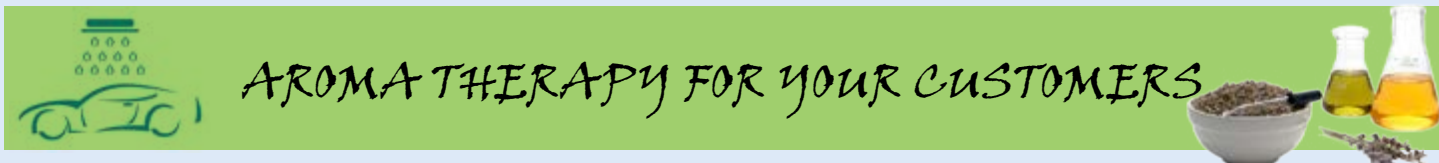


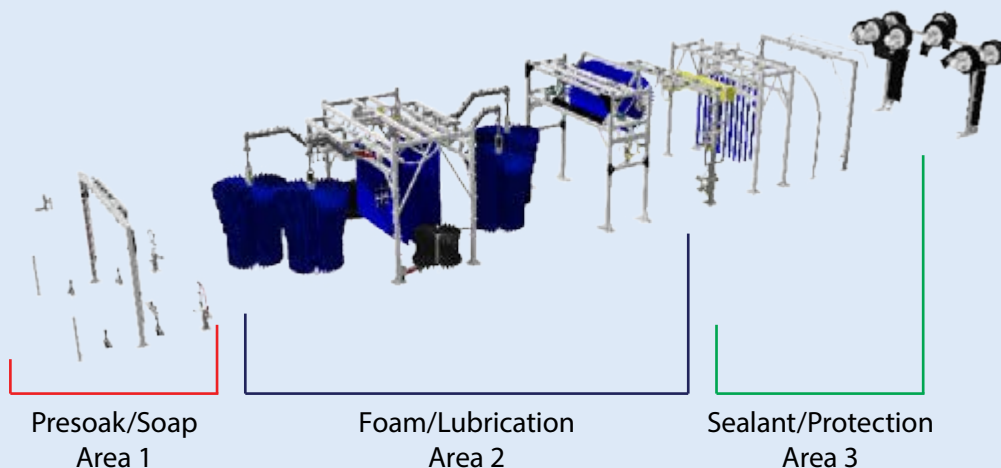
Hi-Performance Wash Systems, Inc.

CAR WASH NEWS



A study in the International Journal of Marketing Studies found there is a direct connection between customer purchase intention and environmental factors like scent, lighting, cleanliness and atmosphere in general. This study by Riaz Hussain & Mazhar Ali in March 2015 is not unique but it quantifies and reminds us that customer experience is critical to increase frequency of customers to our locations.

Customers standing in a bay or sitting inside their car, want to experience the cleaning of their prized possession. Fragrance brings value by helping the perception of a clean, dry and shiny car. Whether you have one or several fragrances during the wash process is your choice, the important part is that it becomes that "experience" for customer.



All types of car washes have a similar process for cleaning; Self-Serves, Automatics and Tunnels. Each one uses presoak, soap, foam/lubrication, and clear coat protection or sealant. These areas all have opportunity for delivering fragrance in the bay. Remember, for low pressure applications, adding air assist helps atomize the fragrance and be more vibrant in the bay. If you have questions about how to achieve this or why it is important call our office or speak to your chemical technician.

Area 1: Presoak/Soap

Product	Fragrance	Low/High pH
Citrus Presoak	Citrus	Low
Blast	Citrus	High
LPF600	Cherry	Low
Bold N Fresh	Fresh/Clean	High
Rapid Cinnamon	Cinnamon	High



Area 2: Foam/Lubrication

Product	Fragrance	Low/High pH
Cherry Foam	Cherry	High
341 Conditioner	Cherry	High
2565 Conditioner	Cherry	High
Lo pH Polish	Raspberry	Low



Area 3: Sealant/Protection

Product	Fragrance	Low/High pH
Protect	Vanilla	n/a
Flash Wax	Vanilla	n/a
Hot Wax	Vanilla/Citrus	n/a
431	Vanilla/Orange	n/a
Bead Up	Citrus	n/a
421	Tropical Fruit	n/a
Pro Shield	Pina Colada	n/a
441	Grape	n/a



*International Journal of Marketing Studies; Vol. 7, No. 2; 2015. Published by Canadian Center of Science and Education. Riaz Hussain & Mazhar Ali.

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Denver CO 80216

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Westminster, CO 80234

SEPTEMBER TRAINING CLASSES



There is one class at HPWS this month:

WANNER PUMP CLASS which will be conducted by John Rekuski from Wanner This class will be held on Wednesday September 21st from 12:00 p.m. to 4:00 p.m. at the HPWS North Office.

For more information or to register for this class 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

MAINTENANCE (September 12-16) and **REPAIR** (September 19-23). For more information or to register for either of these classes go to www.sonnysdirect.com.

WE DELIVER!

CHECK OUR DELIVERY SCHEDULE!



Please remember that **ALL ORDERS** must be placed by **12:00 P.M. TWO (2) BUSINESS DAYS PRIOR** to delivery truck departure.

800.922.1313