

# THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 39 August, 2022

**THE BEST  
FOR LESS!**

**New For Ultra-Concentrates:**

## **Hydrominder Expansion**

**Sensor Dynamix**

## **Car Wash Monitoring**

**The Doctor's Report:**

## **Cleaning Glass**

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# KLEEN-SHINE

YOUR RELIABLE CHOICE FOR DETAILING PRODUCTS



## Wheel Klean

### Sterling Wheel Brightener

Wheel Klean removes heavy soil and grime! Delivers sparkling wheels. Concentrated formula. 1 gallon or 5 gallons.

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<b>KS1094</b>	1 Gallon
<b>KS5094</b>	5 Gallon
<b>KR30113</b>	30 Gallon
<b>KR55113</b>	55 Gallon



COMPOUNDS

INTERIORS

TIRE DRESSINGS

GLASS CLEANERS



Specifically formulated to deliver outstanding results and labor-savings to car wash detailing operations. The extensive line of Kleen-Shine products for express detailing and full-service detailing are designed to work quickly, safely and effectively. Our high-quality, cost-effective formulations deliver superior results faster, without leaving any time-wasting or harmful residues.

# KLEEN-SHINE

YOUR RELIABLE CHOICE FOR DETAILING PRODUCTS



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Quick and easy way to enhance final gloss of a newly washed and detailed vehicle. 1 gallon or 5 gallons.

<b>KS1094</b>	1 Gal.	<b>\$10.60</b>
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Cleans dust, light soil, and fingerprints  
Perfect for finishing up!



## Bug B Gone

### Insect Remover

Fast-acting insect remover quickly softens tough insect residue. 1 gallon or 5 gallons.

<b>KS1085</b>	1 Gal.	<b>\$13.74</b>
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Water-based concentrate  
Safe on painted surfaces!



## Kleen-N-Quick

### All Purpose Cleaner

Handy all-purpose cleaner that is great for carpet, vinyl, and upholstery. 1 gallon or 5 gallons.

<b>KS1086</b>	1 Gal.	<b>\$7.05</b>
<b>KS5086</b>	5 Gal.	<b>\$42.77</b>

Quickly remove dirt and grease  
Pleasant, fresh scent.



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### Water Based Dressing

Tire and Trim water-based silicone dressing leaves a high gloss shine. 1 gallon or 5 gallons.

<b>KS1107</b>	1 Gal.	<b>\$15.74</b>
<b>KS5107</b>	5 Gal.	<b>\$70.76</b>

This water-based silicone dressing  
is easy to apply!



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### Car Wash Detergent

High foaming, highly concentrated formula for car wash operators. 1 gallon or 5 gallons.

<b>KS1004</b>	1 Gal.	<b>\$7.36</b>
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Highly concentrated car wash soap with  
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Low foaming formula removes tough soil and grime, leaving no soapy residue behind. 1 gallon or 5 gallons.

<b>KS1115</b>	1 Gal.	<b>\$12.32</b>
<b>KS5115</b>	5 Gal.	<b>\$44.15</b>

Emulsifies carpet & upholstery  
stains for easy removal!

\* Prices are subject to change:  
See our website for current pricing.

\* See our website for a complete listing  
of all Kleen-Shine products!

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Ceramic Finish Clear Coat Protectant is a revolutionary car wash chemistry that produces a hand wax quality shine and superior paint protection. With a vibrant purple color and tropical scent, your car wash customers will see the performance difference and drive higher top car wash package sales.

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# A MINUTE WITH MIKE & KEITH

We would like to thank everyone for the continued business. There is so much uncertainty surrounding today's business climate such as: supply chain disruptions, possibility of economic recession, labor issues and inflation. The unknown tends to be the toughest challenge in business.

During these challenging times it is best to focus on what you can control. The old KISS theory of Keeping it Simple tends to work every time. Here at Kleen-Rite we want to focus on the customer; working hard to deliver value and reliability to help you keep your business running smooth. We hope to make it simple by improving our website, investing in our staff, working on the supply chain and constantly reminding ourselves we are here to service you. We can look to our first three core values to help drive results, Reliability – you can count on us, Integrity – always do the right thing, and Dedication – committed to doing our best. We know that focus will deliver the results you need.

Remember to KISS your problems and control what you can control. We hope that you can find the time to come see us at the Kleen-Rite Expo on November 16th in Columbia PA. We are expecting a large crowd and plan on delivering an outstanding experience. We thank you for choosing Kleen-Rite and allowing us to be the Reliable Supplier to the Car Wash Industry.



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

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

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**On Sale**  
**Month of August!**

# HydroMinder Expansion:

## New Ultra-Concentrate Dispensing Solution from Hydro Systems

by Job T. Leach

Hydro Systems Ultra-Concentrate HydroMinders are not so much a new product as they are an expansion of their existing HydroMinder line. You can expect all the reliability of standard HydroMinders, but with added functionality that makes them ideal for ultra-concentrated chemicals. The tweaks were made to address the primary issues of dilution inaccuracy, water pressure fluctuation, and clogging that are frequently associated with processing highly concentrated chemicals.

Dosatron and HydraFlex are the only current options on the market for dispensing ultra-concentrates in car wash applications. Ultra-Concentrate HydroMinders are the first venturi-based float valves for car washes that can be used with hyper-concentrates down to 2500:1. Car wash operators have a new low pressure venturi solution that allows them to handle the fast-growing ultra-concentrate chemical segment of the market and reduce the chances for expensive car rewash or chemical waste due to inaccurate chemical dilution or equipment downtime.



## WHAT IS THE SAME AS OTHER HYDROMINDERS?

- Water valve
- Float
- Chain

## WHAT IS DIFFERENT ABOUT THE NEW ULTRA-CONCENTRATE HYDROMINDERS?

- Extended bracket to accommodate new technology
- AccuPro technology
- Blue eductor for flow rates up to 5 GPM
- **ULDs instead of metering tips** (for higher dilutions)

## WHAT ARE ULDs?

The purpose of ULDs (Ultra Lean Devices) is exactly the same as metering tips, with the added advantage that these devices are designed to avoid clogging. If you use ultra-concentrated chemicals, you've probably experienced significant clogging in your metering tips. Since ultra-lean tips are so small, and you're dealing with a hole not much bigger than the head of a pin, a minimal amount of residue can clog a tip in no time.

Hydro Systems has a great answer to this problem with their ingenious ULDs. Included with their Ultra-Concentrate HydroMinders, these cylindrical devices use a system of small disks to alter the dilution rate.

The disks are layered and positioned strategically to achieve the desired dilution rate. Each disk has a long channel carved into it, and the chemical must move through the channel on its path to the eductor. Depending on which type of disks (color coded) are present and how many are active, the length and complexity of the channel changes. As a result, the amount of time it takes for the chemical to move through the ULD increases or decreases. The longer it takes, the leaner the dilution. Hydro describes this metering/proportioning method as "torturous path technology."

The reason ULDs do not get clogged is because the channels on the disks are wider than metering tip holes. That very significantly reduces the amount of buildup and residue that gets caught in the device, thereby virtually eliminating clogging.

## Choosing the Right ULD

Each Ultra-Concentrate HydroMinder comes with four ULDs at different levels from the bottom to the top of the dilution range associated with the model you purchased. Each ULD has different color disks in a unique formation that allows you to determine the dilution rate.

On the side of the cylinder, there is a small window where you can see the disks inside. That first allows you to identify the color of the disks. Next, you look closely at the tiny tabs on the disks and use their arrangement to determine whether 1, 2, 3, 4, or 5 disks are active. Consult the small table above the window on the ULD to determine the active disk number. There are also guide drawings in the data sheet to help.

Once you know the color and number of active disks, consult the chart in the data sheet that provides the corresponding dilution rate.



## Installing and Using ULDs

After selecting the appropriate ULD for your application, installation and use of it is simple. For standard dilutions, there is a hose barb threaded into the eductor where metering tips are installed and the chemical hose is connected. With a ULD, this barb is removed and no metering tip is used. Instead, the ULD is threaded directly into the eductor and the disks do the metering/proportioning. The ULD has a built-in barb where the chemical hose is attached.

Visit the Kleen-Rite YouTube channel and watch our video about Hydro Systems ULDs!

*continued on following page*



## WHAT KIND OF CHEMICALS CAN I USE WITH AN ULTRA-CONCENTRATE HYDROMINDER?

These new HydroMinders can be used with nearly anything, from presoaks and detergents to tire cleaners and protectants. They are usable with low pH, neutral, and high pH formulas. One of the great features of HydroMinders is that chemicals enter through the eductor, so they don't have to pass through the water valve and other components near the top of the unit. Drastically cutting down on the number of parts that chemicals touch means better compatibility.

## WHAT IS ACCUPRO TECHNOLOGY?

Hydro's AccuPro technology is something they commonly use in their push button dispensers for other industries. The AccuPro is located between the water valve body and the eductor. It's an in-line pressure regulator that chokes down the water pressure to 40 PSI. This helps maintain the integrity of the chemical and water mixture, even when the pressure of the water entering the valve fluctuates. It does not need to be turned on and off and it's only actuated when the valve is open, so it's less prone to failure.

## HOW DOES A NEW HYDROMINDER STACK UP TO A DEMA AQUAMASTER?

Dema Aquamasters are another float valve option on the car wash market. Here's how the specifications and features of a new HydroMinder compare to a Dema Aquamaster 440.22TKR.

- **Dilution rates** – The Ultra-Concentrate HydroMinders have a dilution rate range of 7:1-2500:1, while the range for a Dema Aquamaster runs from 4:1 to only 430:1. Even if you tried to use different metering tips or alter the Aquamaster, you won't be able to achieve the same dilution rates as the ULD-equipped HydroMinders without serious inconsistency and clogging.
- **Dilution accuracy** – Hydro Systems tested and measured both units for dilution accuracy. The new HydroMinders maintained a +/-10% or less difference between actual and published dilution ratios at all levels. The difference between the actual and published dilution ratio for the Aquamaster was more than 10% at almost all levels, with inaccuracy as high as 112% (test results for a light blue tip averaged 12.71:1, while the published ratio is 6:1).
- **Backflow prevention** – The new HydroMinders use an E-gap eductor that prevents water backflow that can be unsafe or damage the unit. Dema Aquamasters have no backflow prevention.
- **Safety labeling** – The bracket on the new HydroMinders includes a colorful, prominent safety warning label sticker. Aquamasters are not labelled for safety.
- **Through-hole diameter** – The new HydroMinders have larger through-holes than the Aquamaster, allowing for higher flow rates. There is a direct correlation between flow and vacuum performance. Hydro's eductor is designed for higher flow rates and, as a result, reaching higher vacuum performance needs additional water pressure since Hydro's design is more proportional in nature. When pressure fluctuations occur, chemical dilution accuracy will be less impacted with Hydro's design.
- **Burst test pressure** – Burst test results for a new HydroMinder were above 800 PSI. Leakage occurred at approximately 150 PSI for the Aquamaster, with a burst at 200 PSI. That means the new HydroMinder is much safer if mistakenly overpressurized.
- **Fluid conveyance connections** – All metal-to-metal connections where fluid is transferred on the new HydroMinders use Vibraseal thread sealant. Plastic-to-plastic connections are sealed with Loctite. Aquamaster connections are not sealed.

- **Water inlet filtration** – New HydroMinders exhibit better filtration since they have a finer mesh strainer.
- **Magnet material** – Aquamasters use rare earth magnets, while new HydroMinders use ceramic magnets that are less susceptible to rust.

Finding ultra-concentrated chemicals that work for you can be a game changer for your car wash. You save space by having fewer drums (or potentially not using 30/55-gallon drums at all), plus your shipping costs are reduced. Finding great hyper-concentrates is the first step, but it's absolutely crucial to find a dispensing system that can deliver the required dilution rates you need to use them. For decades, HydroMinders have been known as a reliable cost-effective solution for chemical management. Now, they've evolved to keep up with a changing car wash industry using ultra-concentrated chemicals more and more each year! ■

PART #	DILUTION RANGE	GPM	WEIGHT (LBS.)
IN550CWTP	550:1-7:1	4-4.5GPM @ 40PSI	2.3 lbs
IN550CW	550:1-300:1	4-4.5GPM @ 40PSI	2.3 lbs
IN1000CW	1000:1-600:1	4-4.5GPM @ 40PSI	2.3 lbs
IN1700CW	1700:1-1100:1	4-4.5GPM @ 40PSI	2.3 lbs
IN2500CW	2500:1-1800:1	4-4.5GPM @ 40PSI	2.3 lbs



## SHOP • EARN • SAVE WITH KLEEN-RITE

.....

Customer loyalty has always been greatly appreciated by Kleen-Rite. We are aware that customers are what keeps the company moving along successfully. Our sales and customer service have always gone above and beyond for our most devoted customers. The Rewards Program is new, but it adheres to the same appreciation for genuine loyalty.

WAYS TO EARN POINTS...

