

THE **KLEEN-SCENE**

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 40 February, 2023

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Surface Hardener**

**Simoniz
Carbonite**

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The Simoniz Ceramic Sealant is a highly hydrophobic formulation that includes a ceramic polymer. After being applied to a vehicle exterior, this formula chemically bonds with the paint to create a layer of durable protection.

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New!

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Operator Pro

VFD Drive with Direct Drive Pumps



Saving space is always crucial in equipment rooms. The Operator Pro package reduces the amount of equipment you need to operate the same functions – one compact unit that’s easy to install! Plus, multiple configurations are available so you can choose the right functions for your wash.

“This is the pump stand I helped design for the Kleen-Rite car wash.”

– Fix It Phil



Model Shown:
4 Bay PS400/PS6A138-4-A

\$50,302.45

- Offered in 2-6 bay formats.
- Quiet Design. Electrical motor to pump connection is direct coupled.
- Smoother start and stopping of electrical motor to decrease all motor wear.
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- Industry trusted CAT pumps come standard unless specified by customer.

“Standard 8” Options

1. Tire Cleaner
2. Presoak
3. Soap
4. Foam Brush (Dosatron)
5. Wax
6. Rinse
7. Spot-free Rinse
8. Stop

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Front Cover

Thanks to Alan Kuhn of Conestoga, PA for contributing his '71 Chevelle convertible for our cover photo and to Madison Haiges for making it shine. Alan has been building muscle cars for the past 40 years. He bought this beauty 20 years ago and just finished it up this past summer on his 60th birthday. Madison owns her own business, teaandcoffeeexchange.com, shipping loose tea, coffee and more!

A MINUTE WITH MIKE & KEITH

It finally feels like life is starting to return to some sort of normalcy, with the return of holiday parties and large family gatherings as a welcome sign this past year. On the business side there are still some supply issues, and noise of economic uncertainty. But, both on the personal and business side, it isn't like 2020 again and we are thankful for that. Here at Kleen-Rite we were blessed with a solid year in 2022 which was highlighted by the return of our signature event, the Kleen-Rite Learn More, Earn More Expo in November. What an outstanding event, with a full house of people, great information, great food and tons of prizes that were given away. Thanks to everyone that made the event possible, mark your calendars for November 2024!!



We are looking forward to a solid year in the car wash industry. Lots of irons in the fire throughout our industry and our team is ready to help you achieve success. We continue our work on enhancing the customer experience. We are making investments on our website, mobile app and our team training to deliver you the experience that you want and deserve.

We encourage our customers to stay positive and focus on their washes. Continue to evaluate your business and make the investments when needed to keep your operation running smooth. The Kleen-Team is ready to help you, wither it is having the right products to help with the small refresh of your vacs and bays or the replacement of your bay equipment and pump stands, give us a call to help you through the process.

We are honored for the opportunity and look forward to serving you again this year. We feel it is our people that make the difference and we thank you for allowing us to be your reliable supplier to the car wash industry.



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KLEEN-RITE CORP.
PO BOX 886
COLUMBIA, PA 17512
KLEENRITE.COM
800.233.3873
SALES@KLEENRITE.COM

KLEEN-RITE STAFF

MIKE MCKONLY
PRESIDENT

KEITH LUTZ
VICE PRESIDENT

JEFF DETZ
CHIEF OPERATING OFFICER

JOHN TOBIAS
DIRECTOR OF MARKETING

KLEEN-SCENE STAFF

JOHN TOBIAS
CREATIVE DIRECTOR/GRAPHIC DESIGN

JOB T. LEACH
WRITER/EDITOR/PHOTOGRAPHY

DREW TYSON
WRITER/EDITOR/PHOTOGRAPHY

PATRICIA LITTLE
WRITER/EDITOR

JOSEPH HERR
WRITER/EDITOR

JEFF GREENE
GRAPHIC DESIGN/LAYOUT

KAYLA RIVERA
PHOTOGRAPHER

PRINTED BY

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Graphene...
**“It’s harder than diamond
and 200x tougher than steel.”**



By: Joseph Herr

When you hear the word Carbonite, the predicament of Han Solo from Star Wars should typically come to mind, especially for fans of the movies. Inhabitants of the Star Wars universe use Carbonite to preserve goods during transportation, keep people alive during extended space travel, and even collect bounties on wanted individuals. Carbonite creation involves snap-freezing the substance in its gas state to create a hard block of the material around objects and people, in Solo’s case.

By now, you are probably wondering what Carbonite has to do with the car wash industry. Simoniz recently launched Carbonite, an advanced graphene-infused surface hardener to protect vehicles. Thankfully, application of this product does not involve freezing your customer’s vehicle!

What is Graphene?

Graphene is a single layer of carbon atoms that form a tight honeycomb arrangement when bonded together. The substance is harder than a diamond and 200 times stronger than steel. Additionally, the structure is flexible, allowing it to shape around objects. Graphene’s high water contact angle causes water to glide off surfaces coated with the material. These extraordinary qualities make graphene the perfect ingredient for creating new car-protectant products.



DR30319

PA5319

DR55319



Marketing Simoniz Carbonite to Your Customers

Graphene offers many benefits that deliver outstanding protection for vehicles. Here are a few talking points to discuss with your customers that will entice them to purchase a package including Carbonite.

Molds to Each Vehicle's Shape

Carbonite can be applied using multiple methods. We recommend using an arch in a car wash tunnel. This method will ensure the entire car receives a coating of graphene particles. The particles bond, creating a flexible structure of graphene that shapes around the vehicle's curves to ensure areas typically missed by other products are covered. Other methods, such as using a foamer, are viable too. Just make sure to walk around the car as you apply it to be sure the entire vehicle receives protection.

Swirl and Scratch Protection

Since graphene is the toughest substance known to man, Carbonite will provide the best abrasion resistance compared to any other paint protectant on the market. Customers will see fewer fine marks, swirls, and scratches appear in their vehicle's clear coat once this product is applied.

Extremely Hydrophobic

Water spots form when water droplets evaporate from vehicle surfaces and leave behind minerals that will etch into the paint ruining the vehicle's appearance. Not much can penetrate the tight honeycomb structure of the carbon atoms that make up graphene, which prevents the damage leftover minerals cause. Additionally, graphene's high water contact angle produces a powerful hydrophobic effect causing water to flee surfaces coated in Simoniz Carbonite. Water droplets won't stick to surfaces and will slide off vehicles eliminating water spots.

Powerful Corrosion Resistance

The trade-in value of a vehicle plunges when rust is present because it weakens structural integrity. Winter is the worst time for corrosion because municipalities treat roads with salt and ice melts. These harsh chemicals corrode vehicle surfaces faster. However, an effective protectant like Carbonite minimizes these effects. The impenetrable arrangement of the carbon atoms reduces rust growth on coated surfaces to ensure the vehicles last longer. You might want to apply this to a vehicle's undercarriage too.

Repels Dust

Thermal and electrical conductivity is another remarkable trait of Simoniz Carbonite. This protectant will repel dust and microparticles from coated surfaces. Vehicles will stay cleaner between washes than when other products are applied.

Deepens Shine

Customers love to see their vehicles shine, and Simoniz Carbonite is sure to impress. Graphene amplifies the shine of painted surfaces delivering a showroom look. When exiting the car wash tunnel, customers will see the sun's rays glisten on painted surfaces.

With all these incredible benefits, it is obvious why graphene-infused protectants are rising in popularity. Simoniz knew they needed to pounce on this trend and created Carbonite. We know your customers cherish their vehicles just as much as the bounty hunters in Star Wars value the prize from their bounties, which is why we strive to offer you only the finest protectants on the market. Now, you can set your wash apart from competitors by including a graphene-based protectant in your wash packages and boost your profits.



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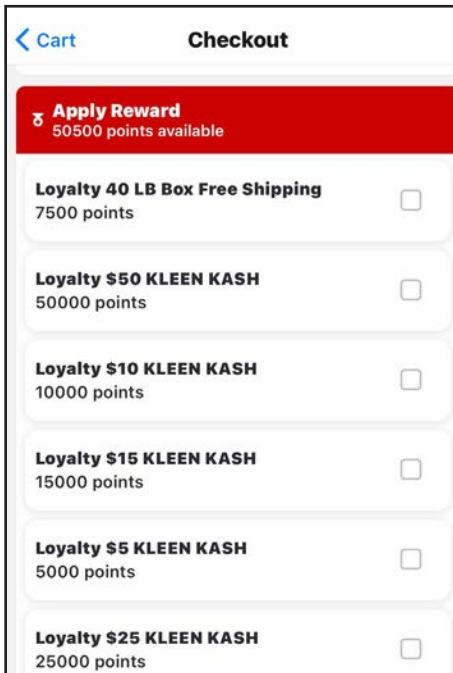
KR Stock Update and New Website Features

By Drew Tyson

Here at Kleen-Rite we're continually working to make your online, mobile, and app experiences better! Check out our big changes in the last few months you might have missed, and maybe you can use them to make your experience faster and more streamlined!

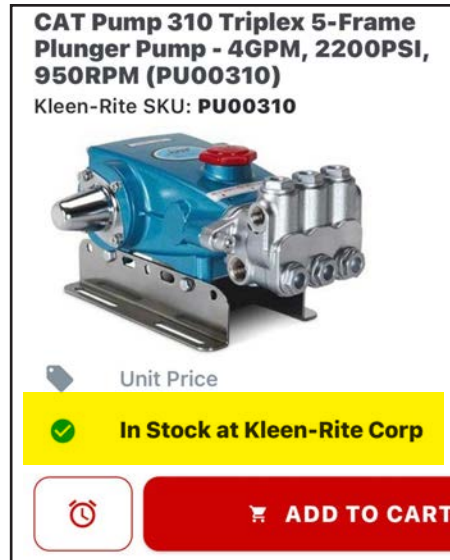
KR Stock Adds More Tools!

We are constantly working to make our industry-first app even more comprehensive. Over the last few months, we've added the following features:



■ Kleen-Rite Rewards Integration:

One of the biggest points brought up by KR Stock users was that they still had to follow up with a call or e-mail to redeem their Kleen-Rite Rewards Club points after placing an order through KR Stock. We made it a priority to fix this, and now, you can redeem those points you've accumulated through our easy-to-use redemption screen at check-out. If you aren't earning Kleen-Rite Rewards as a member of the Kleen-Rite Rewards Club, make sure you sign up now!

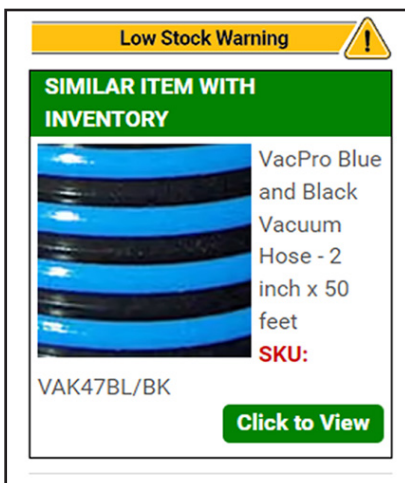


■ Real-Time Stock Status:

No more wondering if the parts, vending items, pumps or chemicals you're looking for are in stock, or how long it will be until they are available again. Just like on our website, you can now see real-time stock status on the items you rely on!

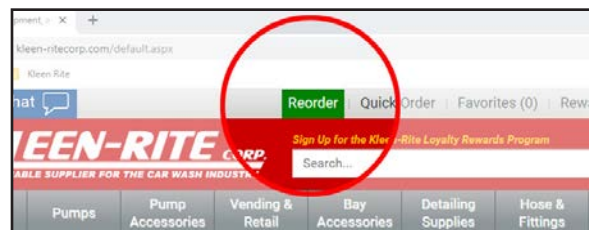
Great New Website Features

At the same time, we've been working to make it easier to get the most out of our website.



■ Alternate Product Recommendations:

With today's unpredictable supply chain, sometimes we run out of products and parts you need. That's why we've implemented alternate product recommendations, to steer you to comparable parts and products. This keeps you going, and prevents you from having to hunt down alternates by yourself!



■ Reorder Button and Section in My Account:

You may have noticed a green button at the top of your Kleen-Rite pages. The Reorder button takes you directly to your recent purchases, where you can add them to your cart with ease! No more searching through old receipts and orders, it's all right there in My Account.

We've got more features on the horizon as well, including an updated customer order tab with faster order posting, so you can see the status of your most recent order within minutes of it being processed. This is part of our effort to provide more transparency to our customers. Stay tuned as we continue to find better ways to be your reliable supplier for the car wash industry!



Five Tips For IBA Car Wash Success

By Scott Pashley

This article originally ran online in the EverWash Blog. Scan the QR code accompanying this article to visit the EverWash Blog and check out more articles covering topics in car wash membership, marketing, sales and best practices.

In the United States, more than 40 percent of all car wash locations are In-Bay Automatic. That's a lot of car washes — meaning a lot of cars to wash and a lot of revenue to be made. As with any business, running an IBA isn't as automatic as the car wash itself. Getting the job done right requires some knowledge.

After working with hundreds of IBAs, we've spoken with the most successful operators to better understand how to run a profitable IBA location. From signage to staffing, membership to mobile apps, here's a look at Five Tips for IBA Car Wash Success.

■ SIGNAGE

You need to rely heavily on signage when you do not have employees on-site. Let me be clear — you should absolutely be staffing your car wash if you want to generate \$10,000 or more every month with membership. Having said that, we understand this isn't always easy, but more on that later.

Remember Febreze's "Nose Blind" commercial that described how desensitized people could get to strong odors they've grown used to over time? Car wash customers will feel the same way about your on-site marketing if they see the same signs week after week, month after month. They'll tune it out.

