

# FOR IMMEDIATE RELEASE

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## CSI® Announces Seminars at the 2016 Car Wash Show

Cleaning Systems, Inc. (CSI) of De Pere, Wisconsin has announced plans to host four sessions of a learning seminar entitled "Save Money in Your Car Wash through the Power of Technology" at the upcoming International Car Wash Association's Car Wash Show in Nashville.

The seminars will be sponsored by CSI®, and presented by Pat Fredrickson. Mr. Fredrickson has over 15 years of experience in the car washing industry, and is well respected in the industry for his work training car wash operators nationally and internationally, as well as working with OEMs, on cost saving chemical application methods and level monitoring systems. The seminars, which are open to all Car Wash Show attendees, will discuss strategies which can be employed in tunnel, in-bay automatic, and self-serve car washes to minimize waste and maximize efficiency using advanced technology. Seminars will be held in CSI booth #3704, Monday, May 9<sup>th</sup> at 1pm and 3pm, and on Tuesday, May 10<sup>th</sup> at 1pm and 3pm. CSI® team members will be on hand to answer questions and offer one-on-one advice to wash owners and operators about their individual wash needs.

The 40<sup>th</sup> Anniversary CSI® booth at the upcoming ICA Car Wash Show has been redesigned with a designated learning area which will enable attendees to participate in the seminars in a semi-private space equipped with comfortable seating and a 80 inch Smart TV to facilitate interactive learning.

Dave Krause, President and CEO of CSI® was quoted as saying, "CSI teams around the world take a highly consultative approach when interacting with car wash owners and operators, and this consultative philosophy is reflected in our deep commitment to education. Our goal with these seminars is to share information and demonstrate to wash owners how technology can genuinely benefit their bottom line. Even small changes to efficiency and control can greatly impact wash profitability, and we want to help wash owners maximize their profit potential by keeping them at the cutting edge of technology that is rapidly evolving in our industry."

Cleaning Systems, Inc. is a leading manufacturer of cleaning and protection chemical products, as well as chemical application technology, for the transportation industry globally. Founded in 1976, Cleaning Systems, Inc. is based in De Pere, Wisconsin, and is an ISO 9001-2008 and ISO 14001-2004 registered company, whose products are known for high quality, value, effectiveness, environmental sustainability, as well as cutting edge, industry leading technology. CSI's product lines include Lustra®, servicing the professional car wash industry, including Ultraflex® ultra concentrated technology, as well as a full line of commercial transportation cleaning products, and an array of chemical application technology solutions.

Questions about CSI's planned "Save Money in Your Car Wash through the Power of Technology" seminars should be directed to Mercedes Mannino at (920)337-4420 or via e-mail at [mmannino@cleaningsystemsinc.com](mailto:mmannino@cleaningsystemsinc.com).