  
**SHOP**

  
**JOIN**

  
**SHARE**

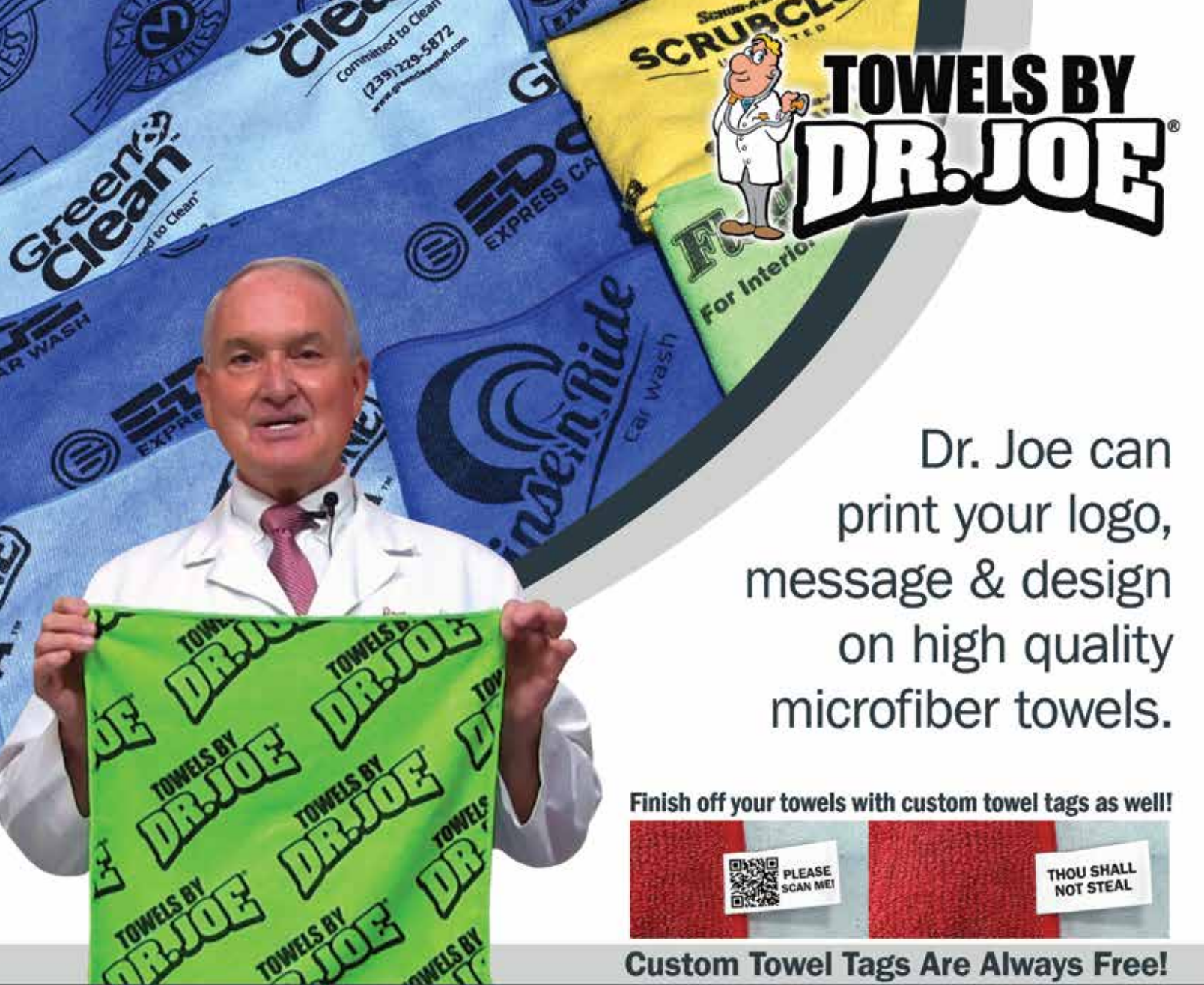
  
**REFER  
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### 3543 FREE SHIPPING OFFERS ALREADY EARNED BY MEMBERS!

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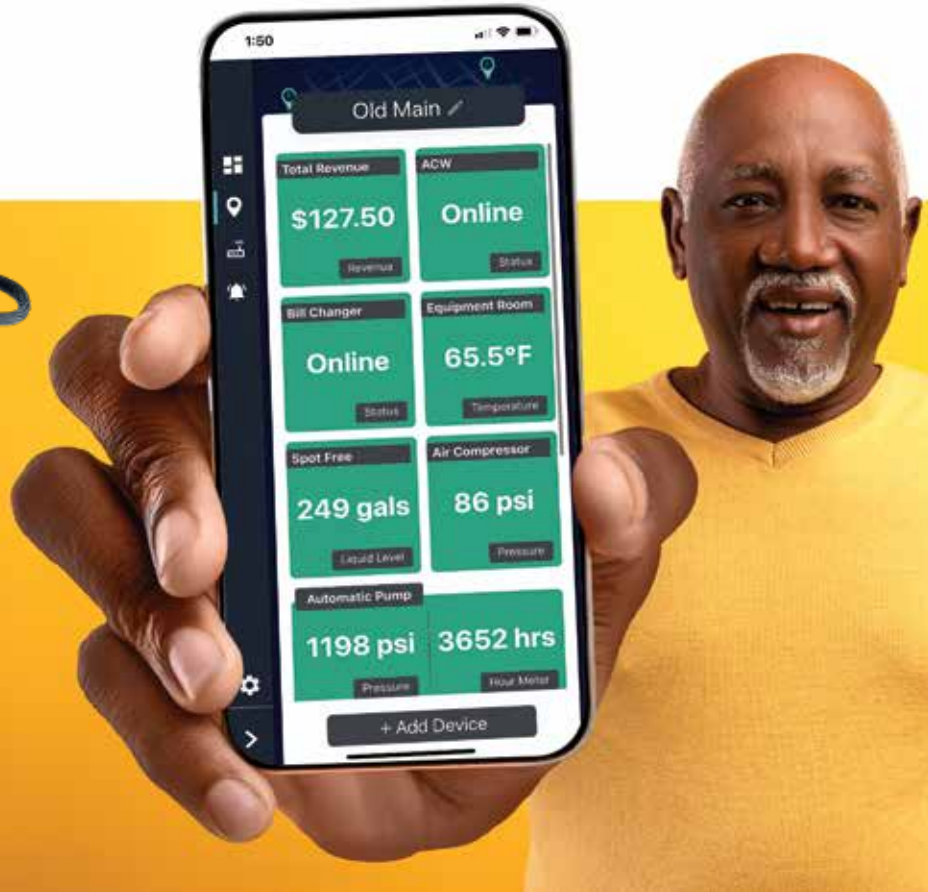


SCAN ME

Call Dr. Joe at Kleen-Rite for your best quote today!  
**Call 1-800-233-3873 x 225**



## Car Wash Monitoring that Just Makes Sense!



Are out-of-order surprises, refunds, and wasted overhead making you anxious? Do equipment breakdowns always seem to happen after you leave your car wash? Do you wish there was a better way? Maybe a magic button to monitor these issues? Well, now there is one...

### Get to Know Sensor Dynamix

Sensor Dynamix has developed a full line of sensors designed specifically for the car wash industry. These sensors monitor the most common car wash malfunctions and alert you and your employees instantly with smart phone notifications. There is no more need for full-time attendants that don't prep cars or "swinging back by your wash" on a busy weekend. Finally, there's inexpensive monitoring technology for car wash owners, and it can be installed on ANY age of equipment regardless of manufacturer.

autonomous 18 wheelers for Daimler/Mercedes, he had an idea and immediately called his father. "Dad, I have an idea. Want me to make most of your problems go away?" The answer was obvious, so Logan began developing automated monitoring solutions for the average car wash operator.

### Development and Testing of Sensors

Working in the field with over 50 different beta test locations in Kansas, the feedback was immediate and exciting: "Why hasn't this been done before?" and "This is amazing!" were just a few of the comments from testers.

Fully integrated monitoring platforms that installed within hours for communication with a smart phone app via installed WiFi access points

**These sensors monitor the most common car wash malfunctions and alert you and your employees instantly with smart phone notifications.**

Sensor Dynamix was founded by Logan Lawson during his education in software engineering and mechanical engineering at Cal Poly in San Luis Obispo, California. Logan grew up living the rigors of the car wash industry through the family enterprise, Coach Lite Car Wash, based out of south-central Kansas. He was no stranger to the stress within the industry, as the family-run business had 30 locations. While testing

made everything seamless. Within weeks, owners began to recognize the significant decrease of refund calls. This equated to greater customer satisfaction – and it was being done without a full-time attendant. Within a couple months, these same testing sites began to measure sizable income increases. At the six-month mark, revenue increases were seen between 6% and 9%, labor needs decreased by approximately 46%,



### In-Bay Automatic Pressure Monitoring

Monitors in-bay automatic high-pressure cycles. Get instant notifications to your smart phone.

Part# PAA

refunds were down by 94%, and vandalism had fallen off considerably.

This efficiency was achieved without a single new purchase within the equipment category, just sensors that allowed for instant response times and 24/7 monitoring of all the problem spots. Customizable thresholds within the app made it possible to fix many of the most common problems before they were even noticed by customers. Regardless of employee or maintenance structure, increase in the bottom line supported a first-year return of 172% on the sensor and monitoring package investment.



### Self-Serve Pressure Monitoring Sensor

Monitors self-serve high-pressure cycles. Get instant notifications to your smart phone.

Part# PSA

Logan's father said, "There has been no better invention within this industry since Spot-Free Rinse was first conceived. I have washed cars for 44 years without a day off... not anymore." Six months later, with product development and testing achieved, Sensor Dynamix's first line of sensors was unveiled at the 2021 ICA Show in Las Vegas to a very positive response.

### Officially Entering the Car Wash World at Las Vegas ICA Show

Sensor Dynamix met several customers visiting the show intent on making sizeable investments in auto-cashiers and bill changers, and conversation moved to how monitoring sensors can be used with this equipment. They were excited about the capability of real-time out-of-stock alerts and revenue monitoring being offered through the sensors for pre-existing machines. Many manufacturers took notice and expressed interest in "bolt-on kits."

For older car wash facilities, the most popular sensors were the patented Status Pressure Sensors for self-serve pumping stations. With

ease of installation and the ability to sense 98% of the malfunctions on self-serve bays instant, the response of operators was enthusiastic. In addition, the other top seller was the Status Pressure Sensor designed for in-bay automatics. Depending on the design of the automatic, it demonstrated the ability to detect up to 85% of all malfunctions. This created many discussions regarding the economic advantages of the sensors and the ability to achieve efficiencies without massive capital outlays for new equipment.



### Self-Serve Revenue Monitoring Sensor

Monitors transactions and revenue in self-serve car wash bays. Use with any self-serve coin box.

Part# RSA

Feedback from the colder areas of the Upper Midwest was that the full line of temperature sensors with customizable thresholds had a lasting impact on their overhead. With instant alerts, owners were capable of substantial natural gas savings while maintaining peace of mind that catastrophic freeze would be averted. Additionally, air compressor status sensors were "must haves" with operators utilizing air controls on their doors. The ease of app use made the real-time revenue monitoring very popular also. Access to this data was measured in less than ten seconds on operators' phones. The ability to track ALL transactions in totality through each bay individually for up to one week was very popular.



### Bill Changer Status Monitoring Sensor

Monitors out-of-order malfunctions on bill changers. Compatible with any age of bill changer.

Part# SBA

### Another Successful Show in Texas

The following SWCA Car Wash Show in Ft. Worth, Texas brought in many absentee owners throughout the car wash industry. These owners requested a wider range of monitoring capabilities. A large portion of this interest extended into low-pressure applications, such as pre-soak and spot-free. Separate platforms were

very popular for status pressure monitoring of these systems, as well as liquid level status on spot-free reservoirs. Customers noticed that the cost of a full-line sensor system for an entire car wash was less than half of credit card systems. Plus, gasoline prices were beginning to provide massive incentives for prospective buyers.



### Internal Liquid Level Monitoring Sensor

Monitors any liquid level in real-time to increase efficiencies and check for any malfunctions.

Part# LIA

### Taking Big Steps at Nashville Show

The 2022 Nashville ICA Show marked several milestones for Sensor Dynamix. There was an overwhelmingly favorable response from multiple location owners throughout the Southeast with markets of populations under 6,000 people. Not only that, Sensor Dynamix proudly formed an alliance with Kleen-Rite Corporation at the show. Kleen-Rite recognizes the efficiencies provided by these platforms and the potential cost savings their customers will benefit from for years to come.



### Auxiliary Low Pressure Monitoring Sensor

Monitors low pressure & sends instant notifications for virtually all unexpected malfunctions or failures.

Part# PLA

In the future, additional written material and videos will be provided by Kleen-Rite to help you determine which sensors best fit your individual situation. Installation videos with access to technical support will also be provided. The Sensor Dynamix team, with over 100 years of car wash experience, invites you to increase efficiency and find your cost savings with Sensor Dynamix at Kleen-Rite.

From Our Family to Yours,  
Sensor Dynamix LLC  
Logan N. Lawson





# THE LEADER IN CAR CARE



AR10831 Orange Cleaning Wipes 25 Wipes/Tub	AR10865 Glass Cleaner Wipes 30 Wipes/Tub	AR10861 Protectant Wipes 30 Wipes/Tub	<b>TUB WIPES</b> 6 tubs per case	AR10945 Ultra Shine Protectant Wipes 20 Wipes/Tub	AR10881 Leather Wipes 30 Wipes/Tub	AR10863 Cleaner Wipes 30 Wipes/Tub
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## TIRE FOAM

- 4 oz. can | 12 cans per case **AR40040**
- Restores tires to a naturally dark black appearance using intense foam and nourishing conditioners.
- Protects tires from harmful elements that cause cracking and fading.

## CLEANING SPONGE

- Safe on dash, vinyl, fabric, carpet, consoles, leather, and more
- Removes grease, ground-in dirt and road grime leaving behind a natural matte finish.

100 per case **AR30800**



## ORIGINAL PROTECTANT

- Renews and revitalizes vinyl, rubber and plastic.
- Protects against harmful UV rays and oxidation that can cause fading, aging and cracking.

**Pump Spray**  
(24) 4 oz. cans

**AR13040**

**Sponge Pack**  
100 per case

**VS10800**

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

# Grow the Next Generation Through Mentoring and Entrepreneurship

by Drew Tyson

Helping to grow the next generation of entrepreneurs is a big part of the car wash business. It's an industry that has grown on the backs of young visionaries who see opportunities for growth and development.



More and more, car washes are giving back by helping to pull up the next generation of business owners. They aren't just focusing on the car wash industry either. These car wash owners are providing funds and experience to help give young entrepreneurs a base to work from, regardless of what they want to get into!

Let's take a look at three ways car washes are helping encourage the next generation of entrepreneurs – perhaps you can do the same in your community!

## Waterway Carwash

Working with the nearby Webster Grove High School in Webster Groves, Missouri, Waterway is a major sponsor of the Thrive Entrepreneurship Incubator. As a Thrive Community Sponsor, Waterway provides support to the program, including funding and professional support. This program helps students acquire critical business and entrepreneurial skills, so they can pursue business opportunities into their adulthood. These are not skills exclusively focused in the car wash industry. Instead, the incubator positions students with real-world, practical business skills for whatever their passion is. The program culminates in the annual Thrive Pitch Competition, where student teams develop business plans and pitch them to judges, and scholarships are awarded to the best presentations.



## Crew Car Wash

Based in Indiana, Crew Carwash has developed a solid partnership with the Youth Mentoring Initiative (YMI). YMI provides specialized mentoring programs for students to encourage development of personal values. Through a mentoring community,

this program helps increase service, solidify integrity, and provide encouragement and empathy for the next generation! Crew recently held a fundraiser event for this program at their brand-new Fishers location, where all proceeds from wash purchases went to the program. In the end, they were able to provide a \$10,000 donation towards keeping this program, giving back to the community!



## Wash-N-Roll

Located in Richmond, Virginia, Wash-N-Roll is part of the New Life for Adults and Youth program. Not only does the program mentor troubled youth and adults, the proceeds from the wash go back to New Life to help feed families in their program! By helping program participants develop skills at the wash, it becomes more than just a job. For some, it has become a launching pad for them to move on to the car wash workforce once they are ready to head out on their own. Providing technical skills, along with time management and intrapersonal skills, this program sets up participants for success.

