

Hot Picks

New Token Designs Provide Dog Washes with Promotional Opportunities & Added Profit

Lots of car wash owners have jumped on the idea of putting a dog wash in with their car wash. A new standard dog wash token design from TokensDirect allows dog wash operators to take advantage of marketing and operational advantages that quarter or cash-based programs cannot match. Unlike quarters, these new dog wash tokens can be minted with the facility name and logo on one side and a standard design on the other—creating a mini billboard with branding opportunities each time that they are seen with pocket change. Operationally, tokens can be valued at virtually any price point which an operator deems feasible. They simplify the wash process for customers—since fewer tokens are required to begin or complete the pet wash process—saving valuable time and reducing quarter handling. Let's face it, who wants to be slugging quarters into a machine when they have a wet dog sitting patiently (or not!) in a pet wash. Offer your dog wash customers the convenience of only having to insert one token to wash their pet instead of four or more quarters.

To speak with a sales specialist, contact TokensDirect at 866.274.0868 or via e-mail at ask@tokensdirect.com.



New dog wash token
from TokensDirect