

# Service Station Car Wash

Your new profit centre

The world of WashTec.





## Evolution of the service station.

### **The Aussie servo is changing.**

Nothing assisted the growth of service stations more than the addition of the convenience store. Selling more than just petrol has allowed service stations to flourish and changed the way Australians shop at the bowsers. The servo is now undergoing a profit transformation by satisfying the increasing demand for professional, eco-friendly car wash services. As a low cost, high turnover industry, and with more and more people choosing to wash their cars away from home, there's never been a better time than now to grab a piece of the pie. WashTec has special expertise in helping service stations establish a lucrative car washes and over the past 15 years we have installed profitable systems for Coles Express, Caltex, BP and countless independent service stations Australia wide.

### **Join the new generation.**

New markets emerge once in a generation. Join the new breed of service station owners profiting from the high margin car wash boom. Our consultants will assess your site and advise on what operation works best for you. Discover the cost and what profits you can expect and learn how car wash sales will generate significant new income for your servo and attract new customers.

Call sales support: (02) 8394 5029

Email our team: [sales@washtec.com.au](mailto:sales@washtec.com.au)

# Your customers & the car wash.

## Customer break-down.

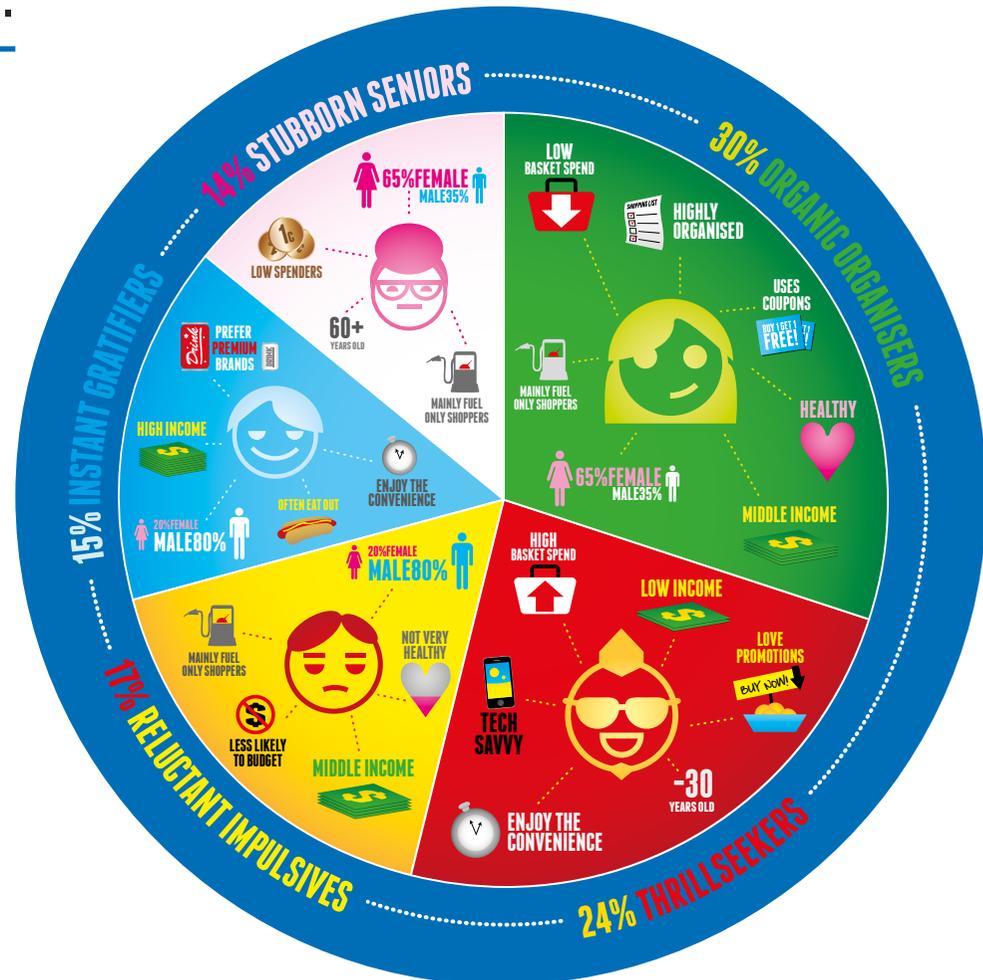
According to Him! Research & Consulting's study into the segmentation, attitudes and buying habits of 2000 Australian shoppers, they found that convenience store customers fall into one of five major categories:

- Organic Organizers - 30%
- Thrill Seekers - 24%
- Reluctant Impulsives - 17%
- Instant Gratifiers - 15%
- Stubborn Seniors - 14%

## The car wash customer.

WashTec's research over the years, has found that automatic car wash users tend to be impulse purchasers, though well marked sites tend to have plenty of planned purchases of car wash. There are slightly more female than males and the age group varies between 30-59 years. Automatic car wash users are usually middle income earners but will always place quality of wash above price. Though cost can play a major part in creating initial trial, convenience is usually a more important factor.

