



CUSTOMER SPOTLIGHT

Waves Car Wash - Atmore, Alabama



"MacNeil has helped us solidify our uptime goal of keeping the business running day in and day out!"

FAMILY-OWNED AND QUALITY-FOCUSED

When brothers Greg and Sheldon Schneider opened the doors to their new business, Waves Car Wash, in January of 2018, their focus was to provide the highest level of customer satisfaction as possible in their town of Atmore, Alabama. Patrons of Waves will tell you that it's the quality service and clean environment that keep them returning to the car wash. The Schneiders' keen eye for robust equipment, prime location, and problem solving has also served their customers well.

Waves is situated along North Main Street in Atmore. The town is an agriculturally rich rural community that serves up a variety of vehicles on a regular basis—all requiring the most durable carwash equipment to effectively clean. With heavy rain being a frequent occurrence, customers are also looking for effective ways to remove road film. Traffic count is excellent for the location as North Main Street is a primary artery to the neighboring Wind Creek Casino & Hotel just north of Waves.



Greg Schneider

Sheldon Schneider

TAKING VEHICLE PREP TO A NEW LEVEL



The facility is a grand site hosting a 110-foot conveyor with express tunnel and fourteen MacVac vacuum stalls all resting on a large one-and-a-half-acre lot. The building itself is 85 feet allowing for an exposed and intensely focused prep area. In fact, Waves' value proposition is to provide cars so clean that complaints are a rarity and their vehicle prep is an essential ingredient to their wash. Waves' customer base is meticulous about the wash results of their vehicles. "We have big bug concerns in our area and we're in peak season right now. Proper preparation is everything in addressing primary issues like this," explains Greg Schneider. In fact, while this may be a subtle point, car prep focus is likely a big factor in how Waves meets such a high bar in customer satisfaction. Greg explains, "The first item of business for each vehicle is to apply our industrial scrub brushes, bug prep and other high-pressure hand nozzles to troubled areas. The thoroughness of the prep procedure determines the quality of wash and our prep area is where everything begins."

THE RIGHT EQUIPMENT



When it came time to choose an equipment manufacturer for Waves, the Schneider brothers knew they needed equipment that could handle hundreds of cars per day and was capable of cleaning the most challenging areas of each vehicle. Ultimately, it came down to working with a company who could provide equipment that does what it's required to do. Sheldon puts it this way: "MacNeil solved the high maintenance issues we were concerned with and their products are clearly in line with what we're trying to deliver to our customers."



The brothers learned about MacNeil from a friend that owns multiple car washes and who outfitted all of his businesses with MacNeil equipment. This relationship provided the Schneider's a preview of MacNeil's functionality and durability. Greg emphasizes the need for equipment that endures. "We wash more pickup trucks than in more concentrated urban locations, so we need the features that allow us to customize to different types of vehicles for effective cleaning. Our favorite choice is the 701's (Wraps) which are the workhorse of the car wash. They get to the front, sides, mirrors and other angles of each vehicle in a very targeted way." Ultimately, the Schneider's are doing their best to avoid as much downtime as possible. As Greg points out, "MacNeil has helped us solidify our uptime goal of keeping the business running day in and day out!"



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