

*Create An Experience To Remember*

# CarWashSoap.com

*Powered By*

ChemQuest

## The Car Wash Guide

*Your Go-To Guide for Products, Insights, and  
Solutions for Success*



[CarWashSoap.com](http://CarWashSoap.com)

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This guide is your go-to resource for everything we offer—from high-performance chemicals and specialty products to system solutions and success stories. Inside, you'll find product overviews, usage tips, and tools to help your wash stand out and succeed.

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At ChemQuest, we are a family-owned company built on a foundation of exceptional customer service. When you call our offices, you can count on getting a prompt response—no automated systems, just real people ready to help. Our commitment to integrity is reflected in our code of conduct, ensuring we uphold the highest standards for our customers.

## Superior Products

Experience superior results with our industry-leading products—designed for performance, consistency, and reliability.

## Technical Support

Working with ChemQuest is like having a chemist on-site. You can quickly get your questions answered by our expert staff.

## Proven Track Record

We have been satisfying customers since 1993. References are available upon request.

## Hands on Approach

We work in the field with our customers on-site to ensure success.

## Field Experience

All service personnel are trained in Wash Pro Analytics, for onsite documentation tested during Preventive Maintenance visits.

## Customer Focused

We exist to help our customers achieve their goals with the right products, service, and expertise.

## Why the Chameleon???

We chose the chameleon as the CQ mascot because it represents the capabilities and characteristics of our team in the following ways

 Like the chameleon, our team has **eyes on everything** to provide the highest quality services and products.

 Our employees are cross trained to **adapt** to the different environments within the car wash industry.

 **Versatile Sales & Service Personnel** with the **ability to adapt** to all equipment and chemicals in your wash!

 Our customers **stick with us** - We build lasting, memorable relationships—that's the ChemQuest Family experience!



 Watch Video

# CHEMICAL EXPERTS

Our sales team combines real-world car wash experience with lab-tested chemical expertise. Some have owned washes, others started in the lab—but all know how to keep your site running at peak efficiency. You're in good hands.



**Adam Keene**  
President of Sales  
East Coast Region



Clean cars are in my blood- being a **third-generation** "car washer". I bring **over 30 years'** of experience in the industry. Growing up in a family-owned car wash company as well as owning my own wash has given me a unique knowledge of how to make chemical perform best in all types of equipment. There are several customers whom have been with me nearly all my **25 years'** at **ChemQuest**. To this day I continue to ask myself one simple question- "How can I make them better".



**Steve Girard**  
VP of Sales  
Midwest Region



I have **34 years'** of hands-on vehicle wash experience **starting in 1990** building a commercial truck wash, then moving to chemical manufacturing, direct chemical sales, distribution, and service. I understand what happens every day in the trenches. I would like to share my experience with you and your company on how to make your wash more efficient, give the **highest quality wash** experience for your customer and provide the highest potential revenue for your company.



**Steve Fox**  
Sales Engineer  
East Coast Region



I am a **second-generation** car wash professional with **40 years'** of experience in the industry. Through owning my own carwash for over **25 years'**, I understand how important it is to provide you with the highest quality chemistry. My goal is to streamline operations and chemical management, improving the wash process to provide the best experience for your customers.



**Ryan Vossen**  
VP of Sales  
West Coast Region



I am a chemist by degree and sales person by trade. Prior to moving into sales I was in the lab for **7 years'** developing and overseeing implementation of many of the products that we still use today. While I have over **20 years'** of experience in the industry (all at the same company), I am constantly learning how chemicals and equipment can be setup smarter to yield the best results. At the end of the day I want customers to feel that I was looking out for their business as if it was my own.



**Alex Whaley**  
Sales Engineer  
East Coast Region



Blessed to be **second-generation** in the Car Wash Industry. Over the last **20+ years'** I have owned and operated car washes, worked for a leading national distributor, and spent years focused on the chemical process and marketing success for our chemical partners. I have found the value in unbiased knowledge, learning from success as well as failure, and implementing practices that provide growth and a proven product that customers and operators consistently enjoy.



**Kurt Hammerschmidt**  
VP of Sales  
Midwest Region



I have **15 years'** of experience in the vehicle washing industry and over **30 years'** as a sales professional. I am accustomed to building relationships to create long-lasting partnerships. "I believe customers are partners" means that you view your customers not just as people who buy your products or services, but as collaborators working alongside your company to **achieve mutual success**.

