

Finish Line

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**CHOOSING THE
BEST FOAMING
BRUSH, pg 8**

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MCA is a membership organization that promotes the interests of Midwest Carwash Operators through interaction, education and information. The Finish Line is a quarterly newsletter published by the MCA. Opinions expressed by guest writers do not necessarily reflect views of the MCA. Acceptance of advertising does not imply endorsement or approval of the product or service advertised. All articles submitted with be considered for publication and accepted at the approval of the editor and MCA Board. The MCA reserves the right to edit submissions for accuracy, clarity and length.

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FROM THE PRESIDENT



By Joe Chatel, *Ride the Tide Carwash*

Happy Summer,

With a spring that lasted forever and a summer that seemingly took forever getting here finally digging its heels in, I would love to spread a quick word about some of the awesome MCA events approaching. This summer we have our first Detroit Tigers watch party along with our ever so popular golf outing.

First, we will be enjoying the surrounds of Comerica Park and her amenities as we cheer on the Tigers August 9th! Please remember that each member receives **2 free tickets** to participate in this great event so spread the word. The MCA is proud to be able to offer a great event for all and we hope to see a busy group of baseball fan car washers!

September brings us back to one of the examples of perfection golf has to offer in the state of Michigan for our annual MCA Golf Outing. This event has been a high attendance blast for all involved and we cant wait to see everyone on September 17th for this once a year event that never disappoints.

While we all understand the warm months bring along family vacations and much needed time away from our beloved wash sites, we hope that what we offer is a retreat from the day to day grind we can set ourselves into and allow ourselves to enjoy what we all love, and that is the heart and soul of the wash community and its ever growing strong networking community.

I hope everyone is enjoying the offseason and getting in the sunshine! I hop to see everyone soon for some great MCA time away.

All the best,

Joe

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Diamond Shine

Bay Pointe Spring Social Recap



On April 24th we kicked off our 2019 social calendar with a great event at the Boat House at Pay Pointe on beautiful Gun Lake. The weather was perfect as more than 30 members and guests enjoyed good food and spirits and caught up on industry news.



Over 30 members and guests were in attendance



Current board members Sal Wilson, Paul Coffman, and Shashin Kothawala with MCA past presidents John Rudell and Fred Ritter

ICA Announces Car Wash Executive Management Institute

The International Carwash Association, in cooperation with the University of Notre Dame, announced this spring that it will hold a Car Wash Executive Management Institute later this summer, according to a press release.

The institute is designed to enhance leadership and management skills for leaders in the industry through an intense and rigorous curriculum. The program will be taught by Notre Dame MBA professors at their campus in South Bend, Indiana. At the completion of the program participants will receive a certificate from the university.

This program is designed for those in leadership positions, owners, executives, and managers, wishing to supplement their professional experience with a formalized curriculum, the release added.

The program takes place July 28th through August 2nd and is limited to 35 participants. The deadline to apply is July 1st. Learn more at www.carwash.org/events/car-wash-executive-management-institute/home

2019 MCA EVENT CALENDAR

August 9

**DETROIT TIGERS OUTING
COMERICA PARK
DETROIT, MI**

September 17

**ANNUAL GOLF OUTING
EAGLE EYE GOLF COURSE
BATH, MI**

October 24

**FALL SOCIAL EVENT
FOUNDERS
GRAND RAPIDS, MI**

Don't miss any of these great events! In 2019 the MCA Board has lined up a whole host of events that are free to MCA Members. Take advantage of all your MCA membership has to offer and make sure your membership is current today!

