

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

“Is Adding a Second Location the Best Bang for Your Buck?”

written by Craig Hanson, President



Like all equipment and systems providers, our stream of planned business has become increasingly influenced by outside regulations. As owner/operators/investors, you face these regulations head-on whenever you decide to build or expand. The window of time allotted to permitting, zoning, special use, conditional use, architectural review, environmental impact and so on can be a year to eighteen months, or in some cases, forever.

One way to negotiate some of these hurdles is through upgrades at your existing site. General exterior facelifts, bay treatment, and equipment replacement typically require far less regulatory compliance than does a new project.

Once you start work on a new wash it will be much harder to find time and money to devote to your primary money maker. A little time and money spent on your existing wash will pay terrific dividends that can then help fund a new wash project.

Consider this example. Recently a customer asked our advice on increasing income at his site which featured twin LaserWashes and 6 bays of self service. I drove by the site a few evenings later. It always amazes me how dark the average carwash is, and this one was no exception. The self service bays were sufficiently lit, but the two LaserWash bays looked dim. With day light hours diminishing and days getting shorter, I suggested adding light. Quite by accident, the work was accomplished quickly in one bay and the work in the other ended up being delayed. We were pleasantly surprised to discover that the better lit bay's wash volume jumped 30 %. We had wrongly assumed that the other bay's volume must have fallen off. As it turned out, the lesser lit bay's revenue had remained constant and the new lighting had increased overall business. Once the second bay lighting was completed, it too, shared in the volume increase. Now the operator keeps the facility well lit around the clock. Bright bays attract volume.

Specific success stories from the field have included, of course, complete wash system replacement with new PDQ automatics. But don't forget about smaller improvements such as a pet wash, new GinSan self serve meter boxes, combo vac/shampoo equipment and canopy islands, new technology auto cashiers, credit card acceptors, new exterior theme and signage and so on. Your Washtech carwash development specialist can help you discover and create all sorts of new business and revenue at an existing site.



BEFORE



AFTER



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S.M.A.R.T.


Washtech has Solution Managers, not “soap sales people”— and there’s a big difference between the two. Our Solution Managers do just what their title says — they provide consistent, professional, total management of your site solutions.

Almost all service businesses (carwashes included) fall short in retaining well-trained, knowledgeable personnel. Washtech Solution Managers go a long way in filling that gap, and even more so, with the S.M.A.R.T. program.

• SOLUTION • MANAGEMENT • ACCOUNT • RECORDS • TECHNOLOGY

S.M.A.R.T. allows our Solution Managers to effectively check, measure, monitor and record all solution related items at your site and instantly email the report to you. S.M.A.R.T. reports give you real time information on water hardness, spot free TDS, dilution ratios, inventory, cost per car, and comments.


CUSTOMER SERVICE REPORT



Hanover Ave. Car Wash

Customer Service Report

Hanover Ave. Car Wash
423 Hanover Ave. Allentown
Allentown PA 18103
Visit Date: 9/1/2005



General
 General Appearance: Excellent
 Wash Bay Condition: Excellent
 Marketing Appearance: Excellent
 Marketing Adequacy: Excellent

Site Analysis

Marketing Items
 Pump Tops: x
 Coin Mats: x
 Bay Signs: x

Brochures:
 Banners: x
 See Notes:

Program & Training
 Hazard Com: x
 Cust. Service: x
 Product:

Drum Return: x
 See Notes:

Bay: 1 Package: 1 Analysis:

Price	Car Count	Wash Type	Equipment Type	Equipment Mfg
\$0.00	0	In-Bay	Frictionless	PDQ
Product Performance:		Cleanliness Excellent	Shine Excellent	Dryness Excellent
Performance Variables:		Water Hardness 6 Grains	TDS 40 ppm	Water Temp 129°F
Water Blank	0			

Product#	Description	Air PSI	Water PSI	Dilution	P Code	ml Car/Min	Inventory	Recomend Inv.	Units Ordered	CPC/CPM	Setting/Tip
1230-55	Performix®	60	180	1:60	10	100	45	55	1	0.225	white
0607-55	Launch	60	180	1:80	10	60	30	55	1	0.136	brown
2551-5	Low pH Polish Red Raspberry	60	170	1:120	10	15	30	10	0	0.067	torq
2303-5	Dri-Max	0	1050	1:100	10	20	10	5	0	0.067	pink
2406-30	ProShield® Pina Colada	0	1050	1:120	10	15	30	30	0	0.058	torq
Total Cost Per Car: \$0.553											

OverView Notes:
 Found water softener out of salt and water at 6 grains hard. Need to fill brine tank with salt.

A Word from Service

Some of the equipment in your carwash has been sitting dormant since this past spring. Some of these systems include your eye heat, rail heaters, doors, weep and floor heat. NOW IS THE TIME TO ADDRESS THESE ITEMS!