While your primary menu will likely remain the same year-round, utilize wind signs and inexpensive A-frames to get fresh, rotating, seasonal signage on-site. Highlight annual promotions, specials, packages, and chemicals that may pique your customers' interest throughout the entire year. That's key if you're going to have to use signage for most of your selling.

■ APPEARANCE

You need signage to sell your brand when you don't have someone at your wash at all hours. Similarly, when there is no one at your location to greet customers, the appearance of your location will determine their first impression.

Is your lot clean and inviting, well-lit, and maintained to a high standard? Or is the paint flaking, trash piling up around your vacuums, and the lighting eerie? Are you able to create a welcoming, safe, and delightful environment at your location?

Think about it: You're providing consumers with a cleaning service... how can a dilapidated or messy presentation inspire their confidence in your car wash? Would you feel confident in a cleaning service that arrived at your home covered in mud?

■ MEMBERSHIP

It wasn't long ago that the overwhelming industry belief was that the membership model didn't work for IBA locations. Those perceptions have since been debunked and dispelled. It has been proven by EverWash and countless other IBA owners that membership not only works at these locations, but it can actually help them thrive!

Approximately 80 days of revenue are lost by car washes every year due to adverse weather conditions. We have hundreds of wash partners that don't have this problem since membership has provided them with recurring revenue and added stability.

I still hear concerns about long lines on weekends alienating consumers. One of the most interesting learnings we've had in proving that membership works at IBAs is that members self-regulate. They don't have to wait until the weekend to wash since they can do it whenever they want. In this case, they drive by on Tuesday at 3 pm, see there is no line, and swing on in for a freshly cleaned car.



■ CONTACTLESS PAYMENT

Due to the app-based nature of EverWash, we can provide members with 100 percent contactless service. As a result, many of our car wash partners could stay open during the peak of COVID-19 while their competition had to close down.

Since then, the demand for contactless has not dwindled. Many of our partners offer the same experience for single-wash customers with Tap and Pay solutions, such as CryptoPay's CryptoTap.

Through Tap and Pay technologies, modern credit and debit cards and cell phones equipped with Apple Pay and Google Pay can make single-wash transactions without engaging with a pay station. This speeds up wash time and increases potential daily counts.

■ LIVE BODIES

Last and certainly not least is the importance of having warm bodies on-site as often as possible. While we are aware that IBAs are full capable of being unmanned at all times, the most successful locations are staffed at least during peak hours. Having dedicated sales associates on-site during your busy days is a surefire way of growing your membership program, and in turn, your recurring revenues.

EverWash is excited to partner with wash operators with a growth mindset, and is happy to share our playbook for success with you and your team. Visit us at www.everwash.com to learn more about EverWash and to connect with a representative today ■



Scan to visit the EverWash Blog



THE LEADER IN CAR CARE



AR10831 Orange Cleaning Wipes 25 Wipes/Tub	AR10865 Glass Wipes 30 Wipes/Tub	AR10861 Protectant Wipes 30 Wipes/Tub	TUB WIPES 6 tubs per case	AR10945 Ultra Shine Protectant Wipes 20 Wipes/Tub	AR10881 Leather Wipes 30 Wipes/Tub	AR10863 Cleaning Wipes 30 Wipes/Tub
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- Protects tires from harmful elements that cause cracking and fading.

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100 per case **AR30800**



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Pump Spray
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AR13040

Sponge Pack
100 per case

VS10800



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FVC5100

S5-100 Float Valve

Celebrating our 27th year as family-owned business, Cleveland Valve is pleased to introduce our 5th generation industrial float valve, the S5-100. The S5-100 incorporates a unique counterbalanced float mechanism that greatly diminishes the possibility of water hammer.

Utilizing all non-corrosive materials this heavy-duty valve is high temperature rated (176F), high pressure rated (150PSI) and produces a flow rate of 87 GPM@60PSI. The diaphragm module is easily replaced in minutes with the removal of 6 stainless screws.

The S5-100 kit includes NPS adapters (1/2", 3/4" and 1") that lock into place eliminating possible leak points. The kit also includes both 2" and 5 3/4" solid brass stems to satisfy virtually all applications. Floats can be adjusted for height without tools.

The S5-100 comes with a 2-year repair or replacement warranty.



2023 Industry Event Calendar

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

Feb 21 2023 ★ **Kleen-Rite Texas Open House**
Kleen-Rite Warehouse, Grand Prairie, TX
 375 114th Street, Grand Prairie, TX 75050

Feb 22-24 2023 ★ **Southwest Car Wash Convention & Expo**
Fort Worth Convention Center, Texas
www.swcarwash.org

May 8-10 2023 ★ **ICA Car Wash Show**
Las Vegas Convention Center, Nevada
www.thecarwashshow.com

June 2-3 2023 ★ **Southern Detailers Conference**
Louisville Convention Center, Kentucky
www.southerndetailersconference.com



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KRVH45G
2" x 15'

1½" - 2" - Tapered ■ 15' & 50' Length ■ Various Colors

Cramped Equipment Room Driving You Crazy?

JUST SAY:

NO TANKS!



The new year is a great time to reflect, recharge, and re-organize! It's the perfect time to revamp your old, cramped, and disorganized equipment room. You may be thinking, "No thanks" – but you should be thinking, "NO TANKS!"

Imagine your equipment room free of clutter. Imagine no more bulky-premix tanks eating up your precious real estate. Imagine no longer having to repair or replace those undependable venturi injectors or breakdown prone air diaphragm pumps. Imagine spending less time in the equipment room and more time with your customers. Sounds too good to be true, right? Wrong! It's easy to make these dreams into reality with the right Dosatron system.

Dosatron's wall mounted tankless chemical dosing system can eliminate ALL your tanks and leave you with nothing occupying the floor space other than your high-pressure pump stand. Yes, that includes high pressure soap and high-pressure wax tanks too!

As a carwash professional, you're likely familiar with a high-pressure soap and wax system that uses a venturi and various size tips to dilute the concentrate into a large mixed solution holding tank. When high pressure soap is switched on in the bay an electrical signal is sent to that bay's high-pressure pump. This starts the pump and opens a solenoid on the pump inlet which gravity feeds the soap solution to the pump inlet and then to the bay's spray wand.



Dosatron High Pressure Soap and Undercarriage Wash System | Hub City Carwash | Rochelle, IL

As you may have already experienced, the orifice tips used to adjust dilution are prone to clogging. Clogged tips restrict the concentrate



from being drawn accurately into the solution holding tank. Another common issue is with the solution holding tank. These tanks have filters at the bottom to prevent debris from entering your high-pressure pumps. The filters can also clog, which starves your pump and causes cavitation and costly damage.

The best way to avoid these common issues is to replace your system with a wall mounted, tankless Dosatron self-serve system. The Dosatron high pressure system eliminates the troublesome venturi injector and those bulky holding tanks which means less headaches and more savings!

Like the Dosatron low pressure systems, your city's water pressure drives the Dosatron pump which mixes the soap or wax, and pressure feeds the pump inlet, as opposed to gravity feeding it from the tank. Most high-pressure pump experts agree that pressure feeding the suction side is the preferred method as it reduces any opportunity for high pressure pump cavitation and damage.

So, there you have it. By replacing your old tank fed systems with Dosatron systems you'll enjoy a clean, organized, and low maintenance equipment room while providing your customers with a consistently exceptional car wash experience.





BONUS TIP: Really want to maximize your real estate? Have you ever thought about plumbing city water lines to the high-pressure inlets of your rinse pumps? Doing so will eliminate that last holding tank opening all that floor space you've always dreamt of.

Kleen-Rite will gladly help with your questions on your wash or feel free to call me, Craig Peterson at (847) 612-5226.



Scan the code to view the most recent episode of, "Fix It Phil" where we show you how we retrofitted a venturi / tank foam brush dosing system to a wall mounted, tankless Dosatron self-serve system at Loganville Carwash in Loganville, PA .

DOSATRON[®]
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SUNSET BEACH VS17177

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TRUE NORTH VS17146
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Web Tips: 101



by Ron Wybraniec

Making it **EASY!** New Reorder Feature

Over the course of the past few years, life has changed for us all. The pandemic has made for some interesting times. Between rising costs and reduced inventory, Kleen-Rite has had to look inward to make things easier for you, the customer, to find and get what they need to run their business.

Over the past 2 years, we have totally revamped our in-house system, making us quicker and better at defining on the site what is in stock and out of stock. We are also able to convey what products are drop shipped and how long they will take to ship out to you!

There's one change in particular that we think you'll find to be really helpful. We have created a "Reorder" area that shows you the top 100 items you've recently purchased, allowing you to effortlessly add those items back into your cart. This is meant to be a time saving device, reducing the time you need to seek and add the item all over again.

When you log in to your account, you'll see a "Reorder" tab at the top of your screen. When you click the tab, you'll see the items you've ordered in the past listed. Each item also shows the date you ordered, the quantity, and shows the current stock status of the product as well! All you have to do is add the quantity you need to your cart using the button on the right and continue your order. Easy peasy! Be sure to give this feature a try on your next visit to the site.








Kleen-Rite continues to work hard each day to make your web experience a better one! Stay tuned for further tweaks and changes to make your ordering process as quick and convenient as possible.

Just look for the green reorder button.



****YOU MUST BE LOGGED IN FIRST FOR THIS FEATURE TO WORK!**

Recent Purchases

Name	SKU	Date	Stock	Quantity	
 3" x 4" Decal "Deposit Tokens or Quarters"	KR Part #: CBDTQ	07/13/2022	In Stock	1	\$0.92 <input type="text" value="1"/> Add to Cart
 Bounce Outdoor Fresh Dryer Sheets 2/Box 156C	KR Part #: LD1100	06/22/2022	In Stock	1	\$88.70 <input type="text" value="1"/> Add to Cart
 JBS Industries PC-260 Glow Foam Detergent Power Concentrate, Blue, ...	KR Part #: JBCGFDETB	03/31/2022	In Stock	2	\$115.30 <input type="text" value="1"/> Add to Cart
 JBS Industries PC-260 Glow Foam Detergent Power Concentrate, Pink, ...	KR Part #: JBCGFDETP	03/31/2022	In Stock	1	\$115.30 <input type="text" value="1"/> Add to Cart
 JBS Industries PC-260 Glow Foam Detergent Power Concentrate, Yello...	KR Part #: JBCGFDETY	03/31/2022	In Stock	1	\$115.30 <input type="text" value="1"/> Add to Cart
 JBS JB-55 Foaming Brush Power Concentrate Pink Strawberry, 5 Gallon	KR Part #: JBCFB	03/31/2022	In Stock	1	\$90.58 <input type="text" value="1"/> Add to Cart
 JBS JB-55 Foaming Brush Power Concentrate Yellow Tropical Punch Sc...	KR Part #: JBCFBTP	03/31/2022	In Stock	1	\$90.58 <input type="text" value="1"/> Add to Cart

Previous Purchases Items

Part #

Date Purchased

Current Stock Status

Quantity Purchased

Add To Current Cart

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

THE DOCTOR'S REPORT

TOWELS BY DOCTOR JOE® HAS YOUR PRESCRIPTION FOR SUCCESS!

Customized Towels

The Power of the "Buy Now Button"



Dr. Joe Gartland & Dr. Joe Garber



There is power in building your unique brand. It is the creative part of growing your business. It is the act of helping your customers to think of your business spontaneously and favorably when they see your logo, name, or packaging. However, there is a time when in the process where you must "ask for the order." You need to invite your customers to enjoy the win-win benefits of your monthly wash program. In short, to be successful you need to have many "Buy Now Buttons."

You can print a QR Code on the package with an enticement

These "buttons" or invitations need to be continuously available for your customer to buy-in to your unlimited wash offering. They should be on your website, at your payment kiosk, and as app on Google Play© and the Apple Store©...and most importantly on your towels!

Packaged Microfiber for Vending Success

Good news for Self-Serve and Express Exterior guys who vend – sales for vend products reached US \$19.5 Billion in 2022. If you are not vending, you are leaving a lot of money on the table. You are also reducing your opportunity to create brand loyalty that can lead to higher monthly memberships.

What am I talking about here? Something as simple as placing your logo, name, and message on a towel's package that connects you to your customers. The packaging and the microfiber towel can also be loaded with several "Buy Now Buttons" making a call to action to join your unlimited club. For instance, you can print a QR Code on the package with an enticement to "PLEASE SCAN ME." The QR will carry your customer immediately to your website making the pitch for your monthly wash program.



But there is more. Your microfiber towel and its package are selling machines! They afford you several opportunities (invitations) to download your custom carwash app as well. Merely place the dual QR Codes for the Apple Store© and Google Play© on the package with an invitation to scan and download the apps. These "Buy Now Buttons" are immensely successful. I visited Dunkin Donuts© on a recent trip to Kleen-Rite and saw the Dunkin App in action. Most customers ordered, paid, and picked-up orders with their app. I would like to add a word to their famous slogan "America Runs on Dunkin" -- "America Runs on Dunkin's App." And your community can run on your car wash's app as well!

What about the Towel's Label?

There is more good news. All custom microfiber towels come with a customized towel label. The special Tyvek© label will not scratch clearcoat or paint. You can place one or more "Buy Now Buttons" (QR Codes) on the towel's label, along with a "PLEASE SCAN ME." The back of the label can support a pitch for your app, display your logo, or even list a short message. And yes, most customers look at the label first before using the towel. Don't you?

What do the label's cost? Nothing, it's FREE



continued on page 20

What do the labels cost? Nothing, it's FREE from Doctor Joe. For about the price you are now paying for a microfiber vend towel you can get a custom towel label, artwork, customized packaging, professional design service and FREE SHIPPING in the lower 48. What's not to like here?

Tell me about Dr. Joe's Microfiber Vend Towels.

There are three selections for custom vend towels. The first is the European Style Soft Microfiber. It is a lint-free, pre-laundered circular knit, 16" x 16", in solid colors of your choice (one color per order). The only problem you will have with these towels is that your customers will buy extra towels for home use and for gifts!

