manufacturer to determine important compatibility issues. Consider going to just tokens in your vacuums utilizing your single coin electronic acceptors. You will be encouraging the customer to use their tokens in the vacuums while still exploiting your old mechanisms to their fullest value. Use of a dual or multiple electronic coin acceptors in your equipment boxes will allow the acceptance of quarters and tokens as well as the dollar coin if desired.

Don't hesitate to contact the token manufacturers and the coin acceptor companies. They are both valuable resources in this important decision. We all want to ensure a smooth start to token acceptance in your wash and to increased revenues for your business. †

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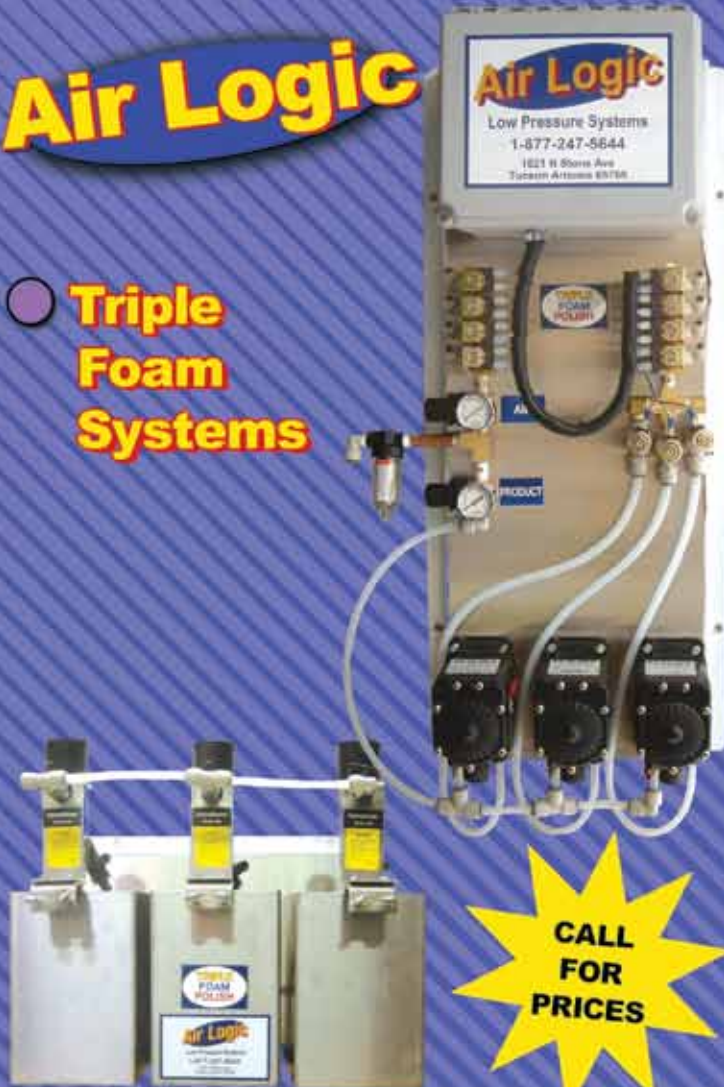
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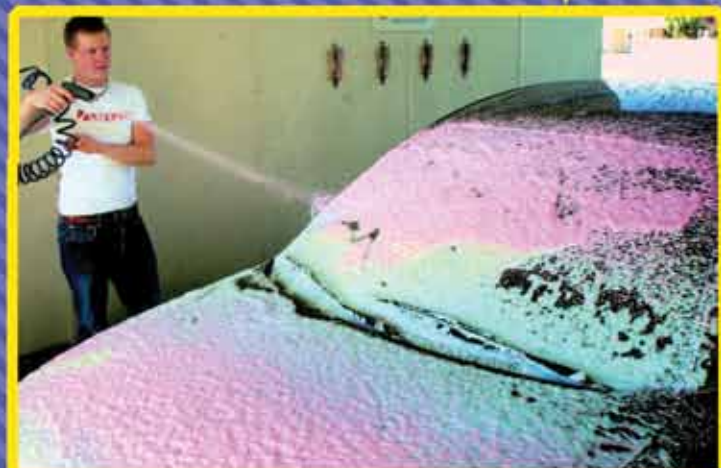
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- Stainless steel wall mount panels.



