

SMART SOLUTIONS FROM **ENVIROSPEC.COM**

PowerWashPro

NOVEMBER / DECEMBER 2012

Welcome to the
first free issue of
the magazine created
JUST FOR YOU!

Washing the
BIG RIGS

Tips for
MARKETING
your business



Next issue: March 2013
Featuring **HOUSE WASHING**

THIS MONTH:

NOVEMBER/DECEMBER 2012

As a special bonus...

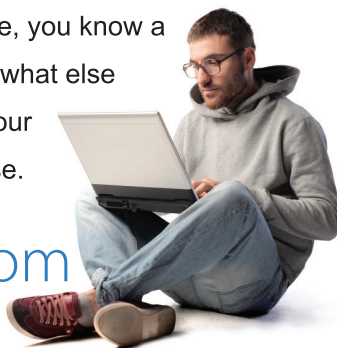
Bonus Bucks Okay, say you spend \$500 this month on stuff from EnviroSpec. You then get 10% of that, or \$50 in Bonus Bucks, to apply to next month's purchase. Find out more about how it works, and how much you'll save, when you visit **EnviroSpec.com** and click on Bonus Bucks.



Thanks for your contribution. Did you know that when you buy a drum pack of chemicals from EnviroSpec, 100% of the profits go to charity work that benefits those in need? So you're contributing to society simply by purchasing the most powerful cleaning detergents available. That's what they call a win-win.

How do you clean a gravestone? That's just one of the many topics you'll come across on How To **Wash All Your Stuff**, a popular and informative feature on **EnviroSpec.com**. What else will you find? Cleaning up a dairy farm. Spiffing up a motorcycle. Even attacking a trash shoot. Sure, you know a lot. But you'll be amazed at what else you'll learn here to add to your professional knowledge base.

EnviroSpec.com



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Welcome to **your** new magazine.

Finally—a publication dedicated solely to the needs and ongoing education of mobile wash contractors.

There's something for everyone here; *PowerWashPro* is aimed at all levels of expertise, and covers all types of cleaning challenges.

Of course, the information, insights and products that will be presented here every three months are not the *only* way of doing things.

PowerWashPro simply offers additional ideas and resources to enhance the skills and profitability of professionals who are already good at what they do.

The information and techniques shared here have come from EnviroSpec's decades of experience in helping and supplying the mobile wash industry.

In fact, EnviroSpec was started by a contractor just like you. John Allison spent 20 years on the job, and all that time he was formulating specialized detergents that were better, more economical, and more environmentally friendly than anything else available.

Adding top-notch equipment and dependable replacement parts to their catalog, EnviroSpec has grown to become the nation's largest supplier to power wash pro's.

Appreciative of that success, *PowerWashPro* magazine is an effort by John and EnviroSpec to give something back to all the terrific customers who make their living by making things cleaner. If you've placed an order in the last 6 months, you will receive your free issue.

Enjoy. And if you have any feedback or story ideas for the future, let us know. This is *your* magazine.



NOTHING BUT THE TRUTH

YOU ARE KILLING YOUR PUMP!

1. For a 5.5 GPM Pump that is running off of a water tank you **MUST HAVE** a 3/4" non-crushable hose running from the tank to the machine. Between the machine you need a 3/4" inlet/outlet filter. For anything over 6.0 GPM and up to 10 GPM you should be using a 1" feed hose and a 1" filter. Between 10 & 13 GPM use a 1-1/2" feed hose and a 1-1/2" filter.

2. If you have a water tank you **MUST BY-PASS** the water back to the tank. This way while your star employee is talking to his girlfriend on the cell while the machine is running things like what you see in the picture to the right won't happen.

3. If you don't have a water tank then you are by-passing back to the inlet side of the pump and you **MUST HAVE** an engine terminator that will shut the engine down before the pump overheats and causes - again - what you see in the picture. This way the boyfriend/girlfriend conversation can go on and the only thing you will be losing is *time!*

If I have offended you - get over it - and do your company and yourself a HUGE FAVOR. Listen, learn and take care of these 3 issues and you will be thousands of dollars ahead over the life of your business.

...is sometimes harsh to one's ears!

**At risk of offending someone
I have to ask...**

WHEN WILL YOU EVER LEARN?

The following is a common occurrence. A customer buys a pump and then complains that he is only getting 4-8 months before he has to either rebuild it or throw it away!

Make no mistake about it - it is not the fault of the pump.

**99% OF THE TIME IT IS THE
CUSTOMER'S FAULT!**

Here is a real pretty picture of a 3-month old pump. We have been using this pump for years and it has proven to be a real industry workhorse. Here are the packings after only 3-months.



The customer bought two of these pumps and when they stopped working after 3-months I just had to see why. You don't even have to look 'close' to see that the packings are melted and pistons are *'burnt to a crisp.'*

When contractors complain to us we tell them that the problem is one of 3 things and if they make the necessary corrections their problems will go away! Some do *but most don't*. They just call back next time and *complain* and try and make us feel responsible. All we want to do is help. I can sell you more pumps but I really prefer that you learn to take better care of the ones you have. - J. Allison

The EnviroSpec story began with a contractor just like you.

Forty years ago, John Allison realized that the harsh and ineffective chemicals that he was buying were compounded by chemists who never actually had to clean anything for a living.



So John began to experiment in his own small lab, testing his detergent formulas on the job, tweaking, and testing again. Eventually he developed a superior line of environment-friendly products for cleaning everything from vinyl siding to cement mixers. When he started selling his formulations, mobile wash pro's across the U.S. gladly became customers for life. Finally, John perfected the 'black magic' of super-concentrated SuperFLo Polymer.™



Some guys love a challenge.

Next, John Allison added mobile wash equipment and parts to the offerings. The catalog grew...and kept growing. As an ex-contractor, he knew that discerning professionals needed better pressure washers. So he designed and built his powerful Allison Iron Horse equipment, a popular addition to the product line. From its headquarters in Georgia, EnviroSpec has now brought more cleaning items to the industry than all other suppliers combined.

Sharing knowledge. Equipment



and chemicals are only as good as the people who use them. So John Allison set out to help improve contractors' knowledge and skills as well. Today, EnviroSpec now sponsors free monthly training symposiums, as well as system certification programs to keep professionals current in the latest technology and techniques. Plus anyone can go to EnviroSpec.com for expert resources like the *Technical Library* and *How to Wash All Your Stuff*.



Success offers the chance to make a difference.

Today, all of EnviroSpec's profits from chemical sales go to their *Soap for Hope* charitable foundation. Children who need operations, veterans who need a career opportunity, and abused, abandoned pets who need a caring home are all helped by EnviroSpec—and by extension, the mobile wash contractors who buy their products.



That's our story. Come visit us at **EnviroSpec.com**. If you're not already one of the 3000 mobile wash professionals who are part of the EnviroSpec community, we invite you to explore the informational resources and high-performance products at our website. Or you can call us at **1-800-346-4876**. We're here to help.



Each year, your local animal shelter cares for abandoned, sick and mistreated pets who have nowhere else to go.

**DONATE
VOLUNTEER
ADOPT**

You'll feel great for helping out.

Fleet owners beware!

Always ask to see their Material Safety Data Sheet!

Remember that beautiful tractor/trailer that you purchased for \$150,000? Then you spent another \$10,000 having it 'wrapped' with your company logo and advertising. Now it is only 6 months old and it's looking dull and faded. Why is that?

The following are indisputable facts as to why that happens; it really isn't your fault. How else would you know this unless you made a living by washing tractor/trailers?

You should realize that **sodium and potassium hydroxide**, ingredients used in common cleaning products, are **caustic and corrosive**. When applied to painted surfaces, they dull and destroy the paint as well as those expensive decals and truck-wraps.

When products containing either of these two ingredients are first applied, the dirt starts 'rolling off' the surface almost immediately—but so does a microscopic layer of paint.

Why do contractors use it? There are 3 primary reasons:

1. It is cheap.
2. There is less work involved.
3. Fleet owners and managers do not realize the ongoing impact of those chemicals. Often, after 'beating' the contractor so far down on price, the contractor has little choice but to cut corners anywhere they can.

So, what exactly are they using to clean your vehicles? The following two popular truck wash products were pulled at random. This information comes directly from their Materials Data Safety Sheet, or MSDS, which is posted online.