\*Him! Research & Consulting study into the segmentation, attitudes and buying habits of 2000 Australian shoppers. Courtesy of Convenience And Impulse Retailing.





**“Car wash means WashTec  
all over the world.”**

---

## About WashTec Australia.

---

As an international public company, WashTec has been active in the wash industry for over 100 years and has branches, subsidiaries and distributors spanning the globe bringing experience, quality and value for money to more than 70 countries.

Thanks to the global buying power of the WashTec Group, WashTec Australia has the opportunity to deliver true value for money and competitive, quality products to our Australian customers; not to mention that car wash investors have the ability to deal directly with the manufacturer!

As the manufacturer of the world's leading vehicle cleaning equipment, WashTec Australia is established as

a dynamic and innovative provider of vehicle cleaning solutions to the industry throughout Australia. With fully qualified field engineers and service centres across Australia, WashTec has become a top choice for leading networks and independent investors ranging from Major Oil Companies, Fleet Operators through to Motor Vehicle Dealerships, Independent Service Station Operators and Private Investors.

We at WashTec Australia look forward to providing you with the industry's leading products, service and solutions to successfully grow your business.

Regards  
The WashTec Team

**“A successful team,  
beats with one heart.”**

**You'll always be looked after.**

**You're not just buying a car wash machine, you're buying a support network.**

We're committed to more than just selling equipment. We're committed to making your business succeed. You'll have access to the best technical, marketing and training support programs throughout the life of your equipment. The only car wash company that is as committed to your investment as you are!



**Business planning**

Our programs make it simple for you to establish a beneficial business without surprises.



**Equipment range**

You'll find what you need with our state-of-the-art equipment to suit every budget & requirement.



**Project management**

Benefit from the guidance of our experienced developers in the planning and design of your site.



**Marketing services**

You'll save thousands on design costs with direct access to our in-house marketing professionals.



**Service and support**

Receive rapid support through our fixed service pricing. A true partnership available 7 days-a-week.

# Planning for success.

**WashTec know what it takes to establish a lucrative car wash.** More than 600 investors have protected their investment with the guidance and advice of WashTec's experienced development and project managers. Helping you make a informed decisions and monitor your progress to ensure a successful, trouble free outcome.

## STEP ONE



### Plan

Find out what revenue you can expect from your site in the first 12 months, what your operating costs will be and what profit margins await you. WashTec will establish the return on your investment with our detailed financial report.

## STEP TWO



### Assess

Take full advantage of our comprehensive Site Analysis Report evaluating the suitability of your site. You'll identify the best way to expand visibility, maximise exposure, capitalise wash capacity and exploit all access points for best use.

## STEP THREE



### Discover

Get the most out of your local community. You'll find out how many cars they own, what they earn, how old they are and more, so you can provide the services that are in demand. Remove the guesswork with our easy-to-read demographic report and thrive.

# Planning for success.

**WashTec know what it takes to establish a lucrative car wash.** More than 600 investors have protected their investment with the guidance and advice of WashTec's experienced development and project managers. Helping you make a informed decisions and monitor your progress to ensure a successful, trouble free outcome.

## STEP ONE



### Plan

Find out what revenue you can expect from your site in the first 12 months, what your operating costs will be and what profit margins await you. WashTec will establish the return on your investment with our detailed financial report.

## STEP TWO



### Assess

Take full advantage of our comprehensive Site Analysis Report evaluating the suitability of your site. You'll identify the best way to expand visibility, maximise exposure, capitalise wash capacity and exploit all access points for best use.

## STEP THREE



### Discover

Get the most out of your local community. You'll find out how many cars they own, what they earn, how old they are and more, so you can provide the services that are in demand. Remove the guesswork with our easy-to-read demographic report and thrive.

# Planning for success.

**WashTec know what it takes to establish a lucrative car wash.** More than 600 investors have protected their investment with the guidance and advice of WashTec's experienced development and project managers. Helping you make a informed decisions and monitor your progress to ensure a successful, trouble free outcome.

## STEP ONE



### Plan

Find out what revenue you can expect from your site in the first 12 months, what your operating costs will be and what profit margins await you. WashTec will establish the return on your investment with our detailed financial report.

## STEP TWO



### Assess

Take full advantage of our comprehensive Site Analysis Report evaluating the suitability of your site. You'll identify the best way to expand visibility, maximise exposure, capitalise wash capacity and exploit all access points for best use.