There are plenty of ways you and your wash can get involved in mentoring the next generation of entrepreneurs. These are just three examples – there may be other opportunities in your area. Consider working with local schools and programs that help position young adults for future success. It can be a good feeling of giving back to your community – and maybe you'll even find a future employee or manager for your wash! ■

# The All-Star Lineup



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Moroccan Mint Tea



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## New and classic fragrances. Decals Available!

Available from Kleen-Rite in 72 count vend packs (**\$40.16**) and 24 count carded retail packs (**\$14.47**).

New!



# Carwashpictures.com

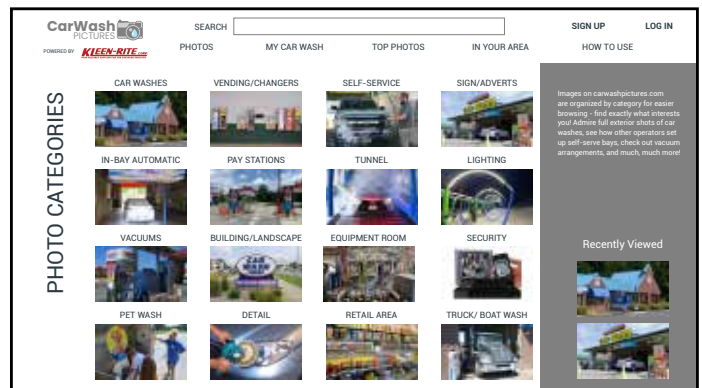
**Kleen-Rite obviously loves the car wash industry.** We have to deal with the tedious nuts and bolts of car washes, but we also like to appreciate car washes from a more lighthearted perspective! We're taking that to the next level with carwashpictures.com. This free, fun website allows owners to share favorite shots of their car washes.

At carwashpictures.com, you create a profile with the name, location, quick description, and contact information of your car wash. You either take some photos, or gather some pictures you already have, then upload them to the site. Other viewers get to see your car wash at its best!

## What You Need to Know About the Site:

- Carwashpictures.com is a great forum to show off your car wash to friends, family, and colleagues. It's also an excellent way to interact with other owners outside of car wash shows and conventions.
- Pictures are categorized to make browsing easier. This is especially helpful if you're looking for some inspiration for remodeling, marketing, or purchasing new equipment. See what others are doing!

- Each image on the site has a "thumbs up" option. Pictures that get the most "thumbs up" clicks will be featured on the "Top Photos" page. Encourage people you know to get your car wash in a top spot!
- Carwashpictures.com has a "Search by Location" feature. Owners can see what's happening with other local car washes. Potential car wash customers can use it to find the best car washes in their area, and the visual presentation will draw them to your wash!



Visit carwashpictures.com and create your profile today to start showing off your car wash! ■

# Surviving Economic Turmoil

## A Guide for Car Wash Operators

by Joseph Herr

Major worldwide events are causing record-breaking inflation and supply chain disruptions, producing anxiety among business owners. According to a survey conducted by MetLife and the U.S. Chamber of Commerce, “85% of small business owners say they are concerned about the impact of inflation on their business.” Learning to combat inflation is the key to ensuring your car wash survives. Here are some strategies to help you navigate economic turmoil.

### How Bad is Inflation?

On April 12, 2022, the U.S. Bureau of Labor Statistics reported that all goods included in the Consumer Price Index Summary increased by 8.5% over the previous year. The number indicates that you are paying about 8.5% more for your car wash supplies.

12-month percentage change, Consumer Price Index, selected categories, not seasonally adjusted



Hover over chart to view data.  
Note: Shaded area represents recession, as determined by the National Bureau of Economic Research.  
Source: U.S. Bureau of Labor Statistics



## Increase Your Wash Prices

As goods rise in cost, you have two choices: hemorrhage money or increase your prices. MetLife and the U.S. Chamber of Commerce revealed that 67% of small businesses raised their prices to combat inflation. To stay afloat, many companies have increased what they charge customers. Even though it is nerve-wracking, price increases are necessary to retain a profit margin.

Before raising your rates, research the pricing of other washes in your area. Then, calculate what you need to charge to maintain profitable margins. Use the information you collected to set a competitive price for your packages so you will bring in a profit without needing to change anything. Customers will accommodate a higher price as long as your wash quality remains consistent.

## Never Compromise Wash Quality

You have probably used the same chemicals for a long time. However, shortages and product discontinuations might force you to change chemicals. If you find yourself in this situation, you must select chemicals that match the quality of the ones you previously used. Never sacrifice the quality of the wash you provide.

Test multiple chemicals to find one that produces the results you are looking to achieve. Once you have the desired results, offer customers a free wash if they complete a survey. You will obtain valuable feedback that will tell you if customers are happy with the results of your new packages.

Customers will notice if their vehicle is not clean. There are plenty of other ways to slash your operating costs.

## Cut Your Operating Costs

Reducing expenditures is vital during economic turmoil. To start, examine your expense report. It should help you find where money is draining. Here are a few budget drainers to consider:

**Older Equipment:** If you discover a machine is nickel and diming you, consider replacing it. The upfront cost is expensive, but it may save you in the long run. For example, a critical component might break down the road, shutting down that piece of equipment until the part arrives. With the current condition of the supply chain, the item might not come for a few weeks or even months. Can you afford to wait that long?

**Wasted Product:** Replace or repair equipment that leaks, such as worn spray tips, leaky lines, worn valves, pumps, etc. Wasting chemicals and water will increase your operating costs. Once you have eliminated the source of waste, your expense report should shrink.

**Vending Supplies:** If a product does not sell well, do not reorder it. You don't want to purchase products that won't deliver a return on your investment. Only invest in new products for your vending machines if there is high demand. Stick to your bread-and-butter vending supplies.

**Eliminate Debt:** Pay off as much debt as financially possible. If paying off loans is not feasible, refinance them with fixed-rate loans. A loan with a fixed rate will not increase every time the Federal Reserve raises interest rates to battle inflation. Once these monthly payments are decreased, more of your budget will be available for other needs.

**Shipping Costs:** As energy prices climb, the cost to ship your supplies will grow. Use your Kleen-Rite Rewards points and take advantage of

our free shipping offers to reduce your shipping costs. If you are not signed up yet, don't worry, Kleen-Rite Rewards is free!

Every penny cut from your expenses will add up over time to help you save money. Use the extra cash to keep your wash stocked with the supplies you need.

## Plan and Order Supplies Ahead of Time

Just-in-time delivery is no longer sustainable. A Small Business Pulse Survey conducted by U.S. Census revealed that "45% of small businesses note they have been affected by supply chain shortages and delay issues." With that in mind, it is crucial to forecast your needs.

Examine your purchasing trends. A good strategy is to order supplies a few months ahead of time if you have space to store everything and the extra money. Maintain a reserve of parts that you regularly replace. That way, you have what is needed when equipment needs repaired.

If you need help tracking supplies, try KR Stock. The app helps you track inventory at your car wash and reorder supplies when you run low, even across multiple locations.

## Communicate With Your Customers

Communication will help you maintain a good relationship with your customers, especially during challenging economic times. If you increase prices, let customers know you did this to ensure the quality of the wash you provide remains the same.

However, if you change the products in your packages, let your clients know. Inform them you took steps to ensure the wash quality remains the same. Customers value transparency, and it will help nurture your relationship with them.

Inflation and supply chain disruptions do not appear to be easing anytime soon. We hope this guide helps you implement strategies to help you weather inflation and the supply chain crisis. ■



# MONSTER XL

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BRISTELS

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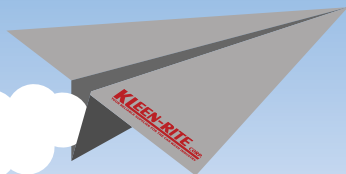
#### ALUMINUM HEAD

F0211AR-XL	Red
F0211ABL-XL	Blue
F0211ABK-XL	Black

#### PLASTIC HEAD

F0212PR-XL	Red
F0212PBL-XL	Blue
F0212PBK-XL	Black

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- Industry Calendar
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Sign up on the Kleen-Rite Website  
[www.kleenrite.com](http://www.kleenrite.com)



# INDUSTRY CALENDAR

### 2022 Industry Event Calendar

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

- Sept 19-21 ★ **Northeast Regional Car Wash Convention**  
*Atlantic City Convention Center, New Jersey*  
[www.nrccshow.com](http://www.nrccshow.com)
- Nov. 15 2022 ★ **The Car Wash Experience**  
*Kleen-Rite Corp., Columbia, PA*  
[www.kleenrite.com](http://www.kleenrite.com)
- Nov. 16 2022 ★ **Learn More, Earn More Car Wash Expo**  
*Kleen-Rite Corp., Columbia, PA*  
[www.kleenrite.com](http://www.kleenrite.com)

Each show is implementing safety steps to mitigate COVID spread.

# AMERICAN CHANGER



AC1001



AC1005



AC2225



AC2221



## Remote Monitoring

Access machine status & audit information when you upgrade to the Remote Access Board!



Proudly made in Florida



Wide variety of products



Select models in stock

# Make the Most of Your Kleen-Rite Rewards

by Drew Tyson



We want to make sure our customers are getting the most they can out of their relationship with Kleen-Rite. That's why, a few years ago, we created the Kleen-Rite Rewards. While every one of our customers gets service, reliability, and great low prices, our Kleen-Rite Rewards members get so much more! If you're not a member of the Kleen-Rite Rewards program, here's what you're missing out on!

## Using Points

There are so many ways you can use the points you earn - you can start saving with as little as 5,000 points in your account! Here's some of the currently available redemption offers:

- **5,000 Points:** \$5 Kleen Kash discount
- **7,500 Points:** Free Shipping on a single order up to a 40 LB box!
- **10,000 Points:** \$10 Kleen Kash discount
- **25,000 Points:** Free Shipping on an order of \$1,250 or more!
- **40,000 Points:** Free Shipping on an order of \$750 or more!

At Kleen-Rite, we give you tons of opportunities to mix and match deals to get the best savings opportunities. Kleen-Rite Rewards can also be combined with your monthly specials, yearly deals, and Free Shipping offers to maximize your savings – just talk with your sales team member or apply them to your online order!

## Earning Points

### So how do you get those points into your account?

First, simply signing up puts 500 points on your account immediately. After that, every time you shop, you're earning money – 10 points for every dollar you spend! **All earned points are available for use 30 days after initial purchase.** Once you're signed up, on top of earning through buying, you can get even more by

- Sharing through social media!
- Referring a friend!
- Leaving reviews – up to 3 per day count towards points!

There are also double points opportunities on select items throughout the year. Look for the 2x symbol to earn double points when you purchase that product!



If you haven't signed up already, make sure to sign up right now and begin earning points on our web page. If you deal with us over the phone at 800-233-3873, make sure to speak with your customer representative to make sure you're earning. They'll be able to give you an updated balance and help you redeem your earned points on your next order!



**SHOP**



**JOIN**



**SHARE**



**REFER  
A FRIEND**



**REVIEW  
A PRODUCT**

**BUY 5 GET 6<sup>th</sup>  
FREE!**  
THRU SEPTEMBER 1<sup>ST</sup>\*



AFPP101



AFPP113



AFPP106



AFPP110



AFPP109



AFPP105



AFPP102



AFPP103



AFPP107



AFPP104

**\$27.25**  
per 72 pack



**\*Buy 5 Bomb Vend Packs (72 ct) GET 6<sup>th</sup> FREE!**

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

Vending decals and overlays available for all products.

# THE DOCTOR'S REPORT

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

## Glass Cleaning in Car Washes- 101

### Solving Problems with Towels



**So, why are windshields so challenging? The short answer is there are so many things that can go wrong.**

The last impression your customer has of your car wash or detail center is when they get into their car and look through the windshield. What happens when he sees white streaks and smears? Dare I say, "you never get a second chance to make a last impression." Obviously, it is important to get this right. This is an easy thing to say, but not always an easy thing to do. Please let me help you with this.

So, why are windshields so challenging? The short answer is there are so many things that can go wrong. There could be anything on the windshields. Contaminates

include -- smoke, oxidized plastic, Armor-All®, donut icing, body oils, fingerprints, lint, smears, streaks, and some substances that cannot be politely mentioned! They all are different, and all must be removed from the glass.

**Where does one start?** Just like with a clock, there are multiple moving parts. And as with a clock all components must work together for things to function properly. The factors needing consideration are glass cleaners, towels, towel cleaners, best practices, and training. If you pay attention to each of the elements and disciplines of glass cleaning, you will consistently have the best outcome -- gorgeous windshields every time!

#### Let's look at glass cleaners first.

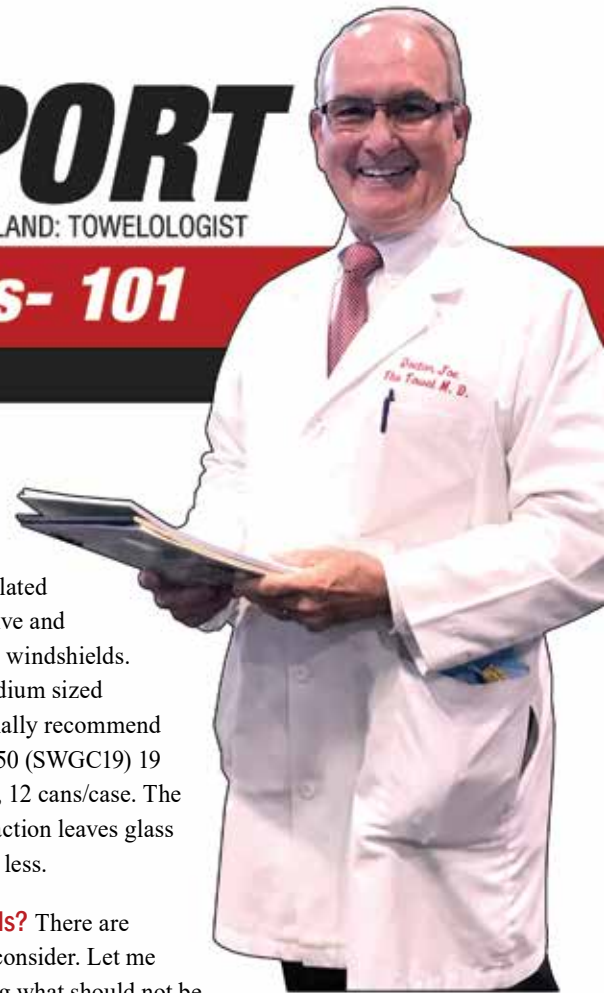
Kleen-Rite has assembled fifty-three (53) professional grade glass cleaning products. What to use will depend on what you need to do. If you run a Full Serve Wash, you may consider Kleen-Shine® Glass Kleen (KS5084) 5-gal.