# PRODUCT SECTION

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**Explore our full line of industry-leading car wash chemistry—from powerful presoaks and high-foaming detergents to premium waxes, drying agents, and surface protectants. Each product is designed to enhance your wash quality, maximize efficiency, and drive customer satisfaction. Whether you're looking for trusted classics or the latest in ceramic and graphene innovation, this section provides everything you need to build a wash menu that performs.**

# HIGH pH PRESOAKS

High pH Presoaks from CarWashSoap.com combine surfactants and alkaline builders to power through tough water conditions and lift away dirt from vehicle surfaces. Pick the presoak that fits your operation best!

## PLAZMA PRESOAK



An ultra-concentrated alkaline cleaner for those tough cleaning conditions. It produces cleaner and shinier glass, paint, wheels and white walls. This formula is also hard water compatible so you can count on it.

## SELECT 35



An exceptional alkaline cleaner with a lemon fragrance. This premium presoak is designed with the latest technology in road film removal. It produces cleaner and shinier glass, paint, wheels and white walls. This cutting edge formula is also hard water compatible so you can count on it.

## PURPLE PRESOAK



Grape scented! Purple foam! Truly a lot of grapeness packed into an alkaline foaming detergent. Dazzle customers with this great cleaning presoak and keep them coming back for the awesome color and scent.

## CLEAN



\*Requires Mixing

This product benefits from the latest surfactant and alkaline builder technology to bring consistent results. Additionally, it has improved hard water tolerance for those sites where consistent soft water is a problem. It also works as a great tire & wheel cleaner or high pressure prep soap.





SCAN TO  
LEARN MORE

***4x Stronger than the  
Standard Presoak***

***Lazers Through Road  
Film and Bugs!***

***High Foaming with  
Lemon Fragrance***



# LOW pH PRESOAKS

Whether being used as a first or second step, CarWashSoap.com's low pH cleaners help breakdown inorganic buildup. They aid in removing the unwanted "eyebrow" from windshields, while restoring the shine to all metallic surfaces.

## BLAST OFF



Blast Off is a highly concentrated low pH presoak designed for the "two-step" cleaning process. It's a stronger, more cost-effective version of Lift Off, delivering powerful cleaning without HF or Ammonium Bifluoride. What are you waiting for, are you ready to Blast Off?

## PLUMMETT



This product is an extremely strong low pH foaming detergent. It provides amazing amounts of white foam while delivering a strong acid punch. Plummett neutralizes alkaline presoak carryover to improve drying agent performance. Additionally, it produces shinier paint and glass surfaces.

## FURY



This product is highly effective at removing window films and eyebrows from windshields, as well as cleaning and brightening aluminum and chrome. This product is designed to remove road film during the seasonal "tough clean" times.



# DETERGENTS

Got Lube? CarWashSoap.com's lineup of detergents comes in a range of pH levels to match your needs. Our slick, high-foaming formulas cushion every pass, helping to safely loosen and clear away road film and buildup from the surface.

## BUBBLICIOUS



This foaming auto shampoo produces lush soft foam with an extremely stable profile that is ideal for all friction applications. The gentle detergents help lift dirt away dirt and leave a clean and shiny car. This is a must have as customers can't help but be mesmerized by its awesome show and Bubble Gum fragrance.

## KNOCKOUT



This concentrated high pressure detergent has amazing fragrance and foam. Designed for use in self-serve applications, this moderately alkaline detergent will give customers the cleaning power they crave. With its powerful Clean fragrance, Knockout will deliver a performance worthy of its name.

## WRAP LUBE



Tired of squeaky cloth? Then this is your answer. Using state of the art polymer technology this product provides excellent foam and even better lubricity for friction applications. This lubricating detergent is designed to eliminate the squeaking and grabbing of all cleaning materials.

## PLUMMETT



This product is an extremely strong low pH foaming detergent. It provides amazing amounts of white foam while delivering a strong acid punch. Plummett neutralizes alkaline presoak carryover to improve drying agent performance. Additionally, it produces shinier paint and glass surfaces.



# TRIPLE FOAMS

Triple Foams combine vibrant color, thick foam, and surface-enhancing chemistry to elevate your car wash. They improve lubrication, promote better drying, and enhance both visual appeal and vehicle protection.

