

## KEEPING YOUR VEHICLES CLEAN

# Clean & Green Acquires Clients



BY JACK JACKSON

Today many companies struggle with the best method to keep their fleets clean. Economics is always the first test in this struggle. Leaders in this industry are typically major corporations and governments that consistently budget for a clean image. The size and scope of these companies allow for the most efficient and cutting edge technology to keep their fleet in the best shape and to allow them

to meet today's stringent ecological requirements.

Winter affects us all across North America, primarily because of the dirt and salt put on the roads that, at the very least, obscure company graphics and logos. When you drive these roads and highways the clean vehicles really catch your eye. Your rolling advertising on your clean truck delivers a "wow" impression to commuters everywhere. Imagine what your customers think? Are they proud to do business with you and do they care when they see your trucks shining in this winter weather? There is no better time of year to have the ROI of your logo and advertising on your trucks.

With technology available today, many operators are choosing to have

control of their image with an ecological theme in line with the modern truck green movement. This includes bio-diesel, modern trucks, wind skirts, etc. Why not couple this with a green, clean graphic, logo or product mural on the side of your truck? Do you believe people want to do business with companies that work on that clean, green image? Most do, yet we don't take the time to consider the competitive advantage this provides.

Consider adding to your profile a green, clean image when presenting your company to potential clients. Put in your portfolio how green you are all around, including the regular washing of your vehicles to maintain the best image when arriving at your customer's doors. The ability to offer green certification by washing

with the correct chemicals and most efficient water usage system can be offered by your chemical supplier. Look for that green certification and you will take something to a client that your competition may not be offering.

Most large corporations and government facilities wash their own vehicles, not leaving their image to a third party that shows up on weekends (maybe) to pressure wash only the sides of trucks and neglecting the back door which is usually parked against a fence or building. What chemicals are used and where do those chemicals end up - in sewers, in the ground, or in your parking lot? Does your competition offer a green package to their customers on sustainability procedures, including washing that puts them



ahead of your company?

Reduction of the carbon footprint has become mainstream and no one really has a competitive advantage, however, a discussion of your reduced water footprint with customers and prospects can work to your advantage. Is your competition demonstrating ecological benefits like reduced water usage? Washing your vehicles

with the most efficient wash system can give you that edge you may not be thinking of and put you in the league with top industry leaders.

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