## STEP THREE



### Discover

Get the most out of your local community. You'll find out how many cars they own, what they earn, how old they are and more, so you can provide the services that are in demand. Remove the guesswork with our easy-to-read demographic report and thrive.

# Planning for success.

**WashTec know what it takes to establish a lucrative car wash.** More than 600 investors have protected their investment with the guidance and advice of WashTec's experienced development and project managers. Helping you make a informed decisions and monitor your progress to ensure a successful, trouble free outcome.

## STEP FOUR



### Optimise

An enjoyable car wash experience will keep customers coming back. Let WashTec help optimise the traffic flow and accessibility of your site to boost profitability. From concept design to engineering plans, we'll show you how to avoid congestion and increase output.

## STEP FIVE



### Approval

WashTec Australia have considerable expertise in communicating with councils and gaining the necessary approvals required to establish your new car wash facility on time and on budget.

## STEP SIX



### Manage

Only WashTec provides Total Project Management services that assist & manage your entire project from inception to completion leaving you free to manage your existing business. No other vehicle wash company offers such a comprehensive service.

# Planning for success.

**WashTec know what it takes to establish a lucrative car wash.** More than 600 investors have protected their investment with the guidance and advice of WashTec's experienced development and project managers. Helping you make a informed decisions and monitor your progress to ensure a successful, trouble free outcome.

## STEP FOUR



### Optimise

An enjoyable car wash experience will keep customers coming back. Let WashTec help optimise the traffic flow and accessibility of your site to boost profitability. From concept design to engineering plans, we'll show you how to avoid congestion and increase output.

## STEP FIVE



### Approval

WashTec Australia have considerable expertise in communicating with councils and gaining the necessary approvals required to establish your new car wash facility on time and on budget.

## STEP SIX



### Manage

Only WashTec provides Total Project Management services that assist & manage your entire project from inception to completion leaving you free to manage your existing business. No other vehicle wash company offers such a comprehensive service.

# Planning for success.

**WashTec know what it takes to establish a lucrative car wash.** More than 600 investors have protected their investment with the guidance and advice of WashTec's experienced development and project managers. Helping you make a informed decisions and monitor your progress to ensure a successful, trouble free outcome.

## STEP FOUR



### Optimise

An enjoyable car wash experience will keep customers coming back. Let WashTec help optimise the traffic flow and accessibility of your site to boost profitability. From concept design to engineering plans, we'll show you how to avoid congestion and increase output.

## STEP FIVE



### Approval

WashTec Australia have considerable expertise in communicating with councils and gaining the necessary approvals required to establish your new car wash facility on time and on budget.

## STEP SIX



### Manage

Only WashTec provides Total Project Management services that assist & manage your entire project from inception to completion leaving you free to manage your existing business. No other vehicle wash company offers such a comprehensive service.



## EasyWash: Advantages for you and your customers.

- Minimal investment and low operating costs for a profitable wash solution
- Ideal for service washes and low throughput
- Optimum use of space thanks to a very compact design

[CLICK HERE FOR THE PDF BROCHURE](#)



[CLICK HERE FOR THE PDF BROCHURE](#)

## SoftCare Pro Classic Range: Advantages for you and your customers.

### SoftCare Pro Classic:

- Easily adaptable to different market requirements and customer demands
- Perfect washing and drying results for satisfied customers
- Functions and processes that are perfectly matched for fast washing and high turnover
- Attractive look thanks to a variety of designs and displays



### SoftCare Pro Classic Race

Peak washing times for low throughput



### SoftCare Pro Classic Takt

Wash two vehicles at once with separate wash and dry gantry.



### SoftCare Juno Classic

Incredibly fast washes thanks to an intelligent dual-gantry concept.



[CLICK HERE FOR THE PDF BROCHURE](#)

## SoftCare<sup>2</sup> Pro Range: Advantages for you and your customers.

### SoftCare<sup>2</sup> Pro:

- High potential turnover, because special functions justify higher prices
- Satisfied customers, thanks to first-class results and consideration of special requests
- Flexible wash program setup: with lots of available options and variable wash program configurations, you can create tailored processes for any requirement



### SoftCare Pro<sup>2</sup> Touchless

Available as a completely touch-free version or a combination of high pressure and gentle brush wash.



### SoftCare Takt<sup>2</sup>

Wash two vehicles at once with separate wash and dry gantry.



### SoftCare Juno<sup>2</sup>

Extremely fast washes thanks to an intelligent dual-gantry concept.



**“The only friction system  
worth touching.”**

## **SofTecs®** gentle wash material.

A revolutionary wash material developed in Germany, and used by the worlds leading vehicle dealers and manufacturers. Created from a special non-porous material, It's guaranteed to be the safest way to wash vehicles. Even safer than hand washing!



