

OCTOBER 2017

# WASH TRENDS

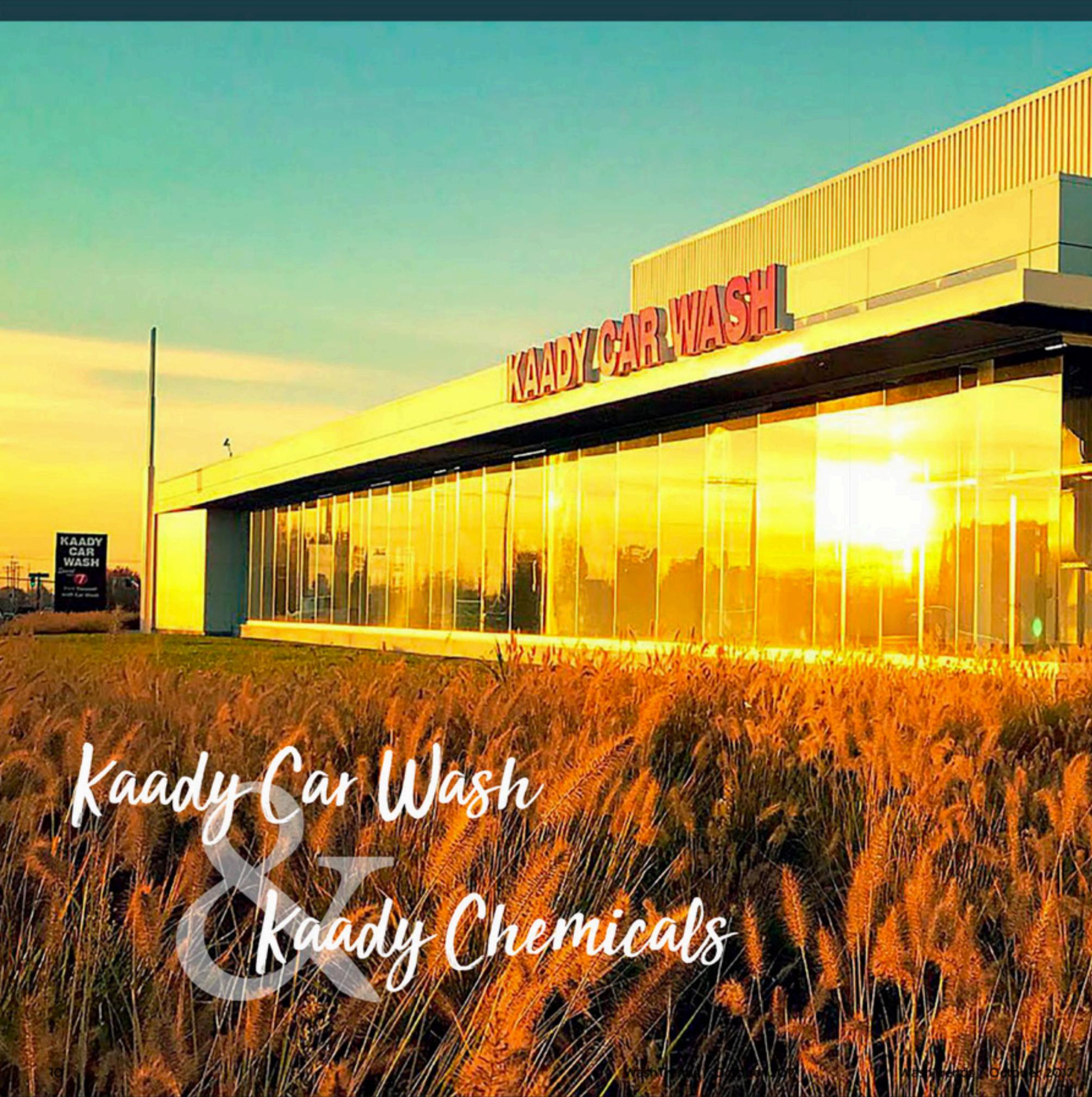
*a national publication for savvy carwash owners and suppliers*

KAADY CAR WASH AND KAADY CHEMICALS

DROUGHT AND YOU:  
PRAISING YOUR CUSTOMERS FOR THEIR WATER-SAVVINESS

LOCATION, LOCATION, LOCATION:  
CHOOSE THE BEST LOCATION FOR YOUR CARWASH

PAYMENT TECHNOLOGY UPDATE



WRITTEN BY LUCIA REGAN

Charles Kaady, owner of Kaady Carwash and Kaady Chemical, grew up around the carwash business. "With my uncle Dan Hanna's company being the world's leading manufacturer of carwash equipment, it was natural for me to gravitate to the business."

