



SUMMER 2023 NEWSLETTER

A MESSAGE FROM THE MARKETING DEPARTMENT

Fellow colleagues of Express Wash Concepts, we are happy to share the newest edition of the Summer Marketing Newsletter! We have more data to share with you as we wrap up the Summer Air Freshener campaign, the latest Ceramic and Towel Exchange numbers from the previous week!

We will also talk about the Grand Opening of our newest location in Virginia Beach which cut its ribbon today, 6/30, and talk about the new Anniversary Celebrations for stores hitting their 1 Year Anniversaries like 311 Seven Hills this very weekend!

Have a safe and Happy 4th of July weekend and make sure you have the "closing early for the 4th" kiosk inserts visible on top of your kiosks ASAP so people understand when visiting your locations this weekend.

Your friendly marketing department,
Express Wash Concepts



EWC CORE VALUES:

- Detail Oriented.
- Committed.
- Friendly.
- Passionate.
- Integrity.
- Empowering.
- Respect.
- Teamwork.
- Accountable.
- Inclusive.
- Reliable.
- Inspirational.
- EnviroFriendly.
- Caring.
- Detail Oriented.
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- Caring.





TOWEL EXCHANGE UPDATE!

Here is an update on Towel Exchange numbers for the year, last updated on Monday, 6/26. Let's keep selling these towels and see if every site can get to that \$1,000 mark for charity!

MOO	Jun 26	Total (\$)	ACE	Jun 26	Total (\$)	GREEN CLEAN	Jun 26	Total (\$)
101 - Reynoldsburg	319	\$1,276	201 - Far Hills	1,871	\$7,484	502 - South Military	309	\$1,236
102 - Pickerington	382	\$1,528	202 - Indian Ripple	617	\$2,468	503 - University	208	\$832
103 - Upper Arlington	329	\$1,316	203 - Huber Heights	1,546	\$6,184	504 - Edinburgh	82	\$328
104 - Dublin	310	\$1,240	204 - Seajay	1,525	\$6,100	505 - George Wash	163	\$652
105 - Gahanna	182	\$728	205 - Englewood	2,915	\$11,660	506 - High Street	271	\$1,084
106 - Grandview	343	\$1,372	206 - Miamisburg	2,442	\$9,768	507 - Main Street	231	\$924
107 - Grove City	410	\$1,640	207 - Moraine	1,544	\$6,176	508 - Tidewater	452	\$1,808
108 - Hilliard	248	\$992	208 - Hamilton	988	\$3,952	509 - Nine Mile	185	\$740
109 - Clintonville	86	\$344	209 Airway	841	\$3,364	510 - Brook Rd	106	\$424
110 - Heath	603	\$2,412	210 - Hamilton West	714	\$2,856	511 - Yadkin Rd	192	\$768
111 - Lancaster	737	\$2,948	211 - National Rd	164	\$656	512 - Elizabeth City	239	\$956
112 - Marysville	167	\$668	212 - Chester Blvd	109	\$436	513 - Worth Crossing	140	\$560
113 - Polaris	247	\$988	213 - Mason Rd	385	\$1,540	514 - Godwin	173	\$692
114 - Bexley	321	\$1,284	214 - Kettering	153	\$612	515 - Turnpike	112	\$448
115 - Northland	271	\$1,084		15,814	\$63,256	516 - Mercury	402	\$1,608
116 - Newark	453	\$1,812	CLEAN	Jun 26	Total (\$)	517 - North Military	263	\$1,052
117 - South High	193	\$772	301 - Middleburg	173	\$692	522 - VA Beach	2	\$8
118 - East Main	464	\$1,856	302 - South Euclid	959	\$3,836	528 - Broad Street	45	\$180
119 - Westerville North	243	\$972	303 - Carnegie	1,077	\$4,308		3,575	\$14,300
120 - Westerville South	232	\$928	304 - Parma	169	\$676	BEE CLEAN	Jun 26	Total (\$)
121 - Groveport	454	\$1,816	305 - Eastlake	323	\$1,292	701 - Maple Ave	164	\$656
122 - Chantry	152	\$608	306 - Solon	164	\$656	702 - Cambridge	221	\$884
123 - Grove City South	289	\$1,156	307 - Streetsboro	55	\$220	703 - Maysville	98	\$392
124 - Gahanna South	282	\$1,128	308 - Elyria	167	\$668		483	\$1,932
125 - Silver Dr	372	\$1,488	309 - Maple Heights	457	\$1,828			
126 - Whitehall	290	\$1,160	311 - Parma II	93	\$372			
127 - Hamilton Quarter	240	\$960	312 - Garfield Heights	325	\$1,300			
128 - East Broad Street	91	\$364	313 - Steelyard Commons	83	\$332			
130 - Brown Park	98	\$392	401 - Heatherdowns	262	\$1,048			
133 - Park Mill Run	97	\$388	402 - Central Park West	184	\$736			
	8,905	\$35,620	403 - W Laskey	352	\$1,408			
			404 - Perrysburg	141	\$564			
			406 - Sylvania	86	\$344			
			601 - New Kensington	204	\$816			
			602 - East McKeesport	421	\$1,684			
			603 - Allison Park	150	\$600			
			604 - Washington	158	\$632			
			609 - West Mifflin	108	\$432			
				6,111	\$24,444			