KS5084 SWG19

Glass Cleaning Concentrate. It is uniquely formulated to perfectly dissolve and clean anything on windshields. For small and medium sized detailers. I personally recommend Sprayway® SW050 (SWG19) 19 oz. Glass Cleaner, 12 cans/case. The creamy foaming action leaves glass completely streak less.

**What about towels?** There are several things to consider. Let me start by suggesting what should not be used. Cotton terry towels are very fibrous. Although very absorbent for drying the body of a car, lint shedding is inherent in its nature. Terry microfiber has the same bad habits as well. On the bright side, it wicks water like a sponge. On the dark side terry microfiber deposits filament lint on glass. The fibers look like a dusting of fine snow. It is very difficult to remove.



#### Dr. Giuseppe says:



Waffle-Weave Microfiber is Doctor Joe's first choice in glass cleaning towels. It is made from open end yarn and has zero (0) filament lint. The deep pouches scoop up liquid and glass surface contaminate immediately. The good doctor offers several selections in waffle-weave, all in a beefy 400 GSM weight -- Ultra-32 Waffle-Weave (DJMF3200-XX) 16x24 in red, royal blue, and dark green; Ultra-36 Waffle-Weave

(DJMF3600-XX) 16x16 in hot-pink (red), lime-green, and royal blue; and Ultra-37 European Style Waffle-Weave (DJMF3700-XX) 16x16 in sky blue and green.



Ultra-32 Waffle-Weave (DJMF3200-XX)

**What about the streaks?** “I clean the windshields and when the car moves into, the sun there are streaks!”

Here is the dirty little secret. When the sun bakes the dashboard, the plastic oxidizes and deposits itself on the glass as white film. If you treat the dash with a polish, the bad situation deteriorates. After oxidation, the streak becomes a greasy smear. When the windshield is cleaned, the white film is diluted when wet and gets lighter...but does not go away.



Ultra-36 Waffle-Weave (DJMF3600-XX)

There are two good solutions for the problem. First, wipe the glass with a clean Ultra-51

Smooth Microfiber Towel (DJMF5100-XX) 16x16. It is the same microfiber towel provided by your optometrist for your glasses, only heavier and larger. The streaks will instantly go away. Ultra-51 is available in magenta (reddish pink), sky blue, green, and yellow. The second resolution is Doctor Joe's Diamond Glass Towel. Available in 16x24 (DJMF5500-XX) and 16x16 (DJMF5600-XX) the unique diamond weave is the next generation in glass cleaning towels. The diamond pattern cuts smoke, streaks, and smears off glass. It works like a razor shearing off grime.



Ultra-37 European Style Waffle-Weave (DJMF3700-XX)

**What about washing glass microfiber towels?** Microfiber glass towels need to be washed separately and never co-mingled with body or detailing towels. Prime Emulsifier© is the best product to use for cleaning not only glass microfiber towels, but all microfiber towels. It is specially formulated to release all grease, soil, oil, wax and other contaminants. It also opens the split microscopic, matted fiber and brings back absorbency. Prime Emulsifier© is available in 5- gallons (DJMFC02-5) and 55-gallons (DJMFC02-55).



5- gallons Emulsifier (DJMFC02-5)

Regarding best practices, here is a list of the best procedures to follow. Best practices bring the best outcomes. Starting out, use a proper microfiber glass towel for cleaning windshields. Do not use cotton or microfiber terry. Wash glass towels separately, preferably with Prime Emulsifier©. Change out the towel frequently. One towel per car. Do not use a soiled towel on a soiled windshield. Encourage your staff to keep an extra Diamond Towel (DJMF5500-XX) and (DJMF5600-XX) or Ultra-51 Glass towel (DJMF5100-XX) in their back pocket. These are indispensable for streak touch-up. And most importantly don't go cheap on me. Keep an adequate microfiber glass towel inventory.

**One towel per car. Do not use a soiled towel on a soiled windshield.**

In closing, your best resource in getting the windshields clean is a trained, knowledgeable, and motivated team. Nothing mentioned here will help if you do not put it into practice. It's time to take the good doctor's advice!

Doctor Joe Gartland: The Towel MD



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**Post Guard Traveler**  
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**Triad**  
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w/ four cassettes



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



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



Ask about  
**Rowe**  
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## **MEGA-VENDOR® III**

- Glass front vending machine available in two configurations:  
6 product trays or 4 product trays with 2 drink trays
- Vends 41-56 items depending on product size
- Rated for outdoor use
- Built-in security features including: heavy gauge steel lock cover, triple pane glass protected by a polycarbonate panel, steel vandal panels, and a built-in steel keypad cover.
- No security enclosure necessary!
- 39" W x 35" D x 72" H

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

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



# WE'RE BACK!

## Kleen-Rite Open House in Texas



We held an open house at our Grand Prairie, TX distribution center on February 26th, 2022 – the night before the first day of the Southwest Car Wash Association's annual show. It was our first open house since 2019 before the COVID-19 pandemic, and we're very happy to be back!

Car wash operators from the Texas area were provided a dinner prepared by Risky's Barbeque and sponsored by Simoniz. In addition, attendees were treated to thousands of dollars of door prizes. We had a great time, and we greatly appreciate everyone who came out to join us!



### We'd like to thank the companies who sponsored door prizes:

- American Changer
- JDJ Solutions
- Turbo Wash
- Hamilton Changers
- Giant Industries
- EverWash
- Hamel Mfg.
- Genesys Technologies
- General Pump
- Simoniz USA
- Self-Serve Car Wash News
- London Mat
- Parker Engineering
- JBS
- Diskin Systems
- Laurel Metal Products
- Synergy Solutions
- Dixmor
- G&G LED
- Armor All
- JE Adams



# Manufacturer SPOTLIGHT

Highlighting The Companies That Make Our Products



## Standard Change-Makers

By Job T. Leach



Making payment easy for customers is massively important to the success of a car wash, and being able to break bills and make correct change is crucial to that process. Standard Change-Makers is a leading equipment manufacturer offering those solutions, and that's why they have been an important partner of Kleen-Rite since the late 1980s.

Standard offers machines with everything from simple functionality that provides coin change, to more sophisticated transactions like starting a car wash, credit card acceptance, and cellular signal processing. Their strong reputation is based on the security of their cabinets and the longevity of their products. Their units boast heavy gauge steel cabinets with solid weld lines and steel housing hoppers. It's not unusual for their machines to be in service for 20+ years and have millions of cycles on them – you can find plenty of them still in use that fit this description! Payment convenience for customers, reliability of products, and trustworthiness are what Standard Change-Makers is all about.

### History of Standard Change-Makers

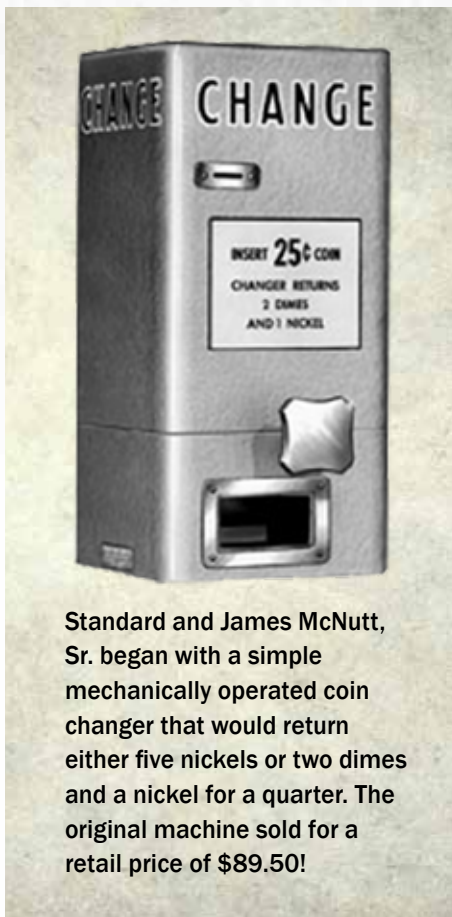
Standard was founded by James McNutt, Sr. and was an affiliate of Nik-O-Lok, which at the time was the world's largest coin-operated lock manufacturer. Charles Van Cleave, McNutt's grandfather, founded Nik-O-Lok in 1910. The two companies operated out of the same facility in Indianapolis, Indiana. Standard became a separate corporation in 1955, and Nik-O-Lok eventually became a division of Standard. Both are still in operation today as privately held corporations.

Early on, manufacturing was done in an upstairs room at Nik-O-Lok in downtown Indianapolis. About a year into their existence, technology was introduced that allowed for a new series of machines that could change out the popular half-dollar coin (and the silver dollar coin, in some cases). This was very advanced for the vending industry, as past machines could not accept coins of that size. Coin laundromats started to appear around the U.S.A. and Canada, providing another application where Standard's durable changers were ideal.

The next major step for the company came in 1964 with technology for another type of money acceptance – the \$1 bill. Standard worked with outside companies that provided these innovative bill validators for their change machines. In the same year, Standard added additional manufacturing space a short distance from the original facility. By 1978, \$5.00 bill acceptance was introduced in Standard's machines.

Yet another revolutionary year in Standard history was 1987, when the company introduced their System 500 bill acceptors. Part of an initiative to have control of their acceptor technology instead of relying on outside parties, these validators accepted \$1, \$5, \$10, and \$20 bills. This was a first in the industry, and some industry analysts even criticized the move because they didn't think customers would ever want to change a \$20 bill.

Standard added a third location in 1988, but it wasn't the most efficient way to operate. Between 1991 and 1992, they built a modern 67,000 square foot building to house all operations and manufacturing. The project was headed by James McNutt, Jr. and is still their headquarters to this day.



Standard and James McNutt, Sr. began with a simple mechanically operated coin changer that would return either five nickels or two dimes and a nickel for a quarter. The original machine sold for a retail price of \$89.50!



Standard moved through the 90s with expansions into Mexico and South America, and expansions to their product lines. Important product introductions included the System 600-FST, a line of fraud and theft-detering acceptors, and their Bill-to-Bill Exchanger that broke large bills into smaller bills. The early 2000s saw the emergence of their Modular Smart Hopper technology, EASYPay, and Guardian XP. From 2017 to 2019, Standard released their Glory Dispensers, EF+ Modules, SC-Conversion Kits, and MC400RL-SLIM.

### Standard Change-Makers Now and In the Future

The company was family owned and operated, with both James McNutt, Sr. and Jr. leading the company for several decades. In 2021, the company was purchased by Rob and Kathleen Unterborn of RKU Standard Incorporated. They maintain the family-owned focus and adhere to the traditions set forth by the McNutt family.

Standard still focuses on constant, smart improvement of their products. For example, they recently had some complaints about their T-handles requiring a lot of turning and time to open, which was especially

cumbersome on two-lock doors. They introduced a three-point locking system that eliminates turning without sacrificing security.

Like most companies, they are also working hard to reduce their lead-times and catch up on backlogs related to current supply chain and labor issues. They hope to return to their 2 to 3-week ARO shipment schedule that they had pre-COVID.

Of course, they still have an eye towards new technology and advances in the industry. Although still early in development, they introduced their EF-Touch Module at the Nashville ICA Show. Instead of a 2-line LCD display, the new module has a 7" touch screen interface. The screen is similar to an interactive phone or device that is icon-driven and very user-friendly, making it easier for customers to get the most out of their machines.

Unlike many competitors, Standard Change-Makers has an in-house engineering team, builds their own cabinets, and produces their own electrical component assemblies. This commitment to high-quality production is why Kleen-Rite is proud to work closely with Standard, and looks forward to many more years of success together!

Thanks to Mike Coons, VP of Sales and Marketing at Standard Change-Makers, for providing information for this article.



MC400RL-SLIM

## HIGH QUALITY HOGS HAIR BRUSHES

## KLEEN-RITE CORP.

YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

### KLEEN-RITE HOG DADDY HOGS HAIR BRUSH

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

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

**ORDER NOW!**



### KLEEN-RITE HOG DADDY HOGS HAIR BRUSH

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

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



### HOG KING HOGS HAIR BRUSH

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

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

**GREAT VALUE!**



**NEW**



# Tap to pay



***CryptoPay is excited to release our new product CryptoTap!***

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- *CryptoTap works with mobile payments including Samsung Pay, Apple Pay, Google Pay, and others.*
- *CryptoTap provides a clean, no-touch interface*
- *CryptoTap is made to add to existing CryptoPay swipers. A true 'Plug and Play' Device*
- *No Monthly Fees / No Minimum Quantities*
- *Ruggedly Built and Proven in the Car Wash*



## **CRYPTOTAP** **CONTACTLESS PAYMENT**

**KR# CPS3008**

Plug-and-play contactless payment device for phones and cards. Works in conjunction with CryptoPay systems (swiper and coordinator) on the same network. Accepts most forms of contactless payment





# Frequently Asked Questions

with Gary Frey, Kleen-Rite National Sales Manager

The purpose of this section of the Kleen-Scene is to share the answers provided to customer's frequently asked questions.

## How should I set up multiple accounts for easy record keeping?

I have multiple car wash locations. How should my Kleen-Rite accounts be set up for easy record-keeping?

First and foremost, we highly recommend that you have a web account and log in each time you place an order online, as opposed to placing orders as a guest. Having one "parent" account is best. By setting up a dedicated account from your first order, you'll have a reliable record of what, when and how you purchase which is beneficial for financing and inventory management.



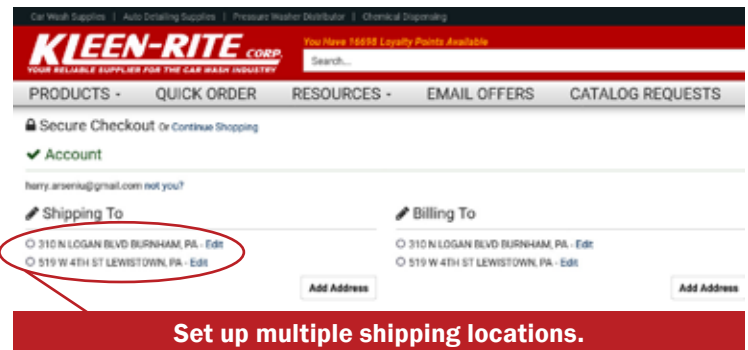
If you're just joining us and have multiple locations, or plan to add locations in the future, we always recommend setting up a single parent account. This parent account can be set up as the flagship location or a corporate address that should be used by all managers/operators under your business umbrella. You can share a single email/login/password for online purchases so the same account is used by each location for orders, instead of each location logging in with their own.

We recommend you set up the account this way for several reasons.

