

Petrol PLAZA

Smartwash by ISTOBAL, a pioneer concept for digitalizing wash facilities

Smartwash by ISTOBAL is the latest concept for digitalizing wash facilities. This pioneer technology is making wash services more profitable and helping to improve the user experience. Already well-established in Spain, the UK, Austria, Netherlands, Sweden and Turkey, Smartwash by ISTOBAL is the only technological solution in the market that allows wash facilities to become 100% connected.



By incorporating IoT, the solution allows services to be managed digitally in real time and on any device thanks to the completely connected equipment (rollovers, tunnels, jet wash and vacuum cleaning areas). All the relevant figures and information about the status of the facility can be extracted and analyzed via a simple control panel, with the added bonus of remote machine monitoring and management, as well as detailed information about user's behaviour.

Maximum productivity and profitability

ISTOBAL is redefining the vehicle wash and care sector with this innovative technology, creating

intelligent wash facilities based on connectivity and insights into user habits to deliver services of the highest quality.

With Smartwash, the company is maximizing the performance of its facilities while also making businesses more profitable. Reduced wait times between washes, increased wash frequency and average billing are just a few of the achievements of this technology, which also allows for tailored promotions to enhance customer loyalty.

ISTOBAL also puts at the service of the wash facility manager all kinds of information so that they can make the best decisions to increase the profitability of their business. The technology also provides detailed financial reports about the number of wash services used, along with various statistics such as billing by services, programs and user types. In addition to managing loyalty schemes or generating tailored offers and promotions, the user can also assess the effectiveness of these campaigns.

This compatible technology can be integrated into third-party apps via an API interface. It also enables various facilities to be managed and monitored on the same digital platform.

In terms of facility management, **Smartwash by ISTOBAL** also allows technical data about the current status of the machines and consumables to be collected at the click of a button, while an advanced remote monitoring system offers technical assistance from ISTOBAL so that any issues that arise can be rectified quickly and effectively.



A better-quality digital wash experience without the need to leave the car

Smartwash by ISTOBAL transforms the user experience, offering a better-quality wash service that incorporates digital technology via a mobile app. Available on Android and iOS, the **Smartwash by ISTOBAL App** boasts all sorts of interactive features that make the wash experience faster, more convenient, easier and more customized - without the need to leave the car.

The App enables any Smartwash facility to access customized promotions and allows the user to buy a wash program (rollover or tunnel) as well as credit for the wash center and vacuum cleaners. In addition, in the jet wash area, this technology allows users to pay only for what they consume and keep the rest of the credit for the next wash.

The licence plate recognition system identifies the different users of the wash facility, allowing them to start the machines with the app from the comfort of their car. It also incorporates new security systems, allowing the user to stop the equipment via the app or by pressing the horn for 3 seconds in case of emergency.

Smartwash for Fleets

As part of its commitment to digitalization, ISTOBAL has also developed **Smartwash for Fleets**, the market's first digital platform for automating and monitoring the wash process for any fleet of vehicles.

This innovative platform manages fleet wash services, optimizing the wash process by increasing the level of control and delivering speedier results. For example, it allows all kinds of information to be visualized in real time, such as the number of vehicles washed, wash frequency, registered vehicles or the relationship between licence plates and wash programs.


Among other benefits, it also has an automatic vehicle recognition system and assigns the respective frequency and wash program without the need for the driver to leave the vehicle. This eliminates the risk of confusion, preventing the driver from choosing the wrong kind of wash program.


For more information please visit [our website](#).

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