



## CUSTOMER SPOTLIGHT

**Ducky's Carwash - Bryan, Texas**



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### HOW IT ALL STARTED

David Borski, owner of Ducky's Car Washes in Bryan, Texas, had a simple but effective approach – he built one very reliable self-service wash as a starting point to test his assumptions about the business. Borski was aware that among other things, drivers in this area of Texas dealt with two prominent issues—a bad bug season and numerous dirt roads. "Opening the South Texas Avenue wash was truly a new adventure and within a year it was clear that our location and dedication to customer service led to steady volume increases," explains Borski.

- **Opened December 2015**
- **Second Ducky's location**
- **Built to meet growing demand for express washes**



## GROWTH THROUGH AUTOMATION

With the success of the first wash in motion, a second Ducky's location was built just seven minutes away. In December of 2015, Ducky's Express Tunnel Wash was opened for business along the East William J. Bryan Pkwy, a heavily trafficked section of Bryan, TX. The location is stellar and offers customers the express tunnel services they were looking for in this area. Ducky's would now be able to keep up with the growing demand for washes in this region.



## SCALING SUCCESS

Borski's idea for Ducky's wash was to duplicate the same quality customer experience that existed at the self-service wash but with more space and accessibility for patrons. This goal came to fruition when a large piece of land became available just minutes away from the South Texas Avenue location, resulting in a much larger automatic express tunnel wash with grand parking stalls and more than generous space for getting in and out.

## BUILDING WITH QUALITY IN MIND

Conducting proper research and due diligence is an absolute necessity when building an automatic express wash and Borski was dedicated to doing both before launching his second facility. He attended multiple carwash conventions, visited locations to see various components in action, and made a point of speaking with customers of different equipment manufacturers.

"All the car wash operators that I spoke with loved MacNeil and compared every other manufacturer to them. MacNeil's prominence in the market quickly became clear to me and I made the decision to work with them on my second venture. Nearly all the equipment in the new wash is from MacNeil." When asked what ultimately tipped the scale in the direction of going with MacNeil, Borski explains, "I talked to every carwash operator out there and it was clear that MacNeil was the gold standard of equipment manufacturers. I never gave it another thought after that."



## ADVICE TO OTHERS

Borski advises others who are interested in building a successful automated wash like Ducky's to be sure they have an edge. "You need to determine what makes your business unique. For Ducky's, people were looking for a facility that is impressively clean, very well-lit, and provides a very large lot for moving your vehicle around and parking. Ducky's exceeded these benchmarks and success followed. Our MacNeil Distributor, Don Larson from Matrix Technologies, also played a key role in our success. Don has worked with us for nearly a decade and he always knows the next question you're going to ask before you ask it!"

Of course, Borski is quick to point out that his primary success driver was quality of service. "Going with MacNeil meant that we now have the best equipment out there performing the best services to vehicles. Customers tell us about their favorite piece of equipment. I hear the most about the MacNeil Gloss Boss tire shine machine. Patrons rave how even the dirtiest tires are left super clean and shiny!"

For more information contact MacNeil or:

### Matrix Technologies, LLC

Don Larson  
matrixwashtechologies.com  
Tomball, Texas  
281-932-9004  
larsondon85@gmail.com

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MacNeilWash.com 800.361.7797

