

# Driver Recruitment & Clean Trucks



BY JACK JACKSON

What impact does a clean vehicle have on your customers and employees? Do you have a clean and green strategy to boost

your image?

There are many articles discussing the impending, if not current shortage of qualified, professional drivers for the trucking industry. Do you think you can gain an advantage in acquiring these types of drivers over competing carriers if you offered a clean truck every day they arrived to work?

When your drivers come to work, are their trucks clean? The positive impact of safe, clean vehicles on drivers will go a long way in boosting morale

and gaining loyalty. Which companies do you believe will attract and retain the best drivers in the future?

Today, more than ever, we hear from customers who are purchasing a wash system that allows their employees to wash their vehicles and demonstrate their pride. Some of our drivers are very passionate about the company vehicles and, by having the ability to wash every day, we believe this helps in having a driver turnover lower than the average company.

Imagine having to arrive to your office every day with a film of dirt on your desk, floor and doors. You would never feel good about having to wipe your hands or protect your clothes from dirt. A clean presence shows that management cares about the company and its employees. Most drivers feel proud to drive in a vehicle that is looked upon as professional by the pristine image created by clean trucks.

The biggest issue for those that do wash regularly is the frustration of

oxidation on the paint and decals. By never brushing while you wash, your paint and decals will build up with a soap film that eventually obscures your graphics and hinders your image. A dirty image is one thing, but a worn out graphic can be even worse. This happens by continually spraying soaps and chemicals and never removing that film.

Touchless spray can remove dirt and grit, but not that fine dirt film. Just like the dirt that accumulates in the shower, soap scum

builds up over the paint and oxidizes metal. Cracks appear on the logos or picture wraps. Removing dirt on paint with brushes will make your company's image shine. Clean vehicles will also attract the best employees who will help your business grow.

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