Kaady opened a full-service wash in 1976. In 1979 he opened his first exterior-only operation. It was a good move. Presently there are 18 express-only locations spread throughout Portland, Oregon; Vancouver, Washington; and one in Northern California. "The overall pattern has been one of steady, careful growth in markets we see as underserved," Kaady explains.

In the '80s, auto manufacturers began to use different materials and ingredients, not only in construction, but also in paint and clear-coat. As operator of several carwashes, Kaady saw that the newer cars needed new types of commercial cleaning products. In 1989, he opened Kaady Chemical ([www.KaadyChemical.com](http://www.KaadyChemical.com)). In 2000, Dan Hanna, Jr. joined the company as president and began broadening its reach into nationwide markets, as well as into Asia.

Many carwash owners/operators also represent companies and distribute carwash chemicals. Yet there aren't many who build a separate company to manufacture and distribute their own solutions. For Kaady and Hanna, the goal was to create products "that met all our criteria, which were that they had to be effective without being harsh on customers' cars, be safe for employees, and contain no phosphates or other ingredients harmful to the environment."

Kaady tested these products in his carwashes and found that the non-acidic, non-caustic, non-corrosive and biodegradable products worked very well in the ever-changing Pacific Northwest climate. Also, Kaady Chemicals exceeded the rigorous environmental standards of California, Oregon and Washington.

Another interesting fact that Charles Kaady shared: "The soil content here, which includes a significant volcanic component, presents special problems in terms of removing residue from automotive finishes...So you might call this [area] a virtual 'laboratory' for testing cleaning products: if Kaady Chemicals work here, they're sure to work elsewhere. That includes foreign countries, too, since our products are used by several overseas manufacturers in prepping vehicles for shipment to the U.S."