Back Injury Prevention

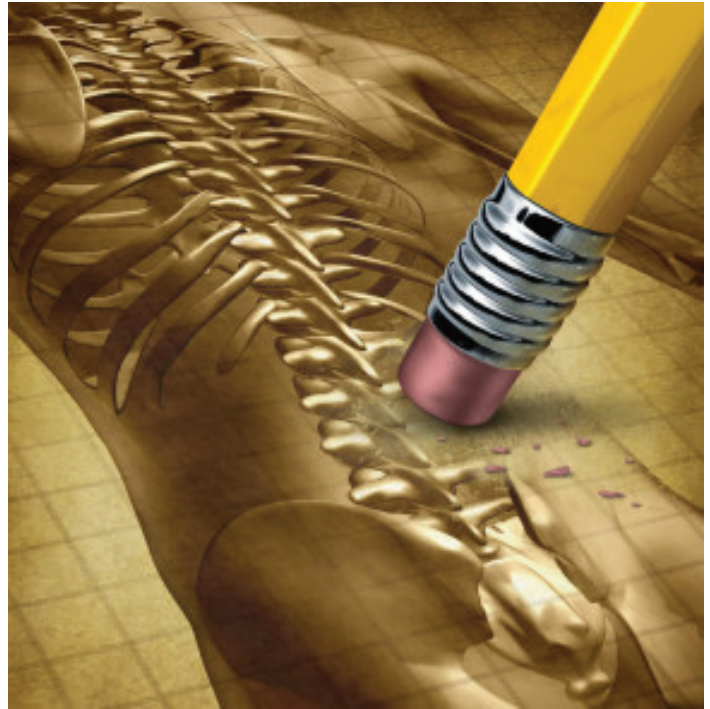
Preventing injuries in the workplace

Back disorders are listed in the "top ten" leading workplace injuries published by the National Institute of Occupational Safety and Health. They account for 27 percent of all nonfatal injuries and illnesses involving days away from work. It's no wonder. Your back is a sophisticated piece of machinery made up of numerous muscles, bones, nerves, and supporting tissues. It's a machine you use every day, probably in ways you don't even notice.

Just like the finest machinery, your back requires proper care to keep it working. If it's not working right, you'll suffer. An injured back affects your ability to move your limbs, your hips, your neck, and your head. Injuries to the back can be very debilitating, causing a lot of pain, time away from work, and often requiring physical therapy or even surgery. Everyone whose job involves stressful lifting or awkward postures is at risk for a back injury. Here are some tips to keep your employees' backs in optimum condition:

Back injury prevention while lifting:

- Bend your knees, squatting in front of the object to reach it. Don't bend over an object you are lifting.
- Lift the object slowly and carefully, using your leg and arm muscles to lift, not pulling with your back.
- Keep your head up and look straight ahead while making the lift.
- While lifting, keep the object as close to your body as possible.
- Keep abdominal muscles tight while making the lift.
- Use the same techniques when you put the object down.
- If the object is too big or too heavy to lift using these techniques, use mechanical assistance or get someone else to help.



Back injury prevention when reaching for objects:

- Do not reach for an object unless you're sure you're strong enough to lift it.
- Use a step ladder to reach objects above shoulder height.
- Avoid awkward stretches while reaching. These stress your back and could cause you to lose your balance.
- Don't depend on structures to support you (e.g., a shelf support, a storage rack, etc.). These could easily give way if you pull or tug on them.

Exercise also plays an important role in keeping your back strong, healthy, and flexible. A properly exercised back is less likely to be injured. Your physician, company medical personnel, or other health-care provider can recommend the best exercises for you, taking into account your physical condition and the type of work you do.

Always be alert for situations that could cause a back injury. Be kind to your back. Don't take unnecessary chances. By following proper lifting and reaching techniques and exercising properly, you'll help keep back problems behind you!



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Putting the “Foam” in Foaming Brush

Brushes designed to maximize foam output deliver cleaner, gentler wash in self-serve operations

The crucial importance of foam in self-serve car washing bays is right there in the name: foaming brush. Without an adequate supply of thick, cleansing, sudsy foam to properly loosen grit and serve as lubrication, a foaming brush simply cannot do a proper job.

Available in a variety of fill/bristle options, these self-serve brushes work by pumping soapy foam through the handles and out small holes in the brush head. Now imagine that when the customer uses the brush and just a dribble of foam trickles out, rather than a high lather. What will impress the customer more? What will make the customer feel like he or she is getting a better car wash? What results in a visibly cleaner vehicle?

“For self-serve bays, the quality of the wash often depends on providing an adequate quantity of foam. So, it is essential the foaming brush provides enough foam in a continuous flow to cleanse dirt and grit from the brush head to provide a better cleaning,” says Dan Pecora, owner of Erie Brush & Manufacturing (www.eriebrush.com), a supplier of car wash brushes and cloth and gentle foam.

Without sufficient foam, gritty road debris can remain on car surfaces even if a brush is used, particularly when adhered with dirt or oil. Improperly lubricated foaming brushes can cause problems with the paint.

The problem is that most standard 9-inch foaming brushes have only 2-3 holes to feed the foam, which often results in an insufficient supply across the brush head. Instead, more holes of greater diameter are actually required to ensure enough foam is available to lubricate the entire brush head.

As a solution, some self-serve foam brushes are designed with proper foam application in mind, such as brushes with 6 foam feed holes on a typical 9-inch brush.



Since foaming brush bristles are what actually contact customers’ paint jobs, getting this right is key and there is a range of choices available. In general, the shorter the brush filament length and bigger the diameter filament, the harder it presses on the car; and the longer and finer the filament the more gently it presses on the car.

