

Dec2011

# CARWASHMAGAZINE

The first professional carwash and detailing magazine in Australia

[www.carwashmagazine.com.au](http://www.carwashmagazine.com.au)



**Dec 2011**

**Edition 11**

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CARWASHMAGAZINE

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## **An introductory to CARWASHMAGAZINE:**

CARWASHMAGAZINE is the first and only professional carwash and detailing magazine in Australia. We are carwash people and we know the needs, challenges, and strengths of the industry. Our aim is to help Carwashes and detailers enhance their business and survive the current economic situation, which is eating into their profit margin every day.

Our aim is to create a community where members are free to air their views and grievances. Moreover, we also wish to educate the public about carwash and detailing, desirable maintenance requirements, and expected outcomes. We also aim to inform the public about the financial and environmental advantages of commercial carwashes. Our belief is that the importance of the carwash and detailing industry needs to be emphasized, and presented as an aftermarket industry. In this way we are pleased to collaborate with other companies and organizations active in this field.

We would like to keep car wash owners, operators and detailers up to date about what's going on in the industry by enhancing operator knowledge through training, as well as showing them the latest technologies and treatment options available.

Our extensive and comprehensive databases of Carwashes, Detailers, and suppliers, are available to the public at no charge. Please ensure that your business details are registered with us, and let us know of any changes, so that we can help you and your business.

We are at the threshold of an exciting new venture, and would like to invite all of you to help us to accomplish our mission for our mutual benefit.

Here are some of the great features of our website:

- Clients can locate Carwashes, Detailers and best deals in their area.
- Carwashes and Detailers can list their business in our database.
- Members also have access to their very own personal web page that can be used as their own website. All relevant information, including trading hours, prices, special deals and offers can be mentioned on this page.

- You can advertise your special deals and offers in the hot offer area.
- Your customers will be able to receive all the latest information simply by scanning your QR code on a mobile device.

In addition, members are able to:

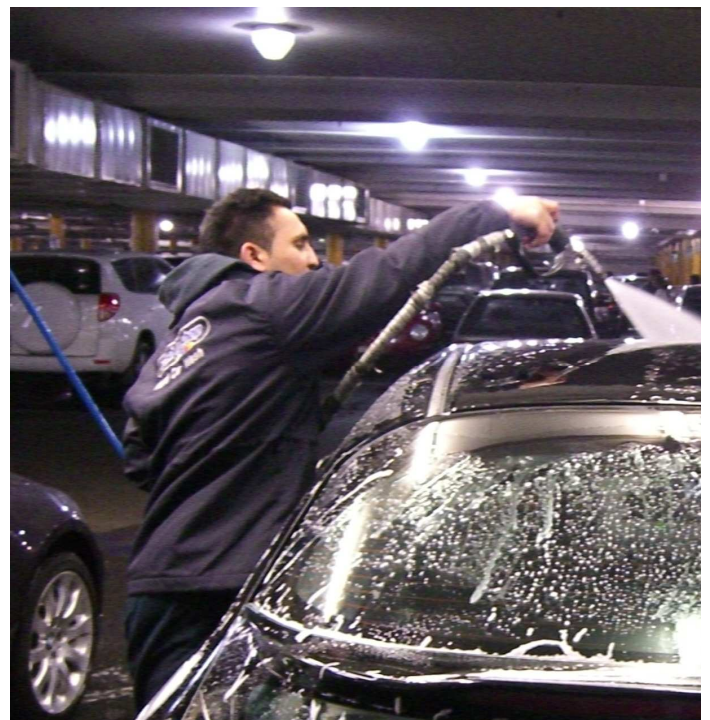
- Locate required trade, equipment and cleaning products.
- Buy and sell goods in the Classified Ads section.
- Share their experiences with others through the member blog.
- Recruit new staff in the careers section.

We welcome your ideas and suggestions, technical notes, articles, professional tips and feedback in the magazine. Any contributions will be published under your own name including your business details.

Subscribe now to keep connected and take advantage of our subscription benefits as mentioned above.

