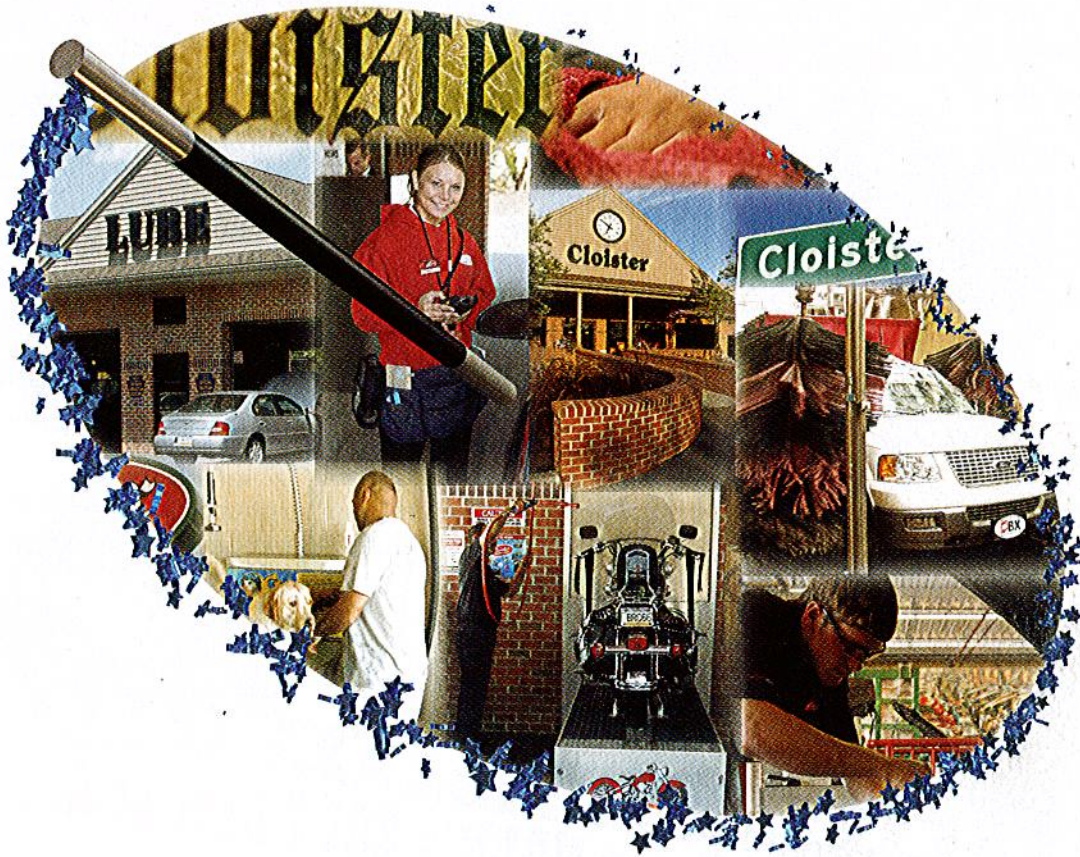


# Abracadabra...

by Liz Boyd  
NOLN Staff Writer



## You've Been Cloisterized!

### Cloister Wash and Lube Adds a Magic Touch to Fast Lube Services

First, Cloister employees in the meet-and-greet area warmly welcome you. Then, you proceed through a 230-foot-long building where your car is transformed and deemed spotless. Next, you walk into "Customerland," where you wait for your car to be serviced while checking out a 1930 Ford pickup parked in the waiting room. Your kids get free gumballs from an automatic gumball machine disguised in the façade of a gasoline pump, and you drink complimentary coffee. Then, you take Scruffy, the family dog, into the three-bay petwash where he receives a pedigreed

washing experience. Finally, you cruise by the three-bay custom motorcycle washing area on your way out. This doesn't sound like your average fast lube and carwash experience, does it? Doesn't it sound a bit — magical?

Well, that's because it is! But, Cloister Wash and Lube doesn't use real magic to transform the vehicles they service, they use hard work and provide excellent customer service, said Michael Mountz, owner of Cloister Wash and Lube in Reading, Pennsylvania. He said the Cloister crew operates on 44,000 square feet of "cloisterized" facility grounds.

Mountz said his eight-acre site is dedicated to superior car care. This is Cloister's fourth and newest site, and Mountz said by adding a personal touch to services, customers enjoy their fast lube and carwash experience.

