

# The Vitech Challenge:

## Reduce Your Pre-Soak Costs, Without Sacrificing Performance



Save 5-20% of your  
formulation costs  
using Videt PPS

In the competitive car wash market where price increases on raw materials are not easily passed on to customers, it is difficult to avoid erosion of profit margins.

Add to this high gasoline prices and more customers are declining the extras, like car washes, that usually drive profit per customer.

Formulation changes that cut cost but impair performance are counterproductive. The result is decreased customer satisfaction and fewer return customers.

### How do you improve your margins?

Videt PPS, an alcohol ethoxylate based chemistry, offers low dynamic surface tension (DST) that allows for quick penetration of road film in cost-effective formulas.

With Videt PPS, you can reduce or eliminate the need for a hydrotrope that results in a reduction in your overall formulation costs.

We believe that we can **save you money** while maintaining or improving your existing performance. Depending on the nature of your pre-soak, this can result in a 5-to 20% savings, enough to restore the margins you are seeking.

### One Step Pre-Soaks & Hyperconcentrates

In highly alkaline systems, a combination of Videt PPS and Videt ES-1 (a hydrotrope surfactant) offers multiple benefits.

A unique synergy between Videt PPS and Videt ES-1 allows you to achieve maximum performance with less PPS required and reduces the need for other hydrotropes. This results in additional cost savings.

#### Benefits of Videt PPS

- Reduce or eliminate the need for a hydrotrope; resulting in cost savings
- Penetrate road film and brake dust faster due to Videt PPS's low dynamic surface tension (DST)
- Perform at high dilutions in extremely built systems with a Videt PPS/Videt ES-1 combination without sacrificing performance
- Provide consistent results of superior cleaning
- Easily fragranced
- Excellent foam height eliminates the need for additional foaming agents



## Two Step Pre-Soaks

For a two step acid/alkaline pre-soak system, Vitech offers Videt ALB. Videt ALB is a unique, acid technology that replaces HF and other traditional acids; yet is safer for the user. As supplied, Videt ALB is classified as a non skin irritant.

The recommended method of use is a Videt ALB/A85 formula as a first step. This is followed by an alkaline formula with Videt PPS, in conjunction with Videt ES-1. The ALB/PPS system is highly effective at modifying the structure of the road film and brake dust, making for a easier final removal of soils with the alkaline second step.

### Benefits of Videt ALB *(patent pending)*

- Effectively removes windshield eyebrows in conjunction with an alkaline PPS step
- Removes brake dust and road film when formulated as a two-step system
- Excellent environmental profile
- Effective at brightening aluminum without the need for hydrofluoric acid (HF)
- Classified as a non skin irritant
- Benefit from the performance of an acid without all the safety/handling concerns
- Will not frost glass

## Videt PPS with Videt ES-1 remove windshield eyebrows and road film better than conventional acid/surfactant systems

The photo below shows testing of four acid/alkaline systems. Each system was poured using the identical method: acid solution (100:1) with a 20 second dwell time, followed by the alkaline solution (60:1) with a 30 second dwell time and rinsed with a garden hose.

The two step Vitech formulation, using Vitech's ALB (an HF replacement technology), provided the best results. Although at lower cost than the other formulas, the two step system of PPS/ES1 visually cleaned better when compared to the other 3 alcohol ethoxylate/anionic based systems that were tested.



A formulation of ALB/PPS/ES1 (far left) were tested against 3 other formulations of alcohol ethoxylate/anionic based systems. Vitech's two step system offered the best results.



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