Please forward your ideas and enquiries to:

[r.mohebian@carwashmagazine.com.au](mailto:r.mohebian@carwashmagazine.com.au)

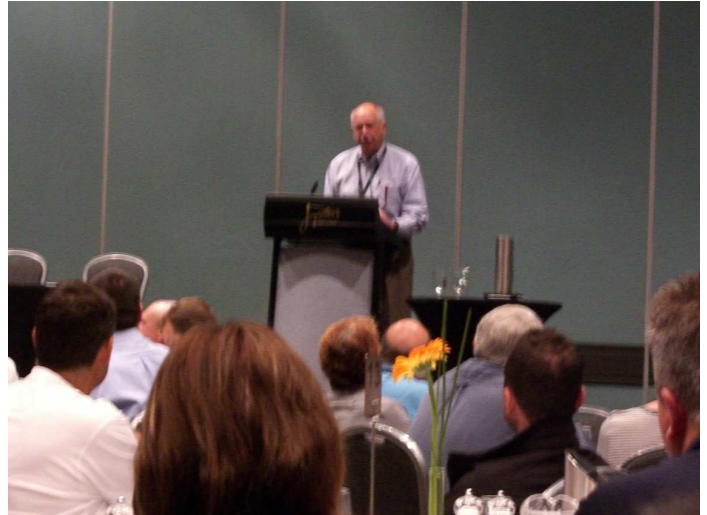


## Carwash EXPO 2011

Thanks to the Australian Carwash Association, the 2011 Carwash Expo finished on the 17th of Oct after three busy days. The whole event was a big success and the number of exhibitors and participants exceeded all expectations. . According to ACWA, there were more than forty suppliers and nearly four hundred attendees who gathered to see the latest technologies and to build their professional networks. Exhibitors and associated Suppliers participating in the Expo included:

30 XY Group Pty Ltd	Go Wash Australia
Albany Door Systems	Hydromat Services
All Care Vehicle Wash Solutions	International Carwash Association
Auto Klene Solutions	ICS
Autowash Pty Ltd	Kooler Ice
Bag of Ice	Mr Magic Automation
Blendco Systems	P C & D
BOX Corporation Pty Ltd	PDQ Laserwash
Car Groomers Australia Pty Ltd	Paytech Solutions
Carwash Builders	Peerless Products
Carwash Solution	Pollard Insurance Brokers
Carwash Spares & Repairs	Prowash Australia
Carwash Technical Services International	Rice Graphic Images
Carwash World	RJ Sinclair Designs
Castel Chemicals	Shiners Carwash Systems
Daerg Chemical	T.E.A.M Wash
Dowdens Pumping & Water Treatment	Tru Blu Dog Wash
Ecolab Pty Ltd	Ventrader
Enersense	Warren Saunders insurance Brokers
ESSA	Washcard Systems
GinSan Industries Vacuum Systems	Washworkz
Good Sight Company	Washtech Australia

It was great to see industry members spend some time together to see the latest technologies and share experience and knowledge. It was also good to see some well-known international brands being presented by Australian companies and local suppliers.



This year there were a few attendees and speakers from overseas which added an international component to the Expo. Apart from all the technological displays and informative exhibits, my greatest experience as an attendee was hearing about 3D from Mr. Mike Mountz (the founder of Grace for Vets). He said you cannot reach your goals unless you go through 3D, which is: Dream it, Develop it and Deliver it. I believe we all have ambitions that we have dreamed or even developed, but we haven't yet dared to deliver. I was impressed and I'm sure that many other audience members were impressed too.



## Lifting of water restriction

During the last decade we have seen an increasing number of Carwashes everywhere, especially in Victoria. This growth was due to a number of factors, the most important one being water restriction. People were not allowed to wash their cars in their driveways, nor use drinking water.

