



Marketing Your Carwash

Features

Colour Designs

Signage Ideas

Site Layout & Design
Suggestions

Laserwash Menu Sample

Dogwash Design & Signage

On Site Warning Signs

Logos

Thank you for choosing Prowash Australia as your car wash equipment supplier. Contained within this booklet you will see some sample signage, site layout & design and hopefully anything else you are looking for when it comes to establishing and marketing your new carwash.

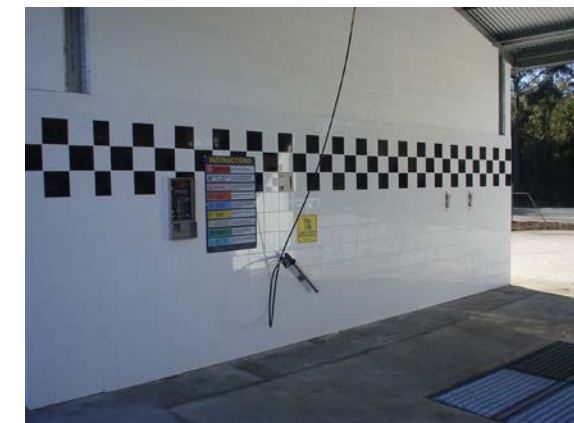
While viewing the contents of this guide please be aware that all photos shown are from existing Prowash equipment customers. Your unique, personalised site and signage design should be considered and applied to your site. If you are looking for something in particular or require any further information please contact Prowash on (03) 8340 3200 or via email mail@prowash.com.au

Index	Page #
Colour Designs	
In Bay	4
Self Serve Layout	5
Vending & Change Machine	5
Full Site	6
Signage Ideas	
Fascia & Freestanding Signage	7
Mobile Signage	8
Up Selling & Directions	9
Laserwash Height Bar & Fascia	10
Site Layout & Design Suggestions	11 - 13
Laserwash Wash Menu Board Samples	14
Dogwash Design & Signage	15
On Site Warning Signs to Consider	16

Colour Designs

The use of colour on your new carwash should be unique to your facility design. Throughout many carwash installations we have seen a wide variety of colours used and have included these for you to review. The colour of your new carwash facility will help customers identify with your product and services and also assist you in bringing about positive brand awareness.

In Bay Designs



Self Serve Layout

The use of patterned tiles or different colours within your self serve bays adds a new dimension to your site and ties in your overall theme. The fascia on the carwash can be used for additional signage including your site name or bay numbers.



Vending & Change Machine

A canopy over your vending machines is a great idea to protect them and your customers from the elements. They are also very eye catching!



Full Site Colour Designs

Shade sails are great to use over vacuum bays and at the entry of the Laserwash bay to offer customers protection. They also add a new dimension to the carwash and can be used to incorporate bright colours into your entire site design.



Bright colours, bold designs and innovative use of surfaces for signage make your carwash unique. While the samples on this page are limited, the use of colour on your site is not.



Signage Ideas

Fascia and Freestanding Signage



Mobile Signage

The use of mobile signage can help let customers know you have an ‘Attendant On Duty’, advertise daily specials or even just let them know you are open.

The location of the sign on site can help customers know where they might find the attendant, if it’s placed near the plantroom door. Or by placing a NOW OPEN sign near the entrance of your wash you show potential customers clearly where the site entrance is.



Mobile signage can also be used to advise customers of a carwash bay being closed. If you have a service technician or one of your own carwash employees working or cleaning one of your bays you need to stop cars entering before it’s too late.

Samples

“Bay Closed Due to Maintenance – Sorry For The Inconvenience”

“Bay Closed For Cleaning – Sorry For The Inconvenience”

Up Selling and Directions

Consider signage that might be required to ensue your customers have a great experience while they are at your carwash. It might be to advise them of how to use a piece of equipment, advertise specials or just point them in the right direction for change, vacuums and vending products.



Need More Ideas?

“Complete Your Wash With A Vacuum”

“Change & Vending This Way ☞”

“Thank You for Choosing <Insert Name> Please Come Again”

Laserwash Height Bar & Fascia



The Laserwash Touchfree Automatic offers a completely different service to your customers. Ensuring the Laserwash has a clear sign and height bar is essential. The height bar does not need to be positioned directly in front of the bay but must be located close by to prohibit large vehicles from entering and damaging your equipment.

Site Layout & Design Suggestions

Most carwash sites are designed so that the carwash bays and vacuum bays run parallel to each other. This enables the customer to drive forward out of the carwash bay after washing into the vacuum bay for an all over clean. It prevents traffic congestion on the site and is typically what a customer will expect. Where the site is an odd shape the vacuum bays may be located near by with an emphasis on signage to encourage customers to use the vacuums bays.