Kleen-Rite currently sells this popular European Style towel in five colors (DJMF1616XX) under the Towels By Doctor Joe © brand name. You now can have this best-selling microfiber towel with your logo on a multi-colored package, complete with the "Buy Now Buttons" -- the QR Codes driving traffic to your monthly wash program.



The second towel selection is the Thrifty Choice. It is a solid colored 12" x 16" 300 GSM traditional microfiber towel. You pick the color. There are over twenty-seven color selections (only one color per order). Your order ships complete in beautifully printed multi-colored packages, displaying your logo and name, customized towel labels, and the "Buy Now Buttons" (QR Codes). Remember, all microfiber towels will last long after your customer leaves your vacuuming stations. Your towel label will continue to provide marketing impressions for months after the customer leaves your premises. *Thrifty is still nifty.*

The third towel selection is the Marketing Powerhouse Option. There is always a best salesman, and this is it. Starting with a plush, dual surface 300 GSM microfiber towel, your logo, name, and message are exquisitely printed on the microfiber towels, not just the packages. The printing process is called Inkjet Sublimation. The graphic images and text are dyed into the towel. The printed surface is as soft as the microfiber towel.

Available in 12" x 16" or 15" x 15" sizes, these towels make an immediate statement of quality. They perform perfectly on site and continue to make sustainable impressions off site for at least four months and up to two years! Each time the towel is used, your logo and name are viewed.

The Marketing Powerhouse Option is a great package deal...no pun intended. It also comes complete with printed customized packaging in vibrant colors, professional design consulting, printed towel labels, and of course the famous "Buy Now Buttons" -- QR Codes bringing your customer to your website and / or App Store.

Do Custom Printed Packages properly dispense in popular Vendors?

The answer is yes. How do I know? I did the testing myself. All custom vendor packaging listed here were tested in the Laurel Single Mechanical Vendor 800, Laurel 899-Max Three Column Vendor and the Mega Vendor Three (coil / corkscrew). Your customized towels will also work with other vendors that are designed to vend packages and towels, including the built-ins, that have compatible spacing for products.



What else can you do with Custom Packaged Towels?

If you have vending machines or don't have them, you can sell the towels in other ways: feature them for sale in your lobby, sell them as a kiosk option, or make them part of "Towel Replacement Program." Here is an idea, give them out FREE in a gift pack when you open a new store. The Dash Wipes will last a few minutes. The Air Freshener, a few days, but the microfiber towels with your logo complete with the "Buy Now Button" will last months if not years!

Can I get custom towels without packaging?

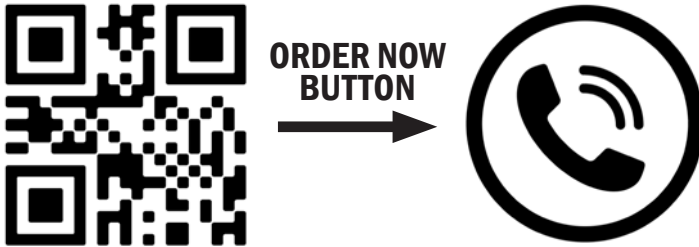
Yes. There are two options. If you are supplying towels for your customer's use on premises, you can order custom printed towels in bulk. The good doctor recommends providing towels printed with your logo, name, and message. Each time your printed towels are used, your brand recognition is immediately boosted. You are finally getting a return on the expense of providing towels.



Printed microfiber towels in bulk are available in a large variety of colors, with Royal Blue being the most popular. Sizes available are 12x12, 14x14, 16x16, 16x24, and 16x27 in 300 GSM and 400 GSM.

The second choice is to continue using black- or solid-colored towels with a “Buy Now Button”, on the towel’s tag. This is the QR Code that transports your client to your app download or website. The back of the tag can display your logo or perhaps a message like “THOU SHALT NOT STEAL.” There is no charge for customized labels in either option. You buy the printed towel or the non-printed towel, your logo on the label is FREE.

At this point, I know you have some curiosity in Customized Microfiber Vend Towels or Printed Bulk-Towels. Isn’t it a cool idea to put your name on the towels, and who doesn’t want to grow their business? Doctor Joe has a lot of experience you can call upon to make this happen. The next step contains no risk. Just give the good doctor a call for a FREE SAMPLE and quote. You don’t even have to dial. Just scan the “ORDER NOW BUTTON” to talk to Doctor Joe immediately. If it works for me, it will work for you!



WHY PAINT?

Post Guard Bollard Covers
Maintenance-Free Bollard Protection
SAVE MONEY

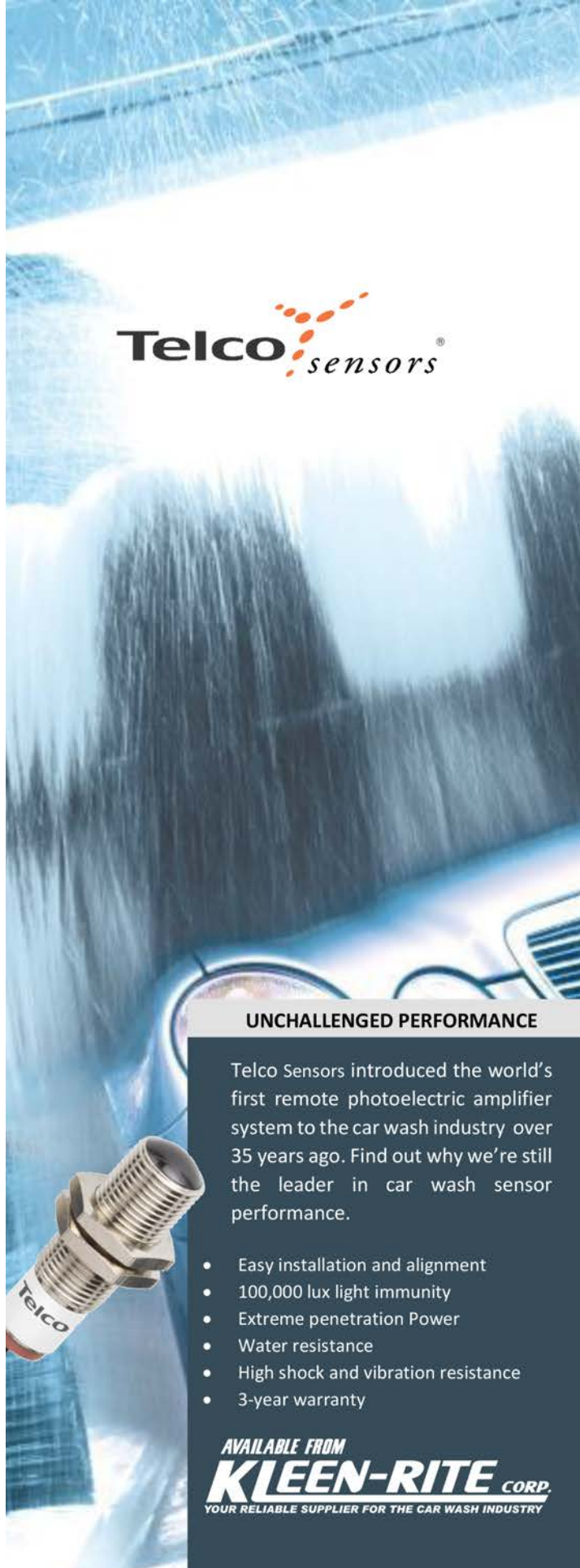





Post Guard Traveler
Portable Traffic Guide



Height Guard Clearance Bars
Reduce Damage





UNCHALLENGED PERFORMANCE

Telco Sensors introduced the world’s first remote photoelectric amplifier system to the car wash industry over 35 years ago. Find out why we’re still the leader in car wash sensor performance.

- Easy installation and alignment
- 100,000 lux light immunity
- Extreme penetration Power
- Water resistance
- High shock and vibration resistance
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AVAILABLE FROM

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YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



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LED LIGHTING ENGINEERED SPECIFICALLY FOR HARSH ENVIRONMENTS

CARWASH LIGHTING



**Waterproof
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**Chemical
Resistant**

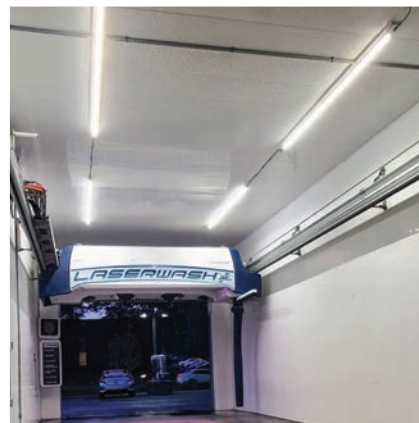


**Save on
Energy Costs**



**Reduced
Maintenance**

Easy installation • Full service customer support • 3+ Year Warranty



Wash Bay, Tunnel, Color Effect, Arches, Vacuum, Canopies & More!



SHIELD X

BODY/GLASS PROTECTANT



Shield - X

Complete body/glass protectant shield.

Repels water without oil buildup leaving a mirror type shine with a lasting "hand waxed" finish. Specifically designed as a full surface protectant. Protects and leaves a great shine. Transparent blue in color with a pleasant bubble gum fragrance. Available in both 5 and 30 gallon containers.

ON SALE THIS MONTH

NAP5310	5 Gallon
NAD30310	30 Gallon

10% Off
Throughout February

Viper



Body Drying Towels

CASE OF 50 TOWELS
\$50.00
\$1
per towel!



DJMF1106-BK

DJMF1106-R

DJMF1106-DG

DJMF1106-GRY

DJMF1106-RBL

DJMF1106-CHAR

This 300 GSM MICROFIBER towel is nicknamed "The Viper" because of its aggressive ability to remove water from a vehicle's surface.



BLACK MICROFIBER TOWELS

16"x16" - 50 Ct
\$19.50
DJMF4500-BK-50



Available now from **KLEEN-RITE** CORP.
YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY
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THE KLEEN TEAM

Previously a barber, Kent Bailey commuted from Mount Joy to York until a “Now Hiring” sign popped up for our Mount Joy warehouse. Even though he had no previous warehouse experience, Kent came on board as a puller, and soon found himself moving into Returns. “Returns are something different every day,” he says, “You have to play detective and research the returns, connect the customer, the purchase, the vendor.” Kent sees this puzzle-solving work as important for customers and vendors alike, making sure everyone gets their fair shake.

Kent’s a member of our ongoing process streamlining team, and he sees this as a great opportunity. “Being part of the 4DX team, it gives me the chance to help make the returns process smoother for the company and the customers,” he feels. Working with fellow team members, he’s integral in helping Kleen-Rite to evolve our customer service efforts.

Outside of work, Kent enjoys spending time outdoors with his husband Steve and their rescue beagle Chloe, going for hikes and walks. Cruises and travelling are a big part of their lives. He says he “loves places with sand,” and has hit sandy spots up and down the East Coast – as well as up into Nova Scotia and the bright tropics of Puerto Rico, Bermuda, the Dominican Republic, and more!

We thank Kent for his ongoing efforts at our warehouse, and we look forward to many more years with him in the Kleen-Rite family!



Operators have reported that the Air Shammee is the third most profitable feature on the selector switch.

The Air Shammee is an in-bay, touchless vehicle dryer. It dries vehicles and motorcycles spot-free. Drying a car is an important part of the self-serve car wash, and the Air Shammee can help the car wash operator increase revenue.

Includes:

- 4.5 HP, 3 phase single motor
- Trigger nozzle, hose, & hose hanger
- Selector switch decal & in-bay sign

Features:

- Quiet operation with 10% more power
- Water sealed bearings, brushless motor
- Maintenance-free with a 20 year expected life

Available in:

Wall Mounted | ASHWALL-S
Attic Mounted | ASHATTIC-S

Choose your dome/hose color: yellow, blue, or red

INCREASE Customer Experience

Pole Mounted Vending Machines

Realize your properties full potential by offering vending kits.



**100's
OF SITES
ALREADY
PARTICIPATING**

Dont' Miss Out!

LP399200	Square Mounting Kit
LP399205	Round Mounting Kit

- Single Column Drop Shelf Vendor
- 19 Selections
- Credit Card Swiper No Coins or Bills
- Tap & Pay upgrade available
- Square Pole Mounting Shown
- Other Mounting Options Available
- Custom Decal - Add your logo and colors



VEL399MAXC-X19 Vending Machine

VENDING KITS

Prepackaged & Ready-To-Sell



Your kits arrive ready for resale at your car wash! Each kit is packaged in a plastic 6" x 9" zipper bag that can easily be sold in these vending machines. Your customers will love getting everything they need to finish off their visit, in one convenient package.