### Accounting

We can all sympathize with the complexity of bookkeeping when you're managing stock and purchases for multiple locations. Reconciliation of accounts is easier for us, and for your accounting team, if all of your locations use the parent account. If a location places

an order, they can have the location number or address noted on that specific purchase order. This will let us know they're part of a core account, and also help you to document the specifics of when, what and how much each of your locations are ordering. Your managers can still enter their dedicated credit card or ACH as payment, but keeping the orders organized by locations will make reconciliation much easier. Setting up ACH is as simple as filling out a single form and furnishing a cancelled check.



### Points and Rewards

By using a parent account, you can reap the benefits of Kleen-Rite Loyalty Rewards throughout your car wash empire! If points from purchases are accumulated under a parent account, the points will be available to any location when they log in to buy. The points can be utilized for rewards like free shipping and more! Users can also see any RGA's or credits that may be on the account which could be applied to a future purchase. A hub or parent account would also give those buying access to any special pricing offers to take advantage of even more savings.

If you have any questions about setting up your account, ACH or if you know you have multiple accounts for your washes, give us a call. Our sales and customer service representatives will be happy to answer any questions you may have to get you set up right moving forward!

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5<sup>th</sup> annual

# Women in Carwash Conference

by Shannon Yordy/Patty Little  
Photographer: Ashlyn McKibben

This past January I was fortunate enough to attend a unique conference in the car wash industry, a gathering for and by Women in Carwash! In an industry going through rapid growth and change, more and more ladies are emerging as forward-thinking leaders, owners and operators. The conference, with attendance growing each year, is a place where wash women from the US and Canada can congregate for 3 days of inspiration, information and networking to promote growth and share innovative ideas in this evolving business niche.

Representing Kleen-Rite this year, I was thankful for the opportunity to gain a unique perspective. “We believe this is a great way for the women who work at our company to connect with other women they are trying to serve”, says John Tobias, Marketing Director at Kleen-Rite. “In a mostly male-dominated industry, there are more and more successful women in the car washing business at all levels. We want to celebrate that and have the women in our company connect with them.”



*Conference attendees discuss the keynote*

## 5 Years and Growing

The 5th Annual Women in Carwash Conference was held from January 17-19, 2022 in Ft. Lauderdale, FL at the B Ocean Resort. The festivities kicked off on Monday with a networking/cocktail reception followed by a delicious sit-down dinner. The evening was topped off with an exciting keynote presentation from Connie-Lee Bennett, award-winning international public speaker, best-selling author and CEO and Founder of Meraki Training Academy. Connie set the whole mood for the conference with her opening: “Now is Your Time to Stand on the Centre Stage of Your Life.” This evening was full of laughs, positivity, and making connections with more than 65 women (and a few brave men) in the industry!

The momentum of energy and positivity from the night before carried us all into the first full day of seminars. We started bright and early with Connie-Lee Bennett again, as she opened the day with an enlightening presentation with inspiring thoughts on “Authentic Female Leaders of Tomorrow”. Her speech was centered on driving us all to find our authentic selves and using that new charisma to

become clear and confident leaders. This theme continued through each thoughtful, empowering presentation for the rest of the event.

There was a unique aspect during this event, in that throughout the 3 days of the conference, everyone was encouraged to change their seating position to promote new engagement and perspective. It was incredible to watch some of the more reserved attendees come out of their shell in such a short window of time - making new connections, hearing stories from across the industry, sharing tips, and ultimately forging new friendships and networks.

The conference featured many other engaging seminars including: Being an Authentic Female Leader of Tomorrow, PI/Executive Alignment, Employee Evaluation, the Power of Story to Change Your Business and Your Life, Carwash Chemicals 101, Female Mentorship, How to Write Something Anyone Can Read, and Carwash Insurance Basics.

## The Magic of Mentorships

I personally found Carla Thompson's discussion on building a mentorship program to be very insightful. Mentorships within the industry are a great way to help build up women at all levels. Many women in the car wash industry say they tend to feel isolated at times, and as though they're not part of the "boy's club". In an industry that has been dominated by male owners and operators, female mentorships are invaluable relationships that can help ladies adapt to navigating this new field of play. Being a woman in a male-dominated industry gets a lot easier when you can recruit more women and empower those women where you are!

Overall, this was an overwhelmingly positive experience that left me feeling reinvigorated. I returned with great perspective from wash operators, managers, other suppliers/distributors, and those in various other roles throughout the car wash industry. The camaraderie found at conferences like this along with abundant opportunities for networking can help women feel empowered to take charge.

The 6th Annual Women in Carwash Conference was held in Ontario, Canada, June 20-22, 2022. We look forward to the 7th and can't wait to see what these gatherings bring to us in the future! ■



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# DAY 1 TUESDAY, NOVEMBER 15TH



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**Local car wash tours,  
round table discussions  
keynote speakers, and lunch**

*Space is limited, reserve your spot today!*



**Tuesday | November 15th**



**8:00 AM - 3:30 PM**



**Columbia, PA**

Back by popular demand, we're hosting a special day of learning for car wash operators interested in adding to their Expo experience. Join us on November 15th for tours of York & Lancaster, PA car washes, round table discussions about car washing success, a keynote address from an industry expert, and lunch!

Space is limited, so sign up today and turn your Kleen-Rite Expo experience into TWO days of valuable experiences, networking, and fun!



## SIGN UP FOR THE CAR WASH EXPERIENCE

NAME:	
COMPANY NAME:	
CUSTOMER #:	
ADDRESS:	
STATE:	ZIP:
PHONE #:	
EMAIL:	
# OF ATTENDEES (INCLUDING YOURSELF):	
CC#:	
EXP. DATE:	CCV:



KLEEN-RITE CORP.  
ATTN: EXPO STAFF  
P.O. BOX 886  
COLUMBIA, PA 17512

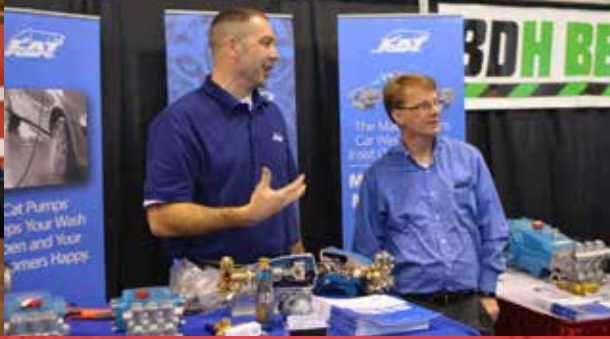


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# DAY 2 WEDNESDAY, NOVEMBER 16TH



**FREE!**

Trade show floor, seminar classes, lunch, and prizes.  
Sign up to attend today!



Wednesday | November 16th



9:00 AM - 3:00 PM



Columbia, PA

The top manufacturers in the car wash industry will gather at the Kleen-Rite Expo to give you one-on-one tips and service techniques. We will also have bus tours of our new distribution facility, plus huge deals on your favorite supplies and equipment!

Come and take advantage of this one of a kind car wash expo! The show floor will be open Wednesday from 9:00 AM to 3:00 PM. A buffet lunch will be offered mid-day. Thousands of dollars in prizes will be given away at the end of the day!

Sign up for the FREE  
Learn More, Earn More Car Wash Expo

NAME:	
COMPANY NAME:	
CUSTOMER #:	
ADDRESS:	
STATE:	ZIP:
PHONE #:	
EMAIL:	
# OF ATTENDEES (INCLUDING YOURSELF):	



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# THE KLEEN★TEAM

## Ron Wybraniec

Web Technician

My name is Ronald Wybraniec, I have been the Web Developer Front End Tech for Kleen-Rite for the past seven years. I was born and raised in Brick, New Jersey (just off the beach). I moved to Lancaster in 2003.

I have a wonderful wife, a son and step son, 3 dogs, and 3 cats (it is a jungle!). Before coming to Kleen-Rite, I worked in a variety of other jobs including construction and demolition, house painting, graphic design, video game repair, live event touring, cemetery cremation, colorizing multiple comic books, and more!

My family and I enjoy staying busy working on our home, perusing garage sales, visiting family in NJ and hanging out with our animals.

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

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# Grow Your Car Wash by Cleaning Fleets

by Joseph Herr

Every business owner knows that cultivating a stream of regular customers is key to success. An untapped source of new customers might lie in businesses that require a fleet of vehicles to operate. Attracting businesses with fleets to become members requires some legwork but is well worth the effort. If you need some pointers, this guide is for you!

## The Importance of Fleet Wash Memberships

Businesses that operate fleets must comply with vehicle safety regulations, which guarantees they will wash their vehicles frequently. A top priority of rental companies and dealerships is to maintain clean vehicles to leave a positive first impression on their customers. Carlos Londono, the owner of Auto Spa and Car Wash, told us his fleet program generates about 5% of his business. Successful fleet wash programs generate additional profit to help you grow.

## Ideal Clients

Typically, any business charged with cleaning and maintaining 10 to 15 vehicles or more will make a suitable client. Examples of fleet membership clients are construction companies, auto dealerships, trucking companies, fire departments, police, and local government. Check out the list on the next page for even more ideas.

Make sure you understand the type of traffic your wash can handle. Consider vehicle size, amount of dirt, extra traffic, and the impact on your current customers. For example, you may need to add a larger bay, increase pump capacity, or stock more durable brushes to accommodate industrial vehicles.



**CryptoPay... the perfect system to handle fleet wash accounts. Ready to go right out of the box.**



## **Businesses to Consider:**

**Construction**  
**HVAC**  
**Oil & Gas**  
**Engineering**  
**Landscape**  
**Equipment Dealers**  
**Security**  
**Insurance Brokers**  
**Food & Service**  
**Pest Control**  
**Hospice**  
**Hospitals**  
**Pharmaceutical**  
**Education**  
**Universities**  
**Non-Profit**  
**Cities & Municipalities**  
**City Departments**  
**County Governments**  
**State Governments**  
**Sherriff's Department**  
**Florists**  
**Funeral Homes**  
**Ambulance Service**  
**Limousine Service**  
**Police**  
**Military**  
**Post Offices**  
**Taxicabs**  
**Tree Service**  
**Vehicle Rental**  
**Post Offices**  
**Trucking**  
**Radio Stations and Broadcasting**  
**Plumbing Contractors**  
**Movers**  
**Telephone Companies**  
**Realtors**

## **Networking With New Fleet Wash Clients**

Finding fleet clients is easy if you know where to look. Keep an eye open when you are at your wash. Londono said, "Anytime I see a dealer plate, I talk to them." Current customers make perfect fleet wash clients because they know you provide a high-quality wash.

Another tactic is searching the web and social media. Once you find someone you think is a good match, send them a message or give them a call. Another way is to drive around town. If you see a business that may be a fit, stop in and strike up a conversation. You might gain a new client.

Host a free wash event for local businesses. Invite companies you want to add as clients and show them the value of your wash.

## **Pitching Fleet Wash Memberships**

When pitching a fleet wash membership, emphasize the various benefits your program will provide. Steve Sunde, the owner of Foam and Froth Car Wash, recommends informing potential clients about how easy their membership is to use and explaining the process. Londono affirmed Sunde's advice and said, "Highlight the ease of use and discount." Present customers with details regarding each package, such as the discount and services included in each tier.

Clients value the ability to see which vehicles in their fleet use the program and how often. Tell customers when bills are sent out and how charges are tallied that way your members know what to expect each time they are billed. Add the billing information to the page on your website that breaks down your fleet wash membership benefits so the customer can look it up, should they forget.

In conclusion, expanding the number of fleet wash members will help increase traffic at your wash, boost your profitability, and help you grow your business. If fleet businesses are pleased with the services you provide, you're more likely to gain good recommendations and possibly even more business from referrals. ■



# Tankless Self-Serve Chemical System

by Craig Peterson



Dosatron Panel

Are you tired of dealing with your unreliable chemical dosing system? Frustrated with clogged Venturi orifice tips and stalled air diaphragm pumps? Ready to do that equipment room makeover you've been putting off? Imagine removing all your chemical tanks including your high-pressure soap and wax tanks!

Dosatron's new tankless chemical dosing system is just what you need! The on-demand dosing system eliminates your Venturi, mixed chemical storage tank and air diaphragm pump by replacing them with an easy to install wall mounted panel.

## How does it work?

Dosatron injectors are driven by your city water pressure instead of air power or electricity. They automatically adjust for changes in flow, providing consistently mixed chemical to the bays every time. For example, let's say your customer enters bay #1 and turns on the presoak. The bay #1 chemical solenoid opens and water begins flowing through the Dosatron, driving the piston and plunger up and down. The plunger acts like a hypodermic syringe, drawing the chemical concentrate up and mixing it with the water as it flows through and dispenses the solution directly to bay #1. If a second customer turns on presoak, the piston strokes twice to maintain perfect proportionally-mixed chemical.

## Will it work for my high-pressure soap and wax?

Yes, it will! Eliminate those bulky chemical tanks and gravity feed chemical systems. Your space-saving Dosatron wall mount system will feed consistently mixed soap and wax directly into the suction side of your high-pressure pump on demand!

### Water-Powered

Doesn't need air or electricity to operate. It's powered by the same water you use to mix your chemicals!

### Space-Saving

Eliminates the need for Venturis, clogged messy metering tips, and bulky mixed chemical tanks!

### No Air-Diaphragm Pumps

Lower air-compressor usage equals lower electric bills!



Photo courtesy of Jerry Schmidt, Magnolia Car Wash

## Questions?

Call Kleen-Rite at 800-233-3873 or the car wash specialists at Dosatron!

**Craig Peterson**  
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# Car Wash Forecast

by Patty Little



Have you ever heard a “Car Wash Forecast” on your local news or radio broadcast? If you’re in the car wash industry you know that weather is a huge factor in how busy you are any given day, and what that means to your bottom line. Rain or snow, pollen and sun, the forecast can help you and your customers plan ahead for wash weather. So how can you use the forecast to your advantage?

## Ideal Wash Days & When to Expect Crowds

When it comes to weather and temps, cloudy days in the 70 - 80° F range are just about perfect for washing cars. Warm conditions with limited sun exposure are ideal for rinsing and drying to avoid streaking and water spots.

Ideally, customers will line up at your wash after any weather event, even after a rainy day. Rain isn’t really a natural way to wash dirt off vehicles. Steady rain may soften and wash off loose dust and particles, but deep-seated contaminants remain. Not to mention the new film of oil, mud and other grime from wet roads and road spray. Acid rain, caused by airborne pollutants, is most common in the Northeastern US and other heavily industrialized areas. The chemicals and contaminants left behind after rain, snow and other forms of precipitation can damage paint, and lead to rusting.