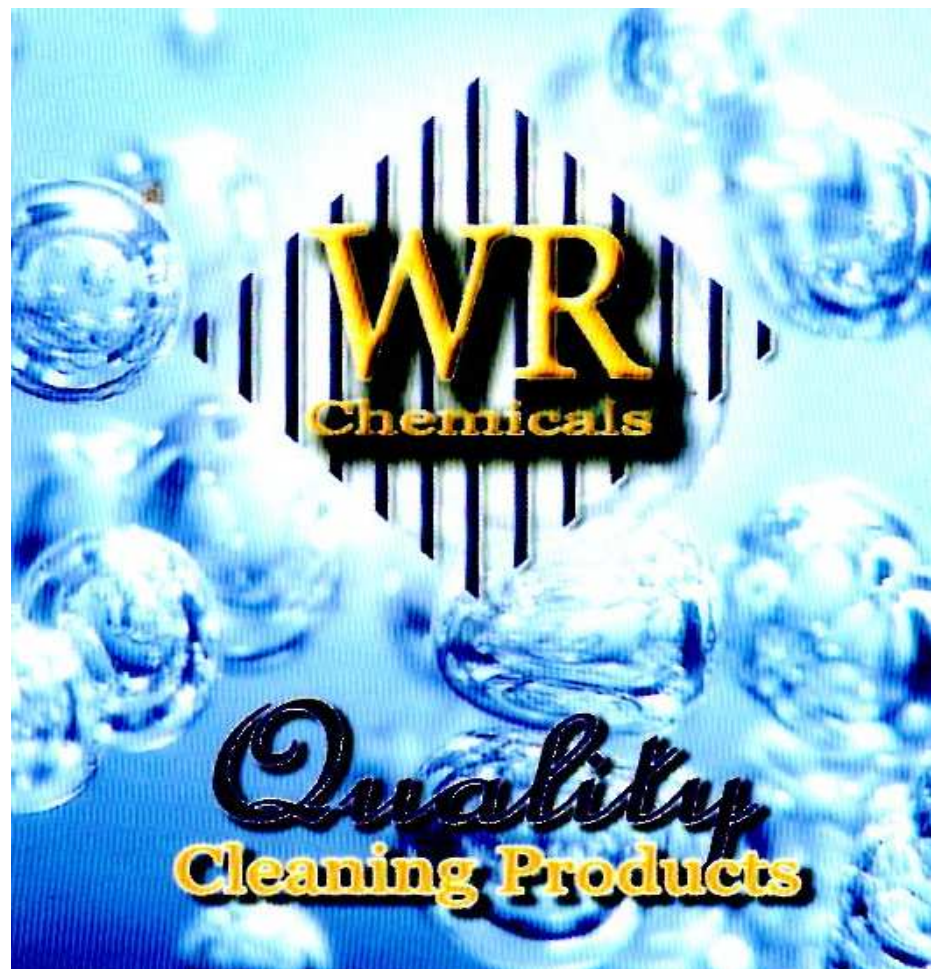
This tough situation forced Aussies to go to commercial carwashes. As the drought became more serious the number of carwashes increased. This trend continued until last year, when drought changed to rain. Last year and this year have been the wettest years of the decade.

Last week the Labor government announced that there would be no water restrictions in Victoria any more. This means that you can use tap water to irrigate plants and wash your car in the driveway. Regardless of all other possible consequences of the government's decision, it is not good news for carwash owners. Some carwashes may already be feeling the consequences and some may feel them later.

The lifting of water restrictions coincides with the global financial crisis. Both of these events are putting the squeeze on the carwash industry. It seems the golden age of the carwash is gone. There is no longer a huge profit margin to cover all financial losses or mismanagements any more. We need to tighten our belts and act more carefully.

Now, more than ever, we need to focus on resource

management and marketing, in order to protect our industry.



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Supplier  Carwash operator  Detailer  other

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## Feature Supplier:

### Nubian drives water sustainability with Vehicle Wash Solution

*Nubian's Vehicle Wash Solution encourages sustainable water practice and helps the vehicle industry cut costs associated with water*

**Sydney, 5 December 2011:** Nubian has launched a Vehicle Wash Solution to assist the Australian vehicle industry with sustainable practices to protect water resources and reduce costs associated with water use.

The Vehicle Wash Solution uses Nubian's acclaimed and innovative greywater treatment system which recycles more than 80% of water used. The flexible, self contained system can be installed on site and removes the need for continuous water resource and related water permits which can be expensive for business.

