KLEEN-SCENE

YOUR RELIABLE SOURCE FOR CAR WASH INFORMATION

ISSUE NO. 41 August, 2023

THE BEST FOR LESS!









TOLL FREE ORDER LINE 1-800-233-3873

VISIT US ONLINE www.kleenrite.com



The Trilogy of Profit Centers!



Give your busy customers a waxed and shiny car in no time at all by incorporating Simoniz Hot Wax and Shine into your automatic tunnels and self serve car wash bays. Hot Wax and Shine has a special formula that uses real carnauba wax, liquefied and distributed across a clean car. When buffed or rinsed away, it leaves the vehicle ultra-shiny and protected!

5 Gallon	PA5338	\$160.63
30 Gallon	DR30338	\$1,004.90



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. This creates the hydrophobic coating that repels water.

5 Gallon	PA5317	\$225.28
30 Gallon	DR30317	\$1,314.09
55 Gallon	DR55317	\$2,408.98

SIMONIZ

Graphene-Infused
Carbonite
Surface Hardener



This graphene-infused hardening agent provides a thin but incredibly tough protective layer on vehicle surfaces. The protective layer offers high abrasion resistance to protect from marks, swirls and scratches. Plus, the strength of the layer provides a barrier to chemicals and damaging materials that cause corrosion.

5 Gallon	PA5319	\$225.30
30 Gallon	DR30319	\$1,314.00
55 Gallon	DR55319	\$2,409.00

Self-serve operators: give your customers something to talk about...









LED LIGHTING ENGINEERED SPECIFICALLY FOR HARSH ENVIRONMENTS

CARWASH LIGHTING





Chemical Resistant



Save on Energy Costs



Reduced Maintenance

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



















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Front Cover

Thanks to Bob Lebosky of Thurmont, MD for contributing his '75 Stingray for our cover photo and to Amber Wantz, his daughter for making it shine. Bob bought his Vette in 1982 with only 34,000 miles on the odometer, and it features the L82 Engine option with 1969 factory side exhausts. For the last 20 years, he has been working at Tony's Corvette Shop in Gaithersburg, Maryland, where he dedicates his time restoring older Corvettes. Amber is a graphic designer right here at Kleen-Rite!



Bob Lebosky and his daughter, Amber Wantz

A MINUTE WITH MIKE & KEITH

Happy end of Summer, how incredibly important the weather is to our industry. Several areas of the country started the year very wet and now are clawing their way back to normalcy. While we need rain, we often joke that Tuesday and Wednesday nights would be good enough to keep us caught up on rainfall. We all know that we can't control the weather so you must focus on what you can control.



Is your wash clean and inviting? Is it well lit at night? Does all of your bay equipment work properly? Do your soaps and waxes show and perform well? Do your vacs have good suction? The list could go on but the point is control what you can control. If you are in need of some help, give us a call. We are willing and able to help you find the products you need to succeed.

Over the years we have realized that car wash operators enjoy looking at other car washes. Knowing this we have recently launched carwashpictures.com to allow the industry to see and share pictures of car washes nationwide. We encourage you to use the site, and hope it makes it easy to see trends and product developments within the industry.

Don't miss out...if not already signed up for the Kleen Rite Rewards Program, join the thousands of customers already enrolled. Don't pay us, we'll pay you. The rewards program has been tremendously successful in providing our loyal customers the benefits they deserve. Don't wait any longer, sign up today!

We are looking forward to a strong finish to the year, lots of economic news will be coming our way, again let's focus on what we can control and don't forget always focus on the customer. We appreciate all of the business and opportunity that you have given us this year. Thank you for allowing us to be the reliable supplier to the car wash industry.





FREE SHIPPING OFFER

WE ARE OFFERING **FREE SHIPPING** ON ANY **ONE** ORDER **OVER \$750.00** PLACED DURING THE MONTH OF AUGUST, 2023.

SIMPLY USE KLEEN-SCENE CODE: **FS41KS** TO RECEIVE FREE SHIPPING ON YOUR NEXT ORDER TO ANYWHERE IN THE CONTINENTAL U.S.

*Select items such as Corrosive Chemicals, Non-Stock Factory Dropships, Vacuums, Vac & Vending Islands, Extrutech Wall Panels, Anti-Freeze Detergent, Pole Covers, Grating, Mega Vendors, Cages, Propane Tanks, Large Storage Tanks may be excluded from our free shipping offer.

OFFER GOOD ON ONE ORDER ONLY!

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

OFFER VALID UNTIL SEPTEMBER 1, 2023

KLEEN-SCENE MAGAZINE

THE OFFICIAL PUBLICATION OF KLEEN-RITE CORP.

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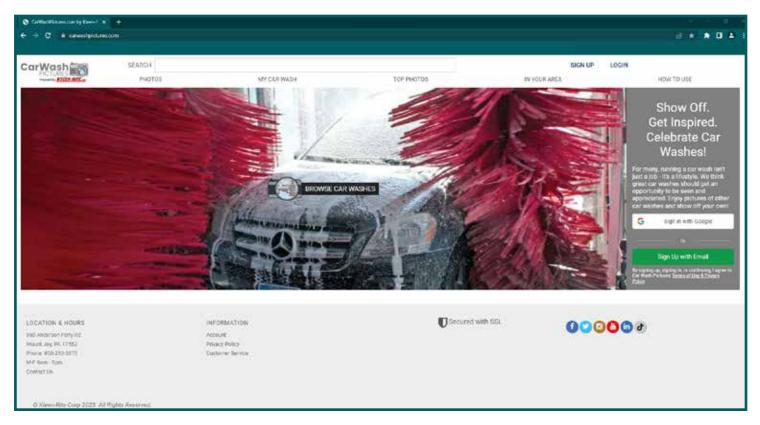
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Show Off Your Car Wash on Carwashpictures.com

By Patty Little





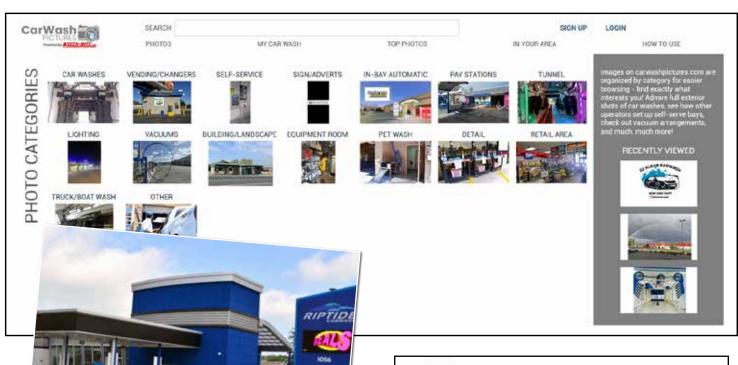
Carwashpictures.com is now up and running! We know how much pride you take in your business, and how much work it is to keep your facility looking its best. So, for the love of the car wash industry, share your pics! We want to see your best, from full landscape shots to pics specific to signage, bays, equipment and décor. This site is FREE, and it's an easy way to show off the fruits of your labor to other car wash owners and business afficionados. It's also an excellent way to interact with other owners outside of car wash shows and conventions.

It's EASY, too. Simply create a profile with your car wash name, location, short description of what you offer, and contact info. Upload your pics by category and people will be able to see your establishment at its best! The categories make browsing easier and are helpful if you're looking for some inspiration for remodeling, marketing, or purchasing new equipment.

While you're there, show some love to others in the car wash community. Each image on the site has a "thumbs up" option, and pictures that get the most "thumbs up" clicks will be featured on the "Top Photos" page. Encourage people you know to get your car wash in a top spot!

You'll also notice that Carwashpictures.com has a "Search by Location" feature. Visitors can see what's happening with your facility and at other local car washes. This function is great for potential car wash customers who can use it to find the best washes in their area, and the better your visual presentation, the more likely you are to draw in those customers!

Start showing off your car wash! Visit **carwashpictures.com** and create your profile today!



YOUR ACCOUNT AME CONTACT INF	ORMATION	
Your account witnessee is used to logic b	n the side. Please sove your p	reconnect as a suferplace
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(DAT) 867-8309		
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- Create an account
- Head over to My Car Wash. Fill out information for your car wash profile. This will be visible to other viewers on the site and represents your car wash. You must fill in at least the required fields before uploading any photos. Click "Save Information" when you're satisfied with your entry.
- Begin uploading pictures from your computer or phone. This can be done by dragging and dropping the file from your desktop, or by browsing your computer/phone. Choose the category that best fits the picture you're uploading. When you have uploaded all the pictures you currently want to add, click "Save Information."
- When you are done with your info and pictures, click "Publish" to make your profile visible to other users on the site. If the button says "Unpublish," that means your profile is already published and viewable and you don't need to click it. If for any reason you don't want your profile to be visible, you can use this button to unpublish at any time.
- Encourage friends, family, and coworkers to visit carwashpictures.com and upvote your pictures!