"We like to say we 'cloisterize' things around here," Mountz said. "We add a special something to our facility, along with providing excellent and reliable customer service." Jim Kish, lube general manager, said one thing he believes has helped Cloister Wash and Lube is the service review area found in Customerland (the third of five buildings which includes the waiting room

## lube of the month Cloister Wash and Lube

and viewing areas). "At the service review area, customers are taken to a room that is elevated above the plant floor," Kish said. "Here, we show the customer their car on a computer screen and explain what services are being done. All the while, the customer can view their car through the glass window." Kish said this service helps customers feel comfortable with what is being done to their vehicles. He said it maintains credibility because customers can readily see the quality work being performed.

Mountz said Cloister currently employs 500 people, with 125 of these at the Reading location alone. This location does around 60 cars a day in the lube department, but Mountz said he believes this number will soon stretch to more than 100.

With carwash and lube services combined, Mountz said Cloister's four locations process more than 700,000 individual vehicles a year. Mountz said a carwash is offered free with an oil change, but he said Cloister usually generates oil changes by first washing customers' cars. "We wash a customer's car for a couple of months," Mountz said. "They like the quality service we provide, and while waiting for their carwash they view the oil change area, which, many times, eventually leads to them letting us change their oil as well."

Mountz said the key to quality service

is quality employees. He said he maintains this by offering a high hourly pay to his lube technicians and providing a good work environment. "We don't offer commission," Mountz said. "We pay a high hourly rate,

**We cloisterize things around here. We add a special something to our facility, along with providing excellent and reliable customer service.**

### Michael Mountz

and we don't want our employees trying to 'sell' something to our customers because they are already paying us for what they need."

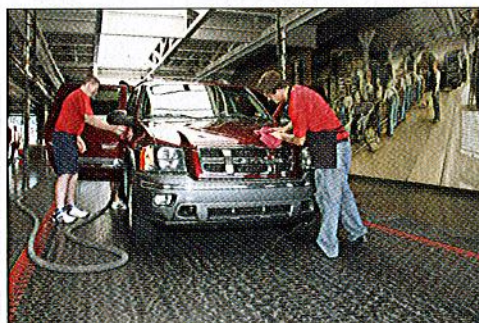
Another standard Mountz said he abides by is being accountable. He said Cloister makes a point to pay for any damage incurred by their services. "Our policy is, if we've done the damage, we pay for it," Mountz said. Mountz said he also stresses cleanliness and aesthetics. He said Cloister is dedicated to providing a visually pleasing environment. "You could literally eat off of our floors," Mountz said. "We really strive to keep things clean, and we work

very hard on our landscaping, which many customers say is one of their favorite things about coming to Cloister Wash and Lube." Mountz said Cloister has spent \$35,000 on landscaping and flowers this year between each of their four locations. Cloister Wash and Lube also gives back to the community. Mountz said since 1994, Cloister has donated more than \$2.2 million to the community by helping more than 2,100 participating organizations. Cloister uses their "Helping Hands to Success" program to help local organizations raise money. Cloister offers several different packages to organizations including tickets and training. Mountz said Cloister participates in fundraising events with local schools, rotary clubs, sports clubs and churches. In addition to "cloisterizing" things, Mountz said his business lives by another motto — fair, firm and consistent. "We are fair by treating every customer with the same respect," Mountz said. "We are firm because when we say something, we mean it. And, we are consistent by always providing quality service."

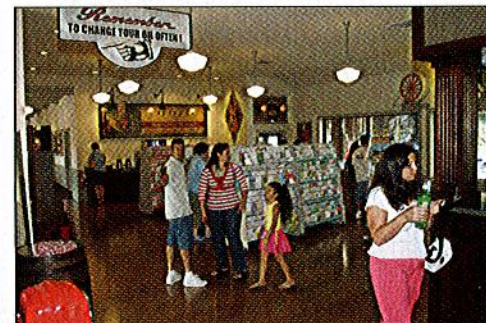
One thing is for certain: at Cloister Wash and Lube you get a unique carwash and fast lube experience. With eight acres, five separate buildings and several different amenities, Mountz said there is something for everyone at Cloister. So let's face it — you've been cloisterized! 🍯



The lube shop, which services 60 cars a day.



A vehicle is detailed on the Cloister belt system.



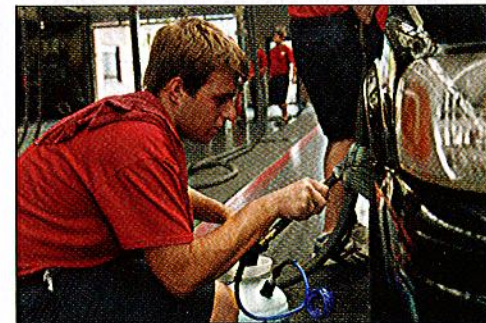
Customerland, the facility's waiting area.



One of the many hand-painted murals.



Cloister's three bay, self-service pet wash.



Applying tire shine to a vehicle.