

6 Basic Carwash Marketing Strategies

by Aimee Laurence



Whether you're just starting your carwash marketing strategy or you're reviewing it for the upcoming year, it's important to be constantly aware of the marketing industry, so that you can build a marketing campaign that will be successful and bring you new customers. To have an effective marketing campaign, you don't need to pour in a lot of money, but you do need to come up with creative marketing ideas. That's sometimes easier said than done. Here are the top ideas to start your successful carwash marketing strategy.

1. Develop a loyalty program

There are a lot of retail businesses out there who are now offering loyalty programs to their customers. These programs are a great way to create engagement with your customers and get them to return to your company time and again. When you build a loyalty program, you need to think of your goals to make it successful. What are you trying to accomplish? Don't just create a loyalty program without doing research in advance.

Gather information about your customers: Who is your audience that's already coming to your carwash, and why are they choosing your company? From that information, you can start to create a plan, brainstorm ideas with the rest of the team and develop the goals that match your desired outcome. Make sure these goals are SMART (specific, measurable, achievable, relevant and time-based). Look at other carwash companies and operators to find out what makes them successful and what their customers would prefer to see. Seek out feedback from current customers and employees.

2. Get on social media

Creating a page on different social media platforms is an excellent way to market your company without spending large amounts of money. Depending on your target audience, you may wish to think about the platform you're using, because not all of them are the same. A Facebook or Instagram page is a really good way to not only promote your business, but also engage with your local community.

If you have a tight marketing budget, you can also have a Facebook page as a substitute for an actual website. Designing and setting up a full website takes time and money, so Facebook is a great alternative to put all the necessary information for your customers. Then, consider if your budget has enough wiggle room to pay for a targeted ad on social media. This is a really effective way to target ads to individuals that live in your region.

3. Send customers a free upgrade

Everyone loves freebies, and digital offers from carwash companies are not that common. This is a good opportunity for your company to leverage this gap in the industry to your benefit. Send a digital voucher to your customers for a free upgrade, and you've opened the door to connect with them, remind them of your business' presence and build loyalty.

Your carwash digital coupon is an excellent opportunity to use your email list and make sure your contacts on it are up-to-date. You can email either a coupon for a free upgrade on an existing package or offer a free wash with the purchase of another wash. You'll be surprised to find that you'll definitely get some takers.

4. Update your company documents

Make sure all of your documents for your packages and signage are up-to-date. That signage is the best way to let your customers and potential clients know that you're up and running, and you can showcase your brand identity. If you're designing your signage for the first time, you need to figure out the best options for placement, color, features, etc., for maximum efficiency. The carwash menus need to be appealing, so make sure you review the prices and you have great offerings.

[Continued on page 7](#)

Summer 2025

TABLE OF CONTENTS

6 Basic Carwash Marketing Strategies.... Cover	
Letter from the Editor.....	2
Photos from the 2025 Trade Show.....	3
Marketing Your Carwash Through	
Social Media.....	4
Beyond the Basic Wash: How A La Carte	
Services are Driving Profitability in Professional	
Carwashing	5
Cooling the Crew: How CarWash Operators	
Can Protect and Empower Employees During	
the Summer Heat	8
Navigating Water Conservation	10
Heartland Carwashes in the News.....	12

HCA WISHES TO THANK ALL OUR GENEROUS ADVERTISERS

Kristen Corbisiero.....	9
First Financial	12

Heartland Carwash Association
P.O. Box 42035 | Des Moines, IA 50323
phone/fax 1-833-HRTLAND
info@heartlandcarwash.org | www.heartlandcarwash.org

Letter from the Editor



Dear HCA Members and Industry Partners,

As we review this year's Product Show, I want to take a moment to reflect on the feedback we've received — the good, the not-so-good, and everything in between.

It's clear from the conversations we've had and the post-show surveys that the response to this year's event was mixed. Some attendees and vendors appreciated the opportunity to connect, network, and showcase new innovations. Others felt the energy was lacking or that attendance didn't meet expectations. We want you to know: we hear you.

As an association, we're committed to learning from both the successes and the shortcomings. We're grateful to everyone who made the effort to participate, and we value your honesty. Constructive feedback is the foundation of growth, and we're using it as a roadmap to ensure the 2026 Product Show is a stronger, more dynamic experience for all.

In the months ahead, we'll be reaching out to our vendors, sponsors, and members to gather ideas and collaborate on how we can elevate the show. From program enhancements and marketing strategies to logistics and layout, everything is on the table.

Our goal is simple: to create a Product Show that delivers real value, fosters meaningful connections, and reflects the strength and innovation of our industry.

Thank you for your continued support and partnership. We're excited for what's ahead — and we look forward to building a better event together.

Sincerely,

Kristen Corbisiero

Kristen Corbisiero
Interim Project Manager | Editor-in-Chief
kcorbisiero@heartlandcarwash.org
518-635-0375

Connect with us!