BIG Z - LIQUID TRUCK AND TRAILER WASH

(from a very well-known chemical manufacturer)

Chemical Ingredient:

SODIUM HYDROXIDE (caustic soda; soda lye) 10% - 20%

BULLDOG TRUCK WASH

(from a very well-known chemical manufacturer)

Chemical Ingredient:

SODIUM HYDROXIDE (caustic soda; soda lye) 5% - 15%

These are typical; most manufactures of truck wash detergents produce products containing **sodium or potassium hydroxide**.

Always ask the contractor to produce the MSDS on the products they use and if you see either Sodium or Potassium Hydroxide listed as an ingredient you are in for some very expensive and irreversible damage.

Now, let's take a look at the ingredients of some other products that we are all familiar with. These are all great products and my favorites when it comes to the task that they were intended to be used for.

EASY OFF® OVEN CLEANER

Chemical Ingredient:

SODIUM HYDROXIDE 3% - 7%

(caustic soda; soda lye)



DRANO® CRYSTALS DRAIN CLEANER

Chemical Ingredient:

SODIUM HYDROXIDE 30% - 60%

(caustic soda; soda lye)

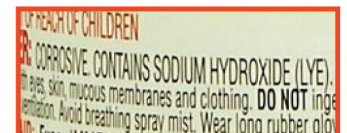


PEEL AWAY 1® PAINT STRIPPER

Chemical Ingredient:

SODIUM HYDROXIDE 9%

(caustic soda; soda lye)



SO HERE IS THE 'BOTTOM LINE' QUESTION: Would you knowingly take your own car down to the local car wash if you knew that they were going to wash it using any of these products? If the answer is NO then why would you allow a contractor wash that \$150,000 truck using a product containing the same ingredient?



10 EASY STEPS

85% of the people who enter this industry are out of business within the first 2-years. They are determined to fail so we felt it appropriate to help them along with the following information. Look at it this way - *the quicker they are out of business - the faster a professional contractor can take over their accounts.*

to help you 'run off' all of your **FLEET WASH ACCOUNTS**

Step #1: Bid so low that it is impossible to make a decent profit. This will be your best reason for cutting corners.

Step #2: Show up looking like 'Mr. Piggy' who just rolled out of bed and driving a 'garbage truck' .

Step #3: Keep having to leave the job undone because your machine broke down and you have no idea how to fix it.

Step #4: Have your employee show up on a weekend and just write down the truck numbers and have him spend the rest of the day at 'Dunkin' Donuts' and keep your fingers crossed that the terminal

manager will not catch it when the bill shows up.

Step #5: When it gets a little cold out tell your customer that it is too cold to wash trucks and then pack up and go skiing.

Step #6: Buy the cheapest soap you can find that contains sodium or potassium hydroxide and 'dull-out' the paint on his \$150,000 rigs. Your customer will really love this!

Step #7: Forget to wash the wheels and back doors and when you are using acid - always leave some on top to the cab that eventually burns up the windshield. Drivers really love this one.

Step #8: Always use a 'straight' lance so it is impossible to rinse the tops of cabs and hoods or clean out wheel wells.

Step #9: Buy the absolute cheapest machine you can find so you have an excuse when the customer questions the quality of service. Blame it on WalMart.

Step #10: Never - ever have a spare chemical injector or a spare hose and gun or unloader and by all means NEVER check your vehicle for spare parts and chemical before you leave for the job site. This will help you add - yet another great excuse for not finishing that all customers really appreciate.

Ouch!

EPA'S NEW 4-GALLON GAS RULE



EPA's new 4-gallon gas rule aimed at discouraging consumers from using the new 15% ethanol blend in small engines.

Consumers would have to buy a minimum of four gallons of gasoline from certain gas pumps under an EPA rule aimed at keeping people from misfueling small engines.

The U.S. Environmental Protection Agency is now requiring the minimum four-gallon purchase at service station pumps selling a new 15% blend of the fuel additive ethanol from the same hose and nozzle as the current 10% blend known as E10.

The agency says it wants to keep consumers from misfueling motorcycles and outdoor power equipment - such as power washers, lawn mowers and snow throwers - with the 15% blend that's only approved for newer cars and trucks.

Without the rule, a small engine owner who followed an E15 customer at the pump, but who only purchased two gallons of E10, could receive enough residual E15 from the hose and nozzle to violate an engine warranty and possibly cause engine problems. It's enough to give some people fits, especially if there isn't another gas pump available.

The four-gallon minimum rule won't work because

of the size of some motorcycle and all-terrain-vehicle fuel tanks that are smaller than four gallons, said Peter Terhorst, spokesman for the American Motorcyclist Association.

"It would be very difficult to plan a trip, not knowing what's going to be offered from one gas station to the next - especially if you start crossing state lines and encounter variations in fuel blends and pumps," he said.

Recently, a handful of service stations nationwide began offering E15, and more are expected to offer the higher blend of the additive in their fuel as it becomes available.

Wisconsin ranks seventh among ethanol-producing states, and the fuel additive, which is made from corn, is an important source of income for grain farmers. Advocates say raising the amount of ethanol in gasoline from the current 10% blend to 15% reduces the nation's dependence on foreign oil, lowers the price of fuel and is good for the environment.

Critics say the 15% blend could cause premature

engine failure in older vehicles and small engines. They also say it could lower fuel economy and void warranties of air-cooled engines used in outdoor power equipment such as power washers, lawn mowers and motorcycles.

About two-thirds of gasoline pumps use one hose and nozzle to dispense different blends of ethanol.

What's left in the hose between uses matters, Terhorst said, since it could be a quart of the wrong fuel going into your engine.

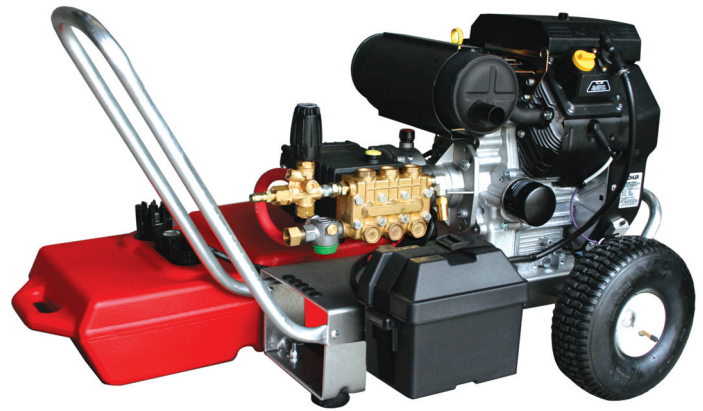
For a car or truck, it's typically not a problem because the effects of residual E15 in the line would be negligible. But we are concerned about how that amount of ethanol affects our smaller engines. On its website, the EPA says service stations that offer E10 and E15 from the same hose and nozzle must use additional labeling to tell people about the minimum four-gallon purchase requirement - and to discourage small-engine owners from using the wrong fuel.

As more service stations offer E15 and pump technology evolves, the rule could be changed.

The rule has angered U.S. Rep. James Sensenbrenner (R-Wis.) who has argued against increasing the amount of ethanol allowed in gasoline.

The EPA has no business telling Americans how much fuel they must purchase to meet ethanol requirements, according to Sensenbrenner, who has challenged the agency's decision.

"This type of government meddling is completely contradictory to our free market principles, and it is a



dangerous precedent to set," he said Tuesday in a news release.

"Many motorcyclists may be stumped when attempting to fill up their bike that doesn't even have the capacity to hold four gallons. In Wisconsin, imagine the frustration of ruining an expensive snow blower only to find that the E15 unequivocally voided the warranty," he added.

An EPA spokeswoman did not respond to Journal Sentinel questions about the new four-gallon minimum purchase rule for gasoline pumps selling E15 and E10 from the same hose and nozzle, including how the rule would be implemented and the penalties for violations.

In a letter to the American Motorcyclist Association, the EPA said: "Since motorcyclists and ATV users, as you suggest, have relatively small fuel tanks, they should pay careful attention to the labeling of blender pumps to ensure that an appropriate fuel is chosen, in this case E10 or (no ethanol)." - J. Allison

- Remove water from the fuel.
- Kills algae in the fuel and tank.
- Clean moisture from fuel and tanks.
- Prevent phase separation.
- Increase mileage.
- Improve engine efficiency.
- Improve fuel atomization.
- Inhibit corrosion and slows fuel oxidation.
- Avoid and prevent costly repairs

This 8 ounce bottle will treat 40 gallons of contaminated gas or diesel fuel.

