

**KÄRCHER**



# KÄRCHER CLEAN PARK









# KÄRCHER HISTORY.



From the very beginning, Kärcher has always been characterised by ingenuity and innovative thinking. The company was founded in 1935 by the inventor Alfred Kärcher, who began manufacturing and marketing his pioneered product ideas in the field of heating technology. Alfred Kärcher, the innovative inventor and Irene Kärcher, the energetic businesswoman. Two heads. Two hearts. One company.

The cornerstone of developing into the world's leading cleaning specialist was laid in 1950 with the invention of Europe's first hot water high pressure cleaner. When Alfred Kärcher died in 1959, his wife Irene continued in

her husband's life's work until her own death in 1989. Kärcher has remained a family-owned company to this day, headquartered in Winnenden near Stuttgart. Our clear, simple innovation philosophy: innovation is what benefits people. We are perfectionists, always rethinking systems and design. We have the courage to break new ground and the conviction to do things instead of just talking about them. This philosophy results in solutions with convincing performance, quality and handling that are one step ahead of the market. Because for us cleanliness is the best challenge in the world. This is what we work towards. Everyday.

## YOUR TASK. OUR SOLUTION.

Whether everyday or extraordinary cleaning projects – whatever you're planning, our products and services help you do the job simply, safely and with maximum quality.

Because when it comes to supporting people with their plans, we ask ourselves how can we make it easier for them to find their way forward? That's what we continue our development for and constantly improve our performance, every day. We promote their qualities through our quality. Because cleanliness preserves value.

Renew to sustain.

**TOGETHER WE MAKE A POWERFUL  
IMPACT TOWARDS A CLEAN WORLD.**



The Kärcher Clean Park System is a public vehicle wash concept from World leading cleaning solution brand Kärcher. The system includes both auto and manual vehicle washing options with the exclusive use of Kärcher Vehicle Wash equipment, chemicals and accessories.

### BENEFITS

A Kärcher Clean Park offers you more than a vehicle wash system. Benefits include:

- Access to a market leading global brand
- Superior quality equipment with ergonomic design
- Exclusivity in your chosen area
- Professional Design
- Proven concept designed to attract a large customer base
- Options to suit your business investment level
- Site selection support
- Professional support & advice from a dedicated Technical Sales Representative
- Marketing support



## CLEAN PARK SOLUTIONS

Discover the perfect wash solution for your site. Kärcher has a broad range of vehicle cleaning systems for every location and purpose.



### AUTO CAR WASH

Satisfied customers are your success. Our gantry car washes facilitate economic cleaning, ensure efficient throughput rates and achieve an optimal result – for you and your customers.



### VACUUMS

Kärcher's vacuum range impresses with consistently high suction power thanks to Tact automatic filter cleaning. Excellent cleaning results are achieved both on surfaces and edges and gaps.



### AUTO TRUCK WASH

Configurable for various wash programs, from quick rinses to intensive cleaning, allowing operators to meet specific cleaning requirements for different types of vehicles. Available in 4 different heights: 3.6m, 4.2m, 4.6m or 5m.



### WATER RECYCLING

With Kärcher, you can work both cost-effectively and in an environmentally friendly manner. Because environmental protection and careful handling of natural resources are important values for Kärcher. With our recycling systems, up to 98% less fresh water is used, as waste water is converted into clean reclaimed water.



### FORECOURT EQUIPMENT

With our forecourt units, you automatically increase the attractiveness of your site and secure attractive additional income.



### MANUAL BAYS

A genuine cleaning experience: Our self-service wash systems leave nothing to be desired. Smart system solutions for your success. Options to suit 1-8 wash bays.



# EXPERIENCE EXCELLENCE WITH THE KÄRCHER CLEAN PARK PROGRAM

Unlock the potential of a premium, high-performance vehicle wash facility with the Kärcher Clean Park Program. As an investor or operator, you'll gain access to Kärcher's industry-leading technology, proven business model, and globally trusted brand—all designed to set your Clean Park apart from the competition.

Every Kärcher Clean Park is built for success, featuring exclusively Kärcher-branded operational equipment to ensure superior cleaning results and long-term reliability. By joining the program, you'll enter into the Kärcher Clean Park Program, giving you a structured pathway to success.

With the Kärcher Clean Park Project Plan, you'll have a clear roadmap, outlining every essential step, milestone, and financial commitment needed to launch and operate a thriving facility.

Partner with Kärcher and build a profitable, future-ready vehicle wash business backed by the global leader in cleaning technology.

## PROGRAM REQUIREMENTS:

### 1. Kärcher Branded Equipment

All Kärcher Clean Park sites must exclusively install Kärcher branded operational equipment:

- Minimum one automatic car wash gantry
- Minimum two manual car wash bays
- Minimum two vacuum bays
- Forecourt equipment including fragrance machine and air/water tower
- Optional: truck wash bay
- Optional: dog wash station, vending machines

All Kärcher Clean Park sites must exclusively use Kärcher detergents purchased directly from Kärcher.



### 2. Kärcher Clean Park Program Agreement

The investor/operator must enter into a Kärcher Clean Park Program Agreement, which includes the following programs. Please refer to this document in detail for a summary of inclusions and what is mandatory vs. optional.

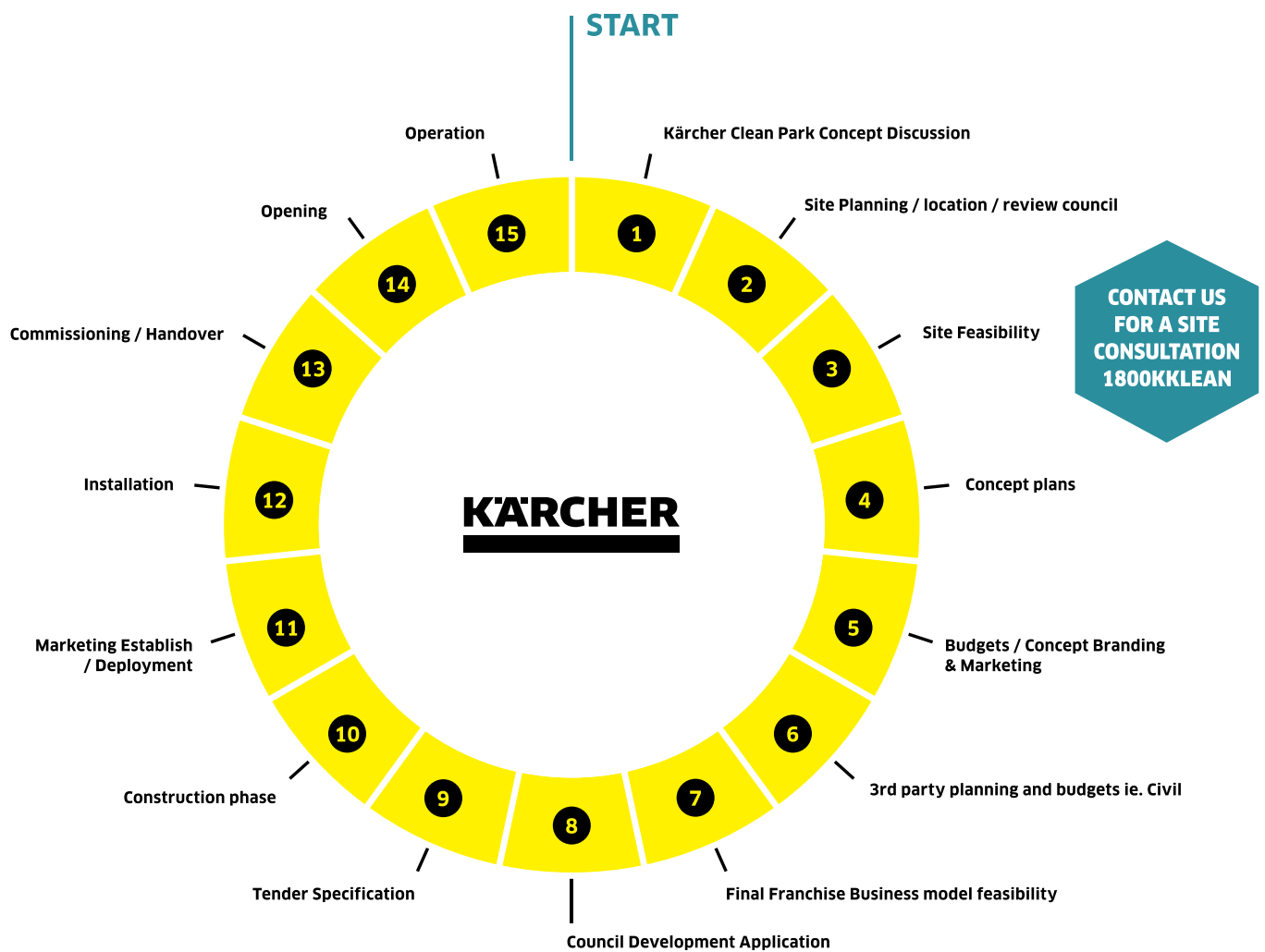
1. Marketing and Community Engagement Program
2. Preventative Maintenance, Service, and Warranty Program
3. Kärcher Clean Park Training Program
4. K!Connect Remote Management Program
5. Operating and Reporting

The Clean Park program agreement will be for a minimum of 5 years with renewal/extension options for a further 5 years





# KÄRCHER: PARTNER FOR YOUR SUCCESS



Before moving forward with the Kärcher Clean Park project, Kärcher conducts a thorough qualification process to assess the viability of the proposed site and the suitability of the potential owner/operator. This process begins with an initial inquiry, where Kärcher gathers key information about the investor's vision, location, and business goals. Potential investors receive an overview of the Kärcher Clean Park Program, including brand licensing requirements, ongoing commitments such as training and compliance, estimated investment costs, and potential return on investment. A high-level site evaluation is also conducted to assess location suitability, accessibility, competition, and overall feasibility.

