

TABLE TOP TOURS *continued*

cars and walked down a walkway, and their vehicles were cleaned inside and out. In January of 2007, they eliminated the traditional full service operation in favor of an express exterior format with a flex service model for the interior. They added a 100' long by 12' wide belt where they could both clean the interiors of vehicles and do express detail. This format allowed them to wash more vehicles on busy days while reducing labor cost. Customers who want the interior cleaning service or express detail now get out of their vehicle and watch as their vehicle is cleaned on the belt.

Canton Wash & Gas, Canton, MA

This new, state-of-the-art facility and self-serve gas station was opened in November 2009. When visiting, you'll see a Sonny's, I5 Soft Touch Hybrid In-Bay automatic car wash; three Ginsan self-serve bays with Lumi-Touch meter boxes that have LCD timers, lighted positive response buttons and bill/coin acceptance; Hamilton Gold line Plus pay stations on the in-bay and self serve bays; JE Adams dual vacs; and an Aquamizer 1000 reclaim system by Hydro Management Systems.

The Sonny's I5 unit is a hybrid that has wrap around brushes, rocker brushes and a top brush, all in NeoGlide material. It also has high pressure undercarriage and spinning wheel blasters. It utilizes a vehicle profile system that measures vehicle length and will automatically detect pickup truck beds allowing the top brush to wash the hood, windshield and roof then raise the brush back to rest position and not go in the bed. A 45 hp dryer is mounted onboard and the center nozzle rotates depending on the direction the machine is traveling. Before drying, the top brush spins to clear excess water and a wiper clears water droplets from frame. Also included on this unit are applicators for soap, triple polish, wheel/tire cleaner, drying agent and spot free rinse.

The pay stations have bill dispenser, credit card, bill and coin acceptance, as well as code acceptance for washes sold at the gas pumps or by cashier via the Hamilton HCS-III gas pump interface system. The D.A.N. also allows the

operator to track all wash revenue, including cash and coin in the self-serve, print reports, and make changes remotely on the Gold Line Plus or any of the self-serve card reader nodes. It also allows for use of VIP cards in both the automatic and self-serve bays.

All wash equipment as provided and installed by Autowash Maintenance Corporation of Malden, a Sonny's dealer.

Prestige Car Wash, Brockton, MA

Prestige Car Wash in Brockton was opened in 2008, and also serves as a training center for Econocraft. The exterior wash features a 105' Econocraft cloth tunnel, equipped with an EZ Top Brush, side to side poodle brushes, front to back mitter wrap around and wheel blaster. The conveyor is constructed of heavy duty, ½ inch steel with spinning rail guard all the way, and uses heavy duty chain and rollers. Fail safe backup equipment includes two 15 HP conveyor motors and two Ingersoll Rand compressors. The end of the tunnel has a heated concrete floor and eight Superior blowers with variable frequency drives.



In addition to the tunnel, there are two, National Pride self service equipped bays with nine different options, dual booms, air dryers and heated concrete floors. The self-service detailing area is furnished with fragrance machines, air machines, J-KO mat cleaner and eight combo vacuums with shampooers. The location also has two National Pride dog washes. A DRB computer system provides full controls throughout the facility. Customers are offered unlimited monthly wash programs.

The wash was built by Prestige Car Wash Equipment of Brockton, an Econocraft dealer, and is owned and operated by the three Drory brothers.

Medfield Car Wash, Medfield, MA

Our final stop is the Medfield Car Wash, owned by John Carrigg, a new NECA member, just opened in December 2009. This profit center loaded facility features a Sonny's, 100-foot conveyerized, soft cloth car wash; self-serve gas; convenience store with Dunkin' Donuts; and an auto repair shop.

The Sonny's Roller-On-Demand conveyor has Banana Rail guide rails (inner & outer), fork assembly with mechanical anti-jam, pneumatic take-up assembly featuring exclusive double roller bearings for sprocket and ½ inch thick top deck. The brush package includes Sonny's Spyder dual wrap-around unit with soft cloth and NeoGlide brushes, front to rear mitter with Microclean cloth and Bison brushes that have onboard rocker brushes. This is

followed by an Omni 350 high pressure arch with tracking/oscillating heads, spinning wheel blasters, a side to side mitter & rocker brushes and tire shine applicators after rinse area, ending with a 90 hp dryer.

The Sonny's tunnel controller has 48 functions (expandable), a manager PC station, and it works in conjunction with a Hamilton HTK pay station. This allows for both attended and unattended operation, and it processes washes sold at the gas pumps or convenience store. Customers can purchase a wash at the HTK with either cash or credit card. Change for cash sales is given in \$5, \$1 bills and quarters by the HTK. There also is a push button station for entering washes which the attendant can use, if necessary. The reclaim system is an Aquamizer 2000 by Hydro Management Systems.

All wash equipment was provided and installed by Autowash Maintenance Corporation of Malden.