Part #FM8



We receive several calls monthly from customers telling us that they had to switch to fuels that **DO NOT** contain Ethanol to keep thier engines running smooth and efficiently! So, your first option would be to **NOT USE** fuels containing Ethanol.

Your second option is...
FUEL MEDIC

TECH TALK: ETHANOL

Phase Separation in Gasoline's containing Ethanol is now a major problem for all users of gasoline.

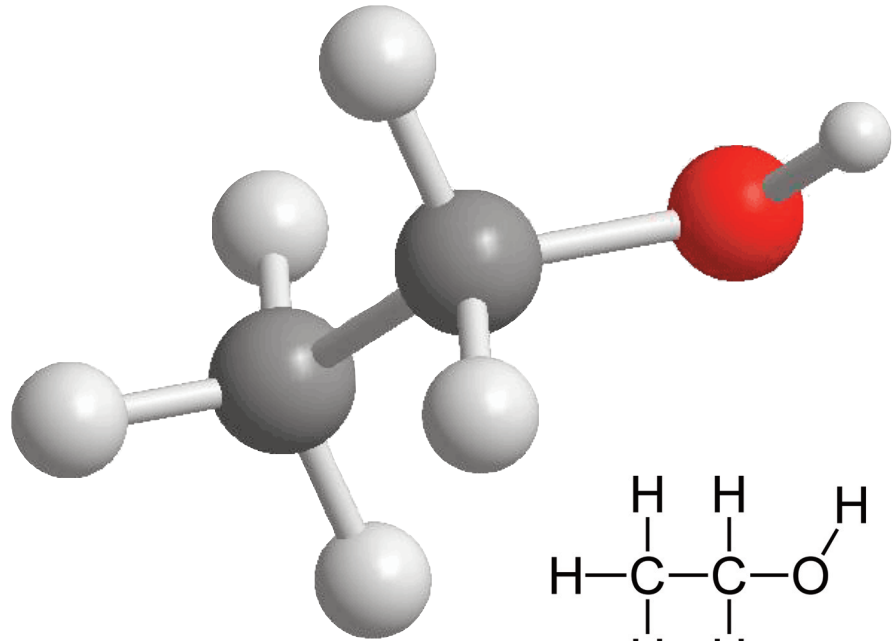
Whether you use gasoline as a fleet operator or for your family car, classic car, boat, personal water-craft, pressure washer, motorcycle, snowmobile, ATV, RV, lawnmower, weed-whacker, or any of the thousands of other types of equipment that use gasoline engines; you are being affected by Ethanol in your fuel.

Phase Separation describes what happens to gasoline containing Ethanol when water is present. When gasoline containing even small amounts of Ethanol comes in contact with water, either liquid or in the form of humidity; the Ethanol will pick-up and absorb some or all of that water. When it reaches a saturation point the Ethanol and water will Phase Separate, actually coming out of solution and forming two or three distinct layers in the tank.

Phase Separation is also temperature dependent. For example, E-10 can hold approximately .05% water at 60°F. To better understand the amount of water that we are talking about, picture 1 gallon of E-10 at 60°F. This gallon will hold approximately 3.8 teaspoons of water. However if the temperature drops to 20°F it can only hold about 2.8 teaspoons of water.

Phase Separation can happen in an underground or an above ground storage

THE ANSWER TO ETHANOL PROBLEMS WITH PRESSURE WASHERS IS **FUEL MEDIC**



tank, a vehicle tank, a boat tank, in any type of equipment tank, and even in the gas can in your garage.

When this happens, you can have serious and even catastrophic engine problems, without warning.

When this Phase Separation occurs you will have an upper layer of gasoline with a milky layer of Ethanol and Water below it, and then in many cases a third layer of just water at the bottom.

If this happens and you try to start the engine you can have one or more of the following problems. If your fuel tank pick-up tube is in the water layer, most likely the engine will fail to start. If the engine is running and suddenly draws water you can have damage from thermal shock or hydro-lock. If the pick-up tube draws the Ethanol-Water mixture or just Ethanol you can have problems where the engine will operate in an extreme lean condition, which can cause significant damage or even catastrophic failure. If the pick-up tube draws the gasoline, it will operate very poorly due to lower octane that is the result of no longer having the Ethanol in the fuel.

Ethanol is a strong, aggressive solvent and will cause problems with rubber hoses, o-rings, seals, and gaskets. These problems are worse during extended storage when significant deterioration will take place. Hoses will delaminate, o-rings will soften

and break down, and fuel system components made from certain types of plastics will either soften or become hard and brittle, eventually failing. Fuel system components made from brass, copper, and aluminum will oxidize to the point of failure.

Ethanol has less energy (as measure in BTU's – British Thermal Units) per gallon than does regular unleaded gasoline. This means that the more Ethanol found in fuel the worse your fuel economy will be. You use more gallons of fuel containing Ethanol to go fewer miles.

For many years the refining industry used a chemical called MTBE to meet the oxygenate requirements set forth by the EPA. Generally refiners used 15% MTBE and 85% gasoline. However MTBE has now been virtually eliminated in the US due to its carcinogenic compounds and the huge potential problems caused by its pollution of as much as 75% of the ground water in the US and Canada. Ethanol as the primary additive to meet Federal and State oxygenate mandates.

In many cases service stations are selling gasoline containing more than 10% Ethanol. Testing regularly shows fuel containing 12%, 13%, and even 14% Ethanol while the pump shows only 10%. Increasing the amount of Ethanol in gasoline lowers your fuel economy.

- Greg Dupree - your KOHLER Rep.

IMPROVING YOURSELF AND YOUR PROFESSION

The only way we grow and improve - as individuals and companies is through a strong community that will provide us with a proven knowledge base and skill set that both encourages and enhances your performance.

You will undoubtedly find success as individuals. Your company will certainly reach goals and often exceed them. Your experiences will become stronger and better able to serve the needs of your customer. But all of those will happen only through people working together, united towards a common purpose to be successful.



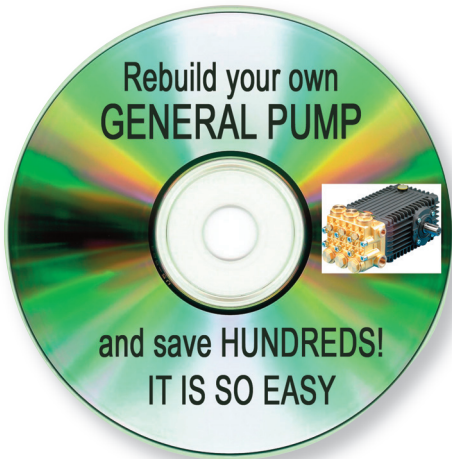
Success doesn't happen in a vacuum. Inspiration doesn't come from sitting at a desk for hours on end waiting for the perfect idea to 'pop into your head.'

Success and inspiration come from interactions. As individuals, these interactions involve learning new skills, keeping updated on techniques and talking with colleagues about what's working (and what's not). As a company, it means constantly being exposed to different and unique challenges and ideas and being able to nimbly respond to an ever-changing landscape. And as a business person, it means integrating the collective knowledge, wisdom and experiences of your strongest supplier who can provide you with a set of standards and best practices and keep you better informed.

That's precisely why most Professional Contract Cleaners/Mobile Washers like EnviroSpec. They have come to know that partnering with EnviroSpec is an instrument for growth and success.

"Being in business is easy. Being successful is not. Knowledge breeds success." - J. Allison

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Part #GPV-101

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THE BRODY YOUNG AWARD

by: Allison Hester

For years, Envirospec owners John and Shelley Allison have given to the Shriners Children's Hospital in Tampa, Florida, but had never actually met anyone who had benefited from the charity – until September 11, 2012.

Jason Young, owner of Troika Cleaning and Restoration, LLC, in Blackfoot, Idaho, decided to make the trek to Envirospec's warehouse in Homerville, Georgia, in order to help put together his new \$5,000.00 Allison Iron Horse Pressure Washer that he had just purchased.