Nubian installed their Vehicle Wash Solution system for vehicle hire firm Hertz in Albury, NSW and saved the company \$25,000. Hertz Albury needed to source an alternative wash solution after discovering a license to connect to the local sewerage system would cost \$33,000.

**Tony Teggin, Owner of Hertz Albury, NSW** comments; "The system saved us money and our monthly water bills are significantly lower. It allows Hertz to wash cars on site and because we are not using a continuous water supply we don't worry about the effects of drought. We are also proud to have minimised our environmental impact."

**Barry Porter, CEO of Nubian** comments; "Traditional hose methods can use up to 180 litres per car wash so it is vital vehicle firms look at alternative eco friendly methods. Nubian's Vehicle Wash Solution is just one of the ways we have committed to working with businesses in Australia to encourage sustainable water practices. With the many regulations and high costs associated with licenses and council permits our solution can also help a business significantly reduce the costs associated with using water and in turn encourage sustainability."

### Benefits of Nubian's Vehicle Wash Solution:

- ✓ Reduces cost of operational licensing
- ✓ Reduces monthly water bills
- ✓ Installed on site saving valuable time and resource
- ✓ Minimises environmental impact

Nubian's Vehicle Wash Solution can be used at any commercial site where a vehicle needs to be washed. The quality of the water is not affected in any way and will produce the best car wash every time whilst at the same time protecting our country's precious water resources.

**Tony Teggin** concludes; "The main benefit is having a system installed on site saving my staff time and valuable effort. From an environmental point of view the system is brilliant."



## Feature Product:

### Nu Finish scrubs up brilliantly in car polish test

The prestigious USA consumer report website, [www.consumerreports.org](http://www.consumerreports.org), has completed a comprehensive set of tests on a wide range of automotive polishes. A total of 19 brands of polishes and waxes were tested for gloss, durability and how they affected both old and new paint finishes.

Nu Finish rated top of the charts for both liquid and paste polishes. Both Nu Finish products topped the all important best buy recommendation, while the Nu Finish car polish paste topped the overall list.

Each segment of the test was rated separately with Nu Finish liquid polish and paste scoring highly for gloss improvement, durability, ease of application and removal, cleaning, scratching/hazing and cost.

In the durability section, Nu Finish liquid polish scored the highest of all liquid polishes while paste was rated as excellent, the highest rating in that category.

The report also includes a rating of 'cost per ounce' as a method of comparing the actual price of the products. This is important as it removes the bottle cost of each product which is influenced by the volume of its contents. It showed that Nu Finish is very cost effective and both Nu Finish products were recommended as providing performance and value.

"An independent test of this nature further substantiates the value of using the Nu Finish range of products". Report says Gareth Walker, Sales Manager for Trico Products.





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## **Question of the season:**

**What is your prediction for the future of the Carwash business considering Government's decision lifting water restriction in Victoria? Will it affect the Carwash Business? What's your strategy for 2012?**

Please email your answers to: [admin@carwashmagazine.com.au](mailto:admin@carwashmagazine.com.au)

Answers will be published in next edition under your own name.

# Classifieds

## Items for Sale:

- **Pressure Washer (Karcher K6.85)**
- An unwanted Pressure washer for sale.
- Karcher K 6.85 ready to connect to boom or use its own hose and gun.
- \$300 ONO please call 0422711579 Saeed



Your own vehicle or live locally.

Uniform and training will be provided for the successful applicants. Call Reza on 0403256976

## Business for Sale:

Hand Carwash and Cafe in Brunswick. Next to Main Street. Very good exposure. Large area that can be used for other purposes too.

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## Careers:

### Carwash attendant Brunswick area

Carwash attendant required, previous carwash experience will be highly regarded while it is not necessary.

Uniform will be provided.

For more information call Saeed 0422711579

### Weekend Car washer Ringwood Area

We need 2 part time carwashers (carwash attendant) with prospect of becoming full time for Saturdays and Sundays.

No previous experience required but applicants must be physically fit and healthy. It is better to have



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