



The car wash has enough softened water to continue to provide a spot-free rinse to customers, plus save money on water use and salt consumption.

**Customer:** Reddington Car Wash, Broomfield, Colorado

**Description of Business:** High-traffic spot-free rinse car wash. Self-service/coin operated. Culligan has been servicing their softener and RO system for 7 years.

**Contact:** Randy Reddington, Owner

**Situation/Problem:** Reddington Car Wash had 18-year-old water treatment equipment that was no longer functioning properly. This Culligan equipment (RO and softener) was present at the time Randy purchased the car wash. The equipment was still producing "great water," as Randy describes it, but due to the age of the system, the membranes on the RO were clogging and the system wasn't producing enough water per day for his needs. Randy has approximately 150 cars per day coming through his car wash and he uses approximately one-half million gallons of water per year. He called Culligan to purchase a new system. Randy says he returned to Culligan because customers pass by other car washes to come to his spot-free rinse operation – the water is that good!

Randy also noticed that the softener (an 18-year-old product) was leaking. He asked the Culligan sales representative about obtaining a replacement for the softener, as well, and found out that there is new technology that would allow the softener to regenerate only when needed. The older system relied on a mechanical timer, where Randy needed to set the number of times per day he wanted the system to regenerate. That caused more salt to be used than was actually needed.

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**Solution:** Upgrade to newer technology, providing the customer with savings on operating costs and a better customer experience. Reddington Car Wash would have enough softened water to continue to provide a spot-free rinse to customers, plus save money on water use and salt consumption.

#### **Equipment Installed:**

- Softener (with electronic controller)
- Reverse Osmosis System

**Results/Customer Benefits:** RO system has a larger capacity, providing enough treated water to provide a spot-free rinse for the large volume of customers. Reddington Car Wash now advertises “Spot Free Rinse, provided by Culligan.”

The new softener has an electronic controller that allows the system to regenerate only when needed. The customer has seen a drastic reduction in salt usage - at least \$80 - \$100 per month.

**Culligan Advantages:** Randy Reddington explained that the Culligan sales representative understood his needs and had in-depth knowledge of water treatment and the available solutions.

Randy had prior experience with Culligan equipment and has been thoroughly pleased with the quality of water that it provides.

The new electronic controller provided him with a great way to control resources and costs.