

# SOFTOUCH

ADVANCED CAR WASH SYSTEM & PETROLEUM PRODUCTS  
356 North Scott Street 815-722-5028  
Joliet IL 60431

Craig Molden  
Molden Associates  
1804 Lake Shore Drive  
Michigan City, IN 46360

February 10, 1997

Dear Craig,

It has now been 18 months since you furnished my business with the Superior SF-2500-AK and the Superior SF-1500-AK units. As you are aware, I own a self-serve car wash and an automatic conveyor tunnel wash all in the same location. Prior to installing the Superior units, the two locations experienced lower water pressure due to calcium build up in the pipes. Check valves would continually fail due to the mineral contents in the water and in turn create back pressure in the self serve pumps and blow them out. In the conveyor car wash our boiler would need to be scheduled for cleaning once per season because of the lime and scale build up which made the unit work at a tremendously inefficient rate raising our natural gas usage by approximately 30%. As you know our biggest cost prior to installing the Superior unit was the usage of salt to soften the water. The two facilities were using five thousand dollars of salt annually to soften the water which is 28 grains hard in this area. Since the Superior units were installed I have totally removed the Eight Kinetico water softeners that softened the water at both facilities. I must say I was extremely skeptical of the Superior units initially because as most people in my field realize, soft water extends the life of chemicals so that the system can wash more cars per drum of chemical. Decreasing our costs per car increases profits. In the eighteen months the Superior units have been in, my cost per car has decreased and the volume of cars washed has increased. I have estimated that total cost per car has decreased approximately 3 cents per car giving me an annual savings on chemical alone of \$2490.00.

Finally, I am including here a complete break down of total savings per year since the installation of the Superior units. As you are aware, the initial expense of the units was \$12,000. I think you will be quite pleased with the payback savings as I list them:

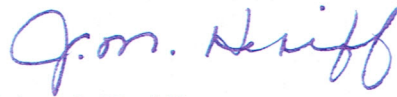
- savings of the cost of salt per year - \$5000.00
- savings in chemicals per year - \$2490.00
- natural gas savings 30% - \$4500.00 (based on this year's current rate)
- boiler maintenance savings per year - \$600.00
- check valve and pump savings per year - \$2710.00 (based on replacement costs)
- water softener repair savings - approximately \$350.00 per year
- TOTAL savings in one year - \$15,650.00

Please understand these were real savings visible to the checkbook; this list does not include time spent when pipes used to corrode and had to be replaced or pumps being replaced

and revenue lost per bay while that pump was down. As you can see, return on investment occurred approximately nine months after installation and savings will continue now indefinitely since there is virtually no maintenance of the Superior units.

In closing, I would like to tell you that I appreciate your willingness to work with my facility and I am delighted that I was one of the first car wash facilities in the country to try your units. If I may be of any assistance to you or your company in the future, please feel free to contact me at anytime, 815-722-5028. Again Craig, thank you for a job well done and may you have continued success in conditioning water without the use of chemicals. Our environment will continue to benefit from this product well into the future.

Sincerely,



John M. Heniff

cc: Charles Sanderson - Chief Engineer  
Superior Manufacturing Division