- KRK1050 - 100 Kits Per Case**
- (1) Big Boss Microfiber Towel
 - (2) Wet Towel
 - (1) Black Ice Little Tree
 - (1) Armorall Protectant Wipes, 2 Pack

- KRK1010 - 100 Kits Per Case**
- (1) Wet Towel
 - (1) Black Ice Little Tree
 - (1) Armorall Protectant Sponge Pack



BEFORE

TURNING THIS

HOMETOWN AUTO SPAS: BRINGING OLD WASHES BACK TO LIFE

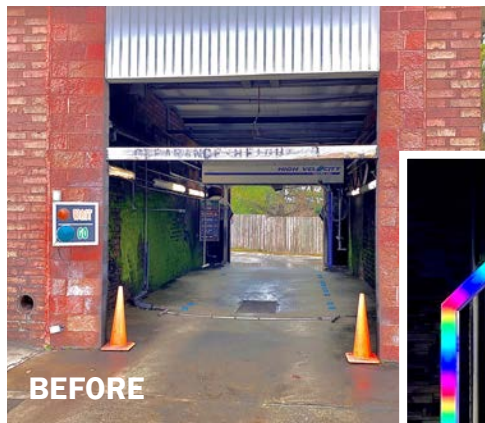
Whitehall, PA

By: Patty Little

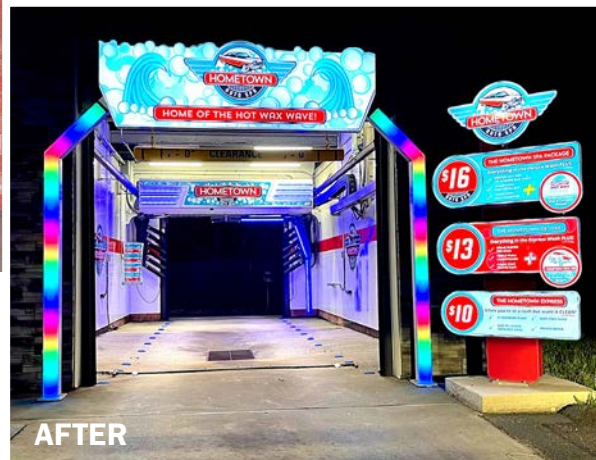
We met a lot of motivated owners and operators at this year's expo, and one of the most enthusiastic was Jonathan Ammary, who was visiting from Whitehall, PA. Jonathan's enthusiasm is well-warranted. Relatively new to the car wash biz, he bought an abandoned car wash five years ago with a plan to rehabilitate the property and start a full-service washing and detailing establishment that his brother would run. The original Hometown Auto Spa was on its way!

Starting From Scratch

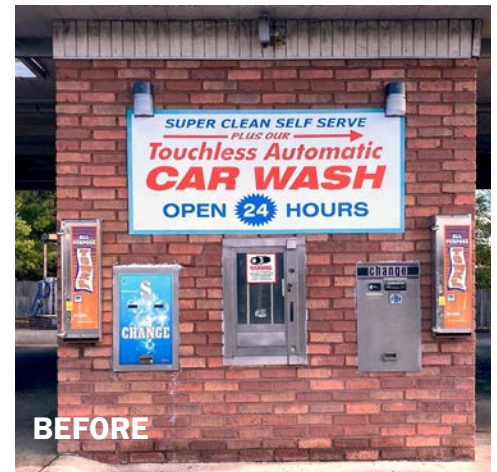
There was a lot to do. Jonathan grew up detailing fleet cars for his father, but the biggest challenge moving to the wash business was learning how all the equipment and systems worked. The flagship site was also in pretty rough shape, but they dove right in, beginning renovations and educating themselves on equipment from the ground up. They started by auditing the bays and systems, repairing what they could to get it all back to working order. They focused heavily on the aesthetics next, revamping the entire campus and upgrading everything with modern details including PVC walls, stucco facades, automated tunnels, shiny new vendors and fun, unique branded signage to make the location pop!



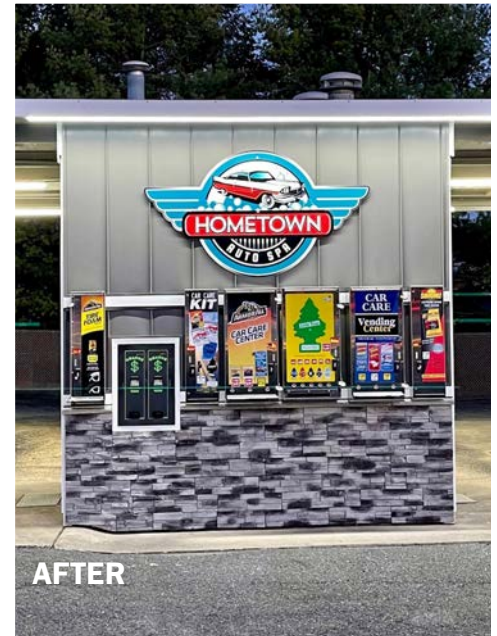
BEFORE



AFTER



BEFORE



AFTER

INTO THIS

AFTER

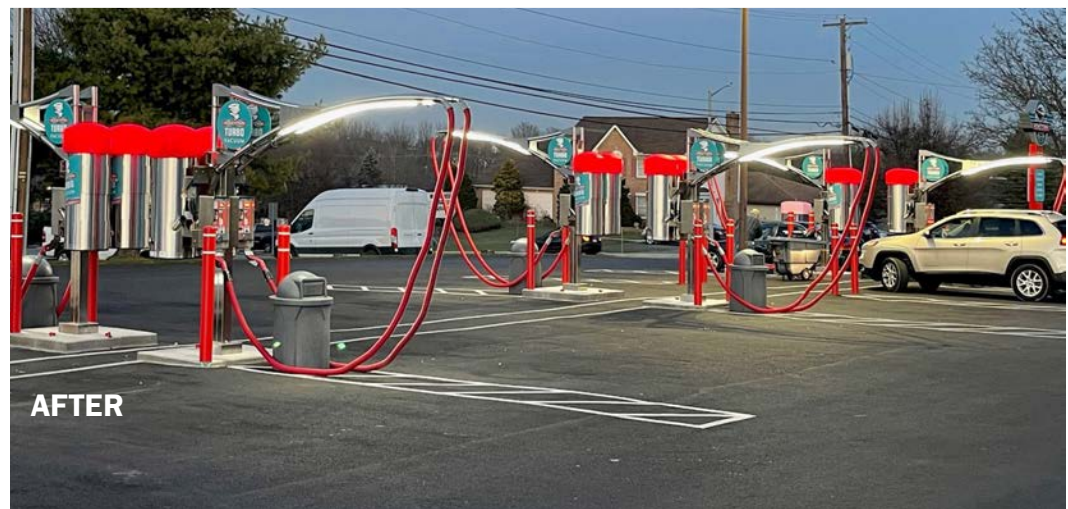
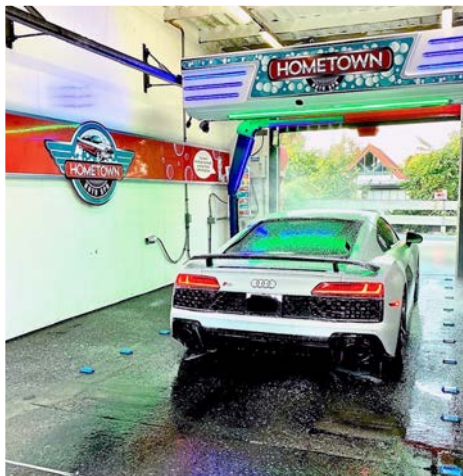


JONATHAN AMMARY, WHITEHALL, PA

More to Come

The first location took about a year to complete, working with a limited budget, but the massive project was a huge success! Jonathan has fallen in love with the car wash business and has since revamped and opened a second location in the area, with a third already in the works!

We really love seeing the before and after pics of the Hometown Auto Spa locations. Jonathan and his team have made huge changes, turning these once unsightly plots into gleaming operations! We look forward to catching up with Jonathan again this summer to learn more and share his progress again as he brings new services and fantastic curb appeal to his region.



Flash Dry Plus

The Ultimate Drying Agent!

As a car wash, you sell the perception of clean. You sell a look, a feeling. You need your customers to go away happy, seeing the clean on their vehicles.

One of the major issues over time has been the perception of a wet car not being clean. Over the years, the back end of the car wash experience has been tailored to provide a clean, dry car that the customer can get out of, look at, and say “That’s clean!” That being said, it’s always been a nagging issue. This led to the industry searching for the right solution over the years, with mixed results.

We added towels at the exit end of the tunnel and paid laborers to dry vehicles as they pulled away from the conveyor. We would say, “We rinsed with Spot Free water, two minutes down the road the car will be dry and spotless!” We’d install blowers and driers that would use cold or warm air to blow off as much water as possible.

Unfortunately, all of these came with drawbacks. Full service requires line attendants, managing labor, dealing with stocking and laundering towels, and training and oversight headaches. Spot-Free rinse requires a significant investment in an RO system, and to explain to the customers that it’s not immediate – and if you miss an RO filter change, the end product suffers. Even with nozzle adjustment and a dozen units, blowers don’t always get the job completely done, leaving tiny micro spots on exterior surfaces and window glass that is easy to... spot.

What car wash operators needed was a product or system that would provide surface tension to remain in a state that would allow water to bead and sheet off the surfaces and leave a clean vehicle devoid of spotting. A product that would act as an enhancer for the drying processes already in place.

This is where drying agents came in! This process creates a hydrophobic surface on the vehicle – a “water fearing” surface. Blending a cationic surfactant and a hydrophobic chemical emulsifies the hydrophobic chemical, allowing it to be blended with water for spraying and application to the surface of the vehicle. As the mixture is applied through a tunnel arch, IBA process, or self-serve gun, the emulsification breaks. This allows the active ingredients to attach to the surface, and the water and emulsifier to shed off, leaving a hydrophobic surface behind.



Once the drying agent is in place, all the other drying processes will be turned up to 11! Blowers will be able to push off more water thanks to increased beading, leaving a better, drier result. Spot-Free rinse will slough off faster – in seconds, not minutes – with little to no spotting left behind. Attendants will be able to dry faster and more complete, and will use less towels!

Shore Corporation has developed Flash Dry Plus to be the ultimate in drying agents! Flash Dry Plus is a highly concentrated, silicone based clearcoat that can be used in tunnels, in-bay automatics and self-serve systems. As a low pH cationic (positively charged ion) system, it is designed to repel water, improve drying, and create the WOW factor by presenting a shiny, dry vehicle. With an added UV protectant, the silicone, solvent, and water microemulsion system is balanced for infinite dilution with site water to create spectacular results. Applications of high pressure, low pressure or even by hand will bring the always amazing results. Check out Flash Dry Plus today in your drying agent process – or consider adding the process if you don’t have it already, we bet you’ll love the results!■



5 Gal.	CC0901-05
55 Gal.	CC0901-55





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



**TOPAZ INDUSTRO
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	1½" Valve

Projo FLOAT VALVE

Low Flow
Rate Valves

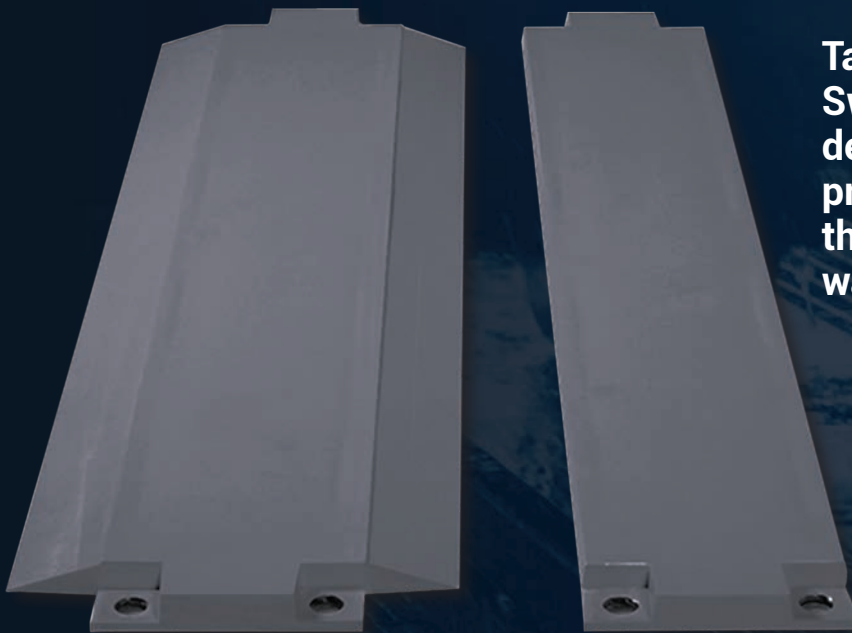
Mounts above
or below
water line.

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

SENSING SWITCHES



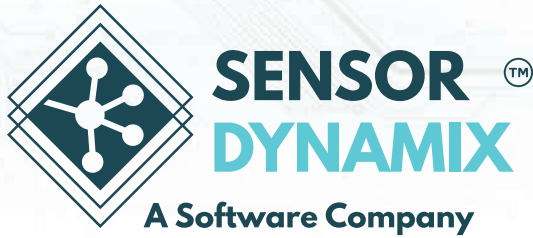
**Tapeswitch™ Vehicle Sensing
Switches are designed to
detect the downward or angular
pressure of an automobile tire in
the harsh environment of vehicle
wash down systems.**

- 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

Car Wash Operators Have Installed These New Sensors

CUSTOMER
TESTIMONIALS



By Job T. Leach with Logan Lawson

If you haven't looked into what Sensor Dynamix offers yet, we highly recommend you take the time to do so. At first glance, you might mistakenly think they offer motion/light sensors, and you might even write them off if your car wash doesn't require vehicle detection. We're here to say – take another look!

Sensor Dynamix is a completely different concept from motion sensors. This innovative line of sensor hardware allows you to remotely monitor various aspects of your car wash through an easy-to-use app on your phone. The sensor units plug into your equipment and send you real-time alerts about what is happening at your wash. You can minimize revenue loss from broken down machines, prevent further damage to equipment, and avoid negative customer experiences that turn into poor reviews of your business. What's more, you can decrease your "check-in" car wash visits since you're getting immediate messages when something goes wrong!

There's nothing like feedback from real car wash owners to know if a new product is legitimate and worthwhile. Busy car wash owners won't take the time – or risk their credibility – to give their stamp of approval to a product they don't believe in. Read what these real-life car wash owners have to say about their experiences with Sensor Dynamix!

