

They're loving it at Washworld

By MIKE BLAKE

Driving a clean car makes us feel better about ourselves...that's a fact. But cleaning it is often the sticking point.

And as our pride and joy is often our second biggest spend, after the house, it makes good sense to keep its condition and appearance up to scratch to maximise its value.

Enter Washworld Te Rapa with the latest in stress eliminating carwash equipment.

The most exciting addition, manager Jeff Olsen says is the new WashKey cashless payment option. This uses a tough plastic key with a built in microchip which stores information about the key user and the value of credit they have preloaded onto their WashKey.

"After extensive research of systems from the US and Europe and a six month trial we believe the WashKey system offers significant benefits to users by providing a system that gives companies full accountability. Weekly or monthly reporting of who, when, what was used, including which wash bay or vacuum, and how much was spent means budgeting for, and controlling vehicle cleaning costs is simple. By linking to our video surveillance system WashKeys ensure usage is authorised, secure and accurate."

Green WashKeys are available for individuals (My WashKey prepaid) or Blue WashKeys (Fleet WashKey prepaid) offer a simple way for employees to maintain their vehicles' presentation.

Individual My WashKeys,



are available in \$30, \$50 or \$100 units and make ideal gifts, rewards or staff incentives. Users automatically become part of the My WashKey Club which gives them a free carwash on their birthday.

When the credit on your WashKey is running low a simple "top up" can be added by seeing our friendly onsite attendant when visiting Washworld. For Fleet Washkey accounts email and internet banking are a popular, quick and easy payment option.

"Early feedback from both private and fleet WashKey users has been very positive," said Jeff.

"We have fleets with as few as three vehicles to one with more than 80 Washkey users that love the ease of use and convenience of not having to deal with cash reimbursements or finding petty cash for staff. From an accounting perspective it also provides an accurate paper trail for GST recovery and business related expenses."

Washworld Te Rapa has provided a convenient wash facility for almost 16 years for vehicles including cars, boats, caravans, motorbikes, light and medium

sized trucks, in fact anything that will fit within the self service wash bays.

Each week trades people, company reps, managers, mums and dads, teenagers and retirees take advantage of the ease and speed of cleaning their vehicles at Washworld.

A major upgrade six years ago saw the addition of a Touchfree Laserwash automated car wash with the first unattended credit card payment option and a self service dog wash facility.

Now a new fragrance dispenser has been added to the popular dog wash facility offering the choice of a little "pet perfume" with Healing Aloe, Soothing Oatmeal or Calming Lavender for a sweet smelling finish to an easy, economical and stress-free job that is just so much more convenient than facing the challenge of trying to wash the dog at home, especially in winter.

Recently Washworld has introduced another first to one of the wash bays - a new high powered dryer which uses air blade technology.

"This is proving a popular service for drying off windows



1. Washworld owner Jeff Olsen explains how to use the Washkey.
2. Dial up the processes as you wash your vehicle.
3. Do-it-yourself ... Michelle Ryan gives her car a loving wash.
4. Jim Fowler takes good mate Sasha through the self-service dog wash facility.
5. A test run through the touchfree laser wash...our black car came out very clean and shiny.
6. Leave the ladders on top...this WEL vehicle scrapped in, got the serious super jet clean for the underside and wheels then went on through the laser wash treatment.

and paintwork to eliminate those annoying water spots we see after using the hose at home," said Jeff. "It's also great for drying motorbikes particularly seats and the chrome found on road bikes."

Jeff reckons we all know the importance of first impressions. "So if it's a company sup-

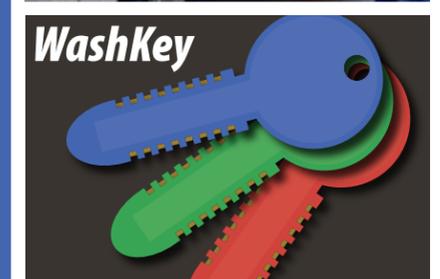
plied vehicle, what signal are you giving to existing or potential customers when you pull up in a dirty work vehicle sign written with the company logo?" he asks.

"Your vehicle, as an integral part of your business, should reflect the quality, image and professionalism you wish to pro-

ject as an organisation."

Jeff says he is in the process of totally overhauling the Washworld website that will then enable online ordering of WashKeys and tips, advice and information about how to have good, clean fun at Washworld so you feel extra good when you drive off in a clean vehicle.

Keeping your fleet clean can be so easy!



Better, faster, cheaper has been the goal of Washworld Te Rapa's 18 month, \$50,000 equipment upgrade. Improvements to our Laserwash Touchfree Automatic wash, and the addition of the all new "AirBlade dryer" and Dog Wash Fragrance service have helped make your car or dogwash experience even **better**.

Our exclusive WashKey cashless payment option means your visit to Washworld is even **faster** by doing away with the need to get, or carry cash, or fumbling to find coins. Using your WashKey to pay for a Laserwash takes just a few seconds and couldn't be easier.

With a free \$12 Ultimate wash on your Birthday for prepaid "My WashKey" club members we have made what was already the best value pet or vehicle **wash experience** in Hamilton even **cheaper**.

But it's not just what we say, WEL Networks has a large fleet of cars, 4x4 utilities and medium duty trucks and had this to say:

"WEL takes great pride in the way our vehicle fleet is maintained and presented. Washworld plays a major part in ensuring our fleet of white vehicles looks professional at all time. We found their electronic wash key system both economical and an easy way to monitor and control costs."

- David van Deventer - Human Resources Manager and Field Services Manager

So whether you have just a couple of vehicles, or a fleet of 100, why not let Washworld Te Rapa make it easy to keep your fleet clean?

WASHWORLD
Te Rapa
Your 24 hour 7 day self service car and dog wash centre

For more information, visit us on site or call Jeff on 0274 889 323

OPEN 24 HOURS

Only at
Washworld Te Rapa
550 Te Rapa Road, Hamilton



Try it for yourself!