
Vector® 'Perfect Addition' at Maryland Wash; Grows Revenue Over 30%



Vector® a big draw at the 'new' Shepherd's

ANNAPOLIS, MD – After 37 years owning a site with five spray bays, Wayne Shepherd of Shepherd's Car Wash believes in self-service washing. "People who take pride in their cars also take pride in a job well done," he says. At the same time, he notes that more customers today are seeking convenience – so he added credit card acceptors in the spray bays, and a touchless in-bay automatic about 2 ½ years ago.

"Since 1973, Shepherd's Car Wash has been known for offering self-serve customers in Annapolis the wash experience they deserve – with clean, well-maintained, fairly priced wash bays featuring effective equipment and cleaning solutions," Shepherd says. "Today, they also want 'swipe and go' payment ability and the option of a drive-through 'stay in the car' wash – that's why we added our touchless automatic."

Shepherd says he chose a touchless in-bay because it complemented the spray wands his customers were familiar with using. He chose the Belanger Vector® touchless after comparing competing systems – and visiting the ICA Show in Las Vegas. "The show was a real eye opener," he notes. "It seemed like Belanger owned half the floor. Their strength and commitment to the industry was impressive."

Equally important to Shepherd was the strength of his Belanger distributor, and his dedication to Shepherd's business. "I had known Dave Singer for more than 20 years, and had trusted him as a chemical supplier," he notes. "I knew Dave would take care of me with the

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in-bay ... and I was right." He says Singer even attended city meetings, to get the new wash approved.

"I told Wayne the Vector was perfectly suited to his needs," recalls Singer of Belanger distributor Clean Edge Co. "Touchless washing is about applying water and cleaning solutions, in the right way, at the right time." He adds "The Vector is highly efficient in its use of water and solutions – and it gives the operator powerful control over every wash pass." He also says the dual-arm design gives the Vector® an obvious speed advantage, by applying low-pressure cleaning agents to both sides of the car at once.

Shepherd agrees. "My customers intuitively know the Vector will wash the car faster with its dual arms than they can walk around the car with a spray wand," he remarks. "Our Vector has grown our revenues over 30%, attracting new customers and bringing them back more often." He adds "Folks count on its speed and thorough cleaning. We rely on its high uptime and dependable performance."

According to Shepard, the Vector's popularity is reflected in its sales numbers. "Not only have we seen a 30% increase in revenue, but we've gained an equally impressive growth in wash volume," he says. "What's more, folks that choose the Vector are willing to spend more than they would in a spray bay – and most of them buy the top package, priced at \$13."

Shepherd concludes, "True to their word, Belanger and Clean Edge delivered an ultra-reliable wash system, and responsive support to back it up," he says. "Looking back, we couldn't be happier with our choice of manufacturer and distributor." His next move? "We're looking into adding another Belanger touchless," Shepherd says. "Maybe even the new Saber. We already know it will 'pencil out' nicely."