Operator Name: Taylor Panno

Car Wash and Location: Tucson Self Wash – Tucson, AZ

Sensor Dynamix Units: Bill Changer Status Sensor for Hamilton (SBA-H)

Equipment Used with Sensor Dynamix Units: Hamilton Bill Changer



Taylor's Thoughts:

"I have only been in the car wash business for about two years now, but I knew there had to be a better way. I own and operate a six-bay car wash in Tucson, Arizona. I live about 45 minutes from it and I would always get the dreaded phone call right when I was about to sit down for dinner that 'Your token machine is out.' I knew there had to be a better way to find out. I was checking my email one day and I

got an email from Kleen-Rite that had a video of a company that made a sensor that would alert my phone when my machine was down. I thought to myself, that's what the business needs, and I ordered it. Now, I'm not the most tech-savvy guy in the world, but I ordered it and installed it. The best part about the whole system is that I can get somebody on the phone to help me and it actually works! Logan and his team have been nothing but great help with anything I needed with the system. It's been a lifesaver! Thank you, guys!"



Operator Name: Chad Giersch

Car Wash and Location: 16th Street Car Wash – Concordia, KS

Sensor Dynamix Units: Automatic Status and Revenue (AAA), Bill Changer Status Sensor for Hamilton (SBA-H), Automatic Pressure (PAA), Self-Serve Revenue (RSA), Self-Serve Pressure (PSA)

Equipment Used with Sensor Dynamix Units: CAT Pumps 3535, CAT Pumps 310, Hamilton Bill Changer, Hamilton ACW Goldline



Chad's Thoughts:

"I run and operate two locations that have been in my family for over 20 years now. Both these locations have full sensor systems including status, pressure and revenue sensors on my in-bay automatic, bill changers, and all my self-serve bays. I run both these locations as a secondary business, which truly make the sensors and their instant notifications invaluable in my daily life. It is pretty normal that I can't stop by the washes as much as I should, and thus the sensors allow me to remotely monitor and feel assured that my locations are operating at 100% capacity and making money. There is nothing worse than finding your in-bay automatic POS out of order because it is malfunctioning and all it needs is power cycled to continue making money. These sensors are truly a game changer! Now, I also know exactly



when my high-pressure hoses blow, allowing me to respond and get them fixed as soon as possible. This is huge when it comes to customer retention and guaranteeing your customer wash experience. I experienced an ROI of about 10 months on both systems.”

Operator Name: John Hardesty

Car Wash and Location: Hardrock Car Wash - Minneapolis, KS

Sensor Dynamix Units: Automatic Status and Revenue (AAA), Bill Changer Status Sensor for Hamilton (SBA-H), Self-Serve Revenue (RSA), Self-Serve Pressure (PSA)

Equipment Used with Sensor Dynamix Units: CAT Pumps 3535, CAT Pumps 310, Hamilton Bill Changer, Hamilton ACW Goldline



John’s Thoughts:

“My location was honestly the most annoying part of my day. I heard about Sensor Dynamix from an industry friend and was instantly sold on the convenience of the system. My location is stacked with sensors on everything, including my POS, in-bay automatic pump, bill changer, and self-serve pumps. For me, it is the greatest thing since sliced bread because I never have to worry about showing up to my location and being surprised with problems. Whether that be a blow on my in-bay automatic/self-serve high pressure hose, my POS out of service, or my bill changer being out of service. My mind would instantly always go to ‘how long has this been broken’ and ‘how much business have I missed out on.’ Not anymore! Logan at Sensor Dynamix was extremely helpful with the sensor setup and was always available and just a phone call away for all our questions. It only took about eight months for me to experience an ROI.”



Sensor Dynamix was founded by Logan Lawson while at Cal Poly studying software engineering and mechanical engineering. He grew up living the rigors of the car wash industry with the family enterprise, Coach Lite Car Wash Company, a mid-level chain of car washes in south-central

Kansas headed by his father Corey Lawson. Corey has decades of car wash experience, and his expertise has helped Logan bring Sensor Dynamix to fruition.

Give Sensor Dynamix a chance to see how much time and money they save you!

TOP SELLING SENSORS



In-Bay Automatic Pressure Monitoring

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

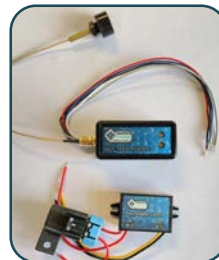
Part# PAA



Self-Serve Pressure Monitoring Sensor

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

Part# PSA



Self-Serve Revenue Monitoring Sensor

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

Part# RSA

See the Kleen-Rite Website for a full listing of all Sensor Dynamic car wash sensors!

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IDEAL FOR CAR WASH APPLICATIONS

Value	Standard	Long Life	Quiet	Brushless
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VAL2583/ VAL2585	VAL6336/ VAL9414	VAL2315	VAL6757	VALWP057BH3
Standard life and air performance	Standard life and air performance	1500+ hours of life from one set of curved brushes	Standard life and air performance; 3-5 dB quieter	15,000 hours of life

- ✓ More Options
- ✓ Less Downtime
- ✓ Increased Revenue



Show Recap: The 2022 Kleen-Rite Learn More Earn More Car Wash Expo

It's been 4 long years in the making, but the day finally arrived for the return of the Learn More Earn More Car Wash Expo. Our event took place November 15th and 16th here in Columbia, PA. After a long week of preparation, we welcomed a wonderful group of over 60 well-known industry vendors to the show floor. Over 300 car wash owners, operators and team members came through our doors as the day progressed for fun, food, and top-notch information from industry experts.

Day 1 – The Car Wash Experience

On November 15th, our pre-registered attendees boarded buses for a tour of three local car washes. The excursion began at



Riptide Car Wash in Lititz, PA, where the latest technology is employed to provide a high-end soft-touch approach to pamper customers' cars. After perusing the facility and some insightful Q & A, the group moved on to Highland Car Wash to check out their setup of self-serve and automatic bays.



Heading out on the bus tour to visit 3 car washes

The tour concluded back near home base at the Columbia Kleen-Rite wash. When the tour stepped off the bus they were greeted by Fix It Phil, who fielded questions and enjoyed friendly conversation as he showed the guests around.

The tour was followed by a light lunch and three brief presentations. Michael Kleinhans presented details on our Kleen-Rite Loyalty Rewards Program and how it

can benefit you! VP Keith Lutz gave some great insight on competing in the self-serve car wash industry, a relevant topic in today's market. Then, the day wrapped up with a car wash panel discussion with



Riptide Car Wash in Lititz, PA



Highland Car Wash, Lancaster, PA



Kleen-Rite Car Wash, Columbia, PA

several long-time local owner/operators including Doug Rieke, Mike McKonly, Bob Boardman, and “Fix It” Phil Donnelly. They provided some terrific perspective and stories of experiences they’ve had as they’ve built their businesses through changing times, technology, and demand.



A great time talking all things car wash at our day 1 experience!



Day 2 - The Main Event

Customers were raring and ready to go on Day 2 when the Expo opened its doors. Guests entered the show floor, were welcomed at the registration desk with details and a branded tote bag, then moved on to grab some free samples before dispersing to the various vendor booths and other areas.



Seminars began at 9 a.m. with an introduction to the innovative line of car wash monitoring sensors by Sensor Dynamix. Other seminars through the day included Everwash’s benefits of unlimited wash clubs, troubleshooting pumps with reps from CAT Pumps, an exploration of the KR Stock inventory app with the development team, ways to get free shipping with Kleen-Rite sales reps, and a helpful talk by Turbo DVR on security camera systems. Several car wash soap manufacturers gathered for a soap panel discussion to finish out the afternoon.



continued on page 34



Plenty of one-on-one time with manufacturers and Kleen-Rite team members on our show floor.

Meanwhile, there were also two warehouse tours, allowing visitors to check out our main distribution center a few miles away in Mount Joy. Visitors were able to place orders the day of the show, with the help of our sales staff at the ordering desk. The orders could be picked up later in the day at the warehouse.

Attendees were treated to fresh bagels, donuts and coffee during the show. This year's catered lunch was also a delight, featuring a selection of delicious smoked meats, salads, sides, and sweet treats from neighborhood favorite, Harvey's BBQ. It was a great time to discuss the show and meet fellow car wash entrepreneurs.



Fix-It Phil, Billy Sprays & Doctor Joe

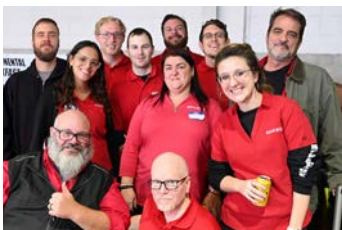
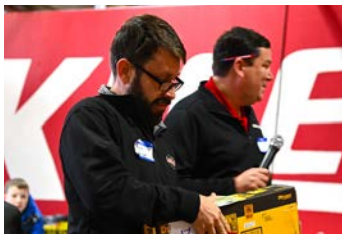




Tons of door prizes were given away at the end of the day

Fun and games ended the day, as VP Keith Lutz called out the winning door prize ticket numbers. Lucky members of the crowd went home with some amazing sponsored door prizes including gift cards, power tools, smoker grills, a Yeti cooler, generator, power washers, and much more!

We want to thank all of our vendors, speakers, and attendees for making the 2022 Learn More, Earn More Car Wash Experience a massive success! We hope to see even more faces for the next expo in 2024!



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KLEEN-RITE CORP.
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HEY

JAY!

Q: What's Next for Premium Car Wash Packages?

A: Graphene Coatings!

Ceramic coatings have been on the scene for several years now, and they've been well accepted. Many car wash operators have added this feature with great success.

So, the next question is: What is next? I answer: graphene coatings.

Recently, a friend purchased a new vehicle with a graphene paint protectant installed. In addition, I've seen a number of detail shops promoting ceramic/graphene paint protection. I consulted with an IDA (International Detailing Association) trainer, and his feedback was that graphene offers a super-slick finish with an easier application than other surface protectant options.

At the Kleen-Rite Expo in November, a portion of the Soap Expert Panel Seminar was spent discussing graphene. In short, the panel let customers know that graphene is one of the hardest materials on earth – harder than diamond even. It forms a honeycomb structure that works well as a surface hardener and protectant, making it ideal as a premium product for car wash packages. Simoniz is offering an exciting new surface hardener called Carbonite that employs graphene in its formula.

I recently started testing Simonize Carbonite by simulating a car wash application to see for myself. I've observed that colors are



Jay's Truck With Carbonite Applied

brighter, car surfaces have a smooth, wet-look finish, and there are very fine water beads after rain. I recommended you apply Carbonite in tunnels prior to all rinses and drying agents. It can be dual feed with existing ceramic.

As these new products come to market, car wash owners tend to ask another question: Where do we draw the line; when is it enough and we stop adding on more premium car wash services? In fact, this was also discussed at the Soap Expert Panel Seminar. The answer really is simple: When customers stop buying it. They'll let you know with their dollars if the product doesn't work, or if there isn't a demand for it.

It might require some testing, but if you genuinely commit to trying new chemicals, you'll get an answer pretty quickly. Once added, do some advertising, talk to customers, and educate your employees so they can encourage customers to use it. Maybe even try some free promotions to get a real gauge on the effectiveness of the product - getting real feedback is invaluable. Worst case scenario, you drop the service. Best case scenario, you have a long-term profit center that pays off for decades!

Read more about Simoniz Carbonite later in this issue, where we devoted a whole feature to discussing the product! ■



HEY JAY!

Feel free to contact me with any questions:
Jay Cogley at JCOGLEY@KLEENRITE.COM

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The Muscle Car Spot with



1970 Plymouth Superbird in B5 Blue

By Job T. Leach

In July 2022, we visited Lamar Skarda to take photos of his car wash and chat with him about his experience in the industry. He owns Kwik Car Wash in El Paso TX, which will be featured in December of the 2023 Kleen-Rite Calendar. After the visit to his wash, he was nice enough to invite us to his garage where he stores his stable of vintage cars.

The aptly named “Muscle Car Spot” houses some absolutely fantastic automobiles, and they’re all clean as a whistle from the engine bay to the interior. The cars are all painted in various striking shades of blue, which adds an interesting element to his collection that truly makes it his own.

The creation of Lamar’s mini museum didn’t come easy. He bought the property in 2014, but because of some zoning issues wasn’t able to begin building the garage until 2016. It was worth it, though, as it looks great today with its tall open ceiling, clean white walls, and smooth concrete floor. Aside from cars, the space is decorated with colorful signs, beautiful stained glass windows, and relics from his auto racing days. Enjoy the pictures we were lucky enough to take – Lamar has some real gems in his collection!



Lamar Skarda

Lamar Skarda



1956 Ford Thunderbird in Peacock Blue



1968 Plymouth GTX in B5 Blue



1956 Ford Crown Victoria Skyliner in Peacock Blue



1970 Ford Mustang Boss 429 in Grabber Blue



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 Can I Prevent My Rewards Points From Expiring?

How Can I Prevent My Rewards Points From Expiring If I Don't Need Supplies?



Many of you out there frequently use your Loyalty Rewards, reaping the benefits of your earned points on benefits like Kleen-Kash or free shipping on applicable orders. If you're not taking advantage you're missing out! But did you know that your hard earned points have an expiration date?

Today I want to talk about the shelf life of your loyalty points, because like many good things in life, they won't last forever! If you're not a frequent shopper (frequent meaning a purchase at least every 6 months) your Kleen-Rite account could potentially go dormant. If this occurs, your points and the rewards they can give you could disappear!

So how do you prevent the loss of your points, particularly if you don't need to make a purchase? While shopping is the easiest and most common way to keep your account active, we understand that you may shop in bulk when you need to restock, and you may not need to visit us for supplies within a 6-month window. Let me share with you some quick and easy ways to keep your valuable points in the meantime.

Refer a Friend – Earn 1000 Points!

Tell your operator friends all about us if they don't know about us already. Using the refer a friend link on your Rewards Dashboard profile page, you can give friends and associates a nod to great savings and a great resource for all their supplies. Your points will be awarded when they place their first order using your referral, and your account will get time reset.

Write a Product Review: Earn 1000 Points Per Review!

