

THE

WASHTECH NEWS



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

AT WHAT CAPACITY IS YOUR CARWASH PERFORMING?

On days when the weather is fair and the cars are dirty, is your wash busy continuously throughout the day and into the night? How many cars could you wash if you ran at maximum production? How many cars are you washing? What is the difference between these two numbers? Do the math, start focusing on lost opportunity.

We all could write books about how to wash more cars in your wash. I like to ask the question, "Why aren't we washing more cars?" Do people not know we wash cars? Do people not like our product? Do they not know that their car is dirty? Do they not feel safe at our wash? Do they not think our product is a good value? Do our customers think we waste water? Why doesn't every dirty car stop here?

If you know the answers to these questions and the hundred or so more I missed, you have all the answers. If you study these questions and learn the answers you will have discovered the path to maximizing performance. If you ask the public why they don't use your wash and you take those reasons away you will start washing more cars.



Ask a loved one or close friend to go by your wash next week at 5:30 pm and try it out. Do they feel comfortable at your retail business? If they will not go or you are uncomfortable asking them, asking why will be a good place to start. In every market there are washes that out perform others. This wash season November and December have been particularly poor wash months with as many as half the wash days weathered out. In talking to operators I was surprised at how well some washes were doing, reporting average wash volumes in below average weather. The ones that were doing well had several things in common. They were clean, well lit, properly maintained, producing a quality product, and they had a marketing program in place.

How Green is your wash? In today's environmentally conscious world, do your customers feel that washing their car at a professional car wash is a good thing? They should: a recent study commissioned by Brown Bear, a west coast car wash group (Google Brown Bear car wash study), concluded that driveway and parking lot washing does indeed hurt the environment. Look at your consumables and byproduct: water, solutions, energy, and sludge. Did you know that the Laser wash G5 only uses a 22 gallon per minute pump? Most touch free automatics use a 35gpm or a 42 gpm pump. The water savings also means electrical savings in the range of 30% under competitive models. Our new Hybrid wash, the PDQ Tandem, has a wash package that only uses 14 gallon per car, some of which could be reclaim. It is a true water miser, with only two brushes that are both on variable frequency drives. This unit barely uses any electricity.

Not ready to upgrade your wash but still interested in saving electricity? Consider our VBLOX systems, guaranteed in writing to save electricity and protect your equipment from electrical spikes that account for a large percentage of all electrical equipment failures. An RO waste water recapture system can make a big difference in reducing the amount of water you use. These systems are easy to install and don't require underground pits like a larger reclaim unit. If you are thinking of adding a reclaim system, we have been having good success with both Conserve and Pur Clean systems in the field for many years now. The new self cleaning filters work well and take the employees out of general maintenance.

"Brighton", the Lustra bear, has been busy at work making sure the products you are using are the safest for your customers, your equipment, and the environment. More information will be available on this Green initiative as we approach this year's International Car Wash show in Orlando Florida April 7th-10th. If you're going to ICA, make sure to come to Lustra's open house reception. It is always the party to be at. Get your invitation by contacting Cory Templeman at Ctempleman@laser-washtech.com include your name and name of any guest along with your mailing address and we will make sure you are invited.

You can not open any business publication today without seeing articles about the green economy. It is here, and it is not going away, it is time for us all to get on board.

— Craig Hanson, President



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Bringing You News for the Car Wash Industry

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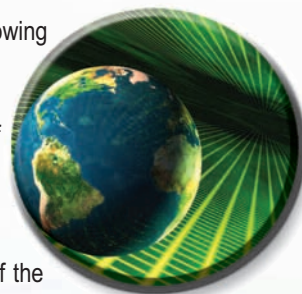
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THE COLOR GREEN

The Green movement, the Green initiative, the Green revolution, the Green wave, going Green, growing Green, getting Green, lean and Green, well....you get the idea.

As an industry and as individual business owners, we will need to “walk the walk” regarding our claims of being green. Public awareness, interest, and ecological intelligence will make sure that we do, and it will range from passive concern to in-your-face activism. The following is an interesting example of “walking the walk”.



Built between 1917 and 1925, Ford Motor Company's Rouge River manufacturing complex remains one of the world's largest. Yet, during their heyday, management designed and operated products and manufacturing systems with little regard for the natural world. By the beginning of the 21st century, the place was a sprawling wasteland. Rather than abandoning the whole place and building a new factory where land and labor was cheap, Ford declared itself native to Dearborn and chose to transform the Rouge River site with a 20 year, \$2 billion dollar restoration project that includes construction of a naturally lit factory floor, a living roof, wetlands to filter stormwater runoff, porous paving, retention beds, native species habitats and a host of other natural built-in measures, not to mention rethinking everything from the materials used in the production of cars to the design of its manufacturing systems. As William Clay Ford states, “this is not environmental philanthropy; it is sound business...”

