

## Using Ozone to Eradicate Odors

By **Stephen J. Romero**  
08/28/2008

Your customers don't want to own a car that emits foul odors whenever the doors are opened. When one of their friends accepts a ride, the last thing they want is to be asked, "What's that awful stench?" or, worse, to watch as their acquaintance pretends not to notice the foul smell.

The embarrassment of a car filled with the lingering odor of pets, spilled soda, cigarettes, sour milk, mildew or any number of sickly scents is enough to send a car owner running to professional auto detailers for help.

Sometimes malodors in a car accumulate before owners really notice them. Maybe a family was at the park with the dogs when it started to rain, so they all jumped in the car to leave. Now a "wet dog smell" has been embedded in the upholstery. Perhaps they let a friend smoke cigarettes in the car while they drove him home, not realizing how long that odor would hang around. Or maybe their toddler spilled chocolate milk on her car seat on the way home from the grocery store. That one spill can turn into a "stinking" mess surprisingly quickly. In addition, the sugars in the drink attract even more soil and grime, which turn into bacteria, causing even more malodors to develop.

Dirty diapers, cracker crumbs, fast-food wrappers, empty soda cans and candy are among the items that contribute to odor problems in your customers' cars. And most often, instead of treating the problem right away when it can be more easily addressed, car owners wait until the odor and interior sanitation state of their cars have gotten out of hand.

### Eradicating the Source

The first step in removing odors from your customers' cars is by attacking the source, which in most cases is in the car's carpet, upholstery and fabric areas. These areas should be cleaned with hot-water carpet extractors.

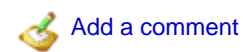
Hot water (or heated cleaning solution) is important because it improves the effectiveness of the cleaning chemicals, and when it comes to eradicating odors, detailers may need all the help they can get. Select extractors that have an instant heat of 212 degrees Fahrenheit at the wand tip. In addition, low-moisture extractors use considerably less water and solution than traditional extractors. This allows the carpet to dry much faster and prevents the buildup of mold or mildew which can prove harmful to health.

Weight also is an issue to consider. If the machine is too heavy, it may be too difficult to maneuver and work with. Machines with large wheels and that weigh 75 pounds or less tend to be easier to move and make cleaning and deodorizing less cumbersome.

Typically, with all fabric areas thoroughly cleaned, the source of the odor is gone. However, that does not mean the



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malodor is gone as well. Some odors, especially smoke, can penetrate leather and other areas of a car's interior and are still noticeable after using proper cleaning chemicals and treatments. When this happens, detailers may need to turn to a more powerful tool to remove the odor: ozone.

## Electronic Deodorization

Electronic deodorization, or ozone, has been used for years to remove odors out of entire buildings, especially after fires and similar disasters. It is often used by hotels to remove cigarette and other smoke odors from nonsmoking rooms. For those who may recall the 1980 fire at the MGM Grand Hotel and Casino in Las Vegas, ozone systems were used extensively as part of the restoration of the facility.

Ozone generators are used as a restorative treatment for carpets, drapes, fabrics and upholstery in a variety of places, including homes, hotels and now automobiles. Ozone treatment permanently eliminates a number of airborne odors, including bacteria, mold and mildew; garbage, fish, urine, feces and pet smells; cigarettes and tobacco; and paint fumes.



Electronic deodorization is considered by many to be the most effective method for deodorizing. According to Jeff Bishop, director of the International Society of Cleaning Technicians and chairman of the Institute of Inspection, Cleaning and Restoration Certification's certification board, "The most effective method of deodorization for upholstered furniture is electronic deodorization, otherwise known as ozone. After cleaning and drying, the

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## Minnesota Carwash Promotes Sustainability

02/27/2009

The London Road Car Wash in Duluth, Minn., has made a conscious effort to switch to more sustainable business practices. In addition to using biodegradable chemicals and recycling water during the wash process, the carwash also uses reclaimed oil from its fast lube operation to heat the building and water, according to a report by [Minnesota Public Radio](#).

The carwash also promotes waste reduction, with attendants actively recycling the cans and bottles they remove from customer vehicles. As a reward, employees are treated to a free lunch once a month using the money they raise, the article said.

Also of note, the carwash's manager, Nick Nicoletti, studied to be a biologist, and he told MPR that he someday would like to add a butterfly garden on the building's flat rooftop to help promote cleaner air.

### Source:

*Minnesota Public Radio:* [Duluth businesses test sustainable approach](#)

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## Product Preview: 2009 Car Care World Expo

02/27/2009

The International Carwash Association will hold its annual Car Care World Expo April 1-4 at the Las Vegas Convention Center. Following is just a sampling of some of the featured products and services that will be on display from exhibitors during the show. Use this preview to help plan your appointments, generate ideas or print it out and bring it along as your trade show floor companion.