## Using Media for a Free Boost

Customers that hear “It’s going to be a great day to wash the car” on the news might take the hint! Kleen-Rite’s corporate office is located in Columbia, PA, and our local news station, WGAL, periodically calls attention to prime car wash weather. They also encourage people to visit the car wash after harsh weather events. For instance, they advise viewers to rinse off road salt and de-icing chemicals after snow storms. These calls to action can be advantageous as a simple method of free marketing that has potential to direct more traffic to car wash bays.

Aside from the mention of the car wash forecast on the evening news, it’s also splashed on their social media pages and pushed through their mobile app, which reaches even more of the local population. Some wash owners call or message their local news teams and ask them to include the car wash report in their weather segment. You can cause a ripple effect if you do the same!



It only takes a few minutes to call your local station or send a message via social media to see if the weather team can plug the conditions. A favorable callout can plant the perfect seed for news viewers and lead to lines at your wash.

If you have a marquee in front of your wash, that's also an excellent tool for advertising car wash weather. Let passing drivers know that the week ahead is looking good to get the most out of a thorough wash, or bring conditions to their attention that might inspire a quick spray down. A few clever words or a flashy graphic can inspire a spontaneous wash or vacuum session!

## Other Related Factors

From region to region, there are other airborne hazards that are also car wash motivators, and may be worthy of a mention if they apply in the area.

Where there are plants, there's pollen. While not a weather event, weather and pollen levels in the air come hand-in-hand. If you live in a high pollen area, this can provide another nudge to the wash, particularly in spring and summer. Pollen particles are actually slightly abrasive, and can lead to fading or scratching of a vehicle's finish over time. Not to mention the sulfur yellow haze on every exposed surface. High pollen levels reported in the forecast can give you a head start on busy wash days. Trees can also dapple vehicles with sap and other sticky debris from fruits, nuts and flowers, depending on the season and require quick attention before they stick and stain.



Birds and bugs also come back with warm weather, particularly if you're in an area where migrations are heavier or where insects proliferate seasonally. "Bird lime" and bug goo can be particularly plentiful in spring, and a little heads up on what's raining down will be appreciated.

Finally, for areas prone to floods and wildfires, vehicles can be coated with silt, mud, ash or soot. If there should be an unfortunate event in your area, your wash may see an influx in the days that follow. Let them know that you're set up and ready to help get cars clean.

There's no telling how the weather could affect your car wash, traffic will vary even in the same region. However, you can prepare yourself for any weather eventuality and try to use what's going on in the skies nearby to sway more customers your way! ■



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RC1433-B TRANSMITTER

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Channel Style Mat Clamp  
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MCSC35BL	Blue
MCSC35	Red
MCSC35G	Green
MCSC35Y	Yellow



Triple Foam Guns

Rubber Coated		Stainless Steel	
GUFBK	Black	GUFBKSS	Black
GUFRR	Red	GUFRRSS	Red
GUFBL	Blue	GUFBLSS	Blue

"Original" Flex-Wands®  
Galvanized or Stainless Steel

WTGRF	18"
WTGRF21	21"
WTGRF24	24"



Snap-in Foamy  
Brush Holder

FBHH916	Red
FBHH916BL	Blue



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Out Bucket

VDC10



Tip Twister  
Spray Tip Remover

SNTTM4	Fits 1/4" Nozzle
SNTTM2	Fits 1/8" Nozzle



Foamy Brush Bucket

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FBB911BL	Blue
FBB911BK	Black

40" Foamy  
Brush Handle Poles

FHA40BK	Black
FHA40BL	Blue
FHA40HG	Hot Green
FHA40HP	Hot Pink
FHA40OR	Hot Orange
FHA40PR	Purple
FHA40R	Red
FHA40Y	Yellow
FHA40G	Grey

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# Web Tips: 101



## How to Save Your SHOPPING CART From Being Emptied or Lost

by Ron Wybraniec

We help a lot of customers out each day that run into minor issues and errors when preparing and placing web orders. One we hear pretty often regards losing your cart. Here's the scenario: you were working on an order, your cart was full or being filled, but you closed the window or had to step away to do something else before you checked out. When you came back your cart was empty. We know this can be frustrating, but there are reasons why this happens. Here are tips and tricks to help you create a cart that doesn't get lost in the shuffle.

When you use a commerce-based website, E-commerce for short, creating an account or logging into your existing account should always be your first step. When you are logged in, it saves the items placed in your cart. If you have to leave the order, and you haven't finalized the purchase, your cart will be saved when you're logged out.

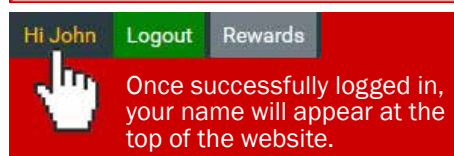
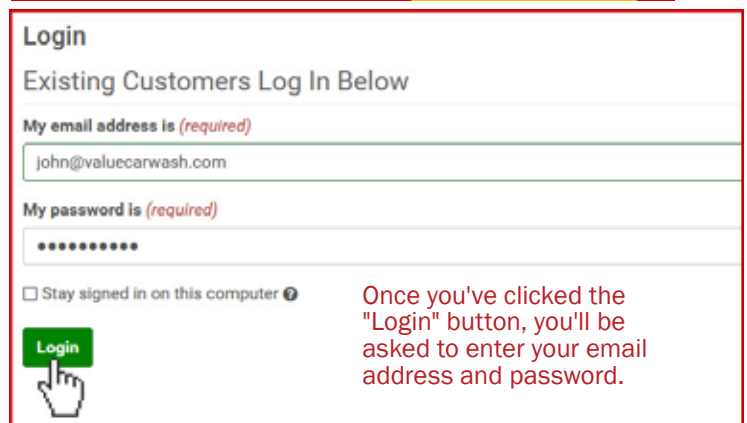
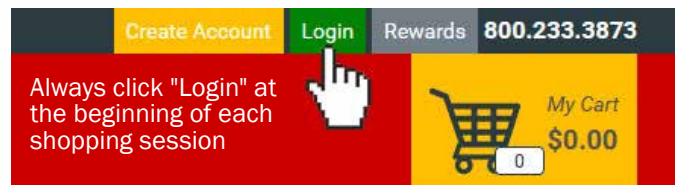
A few years ago, the Payment Card Industry Security Standards Council started requiring all websites to follow a specific set of rules for how security is handled on sites that accept credit cards. Most of the issue falls around sessions. When you as a customer come to a site a session is started. From the time the session starts, you have about an hour until the session times out. So, you have a set window of time to go through, and make your purchases or the session ends and disconnects you from the site or refreshes and creates a new session.

So, in a nutshell, it is still good practice to log in to use any E-commerce site, even if larger sites store much of your cart in the cookies of your browser. This will save you a lot of headaches and frustration and help you with successful sessions! ■

## Logging into your existing account should always be your first step!

Now, I know you may be saying "well I don't have to do that on Amazon, Target, Walmart, etc." Yes, that is true, however they are so massive that the PCI compliance board has made exceptions to PCI compliance rules.

PCI compliance is a major issue with 100% of websites. What is PCI you say? Payment Card Industry compliance refers to the technical and operational standards that businesses follow to secure and protect credit card data provided by cardholders and transmitted through card processing transactions. Basically, it is how credit cards are handled and processed on a site to keep your information secure.





CAR WASH MAINTENANCE

## Get to Know Phil!

**Are you ready to work through your car wash headaches with Fix-It Phil?**

Phil is our latest addition to the Kleen-Rite YouTube channel, and is here to bring you handy fix-it videos as he works on our very own Kleen-Rite car wash!

Interested in mechanics since a young age, he's always been interested in taking things apart and putting them back together. He became a certified universal HVACR technician, and went to work as industrial boiler mechanic and controls specialist for 15 years. Since coming to the team around two years ago, he has been critical to our car wash maintenance – and now wants to bring his knowledge to you!

Like many folks in the car wash industry, he's gained a lot of his experience through hands on learning at the wash, adapting his prior knowledge to the industry. He's also been able to help streamline processes by bringing in this knowledge and applying it.

Phil's looking forward to making sure that you, the customer, get even more value out of your relationship with Kleen-Rite: "From my point of view, (Kleen-Rite) is not only about supplying the customer with the parts that they need, but also the know-how on being able to fix that, diagnose their equipment, and fix their equipment themselves. If a car wash operator can buy parts from Kleen-Rite and we can help them install them themselves, then I feel we're doing our job."

# TRIPLE FOAM TROUBLESHOOTING

Phil takes a look at a triple foam system, some common issues with it, and how you can check your triple foam system before getting worried about replacing it!

- Tools You'll Need:**
- Screwdriver
  - Standard volt meter

## Confirming Solenoid Activity



We're working on a three-bank system with GinSan GS-30 Foam Timers.



Timing rate is cumulative, adjustable by the dip switches on the timer.

If your colors are bleeding together, check if your timing is too low. When a solenoid is open longer, the color runs stronger – switching too quickly back-to-back causes colors to mix.



If you're only showing one or two colors, you'll need to check the solenoids themselves. Touch a screwdriver to the coil of the solenoid when it clicks, indicating it is active. If the solenoid feels magnetized, pulling the screwdriver towards it, that means the solenoid is powered and working correctly. If this does not happen, the solenoid is not functioning correctly.

## Checking Voltage



Use the volt meter to check voltage on the system.



Use the volt meter probes by positioning them against the wire leads. Resulting reading on the volt meter should match the listed voltage to confirm correct operation.

## Checking the Chemicals and Feeders



When checking for backflow, pull your foot valve out of the chemical buckets. If there is a release of liquid, the foot valve is bad and likely backflowing water or other soaps into that container. Replace the foot valve.



Check your chemical drums or buckets to see if the soaps are bleeding together, or if one bucket is more full than the others. They should be distributing at roughly the same rate. If one is clearly more full than the others, there is a failure to draw soap – or back flow.



Confirm you are using the correct tips on your system that matches the recommended distribution ratio for the soaps you are using, and that they are clean and clear. Replace mismatched or incorrect tips, and clean out any that seem clogged – this can prevent proper dilution.



Disconnect the hoses from the manifold that feed all three soaps into the pump and let them feed to make sure the soaps flow freely out of the hoses that connect from the individual solenoids to the main pump.

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

**KLOPP**  
INTERNATIONAL, INC.

**CM MANUAL COIN COUNTER**

Counts, wraps and bags coins and tokens, one denomination at a time. Great at counting wet coins and tokens.

**CB1000**

**SM-W 9051 MANUAL COIN SORTER**

Process wet or dry at a rate of 1,000 per minute

**CB1019-1S**

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

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

STOCK UP AND SAVE WITH  
**BULK BALE**  
**BLACK MICROFIBER**  
**16 X 16 INCH TOWELS**

appx. **800** per bale

TOWELS BY  
**DR. JOE**

**DJMF8300-BKB**

# HIGH PERFORMANCE

## PHOTOELECTRIC SENSORS FOR CARWASH



-   
EASY  
INSTALLATION
-   
WATER  
RESISTANCE
-   
PENETRATION  
POWER
-   
IMMUNITY  
TO LIGHT
-   
VIBRATION  
RESISTANCE

### MAKING SENSE OF TECHNOLOGY

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

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



Now available at  
Kleen-Rite Corporation  
1-800-233-3873  
[www.kleenrite.com](http://www.kleenrite.com)





# How Can I Use a HydroMinder to

# CONSISTENTLY Dilute Chemicals Without Premixing?



During my visits to car washes, I've had some great conversations with operators about chemical dilution. A common question I receive is: "Hey Jay, how can I use a HydroMinder to consistently dilute chemicals without premixing, especially hyper-concentrates like Kleen-Pak?"

ultra-concentrated car wash, eliminating the need for that conversion. To learn more about these new models read the article in this issue titled HydroMinder Expansion: New Ultra-Concentrate Dispensing Solution from Hydro Systems.

During my time in the car wash industry, I learned a few tricks to keep dilution ratios consistent. The key is to maintain a healthy maintenance program.

Inspect your chemical storage tanks and tubes that draw product for clogs, leaks, damage, and wear. After you examine your



Clean your tanks with bleach.

Before setting up new chemicals, I recommend cleaning the tank to prevent cross-contamination. Don't forget to clean your tank's screen if it has one. Well-maintained

## During my time in the car wash industry, I learned a few tricks to keep dilution ratios consistent.

Ultra-concentrated chemicals such as the Kleen Pak line require much higher dilution ratios not typically handled by older HydroMinder models. Before, the solution was to convert a HydroMinder 511 by switching the barb to a 1/4" size and then installing either a lean or ultra-lean push-in tip. Hydro Systems recently introduced a line of HydroMinders designed to handle

system either clean or replace components when necessary. Don't forget to check your lines and foot valves for chemical backflow. Keeping foot valve screens clean is vital when using highly concentrated wash chemicals. Due to their high dilution ratios, concentrated chemicals must be drawn at the correct proportion to provide the best performance.

holding tanks and tubing accurately draw chemicals at consistent dilutions and deliver excellent results that will please your customers.

Remember, your customers want to receive a superb show while using your self-serve bay. Check to make sure fragrance strength is pleasing, colors are bold, and the performance of each chemical is exceptional.

A well-maintained wash will enhance the performance of your soaps, keep your chemical costs in line, and make happy customers who will keep returning. For more info on HydroMinders, HydroMinders for Ultra-Concentrates, Kleen Pak products, other soap options and new dilution systems, please reach out to either Steve Kelly or myself, Jay Cogley. ■

Especially during the summer, heat causes scum to grow in your holding tanks due to bacteria. Frequently inspect your tanks for scum buildup and thoroughly clean the tank if you see any accumulation. I want to stress that scum will grow back if you only remove it. The tank will need cleaned with bleach to kill the bacteria that causes scum growth.



Ultra-lean Hydrominder tips



## BC-1600A-HSB



Monitor machine via internet with Remote Access Board



MEI Recyclers/Validators hold 500 notes each



Dual Hoppers hold 12,300 coins total



## BC-1400A



Rear load machine with stainless steel faceplate



MEI Validator with 1,000 note stacker



Dual Hoppers hold 9,600 coins total

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



## TC400A-RL Series Changers



Dual MEI Validators with 500 note stackers



Hoppers hold 5,600 each



MEI Recycler Options



Internal and External Displays

**Ask your Kleen-Rite Rep for more info!**





**Little Trees**

# Show Us How You Sell Your Little Trees!

**Win \$400 worth of FREE Little Trees of your choice – all you have to do is show us how you sell them!**

**Do you use vending machines? Sell them on a shelf or in a rack by your check-out? Do you pack them in give-away bags?**

However you try and get your Little Trees into your customers hands, **we want to see it!**



**Post a picture of how you retail your Little Trees on Instagram, Facebook, Twitter, or LinkedIn and make sure to tag us in it. Make sure you allow Kleen-Rite to view your picture by updating your privacy settings!**



On September 1st we'll select 25 winners to EACH receive \$400 worth of Little Trees in cases of 72 packs! 10 runner ups will be awarded a Little Trees shirt - available in M, L, and XL.