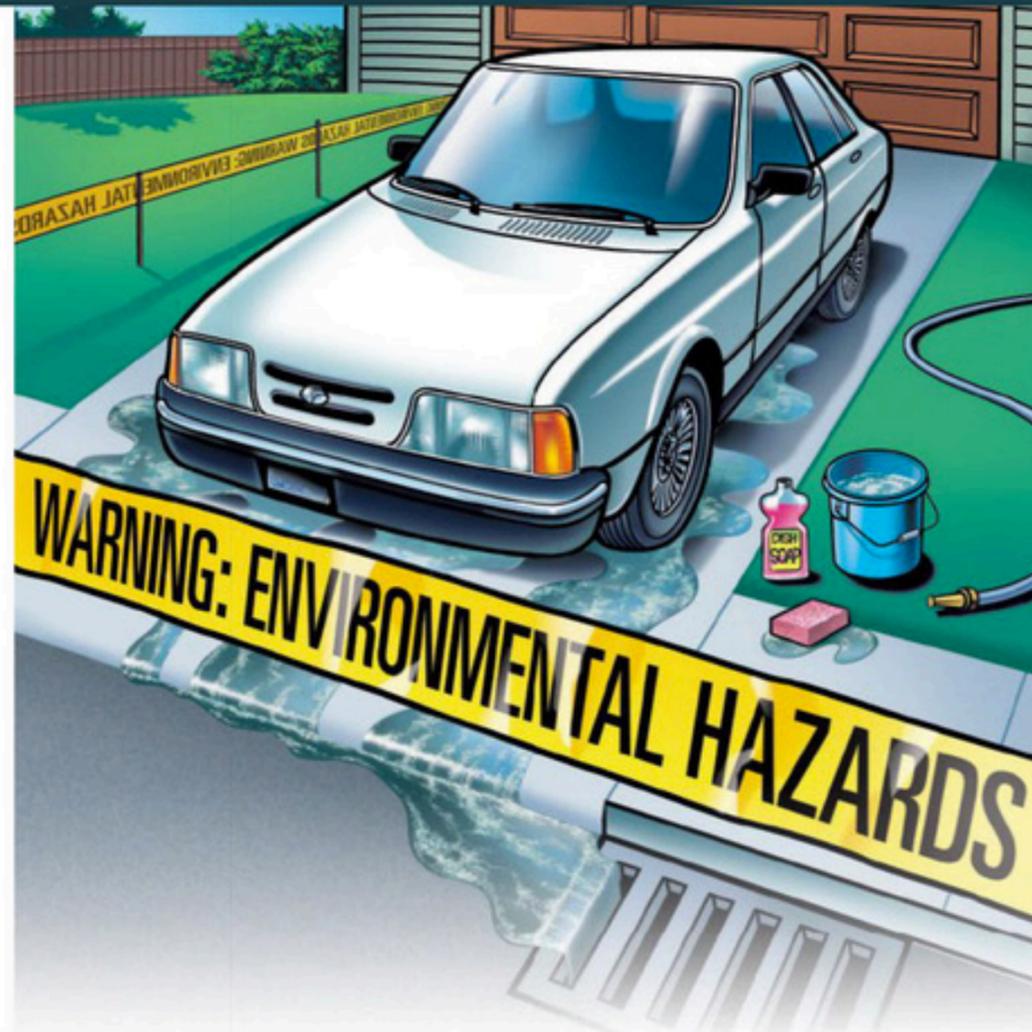
The company offers a complete line of products for express-wash conveyor, full-service, self-serve and in-bay automatic washes. When asked which of his products was most popular, Kaady responds, "If I had to name one 'go-to' product that's been success-tested in every market, it would be our Tire, Wheel and Body Cleaner - TWB. Just by eliminating the need for manual scrubbing to prep cars at the carwash entrance, TWB saves labor costs." But he also stresses that the process is ongoing and that new products, and improvements on existing ones, are continually being introduced into the line.

Several years ago, Kaady's Portland area locations earned the "EcoBiz" certification from a consortium of pollution prevention and clean water organizations. It was the first carwash business in Oregon to receive the ecologically friendly recognition. Debra Taevs, deputy director of the Pollution Prevention Resource Center ([www.pprc.org](http://www.pprc.org)), says, "Kaady [is] ahead of the curve in adopting environmentally conscious practices," and she describes the company as "setting the pace" for ecology in the carwash business. "We were very impressed with the environmental standards they already had in place, as well as with their can-do attitude."

When asked about the award, Kaady says, "Of course we're proud to be officially recognized as 'Eco-Friendly'...but it came as no surprise. We've been committed to green, sustainable business practices since long before it became fashionable."

Charles Kaady has been in the carwash business for more than 40 years and has been successful by being adaptable. He explains: "Like other players in the retail service sector, we face ongoing challenges from increased operating costs, the changing regulatory environment and so forth. And in the carwash industry specifically, we've needed to adapt our methods and technology to changes in the ways modern cars are being built."

Cars need to be washed to a gleaming shine no matter whether they are electric- or gas-powered, self-driving or real-person driving. Kaady is optimistic: "We're also seeing new opportunities in areas such as the growth of Uber and Lyft, which has made it important for young people to maintain clean cars." ■



## King City Oregon

is a small community southwest of Portland. Originally incorporated as a 55+ planned community, it is home to many veterans and retirees.

King City civic leaders worked for many months to have the town declared a "Purple Heart Community." This declaration was announced at the 50th Anniversary Celebration.

To honor the King City veterans, Charles Kaady replaced the flag pole at the local Kaady Car Wash with a new 120-foot-tall, tamper-proof pole at a cost of \$10,000.

In August 2016, an honor guard of veterans from several wars presented and raised the flag to thank all those who have served our country.

The video below is an inspiring reminder of Kaady Car Washes' community pride.

[WWW.KAADYCHEMICAL.COM/NEWS/KAADY-VETERANS-RISE-OCCASION-KING-CITY](http://WWW.KAADYCHEMICAL.COM/NEWS/KAADY-VETERANS-RISE-OCCASION-KING-CITY)