CHANGING THE FACE

of the
Self Serve Car Wash Industry

by Jaimie Sokolski

In today's market there are many choices of Self Serve Equipment for any size operation. It doesn't matter if it is a simple prep area, or the most sophisticated carwash with as many bays as you could imagine. All you have to do is ask and you can take your pick to get what suits you best. After all, you are the owner, but are you truly the OPERATOR? The answer is no and unless you are the one washing the cars manually you may agree with me.

The fact of the matter is that the true Self Serve Operator is your customer.

The facts are that a self serve operator does not know about the pump stands foot print, chemical injectors or even how easy it is to maintain. Most of them never even see into the equipment room unless the door was left open and they happen to look in on their way to get some change. To most it is like popping the hood of your car. They look in, know it is an engine and that it will help them to get from point A to point B. Exactly how it does that, they are not sure, it just does. Their main concern is that it drives nice, looks good and works the way you want it to.

You spend a lot of money and time trying to get that customer into your lot to wash their car with nice signs, gift cards, and not to mention, a clean, attractive and inviting atmosphere. The problem is that when your customer is there "How do you keep them there?" or more importantly "How do you keep them coming back?" The car wash business is not based on that one time sale. It is the repeat customer and their referrals. The facts are that "Appearance is Everything". This is why they are there in the first place. You need to make a good first impression, and the rest is up to you.

Look in your average Self Serve bay, does the equipment that your customer is going to use look as clean and inviting as the rest of your facility? Does it have that look and feel of quality? Is it comfortable and easy to use?

The equipment you choose gives your customer the full overview of the service that you are providing to them. They get a sense of value

for their dollar and get that comfortable feeling that they are getting their moneys worth. Remember, this is a reflection of your business as a whole and these details DO get over looked during the planning of a new or rehabbing of an old facility. The problem is that this is one of the most important details, since this is what your customer uses. So to initially save a little in the beginning may cost you more than you think.

This is part of the reason why the new guy down the street is doing so much more business. Initially it is not that he is doing anything different, it is that it is new. We all know that when something is new, it will or should work better, even if just for a short time. *Continued on page 23*

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NIGHT RAIN
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However if that initial install was one of quality and appearance you would not need to worry about the new ones looking or performing better. Your equipment would be doing the job and doing it well. People who change do not change for worse they change for better. Your job is to give them that better, right from the beginning and keep it that way.

If you feel comfortable and everything from the boom right down to the nozzle is nice and easy to use, you will spend more time using it. If the equipment is drab and cheap looking and still does the job, does it give you that same feeling about getting what you pay for? No.

How does all this equate to dollars and cents? The more comfortable a person feels, the more time they are likely to stay and use your facility. When someone places something of quality in your hands you get that sense of value. Now when you get the appearance and the easy fluid motion and smooth operation you feel a little more relaxed and confident with what you are doing. You see, the more comfortable you are doing something the more time you will probably spend doing it. You do not have that same rushed and aggravated feeling as you get when you are fighting with the hose or water is leaking from your swivel and/or other connections. .

The fact of the matter is that the true Self Serve Operator is your customer. They are the ones who are operating and caring for your equipment. So why do we only focus on what is behind closed doors? The equipment in the bay is important to the facility and MORE important to the operator. †

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Q&A

Vacuum Maintenance

by Mike Lefever, Kleen-Rite Technician

Q: What do I need to do to keep my vacuums running at their best?

A: There are a few things you can do to keep your vacuums functioning properly. First check your filter bags. Make sure they're clean and not torn. The dirt should be shaken out of them regularly, and if they are damaged or too dirty to be cleaned, they should be replaced. Dirty filter bags can greatly restrict suction, and tears in the bags will allow debris to get in the motors and damage them.

The vacuum motors are obviously important. When a motor fails, it should of course be replaced, but by regularly replacing the brushes on your motors, you can get up to three times the life expectancy of not changing the brushes. How often you need to change the brushes depends on how much use your vacuums get. A good rule of thumb is to change the brushes every 6 months as part of your maintenance routine.

Check your clean-out door and motor gaskets. If the gaskets aren't giving a good seal, you will lose suction. If they're worn or damaged, replace them.

Q: What parts should I keep in inventory to ensure proper functioning of my vacuums?