[!\[\]\(166772600a13ad0a433053f90fe45649_img.jpg\) @heartlandcarwashassociation](#)
[!\[\]\(98e7c6b0160281a12fbadc337ff6b6c3_img.jpg\) @HeartlandCarwash](#)
[!\[\]\(1ba9b47b7fe5cef14198dd1f193307f3_img.jpg\) Heartland Carwash Association](#)



Photos from the 2025 Trade Show!



This year's Don R. Havens Lifetime Achievement Award is presented posthumously to Danny Giefer. Not only was Mr. Giefer a valuable and respected member of the HCA, but he was also a long-time City Commissioner, former Mayor of the City of Emporia, KS, and multi-site carwash owner and operator. Thank you for inspiring us, you are missed by your carwash community.

Are you a carwash owner or operator? You can listen to Mr. Giefer's words of advice in an interview we conducted in 2021 on our [YouTube page](#).

Congratulations to The Soap Guys for winning the HCA's 2025 Product Show Best Booth Award!



Congratulations to Coyote Carwash Systems for winning the Most Innovative Product Award at our 2025 Product & Equipment Show! Stop by Booth A108 to chat today!



Another successful HCA Product Show Carwash Bus Tour! Thank you to Reliable Plus for sponsoring the tour!



View all our photos from the 2025 Product & Equipment Show on our [Facebook page](#)!

Marketing Your Carwash Through Social Media

by Scott Huntington



Ever since you could buy a car, there's been a service out there to make it shine for you. Few things frustrate a gearhead like a dirty car, and while some have the time and space to keep things clean on their own, many rely on professionals to do the job for them.

That's an opportunity, and if you've elected to make your living providing just such a service, you've got to get your name out there in front of people. In this day and age, that means courting social media — but how exactly does one make a carwash service stand out on Facebook, Twitter and other social platforms? Keep your public posted

As with any online content, freshness matters on social media.¹ Your public wants to know what's new — so tell them. Post new services you've added to the page, and make sure basics like contact info, location and hours are easy to find. Have some fun with your company page, set up a catchy company description, and get your logo out there as the site image.

Sales is just part of it

Remember, social media should be more about generating interest than making sales. If you can get people's attention, the sales will follow. Sites that overwhelm customers with sales pitches aren't popular, and it's obvious how they've veered away from the intent of social media. Avoid this fate by creating an organic relationship with your customers through your social media site. Take advantage of customer testimonials

Many social media venues aside from Facebook and the big names we often consider can boost your brand. Yelp is a great example of one, since it provides you with a great opportunity to look good in search results.²

Yelp has so much clout in the world of customer reviews that if your business is listed there, it's extremely likely your review will display when someone searches for your business. Offer your best customers perks for writing positive reviews, and learn how

to communicate with Yelp or other review sites if you get a negative review. Many will allow you to challenge and potentially overturn it.

Social media is a place for customer questions

One way you can establish credibility and bring in customers at the same time is by resolving customer issues through your social media site. If you set the precedent that people can expect a quick response over social media, people will find your business more accessible and the content this generates will be seen by potential customers.³ This is a great example of the organic relationship we mentioned earlier.

Promote across platforms

A single site is a start, but social media as a platform becomes exponentially more powerful when you've established a brand that crosses the borders of multiple sites. Add links from your web page, link your social properties to one another and create a constant stream of good content across multiple channels.

The way you interact with customers via social media can make or break your carwash business, so be sure to handle it the correct way. If you do, you'll really be cleaning up.

Scott Huntington is a writer and automotive enthusiast from Harrisburg, Pennsylvania. Check out his blog Off The Throttle at www.offthethrottle.com, or follow him on Twitter @SMHuntington. This article was originally published in Professional Carwashing and Detailing magazine. To view this article, with photos, please visit: <https://www.carwash.com/marketing-carwash-social-media/>

Sources

¹<https://windtrax.com/wordpress/how-to-use-social-media-to-market-your-car-wash/>

²<https://www.allbusiness.com/4-ways-increase-positive-yelp-reviews-11679-1.html>

³<https://blog.bufferapp.com/social-media-customer-service>

Beyond the Basic Wash: How A La Carte Services are Driving Profitability in Professional Carwashing

In an era where inflation, labor costs, and customer expectations continue to climb, carwash operators are constantly looking for ways to increase revenue without significantly raising base prices or overhauling operations. While subscription models and membership plans get a lot of attention, there's another powerful, often underused strategy hiding in plain sight: **à la carte services**.

When used correctly, à la carte offerings can turn a \$10 car wash into a \$20 experience — with minimal time, equipment, or labor investment. These add-on services not only allow customers to personalize their visit but also create multiple high-margin revenue streams that boost the bottom line.

So, how can you implement à la carte effectively and profitably in your car wash business? Let's take a deeper dive.

Why À La Carte? Understanding the Revenue Opportunity

Customers today want control and customization. They're used to tailoring their purchases — from choosing toppings on a pizza to selecting features in a streaming subscription. Carwashes can tap into this mindset by offering a flexible, build-your-own-wash menu that emphasizes choice, value, and visible results.