Offer valid thru

Mix & match for your best deal. Vending decals and overlays available for all products.

AFPP101 CHERRY AFPP102 NILLA **AFPP103 CINNA** AFPP104 CITRUS **AFPP105 JASMINE**

AFPP106 PINE AFPP107 NUCAR AFPP109 COLADA **AFPP110 BERRY** AFPP113 ICE



Available through





Greetings from your Customer Service Team at Kleen-Rite.

In order to assist our customers, we would like to share some tips on how to spot damage to any shipment coming to you from Kleen-Rite and our suppliers.

First and foremost, our goal is to make sure your order arrives in a timely manner free from damage or loss. Unfortunately, as we all know, that doesn't happen with every shipment. Each time damage or loss happens while your order is in transit, a claim to recover the cost of the products needs to be placed by one of our Customer Service team members here at Kleen-Rite. In the case of freight shipments, if the damage or loss is not documented at the time of delivery, most claims will be automatically denied by the carrier.

When your order arrives, either by freight truck or by a ground carrier be sure to examine your package(s) for any noticeable signs of

Instead of your signature write:
"Damaged Until Inspected"
on the delivery slip.

damage. With small packages it may be a tear or hole in the box, the tape may appear to have been removed and reapplied. Another sign could be that the box just doesn't look like the previous shipments you have received from Kleen-Rite.

With the larger freight orders coming from Kleen-Rite, look for any breaks in the shrink-wrapping or signs of liquids leaking. Shipments are wrapped completely at all our distribution centers. There should be no opening in the shrink-wrap, including the top of the pallet.

When a carrier receives your signature on a shipment their responsibility for the merchandise ends and the product is now yours. Any damage or shortage discovered after the shipment has been accepted is no longer the responsibility of the carrier. Please keep in mind that high dollar items, for example vacuums and vending machines, need to be examined completely before signing even if there is no outward sign of damage. Be sure to remove all of the wrapping before signing!

When in doubt, or rushed to sign, instead of your signature write "Damaged Until Inspected" on the delivery slip.

Please allow us to help you achieve the best possible outcome by examining your shipments upon arrival. The Kleen-Rite team is always here to assist you with any issues you may have with your shipment. Your questions are welcomed and encouraged.





LESS WORK. MORE CLEAN.



AR17233	4 oz. Multi-Purpose Spray
AR13040	4 oz. Original Protectant Spray
VS10800	Vending: Protectant Sponge
AR30800	Vending: Cleaning Sponge
AR10865	Glass Wipes Tub

AR10945	Ultra Shine Protectant Tub
AR10861	Original Protectant Tub

AR10881	Leather Care Tub
AR10863	Cleaning Tub

AVAILABLE AT





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.

Gary's FAQ: The Evolution of Vending to Meet Today's Market



The car wash industry is evolving at an exponential rate. Since Covid, trends and changes to the business sector, small and large have swept across the nation. One trend emerging over the past 2 years is the way we think of vending. Let's talk about what's happening and a new way to tap that income potential.

How has vending changed?

I've had a lot of discussions with operators about vending, and the same issues are presented far and wide. While vending centers unquestionably generate profit, they consume time and manpower. They take time to maintain, from keeping the inventory stocked to emptying and counting the change collected in the boxes. Tack on the possibility of theft and vandalism, plus the work and cost involved around those events, and it's understandable why some washes, particularly larger chains, have pared back vending offerings. But why lose profits when you can make adjustments or upgrades to your vending to make even more income?

What can we do?

The industry continues to trend toward a cashless model. If you don't already offer credit card payment as an option, now may be the time. Kleen-Rite recently acquired Laurel Metal Products, forming a partnership and using the opportunity to give customers a new vending solution. One of the first products we've introduced is the stanchion kit vendor with CryptoPay. This is the next generation of vendor, a cashless unit that stocks pre-packaged kits containing detailing essentials. For one price and one transaction, the customer gets items like a microfiber towel, an Armor All sponge, a Little Tree air freshener and glass towelettes, bundled together for approximately \$5.

continued on page 12

These machines benefit you in several ways:

- The CryptoPay cashless POS system eliminates the need for collecting and counting coins.
- CryptoPay analytics can trace sales to specific machines, making restock and replenishment
- Vendors can be integrated with your existing Cryptopay coordinator
- The DigiMax display allows you to adjust pricing from \$0.25 to \$99.75.
- The 1 3/4" slot is able to accommodate larger vending items and kits.
- This convenient kit vendor helps customers purchase multiple items in a single transaction
- a mounting kit (sold separately) eliminates the areas at your wash. Customer traffic flows

Stanchion kit vendors are easy to install using a Laurel mounting kit which you can purchase in addition to the unit. They offer operators an opportunity to rekindle a profit center that has been slumping in recent years. If interested, don't hesitate, give us a call today for more information. ■



Scan To see a short video

on the Laurel Pole Mounted Vending Machine mounted







Offer valid for the month of August, 2023



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Reorder Quick Order Favorites (0) Rewards, My Account

Login



Kleen-Rite Rewards Just Got *Even Better*

By: Joseph Herr

Guess What?

Kleen-Rite Rewards just got even better than it was before! We overhauled the entire program to make it even easier for you to earn and redeem your awards.

Revamped Reward Tiers

To start, we revamped our tier system to make it less confusing. We originally had five different tiers each with their own rewards. It was just too complicated. So, we scrapped two of the tiers and created a program that includes three levels. The tiers are Basic, Club, and VIP. If you reach VIP, you should feel extra special - hence the name! Each tier has access to different rewards that get better each time you level up. Plus, the redemption cost for each reward decreases as you move up the ladder. This applies to all rewards offered in each tier. See graphic below for additional details.



INTRODUCTORY TIER

REE SHIPPING

IGHT BASED: 40 LB Box Free Shipping - 10,000



25.000-99.999 POINTS

FREE SHIPPING

WEIGHT BASED:

Club 40 LB Box Free Shipping - 9,500 Club 80 LB Box 2 Free Shipping - 19,000

FREE SHIPPING DOLLAR AMOUNT:

\$1250 Free Shipping - 25,000 \$750 Free Shipping - 50,000



100,000+ POINTS

FREE SHIPPING

WEIGHT BASED:

VIP 40 LB Box Free Shipping - 7,500 VIP 80 LB Box 2 Free Shipping - 15,000

DOLLAR AMOUNT:

\$1250 VIP Free Shipping - 20,000 \$750 VIP Free Snipping - 40,000

New Reward

Based off the popularity of 40-pound box free shipping reward, we added a new reward: free shipping on an 80-pound box. This is available to every tier. Referring to 80-pound box reward, Linda Combs from Power Brite said, "It works well when I have things to purchase that I forgot to add on a previous order."

We have other customers who love the 80-pound box too! Kevin Parker from Hoffman Car Wash said, "The 80-pound box reward benefits us the most, it allows each location to order vending supplies and monthly everyday needs." This allows them to make sure each location gets a slice of the rewards and eliminates shipping costs on those items as well.

Don't worry, we kept the 40-pound box reward so you can still use that offer too! The Club and VIP tiers have exclusive access to the 80 lb. box free shipping reward. Our rewards are now easier to use. Garret Burinsma from Norco Car Wash stated, "When I use them online, I just click the rewards I want to apply and it works."

Get Even More Points When You Sign Up

New members who sign up will receive 5000 points. There is no need to make any purchase, all you need to do is sign up and points will be deposited into your account. Plus, you can earn 5000 points for every friend you refer. These free points give you a boost to help you reach your first reward faster so you can start redeeming points sooner. Earn even more points by making purchases, leaving reviews, and sharing us on social media. (Can we make a graphic listing each way that points can be earned that were mentioned)

Now that you know what is new to Kleen-Rite rewards, you can take advantage of all the added benefits. Just listen to what Parker has to say:

"It's a great program, it's stuff you are already going to purchase anyway. Why not take advantage of the free shipping and other rewards?"

Why wouldn't you want to join? Sign up and start earning points today to save even more each time you purchase from Kleen-Rite! ■





Todau Earning!











BC-1600A-HSB



Monitor machine via internet with **Remote Access Board**



MEI Recyclers/ Validators hold 500 notes each



Dual Hoppers hold 12,300 coins total



BC-1400A



Rear load machine with stainless steel faceplate



MEI Validator with 1,000 note stacker



Dual Hoppers hold 9,600 coins total

NOW UPGRADED WITH AMERICAN CHANGER COMPONENTS!







TC400RL Series Changers



Dual MEI Validators with 500 note stackers



Hoppers hold 5,600 each



MEI Recycler Options



Internal and External Displays

Ask your Kleen-Rite Rep for more info!

anufacturing Co.



TOUGH SEMITRANSPARENT POLYCARBONATE FOAM BRUSH HANDLE

See-through brush handle for foam brushes in self-serve car wash applications. Semitransparent poly allows visibility for the colorful foam used for presoaks and soaps. While it's made with lightweight polycarbonate, it's still durable enough for the demands of busy wash bays, and washes well with a good feel that isn't overpowered by the brush head.

