



Innovative Control Systems  
1349 Jacobsburg Rd.  
Wind Gap, PA 18091 USA  
[www.icscarwashsystems.com](http://www.icscarwashsystems.com)

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## **“Defining the World of Car Wash Technology”**

### **Media Alert**

#### **For Immediate Release**

**Contact: Jason Sears**

**Telephone: 610-881-8060**

**E-mail: [Searsj@icscarwashsystems.com](mailto:Searsj@icscarwashsystems.com)**

### **Innovative Control Systems Acquires PSD Codax, Ltd** **Move Signals New Era in Global Connectivity for Multisite Car Wash Operators**

Wind Gap, PA, USA—Innovative Control Systems (ICS), a premier provider of car wash management and control system technologies, announced today that it has acquired PSD Codax, a global leader in car wash code entry and access control systems.

“This new alignment makes great strategic sense for both companies,” said Kevin Detrick, Innovative Control Systems President. “The geographic coverage and product lines are complementary. We are confident that the synergies created will offer significant benefits for customers around the world.”

“When the Global Financial Crisis in 2008 negatively impacted sales, ICS expanded beyond the conveyor car wash segment into the in-bay and self-service markets by developing new products and a multi-site management system called WashConnect,” said Rob Deal, ICS Vice President of International Sales. ICS also initiated a territorial expansion outside of the US. “We soon encountered PSD Codax and their forecourt code entry systems in virtually every market but North America. The geographic fit is excellent,” said Deal. “Together we are creating a global car wash electronics company with a wide range of evolving capabilities for customers.”

Graham Round, Sales Director for PSD Codax concurred. “The opportunities for global synergy are immense. PSD Codax serves thousands of retail car wash and forecourt sites around the world. ICS products complement our own. Coming together with ICS will move Codax into a new phase of business development that offers more marketing functionality, operational control, and connectivity for current and future customers.”

PSD Codax <http://www.psdcodax.com> designs, manufactures, and supports a full range of products for the car wash and forecourt car care equipment industry. ICS will continue to operate PSD Codax from their current headquarters in Bristol, England, giving the combined customer bases full technological support through a global network of call centers.

Innovative Control Systems <http://www.icscarwashsystems.com> is headquartered in Wind Gap, Pennsylvania, USA, and is a leading provider of car wash management and control systems including the Auto Sentry® line of payment kiosks, Tunnel Master® controllers and the WashConnect® multi-site management system.

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