

KEEPING YOUR VEHICLES CLEAN

Where to Wash Your Vehicles?



BY JACK JACKSON

The general public is not aware of the issues with today's sewage discharge.

There are two main types of sewers: municipal and storm. Municipal sewers take the waste water from buildings and homes to a processing plant to clean and normally discharge the water to a lake, river or ocean.

This is Wikipedia's Definition: "Sewage treatment is the process of removing contaminants from wastewater and household sewage, both runoff (effluents),

domestic, commercial and institutional. It includes physical, chemical, and biological processes to remove physical, chemical and biological contaminants. Its objective is to produce an environmentally safe fluid waste stream and a solid waste (or treated sludge) suitable for disposal or reuse (usually as farm fertilizer). Using advanced technology it is now possible to re-use sewage effluent for drinking water, although Singapore is the only country to implement such technology on a production scale in its production of NE Water."

Storm sewers are generally found on streets and parking lots that discharge directly into the local water source without any treatment.

For almost every municipality in North America there is a major concern on the cost of maintenance and the amount of

pollution entering these systems. Some municipalities have resorted to charging commercial properties a square footage cost of paved surface on their taxes. Most continue to double the cost of water by adding a sewer charge to the water invoice monthly.

The real cost of water goes unrealized as politicians find it easier to increase taxes through this user fee while publicly claiming a small property tax increase. Since most of us don't look at our water invoice each month, it becomes a hidden cost and is not paid much attention.

Many customers ask us for the best location to wash. Our answer is always based on budget, image strategy, and preference. We know that eventually all washing in parking lots will be banned. Most municipalities already have this by-law on the books, however



it is just beginning to be enforced. Our numbers have increased ten-fold on inquiries from companies facing large fines and bans on sewer use for water discharge.

The easiest way to address this issue is to drive to a public wash where they meet environmental standards by recycling wash water. However, when calculating the costs, driving to the public wash and waiting in line is usually more than the

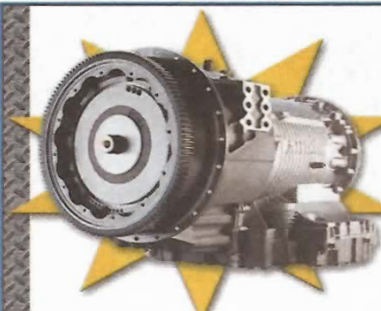
wash itself. General rule is twice the cost of the wash. If it costs \$25 to wash, add another \$50 in time and energy expense. Real cost, therefore, is \$75.00 per vehicle.

In the business world the successful companies are the leaders in almost everything they do. So, how do they wash? These companies invest in proper buildings and equipment to ensure that their image, maintenance and washing costs are

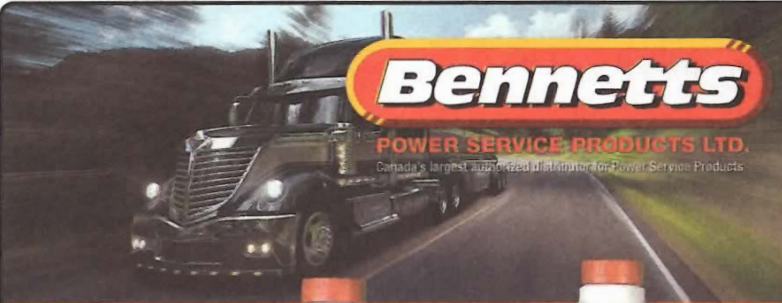
under control.

Look at your methods today and decide on the best alternative before some inspector decides your timeline is up. Ignoring today's costs will surely be more tomorrow.

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