



MARK VII®

Mark VII Equipment – Marketing Newsletter – October 2011

What is Grace for Vets?



The mission of Grace For Vets, a non-profit organization, is to honor those who have served or are currently serving their country. This international program unites the car wash industry each year on **November 11**. Whether observing Veterans Day, Armistice Day, or Remembrance Day; unite together as a whole, and provide **FREE CAR WASHES** to ALL veterans.

Founded in 1998 by a single car wash operator, the program has grown from a handful of washes participating to 2010's record breaking year with participation:

- From ALL 50 US states
- Spreading internationally with first participating Canadian car wash
- From over 500 wash companies
- From over 1,200 wash locations
- The exceeded the goal of washing over 100,000 vehicles

Who Can Participate?

Any type of wash can participate as long as they are giving free washes:

- Hand Wash
- Self-Serve
- In-Bay Automatic
- Express Tunnel
- Full Service



How to learn more?

Visit online to learn more and register your car wash to participate.

graceforvets.org

Wash Select II now has Shell credit option.



Unitec Electronics, now offers credit processing through the Shell Oil Network with the Wash Select II POS automatic payment system. This interface is available to operators using the Verifone Topaz POS System and Sapphire controller.

According to Unitec, business owners can decrease credit processing costs while extending the payment options available at the car wash. In addition to Shell, Unitec™s interface to the Sapphire controller is available to Operators processing through the First Data/Concord (Buypass) platform.

The Shell interface is the latest addition to a growing number of credit processing options offered through the Wash Select II POS. Unitec also offers processing options for Mobil, Chevron, Sunoco and BP retailers using the Wash Select II and Wayne Nucleus POS system.



For more information, contact your Mark VII sales rep listed below:

Take Advantage of IRS Section 179



IRS Tax Code Section 179 allows a business to deduct the **full purchase price** of financed or leased equipment, for the current tax year. The equipment must be placed into service between 01/01/2011 and 12/31/2011.

Leasing, as an option, allows you to take advantage of Section 179, while keeping cash and assets in-house.

Sample Section 179 Calculation

\$100,000	Cost of Equipment
\$100,000	Section 179 Deduction
\$100,000	Total First Year Deduction
\$ 35,000	Cash Savings on Purchase <i>(assuming a 35% tax bracket)</i>
\$ 65,000	Lowered Equipment Cost after Tax Savings

Please consult your tax advisor to determine the tax savings of acquiring equipment

Choose from 3 Mark VII Automatics



AquaJet XT

- Basic Wash = 30 gallons of water
- Basic Wash Time 2:57
- Chemical usage 5 ounces

TurboJet XT

- Basic Wash = 22 gallons of water
- Basic Wash Time 2:21
- Chemical usage 2.2 ounces

SoftWash XT

- Basic Wash = 17 gallons of water
- Basic Wash Time 2:06
- Chemical usage 5 ounces

Below is a Do-It-Yourself checklist to inspect your doors and heaters. Do this now before the temperatures start to fall.

Not all car wash locations require automatic doors and heaters. However, if you are located in one of those areas with consistently cold weather, then automatic doors and heaters will allow you to remain open when many other washes are forced to close.

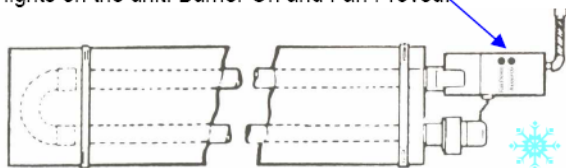
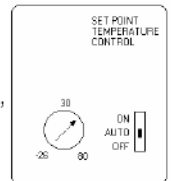
❄️ Get Ready: Winterize Your Car Wash now! Those cold days and nights are coming! ❄️

Winter is just around the corner and with it comes a great potential for car wash business. Weather conditions, road salt, and dirt will have car owners lining up at your locations to clean and protect their vehicles. This winter season, your automatic car wash will become their best friend, if you have taken the necessary steps to winterize your car wash in advance! Automatic doors and heaters allow operators to remain open 365 days a year, generating greater revenues and profits. **If you have automatic doors and heaters, the key to success is planning ahead.** Check your doors and heaters, making sure they are clean and ready for the first sign of cold weather.