If your site is already on a Washtech service contract, we will be checking these items for you on an upcoming inspection. If your site is not on a service contract, contact Washtech service at 1.800.448.4735 for assistance or to schedule a winter check-up.

Besides the scheduled classes at Car Wash College, we will be covering these winter time issues, along with PDQ Virtual Treadle and Advanced Diagnostics. If you have other special items you would like to have covered at Car Wash College, please contact Senior Tech Specialist Mike West at 1.800.448.4735.



Exclusively Yours

In Washtech literature and presentations, we deliberately refer to ourselves as an exclusive distributor, which we are — with PDQ, GinSan, and CSI Lustra. So just what does exclusive mean and why is it important to you?

Because they're constantly knocking at your door, you know our industry is full of all sorts of equipment and service providers. Most of those so called distributorships are no harder to acquire than catching a cold . . . very little expectation, requirements, or accountability.

Any manufacturer that adopts a distribution system that uses independent exclusive distributors is, by definition, highly focused on customer service, customer success and customer support. They understand that their customer base cannot possibly be properly served by one centralized mechanism. They understand that every customer has a name and face who require and deserve local, professional and personal customer service.

And so, to insure that superior customer service and goodwill, an exclusive distributor is contractually and legally required to embrace and execute the same standard of ethics, ideals and business practices held by the manufacturer. There is a great deal of expectation, requirements, and accountability. An exclusive distributor relationship does not end when your equipment is installed . . . in fact, it's just the beginning of a long and prosperous partnership in maximizing your wash success and revenue potential. The short story is this: We're accountable to our manufacturers, they're accountable to us, and we're both accountable to YOU! As business professionals, you shouldn't expect anything less.



Vehicle Wash Systems

A DOVER COMPANY



Trade Show Schedule

The dog days of summer will soon be replaced with tradeshow season and we look forward to seeing many of you at the various shows across the country. Tradeshows can often be overwhelming and confusing, and so, we urge you to "make a show floor date" with your Washtech representative ahead of time so we can give you all the attention you need to make informed decisions.



MEGA Show	September 30 - October 1	Ocean City, MD	For more info call 301.390.3161
NERCA	October 18 - 19	Atlantic City, NJ	For more info call 800.868.8590
NACS	November 16 - November 18	Las Vegas, NV	For more info visit NACS online

Washtech is hosting a carwash seminar on Saturday, October 1st from 10 - 11:30 AM at the MEGA Show in Ocean City, MD. The seminar theme is "The Evolution and Revolution of Commercial Carwashing". This will be a fast-paced, informative session featuring various industry professionals, closing with a Q & A discussion panel. See You There!

Upcoming Washtech Investor Seminar will be held in Totowa, New Jersey the evening of November 9th at the Holiday Inn, Totowa. This seminar will offer PA and NJ investors an in-depth look at how to create a highly successful carwash business. Details will be posted on our website. Email ctempleman@laser-washtech.com to be included on the invitee list for this or any other Washtech seminar.

attention

CAR WASH CUSTOMERS!

Car Wash College

attend
FREE!

October 3RD from 10:00am - 5:00pm
October 4TH from 9:00am - 4:00pm

DOUBLETREE HOTEL
990 HILTON HEIGHTS RD
CHARLOTTESVILLE, VA



Please R.S.V.P. 1-800-448-4735

Car Wash College is a two day classroom/field event open only to Washtech customers and their employees. All classes will be led by Washtech senior techs and manufacturer specialists, and are designed to improve your practical working knowledge of your wash systems.

Car Wash College is FREE! Please R.S.V.P. 1-800-448-4735. You are responsible for your own hotel accommodations, which you should arrange immediately. (A Rolling Stones concert that week is filling local hotels quickly).

- Hampton Inn: 434-978-7888
- Courtyard: 434-977-1700
- Holiday Inn: 434-977-7700
(Holding a block of rooms under Washtech until September 16TH).
- Fairfield Inn: 434-964-9411

MONDAY'S SCHEDULE

Laser <u>4000 Basic</u> 10am-12pm	<u>G5 Basic</u> 10am-12pm	<u>GinSan Water Treatment</u> 10am-12pm
Lunch		
Laser <u>4000 Advanced</u> 1-4pm	<u>G5 Advanced</u> 1-4pm	<u>Gin San Self Serve</u> 1-4pm
Field 4-5pm		

TUESDAY'S SCHEDULE

<u>GinSan Self-Serve</u> 9am-12pm	<u>CSI Solutions</u> 9am-11am <u>Lighting</u> 11am-12pm	<u>Industrial Vac</u> 9am-12pm
Lunch		
<u>GinSan Water Treatment</u> 1-4pm	<u>Unitec</u> 1-3pm <u>Hamilton</u> 3pm-4pm	<u>Access</u> 1-4pm

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For more information or to see product videos please visit us on the web at

WWW.LASER-WASHTECH.COM