



CASE STUDY

Flash Wash

Vancouver, Washington

\$19,000 More in Monthly Revenue in Just 3 Months

How Flash Wash used ColorWash to increase monthly revenue from \$53K to \$72K



+\$19K

Monthly Revenue Increase



90%

Membership Revenue Growth



25%

Daily Traffic Increase



+35%

Overall Revenue Growth

"With more cars, higher memberships, and revenue up \$19K monthly, the lighting investment paid for itself in under three months!"

- Alexa McCallum, General Manager



THE CHALLENGE

Flash Wash needed to make its location impossible to miss. Tucked behind a gas station, the site needed a way to stand out and attract customer's attention... and keep their business.

The existing facility was dark inside and out, limiting curb appeal and making the wash less inviting to customers. The Pacific Northwest's wet conditions created another challenge: standard fixtures were failing repeatedly, resulting in maintenance headaches and downtime.

Flash Wash needed lighting that could improve visibility and customer experience while standing up to a demanding wash environment.

THE SOLUTION

Flash Wash upgraded its property with G&G's ColorWash® and EDGE RGB linear lighting.

EDGE lighting was installed along the exterior of the car wash and adjacent convenience store to create a highly visible presence from the street. Inside the tunnel, ColorWash® delivered dynamic RGBW light show designed for harsh, wet environments.

With IP68 protection, a chemical-resistant housing and plug-and-play connections, the system was designed to simplify installation while delivering the durability - and the experience - that Flash Wash needed.



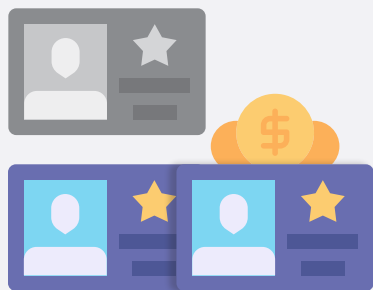
THE RESULTS

Following the lighting upgrade, Flash Wash recorded measurable increases across key business metrics. **Daily traffic increased 25%, higher-tier memberships more than doubled, and membership revenue increased nearly 90%.** Overall **monthly revenue increased 35%**, from **\$53,000 to \$72,000**, allowing the lighting investment to **pay for itself in just three months**. What began as a strategic lighting upgrade helped create a more visible, engaging customer experience while supporting measurable business growth.

Daily Traffic up 25%



Membership Revenue up 90%



Overall Monthly Revenue up 35%



Data measured for the first six months after renovation, compared to the same time period from the year prior.

FEATURES THAT MATTERED

■ IP68 Rated

Waterproof against constant humidity and direct spray

■ Chemical Resistant Fixture Housing

Defends against harsh soaps

■ Minimal Downtime

Fast, single-day plug-and-play installation

■ Full RGBW Spectrum

Vibrant, dynamic color transitions

■ Quick Connect Cabling

Daisy chain for easy installation

■ No On-Site Programming Required

Seamless setup with virtual support

■ Ultra-Low Profile Housing

Sleek linear design for architectural aesthetic



The setup and layout were far more seamless than anything we'd used before. We didn't have to bring anyone on-site to walk us through it. We could handle everything ourselves and get answers to any questions virtually."

- Alexa McCallum, General Manager

Turn Your Lighting Into A Revenue Opportunity with ColorWash®.

See where your wash may have an opportunity to attract more attention, improve your customer's experience and increase revenue. Schedule a complimentary site lighting assessment today!



In partnership with:

