

From \$3,000 to \$10,000 in Monthly Revenue

How Buddy's transformed an aging wash into a highly visible destination.



From \$3K to \$10K

Monthly revenue



One Day

Lighting Installation



+233%

Revenue growth within 6 months



24/7 Visual

Marketing Presence

G&G

INDUSTRIAL LIGHTING

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In partnership with:

KLEEN-RITE CORP
YOUR RELIABLE SUPPLIER FOR THE CAR WASH INDUSTRY



After renovations and implementation of G&G's ColorWash® and EDGE lighting, monthly revenue increased from \$3,000 to \$10,000, a 233% increase within months of reopening.

"This is an investment, not an expense. It's constant marketing. Everytime you drive by, there's a different show and you don't get that any other way. You have to draw their eyes from the road to the site. It doesn't matter how good-looking your building is, if you don't have the flashy stuff then they just aren't going to see it. This is a 24/7 business; you have to act like its open 24/7."

Marcus Kittrell, Owner, Buddy's Car Wash

Challenge

When industry veterans Marcus and Buddy Kittrell acquired a neglected three-bay self-serve car wash in Calera, Alabama, they faced a common industry challenge: revitalizing an outdated facility built in 2002 and left largely untouched for more than two decades. With the site generating around \$3,000 in monthly revenue, the aging appearance and lack of visual appeal made it difficult to attract new customers or stand out in a competitive market. Beyond updating the equipment and overall facility, the owners needed a way to create a strong visual identity that would increase curb appeal, capture attention day and night, and transform the customer experience. They recognized that lighting could serve as more than illumination, it could be a powerful marketing tool to drive traffic, increase brand recognition, and encourage repeat business.



COLORWASH





"The process was incredibly easy. We gave G&G the measurements, they mapped everything out, and our electrician had it installed in a single day. Training with the G&G support team took about thirty minutes, and we've had zero issues with the system."

Buddy Kittrell, Owner, Buddy's Car Wash

Solution

To achieve their vision, the Kittrells partnered with G&G Industrial Lighting to implement the ColorWash® PLUS lighting system inside the wash bays and EDGE perimeter lighting around the exterior of the facility. More than utility lighting, the system transformed the car wash into a highly visible destination, enhancing curb appeal, safety, visibility, and the overall customer experience. Built specifically for car wash environments, the waterproof, corrosion-resistant LED fixtures that make up the ColorWash® system can withstand constant exposure to the moisture, direct spray and chemicals in a self-serve car wash. The dedicated white channel integrates with the wash equipment, automatically transitioning from vibrant color displays to 20,000 lumens of bright white illumination when vehicles enter the wash bay, providing the visibility needed during cleaning. G&G simplified the installation process with a custom lighting design and plug-and-play integration that the electrical contractor completed in just one day. The intuitive ColorWash® app allows the Buddy's team to fully control and customize their lighting sequences for all of their sites from anywhere.

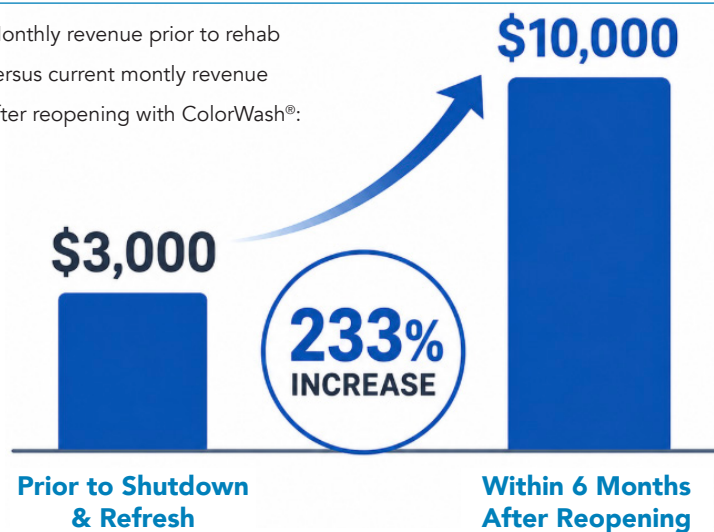
Features That Matter

- ✓ **IP68 Rated** – Waterproof against constant humidity and direct spray
- ✓ **Chemical Resistant Housing** – Defends against harsh soaps
- ✓ **Plug-and-Play Installation** – Fast, single-day setup
- ✓ **Full RGBW Spectrum** – Vibrant, dynamic color transitions
- ✓ **Quick Connect Cabling** – Daisy chain for easy installation
- ✓ **Ultra-Low Profile Housing** – Sleek linear design for architectural aesthetic

What Could ColorWash® Do For You?

Result

Monthly revenue prior to rehab
versus current monthly revenue
after reopening with ColorWash®:



The results were immediate and measurable. Following a full site renovation that included G&G's ColorWash® PLUS and EDGE lighting, monthly revenue increased from **\$3,000 to \$10,000, a 233% increase within six months of reopening**. The Kittrells credit G&G's dynamic lighting as a key contributor to the transformation, helping generate community awareness before opening, attract customers from day one, and turn the facility into a **highly visible 24/7 marketing asset**. The project also earned overwhelmingly positive community feedback, with zero neighbor complaints and recognition from the Mayor of Calera for helping revitalize a once-overlooked commercial corridor.

See how G&G can transform the visibility and customer experience of your wash. Schedule your free site review consultation with G&G's team today!