Rather than pushing customers into a one-size-fits-all premium package, à la carte options let them pick exactly what matters to them. A parent heading to soccer practice may want just a quick wash and a fresh-smelling car. A weekend warrior might splurge on tire shine, rain repellent, and ceramic wax. Giving customers that autonomy turns your carwash into a customizable experience — and drives ticket averages higher.

According to industry data from the International Carwash Association, wash add-ons can increase average revenue per vehicle by 25–50%. For a high-volume site, that could translate to tens of thousands of dollars in additional monthly income.

Smart Add-Ons: What to Offer and Why

The key to a successful à la carte strategy is offering services that deliver a high perceived value at low cost to you. Here are some proven winners:

1. Tire Shine

A classic upsell. Customers love the glossy finish, and it's one of the most visible signs of a "just washed" car. Tire shine typically costs just cents per application but can sell for \$3–\$6.

2. Rain Repellent Windshield Treatment

With products like Rain-X, this hydrophobic glass treatment improves visibility and safety — two major selling points. Many cus-



tomers are happy to pay \$5–\$8 for a layer of protection that lasts for weeks.

3. Air Fresheners and Scent Boosters

Whether it's new car, cherry, or vanilla, scents can influence the entire interior experience. Offer hanging air fresheners or in-bay scent injection options for \$2–\$4 each.

4. Wheel Cleaner or Brake Dust Remover

Targeted wheel treatments are especially appealing to customers with alloy rims or premium vehicles. Add-on pricing: \$3–\$5, with minimal added wash time.

5. Interior Quick-Clean Kits

Pre-packaged wipes, microfiber cloths, and travel-sized sprays can be offered at vending machines or POS counters. These generate impulse buys and upsell potential, particularly for ride-share drivers and parents.

6. Undercarriage Rinse

Especially popular in snowy or coastal areas where salt and grime accumulate. While this may require some equipment considerations, the payoff is strong in seasonal markets.

7. Express Ceramic Coating

Ceramic-lite sealants have grown in popularity due to their durability and water-beading effects. Add this premium touch for \$5–\$10 per wash or offer as a \$15 monthly membership add-on.

Integrating À La Carte into Your Wash Experience

À la carte items won't sell themselves. Implementation is just as important as the services you offer. Here's how to seamlessly integrate add-ons into your customer journey:

1. Rethink Your Menu Design

A cluttered or confusing wash menu turns customers off. Instead of stacking five wash packages with long descriptions, display a simple base wash with à la carte options listed below as enhancements.

Use visuals to your advantage — before/after images, glossy wheels, water beading on glass — to communicate value quickly.

2. Use Digital Pay Stations to Your Advantage

Modern POS kiosks are perfect for presenting optional upgrades in a clean, user-friendly way. Use touch screens to prompt up-sells:

“Would you like to add Rain Repellent for just \$5 today?”

Keep the language simple and benefit-driven.

3. Train Staff on Soft Selling

If you operate a full-serve or flex-serve model, empower your team to suggest add-ons. Teach them to use suggestive phrases like:

“Can I interest you in a quick tire shine to make those wheels pop?”

Avoid high-pressure sales tactics — this should feel like an upgrade, not an obligation.

4. Offer Limited-Time Combos

Bundle popular à la carte items at a discounted price. For example: “**Summer Shine Combo: Tire Shine + Air Freshener + Rain Repellent for just \$9**” Rotating offers keep the menu fresh and customers engaged.

Subscription-Friendly Add-Ons: The Recurring Revenue Angle

If you run a membership program, don’t let that limit your à la carte strategy. In fact, it creates more opportunities. Offer à la carte monthly upgrades that can be added to a base subscription for a small recurring fee:

- Unlimited Rain Repellent: +\$5/month
- Monthly Ceramic Coat: +\$10/month
- VIP Scent Club (new air freshener each visit): +\$3/month

These are easy to automate and track — and they help deepen your membership offerings without cannibalizing your core plans.

Operational Considerations

Before launching your à la carte program, ensure your operations can support it. Ask yourself:

- Can your tunnel or in-bay system support selective application of treatments?

- Are staff trained to identify and fulfill add-ons during busy times?
- Is inventory managed well for consumables like air fresheners or wipes?

Start with 2–3 core items, test your market, and scale gradually based on performance.

Final Thoughts: It’s Not About Nickel-and-Diming — It’s About Value

The term “à la carte” can sometimes be misunderstood as a tactic to squeeze more money from customers. But the reality is, when done right, it’s a value-adding strategy that enhances the customer experience and makes your business more resilient. By allowing guests to tailor their car wash, you’re giving them more than just a clean car — you’re giving them control, convenience, and customization.

And in the crowded, competitive world of car washing, that may be the most valuable service of all.

