



## SURE SHINE: QUALITY, CONSISTENCY, COST-EFFECTIVE

### Consistency

The Sure Shine's patent pending chemical system applies tire dressing product onto its gentle, feather tip brush, just prior to each corresponding tire entering that part of the brush (at the start of the brush and half way through the brush).

- This application ensures that product is delivered freshly for each tire, resulting in a rich, thorough application.
- The low rpm brush (70rpm) uses light pressures, enabling it to effectively contour and cover both large and small tires completely, without overspray.

### Unsaturated

The Sure Shine's feather tip brush does not saturate like other friction tire shine materials. This eliminates some of the major effects that typically result from over-application of tire dressing product: bleed off onto the clean wheels which leads to discoloration, and splatter from the tires onto the vehicle's body which results in dirty rocker panels.

Because the Sure Shine's material does not over-saturate, each vehicle will receive superior results, and application will remain consistent from the first car of the day through the last. Your customers will notice the difference!

### Low Maintenance and Operating Costs

The Sure Shine applicator brush beats industry standards for life expectancy. With durability this good, you'll recognize immediate savings with reduced brush maintenance time and minimal replacement costs. Furthermore, chemical application adjustments can be changed by simply modifying the duration of application with your wash controller. The Sure Shine only uses between 1.5 and 2 oz. of product per vehicle.

## Your Competitive Advantage, In a Competitive Car Wash Market

The MacNeil Sure Shine won't just provide you a profitable extra service – it will deliver recognizable results that will give your car wash a competitive advantage in today's highly competitive car wash market.

### The Sure Shine Opens Doors!

With its dependable service and unbeatable results, the Sure Shine is your opportunity to attract new customers or boost existing customer loyalty with a new, profitable extra service.

Since the quality of the application does not fluctuate throughout the day, or by volume, you can promote your new service aggressively – and be confident in the results you will produce.

Your customers will appreciate the superior tire shine service that you offer, and will be more apt to purchase it again when they return. Operators are looking to increase revenues per car to offset market fluctuations, and the Sure Shine gives you that opportunity.

### Extensive R&D

The Sure Shine has undergone an extensive 2+ year development cycle in two separate car washes where different products and materials were tested to determine which would produce the best results. The Sure Shine results from the culmination of these findings: delivering operators a superior tire shine application that gives customers a rich, thorough application on every tire, every time – without the problems that operators typically experience.

### Get the Shine. Get MacNeil.

To visit one of our locations and see the Sure Shine in action, please contact us at 1-800-361-7797.

