



Building a More  
Profitable Car Wash

# CREATING A CAR CARE OASIS TO DIFFERENTIATE YOURSELF

SECOND-GENERATION ENTREPRENEUR

SCOTT ZAREMBA LEVERAGES THE RYKO ADVANTAGE

**Scott Zaremba**  
President & CEO, Zarco 66

Location: Lawrence, Kansas

Segment: Gas/Convenience Store Owner

Ryko Solutions, Inc. customer since: 1989

Website: [www.Zarco66.com](http://www.Zarco66.com)



## THE ZARCO 66 STORY

Kansas native Scott Zaremba is a second-generation entrepreneur who has earned high marks and profits in the regional gas/convenience store industry for his innovative approach to running the family-owned Zarco 66 chain in four counties in Kansas. The first Zarco 66 station, complete with a Ryko car wash, opened in 1989 and now all eight locations have active car wash operations in place.

## THE CHALLENGE: CONTINUING TO WIN CUSTOMERS

For Zaremba, the daily challenge is to continue to win customers and he is keenly aware of the impact of rising fuel prices across the United States and how they have created more fierce competition among gas stations and their convenience store counterparts to show value. His solution? Differentiate yourself with unique offerings and messages that appeal to the customer, and position each location as an “oasis” with everything from top-notch fuel to a quality Ryko car wash, fresh food, gourmet coffee and superb customer service.

Then support the Zarco brand and boost profits and repeat customers with special promotions. For example, Zarco offers 10 cents a gallon off for customers who use the car wash at the time of fueling. Zarco has also implemented a “guaranteed wash” program, giving vehicle owners a rewashd car for free if it rains within 48 hours. In addition, regular Zarco customers can become members of its Car Wash Club, which gives them additional savings and benefits not available to the general public. Zarco is also very active in giving non-profit organizations a year’s worth of car washes and the ability to sell them for fundraising.

*“We want to attract a customer who ends up being a customer for life,” Zaremba says.*

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### THE RYKO ADVANTAGE

Ryko has been a partner with Zarco 66 since the opening of its first location in the university town of Lawrence, Kansas. That original car wash, a Ryko Voyager, washed one million vehicles. "One of the reasons for our success with that car wash unit is because Ryko maintained it the entire time," Zaremba says.



Scott Zaremba and Father - Summer 1969

That original wash has since been replaced with a newer system, Ryko's SoftGloss Maxx. Besides the SoftGloss Maxx, Zarco 66's eight locations have the following equipment mix -- Ryko Monarch II Touch Free, Ryko US2001 OHD Touch Free, SoftGloss XS, Laser 4000 and a four-bay Ryko Signature Self Serve (which is used as part of a standalone car wash owned and operated by Zarco) – all of which are in regular daily operation due to Zarco 66's participation in Ryko's service program.

Similarly, all Zarco's car wash locations use Ryko chemicals, a feature that Zaremba heavily promotes at his stations by placing messages about the presence of a state-of-the-art car wash that includes long washes, a spotless rinse and RainShield that protects vehicles.

The Ryko car washes also fit nicely into Zarco's innovative Green Energy Gateway, which distributes eco-friendly alternative fuels like ethanol and bio-diesel and was designed with recycled materials and to harness both wind and solar power for its own energy needs. This station includes a rooftop garden that reduces rainwater runoff. Ryko's SoftGloss MAXX car wash is also part of this environmental strategy, as it uses 50 percent less water than traditional touchless washes.

"We believe if you're going to have wash equipment, you have to have quality wash equipment; that's why we chose Ryko," Zaremba says.

"We're in one of the most competitive fuel markets in the United States. To be viable in this business, we have to make sure every day that we are an oasis to our customers. Car washes are a central part of our business."

### FOR MORE INFORMATION

To learn more about how Ryko Solutions, Inc can help you build a more profitable car wash, call (515) 986-3700, visit [www.ryko.com](http://www.ryko.com) or e-mail [sales@ryko.com](mailto:sales@ryko.com).

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— Scott Zaremba,  
President & CEO, Zarco 66

### ABOUT RYKO

Ryko Solutions, Inc. creates extraordinary profitability in car wash operations for gas/convenience stores, private investors, land developers and auto dealers by providing an integrated, end-to-end clean vehicle system of equipment, chemicals, national service and consumer marketing.

Founded in 1973, the business has grown steadily to where it is today the largest manufacturer of rollover vehicle wash systems in the nation, and its product lines include touch and touchless rollovers, drive-throughs, conveyors, vacuums, dryers, self-service systems, and a wide range of accessories.

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