



... das wirkt!

## Car wash

The new Caramba X-Line.  
The new factor for greater economy.



## It's doing your job. Because of perfect interaction.

The right cleaning chemicals are part of the recipe for success in mechanical car washing. The optimal use of products is one of the decisive factors for:

- Cleaning result
- Cleaning tempo
- Material preservation
- Service water quality
- Preservation effect
- Drying result

But there is more to brilliant results and business: The type and washing process of course, but also the costs for chemistry and water consumption play an important role. Only a solution that reconciles all these factors can pay off in the long term.

As a specialist for integrated cleaning solutions in mechanical car washing, Caramba therefore focuses on the entire process for you. We do not simply supply canisters of chemicals, we supply you with an overall solution optimised to your requirements. Our specialists analyse, test, advise and optimise until a perfectly concerted action is achieved. This creates the **Caramba effect** with multiple benefits for you.

This process orientation is also reflected in our latest product innovation: The **Caramba X-Line** combines ideally coordinated chemicals and optimised handling of service water. This translates into clear profit.



# The new Caramba X-Line: More efficient chemistry. Better water. Greater profit.



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Caramba has worked hard on optimising your car wash even further:

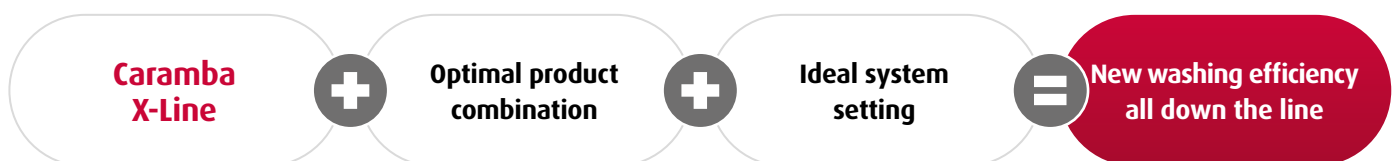
- Major investment in research and development
- Intensive market and car wash station analysis
- Benefit-focused product development and process solutions
- Comprehensive practical trials

**The result: the new Caramba X-Line.** A new range of innovative washing chemicals with advanced formulations for all types of facilities and individual conditions.

1. Greater economy through possible savings in cost of water and lower product consumption with ideal system settings
2. Greater focus on the environment through reduced use of chemicals
3. More satisfied customers thanks to first-class washing results with optimised drying and throughput times

## Caramba X-Line

The factor for greater economy in car washes



A washing system should always be regarded as a complete system in which the individual components and process stages must interact perfectly. Coordinated and precisely dosed washing chemicals combined with optimised system settings mean better service water that can be used longer, thereby contributing also to reduced fresh water demand by the system.

The result: greater economy for your car wash system



# The Caramba X-Line in practical trials

## More efficient washing chemicals

In a field test with selected customers, the employment of the Caramba X-Line resulted in lower product consumption compared to competitor products due to the perfectly coordinated and dosed washing chemicals, which alone led to **cost savings of over 6,000 € per year** (calculation basis: 80,000 car washes per year).\*

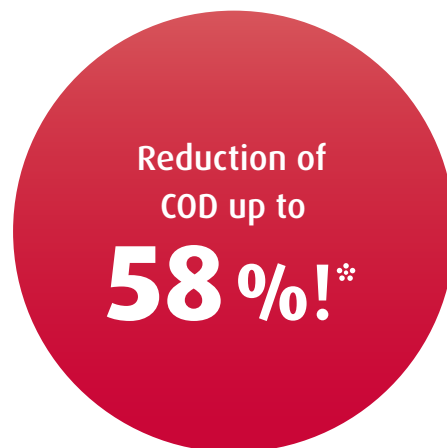
## Measuring and visible improvement of the service water quality

A high amount of organic substances in the service water means that it can no longer be reused in the washing cycle, but must be replaced by fresh water.

One parameter here is the **COD value** (for: Chemical Oxygen Demand). It indicates how much oxygen is required for the oxidation of all organic substances contained in the water. A lower value therefore means: cleaner water. By using Caramba X-Line the **COD could be reduced by up to 58% in practical trials!**\*

With the help of the Caramba X-Line, the service water can be optimised so that more of it can be returned to the circuit and, while taking the washing quality into account, this means that less valuable and expensive fresh water needs to be used. An effect that was even visible in practical trials. Employing the Caramba X-Line, the **service water was up to 84% less turbid** (transmitted light measurement in FAU).\*

## Practical examples





# The Caramba effect: The ABC of process optimisation



## The potential of the Caramba X-Line goes beyond merely chemicals

Your requirements and processes are quite specific. Off-the-shelf solutions will often not do the job; many times they even cause unnecessary costs.

We therefore take a close look at the situation and develop comprehensive process solutions – based on the new X-Line program – for your specific tasks, applying the ABC method. This way we combine the best suitable products of the X-Line with well-founded process experience to create the ideal solution.