In addition to site assessment, Kärcher evaluates the financial capacity and operational capabilities of the investor to ensure long-term success. This includes reviewing their ability to fund the necessary investment, sustain operational costs, and meet the program's financial requirements. Kärcher also considers the investor's industry experience, business management skills, and commitment to upholding Kärcher's brand and customer service standards. Based on this qualification process, Kärcher will either approve the investor to proceed to the project discovery phase or provide feedback and alternative recommendations if the criteria are not met.

The next pages will outline some potential models, site layouts and overall considerations.

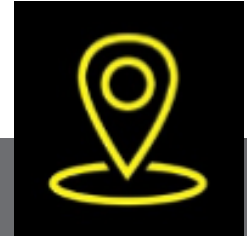




# **SITE FEASIBILITY**

# GENERAL SITE REVIEW

Thorough research in these areas helps ensure you select a location that maximises visibility, customer demand, and profitability.



## 1. TRAFFIC & ACCESSIBILITY

- **Traffic Volume:** Conduct traffic counts to determine how many vehicles pass the site daily. High visibility and traffic flow increase customer potential.
- **Ingress & Egress:** Ensure easy entry and exit for vehicles without causing congestion or requiring complicated turns.
- **Proximity to Main Roads:** Locations near busy roads, shopping centers, or intersections tend to attract more customers.

## 3. COMPETITION ANALYSIS

- **Existing Car Washes:** Identify nearby competitors, their pricing, service offerings, and customer reviews.
- **Service Gaps:** Look for under-served areas or gaps in services (e.g., lack of automated or eco-friendly washes).
- **Customer Preferences:** Research what local customers value—speed, quality, price, or convenience.

## 5. SITE SUITABILITY

- **Land Size & Layout:** Ensure enough space for washing bays, vacuum stations, customer waiting areas, and vehicle circulation. Recommend 1500m<sup>2</sup> +
- **Drainage & Utilities:** Assess the availability of water, power, and drainage infrastructure to support car wash operations.
- **Future Development Plans:** Investigate any upcoming road changes, construction projects, or zoning changes that could impact your business.

## 2. DEMOGRAPHICS & TARGET MARKET

- **Population Density:** Assess the number of residents and businesses nearby to estimate customer demand.
- **Vehicle Ownership Rates:** Higher car ownership in the area means more potential customers.
- **Income Levels:** Mid-to-high-income areas may support premium car wash services, while lower-income areas may require budget-friendly options.

## 4. REGULATORY REQUIREMENTS

- **Zoning Laws:** Confirm if the land is zoned for car wash operations.
- **Environmental Regulations:** Check for water usage restrictions, wastewater disposal requirements, and sustainability regulations.
- **Permits & Licenses:** Identify all necessary business permits and compliance requirements.

## 6. ECONOMIC VIABILITY

- **Rental/Purchase Costs:** Compare site costs with projected revenue to determine feasibility.
- **Operational Costs:** Estimate expenses for utilities, staffing, maintenance, and marketing.
- **Potential ROI:** Conduct financial modeling based on expected customer volume and pricing strategy.





# CONCEPTS

## INDICATIVE INVESTMENT

Equipment - \$1,000,000 - \$1,500,000 +

Installation - \$150,000 - \$300,000

## INVESTMENT BREAKDOWN

Machine configurations can vary greatly, however as a rough guide, equipment costs (excluding installation) are as follows:

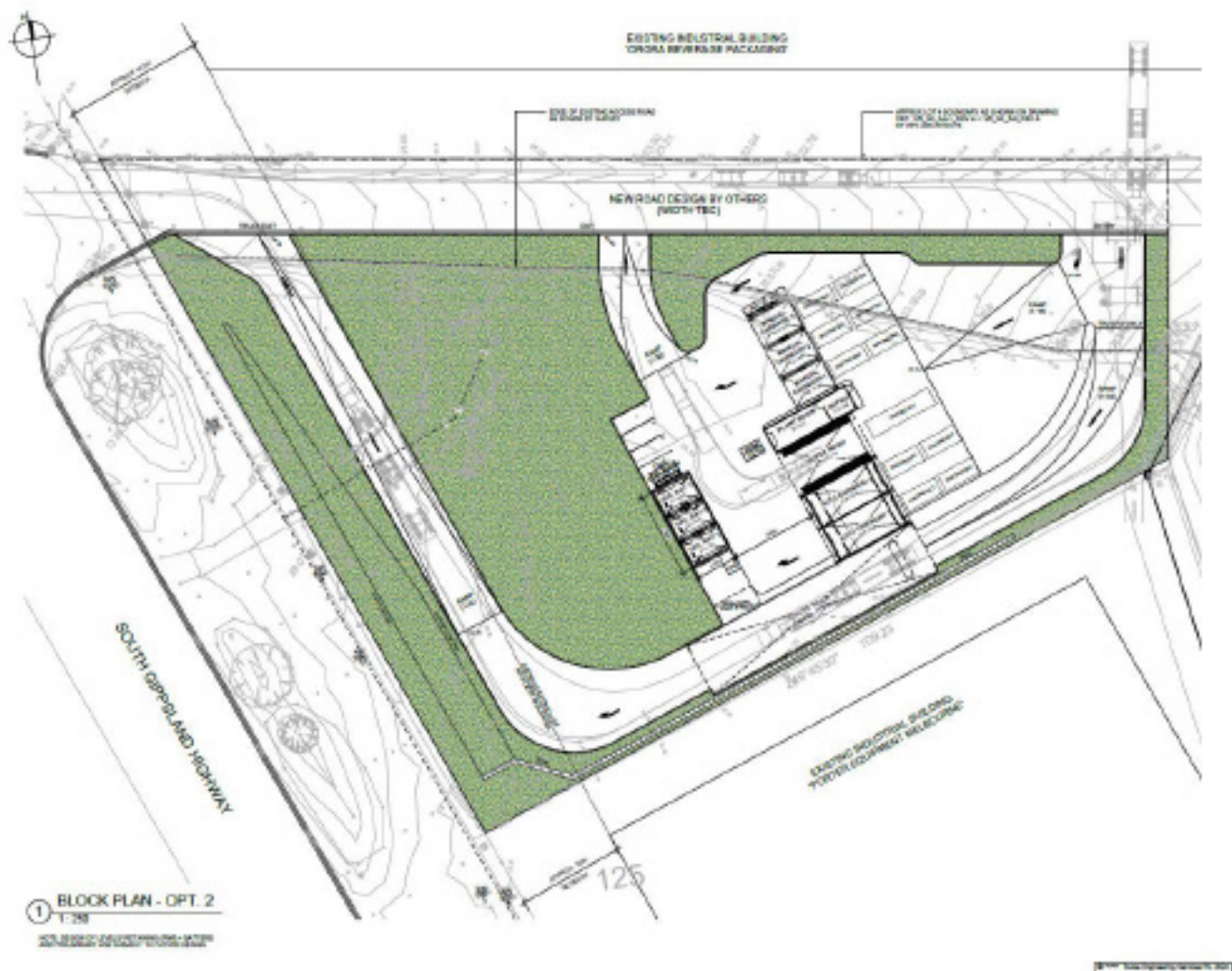
- **CW 3 Auto Gantry** - \$300,000
  - Options include touchless/combi, upgraded wheel wash & dryer functionality, wash programs, underbody wash, extended wash programs, LED lights, CW 5 model
- **Manual Wash Bay** (up to 4 wash bays) - \$230,000
  - Wash programs & features, super bay functionality, multiple bays up to 12, wash bay tools (High Pressure gun, brush, foam gun etc)
- **TB Auto Truck Wash Gantry** - \$250,000 - \$500,000
  - Options include touchless/combi, high pressure options, side spinners, intensive pre-spray, underbody wash
- **Water Recycling unit** - \$60,000
  - Options include flow performance and type of filtration such as sand filter or biological
- **SBVC Twin Vacuum unit** - \$10,000
  - Multiple units available
- **Forecourt Equipment** - various
  - Fragrance machine, mat cleaner, air and water tower

(excluding Civil, Construction, Underground services, utility supply services, underground landscape & Excavation)

**Note** All pricing is indicative and gathered from previous Clean Park development projects of similar specification. Concept plans are indicative of the possibilities within the proposed confines of the nominated property and subject to site survey. Karcher reserves the right to work with 3rd party installation and integration partners in all proposed development and/or installation projects. Further due-diligence is recommended to ascertain feasibility of the project, financial, consideration must be given to local authority approval process (environmental, social impacts) and all development and constructions requirements must be investigated by the parties proceeding with this project.