Special thanks to our Table Top Show sponsors
Major Sponsor: Trans-mate Products, Inc.
Major Sponsor: Autowash Maintenance Corporation
Tour Sponsor: Autowash Maintenance Corporation/Sonny's

What's different from last year's Table Top Show?

- Location: Hilton Hotel, Woburn, MA, a beautiful facility conveniently located near the intersection of I 95 and I 93.
- Theme: *On the Road to a Greener Future* Exhibitors have been asked to spotlight their "green" initiatives ... sustainable practices, products and services ... to help the car wash industry become more environmentally friendly and energy efficient, as well as cost effective.



- Best Booth Awards: This year, we're asking show goers to vote on their favorite exhibits in several categories. Completed ballots will be entered in a grand prize drawing for a day at the Patriots Place entertainment complex in Foxboro.

Winning booths will be rewarded as well plus have bragging rights for post-show PR.

- Buffet Dinner: The Hilton's master chef is preparing a delectable Italian buffet, and as usual, it's all you can eat.

There will be drawings for great prizes provided by the exhibitors. Bring your whole team and lots of business cards.

TO REGISTER

Easiest! Secure, online registration at www.newenglandcarwash.org

Free admission to the Exhibits

ITALIAN BUFFET DINNER**

If not registered for the Tour:

\$20 pp NECA Members

\$30 pp Non-members

TOUR REGISTRATION

Includes lunch, transportation, tours, buffet dinner at the show
Board at the Hilton at 11:30 a.m.

\$45 pp NECA Members

\$60 pp Non-members

EXHIBITOR REGISTRATION

\$275 pp NECA Members

\$325 pp Non-members

SPECIAL \$99/NIGHT HOTEL RATE:

Single or double. For reservations, call 781/932-0999 and mention you are with the NECA Table Top Show.

QUESTIONS? 781/245-7400

IN THE WORKS

Maine Tax Issue: The Basics

- The Tax Reform legislation is on the ballot on June 8, 2010 for the people of Maine to vote to repeal or not repeal the tax reform legislation.
- A YES vote would vote to repeal the legislation.
- The legislation would apply Maine's 5% sales tax to car washes (automatic, coin op, manual) as well as the ancillary services like coin-op vacuuming.
- Car washing is just one of the over 100 services that will be taxed under this bill if it passes.
- The item will be known as Question 1. We need people to remember to Vote YES to Repeal New Taxes and to vote YES on Question 1.

NECA has lent its support to a coalition of Maine business associations whose goal is to educate businesses and voters to "Vote YES to Reject New Taxes". That is the name of the political action committee set up defeat this legislation.

The coalition reports that NECA members "who do business in Maine are directly affected by this legislation. If this law takes effect, car washing (exterior and interior) will become a taxable activity. This would add the 5% tax on top of the cost of a wash or absorbing the tax and reducing your margin. In this business climate, that is a cost consumers cannot bear nor can the car wash business. If a car wash provides coin-op vacuuming or like products, the only way would be to have the business absorb the tax. Additionally, your members that sell gas or have a convenience store attached will pay additional taxes on candy (70% increase) and an expanded list of beverages."

If you would like to work with the coalition, please contact Curtis Picard, Executive Director, Maine Merchants Association, at 207/623-1149.

VENDOR SPOTLIGHT

If you would you like to be the subject of our member "vendor spotlight", e-mail your profile for an upcoming issue of the e-newsletter (first-come, first-serve). Guidelines: 50 - 75 words on who you are and what you offer that sets you apart.

FOR MEMBERS ONLY

Cyberspace Discussions

In a few easy steps, you can set up a Facebook page and join the NECA members-only discussions.

1. Go to www.facebook.com
2. Fill in the provided fields and click sign-up
3. You will then be directed to your personal Facebook page. There you may choose to post a profile picture, profile info about yourself, and add friends.
4. Once the page has been set up go to <http://www.facebook.com/home.php?#!/pages/New-England-Car-Wash-Association/154757372370?ref=mf> to become a fan of NECA.
5. From there you can browse the page, start or participate in a discussion, and if you're a supplier go to the notes section and post about new products.

Don't hesitate to call the NECA office if you need assistance in setting up.

OPPORTUNITIES

Supplier Spotlight

All supplier member companies are invited to post profiles on the NECA Facebook page. Contact the NECA office about how to increase your visibility using Facebook.

Take Control of Your Future

We can't do anything about the weather but we can influence aspects of the business environment.

NECA has a Legislative Intern who regularly monitors on-line regulatory and legislative activities. We also have member volunteers keeping their ears to the ground and eyes to the local press in their home states.

If you are based in NH or RI, we've opportunities for you to become our State representative, the person who pays attention locally and alerts NECA about emerging and developing issues. If you're interested, call Billy Stapleton, Choice Car Wash in Southborough, at 508-641-7614.