

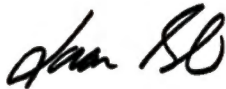
## Welcome

Welcome to this issue of *AutoAuto Wash News*; a periodic newsletter designed specifically for the car wash owner and operator. Our goal is to provide you with timely information that can save you money and help increase your business. If you ever have any suggestions, please give us a call and we'll do our best to address your concerns. We view the relationship as a partnership. Our success can only be measured by your success.

Within this Newsletter, our intent is to HIGHLIGHT / SHOWCASE a specific product or manufacturer in each edition. Over the years, AutoAuto Wash has represented many major lines of equipment and chemicals. Occasionally, we will see results and pricing for products that shines above the rest. As a distributor, we have one goal in mind, to provide the best products at the best prices to you the operator. We have no agenda with any specific manufacturer or vendor. We take on more of a consultant role. Every manufacturer will tell you that their product is the best. Of course they will! As a distributor, we can look at all products; unbiasedly point out the pluses and minuses of each product and the companies behind the products. We can help you decide what products are the best for you, not the manufacturer.

### Our Mission Statement:

*"PROVIDE THE BEST POSSIBLE SOLUTIONS FOR THE CUSTOMER. DELIVER EQUIPMENT, SERVICES, PARTS AND CHEMICALS AT FAIR PRICES, WITH EXCEPTIONAL FOCUS ON INTEGRITY, HONESTY AND PRIDE IN EXECUTION... DO THE RIGHT THING!"*



Loran Bourdo  
President

## Upgrade for Success!

Many car wash owners ask us to come up with new ways to increase revenue from their automatic car wash. There are a few simple ways to enhance your automatic and bring in more revenue without spending a lot of money. For instance, adding a triple foam system to your car wash gives the customer a "show" and allows the operator to "up charge" for the additional service. Typically most automatics can be upgraded or retrofitted with a triple foam system relatively easily with low costs. [View the 3X Color Foam Retrofit Kite here.](#) Additionally, a "super-sealant" such as DuraShield or Rain-x can command an upcharge of \$1 to \$2. Often this can be accomplished by reconfiguring and utilizing a low application injector already available on the machines.



Another way to enhance or “clean up” an auto bay is replacing the old worn out floor treadle with a virtual treadle system. By doing this the bay floor becomes open and inviting, free of anything for a customer to drive over. Most of us in the car wash business realize that there are customers out there that simply have problems with the intimidation of a floor mounted treadle. How many of those people **drive away** from **your** car wash for that reason? Upgrading to a virtual treadle also has a maintenance benefit – no more replacing treadle bumpers, rollers, photo eyes, etc. These virtual treadle systems can be installed in couple short days and without a tremendous cost to the owner/operator. [View the Virtual Treadle Retrofit Kit here.](#)



For these and any other equipment upgrades that you may be considering please contact **Eric Lockwood** at AutoAuto Wash for a free site evaluation.

## Tips & Tricks

### Reasons To Keep Your Automatic Wash Bay Clean

Bryce Buchta, ServiceManager



As we continue through the winter months, we would like to remind our valued customers that a **clean car wash bay** is important for car wash patrons to receive the results they expect during each wash cycle.

There are many factors to maintaining a car wash that consistently provides satisfactory results:

- Ensuring the machine is mechanically performing at peak capacity
- Maintaining soft 0-2 grain water and 0-25 PPM spot free water
- Chemicals are being applied properly

Frankly, this is the hard part; the easy part is keeping the bay clean and debris free.

Trash in the bay is unappealing to customers; it can interfere with wash operation. Dirt, debris, paper, plastic, and cardboard on the floor can cause intermittent problems with treadle sensors, ultra sonic sensors and measuring eyes causing the machine to mis-measure beyond the front or rear of the vehicle and/or measure extra wide on sides of vehicle. The customer will not notice in most cases this is happening until they get out of car and look at the poor cleaning and complain or worst yet, say nothing and never return. Dirt and debris can also contribute to premature wear of moving parts.