### Blendco Systems LLC

Blendco's "Cleaner and Greener" program allows operators to distinguish their carwashes as environmentally friendly locations. The company's highly concentrated products are designed to reduce packaging, reduce waste and consume less energy to manufacture and ship. Blendco products also are reclaim friendly and meet or exceed regulatory compliance standards. **Booths 2425, 2663 and 845.** [www.blendco.com](http://www.blendco.com)



### Detail Plus Car Appearance Systems

The Airmat from Detail Plus is a versatile, hands-free, mat-cleaning system that automatically cleans, shampoos or dry brushes carpet mats, as well as rubber and plastic. The Airmat requires only electric and water connections for operation. Attended or coin-operated models are available. **Booth 2731.** [www.detailplus.com](http://www.detailplus.com)



### Ecolab Vehicle Care

Rising energy and water costs are reducing carwash profits. Ecolab's new Operational Cost Management program critically analyzes carwash operations and identifies concrete measures for managing increasingly expensive resources. As an extension of Ecolab's Blue Coral Beyond Green program, the Operational Cost Management program is designed to help operators maintain cleaning levels while significantly enhancing their sustainability profile. **Booth 1125.** [www.ecolab.com](http://www.ecolab.com)



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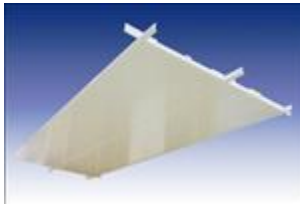
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**Extrutech Plastics**

The Extrutech Suspended Ceiling System offers smooth bright white polymer panels in 2-foot by 2-foot through 2-foot by 12-foot grid configurations. This ceiling system is waterproof, corrosion and rust resistant and easy to install. The Extrutech Suspended Ceiling System meets the ASTM E84-05 Class A fire standard and is seismic approved by ICC (ESR-1722). **Booth 256.** [www.epiplastics.com](http://www.epiplastics.com)

**Innovative Control Systems**

Designed for both tunnel and in-bay applications, the Auto Sentry flex pay station has the flexibility to fit operators' business needs. Whether you are planning an express lane at your full-service, flex-serve or express exterior wash or want select features for your in-bay automatic, the Auto Sentry flex express pay station is designed to deliver customer satisfaction visit after visit. **Booth 1035.**

[www.washnet.com](http://www.washnet.com)

**Integrated Services Inc.**

ISI's WashSoft multi-site loyalty program is designed to help operators build customer loyalty and consistent revenue. In addition to prepaid loyalty cards, WashSoft's multi-site loyalty program allows multiple sites to share customer information. Shared customer data between sites allows operators to offer personalized customer service at each site and help turn one-time customers into repeat business. **Booth 813.** [www.ints.com](http://www.ints.com)

**Kleen-Rite Corp.**

Kleen-Rite will introduce its new replacement rollers and chains for Hannah-style conveyors. Styles include six-wheel, high-profile and low-profile units, as well as the RCV standard roller. The company also will offer a variety of chain and links to fit conveyor needs. **Booth 2811.**

[www.kleen-ritecorp.com](http://www.kleen-ritecorp.com)



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## Cleaning Systems Inc. Recertified for ISO 9001:2000

11/19/2008

Cleaning Systems Inc. (CSI), manufacturer of [Lustra Professional Car Care Products](#), has been recertified to ISO 9001:2000, an internationally recognized standard for quality management systems as determined by the International Organization for Standardization (ISO). CSI first achieved certification for this ISO standard in 2001.

Certification to the standard is voluntary, and organizations must complete an auditing process by a third-party registrar, CSI officials said. The certification was authorized by TÜV Rheinland, an independent testing and certification services company.

“For more than 30 years, CSI has been committed to providing excellence in quality and consistency of performance in servicing the needs of our customers. ISO 9000 provides the tools to grow our business without losing site of what is important,” said Dave Krause, CSI president and CEO. “Our success in achieving this goal is due to the tremendous dedication and teamwork of our entire staff.”

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## Ecolab Listed Among ‘Most Ethical’ Companies

06/05/2008

*Ethisphere* magazine released its list of the “World’s Most Ethical Companies” yesterday, spotlighting 93 organizations in various industry segments, including automotive, banking, chemicals, food and beverage, oil and gas, and transportation. Among those with ties to professional carwashing and car care, Ecolab was listed for the second consecutive year. The chemical and cleaning giant was the only chemical company on the list.

In the automotive segment, BMW, Cummins Inc., Honda and Johnson Controls were selected. Others of interest included Flint Hills Resources and Petro-Canada in the oil and gas category, and United Parcel Service and Nippon Yusen Kaisha (Japan) were chosen in the transportation and logistics segment.

Eaton Corp. and Milliken & Co. were among those picked in the industrial manufacturing category, and General Mills, Kellogg Co., PepsiCo and Stonyfield Farm were selected in the food and beverage segment.

