

# SPINLITE®



Experience the Difference

**BELANGER.** 

[belangerinc.com](http://belangerinc.com)

**DRIVE | CLEAN**







# SPINLITE®

## Our commitment to you, the operator ...

We know you want to offer something “different” to your customers – something that your competitors can’t match. Belanger’s SpinLite equipment brings you the opportunity to build a loyal customer base with an entirely new approach to tunnel car washing. In terms of both performance and perception – it is equipment designed for a better experience.

Slow-spinning wheels with ShineMitt media create a gentler experience for customers. This helps reduce both the actual risk and perceived risk of vehicle damage at the car wash. Pair that with SpinLite’s proven clean, shiny, and dry results, and you’ll have customers that look forward to each return trip to your wash.

You are driven to offer something better and different throughout every aspect of your business, end to end. Inside the tunnel, it’s our job to give you a system that goes beyond the basics, elevates the experience, and creates repeat customers. That’s the SpinLite difference, and it’s our way of helping you build a better business.



## The Core Foundation

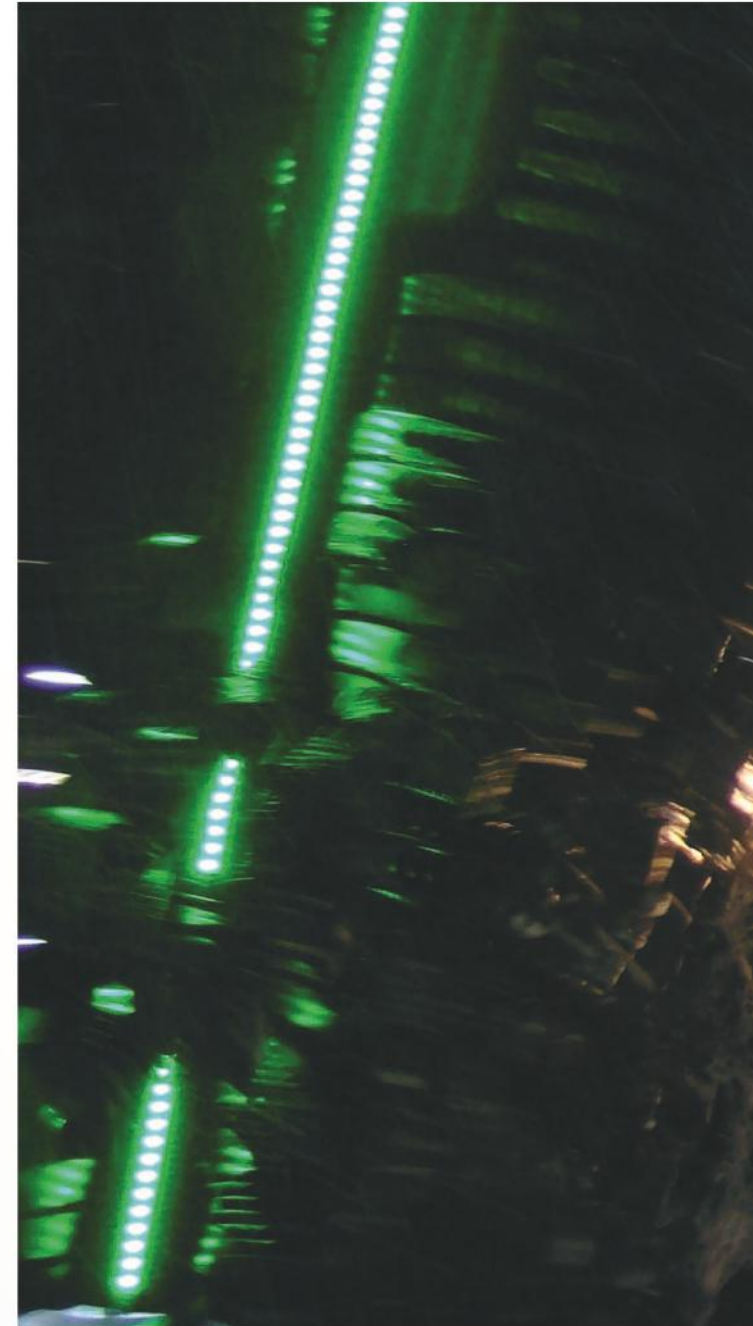
The SpinLite Core is a precise grouping of components that delivers a comprehensive car wash process effectively and efficiently, avoiding much of the costly equipment redundancy associated with car washes today.