**A** Analysis and understanding of the process and specific requirements on site

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**B** Analysis, consultation and recommendation of the optimal solution for your facility

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**C** Caramba effect: the concrete improvement for economy and washing result

# The Caramba effect in practice: An example of success



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## The starting situation

Performance becomes apparent in comparison – this also applies to established customer relationships. At the medium-sized tank and wash park operator, **Günther Energie & Service**, Caramba had the opportunity of putting products and services to the test in an open-ended comparison test with two other suppliers.

## The challenge

The customer particularly wanted better drying results and therefore saw a need for action with the product range currently in use. The focus was on basic washes with a normal dryer. A 3-week test phase was agreed in which Caramba and its products faced two competitors in an objective comparison.

“After washing several thousand vehicles with the new X-Line series, we would like to congratulate Caramba on the new product line.

Our manager of the car wash system, Mr. Dittenhauser, was already enthusiastic about the washing and drying result after the first car washes. I liked it when regular customers asked me about that ‘special vehicle shine.’”

**Artur Günther – Managing director**

Günther Energie & Service

## A Analysis

The analysis showed that new formulations and optimized interaction would make it possible to utilise significant potential in the drying process. In addition, regular visits were arranged within the three-week test period to carry out a sound analysis of the service water, the washing quality and consumption.

## B Best practice

After considering all the existing framework conditions, Caramba decided to enter the race with the completely newly introduced X-Line product series. The perfectly coordinated individual products of the new X-Line, consisting of shampoo, foam, pre-cleaner, dryer, wax and polish, promised the greatest possible success and the best performance in their interaction.

## C Caramba-effect

The Caramba X-Line stood out all down the line. Right from the start, both the owners and station managers of the car wash were fully convinced of the washing and drying results of the premium product series Caramba X-Line. As a result, the tests with the other competitors were discontinued. In addition, the truck wash and self-service areas were directly converted to Caramba products.

In this way, the Caramba X-Line proves its outstanding performance in washing and drying results in practice – in addition to its economic effect with service and fresh water.

**Product line employed: Caramba X-Line**

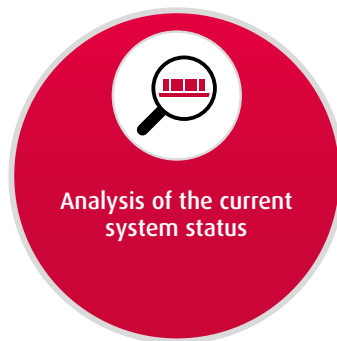


# X-Line and Caramba application engineering: Effect and competency in action

The Caramba X-Line unfolds its enormous strengths in the individual interaction. That is why our qualified application engineers – as in the comparative test at Günther Energie & Service – focus on the whole in their consultation: The task at hand, facility, washing process, temperature and dosage are decisive factors, as are environmental compatibility and, of course, fresh water consumption.

The bottom line: you will receive more than just the powerful products of the Caramba X-Line – you will benefit from an optimised overall chemical solution for your car wash station. Often with clear advantages not only in water and product consumption, but also, for example, in energy consumption.

## Comprehensive solutions down to the detail – Our services







# One glance, one choice, no confusion

## Innovative products, simply the right choice in daily use

The new Caramba X-Line makes the application easy for you and your staff. Colours are assigned to the product groups and a label at the front of the canister makes sure you pick the right produce





# Utilising benefits made easy



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## Our services propel you to the fast lane

Take advantage of our expertise in all aspects of the car wash to relieve you and give you a head start. Our experts will be happy to check your car wash facility. With visual inspection of shop, aggregates and water treatment, with measurements of pH value, conductivity and water hardness.

And with expert assessment of

- **Active foam pattern**
- **Spray pattern/nozzles**
- **Breakdown pattern**
- **Product status of supplies**
- **Service water quality**

This is supplemented by explanatory analyses such as

- **Product consumption per vehicle**
- **Inspection of the separator system acc. to DIN 1999-100/DIN EN 858**
- **Service water/waste water analysis**

Based on the results, we can optimise the entire washing process or give you concrete recommendations.

And you can also expect tangible support from Caramba. We offer semi-annual maintenance of the separator system acc. to DIN 1999-100/DIN EN 858 as well as professional shop cleaning.

**Please contact us.**

**We are at your disposal for all questions concerning the new Caramba X-Line, advise you individually and move your system forward with an optimally coordinated solution!**



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## The new Caramba X-Line. The new factor for greater economy.



### Brand of the century

Caramba is a legend... a German brand known by everybody... and this for generations. The success story begins with the ingenious invention of a graphite-containing spray oil called Caramba. It removes rust, lubricates and protects.

Today, entire product ranges can be found under the umbrella of the brand – both for the private user as well as industry and trade. Top chemical products for cleaning, care and maintenance. for over 110 years.



### Cooperation with renowned institutes



### We are at your disposal

Just call us: Our field service and application consulting staff are glad to assist you.

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Come visit our website as well.

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This QR Code guides you directly to our products for mechanical car wash. Simply scan it with your smartphone or tablet via a QR code scanner

