



The Perfect Lava Sheet

Over the past few years the car wash industry has continued to change dramatically, more competitive than ever, and in most cases driven by a strong membership base. Differentiation has become the key, and an operator must always be asking themselves, “what am I doing different for the customer that will keep them coming back to my wash”?

Beyond Good Value, Clean, Shiny, and Dry cars, another effective method is catering more towards the customer experience... always keeping in mind, “how will I keep the customer coming back”, “how will they remember us”?

An effective method in doing this has been to provide an undeniable first impression while entering the wash. New or remodeled tunnels, as well as In-bay automatics, have found that one of the most effective ways to accomplish this is providing that incredible soap show nicknamed the “Lava or Waterfall” process, leaving an undeniable first impression that lasts!

This process provides incredible value to the customer experience and ensures quality for the wash package they purchased. It doesn’t stop at the consumer inside the car, it’s just as effective or maybe even more, in marketing to the customer that is next!

Picture customers watching the vehicle in front having a light show of bright foam cascading down, fully enveloping the entire vehicle, simply put, “I’ve got to have it”. Impressive enough, that anyone that sees it, wants it, driving customer retention and revenue!

There is of course function, not just show to this process, as the foaming product you are using can help in breaking down the surface tension of the road film, lifting and helping move the soils from the surface, while also providing additional lubrication when introduced to a friction process. Scent is also very common to enhance the customers experience. Whether it’s bubble gum, cherry or lemon can be to your discretion, but certainly the scent is something that should be considered.



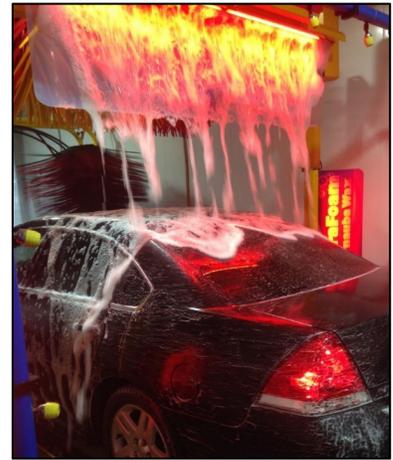
Final considerations should be on how or where to package the Lava Sheet to capitalize on the best “Bang for the Buck”. Consumers pay for value. If you asked the question after the wash cycle, do you think you got what you just paid for, you might be surprised what you hear. Often “No”, or “I don’t know” pops up more so then “Yes, of Course”! A well thought out menu should convey the what, while the process leaves no doubt...!

Lava Application Set Up

The equipment used to apply the product should be given serious consideration. While there are several manufacturers of applicators to choose from, it can be broken down into three types:

1. The **Waterfall Type**, where the product typically spills over into a trough, to form a sheet like appearance.
2. A **Bubble Enhancement Type**, that creates a cascading curtain of bubbly foam.
3. The **Streamer Type**, where the product is presented in a foaming rainfall manner.

A foam generator or fan of some type is required in any of these applicators. The most common configuration to create consistent coverage through the manifold is with the help of three independent foam generators, having separate air flow control valves for calibration. You typically use very little air, but it's very important to be even throughout the application process.



Foaming Protection Product



Using Red LED's to create the consumer

Chemical Delivery System

Like the application equipment there are several options for chemical delivery systems. Regardless of delivery, flow is something to pay close attention to, specifically not having enough. If using an injector system, one port is usually not a best practice for feeding multiple generators. A minimum of two should be used, assigning one to the driver and passenger side and the other as the center feed. Depending on product and specific applicator the injector size may vary, but you will likely be best served using an 0.98 injector for the sides while going 1-2 sizes larger on the center feed. For the feed lines themselves, you should be thinking 1/2" polytube per foam generator from the injector.

Dosing style pumps are also commonly used for the chemical delivery. Key elements to pay attention to if you're using this delivery is water pressure to the pump itself as well as the feed line and connection to the foamer. A 3/4" line from the pump to the foamer is a must, from there we recommend you split the line, and centrally supply the foamer individual 1/2" feeds, sometime up to three individual foamers.

John Pinson
Regional Sales & Business
Development Manager
Midwest Territory
Cleaning Systems, Inc.
920.337.2175 Office
920.680.3342 Direct
Jpinson@lustrabear.com
www.CleaningSystemsInc.com