A: Keeping a good inventory of parts will prevent you from having your vacuums out of service. Your list of spare parts should include hoses, nozzles, filter bags, motors, motor brushes, timers, and coin acceptors. Any time you have to wait for parts to be shipped to you is time that your equipment can't make any money.

Q: Is there anything else I should be doing with my vacuums?

A: Keep in mind that appearance is important. Keeping your vacuums looking nice will make them look more appealing to customers. Replace your vacuum hoses and nozzles when they appear worn. Applying new decals can also help keep the vacuums visually appealing.



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DETAIL CORNER

There are many detailing techniques and products on the market. In fact, the number of choices can seem overwhelming. If a detailing business is going to be successful it must develop a simple detailing process that is proven to achieve consistent, high quality results. Success in the detailing business is not all that different from success in many other businesses. Simply stated, you must focus on making customers happy by exceeding their expectations and make profit for the business. Develop a system that consistently accomplishes both and your business will grow exponentially! So how do you choose which product(s) and procedures are best for your business? The answer should include products and procedures that work on every car, almost without exception, and with a process that can be performed by a novice. Simplifying your process helps your operation in many ways, some of which are as follows:

1. Staffing. It's so easy everyone can learn it. This helps to eliminate staffing issues based on skill level. If everyone knows the system then anyone can be assigned to any given car. No one detailing employee is going to have a strangle hold on your business.

2. Pride of workmanship. By having a staff that understands the expectations and limitations of your system, they can help each other and nurture a stronger teamwork environment. The more they feel part of a team, the stronger the pride of workmanship which will translate into better quality, satisfied customers and increased profits.

3. Increased sales. The now 'informed' cashier and designated sales person (if a sales person or 'greeter' is used), will be able to speak intelligently about your process. Remember the expression, "Knowledge and Power". Well the deal works like this... Knowledge gives the staff confidence to discuss and approach customers, the confidence is expressed to the customer in an enthusiastic way that interests and excites the customer to move forward with booking the detail job. Your staff's enthusiasm is what they bought, not the "wax job". Enthusiasm that would not have been present had you not taken the time to provide them the knowledge. All employees can be encouraged or financially enticed to approach customers that they believe could be a perfect candidate for your detailing process.

4. Improve customer satisfaction. When the detail process is communicated clearly to customers and all expectations are understood at the beginning, it is far more likely that there will be no surprises at the end of the transaction. Satisfied customers will usually lead to increased referral business. Referred customers can be your strongest asset and are usually obtained for far less money than advertised prospects. Note: Be sure that all employees understand the expected outcome and limitations of your process. They must know the steps, but more importantly, they must understand the expected results, i.e. which scratches will come out and which will not, etc. Communicating these expected results to the customer during the sales process will help to ensure a happy customer. A car wash operation already attracts consumers who subscribe to a philosophy of maintaining and enjoying a clean car. Targeting your existing customer base to create a profitable detailing operation should not be too difficult. Maybe you have an existing detailing operation but find yourself searching for ways to make detailing cars more profitable or the answer to some other questions such as: "How can I generate more detailing revenue in less time?"

Continued on page 31

DETAILING MADE SIMPLE
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Elite Series
3 Step Simple System

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YOUR RELIABLE CHOICE FOR DETAILING PRODUCTS

The advertisement features three large jugs of detailing products: a purple jug labeled 'SPRAY GLOSS', a purple jug labeled 'SHINE SHIELD', and a light blue jug labeled 'SHINE SHIELD'. A small jar of product is also shown. The background is blue with a stack of money on the right side.

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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.



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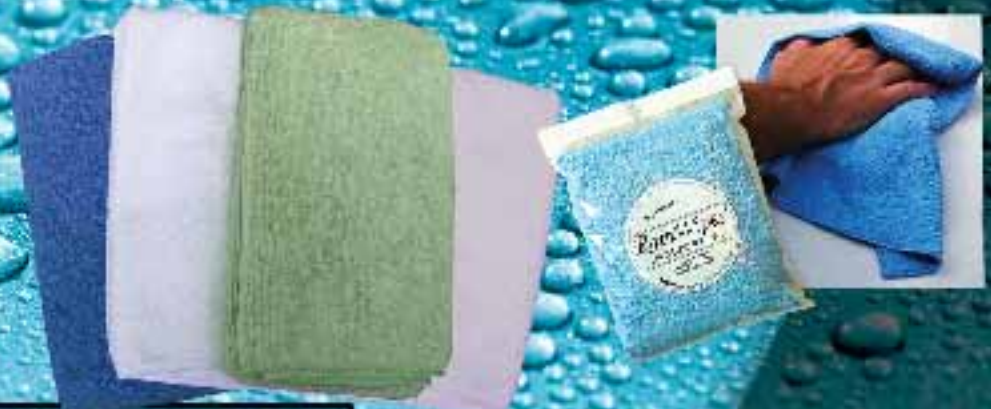


