



Car Care World Expo™ 2010
May 12 – 14
Las Vegas, Nevada

The **5** Hottest New Products to See at this Year's Show

This year's 2010 Expo features 5 must see products that are ahead of the pack and leading the way. Of the many new and exciting things the industry has to offer, we focused our list this year on products that are great for new build or retro-fit, won't break the bank, provide increases in operational efficiency or effectiveness and are cutting edge. So if you are looking for the best of the show, then you needn't look anywhere else on the show floor. Check out these great products!



One of the hottest product this year is [AQUA-LAB](#) from Hydraflex. This is a highly engineered system that makes chemical application simple, repeatable and **saves virtually all car washes 10%-25% in chemical use**. The field is buzzing from the savings Hydra-Flex is delivering to its customers. Buyers running tunnels rave about this unit with its consistent and accurate chemical application, intuitive operational set up, compact design and easy plug and play chemical connections. The unit comes pre-wired and pre-plumbed for fast installation. **CHECK OUT the Aqua-Lab in booth # 227**



One of this year's top new products at the show is the SmartStart™ custom VFD Motor Control Center with integrated [r•TC tunnel controller](#) from [CMI](#). These MCC's boast huge electrical savings for progressive operators setting the pace in car wash power management with VFD motor control and offer the unsurpassed performance of the r•TC pre-wired to all of the 3 phase motor loads. Buyer reviews for SmartStart™ Drive Panels all have one thing in common – glowing comments about power savings from innovative programming which automatically adjusts dryer and vacuum performance based on user defined parameters and demand. A recent VFD power management [case study](#) **clearly shows 40% power savings over traditional cross the line motor starters**. Kesseltronics innovation and Rockwell engineering, manufacturing and aftermarket support make the SmartStart™ custom MCC one the best overall buys on the show floor. **CHECK OUT the SmartStart™ MCC in booth # 723**



New Wave Industries shows up again this year as the top water treatment tandem with its Pur Clean spot free system and Pur Water reclaim system. They are an annual favorite of many as much for their outstanding support as their superior engineering and reliability. [New Wave](#) has added a third component to their market leading offering with a Nano-Filtration system for ultra clean reclaim water that can be run through pumps and with advanced chemical applications. We are in the car wash industry. Indispensable to our operations is intelligent water handling and use systems. **New Wave suite of products routinely deliver 20%-40% savings to their customers**. **CHECK OUT New Wave Water Treatment Products in booth # 413**

WASHMONITOR™



The next 2 cool products are CORTEX and Wash Monitor, from Kesseltronics. These cutting edge software products are way out in front of the pack in remote car wash management. The only reason they did not capture the number one hottest product spot is that they are in their final stages of beta development and are not yet released. However, **if you want to see the future of car wash management today, you need to see CORTEX and Wash Monitor**. It is not surprising that such cutting edge software comes from Kesseltronics, the winner of the ICA 2010 Innovation Award for their r•TC tunnel controller. Kesseltronics sells exclusively through OEMs / Integrators. **To CHECK OUT CORTEX and Wash Monitor product demonstrations come to booth # 723.**

There are so many interesting and cutting edge products to see at the show that it is always difficult to point you to them all. Check with your Distributor Partner and see what other ones they can recommend.