Sidebar: Quick Tips for À La Carte Success

- **Keep It Simple:** 3–5 add-ons max — too many choices overwhelm.
- **Highlight Benefits, Not Features:** “Get better visibility in rain” sells better than “applies hydrophobic layer.”
- **Track Results:** Use POS reports to monitor what sells — and when.
- **Refresh Often:** Limited-time or seasonal add-ons (like bug remover or salt shield) create urgency.

Looking to level up your wash revenue without expanding your tunnel? À la carte might be your most profitable lane yet.



If you've had the same menus for a while, you can also consider adding a new offering to change things up. You don't have to put too much time in testing a new option. Start by showing the new offering as a promotion or special from the manager. You can also remove an option from your menu. Studies show that four packages or fewer on a menu are more successful for your revenue results. If you offer more than four packages, you risk creating too many options which will confuse or stress out your clients.

According to the studies, the best option is three packages, beating out four packages by as much as 5%. If you're not sure which to remove from your menu, you should go for the middle package, which is the least popular option. Finally, review your pricing for all your washes, if it's been a while. Customers actually prefer washes that are evenly priced, so change your off-price points to even ones that are slightly higher and see how that affects your results.

5. Work with the community

A great way to boost your business while also contributing with the local community is by partnering up with a school or a charity.

Consider implementing a program that would donate a portion of your revenue to the chosen school or charity. This will encourage clients to come to your wash and spend money while also showcasing you as a positive, contributing member of the community.

6. Be transparent about offerings

You should be upfront in your menu about the consumer brands you use at your carwash. This transparency creates trust from your customers. Be sure to share what products and brands you use, not only on your menu but also on the curb and gate signs. You can also upgrade your products and broadcast that to your client base.

Marketing can have a huge positive impact on the success of your carwash, and you want to be always keeping your marketing new and fresh. If you're struggling with ideas, these six options should put you on the path to marketing success.

Aimee Laurence, an editor with Essayroo, shares her insights on digital and social media marketing and traditional marketing techniques. She enjoys helping small businesses and entrepreneurs grow their companies from the ground up with simple marketing ideas. This article was originally published in Professional Carwashing and Detailing magazine. To view this article, with photos, please visit: <https://www.carwash.com/6-basic-carwash-marketing-strategies/>



Cooling the Crew: How CarWash Operators Can Protect and Empower Employees During the Summer Heat



When temperatures rise, so do the challenges for professional carwash operators — especially those with outdoor teams. In tunnel washes, flex-serves, and full-service facilities, summer heat can become not only uncomfortable but dangerous. While customers are enjoying sparkling clean cars and fast service, it's the frontline workers — drying, prepping, scrubbing — who are braving the hottest months head-on.

In many parts of the U.S., temperatures regularly exceed 90°F during peak carwash season. Add humidity, radiant heat from pavement, and the physical labor involved, and the risk of heat exhaustion becomes a daily concern. That's why it's more important than ever for carwash owners to make employee safety, comfort, and morale a top summer priority.

Here's how carwash businesses can take meaningful steps to support their teams, prevent heat-related illness, and build a stronger, more loyal workforce in the process.

Why It Matters: Heat Isn't Just Uncomfortable — It's a Health Risk

The Occupational Safety and Health Administration (OSHA) reports thousands of heat-related illnesses occur on job sites each year, many of which are preventable. Prolonged exposure to high temperatures, especially during physical labor, can cause dehydration, heat exhaustion, and even life-threatening heat stroke.

Carwash employees are particularly vulnerable due to:

- Constant outdoor exposure
- Reflective heat from concrete and asphalt
- Repetitive, physically demanding tasks
- Limited access to indoor cooling in express exterior models

Ignoring the risks isn't just bad for employee morale — it's a liability. A single medical incident can cost a business thousands of dollars in worker's compensation claims, lost productivity, and damage to reputation.

By contrast, showing a proactive commitment to employee well-being creates a safer workplace and a stronger team culture. That's an investment that pays off all summer long.

Smart Strategies to Beat the Heat

Here are key tactics and best practices every professional carwash operator should implement during the hot summer months:

1. Provide Shade and Rest Areas

One of the most effective ways to protect employees is to create shaded areas where they can rest between tasks. Whether it's a tented area with chairs, a pop-up canopy at the drying station, or a converted shipping container with fans and seating, providing shade reduces the risk of heat stress.

Consider installing misting fans, cooling benches, or portable swamp coolers in high-traffic areas. Even a 10-degree drop in perceived temperature can make a world of difference.

2. Hydration, Hydration, Hydration

Dehydration is a leading cause of heat-related illness. Provide unlimited access to cold drinking water and electrolyte-enhanced beverages such as Gatorade or Liquid I.V. Refill stations or coolers stocked with bottled water should be within reach of every work zone.

Tip: Assign a supervisor or shift lead to remind team members to hydrate every hour, especially during peak midday heat. Set phone alarms or use intercom reminders to keep hydration top-of-mind.

