

Why Choose Belanger[®] Car Wash Equipment & Systems?



Signature
Series



Belanger[®]



Executive Summary

Who should build your car wash equipment? Consider:

- Is it built for easy maintenance? Extended service intervals?
- Does it support your business model?

Belanger offers 40 years of strength, and is redefining innovation in car washing.

- Invented soft cloth car washing.
- Since 2005, has launched the widest-ranging selection of cutting-edge equipment.

Belanger is a full-line manufacturer supporting many car wash segments, including:

- Conveyorized Tunnel; Touchless In-Bay; Friction In-Bay; Large Vehicle; and Fleet & Rental.

Great car wash equipment starts with a better vision of car washing.

- Belanger hires the right engineers, and equips them with the best tools.
- Belanger solutions for real-world car washing have earned more than 100 patents.

Belanger is a true car wash equipment manufacturer, not merely an “assembler.”

- Unlike other “manufacturers” who assemble off-the-shelf parts, Belanger makes most components.
- Component-level manufacturing allows true quality control over the finished product.

Better car wash equipment starts with better materials.

- Pioneered the use of structural aluminum ... lightweight, weldable, stronger than steel.
- Led the way with UHMW polyethylene for wear surfaces, and lube-free pivot points.

Quality car wash equipment starts with quality manufacturing.

- Quality is a continuous process, and all work is part of a larger manufacturing plan.
- The first North American car wash equipment manufacturer ISO 9001:2000 certified.

Belanger packs and ships equipment with the same care we use to make it.

- Digital photographic record follows equipment through production and packaging.
- All equipment heat shrink wrapped, to keep out dirt and keep all parts together.

Belanger equips you for success ... with easy-to-read manuals, and easy-to-install equipment.

- Plain-english manuals are helpful in setting up, operating, and maintaining equipment.
- Equipment ships complete with documentation and all needed parts for installation.

Belanger distributors know the equipment, and the business.

- Distributor network is the largest in North America, and also covers select global locations.
- Distributors know the equipment well, from extensive factory training and hands-on experience.

Great car wash equipment deserves great technical support.

- Free technical phone support from Belanger’s main office.
- After-hours, on-call availability means help is reachable when you’re most likely to need it.



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To build a successful car wash, first consider who should build your equipment.



Whether you're a seasoned car wash operator or a first-time investor, one thing is true: the equipment you select for your wash can have a major impact on your business's success. That's because the initial purchase of your equipment is a big consideration in the ongoing operation of your wash.

Most important in the long run, is how well and reliably your car wash equipment operates, day after day. While equipment that suffers frequent down time can be expensive and frustrating to maintain, losing sales during that downtime can also quickly become expensive for your wash.

Conversely, equipment that operates reliably and is built for easy maintenance and extended service intervals, will pay for itself many times over in your car wash. The money you save on maintenance and repair will drop straight to your bottom line, while greater uptime will help increase your total revenues.

In addition, your car wash equipment should work to support your unique business model, meeting the needs of your customers, and your business, at your location. Equipment that doesn't allow you to wash as you see fit, does your operation - and your customers - a real disservice.

Of course, equipment doesn't run well, operate reliably, and meet your unique needs by accident. It's the result of careful design, thoughtful engineering, and meticulous craftsmanship. At Belanger, we strive to help car wash operators succeed, one at a time - because that's the true measure of our success.

What follows is the story of Belanger - who we are, what we do, and how we got here. We hope you'll find it helpful as you choose your equipment manufacturer. Because we believe this decision is important to your success, we'll always strive to earn your business - before, during and after the sale.





For over 40 years, Belanger’s innovations like soft cloth car washing have redefined the industry. Today, we’re redefining innovation.

From our beginnings in 1969 as a supplier of abrasive finishing products, customers have trusted Belanger to help ensure perfect vehicle finishes. When General Motors sought a better way to wash newly-painted vehicles still in the factory, they turned to Belanger for help. Recognizing that nylon brushes were marring paint, Belanger knew it needed a better way to safely wash vehicles.

The result was an entirely new kind of car wash - one that redefined the car washing industry. The soft cloth car wash was conceived by Belanger and tested to perfection, then adopted by GM in their plants. Of course, it didn’t take long for other car makers - and retail car washers - to adopt this innovation.