- Lightweight polycarbonate material
- See-through design allows customers to see subtle coloring of foam inside
- 1/2" M x 3/8" F threaded ends

Rubber Vac Clean

Out Bucket

VDC10

- 40" length
- Durable

Snap -in Foamy Brush Holder

FBHH916 Red FBHH916BL Blue

> **Foamy Brush** Bucket

FBB911R	Red
FBB911BL	Blue
FBB911BK	Black



Channel Style Mat Clamp Stainless Steel

MCSC35BL	Blue
MCSC35	Red

MCSC35G	Green
MCSC35Y	Yellow



Triple Foam Guns

_		ſ
Rubber	Coated	

GUFBK	Black
GUFR	Red
GUFBL	Blue

GUFBKSS Black **GUFRSS** GUFBLSS Blue





SNTTM4 | Fits 1/4" & 9/16" Nozzles | Yellow Zinc SNTTM2 Fits 1/8" & 1/2" Nozzles Clear Zinc

FHA40BK Black FHA40BL Blue FHA40HG Hot Green

FHA40HP Hot Pink FHA400R Hot Orange

40" Foamy Brush Handle Poles

FHA40PR FHA40R Red FHA40Y Yellow FHA40G Grey



"Original" Flex-Wands®

WTGRF 18" WTGRF21 WTGRF24











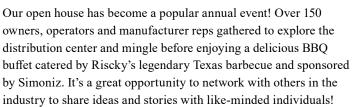


OPEN HO by Patty Little





On February 21st of 2023, Kleen-Rite hosted a night of fun, food and camaraderie at our distribution center in Grand Prairie, Texas. The open house and dinner preceded the 2023 Southwest Car Wash Association Convention and Expo that took place in Fort Worth from February 22nd-24th.







Following dinner, the evening was capped off with the drawing and announcement of door prize raffle winners! Some of our lucky guests went home with fantastic prizes including various electronics, gift cards, power tools, and other equipment sponsored by leading industry manufacturers.



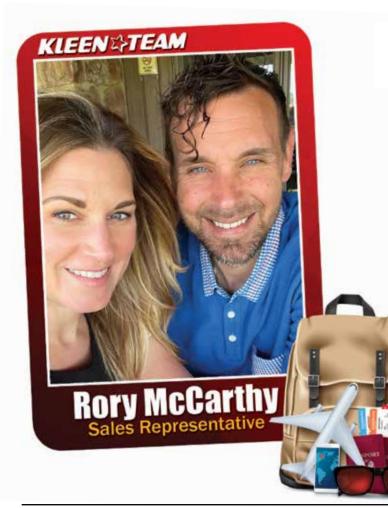
We'd like to thank all who attended the party and a extend huge thanks to our 2023 Open House sponsors:



American Changer Car-Freshner CryptoPay Dosatron General Pump Giant **Hamel Mfg JBS JDJ Solutions**

JE Adams Laurel Metal London Mat Pantron Parker Engineering Rain Tunnel Simoniz USA Telco **Energizer/Armor All Turbo DVR**





KLEEN \$\text{TEAM}

Rory McCarthy

Sales Representative

I represent Kleen-Rite through monitoring the sales and customer service email accounts as well as international sales. I very much enjoy helping our customers have a pleasant business experience with us and our great products. Kleen-Rite cares for it's customers and employees alike; therefore, I am proud to work here!

Outside of Kleen-Rite, I can usually be found running my office cleaning or lawn care businesses.

My hobbies include wine-tasting with my wife, trying to engage with my teenaged sons or my 25 year old daughter, and playing guitar.

> Fun fact about me: I have an odd obsession with hotels and have stayed at some of the finest in the world!

> > We appreciate Rory's hard work and great attitude towards coworkers and customers!



AMERICAN CHANGER







AC1005



AC2225



AC2221



Remote Monitoring

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



Proudly made in Florida



Wide variety of products



Select models in stock



By Joseph Herr



During the holiday season, it's common to hear Bing Crosby's "I'm Dreaming of a White Christmas," the popular carol about hoping for snow on Christmas morning. In Texas, where snowfall is only about *0.1 inches per year, a white Christmas is truly only a dream and almost never a reality. One Texan, Dan Cline, took matters into his own hands and made the dream come true for his family and neighbors!

Here's Dan's firsthand account of the whole process – it's sure to be a Christmas story his family will be telling long into the future!

The Dream

For years I wanted to build a "snow gun" to make real snow. Once again, I got the urge to do it just days before Christmas. I searched for options online and found Kleen-Rite Corp had the spray tips and brass parts I needed, and most importantly, a warehouse in Grand Prairie that might even stock these for local pickup...I thought it was worth a shot. I made a list of part numbers and placed a call to the sales department at Kleen-Rite to check on availability. I thought the logistics and timeline would be too short to make it possible, but they made it happen.

Ordering Parts Just in Time

Warren Kelly from sales helped me place the order just hours before the Christmas shutdown. He checked what parts were available from the Grand Prairie warehouse for pickup and helped me to substitute out of stock parts with items in stock where needed. It's rare to find someone that patient and willing to go the extra mile to cross reference vendors for in-stock items.

At 3:30 p.m. the order was placed and I headed to the Grand Prairie Warehouse, it was about an hour away. I arrived at 4:32 p.m. (thinking I had until 5 o'clock, my mistake) and found the front office was closed, and the lights were off. Darn, I thought, I wasted an hour each way and was going home empty handed. I assumed all was lost, but thought I'd check the warehouse door to see if there was any shot at getting my order. Dave Williams and John Carr were happy to listen to my story and said they would assemble the order and could do so before the 5 p.m. close.

Gathering the Order

The warehouse organization was amazing, regarding the inventory Kleen-Rite stocks. Everything had a direct location and bin making it quick to assemble the order. I was even able to add two extra parts I omitted, and they easily added them to my invoice. Most companies today would have just said come back the next business day, but they were happy to help and friendly in doing so. I had all the parts I needed and a smile on my face during the drive home.

Assembling the Snow Gun

I assembled the parts, which went smoothly. I could see these were quality parts, especially with the ball valve, spray tips, and check valves. To start, I used a simple 1700 PSI pressure washer (1 to 1.2 GPM electric model) for the left 3 spray tips (positioned at top when in operation), and an air compressor with 5 GPM at 90 PSI capacity on the 2505 nozzle to the right (positioned at the bottom when in use). The unit is shown clamped to a ladder in the picture.



Compressed air, with a small amount of water introduced by the ball valve, is key to generating the nucleation (see below for explanation) particles that mix with the pressure washer spray from the 4002 tips. The check valve is to prevent water from going back into the compressor and potentially damaging it. The process won't work without the high-pressure air or water."

All parts (with exception of the 1/4 red valve and galvanized tee that I decided to add on the assembly at the time of construction) came from Kleen-Rite, along with some M22 adapter parts now shown to connect the pressure washer to the gun.



Making Snow

We don't see much snow here in Dallas nor temperatures that support snow making for that matter. This year we had temperatures at night that were ideal for making snow in Dallas. Snow was made on Christmas eve and I had to be careful not to cover the street or the neighbor's drive way in the process. My wife and kids were surprised to have a white Christmas here in Dallas, since there was no snow in the forecast. I expect the neighbors also wondered why we had snow and they didn't."

It worked; the snow gun actually made real snow! Thank you, Kleen-Rite, for the help with the order! ■

Nucleation Explained

When the temperature of water drops below the freezing point, water particles slow down enough to bond as they pass each other. The point where the molecules first bond is called the nucleation site, which is either facilitated by an impurity in the water or a disturbance like shaking the fluid - this site is required for ice crystals to begin forming. Dan Clines used this concept to power his snow gun.

perator Pro Pump Stand

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

Dimensions: 71"H x 58"W x 32"D

- 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.
- Same pump / hose / gun for all High, Medium & Low pressure applications doing away with the need for all of the extra delivery devices within the mechanical room and hoses to run.
- Weepmizer freeze protection integrated.
- Industry trusted CAT pumps come standard unless specified by customer.