Roof lines and materials used in self serve bays have changed over the years with new designs emerging all the time.



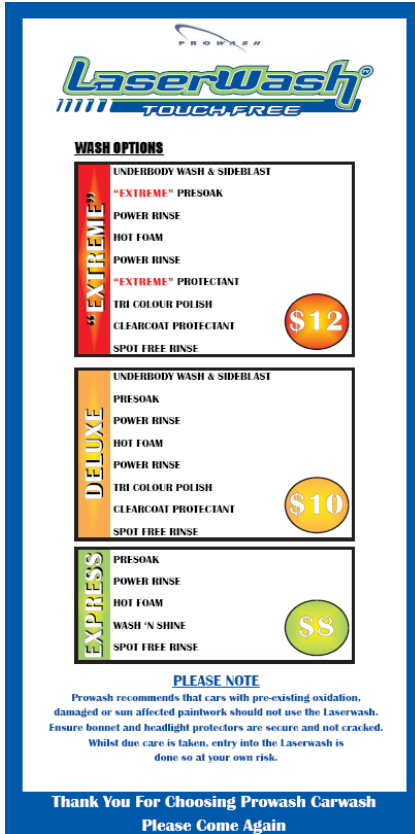
Shade sails are very popular in areas with a warmer climate where full coverage is not required over the vacuum bays.





Laserwash Wash Menu Board Samples

When designing your Laserwash Touchfree Automatic Wash Menu it is important to consult with someone on the Installation Crew or the Project Manager to ensure the information, including pricing, is correct for your wash. Each carwash is configured differently with wash cycles and pricing varies from site to site. While the below images can be used as a guide they **should not** be copied.



LaserWash TOUCH-FREE

WASH OPTIONS

EXTREME	UNDERBODY WASH & SIDEBLAST	\$12
	"EXTREME" PRESOAK	
	POWER RINSE	
	HOT FOAM	
	POWER RINSE	
DELUXE	"EXTREME" PROTECTANT	\$10
	TRI COLOUR POLISH	
	CLEARCOAT PROTECTANT	
	SPOT FREE RINSE	
EXPRESS	UNDERBODY WASH & SIDEBLAST	\$8
	PRESOAK	
	POWER RINSE	
	HOT FOAM	
	POWER RINSE	
EXPRESS	TRI COLOUR POLISH	\$8
	CLEARCOAT PROTECTANT	
	SPOT FREE RINSE	

PLEASE NOTE
Prowash recommends that cars with pre-existing oxidation, damaged or sun affected paintwork should not use the Laserwash. Ensure bonnet and headlight protectors are secure and not cracked. Whilst due care is taken, entry into the Laserwash is done so at your own risk.

**Thank You For Choosing Prowash Carwash
Please Come Again**



Welcome to ... **LASERWASH 4000 TOUCH-FREE AUTOMATIC CARWASH**

WASHING OPTIONS

LASER DELUXE \$10.00	LASER EXPRESS \$8.00
<ul style="list-style-type: none"> Under body & wheel blast Laser pre-soak Laser hot foam Laser pressure wash (x3) Laser shine & protectant Spot free rinse 	<ul style="list-style-type: none"> Laser pre-soak Laser hot foam Laser pressure wash (x2) Spot free rinse

INSTRUCTIONS

- Insert money/coins and select washing option (Push button)
- Wait for green entry to illuminate
- Enter wash at slow walking pace (the laser indicates wash)
- Drive into gate at front of wash (the driver side front wheel)
- Follow instructions on illuminated sign

**THANK YOU FOR CHOOSING EASY WASH
LASERWASH 4000**



Squeekies CAR SPA

LASER WASH INSTRUCTIONS

- Insert your notes, coins (\$2's, \$1's or 50 cent coins only) or tokens. ---- Wait.
- Select wash by pressing **GREEN** lighted button.
- Collect change, if applicable.
- Press **RED** lighted button, if a receipt is required.
- Wait for green **ENTER** light to come on.
- Drive (straight) forward slowly into the wash and stop when **RED STOP LIGHT** comes on and beeper sounds.

Thank you for washing at Squeekies



LaserWash TOUCH-FREE AUTOMATIC CARWASH

EXTREME	UNDERBODY WASH & SIDEBLAST	\$12
	EXTREME PRESOAK	
	POWER RINSE	
	HOT FOAM	
	POWER RINSE	
DELUXE	TRI COLOUR POLISH	\$10
	CLEARCOAT PROTECTANT	
	SPOT FREE RINSE	
	SPOT FREE RINSE	
EXPRESS	PRESOAK	\$8
	POWER RINSE	
	HOT FOAM	
	WASH 'N SHINE	
	SPOT FREE RINSE	

PLEASE NOTE
Cars with pre-existing oxidation, damaged or sun affected paintwork should not use the Laserwash. Ensure bonnet and headlight protectors are secure and not cracked. Whilst due care is taken, entry into the Laserwash is done so at your own risk.