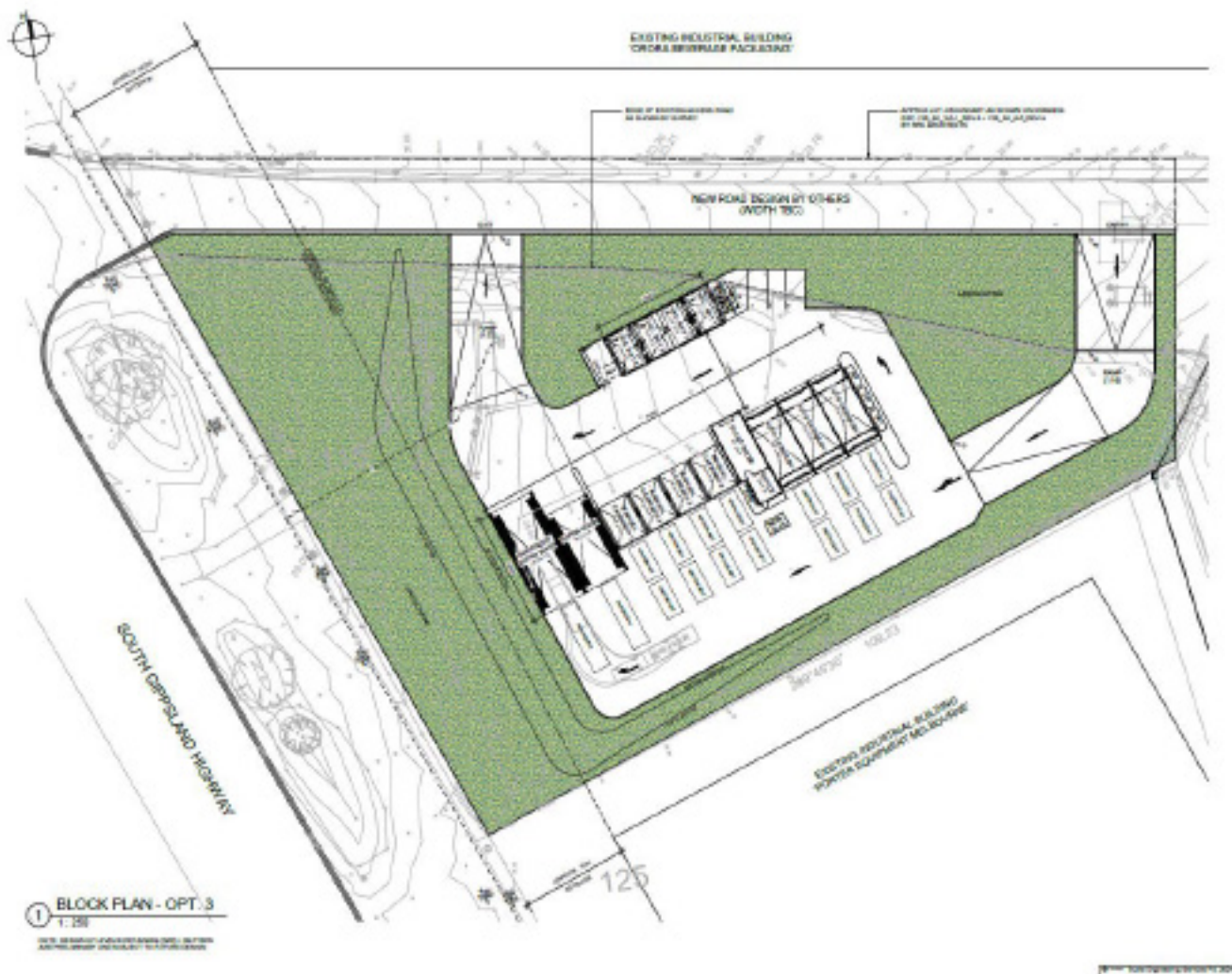
# CLEAN PARK EXAMPLE 1



## Karcher Clean Park with Truck Wash

- 3 x Manual Wash bays
- 2 x Automatic Wash bays
- 1 x Super Manual Bay (Caravan / Boat / Large SUV & 4WD)
- 1 x Truck Wash Bay (Automatic TB46 with manual wash C-Rail)
- 3 x Vacuum Bays
- 2 x Dog Wash

# CLEAN PARK EXAMPLE 2

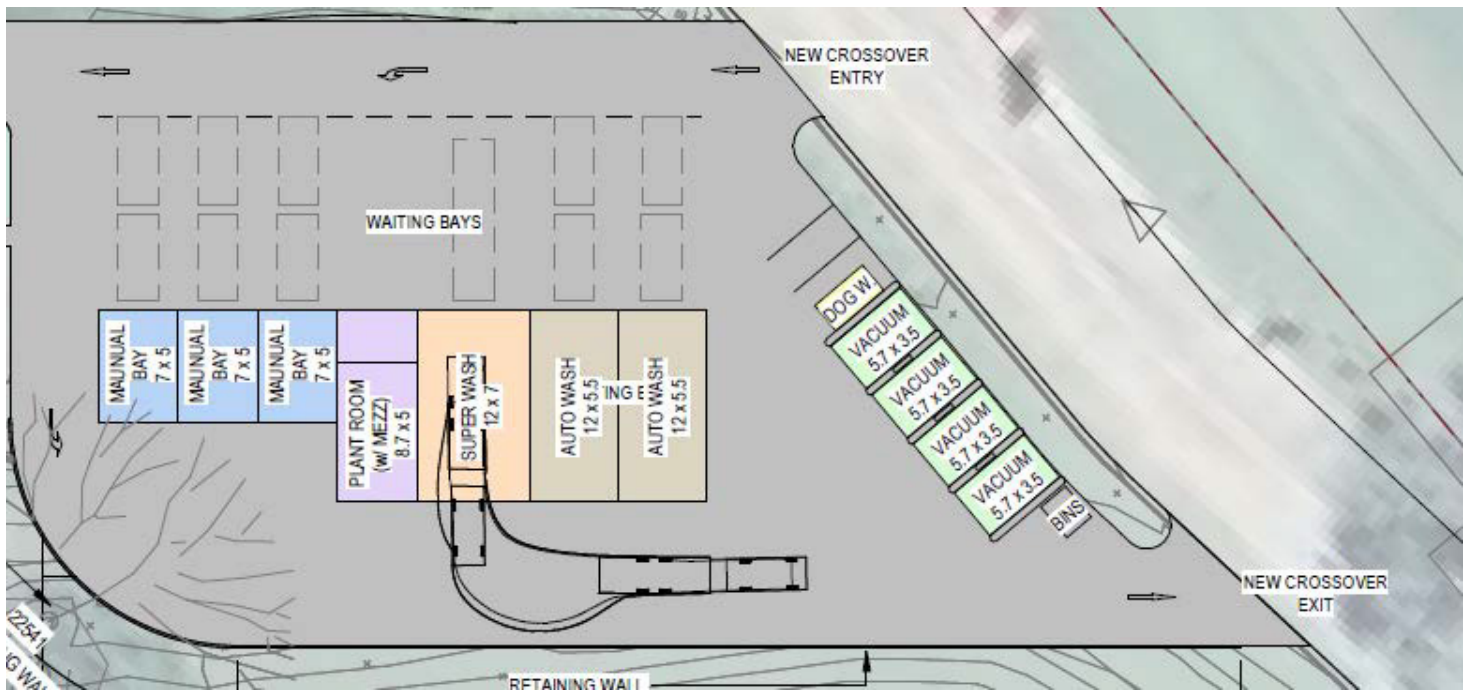


## Karcher Clean Park

- 4 x Manual Wash bays
- 3 x Automatic Wash bays
- 1 x Super Manual Bay (Caravan / Boat / Large SUV & 4WD)
- 1 x Truck / Commercial Manual Wash Bay
- 4 x Vacuum Bays
- 2 x Dog Wash



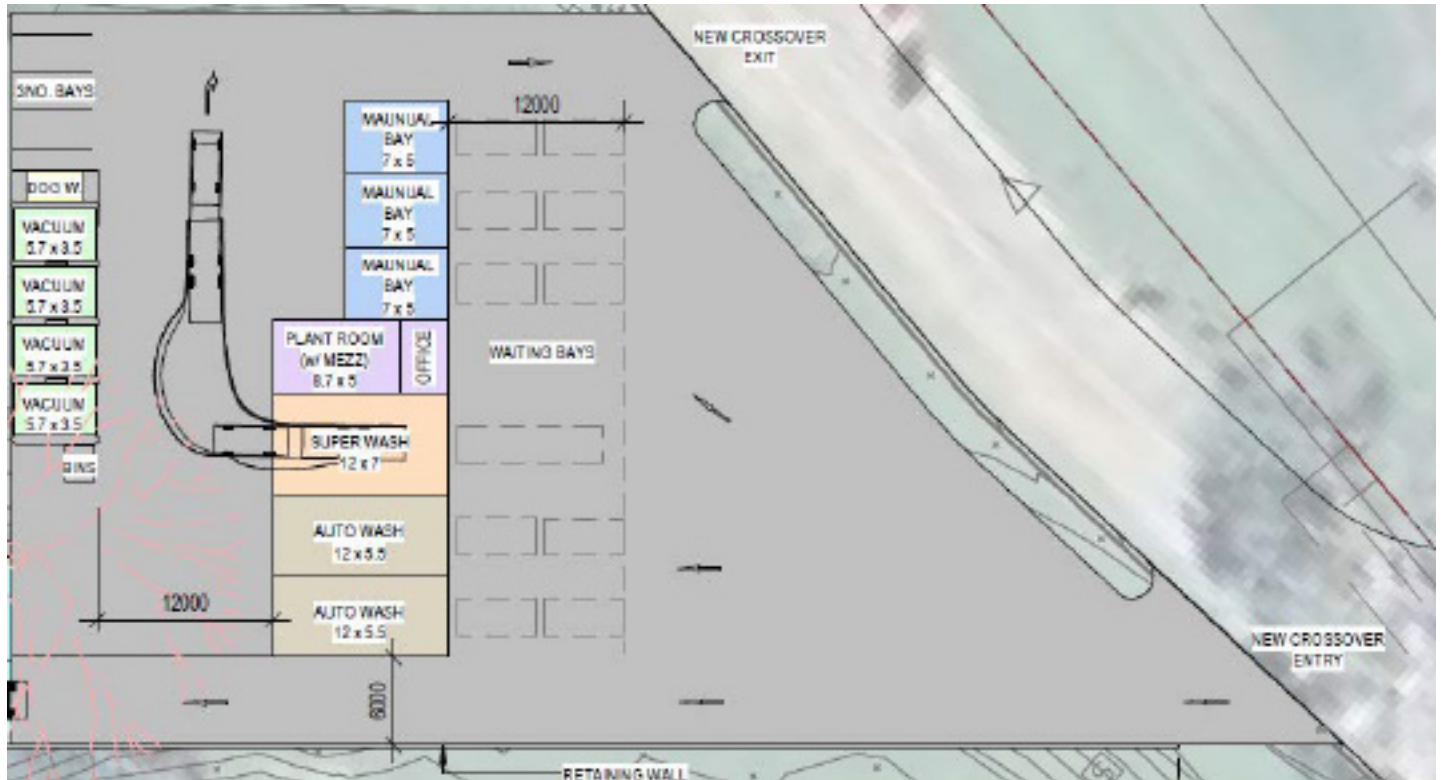
# CLEAN PARK EXAMPLE 3



## Karcher Clean Park

- 3 x Manual Wash bays
- 2 x Automatic Wash bays
- 1 x Super Manual Bay (Caravan / Boat / Large SUV & 4WD)
- 4 x Vacuum Bays
- 1 x Dog Wash

