



www.canadiancarwash.ca

# CANADIAN CARWASH ASSOCIATION



MARCH 2013

President  
**Scott Murray**  
EZEE CLEAN

Vice-President -  
Carwash Owners/Operators  
**Dianne Parker**

RIMS AND ROVERS AUTO AND PET WASH

Vice-President - Oil Companies  
**Mike Dietrich**  
PIONEER PETROLEUM

Vice-President - Secretary/Treasurer  
**TBA**

Vice-President -  
Manufacturers/Distributors/Suppliers  
**Nancy Schmutz**  
ODESSA DEVELOPMENTS

Past President  
**Richard McKinnon**  
MIAMI CAR CARE CENTRE INC.

Executive Director  
**Jorge de Mendonça**  
Operations Manager  
**Karen Dalton**

## Directors

Brad Baldwin – ZEP® - SUPERIOR SOLUTIONS  
Nathan Ewing – TRANSCHEM INC.  
Brad Goetz – MONDO PRODUCTS CO. LTD.  
Jennifer Lai – SUNCOR ENERGY  
Matthew McCulloch - MARK VII EQUIPMENT INC.  
Bob Walsh – FERNROB PCS INC.

## NATIONAL OFFICE

Canadian Carwash Association  
4195 Dundas Street West, Suite 346  
Toronto, ON M8X 1Y4  
Tel: 416.239.0339 Fax: 416.239.1076  
office@canadiancarwash.ca  
www.canadiancarwash.ca

## INDUSTRY FORUM

# CARWACS TORONTO 2013 SEMINARS

Following on the success of the October 2012 CARWACS show in Calgary, the Canadian Carwash Association (CCA) is mounting a repeat of the sessions which attracted record setting crowds. The focus of this year's seminars is to provide a true educational experience for participants.

The March 4th to 5th event will be at a new venue for the first time in a decade. It is being staged in Hall 2 of the International Centre at 6900 Airport Road, Mississauga, Ontario. The new venue will provide extra exhibit and seminar space.

CCA members may attend the show free of charge. A promotion code and link to the CARWACS registration page is available on the events page of the CCA website after logging in.

In addition to the CCA seminars, the organizer and CCA partner, Fulcrum Events Inc. is sponsoring an opening session featuring David Chilton, author of *The Wealthy Barber* and a dragon on CBC's popular television show *Dragon's Den*.

Chilton had spoken at the Calgary show and was so well received that he has been signed to appear in Toronto as well.

### **The CCA set of seminars at the show will be:**

- March 4 (10:00 A.M. - 12:15 P.M.)  
*Advancing your carwash business*
- (12:15 P.M. - 1:45 P.M.)  
*Getting started in professional carwashing - Luncheon*
- March 5 (10:00 A.M. - 11:15 A.M.)  
*Marketing your environmentally friendly carwash*
- (11:30 A.M. - 12:15 P.M.)  
*Chemistry Explained*

For more up-to-date information, including the names of speakers, please visit the CCA website events page.

## NEWSPAPER ARTICLE UPSETS CARWASH OPERATORS

An article published on Friday, January 11, 2013 in the *National Post* carried comments from what the headline called "experts" implying that carwashes which used reclaimed water were damaging cars. Furious carwash operators contacted the Canadian Carwash Association (CCA) national office to express their dismay and outrage over the contents of the article.

The CCA's executive director, Jorge de Mendonça, responded in a strongly worded letter back to the article's author and editors at the *National Post* that said in part, "The CCA represents more than a thousand carwash locations across the country, including detailing, self-serve and automatic carwashes. Each sector serves particular market niches based on consumer demands and preferences. To say one type is better over another type is without foundation and obscures the reality of the

market. To get the facts wrong and say that any one part of the industry is harmful to the product it is servicing is irresponsible."

More importantly, the response letter made it clear that the so-called "expert" was completely wrong in his assertion of the sand blasting effects of automatic carwashes using reclaimed water. The fact of the matter is that water reclaim equipment used in modern carwashes today can filter water down to well within acceptable levels so that there are no particles remaining which could damage paint. Many reclaim systems can bring the water quality back to its original levels of purity.

As a closing statement, the letter to the editor from CCA stated, "I hope your readers understand that the comments from the 'experts' you quoted in the article are in reality just opinions from

*continues...*



## RECLAIM TOOLKIT RESEARCH STARTED



The Canadian Carwash Association Toolkit committee is mid-way through the research phase of the next in a series of documents on reclaim. While known as water recycling within by most customers, reclaim is an important issue that carwash operators should familiarize themselves with.