Thank You For Choosing Easy Wash Please Come Again



ULTIMATE \$10.00	DELUXE \$8.00
<ul style="list-style-type: none"> Under Body Blast Laser Pre-soak High Pressure Rinse Hot Foam High Pressure Rinse Tri Colour Wax Clearcoat Protectant Spot Free Rinse 	<ul style="list-style-type: none"> Laser Pre-soak High Pressure Rinse Hot Foam Clearcoat Protectant Spot Free Rinse

Please Note:
We recommend that Cars with pre-existing Oxidation Damage or Sun Affected Paintwork should not use the Laser Wash. Whilst due care is taken in all circumstances, entry into a carwash is done so at your own risk. Please ensure bonnet, headlight protectors & wheel covers are secure and not cracked.



WASH OPTIONS

LASER DELUXE \$9.00	LASER EXPRESS \$7.00
<ul style="list-style-type: none"> Under body wash & wheel blast Laser pre-soak Pressure rinse Laser hot foam Laser pressure rinse Cherry wax Spot free rinse 	<ul style="list-style-type: none"> Laser pre-soak Laser pressure rinse Laser hot foam Laser pressure rinse Spot free rinse

INSTRUCTIONS

- Insert money/coins and select washing option (Push button)
- Wait for green entry to illuminate
- Enter wash at slow walking pace (the laser indicates wash)
- Drive into gate at front of wash (the driver side front wheel)
- Follow instructions on illuminated sign

THANK YOU FOR CHOOSING LASER WASH



LaserWash MENU

ULTIMATE \$10.	DELUXE \$8.
<ul style="list-style-type: none"> UNDERBODY WASH & SIDE BLAST LASER PRESOAK LASER WASH LASER HOT FOAM LASER WASH TRI-COLOUR WAX CLEAR COAT POLISH SPOT FREE RINSE 	<ul style="list-style-type: none"> LASER PRE SOAK LASER WASH LASER HOT FOAM HIGH PRESSURE POLY SEALANT SPOT FREE RINSE

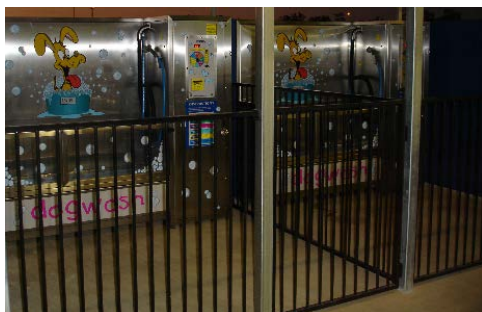
Dogwash Design & Signage

Do – It – Yourself Dogwashes are popping up at carwash locations throughout Australia. While Prowash is not a supplier of Dogwash equipment we do support and recommend Tru Blu Dogwashes. For more information please visit www.trubludogwash.com.au

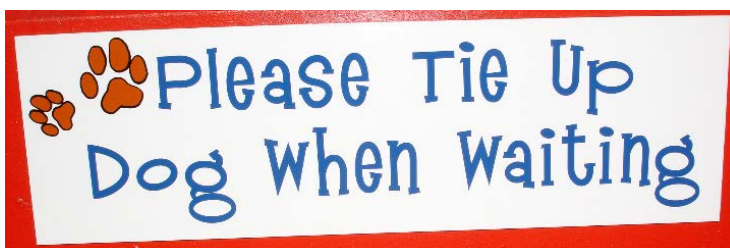
Important things to consider when establishing a dogwash on your carwash site;

- ✓ Shelter protects pets and their owners and promotes use of the facility during all types of weather conditions
- ✓ Adequate safety measures are required to ensure safety of all pets, owners and carwash customers
- ✓ Availability of owners to tie up their pets while waiting
- ✓ Specialised vending products to provide owners with the option of an all over clean and pamper for their pet (Ask Prowash for vending options for your Dogwash Facility)
- ✓ Prominent signage to promote the Dogwash on your site.

Design



Signage



On Site Warning Signs to Consider

Recommended Disclaimer for Laserwash

<Insert your carwash name> recommends that cars with pre-existing oxidation, damaged or sun effected paintwork should not use the Laserwash. Whilst due care is taken in all circumstances, entry with a pre-existing condition is done so at your own risk. Ensure bonnet and headlight protectors are secure and not cracked.

Thank You

Miscellaneous Warning Signs