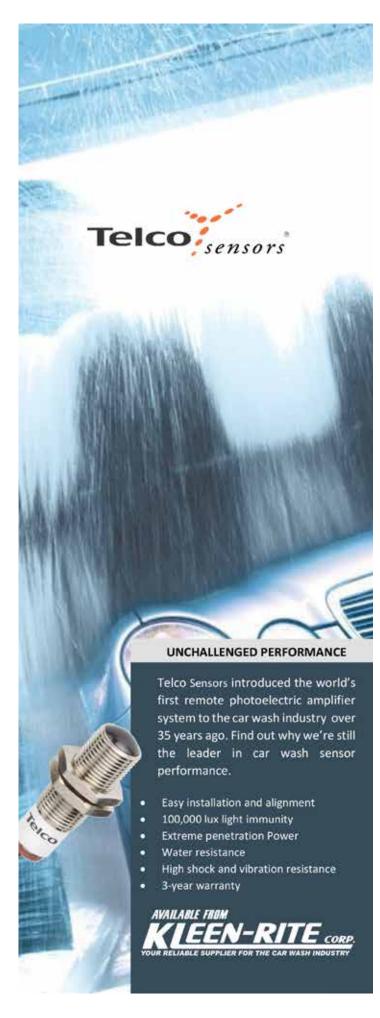
The Standard 8 **Options**

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

*Separate item not included - not shown



4 Bay PS400/PS6A138-4-A



Just the **Facts**-



A few interesting statistics about the car wash industry

- Estimated 62,668 professional car wash locations the U.S.
- Companies with 4 or fewer locations make up 70% of the total U.S. Locations 2020

Tunnels 17,487 Rollover/In-Bay.... 28,999 Self-Service 16,182 Total...... 62,668

International Car Wash Association Website

Unlimited Wash Programs

- 20% of all customers who use a professional car wash are current subscription members with another 18% being lapsed members
 - Full Service: 33% wash club members
 - Exterior Wash: 20% wash club members
 - Automatic Car Wash: 14% wash club members
 - Self Service: 6% wash club members
- Membership has grown 43% since 2019

Awareness & Loyalty

- Location, Location, Location!
 - 77% learned about the car wash they use most often by driving by
- Word of mouth and referral by a friend were also notable sources of awareness
- 87% of washers use 3 or less washes with 28% using only one wash. Convenience is the primary driver of lovaltv
- Brand matters: 70% of customers recall the name of the wash the use most often

Customer Satisfaction

- 72% of customers are very satisfied with the car wash they use most often
- 88% intend to continue their membership Emotional benefits are drivers:
 - · A clean vehicle makes them feel good
 - A clean vehicle makes them feel proud
- More than 50% are interested in additional technology such as a smartphone app

International Car Wash Association Consumer Study



If you're looking to maximize the performance of your car wash chemicals, Steve Kelly is your go-to guy! Steve has been with Kleen-Rite for nearly a decade, and for the past 7 years he has been our team's soap and chemical specialist. The Kleen-Scene sat down with Steve to ask him a few questions so you can get to know him better!

Why did you make car wash chemicals your specialty? What do you find interesting about them?

Steve is no stranger to the chemical trade. "I actually worked for an electroplating company for 21 years before coming to Kleen-Rite. I learned a lot about how acids and other electroplating treatments and chemicals worked there. When Simoniz Division Manager Mike Trudel approached me about becoming a soap specialist, I thought it would be a great opportunity," said Steve. Working closely with the manufacturer, he started learning everything he could about how car wash chemicals tackle natural and man-made grime. Nowadays, Steve uses manufacturer resources and other media so he can to stay up date on our soap suppliers' latest offerings. His favorite resource is "The Book": Simoniz's technical manual containing research and specs on their chemical creations.



What are some of the most common car wash chemical topics that customers are asking about right now?

"I would say new formulas like ceramic and graphene coatings as well as super concentrates like Kleen-Paks." Steve takes great pride and pleasure in creating custom chemical quotes and line-ups for customers looking to make changes to their service offerings, or tackling specific issues in their wash bays. He works closely with each customer to customize orders ensuring that the chemicals featured in their wash perform their best.

> Steve said, "Change can be uncomfortable. When I speak to a customer, I like to get as much information about their systems as they can provide, so I'll know what to recommend. I do the research and provide info to the customer to ease their minds about transitioning to new brands or products. It's also an opportunity to troubleshoot so we help attain the best wash possible!" Whether you're a firsttime buyer or a life-long Kleen-Rite customer, Steve can get you the products you need for the ultimate experience in your automatics and self

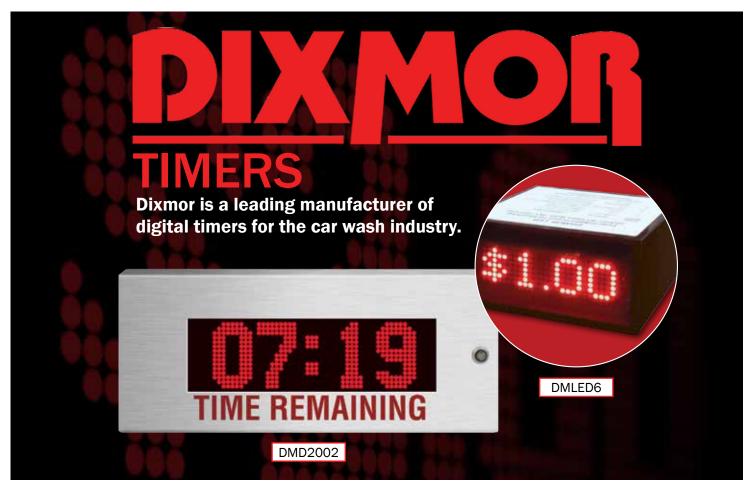
If you had to give a single quick piece of advice to a customer about soap, what would it be?

"The first thing I'd suggest is pay attention to details," he answered. "Success of any chemical you use begins with the water in your wash. Hard water, for example can hinder the performance of some soaps and treatments, so always be sure your water supply is good." Steve also suggests that small parts like foot valves, tips and metering devices be inspected regularly for clogs and other issues to make sure dilutions flow properly.

Our master of bubbles is here and waiting to help you with all of your chemical questions and needs! Be sure to ask to talk to Steve Kelly when you're ready to refine your soap inventory. Bubble Talk with Steve Kelly will be a feature in future Kleen-Scene issues as well, so don't miss it! ■









Max Crandall, Web Developer





Laurie Lewis, WH Assoc. Packer

Meet Some of the Folks at Kleen-Rite



Eric Hawkins, Sales Associate

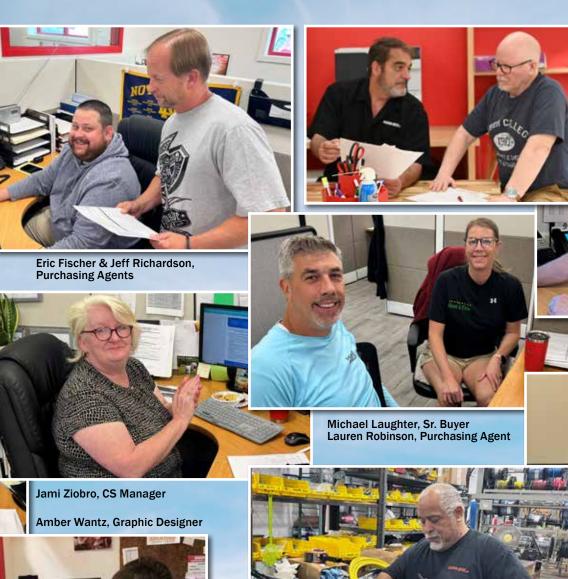
John Kauffman, Sales Associate



Brad Shoff, PA DC Manager



Randy Roessler, **Inventory Manager**



John Tobias, Marketing Director & Jeff Greene, Sr. Graphic Designer, going over the lunch menu

Gary Frey, Sales Manager





Abby Hassinger, HR Generalist

Bonnie Wright, WH Assoc. Packer, and Son, Jack Evans, WH Assoc.



Luis Lebron, WH Assoc. Hose

Steve Deeg, Operations Manager



Kristin Schauren,

WH Assoc. Packer

FOR THE BEST BRUSHES ON THE MARKET

ASK FOR E





Available at Kleen-Rite



SHORE CORPORATION **MAGIC ONE STEP**

High pH liquid presoak with fast action cleaning and rinsing



■ High performance ceramic coating with UV Protectant, that bonds directly to the vehicle finish to repel dirt & grime and provide a superior shine.



High performance rain and dirt repellent. A nonstick clearcoat that provides increased visibility on glass and prevents soil re-deposition on automotive surfaces.

HIGH PERFORMANCE CAR WASH SOLUTIONS Automotive care solutions for Tunnels, Self-

Serve, and In-Bay automatic car washes which produce cleaner vehicles and reduce labor costs.



SIGNATURE CLEAN - CC0211-05

Low pH and fluoride free liquid presoak with fast action cleaning and rinsing.



High performance drying agent with UV Protectant. Aids in repelling water off windshield during wet weather driving.



Removes oil stains, grease, rubber heal marks

- oxidation stains, and light to moderate soiling.
- A highly effective non-acidic cleaner for all concrete and many masonry surfaces.