3. Rotate Job Roles Frequently

Avoid keeping team members in the sun for long, uninterrupted periods. Create a rotation schedule that allows employees to switch between hot and cooler areas every 30–60 minutes when possible. For example, someone working at the vacuums can swap out with someone greeting customers in the shade or prepping vehicles under cover.

Rotation prevents heat buildup and gives muscles a break, reducing both fatigue and injury risk.

Dress for Success: Uniforms and Cooling Gear

Your team's uniform can make or break their summer comfort.

- **Use light-colored, moisture-wicking fabrics** that breathe and dry quickly. Dark cotton shirts trap heat and sweat.
- **Provide branded cooling towels** that can be soaked and worn around the neck.
- **Offer optional wide-brim hats or UV-protection caps** for employees in direct sun.

- **Encourage performance-grade, lightweight pants or shorts** depending on safety standards.

Pro tip: Partner with your apparel supplier to roll out a “Summer Uniform Edition” each year — this shows your team you’re thinking ahead and investing in their comfort.

Educate and Train for Heat Awareness

Even with all the right equipment, heat safety comes down to awareness.

Start the season with mandatory heat safety training, covering:

- Signs of heat exhaustion and heat stroke
- How and when to take breaks
- The importance of hydration and sun protection
- Emergency procedures for overheated workers

Empower team members to speak up if they or a coworker is feeling unwell. Make it clear: **no one gets penalized for putting their health first.**

Print out OSHA’s heat stress symptoms chart and hang it in break rooms, near time clocks, or wherever employees check in for their shift.

Boost Morale with Small Summer Perks

Keeping morale high during the dog days of summer can be just as important as keeping temperatures low. A few simple, low-cost gestures can energize a team and remind them they’re appreciated.

Here are a few ideas:

- **Free popsicles or cold treats** during afternoon shifts
- **“Hydration Hero” contests** with small rewards for team members who prioritize wellness
- **Weekly catered lunches or smoothies** on Fridays
- **Cool-down games or raffles** for employees on the hottest days
- **Recognition boards** for “Heat Wave MVPs” who go above and beyond

These efforts don’t need to be expensive — what matters is consistency and authenticity. When employees feel cared for, they’ll care more about the work they do.

Think Long-Term: Building a Heat-Safe Culture

The best carwashes don’t just prepare for the heat — they build long-term systems and culture around it.

Consider investing in:

- **Permanent shaded structures or outdoor break areas**
- **Overhead misting systems** along vacuums or prep lines
- **Weather monitoring tools** that alert management when to increase cooldown protocols
- **Shift scheduling software** to avoid peak heat stacking

Ultimately, your summer safety plan should be a **living, breathing policy** — not just a checklist. Conduct post-summer reviews with your team to learn what worked, what didn’t, and how to improve next season.

Carwash Social Media & Marketing Services

Did you know...

80% of the US population has at least one social media profile

Nearly 66% of people access popular platforms like Facebook daily

Nearly 90% of consumers say reviews play a role in discovering a local business

80% of consumers consult online reviews for local businesses

Let me help you reach your online audience today!