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100 per
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MICROFIBER
VENDING TOWELS

AVAILABLE FROM
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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

Or, “I can’t find good help and once they get good they leave!” The following simple paint care system addresses many of the concerns that will keep the detailing department profitable and customers happy. Through this system you will not be removing every scratch; however, you will make a dramatic improvement that will be appreciated by all customers. This system focuses on a simple approach to achieve maximum results. Although a wool pad on a high-speed buffer will remove more scratches faster and more thoroughly than foam, there is no question that they generate more of a swirl mark problem. In addition, a high-speed buffer will require an experienced operator. If your current process includes buffing cars with wool pads, you will not be able to train and trust all employees to perform this function. A DA (Dual Action polisher), or orbital machine can be used effectively to remove most of the scratches without risk of burning edges or swirling paint.

The Process: Wash the car. Although most of you reading this article are confident that you know how to wash a car properly, let me just remind you that a properly washed vehicle is an essential first step in the detail process. Be sure that extra steps are taken for those cars designated as cars continuing on for the detail process. For the hand wash operator, remember to maintain two separate buckets with dedicated wash mitts, sponges and brushes for each process. It usually works best to color code your buckets, i.e. red bucket for the “Dirty Work” to be used with multi-purpose cleaner (not diluted whitewall cleaner) for uses such as: bugs on the front grill, tires and rims, grease and tar on lower rocker panels and door jambs, etc. Keeping the blue bucket dedicated for the “clean work”, using car wash soap only. After your “Dirty Work” is completed, lather up and gently mitt the vehicle with pH neutral car wash. Follow with a cool rinse of water. Prepare to perform your Body Bar® or “claying” process while the car is still wet. This will save on the amount of spray lubricant necessary to perform this step effectively.

STEP #1 in paint care is to mist a very light amount of Kleen-Shine’s Spray Shine onto the wet paint surface and proceed to rub the entire paint surface with the Kleen-Shine Body Bar. As you rub the Body Bar® across the top of the paint surface, you will be removing all the bonded contaminants that have prevented the paint from being as smooth and glossy as possible. These contaminants may include residue from paint over spray, rail dust, auto and industrial exhaust fallout, bird and bug residue, etc. Once the Body Bar® process is complete, your paint is clean, smooth and ready for Step #2.

STEP #2 in paint care: Using a hand or machine process, apply and remove Kleen-Shine’s Clearcoat Compound to remove light to moderate surface blemishes such as fine scratching, water spot marks, oxidation, bird dropping and tree sap stains. This formula is a unique blend of VOC compliant, chemical cleaners and non-scouring, non-swirling abrasives. Note that it is not necessary to continue buffing away excess product residue until a clear finish is achieved. You can simply wipe away any residual residue. The Clearcoat Compound contains no wax or silicone and must be followed by step #3 (Clearcoat Polish) to achieve added gloss and durability. NOTE: Deeper stains and blemishes will require more rubbing (or buffing),

to effectively remove all the scratches and blemishes. Also note that apart from a new paint job, there is no ‘miracle’ cure for super deep scratches. Generally, if you can feel the scratch with your fingernail, it will not be removed. The DA or orbital machine will offer a deeper, more thorough cleaning job than hand, but will still fall short of the results that can be achieved by a high-speed buffing wheel.

STEP #3 in paint care: Using a hand or orbital machine process, apply and remove a thin coat of the Kleen-Shine Clearcoat Polish with Sealant. This unique composition of gloss enhancers and curable polymers, actually seals your Clearcoat with a durable coating of deep gloss protection, unmatched by any conventional wax product. The fact that it is being applied to a clean, wax and silicone free surface is what contributes to this products ability to bond to the clear coat finish. Apply the product using a clean, soft sponge or foam applicator pad. Allow 2-5 minutes to cure, then buff away film residue with a clean, Softouch® polishing, micro fiber towel. Although the product should remove easily, it is advisable to buff away residue vigorously, turning the towel frequently to produce a brilliant gloss. This formula is VOC compliant and will not swirl paint.