However, there are other factors that are important in foaming brushes beyond its ability to create adequate foam. This includes the brush fill/bristle choice, protective rubber gaskets that prevent accidental “bumping” damage to vehicles and even the length/grip of the handles.

“All these elements contribute to the quality of the wash and the customer’s perceived experience,” says Pecora.

Perhaps the most important choice beyond the ability to apply ample foam is the type of fill/bristle used for the brush.

Less expensive options such as nylon, polyester, and polypropylene filaments may save a few dollars on the front end, but if they scratch the vehicle’s paint are a sure-fire way to lose a customer for life, and even generate negative word-of-mouth. Also, because they are constructed of fewer, shorter, and coarser filaments per brush head, they wear out quickly, bend out of shape, and require frequent replacement.

Soft cloth and gentle foam fill usually comes about 3-1/2” long, and is a good choice for self-serve

operations that want to avoid filament brushes. Both are still relatively inexpensive and some people believe they add a nice shine to a car.

However, the top self-serve foaming brush choice remains hog's hair bristles (2-3/4" to 5" long). The finer, longer filaments do not scratch and provide a softer overall wash. Since each hair is tapered, hog's hair brushes are much softer at the feathered tips for gentle washing, but allow for more rigorous scrubbing when more pressure is applied.

Hog's hair is also very durable and resilient despite bending and prolonged use. This is due to the hair quickly recovering its natural shape even when bent 90-degrees. In contrast, once traditional brushes are bent, they may remain out of shape and must be replaced. In fact, one hog's hair brush can outlive 2-3 less expensive options.

The length and softness of the brush bristles matter as well, says Pecora. Longer, softer bristles not only tend to release grit more easily but also apply the foam more thoroughly across the vehicle.

NOT SO MINOR DETAILS

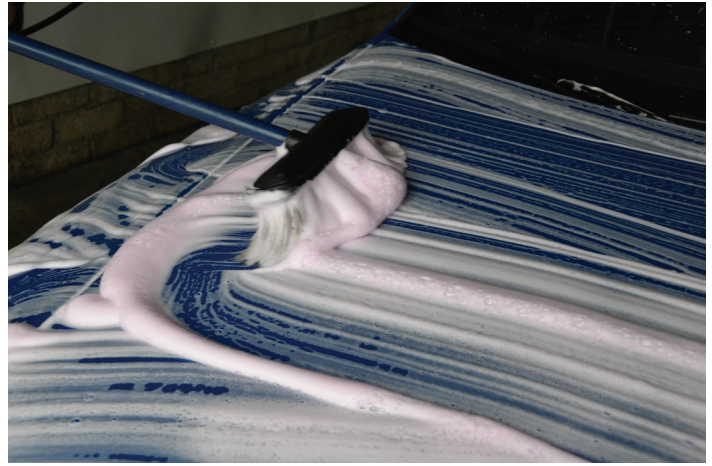
Since applying enough foam to attain a good, clean wash is best achieved by putting an easy-to-use foaming brush in the customer's hands, considering a few additional factors can also enhance the process.

For example, to prevent potential marring of the vehicle surface, the brush should be protected with a soft rubber bumper gasket that prevents damage from accidental contact with the vehicle surface.

As for foaming brush handles, longer options enable better reach, but can be more tiring to use. Standard foaming brush handle length is 40", but could range from 36" - 44".

Because a slippery, foaming brush grip can make the equipment hard to hold, Pecora recommends having a non-slip coating over the entire foaming brush handle to provide a secure grip anywhere.

Adding a handle swivel to the foaming brush also makes it easier to use because it prevents the brush hose from twisting or kinking, advises Pecora. "This inexpensive, sometimes overlooked device makes



A quick overview of foaming brush anatomy will help car wash owners to pick the foaming brush options that best serve their customers and themselves. Ideally, this will be a foaming brush that is cost effective, durable, easy-to-use, gentle on paint, and well lubricated with good quality foam.

the foaming brush much easier and less tiring to use so your customer washes their car longer, gets a better wash, and gives you more business," he says.

Given that foaming brushes are the single most important item the customer sees and touches when entering a self-serve, it essentially serves as a calling card for the business and speaks directly to the care and attention to detail the customer will receive.

As such, many self-serve operators are paying more attention to the choice of foaming brush. With an understanding of how important it is to apply more foam, more evenly, self-serve car wash owners are now prepared to select from the brush options that provide their customers with the best wash possible.



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