Contest open to entries from the 48 contiguous United States only. Alaska, Hawaii, and international entry not permitted. No purchase necessary. Winners will be contacted privately.





### Clear Coat Plus: Drying Agent

Concentrated clear coat sealant with fast dry additive. Gloss enhancers provide maximum shine to the cars finish.

5 Gallon	NAPP6005
30 Gallon	NAPP6030
55 Gallon	NAPP6055



### Presoak Plus: Tire Cleaner

High foaming, high pH presoak, cleans vehicle and tires in one easy step. Fresh citrus scent. Pleasant citrus aroma.

5 Gallon	NAPP1005
30 Gallon	NAPP1015
55 Gallon	NAPP1055



### Triple Foam Plus: Bug Remover

A triple foam conditioner containing an insect removal additive. Emits a tropical scent. Available in blue, pink & yellow. Fresh tropical scent.

	Blue		Pink		Yellow
5 Gal	NAPP5005B	5 Gal	NAPP5005P	5 Gal	NAPP5005Y
30 Gal	NAPP5030B	30 Gal	NAPP5030P	30 Gal	NAPP5030Y
55 Gal	NAPP5055B	55 Gal	NAPP5055P	55 Gal	NAPP5055Y



### Foam Brush Plus: Bug Remover

Concentrated foam brush detergent cleans vehicle & remove bugs in one easy step. Available in Yellow/Banana or Red/Cherry.

5 Gallon	NAPP4005
55 Gallon	NAPP4055



## Kleen-Rite continues to go GREEN



Kleen-Rite Mt. Joy, PA, facility.



Here at Kleen-Rite, we're always looking for ways to improve our company, from additional training, to systems and process, and more. One of our most recent investments has added a new color to our traditional Kleen-Rite red – we went Green!

Thanks to KC Green Energy, Kleen-Rite's Mount Joy warehouse now has a 217 kW solar array that can cover 100% of our daily usage! Our warehouse was the perfect candidate for solar power, thanks to wide open spaces around the facility and a large, flat roof. Modern solar components are smaller yet more efficient than ever before, making them safe and easy to mount on the building.

We've seen a number of our customers opting to go for partial or full solar power themselves. These include small local car wash chain Mr. Wizard Car Wash, with two locations featuring comprehensive solar energy systems installed by Paradise Energy Solutions. Across the country – from Classic

Car Wash in Iowa, to iShine Express in Austin, to Valley Car Wash in Virginia and plenty more – car wash operators with the right space to use are realizing that solar systems can be an investment that will pay for themselves in less than a decade, and will increase profit thereafter!

This investment in our company allows us to pursue energy independence and sustainability, lessen the impact of rising electrical costs, and live up to our core company value of investing in where we live by reducing our environmental impact. It's an investment for the future of our business and our ability to continue to provide you the best products at the lowest prices.

Consider if solar or other green energies are right for you as a primary or supplemental system, and reach out to your local consultant or installer to find out about customization and facts on if this is the right choice for you!

# DESIGNERS & MANUFACTURERS OF CHANGE MACHINES

## SINCE 1955



### MC300RL

#### Rear Load

1 Bill Acceptor  
1 Coin Hopper  
(3,200 Qtrs/\$800 Capacity)

#### Dimensions:

Cabinet: 32"H x 9"W x 13"D

Faceplate: 36"H x 13"W

DC300RL



### MC520RL-DA

#### Rear Load

2 Bill Acceptors  
2 Coin Hopper  
(6,400 Qtrs/\$1,600 Capacity)

#### Dimensions:

Cabinet: 32"H x 18"W x 13"D

Faceplate: 36"H x 22"W

DC520RL-DA



### MC400RL-SLIM

#### Rear Load

1 or 2 Bill Acceptor(s)  
2 Coin Hoppers  
(6,400 Qtrs/\$1,600 Capacity)

#### Dimensions:

Cabinet: 38.5"H x 12"W x 18"D

Faceplate: 43"H x 18"W

DC400RL-SLIM



### MC RETROFIT KIT

for BC1400/BC2800

DCP4K07400-F11



### EF+ MODULE

#### with REMOTE NOTIFICATION FEATURE

get texts of Audit, Out of Service and Alert Conditions (Available in all Models!)

DCP4K01293-xx



**Standard**  
Change-Makers, Inc.

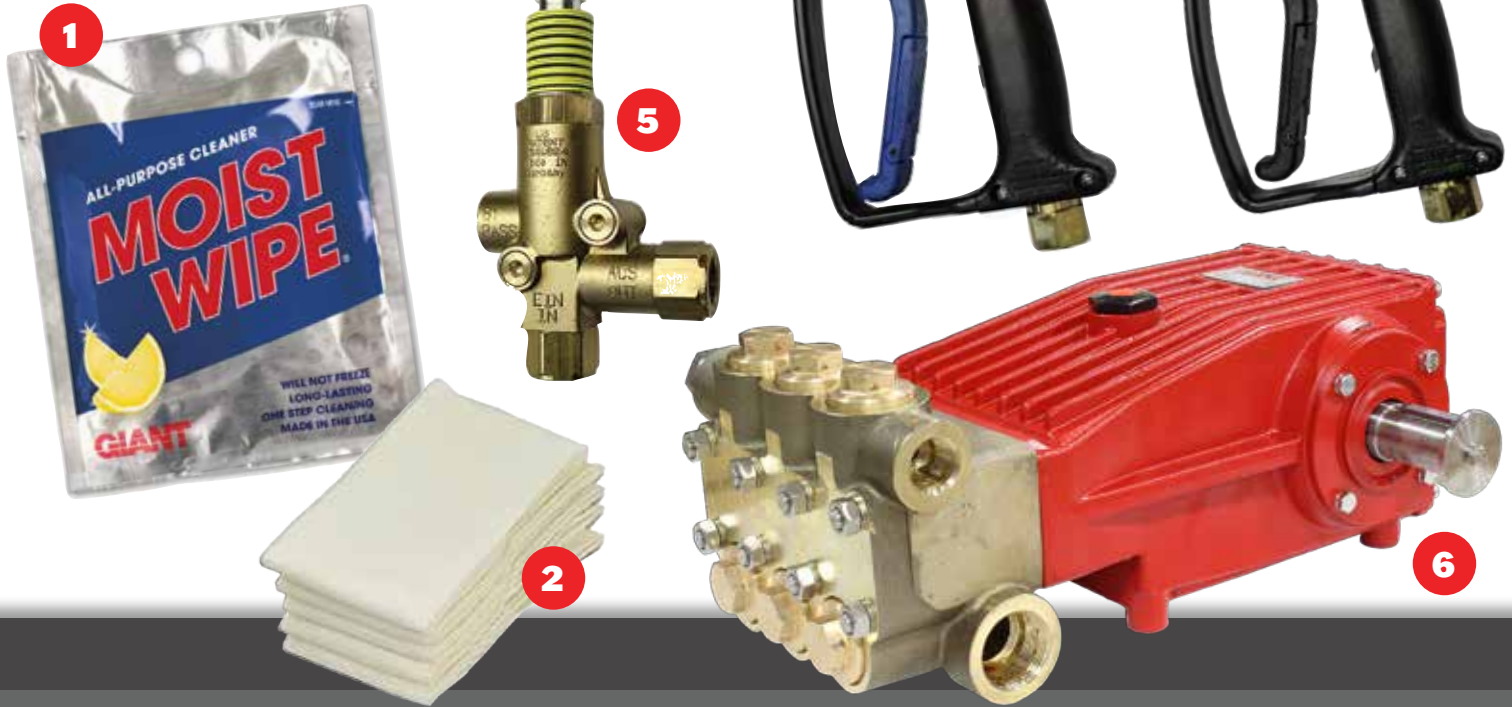
*Dispensing Quarters, Dollar Coins, or Tokens*



**We Make Change Happen!**

# GIANT

Performance Under Pressure



1

## MOIST WIPE WINDOW WIPE

12" x 28" wipes | 180 per case

VST3000	Wipes
VE0103	Vending Decal

2

## SUPER TRUCK TOWEL

18½" x 27½" | 180 per case

VST2000	Wipes
VE0103T	Vending Decal

3

## WEEP GUN WITH BRASS PLATED DISCHARGE FITTING

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

PU21295

4

## NON-WEEP GUN WITH STAINLESS STEEL DISCHARGE FITTING

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

PU21250

5

## ADJUSTABLE UNLOADER

1450 PSI | 13 GPM | Yellow springs

PU22911

6

## LP123 FORGED BRASS MANIFOLD PLUNGER PUMP

35.4 GPM @ 1300 PSI @ 800 RPM  
140°F | 1½" Inlet | 35mm shaft dia.

PULP123

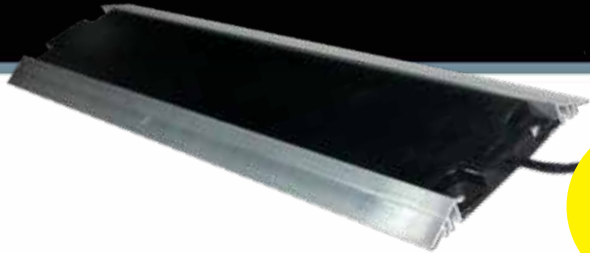


AVAILABLE FROM **KLEEN-RITE** CORP.  
YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY

# RECORA®

LEADERS IN PRESENCE DETECTION

## Smooth SURFACE TREADLE FLOOR SWITCH

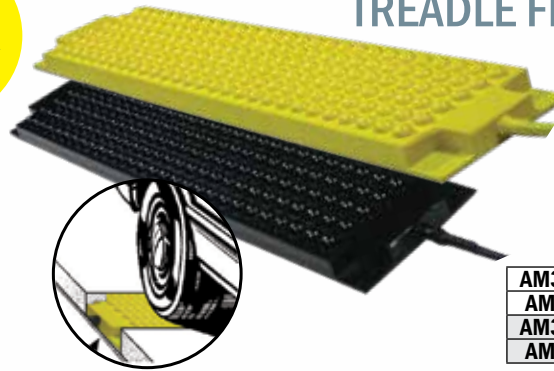


- Simple electrical switch embedded in the trip device
- Molded to 3/16" steel base plate, 7/8" thickness
- Rugged, weather-resistant design
- Metal ramps sold separately

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

IDEAL  
FOR CAR  
WASHES

## Traction CONTROL TREADLE FLOOR SWITCH



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

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

## Upgrade Your Cameras!



### Vandal Proof Day/Night 1080p 2.8mm Fixed Lens Camera

- 4 in 1 AHD/TVI/CVI/Analog 1080p HD
- 1/2.8 Sony 2.1MP Starvis back-illuminated sensor
- Auto exposure, Auto white balance, and Electronic shutter
- Built-in IR-LED, Effective Range 20M

**TW200ESL**



### Vandal Proof Day/Night 5MP 2.8mm Fixed Lens Camera

- 4 in 1 AHD/TVI/CVI/Analog high definition
- 1/2.9 Sony 5MP Starvis back-illuminated sensor
- Auto exposure, Auto white balance, and Electronic shutter
- Weatherproof IP67

**TW500ESLW**

AVAILABLE FROM  
**KLEEN-RITE** CORP.

# Car Wash Clicks

By: Joseph Herr

## Largest Indoor Car Wash in the U.S.A.

Did you know there is a 65,000-square-foot indoor car wash? Flagship Carwash opened the wash on February 7, 2022. It is known as the largest indoor car wash in the United States.

If you are eager to check out the facility, you can find it in Ashburn, Virginia. It sits just off Route 7 and the Loudoun County Parkway.

The car wash boasts dual tunnels equipped with drive-on flat belt conveyors safe for exotics, dual tires, and lowered vehicles. There are ten detailing bays and three dry-belt conveyors for interior cleaning. Additionally, customers have access to 22 free vacuum stations. Flagship's lightning-fast full-service wash lasts around 13 minutes!

Guy Paolozzi has owned the Flagship Carwash company since 1986. The family-owned company operates multiple car washes in Maryland, Virginia, and Washington D.C.



## World's **Biggest** Car Air Freshener



Soapy Joe's Car Wash in San Diego is home to the world's largest air freshener. In December of 2018, Guinness World Records authenticated the world record.

The record-breaking freshener is a gigantic version of Soapy Joe's branded fresheners seen all around San Diego. Typically, air fresheners are the size of your hand. This monstrous version measures 3' 10" tall, 3' 8" wide, and 1.6" thick.

Soapy Joe's used biodegradable materials including wood, wood pulp, starch and scent concentrate to make the block. Multiple applications of liquid fragrance were required to make the freshener emit a citrus scent.

Soapy Joe's created the gigantic air freshener to commemorate the 20th anniversary of Soapy Joe's Day, a celebration of their commitment to environmental sustainability initiatives. The day raises awareness about water conservation and eco-friendliness. Each Soapy Joe's wash is equipped with state-of-the-art water reclamation systems and biodegradable products to reduce their environmental impact.

## Most Cars Washed in 8 Hours

NAPA Auto Parts set the Guinness World Record for 7,197 vehicles cleaned during a period of 8 hours. On April 27, 2019, NAPA hosted a car washing event that raised \$82,000 to support non-profit organizations. A total of 159 stores participated across the country.

The marathon wash event one of the highlights of Napa's "Love Your Car" campaign, which encourages regular maintenance and care.



# World Record Edition

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



## Loooooongest Car Wash in the World



As the expression goes, "Everything is bigger in Texas." Buc-ee's constructed a 255-foot-long car wash tunnel at their Katy, Texas location. Guinness World Records certified it as the world's longest car wash!

The three-million-dollar tunnel uses 25 brushes, 17 high-powered blow dryers, rainbow foam, and arches to clean and dry vehicles. Customers should expect the colorful show to last 5 minutes.

Buc-ee's is a chain of enormous gas stations and convenience stores with a cult following, check them out if you're ever in Texas!



## DIXMOR ADVANCED TIMERS!



### LED6 VAC & BAY TIMER

- 3.5"W x 2"H x 3"D shelf mount timer case
  - SUPER bright 2.5"x .75" LED display
  - 24 VAC timed output
  - Credit card input with advanced features
- and all standard features of the LED5 & LED7 timers!

**DMLED6**

AVAILABLE FROM  
**KLEEN-RITE** CORP.