OPTIONAL: After step 3 the paint has incredible depth of gloss and excellent protection. Our tests have proven that an extremely high quality Carnauba Wax product can contribute an added finish of unmatched “wet look appearance”. It is for this reason that the Kleen Shine system recommends the Gliptone® Carnauba Paste Wax as an optional final step. Simply apply and remove a thin coat of the GT0110 Carnauba paste wax. This step will deepen the gloss even further while adding more protection. The Carnauba wax will not interfere with the bond that has been created by the Kleen-Shine Clearcoat polish. The Carnauba wax forms an added, ‘top coat’ of protection while deepening the gloss even further.

MAINTENANCE: Sell your customers on a maintenance program of 4-6 weeks of a wash package that will include an extra step of spray a light mist of the Kleen-Shine Spray Shine with Carnauba onto all exterior paint and glass surfaces (except windshield). This step will help to keep that freshly detailed look after each wash. The detailing package can be sold as a quarterly process that may include as many as 4-6 free “spray and wipe” extra step services.

For a limited time Kleen-Rite is selling a pre-packaged kit that includes the 5 items discussed in this process. As investments into your business go, this is one is extremely small, yet may bring one of your biggest returns. The results are guaranteed so you have nothing to lose. †

Kleen-Rite “Simple System”. After years of evaluating the detailing segment of the car wash industry, consulting with professional detailers and industry leading car care chemical manufacturers. Kleen-Rite has developed a “Simple System” for polishing a car’s paint that helps any operator run a more efficient and profitable detailing business.

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Care & Maintenance of your **Coin Acceptor**

by Linda Parker, Parker Engineering

Here are a few easy steps you can take to help your coin acceptors in the field.

Keep your coin path clean.

In the harsh environment of the wash world dirt, soap and the weather all love to wreak havoc on the mechanisms. If your mechanism gets lots of soap build up in the coin path it is very difficult for the acceptor to see the coin it is trying to accept. Use a soft rag or cotton swab and some warm water and dish soap to clean the coin path. If you have one of the easy open models a soft cloth can be your best weapon against build up. We do not recommend the use of any flammable cleaners such as lighter fluid or lacquer thinner due to fire hazards. And of course any cleaner or petroleum-based product should not be used. They have a tendency to hurt more than help. They stick to the very dirt and scum that you are trying to remove.

Clean any moving parts on your mechanism.

Do not forget to maintain your coin catch as well. When the coin cup or loop is missing your customers may get upset when that quarter rolls out of the mechanism and down the drain. They are very inexpensive and easy to keep extras on hand.

Check that your connections between your coin acceptor and timer are tight and waterproof.

If connections are not waterproof false credits can be sent to the timer due to moisture. To waterproof use silicone found at your local hardware store. Waterproof all terminals and/or wire nut connections.



Coin acceptors are like any other piece of equipment. Breakdowns are part of the business. Every manufacturer would like to build a mechanism that provides seamless service and most of the time we are successful. If you do have problems it is helpful to follow our tips for troubleshooting.

1. Have as much information as possible about what the problem is when you call your distributor or the manufacturer. This can be very helpful when troubleshooting over the phone.
2. Know what "other equipment" you're interfacing with. What brand of timer, horns, counters, digital displays etc. are you trying to work with?
3. Are the problems related to a new or existing installation?
4. What is your model name or number?
5. Patience. Sometimes it takes a few shots at the problem to solve it!

