

FOLLOW THE RAINBOW TO THE POT OF GOLD!!

TOUCHFREE • SPOTFREE • AUTOMATIC WASH

1. SUPER WASH \$6.00

- WAXPOLISHING & GLEAM WASH
- HIGH PRESSURE WAX & TIRE CARE
- WAX POLISHING PACKAGE
- BLOW DRY
- 30 FEET WAX
- WAX WAX
- SPOT FREE WASH
- BLOW DRY

2. DELUXE WASH \$5.00

- WAXPOLISHING PACKAGE & TIRE CARE
- WAX POLISHING PACKAGE
- HIGH PRESSURE WASH
- 30 FEET WAX
- WAX WAX
- SPOT FREE WASH
- BLOW DRY

3. REGULAR WASH \$4.00

- WAXPOLISHING PACKAGE & TIRE CARE
- WAX POLISHING PACKAGE
- HIGH PRESSURE WASH
- SPOT FREE WASH
- BLOW DRY

4. QUICK WASH \$3.00

- WAX POLISHING PACKAGE
- HIGH PRESSURE WASH
- SPOT FREE WASH
- BLOW DRY

SOLD BY:

SPECIALTY EQUIPMENT CO. INC.

1-800-328-2747/1-800-607-9274

**YOUR 24 HOUR
SALESMAN!!!**



1-800-328-2747

1415 MENDOTA HEIGHTS ROAD - MENDOTA HEIGHTS, MN 55120

- **ACCEPTS ENTERLINK, E-SYSTEM OR HAMILTON AUTO CASHIER.**
- **CAN BE CUSTOMIZED TO YOUR MENU OF SERVICES AND COLOR SCHEME.**
- **MENU BOARDS ARE PLEXIGLASS AND ARE REAR ILLUMINATED FOR EASY READING, DAY OR NIGHT.**

CREATE A MERCHANDISING PACKAGE TO MEET YOUR NEEDS!!!



The Futura Merchandising Center has the flexibility to accept the Unitec Enterlink, E-System or Hamilton Auto Cashier. The back-lit menu boards advertise your customized services and can easily be changed through a hinged rear access panel. Day or night your customer can make a decision as to which option they want. The menu screen is right where you want it - at eye level at the time they make their final selection and purchase. Integrated with the industries most sophisticated entry systems, a Futura Merchandising Center is like finding the pot of gold at the end of the rainbow.

Imagine having the choice of an automatic car wash system, and design your own decor and image around it. Well now you can! From the outside building, to the gas pump or on a highly visible wall, you can advertise your new service, right down to the button on your attendant or cashier's chest. Here is how:



STEP ONE Captivate your customers attention while at the pump or while a customer is waiting to use your wash with a customized pump topper, wall sign or windmaster sign. It is a great way to get your customer thinking about purchasing a car wash or enticing them into an upgraded service.



In the store or in your vending area you can have a merchandising floor stand which delivers your message in the middle of the best traffic pattern. Positioned on this sign would be a help yourself holder with a car wash menu and fact sheet. This presents your services to the customer, so you can have the opportunity of an upsell once they arrive at the merchandising center to select their wash. The menu is a free carry out menu and fact sheet for the customer to keep which promotes your services and clearly states your prices. This helps alleviate confusion before the customer gets to auto cashier, a common cause of line delay.



At the counter in the store you can have an attractive counter display that once again reinforces your choices or for unattended locations an activation sign at the merchandising center to reinforce your menu. Your attendant or cashier can also wear a lapel button which offers another unspoken message to purchase a car wash.



Merchandising aides can be purchased to dress up your building to advertise your business day or night. These could include rear illuminated awning, pennants, banners, pole signs, and custom illuminated arch signage. A special promotional package is available to give you custom newspaper ads, radio and TV ads. Perfect to get your new business in front of the public.

Your 24 hour salesman!!! The merchandising center can take your selection and even ask for an upscale. By now your customer will have received multiple reinforcement messages. When they pull up to the merchandising center they will see your auto attendant and a rear illuminated menu highlighting your services. It is at this time they can make their choice for the wash cycle that they have already purchased or can upgrade their purchase. Imagine all of this, without your cashier or attendant even opening their mouth. Imaging what results could be received through an incentive program involving your employees.

Each step, each detail can be something of your own design and creation,. You can take ownership in your own project and the tools you choose to market with. All signs, banners, menus, buttons, awnings or arch signage can be designed just the way you want it. All you need to do is just ask us!!!

NOTE: Merchandising Center is sold separately from the Auto Cashier.

For a personal consultation on how we can help you merchandise your car wash call toll free:



1-800-328-2747

In MN. 1-800-328-2747 toll free (local: 1-651-452-7909) Fax: 1-651-452-0681
 In FL. 1-800-607-9274 toll free (local: 1-813-547-9274) Fax: 1-813-547-2213
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