This SpinLite Core will fit in virtually any car wash, while delivering a labor-free superior clean. Set yourself apart from your competition with the SpinLite difference ...

# *SPINLITE*

### PROVIDES A BETTER WAY TO:

- Effectively Clean Cars Automatically Without Labor
- Attract Customers Off The Street With 24/7 Active Site Marketing
- Keep Them Coming Back Again By Delivering A Visibly Cleaner & Shiner Car
- Deliver The Quiet & Gentle Wash Experience That Your Customers Will Talk About







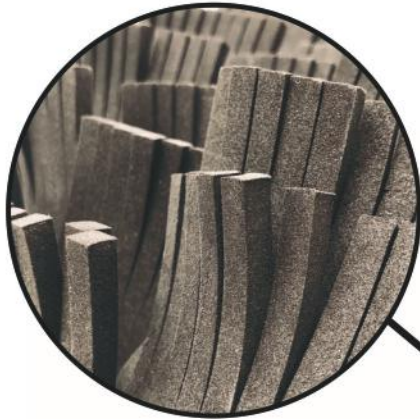


## A Better Touch, A Better Clean

Traditional fast-spinning wheels need to rotate at high speeds for the media to reach the surface of the vehicle. SpinLite's slow-spinning wheels are different. The self-supporting patented ShineMitt media design allows the SpinLite cleaning wheels to spin at 1/3 the speed of traditional car wash equipment, while delivering a superior clean without damage.

ShineMitt media mimics the purposeful cleaning action of the human arm, hands and fingers to touch and clean better. The fingers contour on contact, exposing multiple cleaning edges to lift dirt from the surfaces of the vehicle. This delivers a noticeably better clean, with over **4 times the touches of traditional media.**

ShineMitt media delivers another benefit to the motoring public with its high-touch cleaning action. It actively enhances the paint surface to create a lasting gloss with repeated washing. You can verify these improvements for yourself with a calibrated gloss meter, which we have done routinely.



# SHINEMITT™ MEDIA

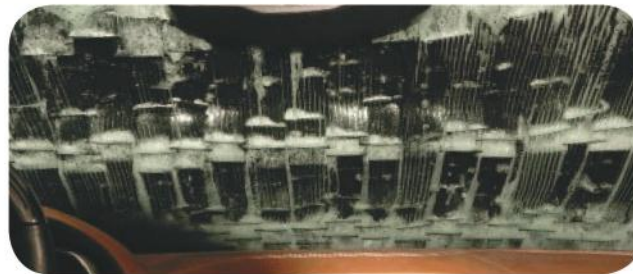


SHINEMITT HAND  
REPLACEMENT TOOL



SHINEMITT MEDIA  
HAND SUPPLY

THE ONLY REBUILDABLE  
MEDIA ON THE MARKET



## The Lighted Advantage

Spinrite doesn't just wash better, it looks better doing it. Like our illuminated in-bay systems before it, Spinrite uses patented LED-illuminated hubs, with colors, light and motion to help attract more customers from the street and signal that you're open for business.

The patented **Active Site Marketing** cycles 6 colors even after hours to automatically promote your wash, 24/7. This Beacon Effect helps new customers discover your site and loyal patrons find you again.

During the day, the curb appeal is unmatched. At night, the color-changing light show attracts evening customers, extending profit hours so you can Own The Night & Rule The Day.







The patented **Package Confirmation** assigns a specific light color to each wash package, and then follows each car through the wash with its package color. This assures each customer that they got what they paid for, building lasting trust and loyalty.



## Quietly Better

As ShineMitts rotate at 1/3 the speed of traditional fast-spinning wheels, it makes sense that SpinLite is more than twice as quiet.