Product reviews are easy and valuable. Give us your best words, whether good or bad for a product or products you've purchased and worked with. We love an honest review, and you'll be helping us and fellow operators to make a decision with feedback on how products perform! Points are rewarded when your review is posted.



Share on Social Media, get 500 Points!

We love it when you're social! Get a little bonus when you share the social media links (found in your dashboard profile) on your Facebook or Twitter. Points are awarded when the link is clicked, taking your friends to the Kleen-Rite homepage.

Whether you're looking to earn some extra points or just to keep your points active, click into your Rewards Dashboard and you'll find some easy options. There you can find details and the links you'll need to revitalize your account in minutes. You'll thank yourself when you're reaping your rewards!

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Brighten Your Bays with Panels from EXTRUTECH

Car Wash Walls with
Extrutech FORM Panels



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Canadian Patent 2833,490
Mexican Patent 344,648

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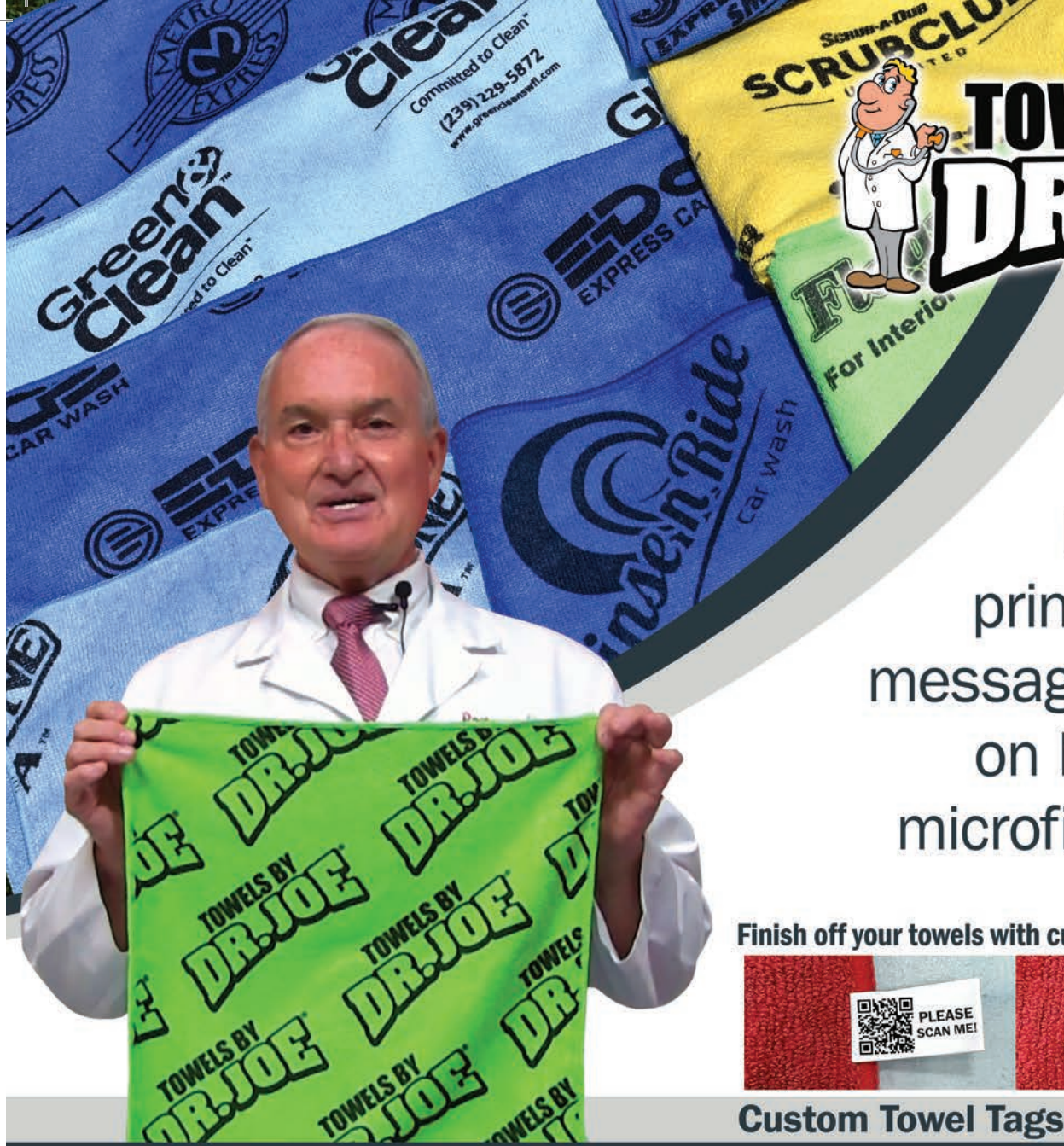
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IN FOCUS:

Profile of a Site Manager Meet Kelsey Vogel of Elephant!

Puyallup, Washington

By Drew Tyson

For multi-site car wash companies, it's the site managers that do much of the day-to-day work and supervision at a site. They are the backbone of many operations, and the owners of these companies put a ton of trust in them!

We had a chance to sit down with Kelsey Vogel, site manager of Elephant Car Wash's Meridian Avenue location in Puyallup, Washington, and talk about how she got involved in the industry, what she does to set her wash apart, and so much more.

A Fresh Face in the Car Wash World

Kelsey didn't have any experience in the car wash industry when she started with Elephant. She came in from working as a human resource manager in the retail realm. In fact, she didn't even start as manager – but she didn't have long to wait to get there. “The guy they hired left after two days.

They threw me into it, I had a couple of days where they showed me the basics, and they said ‘alright, you got this!’ I wasn't prepared to be the manager but it's been the best decision I've made, it's been a great fit.”

That human resource background has certainly helped out though. “I deal with all the happy customers, the angry customers, scheduling, hiring, firing, making sure everything is clean and running correctly... making sure there is water in the fridge so my team doesn't die of thirst!” she says with a chuckle, “I make sure the site stays afloat and doesn't catch on fire!” Her ability to ensure a clean, smooth operation comes from that work experience in the human resource role.

Modernizing in an Evolving Industry

Elephant Car Wash is an established business, an icon in the Puget Sound region. Kelsey came on board at the right time, though - “I came in right at a point when things start changing for Elephant, where we started coming into the twenty-first century.”

As technology was moving along, Elephant was looking to move with it. This was a two-pronged approach. First was to capitalize on social media - “Our influence on social media was a big change. The company hired someone to help boost social media. We were not really big on Facebook or Instagram but now we are. They're constantly posting and making people aware of this local, family business we have,” says Vogel. She has helped it out herself, by developing her location into a star of the business – hop on the company Facebook page and you'll see a dancing shark at her tunnel!



At home, at their job, when they're out running errands - “The biggest thing about it is that we're seeing people buying washes through the app, instead of here. They're buying it at home – they're sitting at home thinking about us. It's not just an impulse stop where they're driving down Meridian, they're keeping us in mind at other times.”



Even more important in her eyes has been their development of their smartphone app. “It's more high-tech, it works great for the generation used to mobile phone, QR codes. The generation that is on their phones, we use the app to remind customers – ‘Hey, you haven't been to the car wash in a minute, stop on by!’ – or we send out codes at random like ‘Two dollars off your wash today.’”

This helps Elephant to stay visible with potential customers throughout the day.

Making the Car Wash a Community

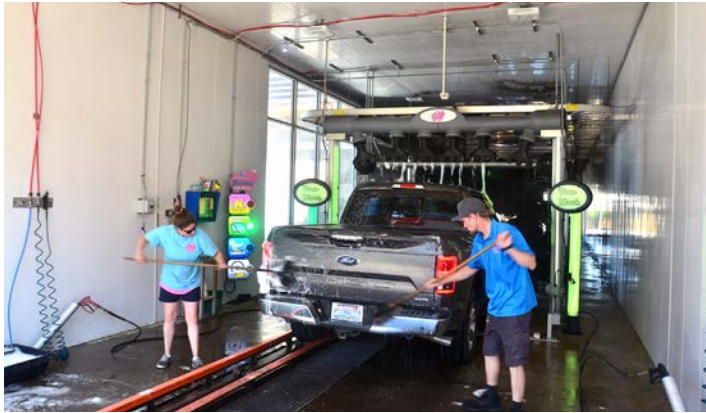
Kelsey sees her role and the car wash's role as more than just cleaning cars. She wants to change that mental picture that so many car owners – potential customers – may have. “People tell me ‘Oh, you're just another car wash’... we are but we aren't. We're trying to make it more than that. Come here, get a car wash, be in a great mood, have chats, make connections, not just in and out for a wash.”

continued on page 44

It's a value that she instills in her employees, and that she urges them to push in their everyday work. It's an attitude that is perfect for the industry - "I tell my employees, we've got about fifteen to twenty seconds of time with each customer - make it count! Ask them how their day is, if you see a lot of sand on the car mention something about the beach, ask them how it was! Little instances like that make the difference to customers, they remember you and how homey it felt coming here. That they're a person to us, not another sale, not a dollar symbol."

Site Managers Set the Tone

Kelsey sees her job as a site manager as one that is all-encompassing. She can be the face of the company in the local area, and contribute to the success of her location - and the success of Elephant overall.



Reaching out to the community is a big part of site management life, and Kelsey has a more novel way of doing it. Car culture is big on the West Coast, particularly in the Pacific Northwest. "I try to go to a lot of car shows and promote our business, get to know the car owners. The guys with the classics, the lowered cars. I want to learn from them, get feedback on what they want to see, or what they would need to get them in."

Stay on Top of Your Wash

One of the most important things she does as site manager of "Peaches," as she affectionately named her wash site, is making sure the wash itself keeps working properly and provides the ultimate service. It's more than just scheduled maintenance or calling in service orders when issues come up. "I wash my truck once or twice a month just to see how my wash is working. I like to know what it's like being the customer here," she says. "I'll go through and close my eyes so I can get all the senses - how do I feel in the car, am I being rocked around a lot? I'll turn off my radio so I can hear everything - do I want to hear these sounds as a customer? Check out the end product, how well are we washing, am I coming out with streaks or soap remaining? I like to see first-hand what's going on."

A Great Place to Grow

Another area of managership that is important to Kelsey is developing her employees. She has seen a relatively high amount of turnover in her time, but she feels that it's not necessarily a bad thing.

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



Traction CONTROL TREADLE FLOOR SWITCH

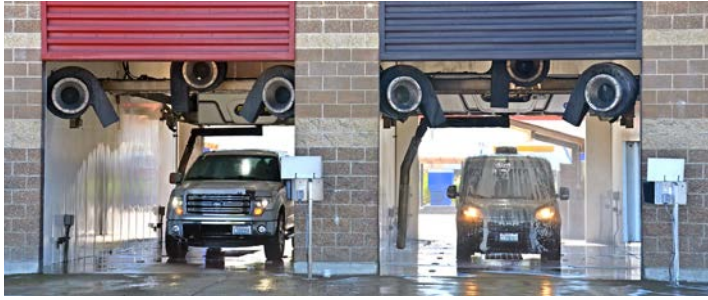


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AM310	5" x 24"	Black
AM315Y	5" x 32"	Yellow
AM315	5" x 32"	Black



IDEAL FOR CAR WASHES



“We do go through employees fast, but it’s mostly because we get kids – we get a lot of sixteen, seventeen-year-olds. It’s their first-time job, and it’s a great first-time job. It’s easy to understand and easy to work with, but can also challenge them and teach them in ways that will help down the line. I always feel good being the starter job!”

This includes reaching out to pools of potential employees that are sometimes overlooked. At the time of our talk, Vogel had been working to grow her staffing by providing opportunities to these overlooked segments. “I have an employee on the autism spectrum... I have a son with Down’s syndrome, and I hope that one day someone will give the chance to my son that I can provide here. It was a different way of training, but she works just as hard as any other employee!”

This way of thinking is a big part of Elephant, and why Kelsey has staked her career there. “One of the best things about Elephant is that they are understanding, they’re never afraid to give someone a chance. Whether it’s their first job, whether they are special needs,

whether they’re just trying to get their life back on track... we try to give everyone a chance. We just look at you as a person.”

In the end, Vogel loves her work, and that Elephant is so reliant on their site managers for success. “I take care of the site, that’s how this company (Elephant) works. They put a lot of trust in you to handle the site on your own. It’s your baby, treat it like it’s your baby.” A great recommendation for any site manager, or any worker looking to move up into site management!



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Q.B. Enterprises Special Needs Employee Program

By Drew Tyson

*“Don’t underestimate what people with disabilities can do”
– Lindsay Wiles*

Developing and retaining a work force is becoming increasingly more difficult in modern times. At the same time, we are developing methods to make work tasks more efficient and effective. We still need a human force behind these processes though. For some companies, this has led them to look into alternative sources for employees, often with great success.

Q.B. Enterprises, who you would recognize as the maker of the highly popular Quick Dry Vending Towels and the Quick Dry Glass Cleaner, has worked to develop their business and production methods to create new opportunities for an oft-ignored group of potential workers. Recently, Q.B. Enterprises received a Small Business Champion of Disability award from the Virginia Department of Aging and Rehabilitative Services (DARS) for their work with disabled teens and adults.

We got the chance to talk with the Q.B. team – Becky Kube, the wife of founder Roger; daughter Lindsay Wiles; and son-in-law and marketing manager Jonathan Wiles – about their efforts and the program they’ve developed, and how it can be a roadmap for others across the car wash industry to discover a new workforce!

A History of Working with the Community

Founded by the Kube family in 1982, Q.B. Enterprises grew from an idea that struck Roger Kube, using laundered surgical towels for drying and more in the car wash industry. A family business, growth required some novel thinking. The ideas and processes Roger had

that would set their product apart would need some solutions outside of the usual manufacturing processes.