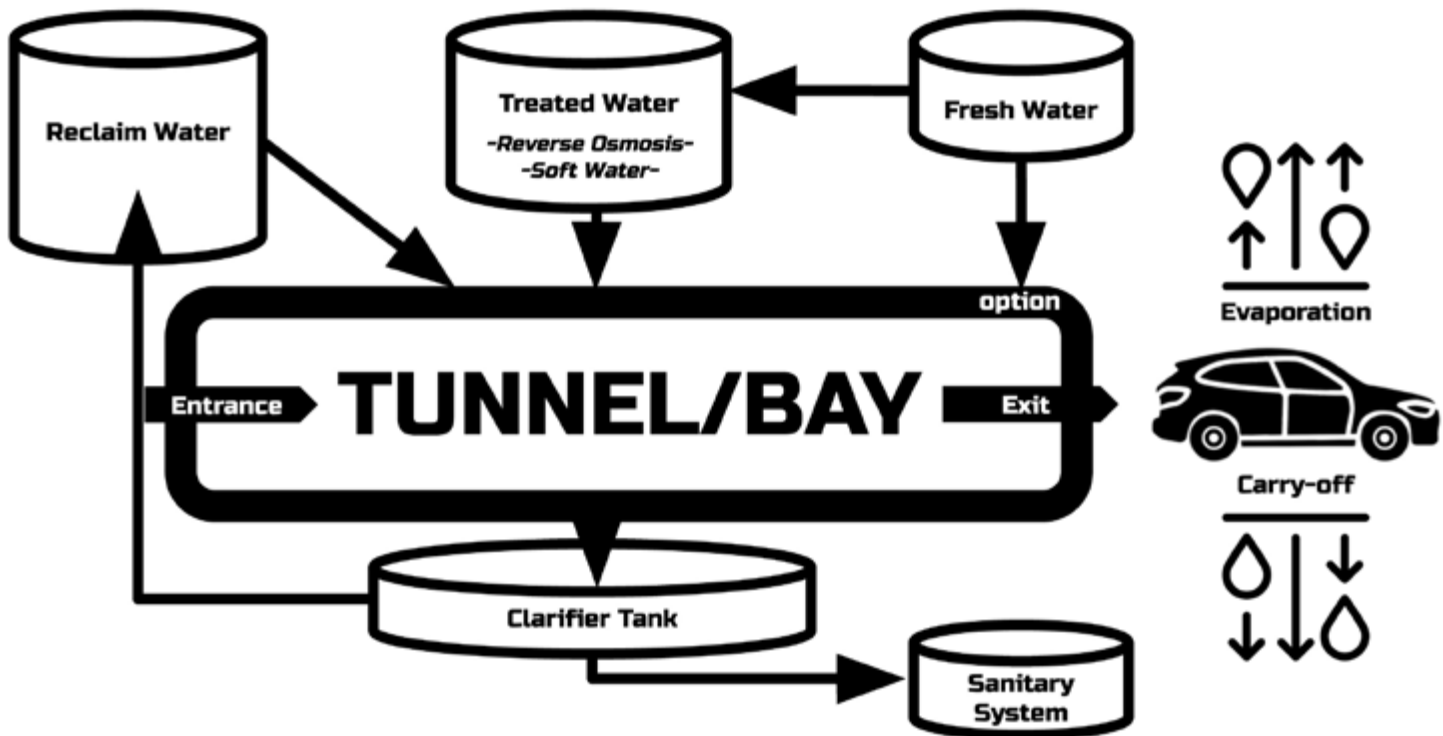


**Contact Kristen Corbisiero at 518-635-0375
or kristen.corbisiero@gmail.com for rates and information.**

Writing for the carwash industry since 2006



WATER USES IN PROFESSIONAL CAR WASHES



As the carwash industry experiences explosive growth, the nation's focus on the scarcity of natural resources is intensifying. When it comes to water conservation, this favors the professional carwash industry, which benefits from innovative water-saving equipment and systems.

Perspective on water usage

For example, those who wash their cars at home with a typical garden hose use 40 gallons to 140 gallons of fresh water (based on water running at 10 gallons per minute (GPM) and depending on the use of a spray nozzle or not). In comparison, professional carwashes with sophisticated and well-maintained water treatment, reclamation and delivery systems will use on average 30 gallons of fresh water, as found in the 2018 ICA Water Use Report. Plus, with the use of a reclaim system, a professional carwash operation will recycle the majority of the water applied and will not release any chemical pollutants into the stormwater system, as seen in the graphic below.

Top carwash operators go even further and implement water-optimizing trade secret techniques involving chemical formulations, water distribution, tunnel/bay configuration, equipment programming, air/water pressure balancing and custom tips/nozzles/applicator configurations. Unfortunately, much of this good stewardship goes unnoticed because of a lack of data visible to customers, communities, municipalities and the general public. Now that technology is available to monitor water usage, operators can dynamically broadcast digital water usage data in

real-time, including freshwater saved and used, reclaim water collected and reused, and an average amount of both used per vehicle.

Audit and assessments

An advanced water management plan starts with a water audit. First, measure the water hardness (TDS Test) from the water main exit, which varies from site to site. Second, test the water pressure (PSI Test) and measure the diameter of the main water pipe, which will determine the maximum flow rate (which can be calculated by an expert plumber). Third, ask your plumber to design a distribution plan that delivers the required flow rate for pounds per square inch (PSI) and GPM to each equipment fixture requiring water, and, most importantly, to your chemical delivery systems. Finally, the below factors can dramatically influence a water conservation plan.

Chemicals

Higher dilution ratios can reduce water and chemical usage. Chemical formulations can influence chemical action and will dictate applicator placement and positioning.

Water quality

The better your water quality, the better your chemicals' efficacy. If the hardness of your water is high, you may decide to add treated water to your water management plan.

Tunnel configuration

Tunnel/bay length, design, equipment package and configuration should all be driven by projected car count volume, growth and physical site constraints.

Water treatment

Reverse osmosis (RO) is required for spot-free rinsing, but it creates reject water; soft water produces brine water that requires disposal; and reclaim water is limited to parts of the wash cycle. Equipment programming

Tunnel controller programming, injector and tip sizes, nozzle and applicator sizes, and water pressure adjustments can all contribute to wasting or saving water.

Delivery systems

Efficiencies and capacities differ, so size the system according to tunnel length and car volume. Systems with consistent water pressure and chemical dosages will use the least amount of water.

Conservation considerations

Water conservation is a common initiative for a professional carwash operation, but sometimes is overlooked by the outside world. Cars will continue to get dirty (even driverless vehicles) and require regular maintenance, including cleaning. Professional carwashes will continue to be the best option to maintain a car's exterior asset value while saving water. Water treatment and reclaim systems must be sized based on GPM requirements, with storage tanks that align with projected volume. Evaporation (driven by climate/weather conditions) and carry-off (water left on the car) is an absolute for professional carwashes — factors that cannot be avoided but can be managed through optimization techniques. With the help of an expert technician, the chemicals, water quality, water treatment, tunnel configuration, delivery systems and equipment programming can optimize to produce double-digit-percentage savings of water. More should be done to advertise the water carwashes are saving, especially to both local municipalities and customers.