## PRIZM

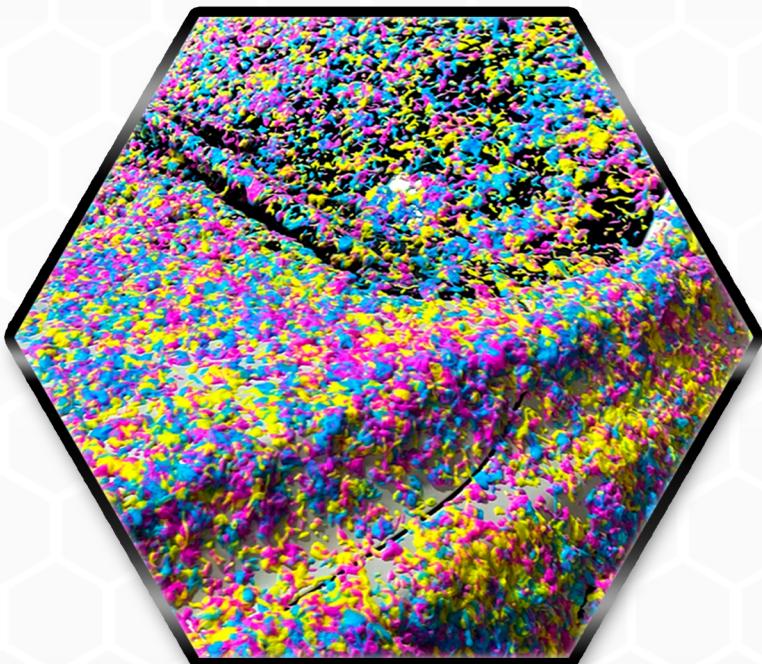


We enhanced our Foam Bead triple foam series by adding a ceramic boost to create the **Prizm** line. It's the same trusted polish, now upgraded with improved rinsing and a deeper, glossier shine—an edge that matters in today's competitive market.

## EZ TRIPLE FOAM



This ultra-concentrated triple foam conditioner puts on an amazing show. Part of the **SPLENDOR** family, this product provides thick luxurious foam with excellent lubrication properties. Flexibility is a huge upside to this product as it can be used in in-bay Automatics, Tunnels and Self-Serve Applications.





SCAN TO  
LEARN MORE

***Fast Breaking***  
***Enhanced Shine***  
***Improved Drying***



***SHOW & GLOW!***

# TIRE & WHEEL

Tough on grime, brake dust, and road film—our wheel and tire cleaners are built for serious cleaning power. With high-foaming formulas, bold visuals, and fresh scents, Road Rage and Slam cut through the filth to leave wheels and tires looking brand new.

## SLAM



Down and dirty, this concentrated alkaline cleaner is perfect for making wheels and tires amazingly clean. This product is highly effective at removing greases, oils and brake dust from the toughest tires. Just sit back and enjoy the show.

## ROAD RAGE



### See Demonstration

This heavy duty alkaline detergent is designed to clean both wheels and tires. This product removes the toughest road soils and aides in the release of brake dust from wheels. This specialized formula is ideal for self-serve applications with its fluorescent yellow foam and mint fragrance.

# TIRE SHINE

Give tires a bold, glossy finish with our high-performance dressings. Whether oil-based for mechanical applicators or water-based for easy cleanup, Showtime and Tire Slick deliver rich shine, less sling, and long-lasting appeal—perfect for a polished, professional look.

## SHOWTIME



This oil-based silicone tire dressing is designed to be used in conveyor wash systems where tire dressing is applied mechanically through brushes, foam pads or cloth. Due to its unique blend of silicones this tire dressing reduces “sling” while creating unmatched gloss with minimal product usage.

## TIRE SLICK



### See Advertisement

This product is a high-gloss water based silicone tire dressing. Upon application it will have a white appearance that will turn clear leaving a glossy tire. This product has benefits of an oil-based tire dressing without the messy cleanup.

ROAD RAGE  
DEMONSTRATION



# TIRESlick

The Water Based Tire Dressing

**NEVER CLOGS NOZZLES**  
**AMAZING SHINE!**  
**EASY CLEAN-UP**  
**LOW SLING**



# CERAMICS & GRAPHENES

Our Ceramic & Graphene products boost shine, protection, and drying power with advanced additives. From silky-smooth finishes to ultra-dry results, this line enhances surface feel, repels water, and adds lasting gloss—giving your wash a high-performance edge.