This is one example of revolutionary action. Others include giants such as BASF and Shaw Industries. They are asking lots of questions beginning with “What if.....?? and answering them, too. How about us?”

YOUR WASHTECH BUDDY SYSTEM



If you have seen any of our recent ads, you might notice that we don't talk much about equipment or products. Instead, we have been emphasizing “opportunity” and “revenue” and “profits”....those basic concepts that define good business and success.

Industry leading equipment, products and technology are the best means to an end, and over the past decade, Washtech has proven hundreds of times that our offerings are best-in-class and best-in-performance by teaming-up with our customers in creating and maintaining superior business models (note the operative word “maintain”). In any competitive marketplace, it is not enough to just develop a concept, build it and ride the wave. Ongoing success requires ongoing vigilance and teamwork.

We'd like to remind you that you have a proven, built-in “buddy system” with your Washtech solution manager, aka **Customer Satisfaction Specialist**. Don't settle for just a soap salesman—depend on your Washtech CSS to manage your inventory, monitor your performance, recommend best-for-you options, deliver realtime Smart reports, provide fresh marketing campaign assistance, as well as being your everyday conduit to “getting good things done.”

H₂ (N)O

Depending upon geographical region, many of us have experienced various “inconveniences” due to water shortages. At the extreme, businesses have been shut down and that is, of course, a serious situation. I recently had the opportunity to visit with a new acquaintance from Israel who explained the real importance of water to me.

My new friend taught me that **water is a matter of national security** in some parts of our world. “It is so scarce and so valuable and so obviously necessary, that whoever controls water, controls life.”

Anyone who pays any attention to any media source knows that the green phenomena is once again a hot topic. The media will report it and the politicians will talk about it, but it is commerce who will act on it. If we are inventive, innovative and proactive, we will be viewed “good”. If we merely react to regulations, we will be viewed “less bad”.

TANDEM TANDEMS



RT 200

RT 200 is the Tandem Friction Wash System. Two bridges, two brushes for one amazing price point! Base machine starts at \$59,990



RT 300

RT 300 is the Tandem RiteTouch Hybrid Wash System. Two bridges, two brushes, two cleaning technologies for one amazing clean!

INTRODUCING V-BLOX

This is not your father's surge protector!! Washtech has teamed-up with V-Blox to provide you with truly superior protective, improved power quality and more efficient electrical equipment. Give us a call today!



ATTENTION: CAR WASH OWNERS!

SUPERIOR TRANSIENT VOLTAGE SURGE PROTECTION

- PROVIDES FASTEST REACTING, LOWEST CLAMPING SURGE PROTECTION
- EXTENDS THE LIFE OF YOUR ELECTRICAL EQUIPMENT
- ELIMINATES DOWNTIME CAUSED BY VOLTAGE TRANSIENTS
- LOWERS ELECTRICAL COST BY ELIMINATING WASTED ELECTRICITY
- PREVENT LIGHTNING FROM DAMAGING EXPENSIVE ELECTRICAL EQUIPMENT!
- REDUCE WASTED ELECTRICITY & LOWER YOUR ELECTRIC BILL BY UP TO 10%!
- DRAMATICALLY IMPROVE ELECTRICAL EQUIPMENT LIFE CYCLE & LOWER MAINTENANCE!
- AND RECEIVE ALL OF THESE BENEFITS BY PROTECTING YOUR EQUIPMENT WITH THE BEST SURGE PROTECTION SYSTEM AVAILABLE!



36 MONTH MONEY BACK GUARANTEE • 15 YEAR "FULL REPLACEMENT" WARRANTY

\$25,000 CONNECTED EQUIPMENT GUARANTEE PER UNIT • VIEW OUR 8 MINUTE VIDEO AT WWW.VBLOXVIDEO.INFO

*WHERE THE WATER GOES



An acre of artificial snow	490,000-980,000 gallons
A cotton t-shirt	713 gallons
A pound of beef	1,100-9,300 gallons
A car wash	79 gallons

*Usage figures are from a Wall Street Journal article.

WASHTECH

SPECIAL!!!

TANDEM RT 200 FRICTION IN-BAY AUTOMATIC



Special Includes:

- Base Rt 200 Machine
- Access N-series Autocashier
- Free-standing Frame
- Basic POS
- Machine Installation

\$84,990

*(price does not include freight, taxes or additional options)

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