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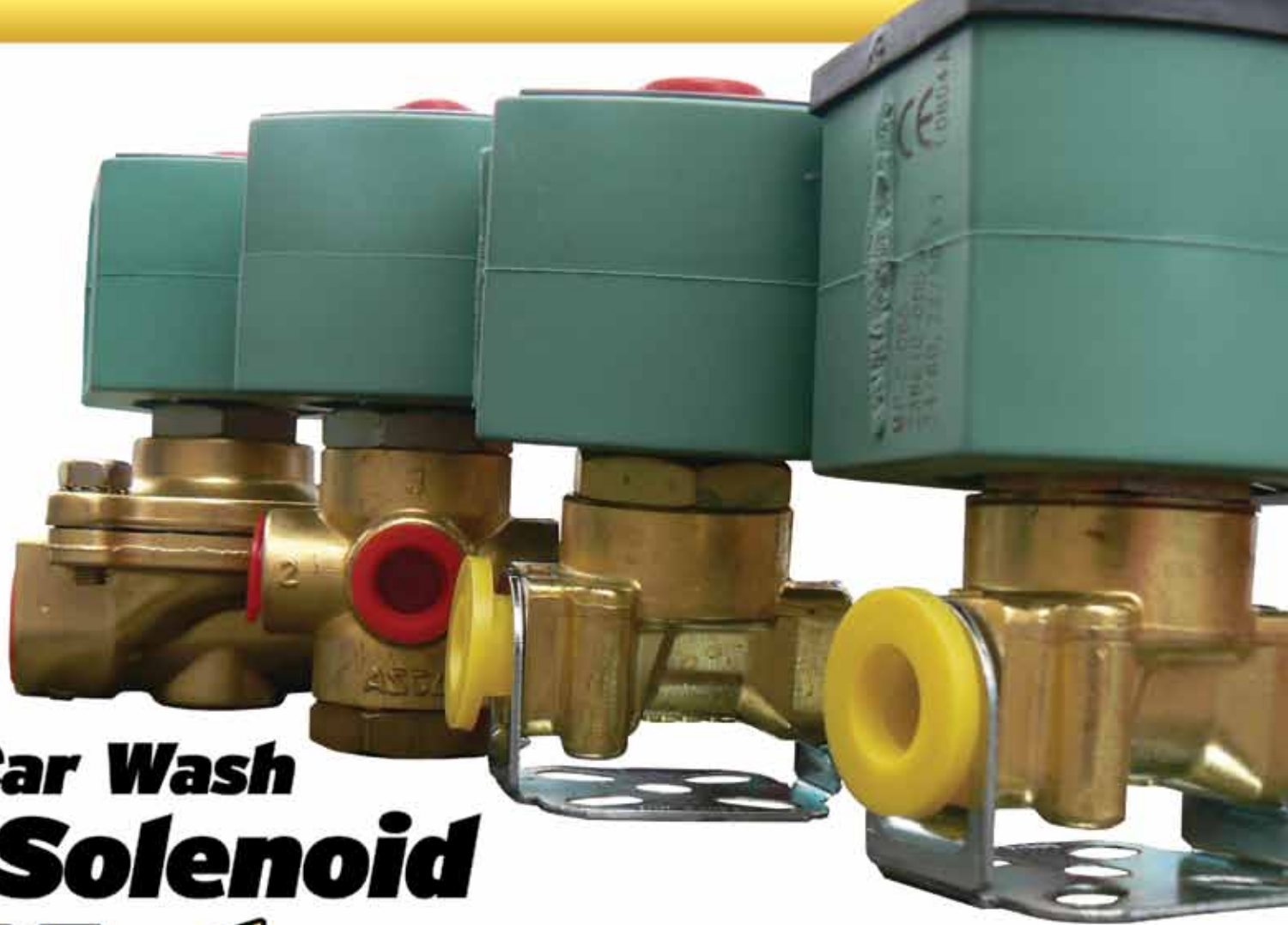
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Car Wash Solenoid Valves

by Mike Lefever, Kleen-Rite Technician

Solenoid valves play a critical role in nearly all types of car wash equipment. A solenoid valve is a valve that is activated when power is applied to the coil. A normally closed valve stays closed until receiving power at which point it opens up allowing flow through the valve. These type of valves are the most commonly used solenoids in a car wash. They are used to allow soap and wax to be metered into your high pressure pump, as well as controlling all your low pressure functions such as foam brush, tire cleaner, presoak, etc. When a function is selected in the bay, power is sent to the solenoid for that function, causing it to open and allow product to be delivered to the bay.

A normally closed valve stays closed until receiving power...

Normally open solenoids are also found in car washes, usually controlling the weep system. A normally open solenoid remains open all the time until power is applied to the coil at which time it closes. These are used in weep system so that in case of a power failure, the

system fails with the solenoid in the open position, which leaves the weep water flowing to avoid having your lines freeze up.