# CLEAN PARK EXAMPLE 4



## Karcher Clean Park

- 3 x Manual Wash bays
- 2 x Automatic Wash bays
- 1 x Super Manual Bay (Caravan / Boat / Large SUV & 4WD)
- 4 x Vacuum Bays
- 1 x Dog Wash





# EQUIPMENT OVERVIEW



# AUTOMATIC GANTRY

With our Klean!Star gantry car wash range the vehicle wash becomes an experience. Unique functions and design options impress even the most discerning customers.

- Extended drive through width at mirror and wheel wash height
- Powerful contour following dryer for optimised air flow and outstanding drying result
- Multi-disc wheel wash with height adjustment for perfect rim cleaning
- CareTouch brushes tilting to adapt to every vehicle contour
- Integrated water saving function
- Intelligent frame concept

Customised high-pressure options, a clever lighting concept, efficient cleaning and care programmes, as well as the Klear!Line detergent line, complement the wash experience.



Video  
**CW 5 Klean!star iQ**



# FORECOURT

With low investment costs, the site can be extended quickly and without high expenditure to include forecourt units.

The service portfolio is complemented and the attractiveness of the site is increased. The forecourt units are quick to set up, require little space, are easy to operate and offer the opportunity of additional income.





# MANUAL WASH SYSTEMS



SB OB ENTRY - LEVEL UNIT	SB MB - THE COMPACT SYSTEM	SB MU - THE FLEXIBLE SYSTEM
Self-service one bay unit	Self-service multi bay system	Self-service multi bay system
1 wash bay	2 - 4 wash bays	4 - 8 wash bays
4 wash programs	5 - 11 wash programs	5 - 11 wash programs
Water softener as option	Water softener as option	Water softener as option
Reverse osmosis as option	Reverse osmosis as option	Reverse osmosis as option
	Skid version or Cab version	Container version or component version for an on-site technical room



# SUSTAINABILITY

Take action. Everyone's talking about environmental protection and sustainability. This is your and our contribution.

## WRB Bio water reclamation system

Water treatment through natural processes using microorganisms results in outstanding reclaim water quality and saves up to 98% fresh water. Thanks to this high process efficiency and degradation capacity of the bacteria, almost all the water can be reused. Other benefits for you include compact design and lower service costs.

## WRP Car Wash water reclamation system

With this system you save up to 85% fresh water. It recycles oil-free waste water economically and effectively without flocculation chemicals. You can reuse the recycled water for all wash programmes. This modular and flexible system gives you the optimal solution for almost every site.





# PERFECT CARE PLUS PROFIT

With different passage widths our Klean!Star gantry car wash is suitable for washing vehicles of various sizes and track widths. The linear wheel washer with scissors mechanism detects the vehicles even if they are not in the middle.

For optimal vehicle contour detection the side brushes are tilted or locked by up to 15° – for superb cleaning results of the upper vehicle areas as well as the sills. The 3-stage K!Dry dryer with all-round drying ensures the perfect drying result without any undesired dripping. Customised high-pressure options, efficient cleaning and care programmes, as well as the powerful and effective detergent of the Kärcher Klear!Line, complement the wash experience.

## KEY FEATURES: CW3

Wash height H (mm)	2100 - 2900
Drive-through width (mm)	2450 / 2600
Fresh water supply (volume) (Litres per minute)	80
Fresh water supply (pressure) (Bar)	4
Voltage (Volt)	400
Frequency (Hertz)	50
Number of phases (Phases)	3

### Integrated water saving function

- Protects valuable resources.
- Lowers the operating costs.

### Intelligent frame concept

- For the safe and time-saving installation of the system.
- Lower costs for installation.



### K!Design – Distinctive design, advanced technology.

Available either in the Kärcher design or in individual preferred colour.



### K!Dry – Perfect all-round drying

Powerful 85-degree, 3-stage dryer with no undesired dripping. For universal use.



### Extended contour width at mirror and wheel washer height

More space for safe and comfortable positioning of the vehicle. Suitable for different sized vehicles.

# CW 3

The Klean!Star gantry car wash is the perfect solution for maximum efficiency and cost-effectiveness of your site thanks to comprehensive equipment options.



## DO YOU WANT TO FIND OUT MORE ABOUT THE CW 3?

Follow this link on our website. Here, you will find all the information about vehicle cleaning with Kärcher. Click the link below.

**CLICK HERE FOR  
WEB LINK**





# SHINY ON THE MOVE

Different types of commercial vehicles like trucks, truck with trailer, articulated trucks, buses or vans with our without spoiler, with or without tailgate or with different types of mirrors can be washed. The maximal wash width is 2.90 m and the maximal wash height is 5.05 m.

Four steelwork heights are available. The steelwork gives the possibility to reduce the plant and wash height up to 300 mm in steps of 100 mm. Hereby the TB can be adjusted to individual conditions. The width of the TB can also be reduced up to 200 mm. The basic plant is hot-galvanised and can be powder-coated in OF 302 (RAL design card 7500) if requested. The electric cabinet is mounted on the right side and the water and media cabinet on the left side.

KEY FEATURES: TB 50	
Washing bay requirement (mm)	5500x1250x1720
Washing height (mm)	5050
Fresh water supply (volume) (Litres per minute)	100
Fresh water supply (Bar)	4 / 6
Power consumption (kW)	5.3
Type of current (Phases/V/H)	3 / 400 / 50
Weight without accessories (kg)	1613

## Vehicle positioning

The vehicle to be cleaned is directed to the start position using a guide or traffic light.

## Perfect prewash

The shampoo is applied by the truck wash gantry during the mechanical prewash. Stubborn dirt in hard to reach places is removed quickly, simply, and economically during a manual prewash. For mineral deposits such as plaster, limescale, mortar, and concrete, we recommend the VehiclePro Truck Cleaner, acidic RM 804. For all other types of dirt, use the VehiclePro Truck Cleaner, alkaline RM 805.

## Individual programme selection

The correct programme for the appropriate vehicle can be selected quickly and easily via a large, durable and easy-to-use operation panel.

## Effective brush wash

Once pre-cleaning is complete, any remaining dirt is removed quickly and efficiently using a brush wash and our VehiclePro Brush Shampoo RM 811.



### Low maintenance effort save on time and costs

Tried-and-tested belt or direct drives make lubrication of the system unnecessary.



