

Saber® Helps Texas Car Wash Investment Live Up To Its Promise



'Me too' wash had cleaning and downtime issues



Saber® delivering 100% uptime and higher profits

McKINNEY, TX – When firefighter Paul Schurr of Kimzey Wash bought the bank-owned car wash, he got a bargain – *and* more than he bargained for. “I never planned to get into car washing, but the opportunity was right,” he remarks. “The site was well-located and had an established clientele.” He adds “What I hadn’t counted on, was the imminent need to replace the existing touchless automatic wash.”

Schurr says he quickly discovered the old treadle activated, single-arm touchless at the site had been installed used by the previous owner – and was unreliable at best. “It was worn out before it was even put in,” he comments. “Someone got their use out of that equipment, but it sure wasn’t us.” He goes on, “Our customers deserved a better car wash, and we knew we must act quickly to provide it.”

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— Paul Schurr, Kimzey Wash

The wash owner went through a second system before choosing his current automatic – a Belanger Saber®. “That ‘interim wash’ left a lot to be desired,” Schurr notes. “We bought it from a ‘catalog company’ and it looked good on paper – but disappointed in person.” He continues “First it wouldn’t clean, then it wouldn’t run. One thing after another broke, until we found ourselves asking, “Gee, *this too?*”

After just 10 months, Schurr replaced that wash with the Saber®. “It’s amazing what a difference the right equipment makes,” he says. “With the Saber, we’ve had zero downtime. Folks no longer wonder ‘if’ the automatic will be open, and we’re not posting apologies on facebook.” He adds “As a full-time firefighter, that’s a huge plus for me. I know I can work a 24-hour shift and not worry about my car wash.”

According to Schurr, the appeal of the Saber® extends well beyond its dependability. “People love the Saber’s lighted arms – they’re a great ‘welcome’ to the site and the touchless bay,” he says. “They’re even more comfortable once they try the easy treadle-free loading.” He goes on, “Then the triple foam puts on a really great show and they’re hooked – we see a lot of repeat business for the Saber.”

As Schurr observes, “The Saber is appealing to customers and attractive to owners.” He comments “After one month with the Saber, our dollar average is up 40 cents and volumes are growing.” Schurr continues, “What’s more, our chemical cost is *half* compared to the wash we replaced – which means profitability is UP – WAY UP!”

Reflecting on two years of owning the site, Schurr says the Saber® is helping him realize the promise of his investment. “It’s not enough to own a great location,” he notes. “You have to invest in great cleaning performance and an even better customer experience.” He concludes “If we ever built or renovated another site, I’d start with the Saber. It’s brought new life to our bay and our business.”