CASE STUDY

Cleaner Cars, Lower Cost per Wash: Discover the Secret to Reduce Your Touchless Car Wash Chemical Costs with NuTech Home Run

CHALLENGES

Reduced customer traffic and increased operating costs, from the COVID-19 pandemic caused the owners of this touchless car wash to look for solutions to cut their chemical costs without compromising performance. Their existing solution had difficulty removing residual road film and windshield eyebrow, requiring a wash booster to enhance performance.

SOLUTIONS

Guardian Chemicals worked with the Operations Manager to replace their existing chemical with NuTech Home Run. Target dilution rates were identified and adjustments made based on performance. The touchless wash operated with a dual pre-soak, drawing 150 mL of product per car.

RESULTS

Cost per Wash Reduced by 45.6%

Replacing the competitor's solution with NuTech Home Run resulted in a 45.6% reduction in cost per wash. With the old solution, the car wash chemical cost was $1.14 per car. Using NuTech Home Run, the cost was reduced to $0.62 per car.

Increased Show (Foam) and Improved Cleaning

NuTech Home Run provided a better foam show, resulting in a better customer experience. It removed residual road film and the dreaded windshield eyebrow.

One-Product Solution

This customer reduced their chemical inventory to a single product for their touchless and wand wash operations.

AT A GLANCE

A touchless carwash was determined to reduce chemical costs and improve vehicle cleaning. Like many touchless washes, they struggled to remove residual road film the dreaded windshield eyebrow. By implementing NuTech Home Run, they lowered their cost per wash and enhanced cleaning performance.

KEY METRICS

Cost per wash savings of 45.6% compared to competitive chemical solution.

ONE-PRODUCT
SOLUTION

INCREASED
SHOW AND CLEANING

45.6% DROP
IN CHEMICAL COST PER WASH