### High user-friendliness makes working processes faster and easier

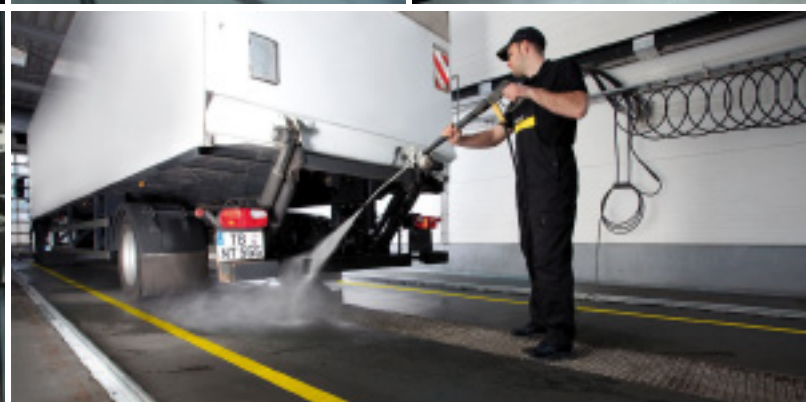
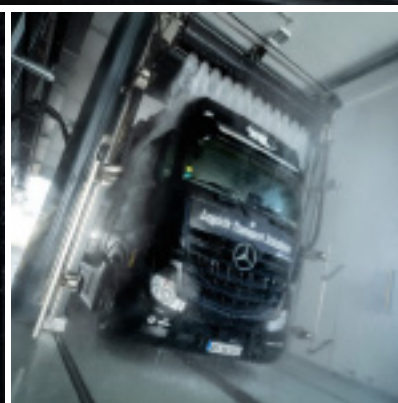
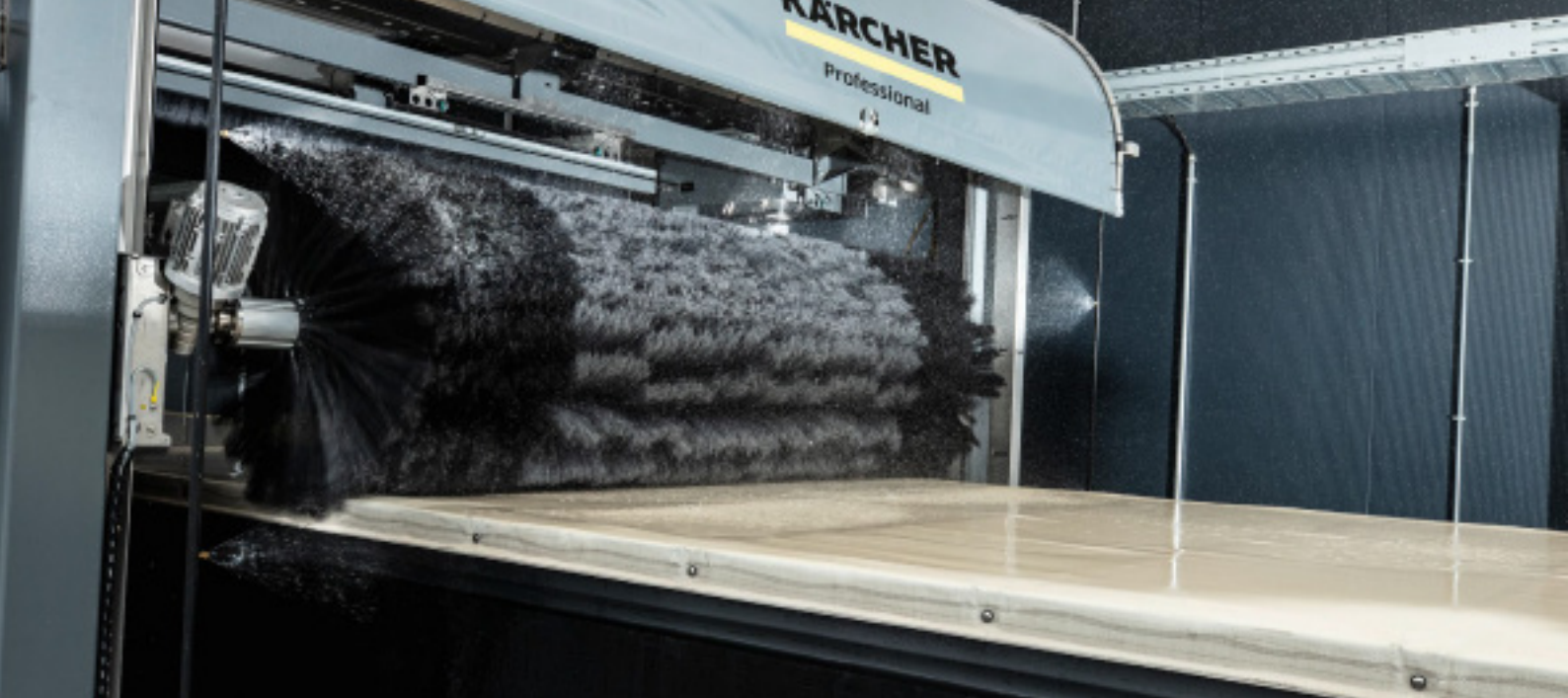
Large, clear and robust control panel with intuitive user interface which can be used while wearing work gloves.



### High variability for vehicle types, construction and expansion options

Universal CAN bus control for easy installation and individual expansion options.





## DO YOU WANT TO FIND OUT MORE ABOUT THE TB 50?

Follow this link on our website. Here, you will find all the information about vehicle cleaning with Kärcher. Scan QR code or click the link below.



# SUSTAINABILITY

Kärcher your partner for a more sustainable future



## Water Usage

Kärcher Vehicle Wash's primary goal is to minimize water consumption through the implementation of advanced water reclamation systems. These systems offer an impressive water recycling capability, achieving between 85% and 98% efficiency in rollover gantry washes. To support this high level of water recycling, Kärcher Vehicle employs a combination of traditional mechanical filtration and cutting-edge advanced biological solutions.

The integration of these filtration technologies ensures that the water used in vehicle washing is effectively purified and reused, significantly reducing the overall water footprint of the process.



## Power Usage

Kärcher is deeply committed to a net-zero future, focusing on creating energy-efficient products and empowering clients to better manage and reduce their energy consumption. This commitment extends across the entire lifecycle of our products, from the initial design and research and development phases to their use by customers. By integrating advanced technologies and sustainable practices, we aim to lower overall carbon emissions significantly.

Our dedication to innovation ensures that every Kärcher product not only meets high standards of performance but also contributes to a greener, more sustainable world. Through these efforts, we strive to make a positive impact on the environment while supporting our customers in their journey towards reduced energy consumption and a lower carbon footprint.



## Chemical Usage

Kärcher is dedicated to reducing chemical usage and developing greener, more environmentally friendly cleaning solutions. Our chemicals are formulated to deliver efficient and effective cleaning while minimizing time, water consumption, and unnecessary labor, thus driving more efficient outcomes.

Through our continuous development program, we ensure that Kärcher chemicals remain at the forefront of the vehicle wash industry, consistently meeting high standards of environmental sustainability. This commitment not only supports ecological health but also enhances the overall efficiency and performance of our cleaning solutions.



Video  
**Kärcher Clean Park Plus**



# CLEAN PARK PROGRAM





# KÄRCHER: PARTNER FOR YOUR SUCCESS



# MARKETING & COMMUNITY ENGAGEMENT PROGRAM





# PROGRAM INCLUSIONS

## Kärcher Branded Identity Kit:

Branded signage artwork templates for:

- Pylon sign
- Roof parapet
- Automatic bay facade
- Manual bay facade
- Manual bay divider tarpaulins
- Dog wash facade
- Directional signage
- Informational signage (warnings, service signage)
- Wash menu

## Kärcher Uniform Pack:

Uniform kit (per person) including:

- Kärcher Pants
- Kärcher t-shirt
- Kärcher hat
- Kärcher hoodie or jacket

## Account Manager:

Kärcher provides a dedicated Account Manager for ongoing Account Management, and marketing support, including:

- Monthly check-ins
- Quarterly Business Reviews (QBRs) covering branding, operational performance, and community engagement, marketing, Service & Maintenance.
- Go to Support (Business Hrs)

## Event Hosting:

Support with hosting 1 event including:

- Kärcher attendance
- Kärcher to provide Kärcher pop up marquee, BBQ & esky hire
- Digital media advertising templates
- 1 Door prize (Kärcher retail product to the value of \$400)
- Merchandise giveaways (Kärcher branded to the value of \$250)

## Website Framework & Domain:

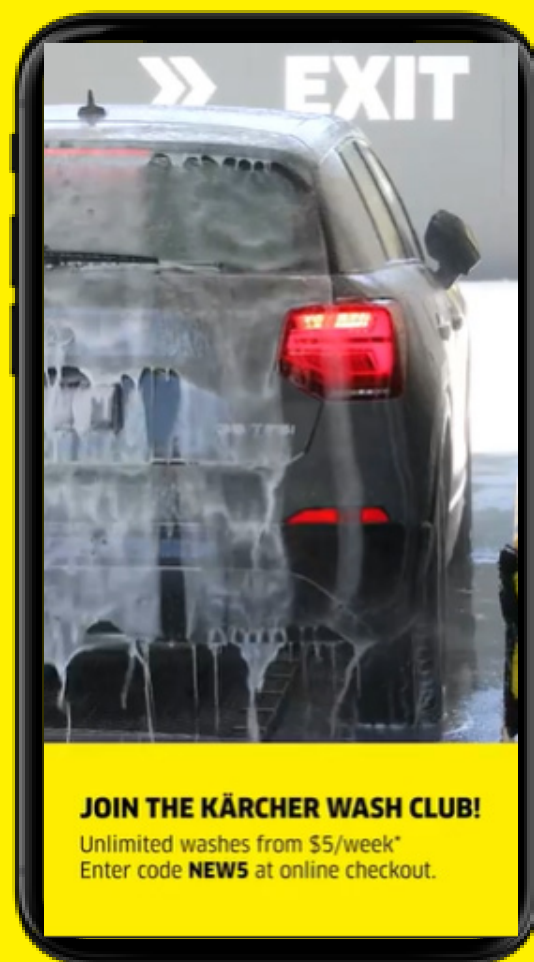
Kärcher will establish:

- A unique website domain (e.g. karchercleanparklocation.com.au)
- Associated email address
- Website design template (up to 3 pages)

All implementation services, hosting services shall be the responsibility of the operator.







**Mandatory**

## Annual Marketing Plan & Kit:

### Social Media

- Platforms: Facebook, Instagram, TikTok - assistance with set up using correct naming
- Content: Editable templates for regular & seasonal posts, including suggested themes, captions, hashtags, and topics.
- Monthly Social Media Calendar: Recommended schedule/ themes.
- Note: recommend video and photo content shoot for tailored content

### Event Promotional Materials

- Templates for promoting events such as Park Anniversary, Father's Day, Mother's Day, Easter, Christmas.
- Assets: Customizable digital banners, posters, social media posts, and email templates for each event.

### Newsletter Templates

- Newsletter: A clean, branded template to send quarterly updates, promotions, and news to loyalty program members.
- Content Recommendations: Suggested content ideas, themes, and promotional topics for each quarterly.

### SEO & Adwords

- Platforms: Google
- Google profile setup support
- Suggested keywords
- Adwords templates
- 'Google Reviews' campaign ideas

### Radio Ad Scripts

- Pre-Written Scripts: Ready-to-use scripts for popular events and general promotions, with guidance on how to adapt scripts for specific locations.

Note: Operator Responsibility: Any costs associated with paid advertising (e.g., social media ads, Google Ads) or additional customisation beyond the standard resources are the responsibility of the operator. Kärcher's support is limited to providing the core collateral and content ideas; execution of extended campaigns and paid ads fall under the operator's management. The Kärcher operator may engage Kärcher for additional marketing activity such as Management of social media platforms or a Content shoot covering the development of video and still imagery.

