



Culligan has been successfully servicing this customer for 10 years, and continues to do so for their new sites. They build 2-3 per year.

**Customer:** Kelley Williamson Oil, Rockford, Illinois

**Description of Business:** Gas station, convenient store and car wash. They are the largest Mobile dealer in the country, with 70 stations.

**Contact:** Bob Sanders, Field Operations Manager

**Situation/Problem:** We originally approached them when they had a competitor's equipment. Kelley Williamson claimed that they had the best coffee in town. When our sales representative asked them questions to explore just how well the equipment was working, and how reliable it was, an opportunity was uncovered. There was a lack of quality both in product and service. The customer wanted spot-free rinse and improved coffee/beverages.

Culligan®

better water. pure and simple.™

## Solution:

- The customer agreed to a trial of 4-6 stores, testing our equipment and service against those of the competitor.
- A Series Reverse Osmosis system for car wash; B Series RO for inside stores with carbon and softeners for pretreatment.
- We service the inside of the store with softening, filtration and RO. They need high purity for beverages, coffee and ice machines. Outside, we service the car wash with softening for boiler make-up, hot water pre-treatment for RO (spot-free car wash).

## Equipment installed/services implemented:

- Reverse Osmosis with pretreatment in car wash
- Reverse Osmosis inside store
- Salt service, preventive maintenance and filter changing

## Results/Customer Benefits:

- Spot-free rinse in car wash. Substantiation of "Best coffee in town" claims
- Culligan now services 70 stations between Rockford and Madison. In fact, the customer is so pleased that, although the provider of the car wash equipment also provides RO and softeners to all their customers, Kelley Williamson Oil has opted to buy that equipment from Culligan!
- Customer satisfaction
- Energy savings
- Soap/detergent savings

## Culligan Advantages:

- Culligan's success with other similar businesses
- Well-trained service technicians
- Regularly scheduled preventive maintenance program. A monthly service log is provided to the customer

The Culligan logo is written in a blue, cursive script font. The word "Culligan" is followed by a registered trademark symbol (®).

**better water. pure and simple.™**