Jason – whose company travels across the U.S. cleaning commercial buildings – had been purchasing equipment, parts and cleaners from Envirospec for about seven years. However, he found he had a lot of questions when it came time to buy a new machine.

"I wanted to make sure I purchased the right equipment," he explained. "So John invited me to come to Georgia and help build the machine myself. That way I'd know what I was getting, and also know how to fix it if it ever broke down."

During the two days Jason was there, he thanked John and Shelley for their support of the Shriners, the organization that had changed his son Brody's life.

Brody Young: In 1998, when Jason and Becky had an ultrasound of their first

child, they learned that their baby boy had club feet, a congenital deformity where the feet are turned inward and without treatment, causes an affected person to walk on their ankles or sides of their feet or spend the rest of their life in a wheel chair.

"Of course, we had no idea what 'club feet' meant or what the treatment options were at that time," said Jason. They also had never heard of the Shriners. However, the Shriners had heard of Jason and Becky. Before Brody was even born, a Shriner representative called the Youngs and said they wanted to help their baby boy. The Shriner Children's Hospital in Salt Lake City, Utah took the newborn Brody in, placed casts on his feet until he was big enough for surgery. At around age four months, the Shriners hospital performed reconstructive surgery on both of Brody's feet. The Shriners also paid for the Youngs to stay with their son at the hospital, and will continue to provide free follow-up care for Brody until he turns 18. In all, the Shriners have provided the Young family with hundreds of thousands of dollars in assistance.

Today, at age 14, Brody shows no signs of his early malformation. In fact, he is a starter on his school's basketball and football teams, is an active Eagle Scout, and "has a heart of gold."

Before allowing Jason to leave Homerville, John and Shelley insisted on treating him to lunch, saying that they had a special surprise. The Allison's friend and Shriner representative, Bill Vest, met them for lunch and

presented Jason with the Brody Young Award – a \$5,000 gift given to the Shriners hospital by John and Shelley in honor of Brody, Jason and Becky Young. Each year, the Allisons plan to "take this same journey so we can help pay a debt that was never asked to be paid," said John. "We now know the gift will help another child just like Brody Young."

"At that point, John and Shelley no longer had just another loyal customer," Jason said. "They had a good friend."

Jason concluded by saying "we need more people like John and Shelley." He added that he "highly recommends" Envirospec to anyone needing parts, machines or detergents. "They have always had my best interest in mind." and Brody's story is just one of many examples.



Problem: Are you taking the paint off trucks along with the dirt?

Solution: Prodigy

Did you know that many truck cleaning products are actually corrosive? Sure, they wash away the surface dirt, but since they work like paint strippers, they also wash away a microscopic layer of paint.

Eventually, the result of using these caustic chemicals is a dull looking finish, where there used to be a bright, shiny surface. The customer wonders why his equipment seems to be aging so quickly.

But contractors who try Prodigy by EnviroSpec see at first glance that its superior degreasing properties are simply better at removing

tough road grime. And the sparkling high-gloss finish that's left makes the entire fleet look new.

Which is probably why the major carriers clean hundreds of thousands of their vehicles with Prodigy, making it the

number 1 selling truck wash in the country. Find out more at EnviroSpec.com/Chem_Prodigy.htm

Looking for a high-foaming alternative? New Black Jack is perfect for hot climates where water evaporates quickly. It also rinses faster when using hot water.

So from now on, take off the dirt—and only the dirt.



Marketing 101: It's all about the customer.

by: Tom Tortorici

From our point of view, we're focused on the services we offer in order to make a living. Is that what's important to customers? Not really. What they care about are the ultimate benefits *they* derive from those services: having a building, or fleet, or whatever it is, that looks great to them and to others, and that will also last a long time.

So *start there* in formulating your marketing message, whether it's delivered in print, online or in person. Put yourself in their shoes, and think about what *you* expect from any contractor.

When you're trying to make a sale, what objections, concerns or questions do you most often hear? Customers want to achieve their desired result without a lot of cost, time, risk and hassle. So address those issues up front, before the prospect even brings them up. If you can get the job done

quicker, or if doing a better job means less-frequent cleanings—thereby saving them money—then that's your competitive advantage, and it's surely worth mentioning up front.

The best selling techniques involve less talking and more listening. For instance, listen for clues about problems they may have had with previous vendors. Then mention why your techniques, supplies or work ethics make those issues go away.

If you've been selling your services for a while, you know that buying decisions aren't made purely on a basis of logic. Emotional aspects do come in to play. For example, the best contractor in town can still fail if he hasn't learned to build up a sense of trust among his business prospects.

If you can give them references or testimonials from other people like

them, they're more likely to trust you. If you seem to genuinely understand the issues and pressures they're dealing with, they'll be much more inclined to do business with you.

Ask the right questions.

If they say they already have a mobile wash contractor, don't just toot your own horn. Ask them, for example, if that contractor uses bleach or chemicals that you know to be corrosive. Then explain the damaging nature of those substances. In other words, plant a seed of doubt about their current or previous purchase habits.

The thing is, you can't force anyone to buy. But if you say the right things in your marketing, people will come to their *own* conclusion that you're the smartest choice.

So just stay focused on *their* needs, and *your* needs will be met by default.

Washing large fleets separates efficient operations from small time operations. Generally speaking, the large fleet owner wants the whole fleet washed on time and inexpensively. When washing a lot of trucks you usually don't spend time detailing.

Everyone should experience washing one truck for an owner operator. Restoring aluminum tanks, brushing stacks, degreasing the rails, etc, etc., but don't approach a large fleet using the same techniques! For one, they won't pay for that level of service, and two; you probably don't have the time to provide that level of service anyway. The point is usually to make the trucks shine so that the company president can look out the window at his fleet on Monday morning and have the sun reflect off the truck into his eyes, at which point he says "man, those trucks are clean!" The problem most pressure wash operators encounter is that they can't find the correct level of clean. Either they do such a lousy job, that even the boss from the window can see that the trucks look bad, or they hand scrub every inch of every truck and can't make a living. There is a middle ground that must be found to succeed. The middle ground is usually found by either working with the proper pressure, temperature, and chemical, or by throwing manpower (brushers) at the fleet.

The most successful are the companies that work smart, not hard. Working smart on a large fleet that is washed on a schedule can be very profitable. Many laugh at the low prices that are charged to wash large fleets, and of course there has to be a bottom line limit to pricing. But consider washing tractors all day at \$12.00 each. Wash four per hour and you're starving. Wash ten per hour, per person, and now you're making a living. Working smart should allow you to do this.

CHEMICALS

EnviroSpec has several chemical products to use in truck washing. There are differences between them that will make some more suitable for you than others. These differences should be examined in the catalog. Some are targeted on certain vehicle types, some work better when washing with cold water, etc. Prodigy, our 'first-born' is our ZP-1 SuperFlo Polymer Base. It combines excellent cleaning, rinsing, and gloss enhancement and has been our industry's #1 selling truck wash for over 20 years. Bond Breaker includes

WASHING THE BIG RIGS

by: J. Allison

an electromagnetic release additive that result in a 'film-free' touch free wash. Mr. Muscle provides an additional amount of ZP-1 base and solvents for degreasing. It also contains quick rinse additives and 'gloss enhancers.' All the above chemical products are phosphate free. They should all be tried and you should establish which product is best for you, the fleets you wash, the conditions you are washing in, and your washing style.

Next you move into the phosphate family of detergents. These include Pro Blend, Nitro, Release & Viper. This group of detergents has a slightly lower Ph level. This can sometimes be beneficial in the heat of summer on dark trucks. Each product is formulated to work best in certain conditions on certain vehicle types. Some products overlap and they should be tried to determine which is best for your individual needs. Again, as with the other chemicals, refer to the catalog for the most specific information on each product. Any of these truck wash chemicals can also be used in a 'two step' cleaning process or on their own.

MANPOWER METHOD

Many companies practice this method of washing. They use minimal chemical and brush about everything every time. Anyone that has spent a day brushing trucks knows that this isn't something that you want to do all the time. It is physically exhausting and slow. So to accomplish this - companies bring in a lot of people.

While no method is wrong, I have to question how well these companies do. The bright side is that they are providing employment for so many people. But when two people can wash that same fleet in less time than the six people, and without brushing anything, it doesn't seem fair. Paying people will always be more expensive than using EnviroSpec chemicals.