# PREVENTATIVE MAINTENANCE, SERVICE AND WARRANTY PROGRAM



# PROGRAM INCLUSIONS

## Quarterly Product Inspection Checks:

### Site-Specific Operational Checks:

- Every quarter, Kärcher technicians conduct a thorough, site-specific review of all Kärcher equipment installed at the Clean Park facility, covering:
  - Automatic gantry wash systems
  - Self-service manual wash bays
  - Vacuum systems
  - Air/water towers
  - Mat cleaners
  - Dog wash stations (if applicable)
- Checklist Review: Technicians follow an established checklist tailored to each type of machine. This checklist covers essential functions, checks for wear and tear, and operational efficiency.
- Detailed Reporting: At the end of each inspection visit, a report with the checklist results is shared with the operator and stored in Kärcher's service files, ensuring a transparent record of inspection and equipment condition over time.
- Proactive Problem Identification: During the inspection technicians identify any issues that could affect performance in the future. Early identification helps prevent equipment downtime and maintain optimal operation. We will provide a quote for any work that need to be carried out. Metro only, additional call out fee applies if site is further than 60km away from our service branch.
- Excludes parts, wear and tear and repairs; these will be quoted separately.

## Kärcher Parts & Detergents

These are to be purchased directly from Karcher.



**VehiclePro  
Klear!Prewash  
RM 890**



**VehiclePro  
Klear!Rim  
RM 896**



**VehiclePro  
Klear!Foam  
RM 892**



**VehiclePro  
Klear!Brush  
RM 891**



**VehiclePro  
Klear!Glow  
RM 894**



**VehiclePro  
Klear!Dry  
RM 893**

## The Klear!Line cleaning agents for Vehicle wash solutions

When you want the best for you and your customers put your trust in our VehiclePro Klear!Line.

- Latest generation of innovative cleaning agents
- Cost-saving for perfect results in optimal washing time
- Ultra-high concentrates, extremely economical in use and maximum cost-effectiveness

- Modern formulas and selected quality raw materials
- Perfect cleanliness and care
- Innovative Kärcher perfume concept with secure colour coding



# PROGRAM INCLUSIONS

## Training & Education Program

A comprehensive training program will be provided to operators including but not limited to:

### Marketing Program Training (estimated half day online):

Goal: Equip Clean Park operators with the skills to use the marketing program tools and assets effectively.

Topics Covered:

- Overview of the Marketing & Community Engagement Program
- Using Kärcher-branded templates for social media, events, and promotions
- SEO and Google AdWords basics, including suggested keywords
- Customizing digital and print templates for local promotions
- Using customer loyalty and referral program templates
- Tracking and analyzing marketing metrics
- Scheduling and promoting events and happy hours

### On-Site Training and Handover (estimated 1 day in person):

Goal: Provide operators with hands-on training on Clean Park equipment, site setup, and operational procedures.

Activities:

- Formal handover of the Clean Park site to the client
- Comprehensive training on equipment operation, including gantry wash systems, self-service bays, vacuums, and any optional amenities (e.g., dog wash)
- Review of maintenance tasks, safety procedures, and emergency protocols
- Walk through of the K!Connect remote management system, covering real-time monitoring, remote control features, and chemical usage forecasting
- Discussion of ongoing support, account management interactions, and site-specific customisation

### Operations Training (estimated half day online):

Goal: Introduce operators to Kärcher Clean Park operational basics and preliminary processes to prepare for a smooth start.

Topics Covered:

- Overview of Clean Park processes and project steps
- Key contact information for Kärcher support, account manager, and emergency services
- Review of the Clean Park Program sectors: Marketing, Preventative Maintenance, and K!Connect
- Introduction to equipment maintenance basics and scheduling



# K!CONNECT REMOTE MANAGEMENT PROGRAM

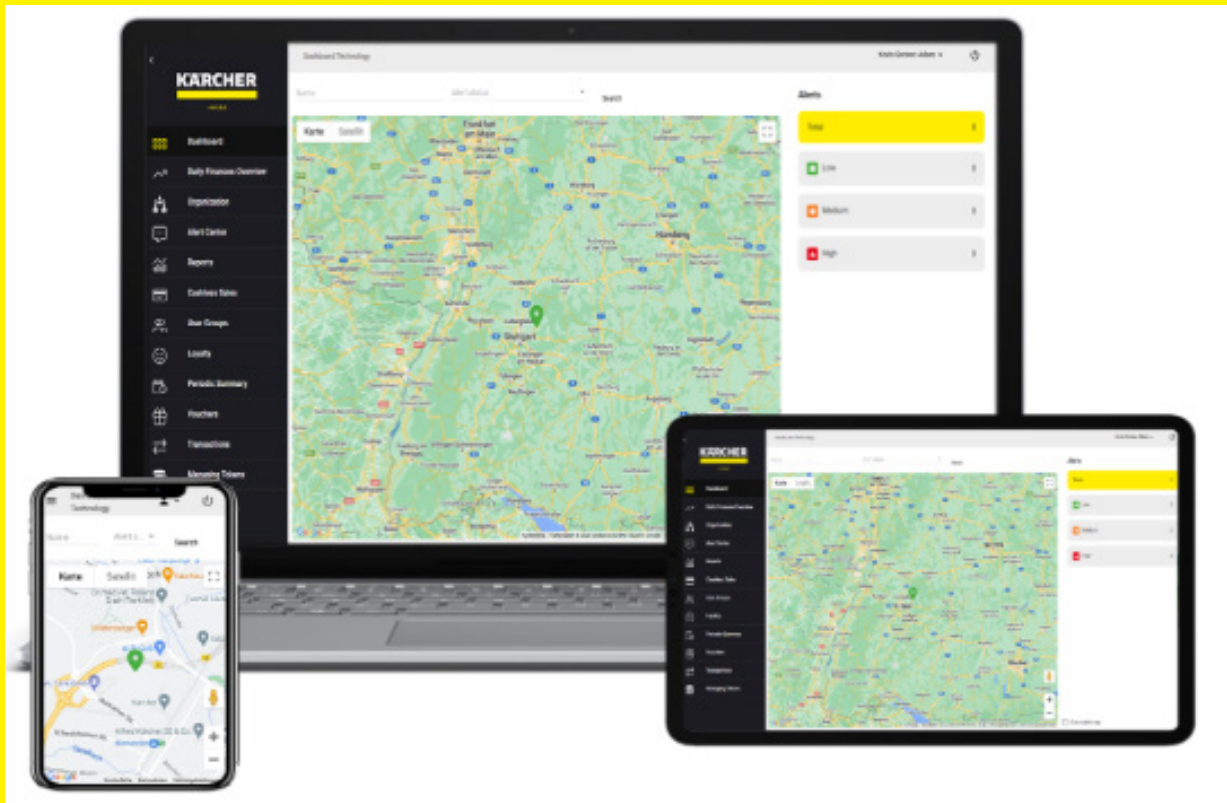




# PROGRAM INCLUSIONS

## K!Connect Remote Management Program

The online management system K!Connect assists you with the remote monitoring of all vehicle wash machines. You can keep an eye on the status of important parameters such as turnover or maintenance in a simple, straightforward manner – for the optimal combination of economic indicators and reliable machine technology. With real-time information, downtimes can be identified and successfully avoided in good time. Even multiple sites can be easily and clearly managed, controlled and evaluated in the system.



FEATURE	EXPLANATION
	<b>1</b> Alert center: Active alerts on site in chronological order
	<b>2</b> Filters for refining alert search (filter for time period, active faults, severity, devices and sites)
	<b>3</b> Faults with information about criticality, timestamp, code, affected machine and fault description
	<b>4</b> Subscribe to alerts to receive push emails when certain kinds of alerts occur
	<b>5</b> Download alert list as a CSV file to analyse alerts even deeper

