



THE

# WASHTECH NEWS

Your premier distributor of the finest vehicle wash systems, equipment, products and solutions in the Mid-Atlantic.

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BRINGING YOU NEWS FOR THE CAR WASH INDUSTRY

## SERVICE IS FREE

When you consider the cost of down time compared to the price of a service contract the choice becomes quite obvious. If you can prevent being down for one wash day a month and you average 71 cars a day at \$7.00 per car, the revenue more than covers the cost of all your service and travel charges under Washtech's seven day/wk, full service contract priced at \$495. This full service contract covers all service calls\* and includes a 72 point preventative maintenance inspection once per month on a Laserwash 4000 or M5 and a 100 point inspection on a Laserwash G5. Our goal during this inspection is to fix everything necessary to keep you running for the next month. If we come back, it's on us!

During the monthly call, our trained technician will advise you of parts that should be replaced, and remember, the labor is on us.

## CPC

The facts are in. Laserwashes under our full service cost per car contracts average 98% uptime, 24/7. This percentage is monitored by a third party independent maintenance management company that monitors our performance with our biggest customer. What is CPC?

CPC stands for cost per car preventative maintenance. Want one number to understand what it cost each month to wash a car? We have it. In a cost per car agreement you will no longer have to pay for parts, service, chemical, or labor. Washtech takes the risk\*, and participates in your good and not so- good months. To become eligible for this program, your Laserwash must be no older than 3 years and brought up to a pre agreed upon maintenance level.

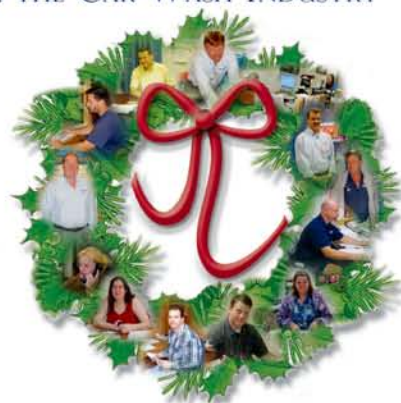
## JUST A PM PLEASE

This is the same inspection as in our other contracts, but does not include unrelated service calls. Sites that have PM agreements have fewer service call than those that don't. By having our factory trained eyes look at you wash once month you are insuring the long life of your Laserwash. The Laserwashes we see getting the best trade in values have one thing in common. They have been on a Washtech PM plan of one sort or the other.

Laserwashes with a documented PM record have brought in up to 100% higher trade in values than those without. Our PM agreements are individually priced depending on type of equipment, frequency and location The average monthly PM is \$200.00- \$250.00.

\*some specific exclusions and contract details apply.

—articles written by Craig Hanson, President



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# SEASON'S GREETINGS!



# OPENING DOORS at WASHTECH



Washtech enters the door business. For many years we have been asked by our customers to supply carwash doors, and for years I have reluctantly refused. My logic was based on the fact that previously offered doors, while of good quality, generally required two technicians to service them. Typically we run one man in a van, which regarding doors, created a safety issue that I was not willing to accept.

Enter Wynd Guard Doors. This fabric roll up door has only one electric motor, no chains or air cylinders, and is specifically designed with car wash operation in mind. The door requires little attention besides basic cleaning and can be easily serviced by one technician.

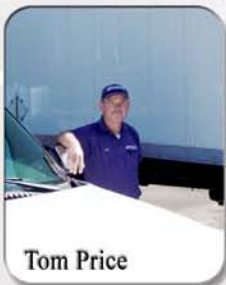
— written by Craig Hanson, President

## Customer Satisfaction Specialist

One of Washtech's business cornerstones has always been that of Customer Service. Nearly every management decision made at Washtech revolves around superior customer service because, of course, our success is ultimately measured by your success.

Our September newsletter contained an article about our Solution Managers, wherein we explained the important difference between mere soap sales and professional solutions management. In the coming weeks, we will implement an additional role for our Solution Managers. An extension of their job description will soon include that of Customer Satisfaction Specialist. Beyond their normal solution management at your site, your C.S.S. will also be your "point-of-contact" at Washtech. With a commitment to your total satisfaction, your C.S.S. will be empowered to directly address, assist in resolution, and assure follow-through of any issues or concerns you may have.

We believe this new dimension of customer advocacy will greatly streamline the process of communication, action, and follow-up, and further our commitment to customer service and improving your level of success. Your Solution Manager looks forward to outlining his new role with you in the coming weeks!



Tom Price



Brian Laffoon



Anthony Cavanaugh



Tom Stakem



Will Joyce

## NOTICE

One of the most important tools any business entity has is their "sphere of influence". That sphere includes those people who you know, respect and trust and who know, respect and trust you.

Like any great service entity, Washtech is always interested in talking to first-class, top-performing individuals who may be interested in joining our organization. Since all of our great customers are part of our sphere of influence, we would be pleased to receive any career inquiries you send our way.



ADD MORE SHINE TO YOUR BOTTOM LINE . . .

## *LustraShield Total Surface Gloss*

As an industry leader in technological innovations, Lustra Car Wash Solutions has once again set the bar very high. Their latest introduction, LustraShield - Total Surface Gloss, is technology breakthrough and a marketing masterpiece all rolled into one. This unique “extra service” product produces additional benefits for your customers and creates a new revenue producing option for you.

Utilizing the latest innovations in Polymer Technology, LustraShield -Total Surface Gloss works to “Bring Back That Showroom Shine”. It's Advanced Brightening Polymers reflect otherwise unseen “white light”, bond together to provide a protective barrier, and produce a smooth surface that increases the vehicles gloss response. As an online application it does not require any additional labor, and just a little additional time.

The **Revenue Increases** realized through the consumer driven demand for LustraShield equate to **Added Profits** at your carwash. The combination of attention gathering POP materials, outstanding product performance, and ultimate customer satisfaction of the “**Get Glossy**” experience make this **Exciting New Service** a must for all types of car washes.



THE LUSTRASHIELD PROFIT PLAN LOOKS LIKE THIS:

At \$2 for each “Get Glossy” application,

A 30 gallon drum of

LustraShield Total Surface Gloss

equates to over \$5,000 in additional car wash revenue.

OR

At \$3 for each “Get Glossy” application,

A 30 gallon drum of

LustraShield Total Surface Gloss

equates to over \$7,500 in additional car wash revenue.

Offer it ala carte', or create a new “Gloss” package and watch how LustraShield Total Surface Gloss puts some **Additional Shine in Your Bottom Line . . .**

## **Bring Pet Lovers and PROFITS to Your Carwash!!!**

Operators are continually trying to offer new services, attract a new clientele, and separate themselves from the competition. GinSan Industries and Washtech have partnered up to provide you with one simple new innovative solution.....The GinSan Pet Wash!

The GinSan Pet Wash allows you to reach a whole new customer base and bring new revenue to your carwash investment. This self contained unit has many features and payment methods available so you and your pet will have a pleasant washing experience. And remember..... A CLEAN PET IS HAPPY PET!







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