## SILK



**Silk** creates an unmatched feel on painted and glass surfaces restoring and improving the new car finish. Made entirely with ceramic additives, it delivers a silky-smooth surface that sheds water, reduces wiper chatter, and offers complete protection.

## ZENITH



We combined the strength of graphene with advanced drying technology to create Zenith. Its graphene additives deliver a durable shine, long-lasting protection, and an ultra-dry finish. **Zenith** makes it easier to keep vehicles clean and works great without any special equipment.

## PRIZM



We enhanced our Foam Bead triple foam series by adding a ceramic boost to create the **Prizm** line. It's the same trusted polish, now upgraded with improved rinsing and a deeper, glossier shine—an edge that matters in today's competitive market.

## NOVA



Using an innovative technology that incorporates ceramic additives, **NOVA** produces a superb dry that leaves the vehicle super glossy and velvety to the touch. It provides lasting protection against the elements to make it easier to keep your vehicle clean. Take your drying from a weakness to a thing of beauty.



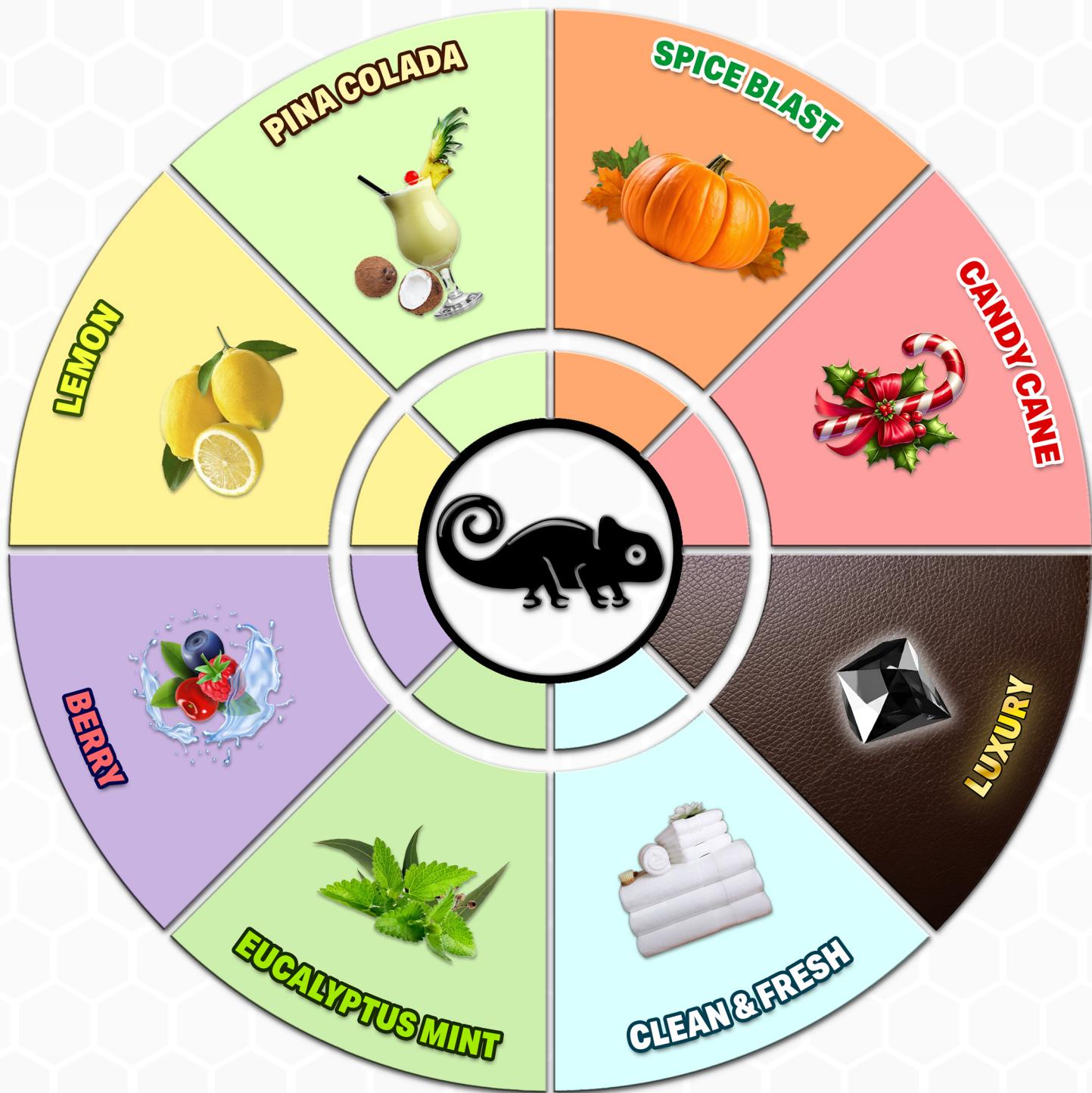


# FEEL THE DIFFERENCE



# SCENT BLASTS

Break the routine with unforgettable fragrance. Scent Blasts add a powerful boost of scent to your wash, either through dual injection or our Scent Shot system. With options ranging from fruity and fun to fresh and seasonal, it's an experience your customers won't forget.



# Candy Cane Blast

Fill Your Car Wash  
With the Scent of  
the Season!

*Used with the Fragrance Blast Injector System.*

*Note: Candy Cane and Spice Scent Blasts are seasonal offerings. To ensure timely delivery for the holidays, we recommend placing your order early—seasonal scents are limited and in high demand!*

Fill Your Car Wash  
With the Scent of  
the Season!

# SPICE BLAST

*Used with the Fragrance Blast Injector System*

*Note: Candy Cane and Spice Scent Blasts are seasonal offerings. To ensure timely delivery for the holidays, we recommend placing your order early—seasonal scents are limited and in high demand!*

# SPECIALTY PRODUCTS

From equipment upkeep to tough vehicle prep, our Specialty Products deliver targeted solutions that get the job done. Whether it's removing bug residue, breaking down rust and calcium, or boosting your cleaning power, these versatile products tackle problem areas with ease and efficiency.