# OPERATIONS & PERFORMANCE PROGRAM





# PROGRAM INCLUSIONS

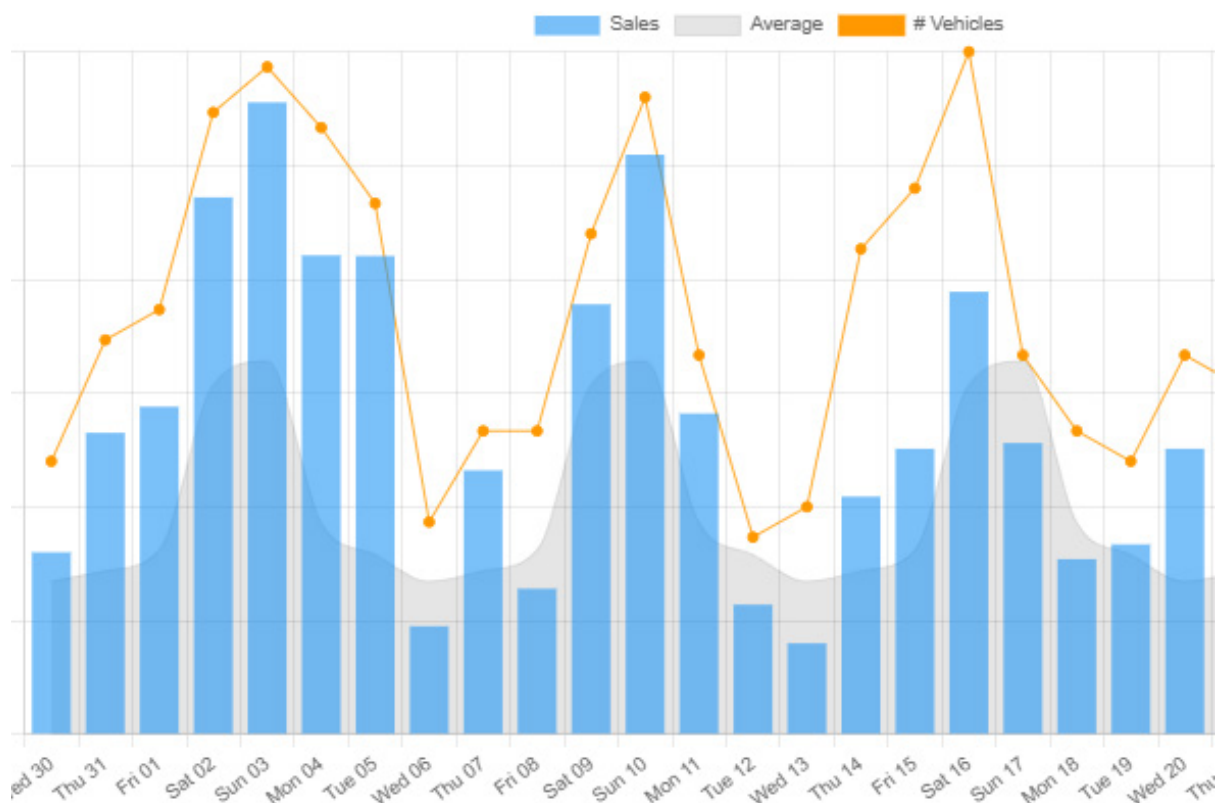
## Pulse Platform

- Pulse is a complete cloud-based real-time Car Wash Management system that provides car wash owners, operators and investors with the systems and technology to manage and understand almost every aspect of day-to-day site operations.
- Karcher can provide operators with with an engaging and informative education program that highlights the benefits and applications of its advanced cleaning solutions. This program could include in-depth training sessions, online tutorials, and practical demonstrations to ensure operators fully understand how to optimize the use of Pulse Wash systems for various cleaning tasks.

### Features of Pulse platform:

- E-commerce and management platform with POS and accounting system integration
- Dealer/Partner Portal for user and account management
- System activation via LPR, mobile devices, or kiosks
- Monitoring and revenue reporting for all equipment on-site
- Labour management, time clocks, and reconciliation
- Account customer reporting, invoicing, and export to accounting systems
- Trend reporting and equipment utilization tracking
- Live dashboards
- Remote operation, reporting, and management
- Data mining, custom reporting, vehicle history, loyalty points, and frequent user rewards

Note: Pulse is sold by a separate entity and operator will engage directly with Pulse on agreement.  
<https://www.pulsewash.com.au/>





# PROGRAM INVESTMENT

MANDATORY PROGRAMS			
1. Marketing and Community Engagement			
Sub-Component / Detail	Frequency	Value	Program Cost ex GST
Kärcher-Branded Identity kit	Upfront fee	\$11,500	\$3,500
Uniform Pack	Upfront fee per person	\$550	\$350
Event Hosting (ie. Christmas, Easter, Annual birthday)	Per event	\$2,800	\$1,200
Account Manager	Ongoing	\$5,000	Free of charge
Website Framework and Domain Social Media Platform setup	Upfront	\$1,600	\$800
Annual Marketing Plan & Kit (Social Media, SEO, Adwords, Event Promotion Materials, Radio Ad scripts, Newsletter templates).	Annual	\$18,000	\$7,500
2. Quarterly Inspections, Service, and Warranty			
Quarterly Product Inspection Checks (metro)	\$2000 per qtr	\$8,000	\$8,000
Parts / Labour	As required		List price less 10% discount
Detergents	As required		List price less 10% discount
3. Training & Education Program			
Training Program	Upfront	\$22,000	\$4,500
Training and Compliance Review	Annual (from yr 2)	\$2,500	\$1,200
OPTIONAL PROGRAMS			
4. K!Connect Remote Management Program			
Hardware inc router and installation	Upfront	\$24,000	\$24,000
Software	Monthly fee of \$110	\$1,320	\$1,320
5. Operational and Performance Program			
Pulse Platform Education Note: Pulse is sold by a separate entity and operator will engage	Annual	\$2,500	\$1,500
Notes:			
This table provides a framework for organising potential costs associated with the Kärcher Clean Park Program.			
Actual costs may vary based on specific site requirements, equipment configurations, and service agreements.			





# RETURN ON INVESTMENT

# SUPPORT INFORMATION

## Revenue Examples

- Feedback from existing Karcher Clean Park sites indicates annual turnover in the range of \$900,000 to \$1,300,000
- Considerations:
  - Number of bays
  - Site location
  - Operating hours
  - Weather
  - Staffing
  - Fresh v recycled water
  - Marketing
- We have a rough Return on Investment calculator to assist with your planning
- In terms of service and maintenance, we make an allowance of 2.8% of turnover and 12-18% for operating material consumption

## ROI Calculator

Please enter average sell price per vehicle  
Auto \$25  
Manual \$18



Please note the following information is to be used as a guide only. Please contact Karcher for a consultation with discuss your specific project requirements.

3 Automatic Bay			vehicles→			
			low usage 25 per day and wash bay	average usage 40 per day and wash bay	high usage 65 per day and wash bay	maximum usage 100 per day and wash bay
Revenue	345	wash bays open per year	\$ 672,750.00	\$ 1,075,400.00	\$ 1,749,750.00	\$ 2,891,000.00
Variable costs:						
Operating material consumption	12.80%	Varies by site	\$ 86,130.00	\$ 139,660.00	\$ 228,866.00	\$ 322,928.00
Maintenance and service	2.00%	Varies by site	\$ 18,317.80	\$ 30,138.20	\$ 46,376.30	\$ 71,368.00
Gross profit			\$ 578,302.20	\$ 905,601.80	\$ 1,474,507.70	\$ 2,506,704.00
4 Manual Wash Bays			vehicles→			
			low usage 28 per day and wash bay	average usage 45 per day and wash bay	high usage 65 per day and wash bay	maximum usage 90 per day and wash bay
Revenue	345	wash bays open per year	\$ 467,280.00	\$ 584,000.00	\$ 917,580.00	\$ 1,162,000.00
Variable costs:						
Operating material consumption	18.80%	Varies by site	\$ 84,096.00	\$ 105,120.00	\$ 147,160.00	\$ 210,348.00
Maintenance and service	2.00%	Varies by site	\$ 13,081.60	\$ 16,350.00	\$ 22,882.80	\$ 32,704.00
Gross profit			\$ 370,102.40	\$ 462,529.00	\$ 747,537.20	\$ 918,948.00
Combined Auto and Manual Wash Bays						
Revenue			\$ 1,138,950.00	\$ 1,659,400.00	\$ 2,586,750.00	\$ 3,809,000.00
Revenue (deducted up 10% for account fees, dog, insurance etc)			\$ 1,253,945.00	\$ 1,825,440.00	\$ 2,823,425.00	\$ 4,244,900.00
Gross Profit			\$ 943,295.40	\$ 1,379,629.00	\$ 2,137,815.00	\$ 3,217,708.00
Gross Profit (deducted up 10%)			\$ 1,037,525.84	\$ 1,517,802.88	\$ 2,351,596.50	\$ 3,539,998.80
Fixed costs:						
Equipment		Annual repayments	\$ 177,857.14	\$ 177,857.14	\$ 177,857.14	\$ 177,857.14
Property costs - own	Option 1	Land and building - fixed repayment exit amount				
Property costs - lease	Option 2	Lease land and building				
Marketing - additional	1%	Optional additional marketing spend	\$ 11,389.50	\$ 16,804.00	\$ 25,817.50	\$ 38,928.00
Royalty Fee paid to Karcher	4%	Capped at \$200 per annum	\$ 46,958.00	\$ 40,900.00	\$ 40,959.00	\$ 40,900.00
Marketing Fee paid to Karcher	2%	Capped at \$204 per annum	\$ 20,960.80	\$ 20,908.00	\$ 20,980.00	\$ 20,908.00
Wages			\$ 125,080.80	\$ 125,808.00	\$ 125,880.80	\$ 125,808.00
Cleaning / rubbish removal			\$ 10,990.00	\$ 10,000.00	\$ 10,990.00	\$ 10,000.00
Insurance			\$ 3,580.00	\$ 3,908.00	\$ 3,580.00	\$ 3,908.00
Others		Bank fees, entertainment, signage, printing, repairs fees	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00
Operating profit			\$ 574,789.30	\$ 1,049,621.74	\$ 1,074,571.86	\$ 1,049,618.66
Building, Land & Equipment Costs						
		Average costs				
Land Cost						
Building Costs						
Equipment Costs - per auto		\$ 275,000	Estimation only, full configuration required to estimate accurately			
Equipment Costs - 3-4 manual		\$ 250,000	Estimation only, full configuration required to estimate accurately			
Perimeter Costs (Fence, estimated payment system costs)		\$ 200,000	Estimation only, full configuration required to estimate accurately			

Enter finance period  
3  
Please input one option only  
Capped amount entered  
Capped amount entered



# **ADDITIONAL SERVICES**



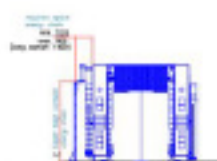
# ENGINEERING

Karcher can offer expert engineering consultation services to support your specific needs.

- Concept creation - \$3,800
- Preliminary engineering (equipment only) - \$10,000
  - 1 technical revision to concept layout
  - 1 x 1-hour meeting with Town Planner / Certified Engineer
  - Equipment layout with proposal manual and auto architectural
  - Electrical layout and bill of materials
  - Hydraulic layout and bill of materials
  - Mechanical layout (plant room, wash halls, manual bays, vac, detailing bays, dog wash if applicable)
- Complete engineering - price on application  
Includes preliminary engineering plus
  - Structural engineering
  - Civil works / earthworks
  - Acoustic engineering
  - EPA Prerequisites (Environmental impact)
  - Town planning consultancy
  - Plans ready for Development Application / Council / Zone Planning Application



Kärcher can provide a Specification Pack with detailed drawings covering all technical aspects.  
Download from <https://www.kaercher.com/au/vehicle-wash-specification.html>



	1
Customer Satisfaction	High
Customer Loyalty	Low
Customer Retention	High

Estimated liability	1,000
Estimated liability	1,000
Estimated liability	1,000

[illegible]

COMPTON'S AIR SYSTEM	
BY MODEL NUMBER	
Model No.	Price
Model No.	Price
Model No.	Price
Model No.	Price

[illegible]

For more information, see [this link](#).