Topics to be covered in the *Carwash Toolkit™: Water Reclaim* document are planned to include:

- The different levels of and systems for reclaim.
- Why weep water reclaim is a no-brainer.
- Infrastructure requirements for reclaim.
- Cost of reclaim equipment and installation.
- New site versus existing site considerations.
- Reclaim return on investment (ROI) calculations.
- Marketing advantages of operators who reclaim versus competitors who do not.
- Reclaim best practices.
- The reclaim decision; is it right for your carwash operation?

While some in the industry might want to portray reclaim as a negative, as an industry the CCA is encouraging professional carwashes to reclaim water. Water is a precious resource and all industrial and commercial users should be good stewards of it. The importance of reclaim is why the CCA decided to make this topic the second document for members in the Toolkit series. Further, members should be aware that it is only a matter of time before the carwash industry faces regulatory pressures to reclaim.

For more information and an up-to-date index, visit the Toolkit page on the CCA website.

## THINKING ABOUT BECOMING A CARWASH OPERATOR?

The Canadian Carwash Association (CCA) released its *Carwash Toolkit™: Getting Started* during the summer of 2012. An electronic version of the 30-some page document can be downloaded by members who sign into the CCA's website.

Realizing that, however, people who would want access to the document are in fact those who are not currently members, the CCA does allow non-carwash owners to join for up to one year providing that they are seriously working towards opening a facility in the next 12 to 24 months. Cost of membership is \$225 per year for operators and \$275 for suppliers and companies affiliated to the industry.

If you are a person considering opening or purchasing a carwash, approach one of our current members to ask to be sponsored and receive \$100 off of the first year's membership fee as part of the member referral program. Not only will you have access to the *Getting Started* document, and the soon to be published *Carwash Toolkit™: Water*

*Reclaim* document, you will also have access to member only content on the CCA website.

If you are looking for other resources as part of your research into being a carwash owner, here are some additional helpful ideas:

- Visit the suppliers page of the CCA website for contacts.
- Submit a request to the CCA office at [office@canadiancarwash.ca](mailto:office@canadiancarwash.ca) to be posted on the supplier only bulletin board for follow-up help to you directly.
- Consult past CCA newsletters on the website for industry numbers.
- Visit the links page of the CCA website for other resources.
- And, most importantly, plan to visit the CARWACS show in Toronto on March 4th or 5th, or the CARWACS show in Calgary in October. Note that members attend for free.

## WASH VOLUME REPORT EXPANDED

The Canadian Carwash Association (CCA), in consultation with members and our partner research firm, Kent Marketing Services Ltd., has expanded the quarterly Wash Volume Report (WVR) to include breakdowns by wash types, such as:

- Rollover Sites – touch and touchless
- Tunnel Sites – touch and touchless
- Self-Serve (also referred to as Coin Ops)
- Combination sites

This information will allow operators of a specific type of carwash to better gauge their business.

As of the winter of 2012, the CCA stopped publishing national carwash WVR numbers in its newsletter; instead turning that responsibility over to *Octane* magazine, which in January 2013 started to

be published as a part of *YCM* magazine. The new content from the WVR will not, however, be made available to non-members.

As part of the change, the CCA will start publishing the new WVR national numbers by carwash type in a member only access part of its website. *Octane* will continue to publish national numbers from the WVR on average wash cycles per site, revenue per cycle and average revenue per site.

Note that, as always, regional numbers from the WVR are only available to survey participants. Members of the CCA may participate in the survey at no extra cost once a non-disclosure agreement is signed. There are approximately 1,000 sites that participate in the national WVR. For more details, visit [www.canadiancarwash.ca](http://www.canadiancarwash.ca).

## NEWSPAPER ARTICLE UPSETS CARWASH OPERATORS, *continued*

people promoting their own segment of the carwashing industry – and certainly not facts.”

The irony of this article was that it made water reclaim sound like a bad thing at the very same time the CCA is promoting it as part of ongoing efforts by the industry to be the environmentally friendly alternative for washing cars.

The National Post published a version of the CCA's executive director's letter on Wednesday, January 16, 2013. Visit the CCA website to read the published response and for a link to the original offending article. Members who log in to the website can, as well, read the full original letter submitted by the CCA's executive director.