PRESSURE METHOD

Don't scrimp on equipment. While

PSI is important, flow is even more so. It is generally agreed that fleet washing is best performed within a pressure range of 1800 to 2200 PSI. But you have to have the flow to back that pressure up. Work with a minimum of 5.5 GPM. More is much better, but the limiting factor is water supply. If you use more water than you can pick up you lose any gains while you sit waiting for the water supply to catch up.

Water flow puts the punch in the pressure as well as providing rapid rinsing ability. For scheduled fleet washing the ability to rinse the chemical off the vehicles is what makes you fast or slow.

Don't scrimp on chemical. Even if you blow through a 55 gallon drum of detergent in one day, you would be looking at a profit ratio of at least ten times your chemical cost. This is the worst possible scenario. You won't use that much chemical. The SuperFlo Polymer chemical you use will provide that 'shine' you want the customer to see, without the brushing that eventually will wear you out.

Don't scrimp on heat, but use it smart. The weather determines the proper water temperature to use when washing. Chemical works best when it's warm. On a hot day, the vehicle surface is hot enough and you should run cold. Below sixty degrees start using heat. Between forty and sixty degrees, use a water temperature between 110 and 130 degrees. Below forty degrees increase the water temperature up to 150 degrees. Never go over 150 degrees unless your forced to by extremely cold temperatures. In other words, if the chemical has frozen hard to the surface, turn the heat up to melt it off. With that one exception, keep in mind that 150 degrees should be the top end for the water temperature. Higher temperatures begin to deteriorate any detergent's performance.

Apply chemical through a downstream injector onto the surface. Never apply beyond the amount of surface that can be washed and rinsed prior to chemical drying. Wash the chemical from the surface. Watch to see how close you need the nozzle to be to the surface. On dirtier trucks, wash fairly close in and pattern clean so you don't miss any of the surfaces. On cleaner vehicles, work farther away from the surface. Work from the top to bottom and for quickest rinsing add 1-gallon of our Speed-X-777 to your 55 gallon drum of detergent and cut your rinse time by up to 70%.



THE MAGIC BEHIND

SUPERFLO POLYMER™

Years ago John Allison, the owner of EnviroSpec, was a contractor just like you. And - just like you - he tried everyone's 'claim to fame' detergents until he realized that everything that he purchased was thought up and compounded by someone who had never had to clean anything for profit. It was after many very expensive 55 gallon drums of watered down detergents when John finally realized that if he was ever going to make it in such a demanding industry he needed to learn how to make his own chemicals.

John set up a small lab at his business and over the next few years his 'chem lab for a dummy' flourished. Almost every day John would head out to a job site with yet another 'concoction' that he had dreamed up the night before. He would take his new formula out and if it showed any signs of success he would keep 'tweaking' it until it was either a great success or a horrible failure. John says the failures ran about 99 to 1 over the successes.

Over the next few years John learned what to use and what not to use to clean the delicate surfaces of stone and brick, the greasy surfaces of commercial vehicles, the impossible to clean restaurant exhaust hoods, aluminum and vinyl sided houses, pools, patios, roofs, concrete, cement mixers, etc. and he learned all this without 'blowing himself up' in the process. Although there were several close calls along the way.

Now John Allison had developed an incredible arsenal of cleaners by 1984 and yet the SuperFlo Polymer™ product that is now known throughout the industry today was not even on the horizon at that time. Here is how the SuperFlo Polymer™ product came about and how it has dramatically changed the complexion of the professional mobile wash industry.

John had an account that had several terminals scattered throughout New England, New York and New Jersey. When one of his vehicles left to service these accounts it would be 2-3 weeks before it would return so it had to leave with enough chemical to complete the schedule. Oftentimes that meant carrying up to 15 drums of soap. Most of the time the vehicle also carried 500 gallons of water and that coupled with the weight of the soap resulted in some very expensive fines as the truck

would pass through the weigh stations along the way from job site to job site.

There had to be a way to be able to put enough powder in solution where 1 drum of detergent (even if it were a 'sludge') would equal 3 drums of a super concentrate that could be further diluted through a downstream injector. In detergent chemistry the 'rule of thumb' has always been that - at best - you can only mix one pound of powder to 1 gallon of water without 'fall-out' or separation occurring. And here John is trying to defy all the laws of chemical compounding by attempting to mix 3 pounds of powder into one gallon of water and having it hold in solution.

John contacted a chemist friend who had suggested that maybe he should look outside of the detergent chemistry industry and try to find something or a combination of 'somethings' that could couple or 'tie-up' the solids and keep them in a solution. His friend also told him that every once in a while all the 'stars will align' and what is known in the chemical formulary industry as 'black magic' will occur. He did and it did! And one day - out of nowhere - the blends came together and when they did John had a product that could be added to detergents that would couple as much as - *not 3 pounds per gallon* - but up to 4 pounds per gallon.

We recently had a sales rep join our company who had been in the chemical and pump business since the late 1980's. One day he commented that after talking to our customers for over a 3 month span that he was shocked to hear how much our customers liked our detergents and that "*no-one, absolutely no-one, has ever had anything but great things to say about our detergents.*"

When EnviroSpec puts on a chemical customer they are a chemical customer for life and it's all because of SuperFlo Polymer™!

EVEN MORE MAGIC

The longer you wash a surface with any of our products that contain SuperFlo Polymer™ *the shinier it gets.* Even the lustre on surfaces that have been 'burned' and 'dulled' by contractors who have used harsh, low cost caustic cleaners will be rejuvenated and brought back to life.



The Magic of SUPERFLO POLYMER

So what is this magical product called...
SUPERFLO POLYMER
and why has it made EnviroSpec chemicals the most asked for detergents in the professional cleaning/mobile wash industry?

Advertise your business by being direct!

Direct mail can be a cost effective way to get the phone ringing. by: Eric Garvey

New technology has caused

major changes in the way consumers receive information. Marketers have adjusted their focus to online advertising through banner ads and search engine marketing. But what about the old fashioned way?

Because some marketers have turned away from sending literature through the mail, the mailbox is now less cluttered and may be ripe for your marketing message. And think about it, if you are in the house washing business, what a better way to reach your prospective customer than ending a nice brochure to their house!

Even in a digital world, many people look forward to receiving their daily mail, and sort through it immediately the day it's delivered. New mapping and printing technology has made direct mail simple with tools that can reach customers in the exact neighborhoods where you want to be working.

Consider these benefits:

1. It's targeted

Mass advertising like TV, newspaper, radio, etc. can be expensive. But direct mail can focus on smaller groups who are more likely to respond to your offer, giving you more bang for your buck. Mail as few as 200 mailings for around forty cents per piece, up to 5,000 for around twenty cents per piece.*

2. It's personal

With direct mail, the address has your customers by name, speaks to them individually, and appeals to their interests. And when customers feel that you are a trusted local business, they're more likely to respond.

3. It's flexible

From postcards to brochures, a wide variety of inexpensive and full color formats are available for your direct mail campaign.

4. It's tangible

Direct mail allows you to physically place your message in your customers' hands and encourage interaction. Along with an engaging message, you can make an unforgettable impression by incorporating elements that actively involve the customer, like stickers, samples, and coupons.

5. It's measurable

Direct mail is one of the marketing channels that give you the ability to track the success of your campaign. It's as simple as counting the inquiries you received. By tracking your results, you'll see what's working and can make adjustments to future mailings if needed.

6. It's easy and cost-effective

You don't have to be a direct mail expert with a big budget to advertise with the mail. With a computer, some desktop publishing software, and a little know-how, you can create your own professional-looking mailpiece.

7. We can help!

We have created an impactful brochure and postcard to get the phone ringing with house washing customers. With a little more information from you, we can print and mail to the exact neighborhoods (based on USPS mail delivery routes) for you. For more information, contact Eric at eric@envirospec.com.

**Cost estimate only. Contact us for an exact quote.*



Ask for free copies of "Hiring An Exterior House Washing Contractor" to distribute to potential customers in your area. They'll learn why professionals like you, supplied with safe, high quality EnviroSpec chemicals, are a homeowner's smartest choice.

A large, detailed LEGO Technic tank with a long barrel, green and grey camouflage, and black tracks. The word "BOOM!!" is written in a stylized, red, jagged font with a yellow outline and a halftone dot pattern, appearing to burst from the top left.

