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EXTRUTECH PANELS BRIGHTEN CAR WASHES TO ATTRACT UPSCALE CUSTOMERS

Manitowoc, Wisc. (August 18, 2008) According to market research by The Conference Board¹, over the next several years, households with earnings of at least \$100,000 will be one of the fastest growing segments of the U.S. population.

Greg Sheehy says, “grasp the opportunity.” This fast-growing, wealthy demographic drives nice cars and don’t often wash them in their driveways. They use car washes.

Sheehy is President of Operations, Extrutech Plastics, Inc., “If women have a choice, they won’t choose a car wash with dark, damp, moldy walls. Whether self-serve, tunnel or automatic, bright car wash bays attract the well-to-do customer in need of a wash and wax.”

Extrutech Plastics, Inc. provides PVC panels and doors for the interior walls and ceilings of today’s car washes.

“Highly-reflective Extrutech panels are ideal for high-moisture areas because they are waterproof,” says Sheehy. “The panels are stain-resistant, low maintenance and easy to clean. Salt and cleaners don’t eat at Extrutech panels.”

“The panels can be installed over block walls. If you start the project with a dry wall, the Extrutech panels creates a vapor barrier. Water will not get behind the panels.”

“With Extrutech panels, we can take a really bad-looking wall and make it look good,” said Jesse Licary, Mister Car Wash, who installed the panels in 8 Southern U.S. car washes. “The panels are easy to clean and there’s no maintenance other than cleaning. You don’t have to worry about chemicals being harsh on your walls like it is with tile where the glaze fades over time.”

“They are fairly easily to install. Two to three guys can do a 120-foot tunnel in two days. They really brighten up the tunnel when you use the white Extrutech panels. If you use the right light, you can see our car wash one mile away. Nothing compares to that.”

Chosen as the 2007 Mid-Atlantic Carwash Association (MCA) Trendsetting Product of the Year, Extrutech’s panels install quickly and easily with no exposed fasteners. Available in widths of both 12 inches and 24 inches, they can be ordered from 4 to 20 feet long to fit any size building.

¹ A Snapshot of Affluent Households in 2015. The Conference Board Consumer Research Center.

Extrutech's panels are extruded from 100% virgin, exterior-grade PVC. Both panel sizes have a tongue-and-groove design with a nailing fin along one side that makes installation quick and easy with no exposed fasteners. Panels are custom cut to fit project requirements.

"Our car wash owners tell us the glossy surface improves overall reflective lighting requiring less bulbs, which saves energy," Sheehy said. "With smooth, plastic Extrutech panels, the surrounding environment is great-looking with a fresh, clean appearance, instead of dark and dirty. And when you have a clean interior, it enhances the value of your property, and invites customers in."

Extrutech is the only supplier that can provide panels in red, green, blue and yellow to help build your brand. Currently, all the major oil companies have used the accent stripes in some of their car washes to enhance their image.

Extrutech's car wash panels come with a 10-year warranty and won't deteriorate or breakdown. They are class "A" material and pass ASTM E84-05 and CAN/ULC S102.2-03 for fire and smoke. Plastic, extruded door panels and frames are also available and are assembled with stainless steel hardware. Extrutech has been installing white and colored plastic panels in car washes since 1992. A U.S. company, Extrutech works with your builder or architect to engineer the exact material list to complete the project. Contact Extrutech at 888-818-0118 or visit www.epiplastics.com

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