



# CUSTOMER SPOTLIGHT

**Mjuk Biltvätt - Sweden**



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## BEING ECO FRIENDLY PAYS OFF IN SWEDEN

Sweden's largest car wash company, Mjuk Biltvätt is no stranger to generating positive buzz. Since its founding in 1997, three of its six locations were awarded official "Certified Environmental" status as being leaders in the sustainability movement in the Gothenburg area. In addition, all six locations move an astounding 250,000 vehicles through their washes annually. Fast-forward to present-day 2018 and owner, Henrik Kronlid prepares for the construction of two new washes in Malmö and Stockholm with one thing in mind—repeating the recipe for success that's worked so well over the past twenty years.

- **Sweden's largest car wash company**
- **Multiple environmental awards**
- **In business over 20 years**





## CLONING SUCCESS

Mjuk Biltvätt currently has six manned tunnels and self-service car wash locations all situated around Sweden's second largest city, Gothenburg. Their tunnel washes consist of a 100-foot MacNeil conveyor with twelve individual brushes. The equipment includes wheel and tire brushes, and many custom designs were added to ensure it all fit neatly in the footprint.



## SUSTAINABILITY TRAILBLAZER

Perhaps Mjuk Biltvätt's most visible success factor is its dedication to sustainability. Their efforts in creating innovative methods of sustainability for their facilities are well-known. Their cleaning and water-saving system is buried underground and consists of tanks that hold more than 15,000 gallons of water. Only super-concentrated chemicals are used to minimize transports. Light sensors, automatic doors, and timers are used to save electricity and an eco-friendly heating system was installed for the hot water wash and the temperature in the building.

Having received multiple environmental awards over the years, Kronlid looks to achieve these same milestones with his new washes. In order to qualify for the environmental award status, car washes in Sweden are required to go through detailed inspections and meet very stringent conditions in order to be certified environmentally friendly. Kronlid recognizes MacNeil's contribution in this area. "The efficiency and eco-friendliness of the MacNeil equipment allows us to meet Sweden's strict environmental laws," explains Kronlid.

What has always set the Mjuk Biltvätt car washes apart from the pack is their adherence to quality, their exceptional customer-oriented staff, excellent wash quality, and fast service at the prime locations. It's that personal touch that has sustained their thriving facilities and it's what will ensure the future success of the new locations soon to be unveiled.



With his next two facilities, Kronlid is focussing on the key factors that have yielded such a positive customer experience with his other locations. "There are many aspects of this business that have yielded successful outcomes so I'm focussed on those that had the strongest impact on customer experience," says Kronlid. Through that lens, he feels the top contributors came down to the following: his is the only "quick-wash" in the area that cleans cars well, is gentle on vehicle paint, has customer-oriented staff, and is among the sparse few who offers full-service external wash without requiring the customer to exit their vehicle. The other unchanged factor over the past twenty years at Mjuk Biltvätt is the company's ongoing partnership with MacNeil. "It's simple," says Kronlid. "MacNeil equipment is the best in the market and the quality of our MacNeil equipment is a primary factor in our customer volume." A notable volume indeed with over 850 vehicles processed daily. "We have been working with MacNeil products for over two decades and are accustomed to how effectively they exceed our business needs."

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For more information contact MacNeil:

### MacNeil Wash Systems

[www.MacNeilWashSystems.com](http://www.MacNeilWashSystems.com)

Ontario, Canada

(800) 361-7797

[info@macneilwash.com](mailto:info@macneilwash.com)

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*MacNeilWash.com 800.361.7797*

