



Soft Suds Car Wash Case Study

Tackling West Texas Water Challenges with Culligan

At a glance

By addressing the severe water quality challenges with a tailored and efficient solution, Culligan enabled Soft Suds Car Wash to achieve operational stability, reduce costs, and enhance their overall efficiency, while dramatically improving the water quality used in their car washing process.

CHALLENGES



Soft Suds Car Wash was experiencing significant operational downtime due to the inadequacy of their franchise-recommended water treatment system. The system was unable to handle the exceptionally poor water quality prevalent in West Texas, leading to frequent system failures and costly shutdowns. Specifically, the customer faced severe water quality issues characterized by:

- **High Total Dissolved Solids (TDS):** Over 1700 ppm.
- **Extreme Hardness:** 26 gpg.
- **Significant Chlorine Levels:** 2 ppm.
- Other common contaminants found in West Texas water.

These conditions caused consistent malfunctions in their existing water treatment system, resulting in substantial losses in operational efficiency and revenue.

SOLUTIONS



Recognizing the critical need for a robust and reliable water treatment solution, Soft Suds turned to Culligan. Culligan's team of experts responded swiftly and implemented a comprehensive, custom-engineered solution. This involved:

- **High-Capacity Softening:** Installation of twin 300 CTM progressive flow softeners to effectively reduce the extreme hardness.
- **Chlorine Removal:** Implementation of two 14-inch carbon portable exchange tanks to eliminate chlorine and other organic contaminants.
- **Targeted Reverse Osmosis (RO) Systems:** Deployment of three separate RO systems, each dedicated to specific stages of the car wash process, ensuring optimal water purity for each application.
- **Water Recycling for Efficiency:** Implementation of a final RO system to treat the final rinse water, which was then recycled for use in the initial dirty wash cycle. This significantly reduced water waste and enhanced overall efficiency.



Superior service with every order.

Every customer is important. And every customer is different. With a partner like Culligan® Commercial, you can expect a water treatment plan as original as you are. And like you and your business, we pride ourselves on supporting our solutions with ongoing expert service.

RESULTS



The implementation of Culligan's advanced water treatment system yielded remarkable results for Soft Suds Car Wash:

- **Elimination of Downtime:** The new system effectively eliminated all downtime caused by water treatment equipment failures, ensuring continuous and reliable operation.
- **Significant Improvement in Water Quality:** Culligan was able to reduce the contaminants to:
 - **TDS:** 15 ppm.
 - **Hardness:** Non-detectable levels.
 - **Chlorine:** Non-detectable levels.
- **Reduced Chemical Usage:** The improved water quality significantly reduced the need for soaps and other chemicals, leading to cost savings and environmental benefits.
- **Optimized Water Usage:** The recycling of final rinse water minimized water waste, contributing to sustainable operations.



THE RESULTS:



Elimination of Downtime



Improved Water Quality



Reduced Chemical Usage



Optimized Water Usage

THE CULLIGAN ADVANTAGE



1

Industry-Leading Technology

Products with patented technology, designed to outperform the competition.

2

Expert Trained Technicians

In-house, expertly trained service technicians with years of experience with these systems.

3

Certified Quality

Regularly scheduled water quality and system performance checks ensuring water quality meets the EPA, FDA, USDA and state guidelines.

4

The Culligan Guarantee

Trusted name for clear, clean and delicious water that customers depend on, appreciate and even avidly promote due to their overall satisfaction.



For over 80 years, Culligan® has made better water. Our global network, comprised of 800+ dealers and international licensees in over 90 countries, is dedicated to addressing your water-related problems. As a worldwide leader in water treatment, our sales representatives and service technicians are familiar with the local water conditions in your area. Being global and local position us to deliver customized solutions to commercial and industrial water issues that affect your business and your bottom line.