According to *Ethisphere*, the businesses that make the World’s Most Ethical Companies list are those that stand out among competitors in their respective industries and “go above and beyond legal minimums, bring about innovative new ideas to expand the public well being, work on reducing their carbon footprint rather than contributing to green washing and won’t be found next to the words ‘Billion Dollar Fine’ in newspaper headlines any time in the near future.”

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## Zep Inc. Restructures into 8 Businesses

06/04/2008

Zep Inc. recently restructured the company, creating eight customer-focused “value stream” organizations. The new structure includes six regional businesses, along with retail and industrial distribution organizations. The changes are designed to enable each separate Zep business to be more nimble and authoritative in dealing with customers, company officials said.

William A. “Bill” Holl, previously executive vice president and chief commercial officer, was named chief operating officer with responsibility for the eight businesses.

“Backed by shared, corporate services, each of these businesses will be closer to our customers and will have more decision-making authority to meet customer needs,” noted Holl. “We are convinced that this new operating structure will enable Zep Inc. to recapture our market position and build for the future.”

“Individuals leading each business or ‘value stream’ will run them with entrepreneurial vigor to help drive performance more assertively by making decisions and deploying resources as close as possible to our customers,” added John K. Morgan, Zep Inc. president and chief executive officer.

According to the company, the new business structure is as follows:

Zep West will cover western Canada and several western U.S. states. Ralph Puertas, formerly president of Zep Canada, was named president of Zep West.

Zep Central will cover many southwestern states and some Central Plains states. Robert L. Droke II was hired as president of Zep Central. Droke was most recently a vice president at Banner Commercial, a real estate advisory and consulting firm.

Zep Southeast will include many southeastern states. Joe Dymecki, previously vice president of Zep’s Southeast division, was named president.

Zep Midwest will cover the upper Midwest. Tom Moffett, previously vice president and general manager for Zep and Selig, was named president.

Zep East will cover several eastern states and the Canadian provinces east of Manitoba. Tom Moffett also will oversee Zep East until a new president is appointed.

Zep Europe will include all of the company’s European business. Alessandro Brighenti, previously a Zep general



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manager in Italy, was appointed president.

Zep Retail will include all of Zep Inc.'s business with retailers. Lisa B. Malloy was hired as president of Zep Retail. Malloy was senior global product merchant with The Home Depot's retail carpet and installation supplies business.

Zep Industrial Distribution will develop and manage the company's business through industrial distributors. Philip Snellen, formerly head of the company's core marketing team, was named vice president of Zep Industrial Distribution.

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## Using Ozone to Eradicate Odors

By **Stephen J. Romero**  
08/28/2008

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furniture must be treated with ozone for 24 to 48 hours or possibly longer as needed. But, in most cases, this will eliminate odors completely.”

### How It Works

Ozone is a gas made up of molecules consisting of three oxygen atoms and designated by the chemical symbol O<sub>3</sub>. Although ozone machines are a bit complicated, detailers should have an idea of how they work. Here are the key components:

In an ozone generator, O<sub>3</sub> is produced by applying an electric current to two conductors sheathed in ceramic and encapsulated in a stainless steel tube. A corona is then formed between the two conductors through the ceramic sheath. When oxygen molecules pass through the corona, they are split apart, then reattach to other oxygen molecules, forming ozone.

As these O<sub>3</sub> molecules encounter odor-producing molecules, the odor-producing molecules are oxidized — leaving only O<sub>2</sub> molecules, or pure oxygen — and the odor is completely removed.

Detailers can take advantage of this technology by using a specially made auto ozone kit with a hermetically sealed application transformer that forces the ozone to go directly into the car without escaping into the atmosphere around it. This unit sits conveniently on top of the car and saturates the vehicle with O<sub>3</sub>. For effective deodorization, run the machine for 20 to 30 minutes. But be advised though: no people or living things should be in the car while the ozone generator is working.

Because of this warning, some people have come to assume that ozone is not safe. Ozone is safe as long as it is used properly, by trained operators, and no people, pets or plants are in the car. In fact, used accordingly, ozone is considered one of the safest deodorizing methods available.

### Health Benefits

Cleanliness in the car is not only about avoiding bad odors. It is also about driver health and safety. Foul odors are unpleasant as well as unhealthy. Poor air quality in your customers' vehicles, where they likely spend one to three



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hours a day simply commuting to and from work, can cause headaches and spawn asthma attacks.

When you consider just how much time they spend in their cars — a contributing factor to the extent of how filthy their cars can get — it becomes obvious that a clean, odor-free vehicle approaches the same level of importance as that of their home or office.

*Stephen Romero heads the Professional Car Care Products division at [U.S. Products](#), a manufacturer of professional floor, carpet and restoration cleaning equipment. He may be reached at [sromero@usproducts.com](mailto:sromero@usproducts.com).*

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