We all love these snow days and the ensuing dirty cars and long lines at our washes. However, mud and sand will also build up quickly in the bay. We have witnessed cars being cleaned well only to have the dryers come on and blow the dirt and debris back on the clean cars, negating the efforts!

Keeping the bay clean is a year round action item. In the spring time it's common for customers to drive through the car wash with grass clippings and hay in the back of pickup trucks. As the wash passes over the bed, the pressure causes grass to blow back up into the machine, all over the bay and into the dryers. It then slowly spreads throughout the bay and inadvertently ends up on other customer's vehicles during following wash and dry cycles. Aluminum cans, bottles and other light debris can become airborne during the dry cycle bouncing all over the bay and possibly hitting customer's vehicles.

Any of these problems can cause a negative customer experience and lead to loss of revenue if not corrected promptly. It only takes a few minutes every day to make sure your bay is clean, a clean bay and a well maintained wash will result in a clean car and happy customers that will return.

## Product Showcase

### Chemicals Are NOT Created Equal

John Lenz, Senior Account Manager



### SuperSat and SuperBlend Products

**Blendco systems** was started over 40 years ago with the premise of simplifying the soap process. Their approach is to super saturate the alkaline powder in an automatic system, and blending it with separate surfactants. Since most alkaline based soaps are 18% active at best, this means that you are buying a whole lot of expensive water. **80% +** of your barrel soap product is water! So why ship water when you can save that money and put it back in your pocket?

Blendco's theory is to use your water on site, and ship 100% active solutions, then custom blend at each individual car wash. They separate the alkaline from the surfactants, therefore giving the operator the option to control strength, color, show, fragrance, and most importantly cost. Doing this allows you the operator to adjust the strength of product with cleaning conditions. IE: winter months versus summer months. In these hard economic times, everyone is looking for ways to save somewhere. With the Blendco line of products, you can achieve strengths of alkaline based soaps that few other manufacturers can. In most cases, Blendco can be **30-50% less** on soap costs if we match strength for strength, meaning if your alkaline soap tests at 10 drops of alkaline strength, Blendco will be less at that same 10 drop strength. We measure this by titrating the soaps, a unit of measure to determine the strength of the soap, whether alkaline or acid.

Another way to save is with Blendco's newest line of products called SuperBlend. An inexpensive "Ready To Use" 5, 15 or 30 gallon container products that outperform most other brands, with pricing lower than even the catalog brands. This was developed for the "low cost per pail" operator, who still wants good results. We have a full line of self-serve products including presoaks, tire cleaners, foam brush, hi-pressure detergents, waxes and supersealants. All have amazing show, color, fragrance, and performance, all with a low price point.

Let us show you like we have for many operators already, the Blendco difference.

**\*For a FREE analysis of your wash, so you can see the difference and save \$\$  
Call John E Lenz @ 303-918-3026, or Drew Tucker @ 720-670-7161.**

## Car Wash Financing



Ascentium Capital offers the financing solution for just about everything you'll need, including:

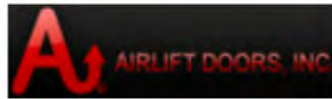
- In Bay
- Entry Stations
- Expansions
- New Locations
- POS
- Dryers
- Vacuums

What does this mean for you? Ascentium Capital is a direct lender and offers greater access to financing that will help your business grow. And, they provide more options for the most effective and innovative financing and leasing.

As part of the Ascentium Capital, your AEF team will continue to be a trusted resource. They understand that frequent equipment replacement is one of your largest expenses, and they'll continue to work with you to help manage these on-going challenges by providing financing options that contribute to better cash flow management, and ultimately, to a more profitable operation.

***GIVE US A CALL TO FIND OUT HOW LOW PAYMENTS CAN BE!***

## Our Partners



HYDRO-CHEM  
SYSTEMS, INC.



A DOVER COMPANY



## Contact AutoAuto Wash



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