



7 CLEVER SERVICES TO

POLISH UP YOUR CAR WASH BUSINESS

SHINE
CAR WASH SHOW
CENTRAL EUROPE
OCTOBER 1 & 2, 2024 | KRAKÓW, POLAND

Make your revenue shine as brightly as the cars that leave your facility

Leading up to SHINE Car Wash Show Central Europe '24, get inspired by the innovative car wash services in this guide. What new possibilities do you see for your car wash?

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Car wash subscriptions

What does it mean: Car wash companies offer monthly or annual subscription services that give customers unlimited access to certain car wash packages.

Benefits:

- Creates a predictable and stable revenue stream.
- Increases customer loyalty and repeat visits.
- Easy to promote through digital marketing channels.

Disadvantages:

- Can lead to facility overload during peak hours.
- Some customers may not see the value if they don't wash often enough.

Mobile Carwash Services

What does it mean: Mobile carwash services allow customers to have their car washed on location, such as at home or at work.

Benefits:

- Provides convenience for busy customers who do not have time to drive to a carwash.
- Reduces operational costs by not having a fixed location.
- Can react flexibly to demand and respond quickly to customer requests.

Disadvantages:

- Weather dependence can disrupt service.
- Logistical challenges related to moving equipment and staff.

Waterless Carwash

What does it mean: Use of special cleaning agents that do not require water to clean cars, which is environmentally friendly and cost-effective.

Advantages:

- Reduces water consumption and operational costs.
- Attractive to environmentally conscious customers.
- Can be offered in different locations without water supply.

Disadvantages:

- Possibly higher costs for cleaning agents.
- Not always effective with heavily soiled vehicles.
- Example: Eco Green Auto Clean offers waterless carwash services and uses biodegradable products to clean cars without water.



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Carwash as a Service: CaaS

What does it mean: A model where carwash services are bundled with other car-related services, such as maintenance and repair.

Benefits:

Provides additional value to customers by offering multiple services in one location.
Increases customer retention by offering a wider range of services.
Can lead to synergies and cost savings.

Disadvantages:

Requires broader expertise and possibly more investment.
More complex operational management needs.

Eco Friendly Car Wash

What does it mean: Implementation of sustainable practices such as water recycling, use of eco-friendly cleaning agents and solar energy.

Benefits:

Reduces environmental footprint and operational costs.
Attractive to environmentally conscious consumers.
Can contribute to positive brand perception and provide marketing benefits.

Disadvantages:

Initial investment in sustainable technologies may be high.
Possible higher operational costs for maintaining eco-friendly equipment.



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Premium Car Wash Services

What does it mean: Offering premium carwash services such as manual detailing, waxing, and interior cleaning.

Advantages:

Ability to charge higher prices for premium services.

Attract affluent customers who are willing to pay more for premium service.

Increases brand perception as a high-end service provider.

Disadvantages:

Higher operational costs due to specialised labour and materials.

Limited market segment, which may lead to a smaller customer base.

Example: Detail King offers comprehensive detailing services where each car is hand washed and polished, resulting in a superior finish

On Demand Car Wash Via Apps

What does it mean: Development of mobile apps that allow customers to easily book and pay for carwash services.

Benefits:

Convenience for customers who want to book services quickly and easily.

Increases company visibility and reach.

Provides opportunities for personalised marketing and promotions.

Disadvantages:

Requires investment in app development and maintenance.

Competition with other on-demand services can be intense.



Need more ideas for your business? Let's make your car wash sparkle.

Join us in Kraków, Poland, October 1 and 2! We are bringing the entire car wash sector together at SHINE Car Wash Show Central Europe.

From seasoned entrepreneurs, to ambitious start-ups and

from cleaning suppliers to manufacturers of installations; you will meet them at this 2-day event.

Don't miss out on this amazing opportunity to meet this wide range of car wash professionals and exhibitors!

Explore the [programme](#) or [click here to book your ticket now.](#)

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What to expect at SHINE Car Wash Show

DAY 1: OCTOBER 1, 2024

14:00 - 15:00 | Sign in & registrations

Welcome at CKF_13! We are looking forward to meeting you!

15:00 - 17:00 | Car wash inspiration tour

This site visit is a great opportunity to expand your network and broaden your horizons. Go on a bus trip with other car wash professionals and visit one of the most inspiring car wash entrepreneurs in Poland!

17:00 - 18:00 | Let's meet up

Connect with other car wash professionals and -entrepreneurs, enjoy a drink and let's get SHINE Car Wash Show started!

18:00 - 21:00 | SHINE & dine

Enjoy an evening meal designed to bring together industry leaders and entrepreneurs like yourself. Set against the backdrop of CKF_13, this evening promises not only exquisite cuisine but also invaluable opportunities to connect, collaborate, and cultivate lasting relationships within the car wash community.

DAY 2: OCTOBER 2, 2024

10:00 - 10:30 | Welcom at SHINE

We're happy to meet you at the amazing venue of CKF_13 in Krakow, Poland!

10:30 - 10:45 | Offical start of the day

What can you expect for your business as a car wash professional or entrepreneur? Lets talk about the future of car wash together! After that, enjoy a well-stocked exhibition floor where you can be inspired by many suppliers of car wash chemicals, car wash parts, lighting, brushes, car wash systems and much more!

11:00 - 17:00 | Exhibition and workshops

Expand your network and your knowledge on the exhibition floor and in the workshops. This will be an inspiring day with lots of possibilities to connect with the entire car wash industry!

17:00 - 18:00 | Drinks & meetup

We end the day with a final polish for your network. Create another business opportunity, find that great lead and enjoy a drink together.

BOOK TICKETS

SEE YOU AT SHINE CAR WASH SHOW CENTRAL EUROPE



**Car Wash Inspiration Tour
SHINE & Dine Networking Dinner
Workshops & Knowledge Sessions
Car Wash Exhibition**

GET YOUR TICKETS