## RLC



Designed to be used as a multi-purpose cleaner for wash bays and equipment. RLC is highly effective at removing rust, lime deposits and calcium build-up. This product is a great maintenance cleaner for windows and blower housings where calcium and rust are commonly found.

## D-BUG



A specially formulated bug remover for softening and removing bug residues on all vehicle surfaces. This product is an alkaline detergent designed not to harm paint, chrome, rubber or glass. Its medium foam profile allows for easy visual application and coverage.

## ALKALINE BOOSTER



This product is designed to give alkaline presoaks, wheel cleaners and prep detergents an added boost without hitting you where it hurts, the pocket book. Simply dual inject product to the desired strength and watch "tough clean" become a thing of the past.



# ONSITE SIGNAGE

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**Great products deserve great presentation. Our onsite signage solutions are designed to catch eyes, guide decisions, and elevate your brand right where it matters—at the wash. From bold banners to vibrant pennants and attention-grabbing drum covers, every piece is built to educate, promote, and convert. Whether you're showcasing your top-tier offerings or driving impulse upgrades, we've got the visual tools to make it happen.**

# ONSITE SIGNAGE

## BANNERS



## DRUM COVERS



# ONSITE SIGNAGE

## WINDMASTER INSERTS



## PENNANTS



## GATE ARM SIGNS



## CONES & TOPPERS





EZ System

**TRY THE**



**IN YOUR BAY!**

**COMPATIBLE WITH ALL CHEMQUEST PRODUCTS  
INCLUDING...**



**BEFORE**



**AFTER**



**AFTER**



**AFTER**





**MAKE DAILY TASKS EZ AND KEEP YOUR CAR WASH RUNNING AT PEAK EFFICIENCY!**

- Minimal Start-up Costs
- No mixing or pre-diluting
- Compatible with ALL systems
- Eliminates workplace injuries
- EZ to Ship
- EZ to Handle
- Saves Space
- Reduces Waste



**REFILL WITH  
TWIN PACKS!**





# The Learning Bay

[Learn.CarWashSoap.com](http://Learn.CarWashSoap.com)

*Transform Your Team  
Into Car Wash Experts Today!*



The  
**LearningBay**

Learn.CarWashSoap.com



## BECOME A CAR WASH EXPERT TODAY!

Experience the brand new **Learning Bay!** Now available to all ChemQuest Customers! Knowledge curated by industry veterans to help you and your employees transform into experts!



