

Hi-Performance Wash Systems, Inc.

CAR WASH NEWS

SCWA EVENTS



SCWA Convention and Car Wash Expo is February 28th-March 1st at the Arlington Convention Center located in Arlington, Texas. This will be our regional show of the year. Jim Blake, Chris Bateman, John Miller and Shane Wells will all be working our booth, and on the floor so let us know if you will be there! Sunday's events will start at 12:30pm with the CEO Perspective which is focused on making the customer experience at your site phenomenal. The Expo Floor will be open from 2:00 p.m.-6:30 p.m.

Monday the day starts early at 7:00 a.m. with the Colorado Table Discussion (and each individual State) where we focus on issues specific to us. The rest of the morning has several options including; *Car Wash Investors Basics, Round Table Discussions*, and later Idea Exchanges for the Self-Serve group and Conveyor group. After lunch is served the Expo Floor opens from 1:00 p.m.-5:00 p.m. with the evening celebration event starting at 6:30 p.m.

Tuesday is set aside for the *Car Wash Academy* which features sessions on the following; safety, self-serve maintenance, labor and hiring, marketing, damage claims, and many others. There is a closing luncheon at 12:15 p.m. which will also have the Annual Report from the SCWA President and the highly sought after Door Prize give away!

Registration, schedules, and hotel information are all available at www.swcarwash.org.

TUNNEL UPDATE

There has been a small movement in the industry to adapt tunnels for a vibrant customer experience with a light show throughout the wash process. We have put this in place at different levels at a few sites in Colorado and they have been received well by the customers. You can see pictures and video of this on one location's Facebook page at www.facebook.com/washworxcarwash. They have called it "Night Lights, Washworx After Dark" and have seen their night revenue double. It is common, especially in the winter, for volumes to be at very low levels so any increases in the short term is positive. However, the hope is that year round we will modify the customer expectations and see night traffic increase as they realize that car washes are open after dark. With the immediate responses in several cities being positive we encourage you to take a look at Night Lights and consider it. If you have any questions on how this might work for you, contact Jim Blake or Chris Bateman at 303.322.2232.



Washworx Light Show

SELF-SERVE/AUTOMATIC UPDATES

We had an excellent set of classes over the last month that included *Cat Pump Maintenance and Service* training. This course covered the standard pumps of 310, 530, 5CP and 3535 models. Thank you to all who attended and gained a better understanding of how these operate and keeping costs low. There was also the *Hydrominder And Flo-Jet Pump Training for Service*, dialing in chemicals dispensing and maintenance.

Looking forward we have the course on *Maxing Out Your Automatic Revenue* and *Mini-Tunnel Conversion, Water Softeners/RO Systems/Boost Systems, Cat Pump Repair & Maintenance* and *Bill Changer Maintenance*. We hope you will review the training calendar and sign up to learn more about the industry and your car wash.

800.922.1313 (Toll Free)
303.322.2232 (Local)
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Hi-Performance
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Like us on
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UPCOMING CLASSES IN FEBRUARY

There are three classes scheduled in February at HPWS. For information on these and upcoming classes contact *Cindi Reynolds* at 303.322.2232 or email her at adminassistant@hpws.com.



MANAGEMENT 101

Tuesday, February 2nd 8:00 a.m. to 12:00 p.m.

Last day to register is Friday January 29th!

Employee interaction, customer relation dispute, site accomplishment, standardized practices, equipment upkeep, damage claims, insurance claims and overall site autonomy are the key components of this course.



Duration: 3 Hours

Cost: \$150 for Full-Line Customers, \$250 for a la carte customers.

SOFTENER, R. O. AND BOOST SYSTEMS

Thursday, February 11th 8:00 a.m. to 12:00 p.m.

Last day to register is Tuesday February 9th!

Detailed instruction about these topics includes what services are provided, how each item functions, potential failure points, maintenance and repair.



Duration: 4 Hours

Cost: \$100 for Full-Line Customers, \$250 for a la carte customers.

MAXING OUT YOUR AUTOMATIC REVENUE & MINI-TUNNEL CONVERSION

Wednesday, February 10th – 8:00 a.m. to 11:00 a.m.

Last day to register is! Monday, February 8th

All aspects of modernizing a self-serve or automatic car wash will be discussed, including costs, design, construction, approvals, contractors, operational costs, management and return on investment.



Duration: 3 Hours

Cost: \$75 for Full-Line Customers, \$150 for a la carte customers.



There are no open SONNY'S classes this month

Please go to www.sonnysdirect.com for up coming classes.

Please remember that **ALL ORDERS** must be placed by **12:00 p.m. two (2) day prior** to delivery truck departure.

WE DELIVER!

CHECK OUR DELIVERY SCHEDULE!



800.922.1313