Regardless of the type of automatic unit your site has, it is recommended that energy efficient radiant heaters be installed in automatic car wash bays. A company named Radiant Systems explains it this way: "Radiant heaters operate similar to the sun. Just as the sun's radiant energy passes through the space and earth's atmosphere, warming the planet as it absorbs rays, radiant heaters emit radiant heat that is absorbed by the objects it strikes – floors, vehicles, machinery, etc. – raising their temperature. Secondary heating is also provided via the resulting convection currents from air heated through contact with these surfaces or objects."

To benefit car wash operators, we will explain how to check your Radiant Heater to see if it is working properly:

- Inside your equipment room, generally next to the electric panels, you will find the temperature control for your Radiant Heater. The switch should be set in the automatic position with the temperature dial set on 45°. In order to test the system, move the switch to the ON position.
- Next, go to the automatic bay with your Radiant Heater. Look on the Stainless Steel Control Housing and locate the two lights on the unit: Burner On and Fan Proved.



Both lights on the control housing should turn on. The Burner On light should come on first, then the Fan Proved light should turn on. If both lights do not turn on, contact the Mark VII Service Department to schedule a service call.

IMPORTANT REMINDER

After checking your unit, go back to your equipment room and turn the temperature control for your unit back to the automatic position.

To ensure proper heat in your car wash bay throughout the winter season, most companies suggest following the temperature guidelines on this chart when setting your heating unit:

Outside Temp	Set At
28° & up	45°
20° – 28°	55°
Below 20°	65°

Many car washes have air powered automatic doors made with polycarbonate panels. This door system offers complete weather protection and security all in one. Air powered doors have fewer moving parts than electric doors, improving reliability, and it means the doors can still be opened in an emergency when power is lost.

How to check your air powered doors. To insure they are functioning properly do the following:

- Generally, on the back inside left-hand wall of your wash bay, you will find the control boxes for the doors.
 - Alongside these control boxes will be another box with a dial and two settings: manual - automatic
 - The dial should normally be in the AUTOMATIC position. No need to change the setting to test.
 - Push the close button testing the front door and then push the open button testing the front door.
 - Push the close button testing the back door and then push the open button testing the back door.
 - After testing both doors, make certain the dial is set to the AUTOMATIC position.
- If your doors did not close and open properly, contact the Mark VII Service Dept to schedule a service call for your door system.
 - These doors operate in conjunction with your cashier, a temperature probe, temperature gauge, electric eyes, and loops. Since checking some of these functions involve opening panels, we recommend having a certified service technician perform this work.



Winterizing Maintenance Plan (Hourly rates apply)

Our trained service technicians will:

- Check and test air doors
- Check and test electric eyes
- Check and test loop relays
- Check and test temperature probe
- Check and set temps and set point differential
- Check and test radiant heating systems
- Check and test weep system (self-serve bays)
- Check and test boiler for floor heat
- Explain operation to those responsible at wash.

Important Door Operation Tips & Troubleshooting Guidelines

Drain Air Compressor: It is very important to drain your air compressor daily or every other day, especially in the winter. Moisture will build up in the tank and can be drawn into the air lines, settling in the door air cylinders which will cause freezing.

Doors Sluggish or Not Opening? Locate the air cylinder inside bay next to the door. At the bottom of the air cylinder is a small round vent, which allows moisture to escape. Run your finger over this vent to make sure it has not iced up. If it has iced up, this could prevent the air from escaping and prevent your doors from opening.

Check where doors meet the concrete: If this area holds water and the temperature drops low enough, the water may freeze holding the door close

TIP: Check your nighttime bay lighting and road signs. It's getting darker earlier!