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CANADIAN CARWASH ASSOCIATION



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NATIONAL OFFICE

Canadian Carwash Association

4195 Dundas Street West, Suite 346

Toronto, ON MBX 1Y4

Tel: 416.239.0339 Fax: 416.239.1076

office@canadiancarwash.ca

www.canadiancarwash.ca

INDUSTRY FORUM

ENVIRONMENTAL AWARD PRESENTED TO THE CITY OF CALGARY

The City of Calgary has been awarded the first annual Environmental Recognition Award by the Canadian Carwash Association (CCA) for the city's ongoing commitment to water treatment and conservation. By presenting this award, the CCA has acknowledged that the City of Calgary has set a positive environmental example by raising awareness about the environmental benefits of using professional carwashes.

"The City of Calgary is very pleased to receive the Canadian Carwash Association's Environmental Recognition Award for our continued water quality and water conservation efforts," said Michael Meagher, Industrial Commercial Institutional Customer Co-ordinator, Water Resources, City of Calgary. "The Drainage Bylaw and the Sewer Service Bylaw we have in place helps to protect the quality of the water that is entering the Bow River. These bylaws support the use of professional carwashes as an alternative to driveway or lot washing because carwash wastewater is treated."

"A misconception I hear from my customers is that professional carwashes use more water—that's not the case," said Scott Murray, President, CCA; owner and operator, Ezee Clean Carwash. "We are a highly regulated industry and we must comply with strict regulations about water usage and waste. The used water from professional carwashes goes into the sanitary system, which is then sent to a treatment plant. I'm glad the CCA is bringing attention to the environmental benefits of professional carwashes," added Murray.

The CCA enlisted the services of Leger Marketing to conduct a survey to determine Canadians' perception of car washing and the effects on the environment. The research highlights the lack of awareness about the environmental impacts of driveway or lot car washing. The survey also reveals that most respondents mistakenly think that water goes to a water treatment plant when it enters storm drains on the street.

The CCA released the full results of the research during CARWACS 2011—Toronto on March 24, 2011. During CARWACS 2011—Calgary on October 20, 2011, a panel of experts discussed the benefits of using a professional carwash and its impact on the environment.

"The survey findings reinforce what the Canadian carwash industry has been advocating for years: using a professional carwash is an environmentally-friendly option for cleaning your vehicle," said Jorge de Mendonça, Executive Director, CCA. "A part of our industry's task is to educate the public that washing your car in a driveway or lot sends soap and other harmful chemicals into the storm sewer system, which could go directly into lakes and rivers. This is the CCA's opportunity to raise awareness about the environmental benefits of using a professional carwash and the harmful impact that driveway and lot car washing has on the environment."



Michael Meagher, Industrial Commercial Institutional Customer Co-ordinator, Water Resources, City of Calgary receives award from Nancy Schmutz, CCA Vice-President Manufacturers/ Distributors/Suppliers.



NEW CANADIAN BILLS AND COINS COMING

Most carwash operators should know that the Bank of Canada is converting bank notes to a new polymer format. So now, when you say plastic money you'll have to be more specific as to what you're referring to.

What this means for the industry is that bill acceptors and counters will need to be upgraded to accept the new bank notes. If you haven't already, it is time to contact your equipment supplier to discuss upgrades.

The \$100 bill was released last November, and the \$50 bill will be released in March 2012, with the \$20, \$10 and \$5 notes to be released by late 2013.

According to at least one Bank of Canada document, the new notes carry innovative features designed to be "seen" only by note-handling equipment to ensure that these machines can authenticate the notes. Some industry people the CCA has spoken with have indicated, however, that there is a divergence of opinion on how easy that will be. Some of the current equipment senses the end of the notes by the presence of light shining once the bill passes through completely, as a consequence, the clear part on the new bills poses a challenge.

Sources have told the CCA that at least one major currency handling manufacturer has indicated that they will not support the new bills.

What you might not be aware of is that new Loonies (\$1 coins) and Toonies (\$2 coins) are being released that will also



Image provided by the Bank of Canada.

require re-calibration of coin acceptors and counters as well. Apparently, there are one billion Loonies and 700 million Toonies in circulation now. Starting in late March 20 million of the new coins will be released as well.

The new coins will look and feel the same to the average consumer but coin machines will be able to tell them apart, meaning that if equipment is not calibrated to accept them retailers should expect unhappy customers.

Todd Reinberger, Manager – Canadian Circulation of the Royal Canadian Mint tells the CCA that they have contacted most coin acceptor and counter machine vendors to help them prepare for the changeover. The Mint does have a package of "tokens" which they are making available to manufacturers on a loan basis. There is a "large deposit" required to obtain these coins, which is refunded once they are returned to the Mint.

Chris Stegehuis of Coin Acceptors Canada feels that, at least with the equipment his company carries, only a software upgrade will be required. Stegehuis did admit, however, that it depended on the age of the equipment. Machines made before 1996 may have to go back into the shop to be retrofitted and upgraded.

The advice the CCA has for its members is that operators should contact their equipment supplier as soon as possible to be ready for the coming changes.

PORT HOPE MUNICIPALITY CLOSES CARWASH

In yet another sign that the carwash industry is at the top of the target list for many municipalities, as it has been reported that a carwash in Port Hope, Ontario was forced to close when three of five pumps at a water treatment plant last October failed.

Laundromats and carwash locations were targeted for closure due to the infrastructure issues. Will your municipality be next on the close carwashes bandwagon? The CCA, in part owing to the experience of the forced closure of six carwashes last summer in parts of the City of Ottawa, will be looking to better promote the industry conservation benefits to key municipalities across the country.

A task force is currently being formed and requests are being made to members who might be interested in participating in the development or distribution of conservation material.

MEMBER ONLY INFORMATION

The Canadian Carwash Association has been undertaking research work into a number of different areas of interest to the industry. Part of this research is related to some of the items mentioned in this newsletter. To better share that information with members, the CCA will be publishing "Member Only Content" its website.

Member login names and passwords have been emailed or mailed with the 2012 membership renewal. Extra member only content is represented by a red shield with a lock image on the related pages. If you have not yet received your renewal, please contact the national office at office@canadiancarwash.ca.



CARWACS – BE THERE!

The Canadian Carwash Association will again be presenting a set of seminars specific to the industry during the March 20-21, 2012, CARWACS show in Toronto, Ontario.

Sessions include:

- Advancing Your Carwash Business
- State of the Art – Equipment, Chemicals and Payment Solutions
- Water – A Scarce Resource

Details descriptions of the sessions are available on the CCA website (www.canadiancarwash.ca) education page. Members of the CCA receive a pass code so they can enter the trade show and attend the seminars at no cost.