



(800) 284-7956
NCSWASH.com

PROVEN BRANDS REINFORCE THE VALUE YOUR CAR WASH DELIVERS

Your car wash brand creates an image that identifies your wash and differentiates it from competitors. Over time, **your brand image becomes associated with a level of credibility, quality, and satisfaction** in the consumer's mind. In a crowded and complex marketplace, by standing for certain benefits and value, you create loyalty.

The trust and integrity earned through positive brand positioning has direct impacts on your customer satisfaction and revenue potential. **While your car wash brand sits at the top of the hierarchy, offering branded chemical applications will reinforce and lift your level of credibility,** quality and satisfaction to your customers as well as grow your bottom line.

PROVEN. FROM START TO FINISH.

As the #1 recognized brand in the U.S. auto appearance category, Armor All Professional® reached almost 90% awareness with Rain-X® a close second at 81%. More importantly, almost the same percentage of consumers think positively about these brands (85.8 and 80.3%, respectively).

A recent study* shows that 44% of conveyor car wash consumers upgrade their usual package selection when showcasing Armor All Professional and Rain-X, translating to an average ticket increase of \$1.08.

Source: Survata: Branded vs. Unbranded Menus & Impact on Selection Mix, 2018





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TRUSTED BRANDS SIMPLIFY THE PURCHASE DECISION FOR YOUR CUSTOMERS.

"I know [Rain-X®] is a quality product and it's going to work. You don't know if the generic [rain repellent] will work. I would pay for the higher package to get Rain-X."

TRUSTED BRANDS HELP QUICKLY DEFINE WHAT BENEFITS CUSTOMERS ARE RECEIVING.

"I didn't know what 'Triple Foam' was, but if it's Armor All®, I want it."

TRUSTED BRANDS OFTEN HAVE A QUALITY HALO EFFECT ON YOU, THE OPERATOR.

"Knowing that it's a major brand – I have confidence in those brands because I know they put time and research into their products. I feel better about paying more."

Let our brands support your growth by driving infrequent customers into loyal club members because they trust our products to deliver unparalleled, consistent results. Your wash's popularity and reputation grow even stronger as customers leave satisfied & delighted with your service and unparalleled performance the branded chemistry provides. NCS Chemistry partners with you to optimize the potential of your wash.

- ⚙ Chemical dosing and monitoring
- ⚙ Menu creation and design services
- ⚙ Onsite training for your team
- ⚙ Retail Zone Marketing messaging and promotion