SELF SERVE

- Presoak
- Wheel & Tire Cleaner
- Brush Foam (winterized too)
- Rinse / Drying Aids
- Tri Foam Polish

IN-BAY AUTOMATIC

Above list plus the following:

- Under Car Rust Inhibitor / Salt Remover
- White Foam
- Cascading Carnuba Foam
- Clear Coat
- Total Body Protection
- Ceramic



TUNNEL

- Presoak
- Wheel & Tire Cleaner
- Under Car Rust Inhibitor / Salt Remover
- White Foam
- Cascading Carnuba Foam
- Clear Coat
- Total Body Protection
- Ceramic



Available through





Your Car Wash Profits

with These Proven

Rebranding Strategies

By Harriet Ayoade, VP of Marketing at EverWash

As a car wash operator, you want to stay ahead of the curve and keep up with your competitors. One effective way to do this is to think about rebranding. Rebranding your wash can bring in new customers, keep you competitive, and boost your business's visibility.

But how can you make sure that when you rebrand it's done right? Let's discuss rebranding, the advantages of rebranding, and five key things to keep in mind when rebranding your business.

What is Rebranding?

Rebranding is all about changing the way people see your brand. This means updating things like your brand's appearance, voice, message, and even what you offer. Rebranding can give a fresh start to an existing brand and help you positively influence how customers see your car wash.

There are several different types of rebranding. Some of the most common types include:

- Brand repositioning: This type of rebranding involves changing how people perceive your brand.
- Brand rejuvenation: This type of rebranding focuses on refreshing the look and feel of your brand.
- Brand realignment: This type of rebranding makes sure your brand is aligned with the core values of your business.

Benefits of Rebranding

Rebranding can provide a number of benefits for your business. Here are just a few of the potential benefits of rebranding:

- It can help to increase visibility and reach a new audience.
- It can help to establish trust and credibility.
- It can help to differentiate your business from the competition.
- It can help to increase engagement and sales.
- It can help to build loyalty and long-term customer relationships.

The Art of Rebranding

Rebranding your business can be a multi-step journey that requires careful planning and execution. Let's break down the basics:

Step 1: Get Your Research On To get started, you need to get a handle on your target audience, competitors, and industry trends. This will give you a clear idea of what your brand should look like.

Step 2: Plot Your Course Now that you have a good understanding of the lay of the land, it's time to map out your rebranding strategy. Think about your goals, target audience, and messaging - this will help guide your rebranding journey.

Step 3: Design Time It's time to create a new look and feel for your brand! Make sure your design aligns with your strategy and will speak to your target audience.

Step 4: Launch Day When you're ready, it's time to roll out your rebrand to the world. Make sure you have a plan in place to track your results, so you can see how your rebranding is doing.

Tips for Rebranding Success

Rebranding can be intimidating, but it doesn't have to be! Here are five tips to help you make the most of your rebranding journey:

Tip 1: Find the Right Partner Working with the right marketing agency or brand consultant can make all the difference in your rebranding journey. Look for someone who is passionate about your business and industry and who aligns with your rebranding goals.

Tip 2: Know Your End Game Before you do anything, it's important to understand your rebranding goals. Are you looking to make subtle refinements or go for a complete overhaul?

Tip 3: Refine or Redefine? It's important to understand the difference between refining your brand (making small changes to increase brand recognition) and redefining your brand (making big changes that completely alter the look and feel of your brand).

Tip 4: Put Your Target Audience First Your rebrand should always be tailored to your target audience. Make sure your rebrand speaks to their needs and wants.

Tip 5: Keep an Eye on Your Results Once you've launched your rebrand, it's crucial to track your results. This will help you see what's working and what's not, so you can make adjustments as needed.

Bringing It All Together

Rebranding your car wash can help you increase visibility, reach new customers, and stand out from the competition. But it's important to keep these five tips in mind to ensure a successful rebrand: find the right partner, know your goals, understand the difference between refining and redefining, put your target audience first, and track your results.











Looking Toward the Future: Kleen-Rite & Laurel Metal Products

By Job T. Leach



Kleen-Rite is very proud to announce that we have acquired Laurel Metal Products. The two companies have been partners for several decades, with a great mutual respect for each other, so the acquisition makes sense for both parties. The move will streamline the process of building and stocking Laurel products, allowing us to better serve our customers. The acquisition is an important part of Kleen-Rite's overall strategy of continuous improvement in the dynamic and evolving car wash industry.

A staple of the car wash realm, Laurel Metal Products is a leading manufacturer of car wash vending machines. They specialize in drop-shelf vending, a method that reliably delivers products to customers at a highly successful rate.

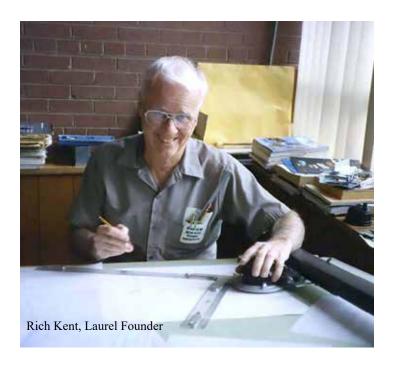
The company originated in 1959, started by Rich Kent as a sheet metal fabrication shop. In 1970, the company developed their first car wash vending machine. Laurel saw growth, and Rich's brother, Tom Kent, began helping run the company. After decades of dedicated work and success at Laurel, Rich and Tom retired to enjoy life at a much slower pace. Rich's sons Chip and Pat Kent took over, continuing the Kent tradition at Laurel.

Chip Kent explained how Laurel and Kleen-Rite have always approached building and selling car wash equipment: "Two generations, each with long legacies, have spent thousands of hours designing and improving the equipment that serves the customers and increases the bottom line of owners. The Laurel code: 'Simple is better, less expensive is better, and only dependable equipment is serving the customers.' We don't design all the ideas - customers often tell us what they want and we take that feedback very seriously."

Laurel vending machines are built with durable materials, so they are resistant to tampering and have a long lifespan. The company has smartly and strategically advanced their product line, offering both mechanical and electronic units with different column amounts, payment options, shelf sizes, and more. You can find exactly what you need for your car wash vending!

Whether you're a new owner looking for your first machines, or a veteran in the market for replacements, we encourage you to browse kleen-ritecorp.com or call us to find out what Laurel has to offer. If it's been a while since you revisited your vending machines, you might be surprised at all the options available! For folks with existing vendors, we also carry retrofit kits, replacement parts, decals, and accessories that allow you to save money by upgrading and freshening them up instead of buying new units.

Although Laurel is moving under the Kleen-Rite umbrella, much will stay the same with daily operations. Laurel's current management will stay in place, and all long-term employees will be retained. Their products will continue to offer exceptional quality backed up by trustworthy customer service. This exciting acquisition will only serve to bolster the strength of both Kleen-Rite and the Laurel brand in the future!



Keith Lutz, Kleen-Rite Vice President, is confident about the trajectory resulting from the acquisition, saying, "Kleen-Rite is excited to partner with Laurel Metal. It provides a great opportunity to maintain the legacy the Kent family has built over the last 60 plus years. Our families have worked together for decades, and with current management staying onboard to ensure a smooth transition, the future looks promising. We look forward to continuing to service the vending segment of the car wash industry and help accelerate the upcycle from mechanical to electronic and from coin to cashless in the vending space." ■



Innovate Your Vending with Pole Mounted Machines



Vending Kits

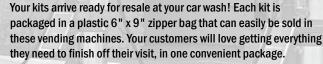
Prepackaged & ready to sell

KRK1050

100 Kits Per Case

- (1) Big Boss Microfiber Towel
- (2) Wet Towel
- (1) Black Ice Little Tree
- (1) Armor All Protectant Wipes, 2 Pack

\$279.21



KRK1010

100 Kits Per Case

- (1) Wet Towel
- (1) Black Ice Little Tree
- (1) Armor All Protectant Sponge Pack

\$225.00



Benefits of Laurel Retrofit Kits **Easy Credit Card Sales!**

By Drew Tyson



Cashless transactions are much more popular than ever before

According to a February 2023 Forbes survey, only 9% of respondents typically pay with cash or check. 91% lean on virtual or physical debit or credit cards for the majority of their purchases. This follows up a study in 2021, where the Federal Reserve Bank of San Francisco found that 28% of all payments surveyed were made using a credit card. Notably, this gets even greater with higher income households – households with income over \$150,000 reported 44% of their payments as being via credit card.

On top of that, it's been shown that customers are willing to spend more when paying by credit card. A Dun & Bradstreet study noted that people spend up to 18% more when using a credit card over cash. McDonald's once noted that tickets paid by credit card were, on average, \$2.50 higher than cash tickets.

What's the point here for you, the car wash owner?

More customers, particularly those with larger incomes – and likely, greater disposable income - are using credit cards to make most or all of their purchases. Which means you need to meet them where they are to keep them coming back.

Offering a credit card reader option for your wash bays and tunnels is a no-brainer. But one area where some wash owners have been hesitant has been for vending machines. In some cases, this is because retrofitting an existing machine wasn't easy or costefficient, and sales couldn't dictate buying a new machine. Laurel's DigiMax machines are one of the top vending solutions on the market, but for smaller-traffic washes, the investment in these might be more than an owner would want to make.