BOOM!!

HOLD UP BOYS!
Do we really need
all this FIRE POWER?

A few month back I was having a conversation with one of our oldest customers and he asked me this question. "Based on what you learned as a contractor and what you have learned from other contractors over the years what would you buy if you were still in the business. Taking the question for 'face value' and no other considerations these are my answers. Just remember - it is only an opinion. -JA

SO HERE IS WHAT I WOULD BUY!

EXHAUST HOODS

2.5 GPM @ 3200

Price range:

Consumer: \$700.00

Professional: \$900.00

both Cold Water



HOUSES & TRUCK FLEETS

5.5 GPM @ 1500-2000 PSI

Price range:

Consumer: \$900.00

Professional: \$1300.00

both Cold Water



CONCRETE (FLAT SURFACE)

8.0 GPM @ 3500

Price range:

Consumer: \$2200.00

Professional: \$3000.00

both Cold Water



SHAKES, DECKS & ROOFS

5.5 GPM @ 1000 - 1500 PSI

Price range:

Consumer: \$900.00

Professional: \$1300.00

both Cold Water



The Industry's #1 Selling Truck Washes CONTAINING THE 'ZP-1' COMPLEX and SuperFlo Polymer™ with High Gloss En

THE MAGIC STARTS HERE!

PRODIGY

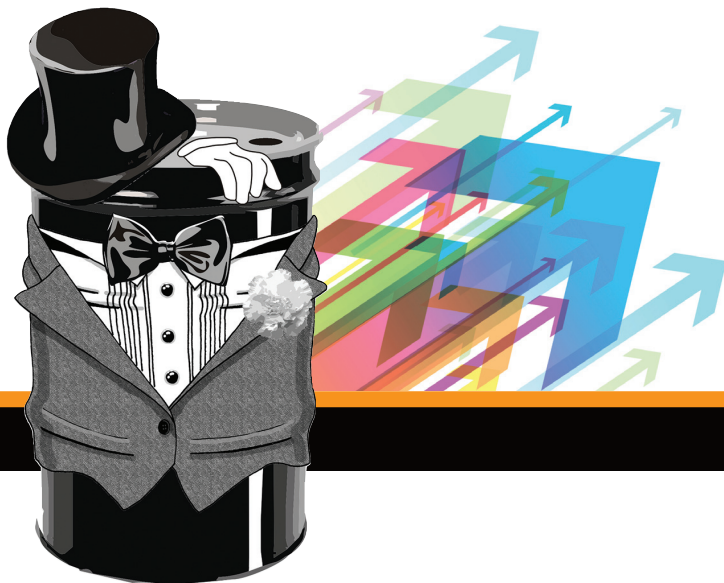
is the...

**ZP-1 COMPLEX - BASE
with SuperFlo Polymer™**

and all by itself

**PRODIGY is the Industry's
#1 Selling Truck Wash**

We also have 2-variations
that tackle 'job-specific' problems!



We add to Prodigy

Special Film Removing S
for 'TOUCH FREE' CLEANING
and call it...

BOND BREAKER

As a vehicle 'cuts' through the air p
the surface as a result of what some
professional mobile washer knows
until now the only way they have be
brushing the entire trailer.

Bond Breaker effectively removes
without ever having to touch the ve
been cutting cleaning time for cont

We have the best Chemical Sales St
Our customers! Call today for a lis
living using **Bond Breaker**.

LEX hancers

Call and Listen



to what our customers have to say!



We also add to Prodigy

Extra Grease Cutting Solvents
to remove exhaust carbons
from trailer bodies & tractors
and call it...

MR. MUSCLE

Trying to clean trailer bodies that are loaded with 'exhaust carbon' has been a nightmare for every contractor who has ever attempted to make a living washing commercial vehicles.

Every mile traveled by 95% of every tractor/trailer on the highway results in more work and less profit for those who attempt to keep them clean. Since truck washing was the 'backbone' of my company many years ago I know first hand the difficulties you experience.

The absolute - only way to tackle this 'monster' is with solvents and not only the right family of solvents but plenty of them. Although it's ZP1 Complex Base - Prodigy is loaded with solvents...

Mr. Muscle contains 3-times as much.



Surfactants

ER



particles lock onto
e would refer to as 'static cling.' A
this occurrence as 'road film' and
een able to remove this 'film' is by

97%-100% of all 'road film'
ehicle. This incredible product has
tractors for over 2-decades.

aff in the industry. Who are they?
t of professionals who make a

Learn more by visiting
www.envirospec.com/MSDS.htm



is social media... THE BEST MONEY you'll NEVER spend!

Total Real-ness:

As a small business you have something the big guys can never have and that is 'Total real-ness.'

You understand your brand, your industry, your customer and your competition.

You know more about selling your product or service than anyone else. And this kind of domain expertise translates incredibly well on social media.

According to a recent study by Blue, 50 percent of small businesses report they have developed new leads from social media.

So 'social media' is working for small businesses. But what is it about small businesses that makes social media such a natural fit, and their success something the big guys strive to emulate?

Trust:

...Is built through Interaction

As a small business, you don't have automated phone systems with a menu of options, nor do you out-source any of your marketing to an individual or company that has never experienced your product, service or store.

Here's where you dominate: Through meaningful, personal, and real interaction. You're available to your customers and can serve them in a personal way big brands can't. Social media is the perfect extension to what you've already been doing.

Imagine the dynamics of handing a potential customer a proposal along

"The price is right, the only commitment is just the involvement of keeping up with the posting. I could probably do better at it, but their format and the way you post keeps changing and I'm not that sharp on keeping up with all their new stuff."

- Peter Beckers, Jr. / Cleaned by Pete

with a 'line-card' that talks about not only other services but the many reasons that they should consider your business over that of your competitors. And on that line-card it offers a place for them to actually see how you rank in your community with the services that you provide.

Embrace

Companies that don't embrace social media today are missing huge opportunities to capitalize on the consumers' voices. That's because consumers can contribute immediately and powerfully to a better service experience.

Social media has become an integral part of the consumer experience. Yet few small business fully embrace this new social reality—presumably because they're afraid of negative comments.

But small business that don't embrace this *free* social media are missing huge opportunities to capitalize on consumers' voices.

Members' voices are vital to their growth. Social media provides an incredible opportunity to engage those voices, to turn one customer's great experience into an advertisement that attracts new customers and gets current customers thinking positively about you. It's an incredibly advantageous way to address customer concerns and improve your company's service culture in real time.

Encourage:

Here are seven steps to encourage consumers to use social media in a way that will benefit your company:

1. Make it easy for consumers to go social. When communicating with members, include information about social review sites where members can share their experiences. This

shows confidence and can lead to great word-of-mouth publicity.

2. Say "thank you." It's a simple gesture that can go a long way.

3. Invite members to reach out. Acknowledge members' social networks during service delivery. It's a great way to capitalize immediately on member interactions.

4. Ask how you can improve. Be open to feedback and encourage members to bring their complaints directly to you so you can immediately begin the service recovery process. This allows you to turn a problem into an opportunity—and a casual member into a loyal one.

5. Encourage members to recognize great one-on-one service. Collect input about good employee-member experiences. This can boost morale, focus members on what employees are doing right, and give employees measurable feedback.

6. Funnel member questions through social media. Displaying responses to consumer questions openly online allows other members with the same problems to benefit. It also helps build up the businesses's informational capabilities, improving future interactions.

7. Encourage members to talk about your brand. The best way to ensure members are spreading positive, encouraging messages about your business is to provide such great service that they can't help but share their stories with others.

Engage:

Companies should be saying to their customers, 'If you did not enjoy our service, please tell us. If you did enjoy our service, please tell someone else. Engage them. Tell unhappy customers to come to you via social media so you can make it right and improve your overall service.'

POWER, PERFORMANCE & LONGEVITY

KOHLER ENGINES

*...for those who
run'em hard all day...*

...EVERY DAY!

Meet the Professional

You need maximum power. You expect rugged reliability. Welcome to the KOHLER Command PRO® series. With cast iron cylinder bores, overhead valve technology, larger-capacity oil and fuel filters, and high-performance spark plugs, our Command PRO® engines deliver years of nearly service-free operation. Because you need professional results, day after day.