**GUIDED COURSES**



**HOW-TO VIDEOS**



**TESTS & QUIZZES**



**CERTIFICATES**



**SWAG CREDITS**

WHAT TOPICS ARE  
COVERED INSIDE  
**THE LEARNING BAY?**

- Car Wash Chemical Basics
- Titrating Waxes And Presoaks
- Ensuring Good Water Quality
- Basic Wash Maintenance
- And MUCH More!

*"This is a great tool for distributors and operators. I hope ChemQuest will continue to create more content in the future."*



*"Great for New Customers. Anyone with employees should have their staff take it as well!!!"*





*Your online portal to fast,  
simple, and accurate ordering*

# Order Smarter. Faster. Easier.

Your personal online ordering hub, available 24/7

**CimCloud**  
Click. Confirm.  
Delivered.



## Tailored to You

Custom catalog created by your sales rep - only what your site needs.



## Real-Time Pricing

Accurate prices for clean PO's & better budgeting.



## Product Info On Demand

See product instructions and descriptions anytime, anywhere.



## Smarter Shipping

Know where your order is going and when it ships - automatically.



## Clear Confirmations

Easy to read emails + multi-user notifications.



## Purchase History

Track what you've ordered and how often - great for planning.



## Favorites List

Save your most used items for fast reordering.



## Multi-User Login

Give multiple team members ordering access from the same account

# SUCCESS STORIES



Before partnering with ChemQuest, we were using too much product because our previous reps never checked how much was being dosed per wash. They also didn't take the time to explain what each product did, which left our staff without the knowledge they needed.

Since switching to ChemQuest, the difference has been clear. Adam Keene has been a huge help—he answers every question without making anyone feel uncomfortable, no matter how small the question may seem. Every product we use works well for our customers, and even the packaging has made a positive impact.

What really sets ChemQuest apart is their communication and accessibility. Our reps regularly take time to talk with our staff and help them recognize problems before they grow into bigger issues.

If you're thinking about making the switch, do it—do it now. We've seen growth beyond what we could've imagined thanks to the quality and support from ChemQuest.

# SUCCESS STORIES



Before partnering with ChemQuest, we struggled with getting chemicals on time and keeping things consistent. One day the products would work great, the next day they wouldn't—we never knew what to expect. Since switching, we know exactly what we're getting, and we're no longer chasing settings thanks to how consistent the chemicals are.

Products like Plazma, Fury, Blast Off, Silk, and Cherry Bomb Triple Foams have made a big impact. ChemQuest also has a knowledgeable team we can bounce ideas off of, and they've delivered new formulas that do exactly what we ask for in the field. We've lowered our chemical costs, saved time by not having to constantly adjust equipment, and ultimately improved our bottom line.

What sets ChemQuest apart is the level of care and follow-through. They don't just sell us a product and disappear—they help us understand how everything works and are always there when we need them. From the start, they've done exactly what they said they would, and that means a lot to us.

If you're thinking about making the switch, listen to the team—they're a wealth of knowledge. From the sales staff to the chemists to the shipping department, they all care about making sure your chemicals work for you and your customers. Since partnering with ChemQuest, our revenue has increased by about 25%.



We've always worked with ChemQuest and continue to do so because the experience has been consistently strong across the board. The product quality is excellent, and the support team is truly amazing—they go out of their way to make a difference whenever it's needed.

One of the biggest impacts has been the quality of our wash. It's what sets us apart from the competition and keeps our customers coming back. While we haven't worked with other chemical providers, the reliability, fair pricing, and hands-on support we get from ChemQuest have made it easy to stay committed.

If you're considering making the switch, it's simple: fair price, excellent product, and a support team that actually shows up when it counts.

# 2026 EVENTS

We're hitting the road in 2026! Check out the list of trade shows we'll be attending and be sure to stop by our booth. Come for great conversations, get the latest on our products, and leave with some fresh swag apparel!



## Southwest Car Wash Convention

Feb. 26<sup>th</sup>-28<sup>th</sup>

Fort Worth, TX

Booth 437



## UMCS Convention

Apr. 13<sup>th</sup>-15<sup>th</sup>

St. Paul, MN

Booth TBD



## The Car Wash Show

May 11<sup>th</sup>-13<sup>th</sup>

Nashville, TN

Booth 833



## WFRA Convention

TBD

Wisconsin Dells, WI

Booth TBD



## NRCC Convention

Oct. 5<sup>th</sup>-7<sup>th</sup>

Atlantic City, NJ

Booth TBD



*CarWashSoap.com*