If you have a solenoid that is not functioning properly, the first step in troubleshooting is to make sure there is power getting to the valve. If the function is selected and there is no power at the solenoid, then it could be a problem with your selector switch or a broken wire or loose connection. If there is power but the solenoid still isn't functioning, then the next step is to take the valve apart and look for debris. A piece of dirt or other debris can keep the solenoid from operating

A piece of dirt or other debris can keep the solenoid from operating properly...

properly, causing it to stick open or closed. Clean out the solenoid and check the internal components for wear. If you see signs of wear, it may be time to use a repair kit and rebuild the solenoid valve, or else replace it completely.

Your car wash cannot operate without properly functioning solenoid valves. Kleen-Rite carries all major brands of solenoids as well as parts and repair kits, so if you need help fixing or replacing your solenoids, give us a call.

OPERATOR SPOTLIGHT



TOP HAT Car Wash Danbury, CT

The location of my operation has been a car wash since the early 80's under the name of Val's Car Wash. In 2001, former owner Gary Pagano purchased the wash and remodeled the entire place from top to bottom. In 2002 the operation was renamed Top Hat Car Wash.

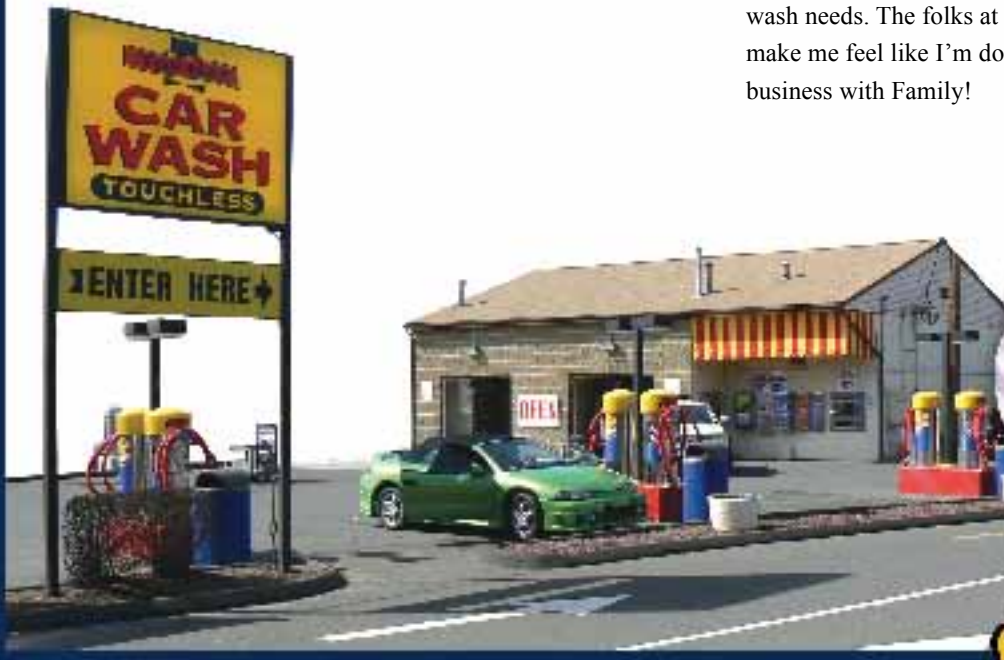
I was 25 years old in 2004 and had just graduated from Western Connecticut State University. I was having a tough time finding employment in the business field I had just received my degree in. I had some extra money saved, so I leased the car wash for 15 years. I knew the business really well because I had worked here since it was Val's Car Wash in 1999 to the date I purchased the business.

This is a great car wash - I turned it from an "Exterior Only" wash to a "Full Service" wash. We offer four washes:

- Exterior Express \$6
- Exterior Deluxe \$10
- Exterior Works \$12
- Full Service \$15

When I first started working for Val's, it was a \$2 wash and an extra .50¢ for wax. It has come a long way. We have a loyal customer base from private customers to commercial fleet accounts. I love this business and look forward to building more car washes in the future. I am currently 29 years of age.

Kleen-Rite happens to be the only vendor that I use. Their customer service is excellent and the shipping is overnight to my district for regular shipping prices. From vending machines to detailing supplies, Kleen-Rite covers all of my car wash needs. The folks at Kleen-Rite make me feel like I'm doing business with Family!



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