The good news is, Laurel has come up with an effective option for you! The latest retrofit kits from the leader in car wash vending machines, the Laurel Retrofit Kits allow you to upgrade your existing electronic Laurel vending machine with a brand-new DigiMax display as well as making it possible to accept credit cards! With DigiMax retrofit options available for 399 and 2599 1-column machines, 899 3-column machines, and 599 5-column Little Tree vending machines, operators can upgrade their reliable electronic drop-shelf vendors to provide customers with the credit card option. All it takes are four things:

- A DigiMax retrofit kit that matches your machine
- A CryptoPay swiper
- An Interface Cable
- A Cryptopay Coordinator

The key to this is that while the original circuit boards in the Laurel electronic vendors were great, they did not have the capability to connect the CryptoPay swiper. The board in the DigiMax retrofit kit features the correct chipset and the proper connections to be able to interface with the CryptoPay swiper, and to be able to deal with independent pricing across multiple columns.

With the DigiMax retrofit installed, the CryptoPay swiper can then be installed and plugged directly into the DigiMax board. Then, all you have to do is program your unit and make sure it's connected via the CryptoPay Coordinator and your vending machine is ready to accept credit card payment!

So meet your customers where they want to be – make sure you're offering credit card payment options in your vending machines on top of your bays and vacuums. As the studies show, this increasingly popular payment method can also lead to higher spending, helping increase your profitability! If you've got questions about installing the retrofit kit on your Laurel 399, 599, or 899 machine, simply read on and check page 38 to see Fix It Phil walk through installing one of these fantastic kits!



Laurel Retrofit Kits available through



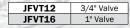


If you're running a carwash, you know the value of a float valve that keeps your system running smoothly. Jobe Valves produce reliable float operated valves for the automatic filling of water storage tanks.

TOPAZ INDUSTRO For Hot Water High Flow Rate Valves Mounts above or below water line 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
- · Up to 90 GPM

Don't take chances, fill it with a Jobe valve.





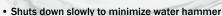
Low Flow Rate Valves Mounts above or below water line

- · 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
- Up to 5 GPM

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

High Flow Rate Valves

Mounts above or below water line



- · 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
- Up to 90 GPM

	-
JFVTS12	3/4" Valve
JFVTS16	1" Valve
JFVTS18	11/4" Valve





LOSING MONEY!

vehicles and motorcycles spot-free. Operators have reported that the Air Shammee is the third most profitable feature on the selector switch! 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. Super Air Shammee II has a three phase super blower motor that can be run at 220-275 volts at 12.5 amps or 380-480 volts at 7.3 amps.

Hose included. Please specify hose color when ordering. Boom sold separately (Part # DBOOM).

- Long lasting aluminum housing
- Regenerative
- Super quiet
- 4.5 HP, 3 phase super blower motor
- 10% more powerful
- 20 year expected life
- Heated air without a filament after 30 seconds of use
- On and off trigger nozzle for safety
- Maintenance free
- Water sealed bearings

ASHWALL-S

\$1,757.75



INSTALLING A LAUREL RETROFIT KIT

WITH CRYPTOPAY

By Joseph Herr





As credit card use becomes increasingly popular, vending machines that only accept cash are becoming a thing of the past. Luckily, Laurel Metal created the DigiMax circuit board with that trend in mind. This board is by far the easiest way to add a CryptoPay credit card swiper to your electronic vendor. Even if you don't plan on adding credit card acceptance to your machine, the DigiMax board is great for people who need to replace a failing circuit board or want to upgrade an outdated one. It's packed with some great upgrades such as increased functionality and a larger LED display! We carry kits that include everything you need to get this new board installed. In a recent Fix It With Phil video, we had Phil install one of these retrofit kits so you can see how fast and easy it is!

Turn The Power Off

Open the door to access the interior of your vending machine. Then, remove the old instructions so you can see the circuit board. Before you do anything else, turn off the power or detach the positive and the negative connections and place a wire nut on each wire. Once the power is off or disconnected, you can work on the circuit board without shorting something out or getting shocked.







Remove the Old Board

Before you install the new circuit board, the old one needs to be removed. Start by disconnecting the ribbon cable. Pop out the old board and reach behind the board to remove the plugs on the back before taking the board out completely. Cut off the remaining standoffs using side cutters. They are not compatible with the new board, so there is no need to save them.





Installing the New DigiMax Board

Place the new standoffs in the slots where the original ones were located. Reach behind the frame to push in the standoffs. You will notice a click which means they are locked in place. Now, the machine is ready to accept the new DigiMax board.

Make sure to orient the plugs properly. They will only fit the board one way, so its pretty hard to mess this step up. Push the circuit board onto the standoffs and connect the ribbon cable. Next you will need to install the new door that comes with the kit.





Removing the Old Door

Prep the door by removing all the bolts except for the top one. This will help you remove the door by yourself. Rest the door against your body and hold the bottom with one hand. Take the top nut off and pull to remove the door.

Once the door is off, the directional plate will not be held in by anything and can potentially fall out. Place a vice grip at the bottom to hold it in place. Make sure the holes are lined up. This will make things easier later.



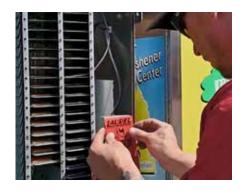


Installing the New Door

First, slide a new bolt into the top slot of the new door. Match the top bolt with the hole at the top of the hinge on the vendor and support the door with your leg. Get the first bolt started with your free hand. Once the first bolt is inserted, the directional plate is held in place again and you can remove the vice grip. Then install the bolt at the bottom and continue until each hole is filled and the door is secure.







Hooking Up CryptoPay

There is a cord on the door. Plug it into the new board you just installed. Then use the zip ties and stick backs to hold the cord in place at the top of the machine. This keeps the wire out of the way, which prevents the vending machine from malfunctioning when a shelf drops.

After that, hook up the power. If you used a wire nut for both wires, hook up the negative to the DigiMax board first. Then do the same with the positive wire. The display should light up once both wires are reattached or power is turned back on.

Last, the protection film and programming directions will need stuck to the board. Make sure the window is lined up with the display so it is visible to customers.

Once the new DigiMax board, door, and CryptoPay Swiper are installed, your vending machine is now ready to accept credit cards to make it easy for customers to make payments 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!



Laurel Retrofit Kits available through



One Stop Vac Shop!



CENTRAL VAC OR POLE MOUNTED VACUUMS

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

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



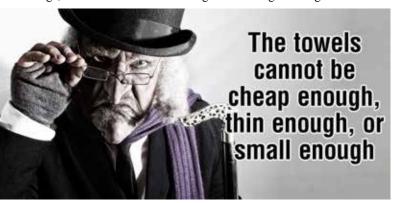
For more information on our car wash vacuums and accessories, contact Kleen-Rite

800-233-3873





He then told me "the towels cannot be cheap enough, thin enough, or small enough. I can't wait until they (the insufferable customers) leave the vacuuming area and make room for new customers." With people skills like this and providing towels that I will politely call rags, it was no worder Mr. Scrooge was having challenges.

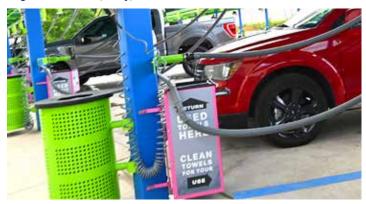


Following the story line of A Christmas Carol, I proceeded to tell him the accounts of "Car Wash Past, Car Wash Present, and Car Wash Future." If it worked for Charles Dickens, it would work for Doctor Joe.

I said: "In the early days of your first wash you were probably full of enthusiasm and eager to build your business. Then reality set in. Either Covid hit or you had some other reverses in your company. Business dropped off. You decided to reduce costs, stop advertising, and 'cut corners.' You bought thinner, cheaper, and smaller towels. Your expenses went down...so did your weekly wash count and monthly wash subscribers. Now with fewer customers you are looking for answers. Fortunately, you have come to Doctor Joe. All is not lost. The good doctor has never lost a patient. You can look at this differently and you can change the future."

I then informed Ebenezer about the same things I will share with you...

Your vacuuming stations are the last opportunities you have to make a favorable impression with your customers. The towels offered for their use will be the last time in the wash experience your customers "touch" any aspect of your business. This is not the time or the place to go "Ebenezer" (cheap) on me!



When you place your logo, name, and message on a high-quality printed towel you are promoting your unique brand. You are improving your customers' experience. It is the most sustainable way to grow your business. When you brand your vend towels, place your logo on towels used in a towel exchange program, provide printed towels for the customer's use on premises or give imprinted towels away...your name NEVER GOES AWAY.



You are not forgotten. Your printed towels will not let your customers forget where your printed towels came from. Each time your branded towels are used or seen on or off premises you are front and center.

continued on page 42

It is easier to remove a tattoo than it is to remove your logo from your towel.

Now it is easier than ever to get started going to market with branded towels. Doctor Joe has introduced the "Small Print Job" in custom towel printing. Improvements in printing technology have enabled Kleen-Rite to lower the minimum order to six hundred towels. That's right, 600 beautifully printed 16" x 16" 300 GSM dual-surface custom printed towels for only \$1.10 per towel. What's not to like here?



