



DOSATRON[®]

WATER POWERED DOSING TECHNOLOGY

For Immediate Release

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HOUSTON CAR WASH GROWS DESPITE ECONOMIC DOWNTURN --Owner Credits Conservative Strategy, Business Partnerships as Keys to Success--

CLEARWATER, Fla, December 9, 2008 – [CARisma WASH](#), a Houston car wash, announced today that it has expanded operations and opened a second location at 4510 Telephone Street in Houston. The new operation will bring 15 new jobs to Houston.

When asked how he is able to grow his business during such a steep economic downturn, CARisma WASH owner and President Ron Pickett credited his conservative business strategy and the businesses he partners with. Of his business strategy, Pickett said, “A lot of businesses will drastically increase spending when times are good, and then find themselves facing cutbacks to keep going during economic slow-downs. I try to keep an even keel in my spending, so there’s capital left to invest when times are tough.”

A key part of this strategy is partnering with businesses that can help protect his bottom line, which is why Pickett has selected [Dosatron International, Inc.](#) as the primary supplier of chemical management equipment for his new location. In this role, Dosatron will supply 18 Dosatron chemical injectors, as well as on-site technical and maintenance support.

“Dosatron injectors are simple, consistent and dependable, but what really sealed the deal was the excellent after-sales support Dosatron provides,” said Pickett. “With most equipment companies, the sale is the end of the deal. With Dosatron, it’s just the beginning. Ever since our first purchase, Dosatron has been on-site at both our locations to train our lead personnel on use and maintenance, and also to advise us on chemical management. Thanks to their expertise, we’ve been able to reduce chemical and water consumption, which is an enormous help to our bottom line.”

CARisma WASH’s second location opened to the public on October 4, 2008. Additional information on Dosatron’s chemical management products and services can be found online at www.dosatronusa.com or by calling Dosatron’s customer service center at 800-523-8499.

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About CARisma WASH

CARisma WASH was founded by Ron Pickett in Corpus Christie, Texas in 1994, and has been operating at its original location at 5203 Kirby Drive in Houston since 2004. CARisma WASH is home of the \$4 wash, and uses soft-cloth technology to produce fast, gentle and inexpensive car washes.

About Dosatron International

Dosatron International, Inc. is an industry leader in water-powered, proportional chemical injectors. Dosatron products are manufactured according to ISO 9001:2000 and ISO 14001:2004 standards by Dosatron International S.A., part of United Technologies Corporation, U.S.A.

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