



A Fresh Approach to Washing Cars

FOR IMMEDIATE RELEASE

Eco-Friendly, Local Car Wash Continues to Innovate

WEST PALM BEACH, FL., July 26, 2021 — Today, Mint Eco Car Wash announced its latest round of improvements at its West Palm Beach location, 316 Southern Boulevard.

Vic Monteleone, Co-Founder of Mint, commented, “When we purchased the car wash in 2019, we promised our customers, *A Fresh Approach to Washing Cars*®. I am often asked what that means. In part, it means a commitment to continuously improving quality, efficiency, and offerings. To that end, we have identified several opportunities for improvement that our renovation is designed to address. For example, we know that we must get better at making the wash more accessible (specifically, clearing the driveway), cleaning hard-to-address items like bugs and wheels, drying cars, and our Lobby experience.” Mr. Monteleone continued, “We also know that we have made a significant commitment to our relationship with the environment and that everything we do must be done in a manner that minimizes our eco footprint. This challenge, while difficult, is one we enthusiastically embrace.” Mr. Monteleone concluded, “We hope that Mint Eco Car Wash will be an example to the community that both business and the environment can thrive together.”

Renovation Summary:

Making the wash more accessible:

- New, superior conveyor system
- New, improved prep station equipment

- Open 10 more hours a week
 - Monday – Friday: 7am – 7pm
- New weekday express hours (weekend hours and services unchanged)
 - 7am – 9am Express Exterior Only
 - 9am – 5pm All Services
 - 5pm – 7pm Express Exterior Only

Cleaning hard-to-address items like bugs and wheels:

- New ‘hot water’ soap system
- Six new *Envirosoft Foam™* (“neoprene brushes”)
- New, top-of-the-line wheel/tire brushes

Drying cars:

- New, high-powered drying system
- New air guns for side mirrors and door handles

Lobby experience:

- Celis products (welcome to our new partners at Celis!)
- New retail store
- Free coffee is back (with eco-friendly pods)

Other changes include:

- Interior Services Price
 - Raised From \$12 to \$15
- Property
 - No smoking, upgraded 20 camera system, new plants & flowers, and new tree lights
- Employees
 - New lounge, two new canopies, and new fans

About Mint:

Mint Eco Car Wash brings a *Fresh Approach to Washing Cars®*, with its unique Mission Statement: We exist to make people happy. A clean car makes you feel good...makes you optimistic about the rest of your day. Cleanliness brings organization...organization establishes a basis for accomplishment. And we LOVE being in the business of selling Happiness, Optimism and Accomplishment! We will accomplish our goals by: (i) being experts in our field, (ii) bringing a critical eye to everything we do...with a

bias that it can be done better, (iii) being relationship oriented with our customers, the environment, our employees, and the community, (iv) consistently, clearly, and honestly communicating, and (v) trusting our procedures and processes.

Mint operates two car washes in Palm Beach County, Mint Eco Car Wash West Palm Beach, located at 316 Southern Boulevard in West Palm Beach, and Mint Eco Car Wash Jupiter, located at 220 Maplewood Drive in Jupiter.

To learn more visit, www.mintecocarwash.com.

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