

# Cintas Helps Drive Safety and Image Improvements at Radley Acura

*"We had some previous safety and image concerns throughout the dealership. Through a complete solution and single point of contact, Cintas helped us quickly solve these issues and save more than 20 percent on our chemical costs alone."*

Sergio Desdunes, Service Manager of Radley Acura



## Opportunity

Servicing more than 1,600 vehicles each month, Radley Acura in Falls Church, Va. prides itself on providing customers with unparalleled, five-star quality service. Operating as an automotive dealership and full-service repair facility, Radley provides services for a wide clientele base spanning across the southwest Washington D.C. suburbs. To fulfill its goal to create an exceptional customer experience, the dealership and service center employ more than 175 employees.

Because of its business volume, Radley Acura requires a high level of operational efficiency to ensure the timely repair of its customers' vehicles. Constantly looking for ways to improve operations, Sergio Desdunes, Service Manager of Radley Acura, sought to improve safety, enhance image and reduce costs.

Desdunes knew he wanted to limit safety risks in the service area, including finding a safer, more efficient method to dispense the car-washing chemicals. Employees manually

filled dispensing containers from a 55-gallon drum of chemical concentrate. Maneuvering the bulky container was unsafe, and the chemicals themselves could present further hazard risk as employees tried to dilute them. Additionally, aerosol cans used to clean car parts posed safety risks. These highly-toxic, solvent-based sprays require the use of personal protective equipment (PPE) since inhalation and contact with skin is dangerous—and sometimes deadly. Desdunes found inventory control very tough with these products and aimed to reduce overall chemical costs and employee exposure in the service department.

Additionally, Desdunes wanted to improve safety and image in the showrooms and sales offices. Frequently, technicians and personnel walking from service areas tracked grease and oils onto showroom flooring. This not only presented image issues but also enhanced the opportunity for a slip-and-fall accident.

Ultimately, he wanted to find a consolidated solution for safety and image concerns at the dealership, while

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improving overall operations. A Cintas uniform customer for more than 14 years, Sargio knew he could trust Cintas to help provide the services Radley needed to improve image, safety and cost-efficiency.

*“Rather than add additional vendors to handle these challenges, we needed someone who already knew our business. We’ve been a Cintas customer for 14 years, so I knew that our long-standing relationship could grow into something that’d be beneficial for the entire dealership.”*

Sargio Desdunes, Service Manager of Radley Acura

## Solution

Cintas created a comprehensive solution to meet the multiple needs at Radley Acura. Each week, a Cintas professional visits the dealership to ensure all supplies are fully stocked, uniforms are replaced and equipment is working properly.

In addition to its weekly uniform service, Cintas implemented the following image and safety solutions:

- **Chemical-dispensing units:** To reduce chemical exposure in service areas, Cintas placed chemical-

dispensing systems throughout the facility. The units guarantee that car wash solution is correctly and safely diluted each time a serviced car is ready to be washed. Additionally, the wall-mounted design helps to free up space needed in the service area and remove obstructions from walking areas. Additional dispensing units placed throughout the facility provide chemicals used for cleaning such as industrial-strength cleaners, glass and surface cleaner, disinfectants and odor counteractants that are safely locked and can be properly diluted with the touch of a button.

- **Cintas Safewasher:** Cintas implemented its Safewasher system at Radley Acura to help simplify automotive parts washing procedures and keep employees safe. The mobile unit contains a non-toxic, pH-neutral, aqueous solution to effectively remove grease and



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oils from brakes, suspension components and steering parts. Since the warm solution is bacteria-based, the need for personal protective equipment is eliminated and employees stay safe while washing parts. The Safewasher emits no toxic fumes and is so safe that employees can wash their hands in the basin. On a monthly basis, a Cintas representative changes the filter in the Safewasher to further simplify cleaning routines.

- **Matting:** Cintas developed a new, custom-designed matting system to improve safety and cleanliness throughout the service and showroom areas. In service areas, anti-fatigue matting reduces employee strain during long shifts and extended periods of standing. Matting placed in transitional walkways from service bays to customer areas helps to limit the spread of grease and oil into customer-facing areas. By combining scraper and carpet matting throughout sales areas and



*“One of the main program benefits is having one point of contact. I never have to worry about reordering specific items or calling several vendors for anything the dealership needs.”*

Sergio Desdunes, Service Manager of Radley Acura

entryways, debris and grime is removed from employee footwear and floors stay safe and clean. Each week, a Cintas professional delivers professionally laundered, clean mats to ensure that they effectively remove contaminants from employees and customers' shoes.

- **Hygiene products:** To complete the Cintas solutions in place at Radley, each week a representative replaces hygiene products in customer and employees restrooms throughout the dealership. For technicians, heavy-duty hand soap is stocked in restrooms to cut tough grease and oils that accumulate during repair jobs. Customer restrooms are stocked weekly with hand soap, paper towels and Yankee Candle air fresheners.

## Results

Through the comprehensive Cintas program, the overall safety and efficiency of technicians has improved. Customers have also acknowledged a significant improvement in the overall cleanliness and image of the business. Desdunes has reduced overall labor costs by streamlining operations and eliminating multiple vendors.



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*“The program is beneficial because of Cintas’ customer service and professionalism. I know that if I have a question or need additional products, my Cintas representative is just a phone call away.”*

Sergio Desdunes, Service Manager of Radley Acura

The entire program fits seamlessly into service center operations and causes minimal business interruption.

Desdunes also identifies the following specific benefits of the Cintas program:

- **Lowered costs:** Since the program’s implementation, the dealership has reduced chemical costs by 20 percent. The chemical-dispensing units eliminate waste from under dilution (too much chemical and not enough water) and minimize the need for time-consuming inventory control. The Safewasher units also eliminate the need for costly replacement of aerosol parts cleaners and employee PPE.
- **Increased safety:** Safety risks have significantly reduced following the implementation of the complete Cintas program. The matting program has helped reduced opportunities for slip-and-fall accidents and the Safewasher has eliminated employee exposure to harmful chemical fumes and toxins. Potential injuries

from moving the heavy 55-gallon drum of chemicals have also been eliminated.

- **Improved efficiency:** Through the streamlined program, employees can more effectively perform service duties. The mobile parts washer eliminates frequent trips to clean vehicle parts, which allows employees to finish repairs in a timely manner so customers can retrieve their vehicles quicker.
- **Enhanced image:** Matting systems and uniform programs have improved image throughout the dealership. Employees constantly greet customers in freshly laundered, customized uniforms. The showroom and sales floor exhibit high levels of cleanliness that aligns perfectly with the signature style and high image of the Acura brand.

*“Day in and day out, the Cintas program makes my job easier. Each week, I know that a Cintas representative will provide everything we need to keep business running smoothly and help us achieve our high customer satisfaction goals.*

*My level of satisfaction with the entire program is very high. Overall, feedback has been positive and the peace of mind I gain from meeting goals is priceless.”*

Sergio Desdunes, Service Manager of Radley Acura



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