
Belanger® Equipment Helps Increase Car Counts 30%, Cut Labor 50% At NJ Wash



Whisper Wheel® and DuraScrubber® always impress

UNION, NJ – When Jack and George Alpert bought what is now Union Car Wash, the purchase brought together two veteran car washers with one long-standing car wash. “The difference is, we’re experienced operators, but the tunnel was just plain worn out,” Jack Alpert jokes. He says the existing equipment was over 35 years old, meaning the wash had established customers ... and lots of potential.

“We brought in Richie Boudakian from Tamerica Car Wash Equipment to have a look,” Alpert remembers. “We had worked with Richie before, and knew he would have some great ideas regarding equipment upgrades at the new site.” Alpert says Boudakian did exactly as expected, recommending key pieces of Belanger equipment that have already begun to deliver a rapid return on investment in the tunnel.

“We started with a DuraTrans XD Conveyor, which we configured for a front-wheel pull set-up,” says Belanger

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distributor Boudakian. “This gives the site the uptime and reliability of the zero-grease point DuraTrans design, while maximizing room in the 65-foot tunnel for cleaning equipment. So we added a DuraScrubber wheel scrubber, full side washers, a Whisper Wheel top wheel and Chameleon arches.”

“We love the open frame, modular design of the DuraTrans that makes routine maintenance a breeze,” Alpert says. “The grease-free design means it just runs and runs, while the unique guiderails and dolly configuration effectively ‘trap’ the tire, keeping the vehicle on track.” He adds “This is especially important in a front-wheel pull tunnel. We haven’t had a single car jump the conveyor since we re-opened.”

According to Alpert, the Whisper Wheel® top wheel delivers a superior customer experience ... in more ways than one. “As the name implies, the Whisper Wheel runs really quiet on the car,” he notes. “And it delivers an outstanding clean on all horizontal surfaces, too.” He goes on “In fact, the Whisper Wheel and full-side washers deliver the perfect combination of cleaning power. Folks really notice the difference.”

Alpert says that while the top and side wheels definitely set the wash apart, the DuraScrubber® wheel scrubber ‘seals the deal’ in separating it from competitors. “The DuraScrubber ensures that rims get sparkling clean, and its bi-level brush cleans intricate wheel designs while scrubbing deep between spokes,” he remarks. “Everyone knows that a clean car *with* clean wheels is just ten times better.”

As Alpert observes, an automated car wash is only as good as its equipment. “Our DuraTrans keeps the cars moving, and our Belanger wash equipment keeps ’em coming back,” he says. “We’ve virtually eliminated prep for a 50% labor savings, and we’re washing 30% more cars than the previous owner.” He concludes “Our Belanger equipment has helped make this a wash we’re proud to own.”