CAMPAIGN CENTRAL CONTINUED

LAST DAY FOR SUMMER AIR FRESHENER!

Here is where we stand for Air Freshener on its final day, KEEP SELLING that \$1 Beach Party!

6/26 UPDATE								6/26 UPDATE (% OF GOAL)								
STORE	MOO	ACE	CLE CLEAN	TOL CLEAN	PITT CLEAN	GCAW	BEE	STORE	MOO	ACE	CLE CLEAN	TOL CLEAN	PITT CLEAN	GCAW	BEE	
1	424	401	315	50	1,304		928	1	60.57%	50.13%	39.38%	10.00%	65.20%		61.87%	
2	809	832	664	65	48	664	697	2	53.93%	104.00%	44.27%	8.13%	9.60%	83.00%	69.70%	
3	518	592	257	494	552	433	997	3	103.60%	59.20%	17.13%	61.75%	110.40%	54.13%	99.70%	
4	391	557	461	382	25	140		4	65.17%	111.40%	65.86%	76.40%	5.00%	28.00%		
5	439	746	104			299		5	87.80%	49.73%	13.00%			42.71%		
6	440	1,157	483	253		1,257		6	55.00%	57.85%	69.00%			179.57%		
7	404	558	624			276		7	50.50%	69.75%	124.80%			39.43%		
8	336	451	309			517		8	33.60%	90.20%	61.80%			34.47%		
9	430	825	578		193	86		9	86.00%		82.57%		9.65%	17.20%		
10	637	1,137				229		10	57.91%	56.85%				45.80%		
11	617	403	463			236		11	41.13%	80.60%	92.60%			47.20%		
12	718	258	1,067			992		12	47.87%	51.60%	106.70%			99.20%		
13	394	420				571		13	78.80%	84.00%				114.20%		
14	55	319				304		14	11.00%	63.80%				60.80%		
15	556					580		15	55.60%					116.00%		
16	1,017					497		16	67.80%					99.40%		
17	759					477		17	94.88%					95.40%		
18	501							18	55.67%							
19	263							19	52.60%							
20	544							20	68.00%							
21	479							21	59.88%							
22	254							22	50.80%							
23	481							23	96.20%							
24	679							24	97.00%							
25	512							25	102.40%							
26	531							26	106.20%							
27	318							27	63.60%							
28	551					69		28	55.10%					6.90%		
29								29								
30	204							30	34.00%							
31								31								
32								32								
33	266							33	26.60%							
Brand Total	\$13,506	\$8,656	\$5,325	\$1,244	\$2,122	\$7,558	\$2,622		56.04%	64.60%	3.42%	34.56%	38.58%	64.60%	74.91%	57.79%

CERAMIC UPDATE!

Here is an update on Ceramic numbers!

Ceramic Upgrades	
Moo	2852
Ace	2305
Clean	2605
Green	1771
Bee	205



EXPRESS
WASH CONCEPTS



**GRAND
OPENINGS**



GOING TO THE BEACH

Green Clean had another successful Ribbon Cutting event today, 6/30, down in Virginia Beach to celebrate the newest store in Virginia!

The event was well attended by the Virginia Beach community! Thank you for supporting our not for profit partner "The Honor Foundation" with FREE WASHES and Gift Card sales!

Good luck Paul Acosta and team! Let's raise some money for this fine foundation.

MICHIGAN, HERE WE COME!

Yes, you read that right. Clean Express Auto Wash is making its way into Michigan with a new store coming to Lambertville!

The site is wrapping up this weekend for a fabulous soft opening come Monday, 7/3.

Let's wish Ri and her team all the best of luck with the first store in Michigan!