Rather than resting on the soft-cloth achievement, Belanger used its momentum to propel the company’s on-going innovation. The same inquisitive thinking, refusal to take current practices for granted, and constant drive to find better ways to wash vehicles, have since defined Belanger and its equipment.

So while today’s Belanger equipment may look different than its historical offerings, one can see the same core values in every piece that has ever carried the Belanger name. These include a commitment to help maximize wash bay Profit-Per-FootSM, with low maintenance requirements, exceptional cleaning performance, and the highest possible revenue potential.

That commitment means the company must constantly “raise the bar” for itself, using the knowledge gained from past achievements to continue innovating. Just as its customers’ needs are evolving ever-more rapidly, so must Belanger’s efforts to anticipate, meet and exceed those needs.





Past, Present and Future

Today, Belanger is redefining the pace of innovation in the car wash business. Since 2005, Belanger has launched the widest-ranging selection of cutting-edge car wash equipment in the world, including:

- **DuraTrans® XD** conveyor that takes routine maintenance out of the pit
- **QuickFire®** wraps that eliminate manual prepping and “skunk stripes” on vehicles
- **FreeStyler®** friction in-bay automatic with ClearBay™ design
- **AirBlade®** dryer that dries hoods and windshields while cutting utility costs
- **DuraShiner® DX** tire shiner that uses as little as 1 ounce of chemical per vehicle
- **DuraScrubber®** wheel scrubber that cleans tires and intricate rim designs
- **Signature™ Series** tunnel with distinctive looking powder-coated elliptical beams and all-electric format
- **Integra™** controller that allows one-button control of the Signature™ Series utilizing variable frequency drives
- **Pivoting Wheel Stinger®** touchless wheel washer that eliminates spray-wand wheel prep
- **Chameleon™ Arch Series** that is colorful, well-optioned and fairly priced



AirBlade®



FreeStyler®



DuraShiner® DX



QuickFire®



Chameleon™ Arch Series



Milestones



1969

Belanger Incorporated founded by Jim Belanger. Pioneers in the field of metal finish preparation and preservation.



1970

Designed washing material that would clean without creating paint surface disturbance, known today as soft cloth.



1971

Car Wash Division introduced.

1980

Apparatus for washing and drying vehicles - patent received.

1985

Complete line of car washing equipment offered.

1987

Vehicle conveyor and wheel engaging dolly patent received.



1990

Rotary cloth roll assembly patent received.

1998

Vector Rapid Wash® touchless in-bay automatic introduced.

2001

Received ISO-9001:2000 certification for quality assembling operations and adherence to internationally recognized quality standards.



2003

Introduction of touchless large vehicle wash, the V-Max®.



2005

Released new DuraTrans® conveyor which received industry award - patents received.

2006

Introduction of the FreeStyler®, a soft-touch in-bay automatic.



2007

QuickFire® Wrap - patents received.

2008

Introduction of Belanger's AirBlade® dryer.



2008

Introduction of high-pressure, pendulum wheel cleaner - patents received.

2008

Distinctive, all-electric Signature™ Series tunnel line is introduced.



2008

Introduction of automatic tire dresser, the DuraShiner® - patents pending.



2009

Launch of Chameleon™ Arch Series - bold powdercoated aluminum colors and LED neon lights, at a breakthrough value price.



Full-Line Manufacturer

To meet car wash operators' needs, Belanger offers equipment that supports their businesses.

Belanger is a full-line car wash equipment manufacturer whose offerings maximize wash bay Profit-Per-FootSM. Belanger equipment offers low maintenance requirements, exceptional cleaning performance, and high revenue potential - all backed by a 13-month manufacturer's equipment warranty. Belanger's full line of car wash systems includes:

SignatureTM Series Tunnel Wash

With its bright powder-coated finish and eye-catching elliptical beams, Belanger's SignatureTM Series looks like no other car wash. What's more, the IntegraTM controller and Variable Frequency Drives (VFDs) give you one-button control over your entire line, including conveyor and equipment.

Mix 'N' Match Tunnel Wash

Constructed with only the highest grade of materials, like aircraft-grade aluminum, high-density plastics and state-of-the-art electronics, Belanger's tunnel wash systems resist breakage and keep operating costs low ... making them some of the industry's most profitable wash systems.