Both Roger and Becky were involved in the medical field at the time, and involved with the hospitals in the region. Early on, the company was intertwined with the local community of adults with disabilities. The Kubes worked with a local workshop for adults with disabilities, Didlake, to provide those in the program with hands-on training. Covering three counties, the company employed up to 50 adults throughout the year, folding and packaging towels. They were the core team in the growth of the company.

However, in 2018, Didlake discontinued the program. Undaunted, the Q.B. team decided to develop a program on their own to continue providing these employment opportunities for the disabled community.

Building an In-House Program

Developing an internal program from the framework of Didlake’s program was no easy feat, but Lindsay was prepared to tackle it! For them, it’s not just a program – it’s personal for the Kube and Wiles families. The Wiles’ daughter Paloma was born with Down’s Syndrome, and they saw the potential for providing their daughter with a rewarding task while contributing to the family business.

Making sure that they could continue to provide that avenue to their daughter and members of her community was important, and required commitment by everyone. “It’s been a learning process,” says Lindsay. Jonathan agrees – “It’s a lot of dinner table discussions about how we’re going to meet the challenge.”

They developed tasks and processes that could be customized for teens and adults with disabilities. There are plenty of them in the manufacturing process – from how things are counted, to how workers know packaging is correct, to step by step processes on how towels are folded, to finding and attaching the appropriate sticker for packaging in the correct spot. Lindsay created processes and aids to help program members tackle these job needs.

Different Plans for a Diverse Workforce

With all that effort, the team was ready, but they also knew that one size wouldn’t fit all.

continued on page 48



Q.B.'s program isn't just for young adults with Down's Syndrome. Lindsay and the team work with students and adults with various complex issues and disorders. These can include students with physical disabilities, mental disabilities, or both. "We're not usually told what they're facing. So sometimes someone comes in with a wheelchair, or they come in with a verbal issue, and we adapt to what they're facing, adjust tasks to it."

This means a hands-on approach for Lindsay and team, and realizing that adaptation will be a constant. Says Lindsay, "We had to do multiple time studies. You realize everyone has their strengths and weaknesses. Once you meet the person, you have to figure out where does this person excel, where are they struggling? You have to meet the person where they are when they come in, figure out what they do best, and adapt it for them."

Ongoing Success and a Revolving Workforce

The team has seen the successes of the program over the years, and celebrates them! It's not just the recognition they've received – it's knowing that they have made an impact in the lives of the program members.

Unfortunately, these workers don't always stay with them for too long – but it's incredible to see why. For instance, their daughter recently moved on to the George Mason LIFE program, an innovative post-secondary program. At the end of the four years, the program gets the students into a position where they can transition into adulthood with limited assistance.

Jonathan feels that the in-house program helped Paloma step into the George Mason program. "It helped her understand she can do more than just go to school and come home, that she can have a purpose!" It's not just Paloma that is a great example – they have had a number of teens and adults move on from their workplace to roles elsewhere, developing into adults with purpose.

They've also had workers whose families have moved out of the area. Still, those workers get to take with them a higher level of independence and capabilities than they may have had otherwise, helping them into their next stage of life and career.



Sammie



Anne

See Past the Disabilities

Lindsay sees teens and adults with disabilities as being a great potential workforce for car washes and manufacturers alike. "The biggest piece of advice I can give is to not underestimate what people with disabilities can do. They're eager and they're capable. Sometimes it takes them a little bit longer to get it, but once they have it, they'll be your best workers. They stick with it, they're dedicated, and they have such a great disposition being able to contribute." Becky points out that "Every product that you ever need in the car wash industry, for self-serve, tunnels, touch-free, there's ways that disabled workers can help in the process of making any product!"

Jonathan noted that there are agencies locally and state-run pretty much everywhere that are actively trying to place people with disabilities into the job market. They don't just assign workers, they help the individual business to fit out and adjust their facilities to make them more workable for those with disabilities. "They helped us to understand what devices the person may need to be more successful," says Jonathan, "There's all sorts of things we didn't have the resources for, but the right channels helped us get." Many of these agencies will also help to offset the costs of adjusting processes and facilities to work with the disabled community as well. This way, the manufacturer or car wash owner who decides to take on team members and work with them isn't going it alone.

We're thrilled that Q.B. Enterprises is finding a place for teens and adults with disabilities to obtain job training and become part of the work force. We encourage manufacturers and wash owners to reach out to their local agency and see how they can work with a great segment of the population that has so much more to give! ■

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From Honduras to the U.S.A: Mario Munoz's Car Wash Success Story



By Job T. Leach

We visited Mario G. Munoz at M&M Car Wash, a clean, attractive location he operates in the heart of El Paso, Texas. One of several car washes he leases or owns, Mario gave us a quick tour of the self-serve facility and sat down with us for a conversation about his business and the car wash industry. We found out that he has an interesting life path that started in Central America and brought him to the U.S.A.

Early Life in Honduras

Mario is one of six siblings born in Honduras – he has three brothers and two sisters. When it was time for him to enter high school, he chose to enter a technical trade school instead of taking the standard curriculum route. He gained an array of skills like welding, auto repair, and electrical work, and the education was solid enough that he was prepared to go to college for engineering. When it came time to make that decision, he opted to visit the states for what he thought would be a temporary six-month stay. Turned out, he ended up staying permanently!

First Years in the United States

In 1987, he went to Los Angeles, California because he had some extended family who already lived there. He needed a job to support himself, and found one drying vehicles at a car wash. Management soon found out he was even more valuable than they realized, with his abilities extending well past the entry-level position for which he was hired.

Mario recalled, “The car wash kept breaking down. With my technical background, I’d say ‘Hey, man, we can fix it. Let’s not wait for the service man.’ We’d get the car wash going and the technician would show up and say, ‘What’s going on here?!’ [Other employees] would point at me and say, ‘that guy is going to take your job!’” Mario thought it was funny at the time, not realizing right away that it would lead him to bigger things in the future.

The technician, who worked on Hanna car wash systems, offered Mario a position repairing car washes. It was a good job with a steady income, but it would ultimately just serve as a stepping stone for Mario. The role required a lot of late work because many car washes wanted repairs to be done overnight so the car wash could be fully operational by morning. It wore Mario down, and didn’t seem like the exact fit for him, so he decided to leave the company.



Putting Down Roots in El Paso

In 1988, Mario visited a friend in El Paso. He liked the area and decided to stay, but of course needed another job in his new locale. He saw a car wash company and inquired within to see if they were hiring, and did indeed get a job. That company was JMJ Sales, owned by Jules Bennett. Jules had a son named John Bennett, who started a company called Sun Country Car Wash Systems that built and repaired car washes. Sun Country hired Mario, and he had an excellent career there for twenty-two years. While there, Mario was also in charge of purchasing all the equipment and supplies they used, and that is when he began his relationship with Kleen-Rite.

Becoming an Entrepreneur

While travelling to repair washes, Mario came across a number of owners who were either growing too old to operate their locations or didn't want the hassle of dealing with them anymore. With some savings he'd acquired, he began leasing his first car wash while still employed at Sun Country. Eventually, he left Sun Country to focus on his own car wash endeavors, starting a business running them in the El Paso area. He continued using Kleen-Rite as his primary supplier.

Not long after, Mario's youngest brother wanted to come to the states, but didn't have a job lined up. He talked to Mario about working for him, since he also had valuable engineering capabilities. They arranged a visa for him, he became part owner of the company, and he began running a car wash in northern New Mexico. Mario credits him with being a big help and a crucial part of his success. They plan to bring another brother, also an engineer, into the fold. He currently still lives in Honduras, but Mario hopes he joins them in the near future.

Mario's Family and Future

In 1993, Mario was "dragged to a party" that he didn't really care to attend. It worked out well for him, as he was fortunate enough to meet his future wife, Gracie. They soon started a relationship, married in 1995, and now have three children together. Mario A, Mario G's son who carries his name, is currently 23 years old and preparing to graduate from UTEP with a business degree in marketing. Their daughter Millie, 20, also attends UTEP for business. She models and participates in notable beauty pageants like Miss Teen El Paso (achieved top 5) and Miss Texas. Karina, their youngest daughter, is a 15-year-old sophomore at Coronado High School with her sights on a future in sports medicine.

Mario and his family now operate a total of fifteen car washes, leasing twelve of them and owning three of them outright. Mario's robust, energetic car wash empire stretches from El Paso, Texas to northern New Mexico, with a Las Cruces presence in between. Future plans include buying more of the locations he currently leases, while re-evaluating some of the spots to determine their strength based on location and surrounding car wash competition.

It was obvious talking to Mario that the car wash industry has served him well – and vice-versa. His innate abilities combined with a relentless work ethic make him a perfect fit for the car wash world. He's humble and has an incredibly pleasant demeanor, while also being rightly proud of the family and business he's grown.

We're happy to be a small part of Mario's success story, and look forward to many more years of fruitful partnership! ■



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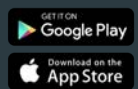
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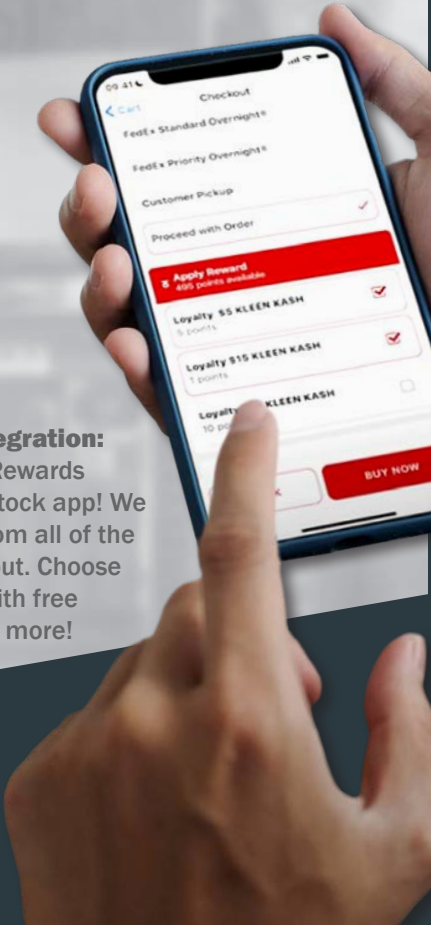
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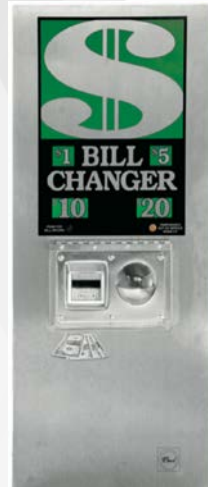
Monitor machine via internet with Remote Access Board



MEI Recyclers/Validators hold 500 notes each



Dual Hoppers hold 12,300 coins total



BC-1400A



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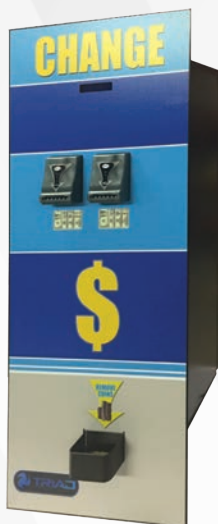


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REFRESHING A CAR WASH VACUUM

Car wash vacuums sit outside 365 days a year. As a result, the appearance of your vacuum units will deteriorate over time due to various weather conditions and harmful ultraviolet rays from the sun. Lucky for you, Phil put together a guide to help you revive the vacuum units at your car wash!



Removing a Decal

Use a razor blade to remove unattractive decals. Peeling decals are easier to remove since the razor will slide under the rolled edge. Otherwise, you will need to work the blade under the edge to get it started. If you are having trouble, use a heat gun to loosen the adhesive backing on the decal to make things easier for yourself.

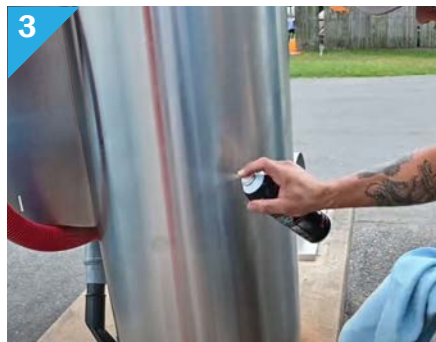
Tools You'll Need:

- Single edge razor and blade holder
- Heat gun
- Lacquer thinner
- Gloves
- Rag
- Stainless steel polish
- Tape measure
- Sharpie
- Soap and water
- Spray bottle
- Credit card or similar tool



Dealing with Leftover Adhesive

After the decal is gone, you will need to remove the leftover adhesive on the cylinder. Soak a cotton rag with lacquer thinner and rub the surface to wipe away the glue. Warning: heavy elbow grease is required! Apply additional thinner to the rag as needed to keep things moving smoothly. Check for any leftover thinner and wash it away with water to create a clean surface for the next step.



Preparing the Surface for a New Decal

Shine the surface with a stainless steel polish and cleaner. Spray the surface with the polish and buff the surface using a towel. Phil used Simoniz Swell and one of Dr. Joe's Microfiber Towels in the video. Once the surface is shiny, you are ready to apply the decal.



Sticking on the Decal

Before sticking on the decal, mix a solution of soap and water. Soak the surface with the mixture. The soap will prevent the adhesive from sticking to the surface for a short time. This trick will allow you to reposition the decal and use a credit card to remove air bubbles and wrinkles from the decal. Once you finish, take a step back and check your work. Make any additional adjustments before the decal fully adheres to the vacuum.

You will want to ensure the decal is level when you stick it on the vacuum cylinder. Use a tape measure to determine the location of your decal. Mark two spots that are horizontal to one another. Check to make sure they are level. These marks will help you will place the decal level.



