

Hi-Performance Wash Systems, Inc.

CAR WASH NEWS

HI-PERFORMANCE EVOLUTION (AND REVISED LABOR RATES)

As many of you know, HPWS has been around for many years. Founded back in 1958, it evolved from selling detailing supplies, to manufacturing self-service equipment racks which we sold off the back of pick-up trucks in the 1960's and 1970's. We added sales of automatic car wash equipment in the 1980's and tunnel equipment in the 1990's. In the 2000's, HPWS has continued to evolve from just an equipment sales company to a full service car wash solutions provider.

An example of this is over the past year we have offered dozens of technical training classes for you to learn about equipment, lower your service expenses and raise your profitability. Hundreds of people have attended and asked for continuing courses so we put these on with a small fee or no cost to attend. We have brought manufacturers from across the industry to these so you could meet with them directly and have uninterrupted time to discuss issues and find solutions. We continue to put training videos on YouTube which have garnered over 165,000 views and push relevant news through Facebook, the newsletter like this and other forms. If you have not been to our Facebook page there is information on Trainings, Crime Alerts, Marketing Ideas, Remodels, and the ever popular #FailFile or "It could be better".

Being a full service provider means that we are trying to increase your sales/profit through channels that are low or no cost to you as well as provide you the technical expertise when you need it. Otherwise, there would be less reason to purchase soap and equipment through HPWS. Really, we want to always bring you the best tools for the trade. It is why "We wake up early, and go to sleep late". When you consider which vendor to purchase your supplies and equipment from, we work hard to earn this business by providing what no other supplier does; real world knowledge and experience to make your sites even better.

So what does that mean, and how does it affect you? This year our primary area of focus has been increasing our technical staff capable of providing installation, repair, on-site and over the phone technical support. When Rich and



Shane purchased the company in 2002, they had three technicians. Now in 2016, there are eight lead technicians and three assistant technicians. Training this staff is a very time consuming (and thus expensive) proposition. Most qualified technicians take anywhere from 5-7 years to become fully proficient on self-service, automatic and tunnel systems. Additionally, each technician requires tools, service vehicles, and other overhead. Fifteen years ago we did not have the technology inside the car was as we do now with multiple servers, and networking challenges that we see today. Our technicians now have to cover a broad range of skill sets including; pneumatics, mechanical, chemicals, reclaim, networking, electrical controls, floor heat and other systems. Consider what your electrician's hourly rate is and then while he is there ask him to work on a pump, check your chemical usage or look at a plumbing leak.

Have you ever wondered why there are no companies that only offer service but there are several that offer soap with little or no service? It's true. Having trained techs and an inventory of parts on hand is the expensive part of being a supplier and why service is offered first to our Full Line Customer base. We want to ensure you are always running and making headway in a difficult industry. When you do better, we do better and it is a good relationship.

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We continue growing and have added additional staff to accommodate, Scott McKenzie is our most recent team addition. Scott comes to us after several years as a Car Wash Technician in Colorado and a decade of electrical and network experience. You will likely meet him on-site or at our next Customer Training session.

We refer to car wash operators that purchase all of their supplies from us as "Full Line Customers". Operators that only purchase selective items, or nothing at all, are referred to as "À La Carte Customers". Full Line Customers enable and demand that we offer qualified technicians and have a mutually beneficial relationship. It is in our best interest to ensure Full Line Customers' washes are operating at the maximum possible uptime, in the most efficient manner, and are optimized for your profit. If their washes are not operating, they are not making money due to loss of sales, and HPWS is not making money due to loss of parts, vending and chemical sales. For that reason, Full Line Customers get top priority when it comes to service calls. Additionally, they receive discounted labor rates on technical service calls, and free assistance from our solution

representatives in making their washes the most efficient and profitable as possible. They also receive free technical service via phone and email. À La Carte customers receive technical service on an 'as available' basis. This typically means several days (or longer) wait times. À La Carte service is not available during off hours or weekends.



Starting August 1st we will be raising the service rates for À La Carte Customers and maintaining the same pricing for Full Line Customers. We realize that some customers prefer to remain in this à la carte status for a variety of reasons. For those that choose to do so, we are happy to provide technical service and hope you will see the value of using our full line of products.

Please refer below to our upcoming classes on **Soap Chemistry** and **Water Softeners** in August. Also notice that the Car Wash College has a **Management** Course and their brand new **Multi-Site Management** course available at the Factory in Ft. Lauderdale.

We appreciate your business and look forward to seeing you in the field or in the classroom soon.

SERVICE	À LA CARTE CUSTOMERS		FULL LINE CUSTOMERS	
	Old Rate	August 1, 2016	Old Rate	August 1, 2016
SERVICE	\$115 / Hour	\$160 / Hour	\$90 / Hour	\$90 / Hour
EQUIPMENT INSTALLATION	\$80 / Hour	\$80 / Hour	\$80 / Hour	\$80 / Hour

* These rates are *Portal to Portal* which in essence means that travel time is included in the cost of the service call. There are no additional trip charges or mileage costs associated.

AUGUST TRAINING CLASSES

There are two training classes at HPWS this month. Both classes will be held at 12061 N. Tejon Street, Ste. 600, Westminster, CO 80234.

<p>SOAP 101 – Getting the most from your car wash chemistry. DATE: Tuesday August 16th; TIME: 9:00 a.m. - 1:00 p.m. INSTRUCTORS: Ryan Cook, (<i>Diamond Shine</i>) and James Trevino, (<i>HPWS</i>); Open Topic Q & A after class. Lunch is provided COURSE FEE: \$150 for À La Carte Customer/Non-Soap Customers, no charge for Full Line Soap Customer</p>	<p>WATER SOFTENER OPERATIONS – DATE: Wednesday August 24th; TIME: 9:00 a.m. - 1:00 p.m.; INSTRUCTORS: James Trevino and Shane Wells, (<i>HPWS</i>); Lunch is provided; COURSE FEE: \$150 for À La Carte Customer/Non-Soap Customers, no charge for Full Line Soap Customer</p>
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To register contact: **Cindi Reynolds** at 303.322.2232 or e-mail her at adminassistant@hpws.com.

SONNY'S Car Wash College is offering two classes at the SONNY'S Factory in Ft. Lauderdale, FL

MANAGEMENT 1 (August 8-12) and **MULTI-SITE MANAGEMENT** (August 15-19). For more information or to register for either of these classes go to www.sonnysdirect.com.