Vector Rapid Wash[®] Touchless In-Bay

The Vector Rapid Wash[®] is Belanger's state-of-the-art touchless in-bay automatic wash. Engineered with operators in mind, this attendant-free system is unparalleled in value, performance, and investment potential.

FreeStyler[®] Soft Touch In-Bay

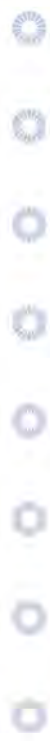
Belanger's FreeStyler[®] is the most advanced in-bay soft touch automatic available! Unlike floor-mounted rollover washes, FreeStyler[®] was designed from "the top down" to offer an open and inviting soft-touch in-bay wash.

V-Max[®] Large Vehicle Wash

The V-Max[®] is Belanger's state-of-the-art touch free automatic large vehicle wash system. This overhead gantry system is available in three configurations, and can wash a 30-foot dump truck or 75-foot tractor trailer and everything in-between in just 3 to 6 minutes.

insta-KLEEN[®] Fleet Wash

Belanger's insta-KLEEN[®] fleet tunnel wash is engineered for continuous performance. Whether you offer vehicles for rent, lease, or sale,





To build great car wash equipment, you must first be able to envision it.

Belanger believes that only our best ideas should make it to the manufacturing floor. To us, it's self-evident that replicating a less-than-perfect design, over and over, would only compound the flaws inherent in the original. On the other hand, repeatedly producing a well-planned design allows the benefits of that design to multiply, serving the interests of more and more customers.

That's why Belanger puts so much emphasis on hiring the right engineers, and equipping them with the best tools for their important work. It's also why Belanger's engineers put so much focus on getting their equipment designs exactly right. They understand that good design should maximize wash bay Profit-Per-FootSM, with low maintenance requirements, exceptional cleaning performance, and high revenue potential.

While Belanger's engineers are constantly looking forward, they're also mindful of the company's long heritage and legacy of past achievements. That's why they design for backward compatibility where possible, to ensure that new designs will work seamlessly with older Belanger equipment. That's also why they strive for cross-platform designs when feasible, to simplify equipment training, parts stocking and maintenance tasks for distributors and owner-operators.

Belanger's designs are meant to do two things. First, they move operators and their markets forward, by introducing new concepts that improve the speed, ease and profitability of car washing. Second, Belanger designs equipment in response to the real-world needs of operators, and solves their pressing concerns. These tangible solutions do more than solve problems - they create loyal customers for the company.

Along the way, these solutions have earned Belanger more than 100 patents. While these patents protect the company's work, they're more than protection - they're tangible proof of the company's constant drive to help operators wash cars better. Because while patent awards are gratifying, customer successes are the most rewarding outcome of all ... which is why Belanger strives to help customers succeed, every day.





Manufacturing

Belanger doesn't just *build* car wash equipment; we *make* it.

Unlike some other so-called equipment "manufacturers," Belanger does more than assemble car wash equipment from off-the-shelf components. We make most components first, to ensure that each piece is manufactured to our standards, and will perform as planned in the finished product.

Producing components in-house puts the control in "quality control" at Belanger. It allows attention to detail that mere assemblers cannot match. And that attention to detail carries through to every facet of the manufacturing process at Belanger. For instance, machining and tool work are done in areas separated from sub-assembly and finishing.

In this way, manufacturing by-products do not enter the sub-assembly and finish areas, keeping final production areas cleaner and improving the finished products. In Belanger's main plant, sensitive electronics work and intricate assemblies are produced on a second level "above the fray," and brought down to the main floor when completed.

Better car wash equipment starts with better materials.

Innovation at Belanger isn't just about finding better ways to wash cars ... it's also about building better equipment to do it. And while engineering, design and manufacturing all play a part, great car wash systems start with great materials.

That's why Belanger begins with the best materials available, to help ensure safe cleaning, equipment longevity and profitable operation. In addition to pioneering soft cloth car washing, Belanger also originated the use of structural aluminum in car wash equipment, which we continue to use today.

From its experience innovating with aluminum construction, Belanger has also led the way with other new materials. The company makes extensive use of ultra-high molecular weight (UHMW) virgin polyethylene for wear surfaces, and designs lube-free pivot points for a lifetime of smooth operation and reduced maintenance requirements. As well, Belanger offers durable electrostatic, heat-cured powder-coated finishes on many metal components, providing a bright, easy-clean finish that resists surface oxidation and stays looking great.