### DX1000 WEEP MIZER

- Keep your lines from freezing
- Cycles your weep system on and off based on external temperature
- Easily programmable
- Built in "FAIL SAFE" for peace of mind, operation + battery backup

**TI0100**



### DX2002 ULTIMATE TIMER

- Stainless steel enclosure
- GIANT 3.5" x 11.25" dot matrix display
- Message center reads in English & Spanish
- Programmable custom message up to 128 characters

**DMD2002**

# WHEN DID YOU LAST UPGRADE YOUR ROWE™ CHANGER?

If you can't remember,  
it's time for an upgrade.

American Changer's  
Rowe Conversion Kits &  
MEI Kits are available  
through Kleen-Rite!

**AMERICAN CHANGER®**

TIME TO  
**UPGRADE**



BC-1400 w/ Older  
Rowe Components



BC-1400A w/  
Upgraded Components



# SENSING SWITCHES

Tapeswitch™ Vehicle Sensing Switches are designed to detect the downward or angular pressure of an automobile tire in the harsh environment of vehicle wash down systems





- Heavy duty steel base plate provides solid mounting points
- Edge options allow a choice of recessed or surface mounting
- Dri-Run cabling prevents moisture wicking through the lead wires
- Completely immersible, IP67 rated mat ensures a long operating life

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



# CARWASH LIGHTING

Highly engineered LED lighting for corrosive, wet & dirty environments

 Made in the USA 

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



IP68 Waterproof • Chemical Resistant • Easy Installation



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



# Platinum Emperor Series

By General Pump



- Nickel-plated, **Stainless Steel Manifold**
- Nickel-Plated Crankcase
- Run-Dry / High Temp
- Perfect for Self-Serve / Prep Applications
- Direct replacements for Cat 5CP2140, 310, & 5CP2120 Pumps
- Cat 310/5CP Stainless Steel Rail Conversion kits



AVAILABLE AT  
**KLEEN-RITE CORP.**

The "NEW" Leader for the Self-Serve Market!



**When it really counts, fill it with a Jobe Valve.**

### TOPAZ INDUSTRIO FLOAT VALVE

**For Hot Water**  
High Flow Rate Valves

Mounts above or below water line.

Up to 90 GPM

- High mechanical strength and heat resistance
- Made from corrosion-resistant materials
- Comes complete with float and arm
- Has a switch to lock valve in off position
- Shuts down slowly to minimize water hammer
- Mounts horizontally or vertically

JFVT12	3/4" Valve
JFVT16	1" Valve

### TOPAZ FLOAT VALVE

High Flow Rate Valves

Mounts above or below water line.

Up to 90 GPM

- Shuts down slowly to minimize water hammer
- Comes complete with float and arm
- Has a switch to lock valve in off position
- Internal filter to keep debris out of the valve
- Float position easily adjustable without tools
- Mounts horizontally or vertically

JFVTS12	3/4" Valve
JFVTS16	1" Valve
JFVTS18	1 1/4" Valve

### ROJO FLOAT VALVE

Low Flow Rate Valves

Mounts above or below water line.

Up to 5 GPM

- Mount on side, bottom, or top of tanks
- Fully adjustable float arm
- Made with corrosion-resistant materials
- Includes backnut and seal washer
- Built-in check valve
- Includes switch to lock valve in off position

JFVR08	1/2" Valve
JFVR12	3/4" Valve

# Meet the Folks at Kleen-Rite

Check out some of the crew here at Kleen-Rite! We love to show off the people who make things happen every day at our company. Subscribe to the Kleen-Rite YouTube channel to see our “Meet the Folks at Kleen-Rite” videos and get to know individual team members a little better.



Jacqui



Jeremy



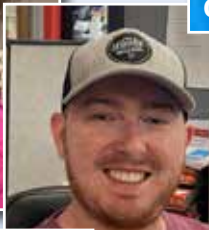
Chris M



Keith



Robyn



Justin



Lauren & Tara



Warren & Megan



John & Jeff



Joe & Gary



Sheri



Rudy



Chris D



Joel



KR



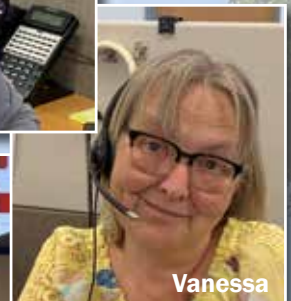
Eric



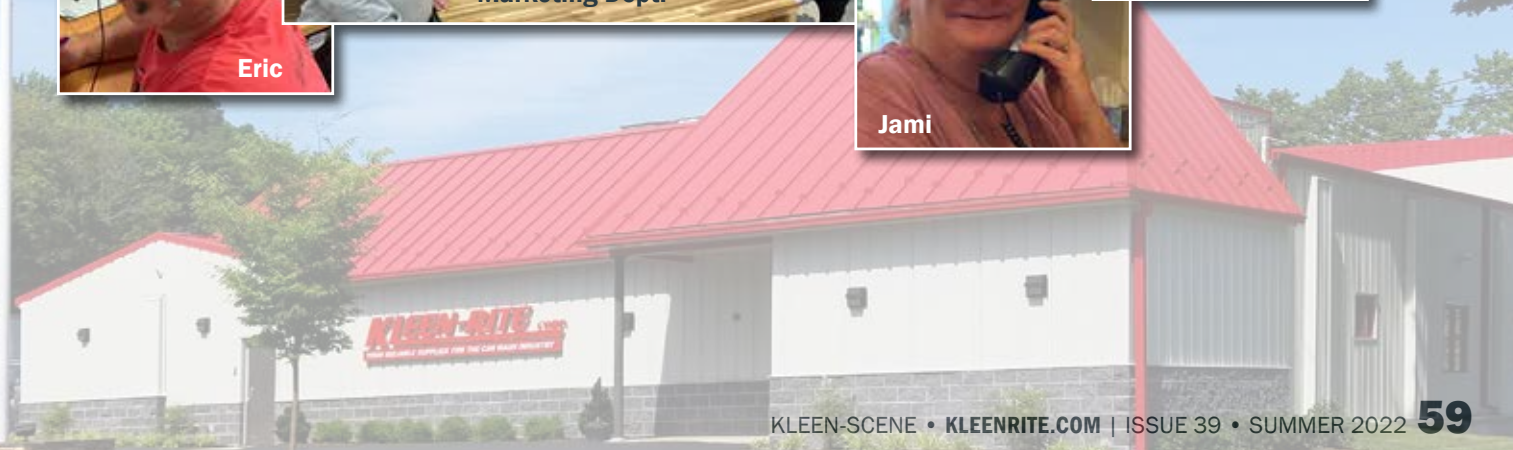
Marketing Dept.



Jami



Vanessa





# OPERATOR SPOTLIGHT

## FOAM & FROTH Bullhead City, Arizona

Steve Sunde has traces of a Minnesota accent, where he originally hails from, and all the friendliness and congeniality one might expect from an upper Midwesterner. He now resides in Bullhead City, Arizona, where he owns and operates Foam & Froth Car Wash.

### FINDING BULLHEAD CITY, AZ

Before he owned a car wash, Sunde worked as a general contractor doing finish work at hotels. He roamed around the country in a motorhome for that job, while also logging plenty of miles travelling for pleasure and visiting family members spread out around the nation.

One of his bucket list items was to take his motorhome to a hot air balloon festival in Arizona. He had a chance to attend the festival on the way to visit his daughter for USC's homecoming weekend, where she was a student at the time, and another daughter who is an actress in Los Angeles.

When Sunde and his wife Vicky neared the festival, she mentioned that she had heard of a "mini Las Vegas" in the area. He pulled over and examined his map, realizing that Bullhead City was the place she was describing – a bustling city along the sparkling Colorado River with several elaborate casinos ascending skyward out of the desert. Comparable to Lake Mead and the Vegas Skyline, calling Bullhead City a "mini Las Vegas" is an apt description.

The pair spent the night there and were enamored. Vicky was a successful realtor, and she recognized the area was ripe for potential growth in the future. They bought a fixer upper in Bullhead City and sat on it for a few years.

### EARLY STAGES OF FOAM & FROTH

On another trip through the area, Sunde noticed a small 4-bay car wash in a local real estate magazine. It interested him, but seemed overpriced at around \$600,000. Vicky recommended he use his general contracting background to his advantage and build his own with the assistance of

their architect son-in-law. Their design focused heavily on adding large bays to cater to snowbirds with RVs in the winter, and tourists with boats and trailers in the summer months. Other points of interest included in their design were a full apartment, a small coffee shop, and a pet wash – a novel idea at the time.

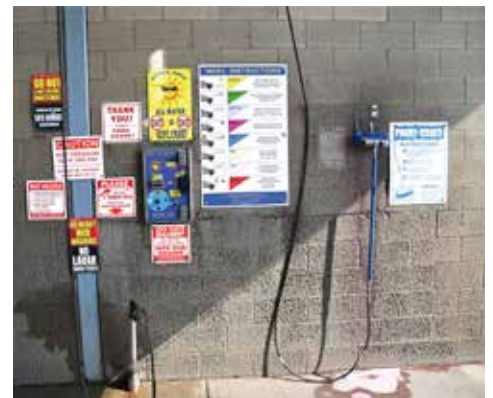
Once the initial planning stages were done, Sunde and his wife found a piece of prime property near the Colorado River, close to Fort Mohave and Laughlin, that was a spacious location well-situated for a wash.

Sunde was SBA approved and had bank funding in place to get the business moving. Unfortunately, he was diagnosed with stage three colon cancer at this time and had to prioritize his health over everything else. The Sundes lived in Moorhead, Minnesota, near Fargo, North Dakota and the home of the Roger Maris Cancer Center. Sunde was able to receive incredible care at the esteemed facility. He received his last infusion on March 1, 2006, which synced up nicely with his building permit being approved on March 6, 2006. By fall 2006, Foam & Froth was open for business.

Sunde spent eleven and a half years living in the built-in apartment, so he was on site nearly 24/7 for over a decade. His wife was still back in Minnesota continuing her real estate career, and they both travelled back and forth to see each other. Other than that, Steve mostly devoted his time to developing the foundation of a great car wash business.

"We built a great reputation in town. It'll be fifteen years we've been in business. You get your naysayers every now and then, but that's just the name of the game. The good outweighs the bad," Sunde remarked proudly.

A big part of the everyday operations is his trusted crew. Dennis, Al, and Ricky are all retirees working part time to run the wash. They function





by Job T. Leach

well together to keep things going smoothly, from interfacing with customers to doing repairs and maintenance.

“We’ve got a good thing going. I trust these guys and I don’t have to worry about them counting the money, taking the money out... nothing. I’d trust these guys with my life.”

Ray is another employee who does bookkeeping and is a “computer whiz,” acting as an important part of the business side of things. Vicky also helps with bookkeeping and general operations.

### BULLHEAD CITY’S ECONOMIC PROSPERITY

Sunde was complimentary of the city leadership, noting: “Our city manager is aggressive and knows what he is doing. He’s been instrumental in getting a lot of business to come here.”

It so happens that some of that business is other car washes, but Sunde has never been concerned about that. Consisting of tunnels and self-serves, these competitors simply can’t offer the same experience that Foam & Froth can with its large bays and touchless automatics. Steve focuses more on the positive, appreciating the overall economic prosperity.

“The area is growing. If all that stuff is growing, that means I’m going to grow. There are more houses going up, and each of those houses has two cars. It’s rare to even see a place with one car.”

The growth is not just casinos and river tourism, either. For example, they have incredible baseball, softball, and soccer fields used for sizable tournaments many weekends. Their soccer complex is capable of hosting tournaments with as many as 150 teams. Sunde mentioned these things as a sports fan, but also as a wise business owner appreciating the economic health of the area.

### KLEEN-RITE - FOAM & FROTH’S PREFERRED SUPPLIER

Steve first met folks from Kleen-Rite at the ICA show in Las Vegas and was impressed by Kleen-Rite’s huge product selection. Being able to get nearly everything in one spot made it a no-brainer for Steve to make Kleen-Rite his primary supplier.

“I didn’t want a bunch of vendors calling on me. Others quit calling me because they know I’ll just stay with Kleen-Rite. It’s been a good experience. Being with Kleen-Rite has been wonderful. I got to know the people up in Las Vegas [at the warehouse]. It’s easy for me. If I do need a part, I can get there in an hour and a half. That’s been nice.”

Steve is handy enough to fabricate some of his parts, and he has one guy who occasionally sells him parts, but Kleen-Rite is his go-to for virtually everything else.



### FOAM & FROTH RUNNING STRONG

Steve has received multiple generous offers for his wash, and has briefly considered selling and slowing life down, but has ultimately decided against it. The only significant change is that he stopped running the coffeeshop, instead renting it to a father-daughter team who run “The Hut,” a fresh sandwich shop that city residents love.



Temporarily, Sunde was forced to put everything on hold during a nasty bout of Covid that had him days away from a ventilator. After again getting great medical care – he couldn’t praise hospital staff enough – he’s back at it and hasn’t missed a step.

Steve has a side passion as a certified official for U.S. track and field. He’s officiated some events in the Phoenix area, is trying to work his way into the World Games in Eugene, Oregon in summer 2022, and has an ultimate goal of grabbing a spot at the 2028 Los Angeles Olympics.

Steve clearly has great energy for life and running his car wash, and we are glad he has decided to remain at the helm and continue to be a Kleen-Rite customer. Under his care, and with such a dependable crew, Foam & Froth is sure to remain a highly respected Bullhead City business.

# One Stop Vac Shop!



## CENTRAL VAC OR POLE MOUNTED VACUUMS

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

- Available in Dual Arch, Single Arch and No Arch stanchions.
- Rectangle, V-Shape or Angled Canopies available.
- LED light kits available in 4ft or 8ft lengths.
- Includes mat rack and trash collector
- Stainless Steel or Powder Coat Finish.

For more information on our car wash vacuums and accessories, contact Kleen-Rite

**800-233-3873**

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



# ***KLEEN-PAK***

Kleen-Pak hyperconcentrated car wash soaps and chemicals are the solution to your overcrowded control room.



Easy-Kleen Station  
KRKP1000

## Premium cleaning **POWER**

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

### The **Kleen-Pak** Line Includes...

- High & Low pH Presoaks
- High Pressure Detergents
- Triple Foam Conditioners
- Wheel & Tire Cleaner
- Rain Repellant
- Foam Brush Soap
- Sealants
- Drying Agent
- Bug Remover

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

Ships UPS  
Ground  
**Eco-Friendly**  
No Hazmat  
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- Individually wrapped!
- Super Absorbent!
- Perfect for vending!

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### High Volume Selling Item!

- Dimensions: 12.5" x 16.75"
- 120 towels per case
- Eye-catching bright color
- Non-abrasive: will not scratch surfaces
- Holds many times its weight in liquid
- Wash and dry vehicles
- Use it for polishing vehicles
- Machine washable & bleachable