ALLISON 'SUPER SUDS SUCKER' CHEMICAL INJECTOR

UP TO 33% DRAW RATES

The industry's highest drawing chemical injector. Where other stop drawing at 125' the Super Suds Sucker has been know to draw up to 500'.

This is the injector that all the Pro's use when volume chemical delivery is important!

It has been the industry's most asked for chemical injector for the last 25 years.



Part Number:
1964

Choosing a Pressure Hose

Smart Tips for making the right purchase.

The most common mistake made when purchasing pressure hose is equipping a machine with a hose that has too low a working pressure. A 3000 PSI machine should be equipped with a hose that has a working pressure of more than 3000 PSI. This advice comes from years of field experience using various hoses. Always size the working pressure of the high-pressure hose over the pressure washer operating pressure. As an ex-contractor of the 70's & 80's using a 2-wire, higher pressure hose was never my first choice simply because it typically weighed almost twice as much as a 1-wire hose. Now days when comparing a 50' 1-wire 4,000 psi hose to a 2-wire 6,000 psi hose the weight difference is as low as 2 pounds per section.

Hose technology has

changed dramatically over the last 20 years. In my day if a hose would last 1-month you would 'kiss the ground' and bury it in the nearest dumpster. Now we have customers who tell us that our Serpentine hose will give them as much as 6-months of service.

Before I tell you that you should read our technical bulletins on high pressure hose at:

<http://www.envirospec.com/techlib>

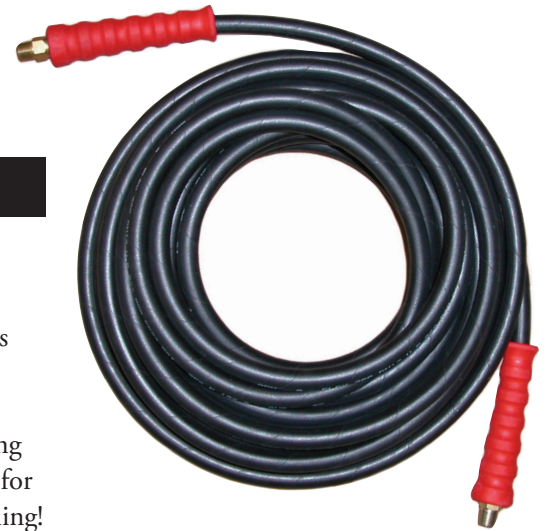
Let me leave you with these few recommendations for purchasing a hose.

1. Purchase a 6,000 psi hose even if you are running a 3,000 psi system. The hose will last twice as long and even though it weighs a couple of pounds more it will make your muscles bigger!
2. For all of you truck washers out there - never position your equipment in the parking lot in such a manner where

other tractor/trailers are driving over your hose while you are washing. This is responsible for more hose failures than any other single happening.
3. For all of you who have been buying 'Blue' or 'Yellow' Non-Marking hose for all of these years - There is no such thing! The only true nonmarking hose in the industry is 'grey'. Why? Grey hose does not contain 'carbon-black'. All other colors do and this is what causes marks as the hose vibrates on the surface.

—John Allison

Did you know that you can order the equipment and chemicals you need 24 hours a day at EnviroSpec.com? Before work, after work, or whenever it's convenient.



SERPENTINE

For over 20 years this has been the industry's

FIRST CHOICE
in high pressure hose.

TECH-TALK: HOSE LENGTH

Hoses are a wear item. With use they will need to be replaced. That's why it is usually a good idea to purchase hose in fifty-foot sections. If you generally use one hundred or more feet of hose, there are still very good reasons to use fifty-foot sections. When a hose fails, losing a fifty-foot section and still having good hose enables you to continue working. Having sections of hose also enables you to only use as much hose as you need, saving wear and tear on the rest. One other reason is the cost of custom made lengths of hose. Production made hose lengths are less expensive.

Find more helpful tips at [EnviroSpec.com/techlib](http://www.envirospec.com/techlib)

On the left, click on "Hose - High Pressure" to explore these topics:

*Bend Radius
Burst Pressure
Description*

*Hose Care
Hose Repair
Non-Marking Hose*

*Sewer Jetting Hose
Strain Reliefs
The Hose Whip*

EnviroSpec's *Washin' Warrior* Project means a veteran's new career opportunity



Don't forget November 11, 2012

VETERANS DAY

Thank you for your service.



EnviroSpec recently introduced the first recipient of its *Washin' Warriors* business development project for veterans. The recipient, Mr. David Crockett of Panama City Beach, FL will receive a business start-up package valued at more than \$20,000 in equipment, parts, accessories, chemicals and ongoing technical support, training & marketing. The package will allow Mr. Crockett an opportunity to open a business in the residential and commercial pressure washing industry.

"My wife Shelley and I are both veterans," stated John Allison, owner of EnviroSpec. "We appreciate the sacrifice and service of our vets, and want to help in the best way we know how—to provide an opportunity to become a successful small business owner."

David Crockett is a 20-year veteran of the United States Army where he served as a NATO combat photographer.

The business start-up package includes Professional High Pressure

Cleaning Equipment, a 3-month supply of Job Matched Cleaning Chemical, training on equipment operation and maintenance, systems certification classes, chemical application techniques and training. Also included is training on marketing his business to local homeowners and businesses and priority support from the EnviroSpec staff and the owner of EnviroSpec. The package also provides for substantial financial assistance from EnviroSpec.

Mr. Crockett, through his new business David Crockett Outdoors, will be able to quickly begin to generate positive cash flow by providing quality cleaning services to the Panama City Beach area. Utilizing EnviroSpec's 40 years of experience and line of cleaning chemicals and top-quality equipment, David Crockett Outdoors can handle jobs big and small. From house washing to roof cleaning, from truck fleets to sidewalks, Mr. Crockett will be equipped to handle the toughest of cleaning projects.

Through the efforts of owners John and Shelley Allison, EnviroSpec sets up an ex-military man with his own power wash business.

"I truly appreciate the opportunity to start my own pressure washing business," stated David. "Many vets just need a chance and I want to thank EnviroSpec for giving me this start."

EnviroSpec has been serving the pressure washing industry since 1972 with the largest selection of pressure washer parts and supplies at an affordable price. EnviroSpec manufactures a growing product line to meet the ever-changing needs of the Professional Contract Cleaner including; car and commercial truck wash detergents, historical brick restoration cleaners, concrete cleaners, degreasers, wax strippers, glass cleaners, acid cleaners as well as brighteners. EnviroSpec is also known for its charitable giving, supporting many animal rescue, children and military veteran charities.

TECK TALK: GUNS

Over 95% of all machines are sold with a pistol style trigger gun as shown below. It is the industry standard. This gun works well when used with a straight lance, or equipped with only a nozzle for close work, it allows the operator to hold the trigger open without undo stress on the forearm and wrist. For operators using a lance with a 20 to 45 degree bend at the nozzle end, this gun isn't the best choice. Using a pistol style gun combined with a lance with a bend requires the operator to work with the wrist and forearm twisted. This becomes very tiring and painful over time. Because a 45 degree bend on a lance provides even contact of the nozzle fan to the surface, consider using a straight through style gun.

SEE ALL GUN STYLES AT:
www.envirospec.com/techlib

TECK TALK: UNLOADERS

Diagnosing Unloader Problems.

Start by eliminating possibilities. Examine other components that may be the problem, starting with the easiest. Low-pressure or low-flow. Make sure the inlet water supply is adequate. Inspect for leaks, repair any significant leaks found. Check for clogs in the downstream chemical injector orifice or the high pressure nozzle and remove any debris found. The next step is to shut down the equipment, remove the unloader by releasing the quick connects, and then install a back-up unloader. If the problem is solved resume working and figure out the other unloader when time permits. If the problem persists...

SEE MORE INFO AT:
www.envirospec.com/techlib

YES WE SELL IT ALL

and we do appreciate your *business but just remember that...*
your local pressure washer distributor can also be very valuable to your operation.