Belanger's two manufacturing facilities in Northville and Novi, Michigan total 112,000 square feet - more than 2 1/2 acres of manufacturing space





Quality Control

Only an inspired manufacturing process can make great car wash ideas a reality.

To create great car wash equipment, it's not enough to use innovative designs and the best materials. Equally important, is how it's made. While the recipe and ingredients matter, the cooks determine the outcome.

That's why Belanger is committed to manufacturing quality - not as a goal, but a continuous process that drives how we work on the factory floor, every minute of every day. At Belanger, every manufacturing activity happens for a reason, and all work is part of the larger plan.

This begins with keeping the right materials in stock, to keep manufacturing working efficiently at all times. Belanger achieves this with a streamlined 'cycle counting' process, that accounts for materials and components according to their importance and frequency of use. This rolling inventory system ensures that parts are always available when needed - while nothing sits on the shelf for an extended period.

Because Belanger builds equipment to order, having the right materials on hand is vital to the company's mission. But so is having processes in place that enable Belanger to meet each customer's unique needs, in real time, while maintaining consistent quality, throughput and performance.

That commitment to using the best processes and optimal work flow helped the company earn its ISO 9001:2000 certification for Quality Management Systems (QMS) in 2001. Belanger earned this distinction by upholding the internationally recognized quality standard, and became the only North American car wash equipment manufacturer to be so recognized. To maintain its certification to this higher-level ISO standard, Belanger has earned its certification repeatedly, passing an annual review conducted by a respected third-party quality management auditing firm.

"Our ISO 9001:2000 certification helped formalize our on-going dedication to quality manufacturing," says Michael Belanger, President of Belanger, Inc. "While Belanger has always been committed to offering the best-performing, most profitable car wash equipment available, earning the ISO 9001:2000 registration put our focus squarely on the manufacturing process itself." Michael adds "Maintaining our certification has had an added benefit as well ... it's helped grow quality awareness into a rigorous, all-encompassing discipline that drives everything we do at Belanger."





Packaging & Shipping

We believe factory fresh equipment should be delivered in pristine condition.

Belanger's commitment to quality extends beyond our factory walls ... it follows the equipment to the customer's doorstep. We believe that every customer deserves to take delivery of equipment that's complete, well packaged and securely shipped.

To ensure this happens with every machine, every time, Belanger takes the extraordinary step of creating a digital photographic record of all equipment. This record follows each piece through major stages of production, through the packaging process and out the shipping door.

The final steps captured in this accountable process include heat shrink wrapping of all equipment, to ensure it arrives in perfect "factory fresh" condition. This helps protect equipment by sealing out dust, dirt and other contaminants. But it also keeps all parts together, including equipment, accessories, manuals and documentation ... delivering a "complete package" to the customer.

Sometimes, first-class shipping means a same-day flight.

Belanger understands that car wash equipment only makes you money once it's in your hands. That's why we're committed to timely shipment of all equipment, using proven, reliable partners to deliver your orders.

And when prioritizing your shipment, Belanger doesn't just look at the value of the order. We remember your lifetime value as a customer. That's because even an "inexpensive" parts order can be expensive to you, the customer, if waiting for those parts is preventing you from washing cars.

We know. We've been in those "tight spots" right along with our customers - and we recognize that sometimes, next day shipping is a day too late. So Belanger team members have - and will - put parts on an airplane when needed, even arranging passenger airfare for equipment, to get you what you need, when you need it. Of course, shipments sent via more normal channels, are also processed with the same care and diligence.



Belanger equips you for success ... right down to the manual.

When you buy car wash equipment, you need to know three things: how to install it, how to use it, and how to maintain it. That's why Belanger puts as much thought and effort into our equipment documentation, as we put into the equipment itself.

At Belanger, a manual is a true manual. Not a pamphlet. Not a hastily printed technical description. Our manuals are written to be accessible, and useful to real operators ... which means you don't need to be an engineer to decipher them. They guide you through setting up the equipment, using it to wash vehicles, and caring for it so you'll receive long, satisfactory service.

It's easier to start making money with equipment that's easy to install.

To achieve a return on your car wash equipment investment, you first must install the equipment and begin using it. With some brands of equipment, this is easier said than done. Equipment may arrive missing parts and needed accessories. Installation instructions may be sketchy or non-existent.