Equally important, the sound of the ShineMitt is gentler on the ears. Its low-frequency sound is much less grating than the high-frequency noise of traditional fast-spinning media whipping against the surface of the vehicle.

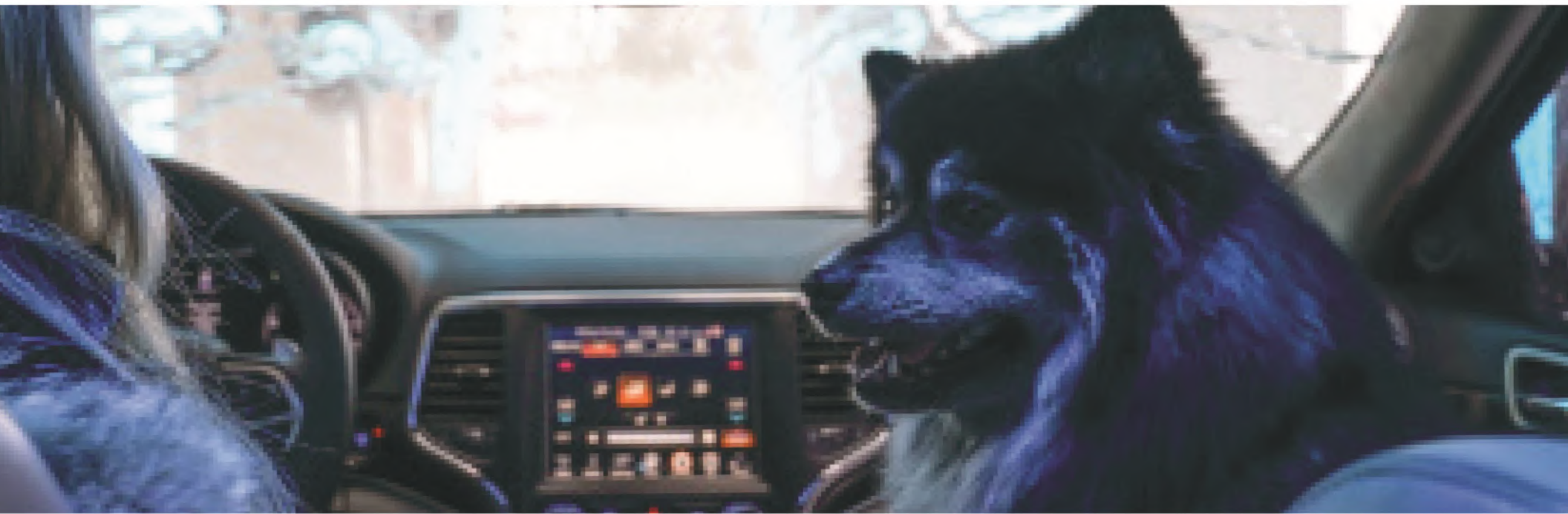
It's simple: More hertz, hurts more.

The effects of the reduced noise level and lower frequency sounds aren't just noticeable – they're dramatic. Customers are more relaxed, visibly less anxious, and less apprehensive. They are less likely to be worrying about vehicle damage. Most importantly, they are free to sit back and enjoy the car wash.

For SpinLite operators, the quiet operation and gentle wash process ensures a customer's first visit won't likely be their last. Operators can enjoy higher ROI, as customers return to experience SpinLite again and again. The word of mouth marketing alone will help accelerate the growth of your **wash club membership** program.













# The Finale

The SpinLite system is unlike any other in terms of creating an unmatched customer experience – it's truly different and truly effective. You'll see the results when your customers rave about their clean, dry, and shiny cars.

Happy customers become loyal customers – which means higher revenues and better returns.

SpinLite – it's 'A BETTER WAY TO WASH CARS' and 'A BETTER WAY TO MARKET YOUR CAR WASH.'

Experience the SpinLite difference for yourself.













**BELANGER®**

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**OPW®**   
VEHICLE WASH  
SOLUTIONS

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