Replacing a Faded Vacuum Dome

Phil also swapped out a faded dome for a brand new one. First, remove the screws holding it on. That will allow you to remove the old one. Once the old dome is gone, you can place the new one on top of the vacuum unit. Line up the screw holes, and insert two 1/4 inch - 20 screws to attach it to the vacuum. You can either reuse the originals if they are in good condition or purchase a new set. Once the screws are in place, the new dome is secure.

Tip: Apply a tire shine product to a slightly fading dome to rejuvenate the appearance if you are not ready to replace it yet.



Changing Hose

The last refresh Phil recommended is to replace an old vacuum hose. All you need to do is twist the hose clockwise to remove it. Install the new hose by turning it counterclockwise. Once the hose is connected, it will require a cuff with a claw nozzle to function correctly. The cuff must hit the stop on the claw to ensure it is secure. Screw on the cuff counterclockwise to attach it to the end of your hose.

After you finish these tasks, your vacuums will look brand new again. Customers will see you maintain your equipment and care about the presentation of your business, which increases their confidence in the quality of the products and services provided at your wash!

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

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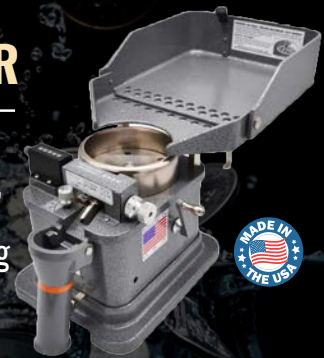
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Car Wash Clicks

By: Joseph Herr



A Car Wash That Transforms Lives

By: Joseph Herr

Six years ago, Prince Mapp sought help from Life Camp to turn his life around. Life camp is a non-profit devoted to curbing gun violence. With a new mindset and a drive to pay it forward, Mapp opened the car wash BLK Squares in Queens, New York. He employs formerly incarcerated men and women who wish to break free from their troubled pasts.

Mapp partnered with Life Camp to create a program named "We Shoot Water, Not Guns." Like Life Camp, Mapp's program strives to reduce gun violence by providing a safe place where at-risk youth can get off the street and do something productive. A team of men helps Mapp mentor the youth and teach them to wash vehicles. William Jamison, a mentor, praised the program and said, "It is keeping them off the street and giving them something to do, and I love Mr. Mapp for doing that because he is giving these kids an opportunity."

Mapp is not wasting his second chance. He is using it to change lives and steer the youth of South Jamaica down the right path in life. Mapp said, "I hope the community will come with their cars, knowing there's a deeper meaning and message!"

TERRORIZING CUSTOMERS TO HELP OUR NATION'S VETERANS

Every October, car wash owners capitalize on the spooky Halloween season by transforming their tunnels into terrifying experiences. Prime Car Wash, located in Fishers, Indiana, used this fun Halloween promotion to benefit veterans. They charged \$20 per car and donated 30% of the proceeds to the American Legion, which supports veterans.



"Wash Your Car, Wash Your Dog"

Legacy Car Wash in Columbus, Nebraska, hosted a fundraiser for Paws and Claws Animal Shelter. Customers who donated an item to the shelter received a free "platinum" wash, and dog owners could wash their pups for free. Aaron Luneke, the owner of Legacy Car Wash, said, "It's just fun. You get a car wash, and who doesn't feel better after leaving with a clean car, especially when they don't have to break a sweat and Fido gets to have a quick bath as well."

The event took place Sunday, September 18th. There was music and popsicles for attendees.



Kitten Takes a Ride Through a Car Wash

In Cheyenne, Wyoming, a woman's routine ride through Breeze Thru Car Wash turned into an unforgettable experience. As the woman dried her van, she heard strange noises emerging from the wheel well. She called Cheyenne and Laramie County Animal Control for help. Responding officers discovered a frightened kitten stuck deep in the wheel well. They carefully removed the kitten and brought it to Cheyenne Animal Shelter.

Veterinarians at the shelter examined the kitten and gave it a clean bill of health. During the exam, they discovered the kitten was a female and named her Denali. After being put up for adoption, it only took 24 hours for Denali to find her forever home. It seems Denali might have nine lives, well, maybe eight now!

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AUTOSPA Yakima, Washington

Geoff Knautz should be a tired man. In the last 10 years, Geoff has either bought, built, or renovated 8 car washes in the Central Washington area. Although he is a busy man, we caught up with him to discuss how he got started and what key relationships from his past he still counts on today to aid in his business growth.



Getting into the Business

Knautz didn't come up through the car wash business – in fact, prior to getting into it, he worked for Young Life Youth Ministry. However, Geoff had always been very motivated and knew he had an entrepreneurial spirit. In 2010, a friend approached him about getting into the car wash business, and even though Geoff had no prior experience, he recognized it as a solid opportunity.

He and his wife bought their first AutoSpa Central Washington, which is now their primary West Valley location in Yakima. “We went for it, installed a second automatic, and it started doing really well.” A fairly hands-on guy, they went at it pretty much alone for the first few years. With no car wash background, he had to learn the ropes and maintenance himself. “It was a rough learning curve at first, because I didn't know much about the car wash business. I had to do my homework, build partnerships for parts and supplies, and we made it work – but it wasn't easy. I literally couldn't sleep if I had to cone off a bay or put up an out of order sign.”

Growing the AutoSpa Brand

After seeing Geoff's drive and successes at the single location, another business mentor approached him about growing AutoSpa into a localized chain of stores. In 2013, they purchased a second location in Ellensburg, and continued to snowball, taking advantage of the sunny Yakima Valley days and the four-season weather. More locations in Ellensburg and Yakima followed, as well as into nearby Selah and now Wenatchee.

His previous time at Young Life set him up for success and growth. “Young Life is a group that tries to make an impact on teenagers, and the focus is on building relationships. That aided in my business - car washing is about relationships. It's about my CFO, my technicians, my area managers and all these people I know and care about, asking them to join me in this journey in serving customers.”

It wasn't without growing pains, though. He had to expand his work force, saying, “With one store, I could hire, I could train, I could fix, I could do that... when it got to two stores I knew it was time to start hiring different people. So when we got to three stores we hired Teresa to do the accounting, we hired a technician, and then I did most the management.”





The AutoSpa Crew: Christian, Kacy, Eli
Yakima, Washington

by Drew Tyson

Today, with 8 stores under the AutoSpa umbrella and 45 employees across the company, it's a pretty big "small business". With store managers and site leads, a finance team, marketing staff, a dedicated hiring and training manager, and a team of technicians, Geoff is no longer as hands-on as he was at the start. "I've transitioned to managing the managers," Geoff says, "I still love the projects, still love the hands on, so it was hard for me to step out of the day to day." That being said, he has recruited an incredible team and trusts them to reflect his values and uphold the business reputation of excellent customer service.

More Than Just Growing a Business

With the focus on quality over quantity, providing the same AutoSpa experience at every location and not spreading too thin, Knautz is looking at smart growth. "Really, the goal for me is ten to twelve locations, and then I think I'm done. I think that's enough to take care of and enough of a business to say we have built something really special here."

One thing is clear though, even as he considers capping the growth of his business, he sees the growth of employees as a focus of the company. It's important to him to continue developing employees along the goals and guidelines of the Young Life ministry, which he is still involved in. "Young Life has been a longtime friend to me and a great resource – when I went to Ellensburg I contacted my Young Life buddy and said 'Hey, we've got some openings, do you know some kids that need jobs?' and then we did the same thing in Wenatchee."

He continues, "I feel like it's a great first job for a lot of teenagers. If we can teach them customer service, showing up on time, following the rules, and how we do things – I always tell them that

this can be a great start to their resume. Someday, when they move on from the car wash business, I can say to future employers that they were fantastic kids, they showed up on time, they did the things we need, and they developed great customer service."

His employees reflect this. The on-duty team at West Valley of Christian, Kacy, and Eli were all emphatic about the fact that they see the business as one where they've grown and developed, and has provided them with skills and a footing for the future, either within the business or as they move on.

Relationships Are the Key

One thing that is clear is that Knautz values relationships, and sees the industry as being built on them. Whether it's his relationship with Kleen-Rite as a vendor, his relationships with his staff as a mentor as much as a boss, his ongoing relationships through the Young Life ministry, or his relationships with the community and local schools with support through fundraising programs, he sees them as core to his success and business growth.

In fact, it's his primary advice for someone looking to get into the car wash business. "Focus on the customers, give them what they came for, build a good brand, and build relationships. If someone comes to our wash and doesn't have a good experience, and they call or email, we get back to them the very next day. If something happened, we get back to them, ask how we can make it right."

With such a focus on relationships inside the company and out, Knautz and the AutoSpa Central Washington team are set up for future success. We thank him for hosting us and sharing his story, and being a part of the Kleen-Rite family!



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GRATE

Tough Fiberglass Car Wash Grating

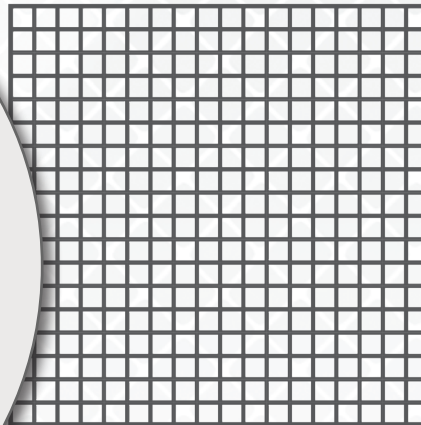
Now in **2** Manageable Sizes!

Easy to ship and **Easy** to handle

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

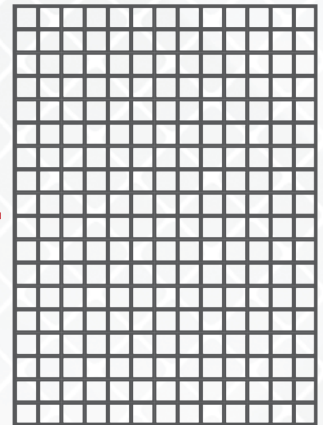


4 ft.



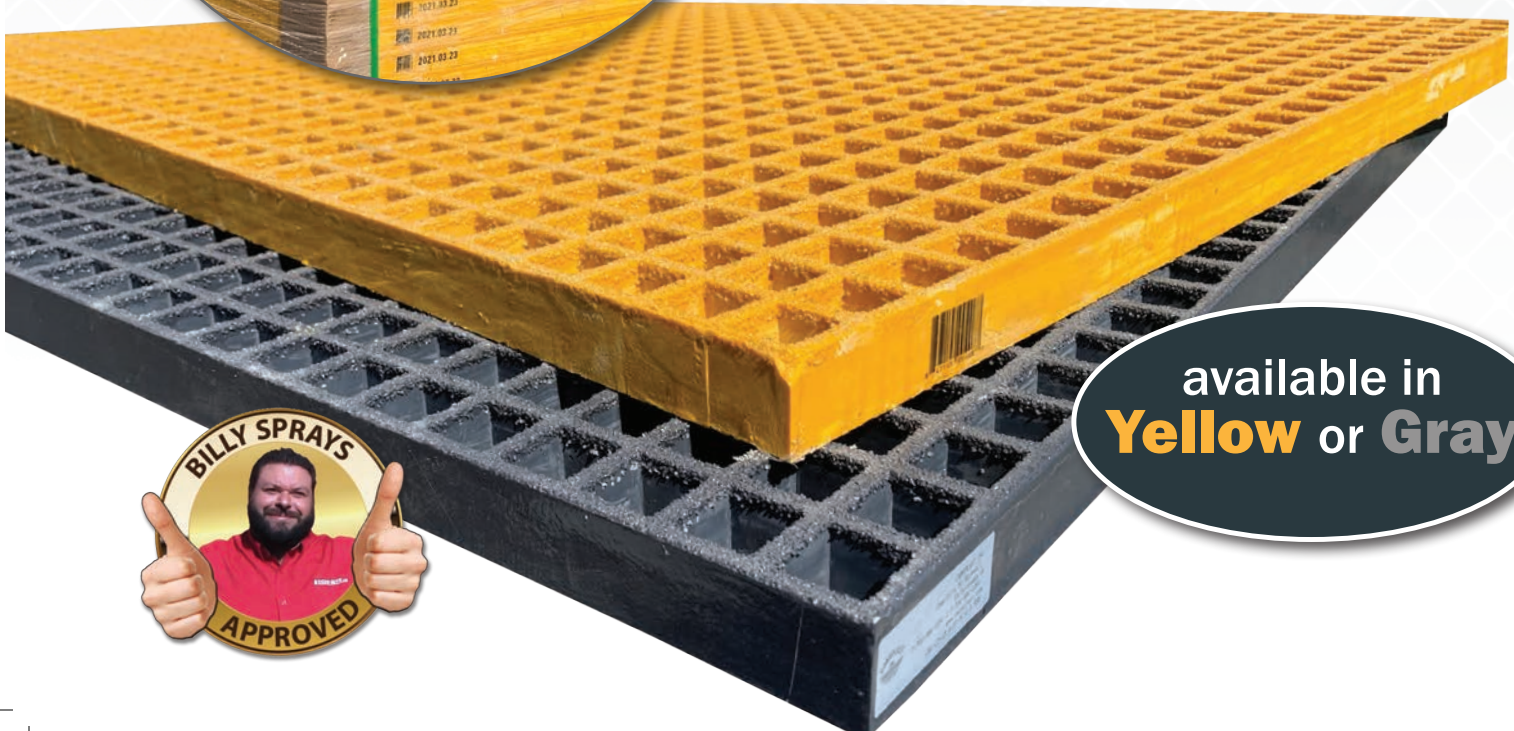
FG44G-GRIT	Gray	4ftx4ft
FG44Y-GRIT	Yellow	4ftx4ft

3 ft.



4 ft.

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



available in
Yellow or **Gray**



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

257 South 9th Street/P.O. Box 886
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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

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KLEEN-RITE CORP.



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