**Washing with SofTecs is not only safe, but will actually enhance the shine!**

SofTecs material is not only the safest way to wash a vehicle, but it will actually enhance the gloss and shine, due to its soft fibre characteristics and buffing motion. Made from a soft chamois like, non-porous material, it can't retain any type of dirt particles, guaranteeing a safe wash. Often copied, never duplicated!



**ISO9001/2008 Certified!**

As an ISO9001/2008 Certified Quality product, SofTecs material is manufactured according to world-wide standards and customer's demand.



## Supplementary equipment: Advantages for you and your customers.

### Turn your site into a profitable business

The best businesses achieve success by offering customers the total package. Generate added value to your site with equipment such as self serve vacuums, vending machines plus environmentally conscience systems to safely treat used wash water.



### Water recycling

Designed and engineered in Australia for local conditions, and ideal for all car wash systems.

[CLICK HERE FOR PDF BROCHURE](#)



### Vacuum systems

High quality stand alone and portable vacuum cleaners for every type of car wash business out there.

[CLICK HERE FOR PDF BROCHURE](#)



### Vending machines

Secure, vandal proof and low maintenance vending machines, guaranteed to generate extra revenue.

[CLICK HERE FOR PDF BROCHURE](#)



## Ecological commitment.

WashTec not only satisfies high product and service quality standards but measures up in terms of environmental protection too. WashTec is committed to the principle of ecological sustainability and aims to use resources as efficiently possible. By developing environmentally-friendly products, WashTec is also actively helping to preserve the world's limited stocks of energy and raw materials.

### Committed to the environment.

- ISO 14001 certified since 2000
- WashTec systems are designed to deliver high results with low use of energy and raw materials
- Water treatment equipment no matter the size
- 30% of the energy used at WashTec's main production site in Augsburg comes from renewable sources
- Most raw materials from WashTec systems can be recycled
- Water treatment systems reduce fresh water consumption by up to 80%
- The increased efficiency of our conveyor dryers has improved energy utilisation by up to 10%



## Service excellence.

No matter where your business is located our vehicle wash service teams are armed with state-of-the-art equipment and a service vehicle stocked with everything to ensure your business keeps running. WashTec Australia's Service Guarantee and "round the clock" care will ensure that your new vehicle wash equipment will provide you with many years of profitable, quality operation.

### Service and Maintenance Hotline 1300 257 378

- 600+ Rollovers installed (40% market share)
- Key to success: Nationwide service coverage
- Member of the Electrical Contractors Association (ECA)
- 23 Directly employed service engineers
  - New South Wales: 5
  - Queensland: 3
  - Victoria: 5
  - South Australia: 4
  - Western Australia: 4
  - Australian Capital Territory: 2



## Stand out from the crowd.

The WashTec Marketing & Design team are fully experienced in branding & identity and will help create marketing concepts that will stand out to ensure business credibility and success. With the creativity and expertise to work with you to develop effective marketing, signage and artwork, to drive customers to your business. Our in-house graphic design team are at your disposal to work directly with you.

### Ideas for optimal success.

- Professional designs from certified graphic designers
- Brand and identity creation tailored to your needs
- Communicate your products and services on offer
- Give customers high expectations of your car wash site
- Targeted to suit your market
- Menu board signs & site signage designed
- Point of sale materials, flyer and brochures
- All artwork supplied as high res files for you to keep
- FREE for all new customers
- WashTec, the only car wash supplier in the market that offers this unique and exciting service



## Everything your site will ever need is here.

Keep your business well stocked ready for business 7 days a week with our massive range of consumables, chemicals and spare parts. Order online or by phone via our national call centre dedicated exclusively to the supply of everything you need from chemicals to fragrances and vending machines.

### **National Consumable Hotline 1300 253 473**

- Available online 24/7 [www.washtecdirect.com.au](http://www.washtecdirect.com.au)
- Spare parts for self serve and automatic machines
- Detailing and hand wash items
- Vacuums, hoses and accessories in all shapes and sizes
- Vending machines and products to boost profits
- Chemicals for automatic, self serve, dog wash and more!
- 5% Discount on all products\* when you buy online
- Australia wide delivery
- Specials on your favourite products, saving you big!
- The industry's biggest brands such as Armor All, Little Trees, Simoniz and more

\*Excludes selected Machine Spare Parts



WashTec Australia Pty Ltd. | P.O. BOX 6038 Alexandria, NSW, 2015

Phone: 02 8394 5000 | Fax: 02 8394 5099 | Toll Free: 1300 253 473

Web: [www.washtec.com.au](http://www.washtec.com.au) | Shop: [www.washtecdirect.com.au](http://www.washtecdirect.com.au) | Email: [info@washtec.com.au](mailto:info@washtec.com.au)