(c) Information to track goals  
in order of importance and including track  
goals is provided according to the data given.

Year	1990	1995	2000
Population by year with steady state (assumed)	100,000	100,000	100,000
Population by year with forced steady state	100,000	100,000	100,000

Interactions by wood chip length, rotting, strawiness, root length and shrubling (ANOVA, DGL/DGL-100-0)

COPIES CHANGE RETURNED

[illegible]

2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987	1986	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	1937	1936	1935	1934	1933	1932	1931	1930	1929	1928	1927	1926	1925	1924	1923	1922	1921	1920	1919	1918	1917	1916	1915	1914	1913	1912	1911	1910	1909	1908	1907	1906	1905	1904	1903	1902	1901	1900	1899	1898	1897	1896	1895	1894	1893	1892	1891	1890	1889	1888	1887	1886	1885	1884	1883	1882	1881	1880	1879	1878	1877	1876	1875	1874	1873	1872	1871	1870	1869	1868	1867	1866	1865	1864	1863	1862	1861	1860	1859	1858	1857	1856	1855	1854	1853	1852	1851	1850	1849	1848	1847	1846	1845	1844	1843	1842	1841	1840	1839	1838	1837	1836	1835	1834	1833	1832	1831	1830	1829	1828	1827	1826	1825	1824	1823	1822	1821	1820	1819	1818	1817	1816	1815	1814	1813	1812	1811	1810	1809	1808	1807	1806	1805	1804	1803	1802	1801	1800	1799	1798	1797	1796	1795	1794	1793	1792	1791	1790	1789	1788	1787	1786	1785	1784	1783	1782	1781	1780	1779	1778	1777	1776	1775	1774	1773	1772	1771	1770	1769	1768	1767	1766	1765	1764	1763	1762	1761	1760	1759	1758	1757	1756	1755	1754	1753	1752	1751	1750	1749	1748	1747	1746	1745	1744	1743	1742	1741	1740	1739	1738	1737	1736	1735	1734	1733	1732	1731	1730	1729	1728	1727	1726	1725	1724	1723	1722	1721	1720	1719	1718	1717	1716	1715	1714	1713	1712	1711	1710	1709	1708	1707	1706	1705	1704	1703	1702	1701	1700	1699	1698	1697	1696	1695	1694	1693	1692	1691	1690	1689	1688	1687	1686	1685	1684	1683	1682	1681	1680	1679	1678	1677	1676	1675	1674	1673	1672	1671	1670	1669	1668	1667	1666	1665	1664	1663	1662	1661	1660	1659	1658	1657	1656	1655	1654	1653	1652	1651	1650	1649	1648	1647	1646	1645	1644	1643	1642	1641	1640	1639	1638	1637	1636	1635	1634	1633	1632	1631	1630	1629	1628	1627	1626	1625	1624	1623	1622	1621	1620	1619	1618	1617	1616	1615	1614	1613	1612	1611	1610	1609	1608	1607	1606	1605	1604	1603	1602	1601	1600	1599	1598	1597	1596	1595	1594	1593	1592	1591	1590	1589	1588	1587	1586	1585	1584	1583	1582	1581	1580	1579	1578	1577	1576	1575	1574	1573	1572	1571	1570	1569	1568	1567	1566	1565	1564	1563	1562	1561	1560	1559	1558	1557	1556	1555	1554	1553	1552	1551	1550	1549	1548	1547	1546	1545	1544	1543	1542	1541	1540	1539	1538	1537	1536	1535	1534	1533	1532	1531	1530	1529	1528	1527	1526	1525	1524	1523	1522	1521	1520	1519	1518	1517	1516	1515	1514	1513	1512	1511	1510	1509	1508	1507	1506	1505	1504	1503	1502	1501	1500	1499	1498	1497	1496	1495	1494	1493	1492	1491	1490	1489	1488	1487	1486	1485	1484	1483	1482	1481	1480	1479	1478	1477	1476	1475	1474	1473	1472	1471	1470	1469	1468	1467	1466	1465	1464	1463	1462	1461	1460	1459	1458	1457	1456	1455	1454	1453	1452	1451	1450	1449	1448	1447	1446	1445	1444	1443	1442	1441	1440	1439	1438	1437	1436	1435	1434	1433	1432	1431	1430	1429	1428	1427	1426	1425	1424	1423	1422	1421	1420	1419	1418	1417	1416	1415	1414	1413	1412	1411	1410	1409	1408	1407	1406	1405	1404	1403	1402	1401	1400	1399	1398	1397	1396	1395	1394	1393	1392	1391	1390	1389	1388	1387	1386	1385	1384	1383	1382	1381	1380	1379	1378	1377	1376	1375	1374	1373	1372	1371	1370	1369	1368	1367	1366	1365	1364	1363	1362	1361	1360	1359	1358	1357	1356	1355	1354	1353	1352	1351	1350	1349	1348	1347	1346	1345	1344	1343	1342	1341	1340	1339	1338	1337	1336	1335	1334	1333	1332	1331	1330	1329	1328	1327	1326	1325	1324	1323	1322	1321	1320	1319	1318	1317	1316	1315	1314	1313	1312	1311	1310	1309	1308	1307	1306	1305	1304	1303	1302	1301	1300	1299	1298	1297	1296	1295	1294	1293	1292	1291	1290	1289	1288	1287	1286	1285	1284	1283	1282	1281	1280	1279	1278	1277	1276	1275	1274	1273	1272	1271	1270	1269	1268	1267	1266	1265	1264	1263	1262	1261	1260	1259	1258	1257	1256	1255	1254	1253	1252	1251	1250	1249	1248	1247	1246	1245	1244	1243	1242	1241	1240	1239	1238	1237	1236	1235	1234	1233	1232	1231	1230	1229	1228	1227	1226	1225	1224	1223	1222	1221	1220	1219	1218	1217	1216	1215	1214	1213	1212	1211	1210	1209	1208	1207	1206	1205	1204	1203	1202	1201	1200	1199	1198	1197	1196	1195	1194	1193	1192	1191	1190	1189	1188	1187	1186	1185	1184	1183	1182	1181	1180	1179	1178	1177	1176	1175	1174	1173	1172	1171	1170	1169	1168	1167	1166	1165	1164	1163	1162	1161	1160	1159	1158	1157	1156	1155	1154	1153	1152	1151	1150	1149	1148	1147	1146	1145	1144	1143	1142	1141	1140	1139	1138	1137	1136	1135	1134	1133	1132	1131	1130	1129	1128	1127	1126	1125	1124	1123	1122	1121	1120	1119	1118	1117	1116	1115	1114	1113	1112	1111	1110	1109	1108	1107	1106	1105	1104	1103	1102	1101	1100	1099	1098	1097	1096	1095	1094	1093	1092	1091	1090	1089	1088	1087	1086	1085	1084	1083	1082	1081	1080	1079	1078	1077	1076	1075	1074	1073	1072	1071	1070	1069	1068	1067	1066	1065	1064	1063	1062	1061	1060	1059	1058	1057	1056	1055	1054	1053	1052	1051	1050	1049	1048	1047	1046	1045	1044	1043	1042	1041	1040	1039	1038	1037	1036	1035	1034	1033	1032	1031	1030	1029	1028	1027	1026	1025	1024	1023	1022	1021	1020	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# TECHNICAL DATA

The following Technical Data is to be used as a guide only:

Machine	Connected load	Phase / Voltage / Hertz	Water Supply	Compressed Air Supply	
CW 3 (Full Hp & UBW)	45 kw	3 / 400 / 50	80 l/m @ 4 bar	300 l/m @ 6-8 bar	
SB MB (4 Bay / 4 Pump)	4 x 4.7 KW	3 / 400 / 50	3 x 500l/m & 100 bar + 1 x 900l/m @ 120 bar		
WRP 8000 / 16000	1.7 kW	1 / 230 / 50			
SB VC 2	2 x 1.38 Kw	1 / 230 / 50			
Perfume Tower	0.30 kW	1 / 230 / 50			
Air & Water Tower	0.45 kW	1 / 230 / 50			
Typical Clean Park					
Machine	Number of units	Total Connected load	Phase / voltage / Hertz	Water Supply*	Compressed Air*
CW3 (Full HP & UBW)	2	90 kW	3 / 400 / 50	160 l/m @ 4 bar	600 l/m @ 6-8 bar
SBMB (4 Bay / 4 pump)	1	18.8 kW	3 / 400 / 50	2,400 l/m	
WRP 16000	1	1.7 kW	1 / 230 / 50		
SBVC 2	2	5.2 kW	1 / 230 / 50		
Perfume Tower	2	0.60 kW	1 / 230 / 50		
Air / Water Tower	2	0.90 kW	1 / 230 / 50		
		Total Connected Load	Amps per Phase	Assumed power factor	
Site level	3 Phase	108.8	Approx 195 Amps - 3/400/50	(Power factor 0.8)	
Site level	Single Phase	8.4	Approx 45.7 Amps 1/230/50	(Power factor 0.8)	
*Supply water booster tanks / header tanks used to create supply volume					
^ Site typically installs 1 x Central Air compressor					
No hot water / water heater or RO systems included					
Please consult Device level technical Data Sheet / Technical descriptions found in Specification Portal					
Data Presented above is indicative only and subject to final device configuration. This is NOT a Verified Load calculation.					



# NOTES



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