

# More than a Car Wash... it's an "Experience!"

## Part 2 of 2

*All the lights and colors are like back in the day when banks gave out suckers to kids. Who didn't enjoy going to the bank with their parents?*

Last month, we covered the basic functions and applications for setting up a tunnel car wash and how to achieve the trifecta of a clean, shiny and dry vehicle in Part 1 of 2 "Basic Set up for a Tunnel Car Wash to Optimize Clean and Customer Experience."

In the last decade some of these offerings have been "must haves" to increase your ticket averages and revenue. Now fast forward to today and the "must haves" are more innovative, offering better protection, tire cleaning and multiple options for "clean", and even an LED light show to create an "experience." But there is more to it than lots of foam and flashing lights. There is a science to it.



Welcome to the **MiraShield® 6 Step Process**, a multi-step process that provides a comprehensive car wash experience where each step is applied with a specific purpose. Choosing the correct product and application not only increases the quality of the wash but creates customer satisfaction and higher revenues.

**Step 1** of the MiraShield® Process is Lava Bath. Lava Bath is a high foaming shampoo or detergent applied through a sheet or rain type high volume applicator at the entrance of the tunnel. This can be either a high pH, low pH, or neutral product. When you add an LED light strip, the effects of the foam give off a flow of lava covering the vehicle.



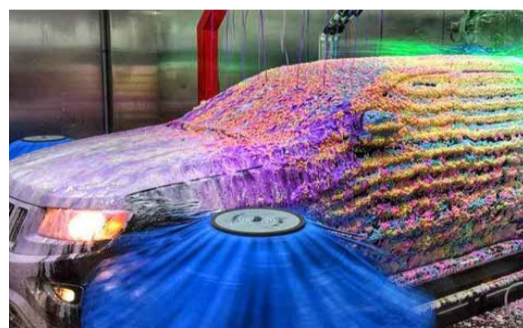
It is important to make sure you don't cut corners on this application, as it does more than apply the "Lava Bath", it also is a great marketing tool for other customers inline or within eyesight of the entrance of the tunnel.

**Step 2** is "Shine Lo". This application typically does not have the same flare as the other steps but is one of the most important.



This is normally applied after the first mitter or top brush, it is a low pH detergent that assists in lowering the pH of the vehicle, while adding a deep shine and assisting with rinsing and drying. Overlooking the importance of this step could greatly affect the outcome of a shinier and drier vehicle.

**Step 3** of the MiraShield® Process is Triple Glo. I will not spend much time describing this as we covered Triple Glo in last month's article. However, it is recommended to have a high-volume rinse after the triple foam that is only activated when the MiraShield® Process was purchased. This allows for better rinsing but also allows your customer to see clearly out the windshield in preparation for the next step.



**Step 4** is Seal, a high foaming sealant that provides additional shine and protection. This can be applied through many different applicators to achieve complete coverage of the vehicle. When an LED light strip is added it creates excitement and customer satisfaction.



**Step 5** is Carnauba Wax or Hot Wax. When applied through a sheet or rain type high volume applicator it provides a waterfall of cascading foam covering the vehicle surface while adding the strongest protection and ultimate shine.

**Step 6** of the "MiraShield® Process" is Shield or Rain Repel. This is typically applied through a low volume K-Nozzle style applicator. This function applies a total surface protectant with iridescent brightener polymers that provide a UV protection and water repellency protection to allow for better visibility in wet driving environments.

Now that we have covered the proper way to set up your tunnel that includes the "MiraShield® Process", you are set with the tools to not only increase your revenue, but the overall customer experience.

Your customers are willing to spend more to get a clean, shiny, and dry vehicle if their experience is enhanced with a memory that they enjoy. All the lights and colors are like back in the day when banks gave out suckers to kids. Who did not enjoy going to the bank with their parents?

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