Your logo, name, and message are available sharply printed in black or multi-colors. Your graphics and text are dyed into the towel. The images are as soft as the towel and will not scratch clear-coat or automotive paint.

On orders of 2,400 towels, pricing drops to \$1.00 per towel and custom towel labels become a FREE OPTION. You can place your logo and a QR Code with a message to PLEASE SCAN ME. When scanned, your customer is launched to your website or will download your App. With an order of 6,000 towels, you get the same FREE LABEL DEAL and your price drops to \$0.95 per towel.

You can vend these towels in a drop shelf vendor, give them out with each detail job, or provide one to each new top wash customer. Your logo and name will continue to give impressions of your unique brand for four months to three years on average. That's what I call sustainable advertising.

What about towel replacement programs? Why not sell the towels with your logo and name on the towel. You can easily sell this gorgeous towel for \$3.00 each. It can be the cornerstone of your marketing loyalty program. When your customer returns the custom printed towel, they get a prewashed replacement.

There are also additional offerings with packaged vending towels. Starting in July 2023, Doctor Joe can beautifully print on your microfiber vend package in 5 brilliant colors. On the package you can display your logo and name. Also, there is room to place a QR Code or an invitation to download your Car Wash App on Google Play © or The Apple Store ©.

There is more good news on vending. There are now 26 color selections in microfiber vend towels, including Black Onyx. The option of printing your logo and name directly on your microfiber towel is also offered. Doctor Joe can print on any color microfiber towel, Royal Blue or lighter. And as a bonus, custom towel labels are always FREE on all microfiber vend towel orders.

What about pallet orders? Four good things happen with these orders. - the prices go down, the options go up, custom printed towel labels are FREE, and the shipping is FREE in the lower 48! There is a lot more Doctor Joe can do for you with automation and the savings are passed on to you by Kleen-Rite.

Pricing on full pallet orders starts at \$0.38 EA per printed towel. Your cost depends on the size and weight of the custom towel that you select. All printed towels are either 300 GSM or 400 GSM. Sizes available are 12" x 12", 14" x 14", 16" x16" 16" x 24", and 16" x 27".

Now that you are interested or ready to order, how do you get underway with printed towels? It is easy. Call Doctor Joe at 1-800-233-3873 x 225. Provide him with a file of your logo in JPG, JPEG, TIFF, or PDF format. He will pass on your artwork and instructions to the Kleen-Rite marketing team. They will put together a firstclass design and prototype that will help you stand out among your competitors. You will see just how your towel will look. There is no charge for this service.

You are probably wondering how Doctor Joe did with the "Ebenezer Scrooge of Car Wash Industry." Well, the story ended well. Ebenezer (not his real name) did place an order for a pallet of printed towels. Mr. Scrooge is the hero of our story. He changed for the better as we all can. ■

Blessing from the good doctor,

Doctor Joe Gartland





WHY TOKENS?

Whether using our stock tokens or custom tokens, the benefits are endless.

Ask your Kleen-Rite rep for more information!



Hoffman Mint™

Made in Fort Lauderdale, Florida



Increase Revenue

When a customer purchases tokens, you have made a sale



Added Security

Put your mind at ease with tokens. Minimize staff supervision and help deter theft



Marketing Options

Set your Car Wash apart and help build your brand with custom tokens



Flexibility

Whether for a promotion or price fluctuation, you can simply adjust the value of your tokens



VANDAL PROOF Day/Night Cameras



1080P 2.8MM FIXED LENS CAMERA

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



TW500ESLW

5MP 2.8MM FIXED LENS CAMERA

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



\$150 Off

any DVR package through the month of August Call for more information

STOCK

UPDATE (We've been busy)

KR Stock continues to bring flexibility to car wash owners and managers all across the country. The only app created specifically for car wash inventory management and ordering, KR Stock has been making car wash management and ownership more efficient. It's always evolving, and we regularly update and improve KR Stock based on client input and behavior.

In the last few months, we have been working to provide a better, faster version of KR Stock to make it easier and more intuitive to use. Much of this you haven't seen – but it has improved everything including search results and efficiency. The current catalog search has been upgraded after learning the typical search efforts of the user, and the algorithm now provides more accurate results, faster!

With the new Quick Order widget in the catalog, we've also made it faster and easier to order chemicals, vending products, replacement parts and more when you find them in the catalog! This function requires less effort on the part of the user, yet another way to streamline the app. Our aim is to make everything easier for the app user.

If you use KR Stock, you've likely noticed that you can now redeem Kleen-Rite Rewards points you've accumulated through our easy-to-use redemption screen at check-out. This was a key goal for us over the recent months, particularly with the updates to the Kleen-Rite Rewards program - make sure you read the article on page 14 to find out all the details of this great new update! No more following up your order trying to get your rewards or free shipping attached. If you're not part of Kleen-Rite Rewards, you need to sign up now!

We also added Real-Time Stock Status to mirror our website - no more wondering if the parts, vending items, pumps or chemicals you're looking for are in stock. If Kleen-Rite is currently out of stock of a product, you can see it and make your decision accordingly. No sudden surprises - these status symbols will also let you know expected shipping times for products that may be two weeks, four weeks, or even further out.



If you haven't hopped on KR Stock yet, now's the best time! We've got more updates in the pipeline. Reach out and let us know if you have any issues getting set up – we're here to help! ■





When Performance Under Pressure Matters Choose

GIANT









We here at Kleen-Rite were thrilled to partner with Little Trees to give away a box full of prizes to our loyal customers! It's part of our ongoing partnership with the

most recognizable air fresheners in the world. Little Trees have been the premiere car air fresheners since 1952, and one of the best-selling vending items for the car wash industry for decades!

We decided to celebrate Arbor Day with our favorite trees, by giving away a Yeti cooler, gift cards, and six packs of great-smelling Little Trees. Winners by the luck of the draw, the DuGoff family has been operating the College Park Car Wash for decades, and have been part of the Kleen-Rite family the whole time! They've recently added the College Park Car Wash on Sunnyside, and both locations see great regular traffic. When we visited, it was packed, even in the middle of a weekday! For them like many of our clients - Black Ice is the go-to scent for their customers.

We'll be continuing to run more contests and giveaways featuring Little Trees in the coming months - so make sure you're following Kleen-Rite across all of our social media channels so you don't miss an update or giveaway! ■



IDEAL FOR CAR

WASHES













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

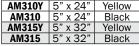
AM295	24" x 10"	Black
AM295Y	24" x 10"	Yellow
AM300	5" x 24"	Black
AM300Y	5" x 24"	Yellow
AM305	5" x 32"	Black
AM305Y	5" x 32"	Yellow

Traction CONTROL



· Cleats grip the tire and minimize slippage

maintenance & cleaning.



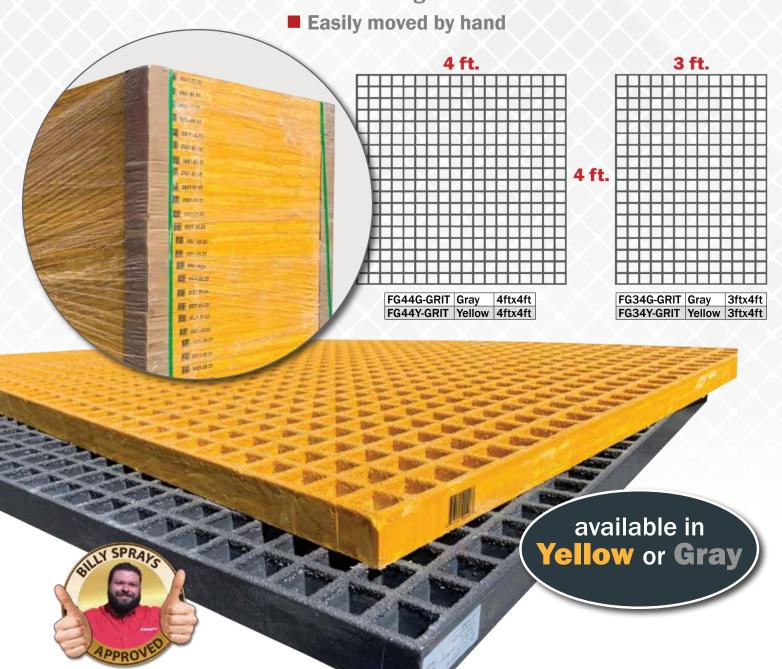




Tough Fiberglass Car Wash Grating

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



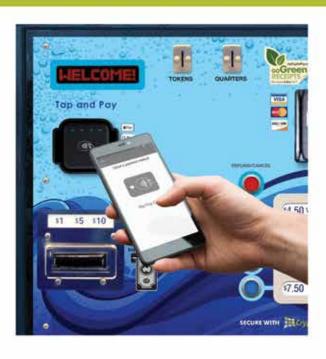






CryptoPay is excited to release our new product CryptoTap!