Not so at Belanger. We provide the equipment, shipped complete and with all documentation to facilitate your installation. Our heat-wrap packaging process ensures that everything that belongs together, stays together. Equipment. Parts. Manuals. Hardware. Everything.

But ease of installation is about more than complete packing. So Belanger designs equipment with ease of installation in mind. We believe that excellence in engineering begins with designs that lend themselves to simple installations, and extends to providing a lifetime of profitable service.





When you need a part, we'll do our part to get you back in business.

When you need a part to keep your equipment running, getting the right part quickly can be an urgent matter for your business. Belanger understands how important parts availability can be - and how a knowledgeable and responsive aftermarket parts team can make all the difference for wash operators.

That's why Belanger uses a highly-efficient 'cycle counting' system to inventory parts. This system accounts for high-demand parts most frequently, while ensuring a sufficient supply of less common parts that individual operators may need from time to time.

To ensure that car washers get the most out of their Belanger equipment, the company designs and plans for the longest equipment life cycles in the industry. To keep parts common, Belanger designs new components for backward compatibility where possible, and also engineers parts for cross-platform application. This ensures a broad base of installed equipment that will support common parts production for the longest time.

Of course, operators sometimes need a part for equipment that is long out of production, but still perfectly serviceable. In these cases, Belanger will retrieve archived prints for obsolete parts - and make brand new parts to fit the customer's older Belanger equipment. The company believes in supporting these customers however it can, confident this commitment will earn their continuing business and loyalty.

In addition, Belanger feels that customers who buy parts deserve peace of mind with their purchases. So Belanger covers aftermarket parts purchases with a 30-day manufacturer's warranty - and honors that warranty with care and diligence.





Distributors

Belanger distributors not only know the equipment, they know your business.

As a car wash operator, you deserve an equipment manufacturer who will be there for you before, during and after the sale. That's why Belanger is committed to providing the support you need, when you need it, to build and maintain a lifetime relationship with you as our customer.

Because folks from our home office can't be everywhere all the time, Belanger has established an extensive network of experienced, professional distributors that cover North America and select global locations. Belanger distributors know your business, and they are available for quick response in your local area, whenever you need them.

In fact, Belanger's distributor network is the largest in North America, offering the widest coverage and most experience of any car wash distributor team. Belanger distributors know the equipment well, from hands-on experience and access to extensive factory training. As well, they're insured for all installation work, and maintain stocked service trucks and appropriate parts inventories. All this means Belanger distributors are ready, willing and able to install and maintain your equipment, ensuring minimal downtime and helping you maximize your revenues and profitability.

As well, Belanger distributors serve as a lifeline to car wash operators, with their extensive knowledge of local and site-specific considerations. Some of the guidance they provide includes:

- Business Model Selection
- Site Selection
- Traffic Flow Analysis
- Permit and Zoning Assistance
- Building Sizing
- Building Placement
- Contractor Management
- Equipment Selection & Installation
- Chemical Selection
- Sales and Marketing Support



When you buy Belanger equipment, you also get the Belanger team.

To get the most from their car wash equipment, operators must know how to operate and maintain it correctly. At Belanger, providing this know-how is central to the company's commitment to help customers achieve the maximum benefit from their equipment investment.

That's why Belanger offers free technical phone support from our main office, provided by dedicated, knowledgeable professionals. Expansive fee-based support is also available before, during and after the sale, and can include site-specific drawings for planning, tech support site visits to assist with installation, and even in-person troubleshooting for persistent or unusual site-specific issues.

For operators and distributors who want the best understanding of their equipment, Belanger's technical support team offers comprehensive three-day training courses for touchless in-bay, friction in-bay, and tunnel car wash equipment. This training at a Belanger plant includes complete manuals, classroom instruction, factory tours and visits to nearby car wash sites where appropriate.

Because most car washes are not just open Monday to Friday, "8-to-5," Belanger's technical support team offers extended on-call hours. This means they are available to operators beyond the "office hours" offered by others ... and can be reached right when customers are most likely to need their help.

Of course, support means more than being there when you ask for help. It means proactively checking in to make sure your equipment is working as expected. So Belanger representatives make routine follow-up calls to every customer, to ensure their Belanger equipment always exceeds their expectations.

