



COLORWASH™ [Minimal Effort. Maximum Impact.]

The easiest way to enhance your wash experience & drive revenue.

CHALLENGE

Today's car wash customers expect more than a clean car. They want an experience. Car wash lighting is often outdated and leaves customers in the dark, making sites look dull, forgotten, and indistinguishable from the competition. When your wash doesn't stand out or create a memorable experience, you're not just losing curb appeal, you're losing customers.

SOLUTION

G&G's ColorWash™ RGBW Lighting System transforms car washes into immersive, revenue-driving spectacles that increase traffic and grow memberships, setting sites apart from the competition. The best part? It requires no downtime or construction to install. Most sites recoup costs in six months!



Operators have consistently reported that ColorWash™ is the single most effective site refresh investment they've made—all without rebuilding!

Why the ROI is So Fast?

Drives Traffic, Not Just Aesthetics

Dynamic lighting attracts new customers, increases frequency, and strengthens brand recognition.

Boosts Membership Conversion

ColorWash enhances perceived value at the pay station—making premium washes and monthly plans easier to sell.

Seasonal Marketing Built In

Holiday shows and themed programs (your brand's colors, Halloween, Christmas, patriotic, team colors, etc.) generate off-peak demand and social sharing.

Incredibly Easy Installation

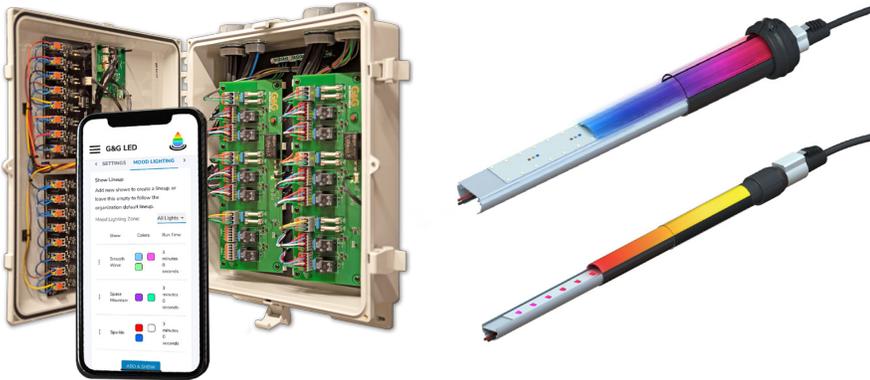
- Works with existing equipment & arches
- No trenching or structural modifications
- Fast deployment for refresh, rebrand, or revitalization with minimal downtime. Revenue continues with little interruption.
- Push-and-click cabling system requires no conduit and minimal electrical connections.

Bottom Line: It's not just a lighting expense—it's a revenue engine.

If your goal is to increase memberships, drive nighttime traffic, differentiate your site, and refresh your brand without rebuilding, then ColorWash delivers one of the highest ROI upgrades available in today's car wash market.

The ColorWash™ System

The ColorWash™ Car Wash Lighting System consists of a control box, a user-friendly application (accessible by phone or web browser), and the light fixtures (PLUS and or nano).



Quality We Stand Behind

- PLUS and nano fixtures are purpose-built for car washing
- IP68 waterproof rated, chemical-resistant and designed specifically for the car wash environment
- Proudly made in America with a 3-year warranty
- Backed by G&G's unmatched customer service and technical support

IP68
CERTIFIED



Real Returns After Installing ColorWash™

Flash Wash: Paid for itself in 2.4 months

- + 25% daily traffic
- + 2x higher-tier memberships
- + 35% overall monthly revenue

Tunnel (Vancouver, WA)

Sheetz Car Wash: Paid for itself in 3 months, and is now required for all new builds

- + 70% traffic increase after dark
- + 30% increase in overall business

In-Bay Automatic (Installed at over 250 sites across the US)

Jasper Car Wash: Went from washing zero cars at nighttime to multiple, regularly

- + 110% monthly traffic increase
- + 3x memberships

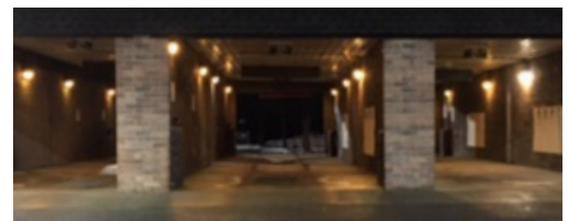
In-Bay Automatic (Jasper, GA)

Papa Bear Car Wash: Used ColorWash to create brand consistency across all sites, increasing brand recognition and loyalty

- + Grew memberships by 1600%
- + 450% increase in monthly volume 5.5x previous monthly throughput

Tunnel (Installed at four sites in Upstate SC)

Before / After ColorWash™



Unlock the Power of Color.

Scan to schedule your free ColorWash™ consultation.

G&G
INDUSTRIAL LIGHTING