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





CRYPTOTAPCONTACTLESS PAYMENT

KR# CPS3008

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





Plus Product Line



Clear Coat Plus: Drying Agent

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

5 Gallon	NAPP6005
30 Gallon	NAPP6030
55 Gallon	NAPP6055



Presoak Plus: Tire Cleaner

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

5 Gallon	NAPP1005
30 Gallon	NAPP1015
55 Gallon	NAPP1055





Triple Foam Plus: Bug Remover

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

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



Foam Brush Plus: Bug Remover

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

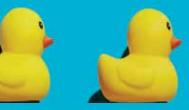
5 Gallon	NAPP4005
55 Gallon	NAPP4055



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FO205AR

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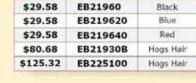
\$28.88

Aluminum or plastic brush head









Available at Kleen-Rite



CAR WASHES of the SILVER SCREEN By Joseph Herr

Did you know that car washes appear in multiple films and television shows? Sometimes, a car wash is a major part of the film or show. However, some washes only appear in the background of a scene. We are taking a break from our typical informative content for something more entertaining. Let's see how many car wash appearances you remember!

Octopus Car Wash (Original)

Breaking Bad: 2008 - 2013

The A1A Car Wash was the screen name of the wash featured in the television series Breaking Bad. The show was filmed in Albuquerque, New Mexico, at the Octopus Car Wash. In 2014, Mister Car Wash purchased the Octopus. Mister Car Wash kept the original structure in place, so fans of the show are still able to visit the iconic location.

Walter White, played by Bryan Cranston, was a high school chemistry teacher who worked at the A1A Car Wash. After receiving a terminal cancer diagnosis, Walter's goal was to make as much money as he could to help his family financially. He does this by using his chemistry knowledge to get into an illegal business venture. Walter purchases the car wash to launder money in an attempt to hide his illegal activities. He eventually gets caught and is forced to give up the wash. Customers were told to "Have an A1 Day!"





Figueroa Car Wash

Car Wash: 1976

First up, the movie Car Wash. This comedy was filmed at the Figueroa Car Wash, located at Rampart Boulevard and 6th Street in Los Angeles, California. Unfortunately, the real-life location was demolished in the late '80s. In the film, the wash was named the Dee-Lux Car Wash. The employees at the wash encountered a plethora of eccentric customers. A funny part of the film is when someone triggered a motion sensor causing a human to be sent through the wash. The film starred Bill Duke and Ivan Dixon, with cameos by Richard Pryor, George Carlin, The Pointer Sisters, and others.



Hollywood Stars Car Wash

Every Which Way but Loose: 1978

Every Which Way But Loose features a chase with a motorcycle gang that is forced through a tunnel wash. Going through a wash on a motorcycle does not look like a picnic. This scene was filmed at the Hollywood Stars Car Wash. The wash is located at 10515 Magnolia Blvd., North Hollywood, CA. The film starred Clint Eastwood as Philo Beddoe and an orangutan named Clyde. The wash is still cleaning cars to this day. ■



John Borek, owner and operator of Jurassic Car Wash, is a self-described "weird guy." But in the city of Austin, where the unofficial but loved slogan is "Keep Austin Weird," he and his wash fit in perfectly. "Weird" seems a bit harsh, though. "Unique" is probably a more accurate way to describe both John and his dinosaur-themed car wash. Located on the south side of Austin, Jurassic features awesome realistic dinosaur statues and animatronic dinosaurs, including a T-rex that spits water on your windshield before you enter the in-bay automatic! You can even pay a few quarters and watch a quick show of more moving dinosaurs directly behind the car wash.



Our Visit to Jurassic Car Wash

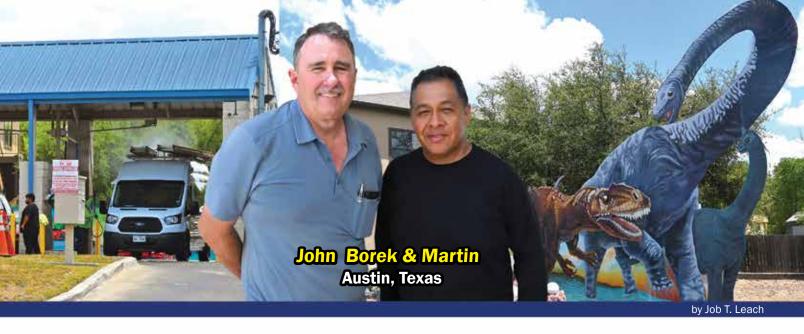
We visited Jurassic Car Wash on a hot summer day, and it was bustling with activity, with no shortage of customers enjoying the fun car wash as well as a food truck that was stationed on the property. Even while we visited, John spent a lot of time fixing and servicing equipment, working so hard he was sweating through his shirt – but still doing it all with a smile. His right-hand man, Martin, was on site working too. Donning a large straw hat to protect himself from the sun, he hustled between the bays to keep everything moving and take care of anything John didn't have time to handle. John was nice enough to take a break and talk with us a little bit about Jurassic.



How Jurassic Car Wash Began

John owned his own body shop, but sold it after about thirty years in business. After selling, he eventually "needed something to do" with his time. Already a real estate investor, John was always on the lookout for a good opportunity. About six years ago, he heard about plans for some new apartment complex builds. He realized that investing in the nearby car wash would be smart, even if only for the property value. As it turns out, John quickly became a fully-committed car wash operator, remarking, "One thing led to another, and I just kind of kept tinkering with stuff, and now we've increased sales about 900%, basically."





Taking Jurassic to the Next Level

An important step in Jurassic becoming what it is now came from a somewhat unpleasant situation with John's neighborhood association. Even before owning a car wash, John always had oddities like flying saucers, dinosaurs, and Halloween characters. He had two dinosaurs out for Halloween one year, but liked them so much that he left them up well past the holiday. The neighborhood association "didn't like that," and pressured him to get rid of them, so he moved them to the car wash.

It seemed right, so John embraced the concept. He bought some static dinosaurs, which worked perfectly for people to pose with in pictures. A few more animatronic dinosaurs were added and the old Solar Car Wash name was replaced.

"It's something extra, kinda cool to do.... kinda fun," John says. "I called it Jurassic Car Wash and the rest is history. The kids like the dinosaur theme, and it's just something different."

Aside from the dinosaurs, there are also great details like big dinosaur prints leading in and out of the wash, and a really neat "Jurassic Pet Wash" station. To top it off, the vending machines, signage, and trash cans all feature bright, colorful Jurassic branding to tie it all together.

The previous owner bought supplies from Kleen-Rite, and that's how John was introduced to us. We were pleased to hear that John had kind words to say about Kleen-Rite:

"We really like Kleen-Rite. You have decent prices and don't gouge people – you're fair. I like the fact that they opened up a Texas location years back. I've been real happy with Kleen-Rite."



rinse process in one of the in-bay automatic bays, featuring opening and closing eyes, a wagging tail, and even a shrieking sound. Hard work combined with a genuine passion for creating a fun, quirky experience will make Jurassic a hit in Austin for years to come.

There's no question about it, the car wash world has a lot of unique characters, and Kleen-Rite is always happy to get to know one better! Thanks for the visit, John! ■





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VEL899MAX-MAC

- VEND CAPACITY: 72 products
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- MOTORIZED SHELF DROP: No handles to pull
- PRICE ADJUSTMENT: \$0.25 \$99.75
- MAX PRODUCT SIZE: 11/4" x 41/4" x 8"
- SHIP WEIGHT: 145 lbs.
- COIN BOX: Equipped With lock & 2 keys
- MACHINE SIZE: 42" H x 19½" W x 12"





SINGLE COLUMN ELECTRONIC VENDOR

VEL399MAX-MAC

- LARGER DOT MATRIX DISPLAY
- CRYPTOPAY CREDIT CARD OPTION
- LANGUAGE CHOICES, BRIGHTNESS SETTINGS
- **VEND PRICE:** up to \$99.75
- VEND CAPACITY: 24 Products
- 24 VOLT AC POWER REQUIREMENT
- SIMPLE CUSTOMER INTERFACE
- MOTORIZED SHELF DROP: No handles to pull
- MAX PRODUCT SIZE: 11/4" H x 41/4" W x 8" D
- SHIP WEIGHT: 49 lbs.
- MACHINE SIZE: 42" H X 121/4" W X 51/4" D

FIVE COLUMN ELECTRONIC VENDOR

VEL599MAX-MAC

- VEND CAPACITY: 180 Little Trees®
- **DIGI-MAX DISPLAY:** Shows price setting, amount inserted, vend sales count, etc.
- 24 VOLT AC POWER REQUIREMENT
- . MOTORIZED SHELF DROP: No handles to pull
- PRICE ADJUSTMENT: \$0.25 \$99.75
- SHIP WEIGHT: 170 lbs.
- COIN BOX: Equipped With lock & 2 keys
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