Tricks of the trade

Applying the following “tricks of the trade” will enhance wash efficiency and reduce freshwater usage:

- RO reject water can be used for high-pressure tunnel/bay wash downs, and pre-rinsing or can be directly added to the reclaim clarifier tanks.
- Flash foam chemicals can offer a “show” and dissipate faster off the car, thus reducing the amount of rinse water required.
- Synchronizing the tunnel controller with the car position on the conveyor can avoid application overlaps and unnecessary chemicals and water on the car.
- Reclaim water can be used for high-pressure tunnel/bay wash downs, by way of a flood pump (can handle higher concentrations of solids in the water without clogging). Also,

reclaim water can be used at the tunnel entrance for friction-based cleaning and all high-pressure rinsing (like the car's underbody).

- RO water can be used in more applications if the operation is equipped with a high storage capacity.
- Delivery systems should be positioned to provide nearly equal run lengths to the entrance and exit, except for the tire shine, which should be positioned near the exit.
- Back pressure will increase abnormally when there is a clog in the chemical applicator nozzle; conversely, a drop in pressure indicates a leak. Spot checks or monitoring constantly with technology is recommended.
- Surface tension manipulation (from low pH – neutral pH – high pH) enhances the clean, shine and dryness of a car.
- Pre-rinsing all detergents off the vehicle before applying dry products is imperative for the dry products to work efficiently.
- Evaporation and carry-off can be reduced if blower nozzles are correctly positioned and not blowing into each other.

Maintenance matters

The water quality (TDS) of the fresh, reverse osmosis and soft water to the chemical delivery system should be constantly monitored or tested to verify that the water hardness is not elevating due to maintenance issues (such as the membrane needs replacement or there is a lack of salt pellets in the soft water system). Back pressure from the chemical delivery system should be tracked in real-time or tested periodically to safeguard a consistent injector draw and prevent or identify leaks and clogs. The reclaim basket screen should be regularly cleaned. Blower intakes should be evaluated for vibration/noise and cleaned as needed to maintain the peak performance of the blowers. Keeping up on scheduled maintenance will prolong the life of your equipment, reduce downtime caused by equipment failure, create more consistent wash quality, and protect against water waste. It is always recommended to have routine health checks and scheduled maintenance done by an expert technician.

Tapping technology

Carwash operators have two options when it comes to technology. They can use a function-specific hand-held device to test things like water volume (fresh, RO and reclaim), water quality (TDS), water pressure PSI, blower vibration sensor, temperature sensor, and moisture sensors, which are all limited to a single point in time. Or use a fully integrated monitoring system for the same items, which is updated constantly in real time, displayed in a dashboard format, and provides notification of items outside of custom pre-set parameters. The benefit of using technology for water conservation is that it can reduce labor time, increase operational efficiencies, and ultimately lead to increased enterprise value.

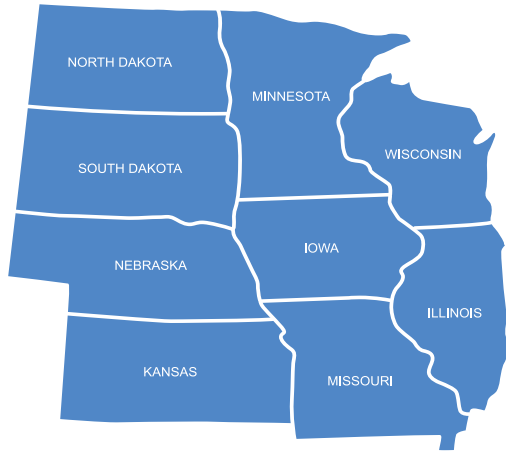
Michael O'Donnell is a 37-year veteran of the carwash industry, touching every aspect of the business, inclusive of: ownership, operations, technician, instructor, product development, equipment sales, distribution and manufacturing. He is a principal with Newport Beach, California-based Smart Solutions, Inc., an innovative “fluid technology company” serving the professional carwash industry, specializing in advanced chemistry, technology and support. Learn more at smartsolutions.net or contact Michael O'Donnell at mike@smartsolutions.net. This article was originally published in Professional Carwashing and Detailing magazine. To view this article, with photos, please visit: <https://www.carwash.com/navigating-water-conservation/>

Heartland Carwashes in the News

The Heartland Carwash Association wants to feature news happening at the carwashes in our nine-state region.

See carwash news happening? Have something exciting to share about your carwash?

Email our Managing Editor at: kcorbisiero@heartlandcarwash.org. We can't wait to read about you in the HCA newsletter!