Our prices may be lower and that is a definite advantage. The disadvantage is when contractors are not familiar with their equipment and need immediate help. We encourage you to 'strike a relationship' with a local distributor and maybe use both of us to your advantage. *Happy washing - John Allison, President, EnviroSpec*

TECH-TALK: ENGINES

FORMULAS FOR DETERMINING THE BEST HORSEPOWER:

Pressure washers are generally powered by gasoline engines, diesel engines, propane fired engines, or electric motors. Force created by the power plant turns the pressure pump, which in turn moves the water. A power plant must have enough force to continue to turn the pump crankshaft when the pump is pushing water out its rated flow and pressure. The following formulas are used to determine how much power is required to drive a specific pump.

The power is measured in horsepower.

GPM x PSI then divide by 1100 Equals Gas HP

GPM x PSI then divide by 1260 Equals Diesel HP

CAUTION

When using a gear drive pump you have to remember to adjust your horsepower requirements.

For example; let's say that you want to produce 10.0 GPM @ 3,200 PSI. Using the formula above you would assume that 10.0 x 3200 divided by 1100 would be adequate. After all the math says all you will need for this specification is 29 horsepower and since you have a 30 horsepower engine you should be all set? Right? Wrong!

When you use a gear drive your maximum engine speed should be no more than 3200 RPM. Since engine horsepower on gas engines is always rated at 3600 RPM you can see that by reducing the speed so do you reduce the horsepower.

30 horsepower divided by 3600 RPM x 3200 RPM will mean that at the adjusted engine speed your 30 horsepower engine will only be producing approximately 26.66 horsepower at 3200 RPM.

www.envirospec.com

**VOTED THE #1
TECHNICAL WEB SITE
in the industry!**

**Here are two examples
why more professionals call
ENVIROSPEC
than all other suppliers combined.**

**Tie the knot with
EnviroSpec**

**...smart people
with smarter choices.**

SPEED-UP PRODUCTION and increase your bottom-line!

EVER STOP TO CONSIDER

just how much time it takes to apply the soap? The answer is SECONDS. But when it comes to rinsing the answer is MINUTES!

SO WHAT'S OUR ANSWER? EASY! JUST ADD...

...1-gallon of SPEED-X-777 to your favorite 55-gallon drum of detergent and not only will you cut your rinse time by up to 75% but by doing so you will be saving valuable water!



THE SOLUTION IS...

SPEED-X-777

www.envirospec.com/chem_speedx.htm



70% of your entire day is spent
RINSING!

NO! IT'S NOT THE SOAPS FAULT!

You need to either rinse better, wash cold, cool down the surface before you 'soap' or 'tone down' the strength of your detergent

THE-2
Must
Haves

JUST THE FACTS!

If you stay in this business long enough you will find yourself in a situation where a chemical has been applied to strong or allowed to dry on the surface resulting in glass damage or discoloration.

When this happens you will need to have the tools on hand to correct the problem before you lose the account or the customer stops payment on the check.

FACT #2:

You will never be able to neutralize hydrofluoric acid once it comes in contact with rubber windshield wipers. This means that every time drivers turn on their wipers they are increasing the hydrofluoric 'haze' on the windshield. When we washed we always placed a small plastic garbage bag over the wipers first.



FACT #1:

As a contractor and supplier for over 40 years I have had occasions when my crew left behind streaks on the surface or the glass was covered with soap stains. Common sense told me that if the surface had been rinsed properly or the product had not been applied to strong that these occurrences would not have happened! To determine the detergent strength always run a 'test pattern' first. Do this in an inconspicuous area just in case the detergent is too strong.

REPAIR ACID DAMAGED WINDSHIELDS

GLASS DE-ETCH is a powdered form of 'jewelers rouge' that you will mix to the consistency of 'pancake batter' and apply it to the windshield using a car buffer.

www.EnviroSpec.com/Chem_DeEtch.htm

REPAIR SOAP STAINED GLASS

SCUM-BUSTER is a blend of rare earth oxides that you will sprinkle on a damp cloth and hand rub to remove soap stains on residential and commercial glass.



www.EnviroSpec.com/Chem_ScumBuster.htm

FACT #3:

Where do soap stains on glass come from? I could write a book on all the stories I have heard. Most spots on glass come from contractors not going back and re-rinsing as they work their way around the house. You finish one section and move on to another and the 'overspray' mist from the next section carries back and contaminates the glass and siding on the first section. When you think you are through - RINSE AGAIN!

The House that Contractors Built!

100% of the profits from chemical purchases are re-directed to charities for Children and Animals. Here is one of those projects.

Suzie's friends



This 'state of the art' sanctuary consist of 12,000 square feet of living quarters which includes approximately 2000 square feet of beautiful arenas where the cats can come and go as they please.



Through your support EnviroSpec has saved the lives of many thousands of dogs and cats over the last 10 years.

Suzie's Friends is nestled in the small community of Homerville, GA and has visitors from all over the country stopping by to say 'hello.'





As you can see...
Suzie's Friends is to animals
much like Disney World is to kids.

'Skipper' (to the left) has his very
own 'handicap' ramps and ladders
so he can be a part of all the fun.

Yes - we spoil our children too.



...we make absolutely sure
that our animals are comfortable.



More often than not when someone contacts
the State of GA inquiring about building an
animal shelter they tell them to visit Suzie's
Friends first.

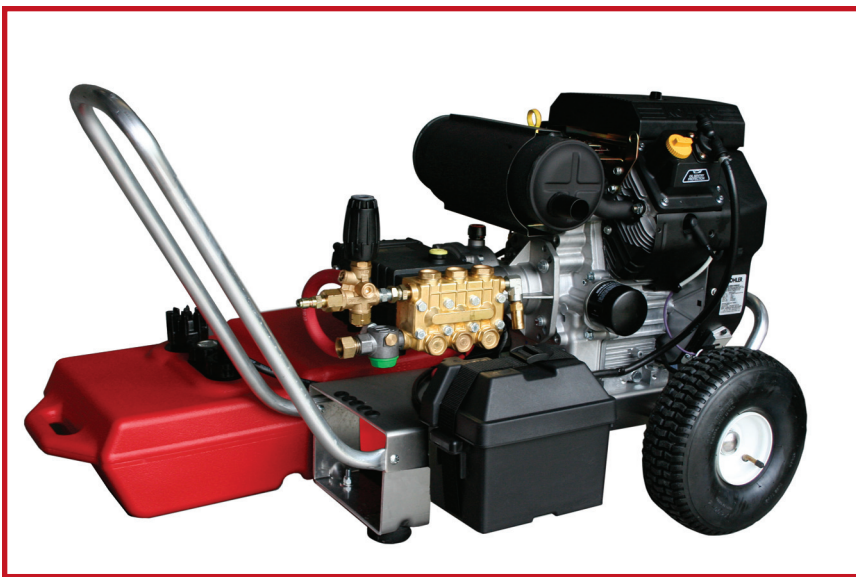
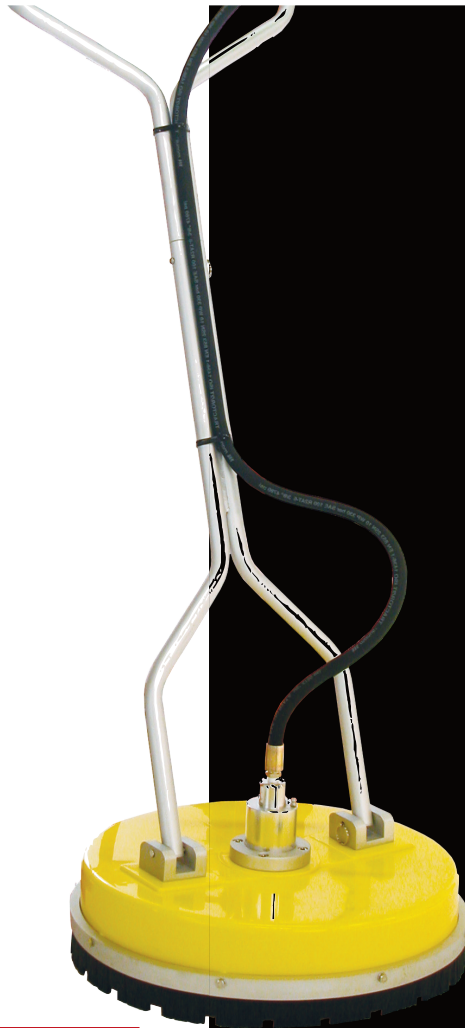
Those who visit find a facility as clean or
cleaner than most hospitals and a lot more
fun.



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