Illinois

Pleasant Prairie – A Shell gas station, Dunkin' Donuts restaurant, and a carwash are planned for the 1.8-acre project site located at the northeast corner of state Highway 32 (Sheridan Rd) and 128th Street (the Wisconsin-Illinois state line), according to biztimes.com. The article continued, stating the carwash would be a separate 2,200 square-foot building, expected to be completed in the spring of 2024.

Kansas

Kansas City – The Better Wash works to keep employees cool in the heatwave by offering them frozen and cold treats, drinks, and an air-conditioned booth, according to kshb.com.

Minnesota

Eagan – Club Carwash proposed to replace former McDonalds located at 1075 Diffley Road, according to bringmethenews.com.

Waconia – Sota Shine adds dog washing stations to open in early 2024 in Maple Grove, called Sota Pup, according to finance.com.

Minot – The Farmers Union Oil Co. of Minot, Excavating, Inc. paid \$150,000 for a permit to remove building, carwash and canopy, according to minotdailynews.com.

Minneapolis – Investor buys Central Car Wash & Detail Center at 1814 Central Ave. NR for \$2.1 million to keep them local, according to finance-commerce.com.

Missouri

Columbia – Club Car Wash offered \$1 carwashes, draws, crowd and lines of vehicles of the past week, according to 939theeagle.com.

North Dakota

Fargo – Silverstar Carwash will open two additional locations in the Fargo-Moorhead area, according to a company press release.

Frustrated with your current credit card processor?



Serving the Car Wash Industry since 2007
Credit Card Processing

Where customer service is personal.



Brian Nelsen
Sr. Account Manager
First Financial Merchant Services

712.299.1742
bnelsen@cardsupport1.com

**Compatible with
most manufacturers.**

BOARD OF DIRECTORS

PRESIDENT

Pat Shannon (402) 898-2621
Big John's Carwash - 2221 Main St. Bellevue, NE 68005
FB: @bigjohnscarwash

VICE PRESIDENT

Craig Zylstra (641) 981-1982
Classic Carwash - PO Box 303 Sully, IA 50251

TREASURER

KEVIN WEHDE (515) 865-4044
Simoniz - Ankeny, IA 50021
simoniz.com

SECRETARY

Dan McNerney (515) 491-6675
Ver-Tech Labs - Rockford, MN
ver-techlabs.com

EDITOR IN CHIEF & INTERIM PM

Kristen Corbisiero (518) 635-0375
Heartland Carwash Association
kcorbisiero@heartlandcarwash.org
LinkedIn.com/in/kcorbisiero

DIRECTORS

Brent Anderson (330) 497-4752
Synergy Solutions
brent@synergysolutions.com

Scott Anderson (515) 434.2876
Scott's Sales Co - McCallsburg, IA

Larry Boothe (515) 961.7205
Sunstar Carwash Systems - Indianola, IA
belangerinc.com

Matt Horton (507) 529.4370
Heartman Insurance - Rochester, MN
heartman.com

Michael Janes (920) 200-1502
OPW Vehicle Wash Solutions
michael.janes@opwvws.com

Brian Nelsen (712) 299.1742
First Financial Merchant Services - Storm Lake, IA
ffusa.com

Kris Oliver (800) 227.3373
PDQ Manufacturing Inc - De Pere, WI
pdqinc.com

Tony Petta (815) 258.4507
Tower Car Wash - Blue Island, IL
towercarwashes.com

Dante Pierangeli (515) 965.6276
Casey's General Stores - Ankeny, IA
caseys.com

Brad Quay (419) 764.2301
D&S Car Wash Systems - High Ridge, MO
dscarwash.com

Mike Typer (785) 230-4578
WindTrax
mtyper@windtrax.com

Jon Walters (507) 764.4188
MyGuy Inc. - Sherburn, MN
myguyinc.com

Welcome Our Newest Board Members!



Axel knows car washes. He's spent 13 years in the industry helping hundreds of owners grow. Currently, he works as an car wasgh equipment expert for the biggest distributor in the Midwest, Reliable Plus. Axel and his wife Andrea have been married for 20 years. They have three kids and a big love for building things. Together, they run a retail store, a kitchen remodeling business, a real estate redevelopment company and other real estate holdings. They're now building their own car wash—Koala Wash. Axel can be reached at afoley@reliableplus.com or 515.661.3784.



Hamel Manufacutring is a family owned business making parts for the carwash bay accessories and automatic roller systems wash and pressure cleaning industries. Carol can be reached at 402-779-2040 or email: 2orderhamelmfg@gmail.com.



John Pison is based in St. Louis, Missouri, and has been in the carwash industry since 1997. His background includes 16 years in operations and the last 11 years on the vendor side. John spent a decade with CSI/NCS and currently serves as an Enterprise Sales Manager with Micrologic. In addition, John own a self-serve wash in Missouri. He has served on various boards, including local baseball leagues, and is an active member of both the Elks and the Knights of Columbus. John can be reached at John.Pinson@micrologic.com or 510-725-7647.