



CAR WASH WATER REUSE: MOLEAER TECHNOLOGY DELIVERS A ~50% WATER REDUCTION FOR SHINY SHELL

Customer: Shiny Shell Carwash

Dates:	Location:	Unit:	Key Results:
2025-2026	Pennsylvania	Neo N S2 O2	<ul style="list-style-type: none"> • ~50% reduction in fresh water consumption per location • Estimated 2.5-3.5 million gallons of fresh water saved per year per site • Reduced wastewater discharge volumes and associated sewer costs • Reliable expansion of reclaimed water reuse in additional wash applications

The Challenge:

Reclaim Limits and Rising Costs

As a fast-growing car wash operator, Shiny Shell Carwash processes thousands of vehicles daily across their locations. While a traditional reclaim system was already in place, the quality and consistency of reclaimed water limited how and where that reclaim water could be used.

Despite existing infrastructure, fresh-water demand remained high, driving water and sewer costs upward. Additional pressure from local regulators to reduce water and sewer usage further pushed the team to look for new solutions.

Shiny Shell was not looking for a standalone piece of equipment. Rather, they needed a solution that could easily integrate into existing infrastructure with minimal downtime or infrastructure modifications, scale across locations without operational risks, and reliably improve reclaimed water performance to be able to use more reclaim water in additional places in the tunnel.



The Solution:

Moleaer's Reclaim + Nanobubble System Deployment

Shiny Shell partnered with Moleaer, the global leader in nanobubble technology, to integrate their nanobubble solution as a retrofit in several sites. Installations can be completed in a single day without any interruptions to operations.

By introducing oxygen nanobubbles through a system designed and integrated by Moleaer, reclaim water clarity improved, BOD and COD decreased dramatically, and total suspended solids (TSS) were reduced through an enhanced separation and removal





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process. This allowed reclaim water to be reused reliably in additional high-volume wash stages, reducing dependence on fresh water.

By leveraging Moleaer’s best in class oxygen transfer efficiency, dissolved oxygen levels jumped to >25 ppm in a matter of minutes, ensuring that odors from anaerobic conditions were eliminated, a regular challenge for car wash operators across the country, especially in warm weather.

The results were not driven by Moleaer’s nanobubble technology alone, but also by its ability to design, deploy, and support an integrated solution tuned to the daily requirements of Shiny Shell’s operations.

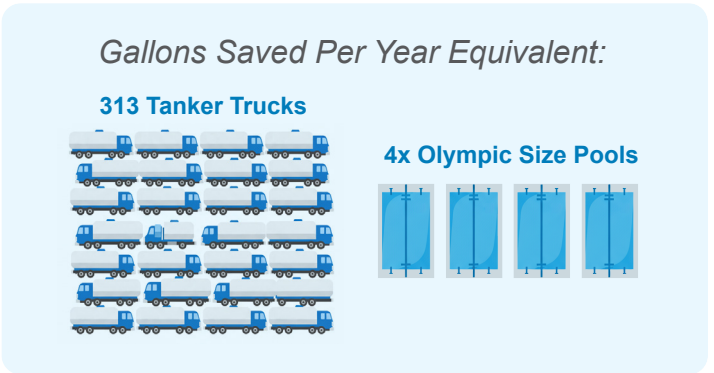
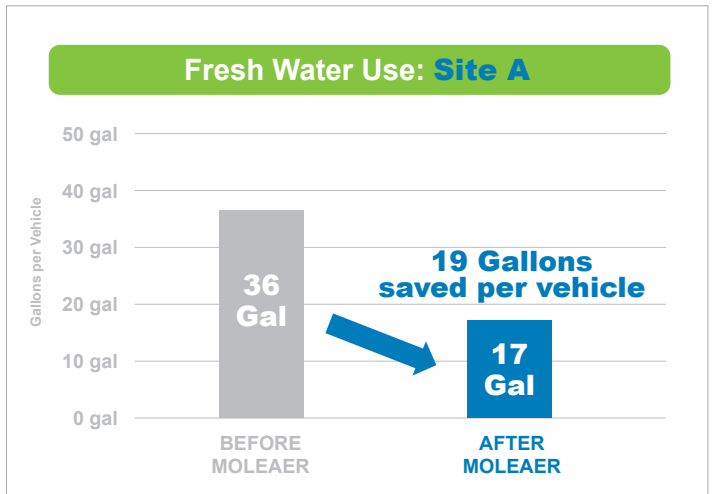


Results:

Following installation at multiple sites, Shiny Shell observed immediate and sustained reductions in fresh water use, driven by improved reclaim water performance and expanded reuse across additional wash stages.

“From day one, the results were immediate. We reduced our water consumption by roughly 50%.”
— Nick Ord, Regional Manager, Shiny Shell Car Wash

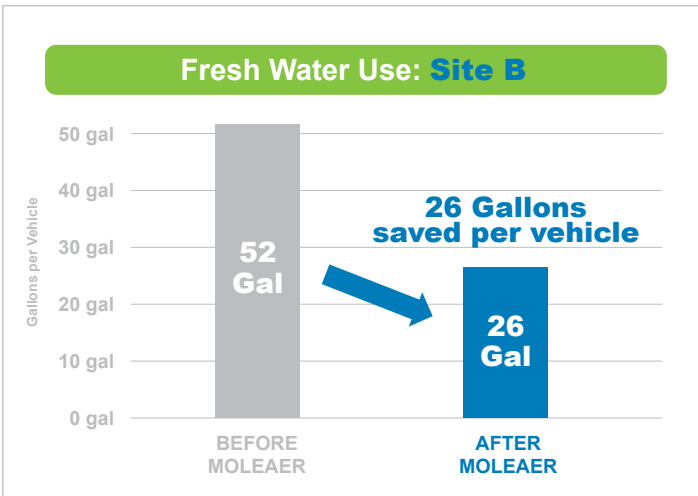
At **Site A**, fresh water use was reduced by approximately 19 gallons per vehicle. Based on average daily throughput, this equates to over 2.5 million gallons of fresh water saved per year at this site. That translates to ~4 Olympic sized swimming pools or 313 tanker trucks.





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At **Site B**, fresh water use was reduced by approximately 26 gallons per vehicle, or approximately a ~50% reduction in fresh water demand. Based on average daily throughput, this equates to over 3.5 million gallons of fresh water saved per year at this site. That translates to >5 Olympic sized swimming pools or ~440 tanker trucks.



Gallons Saved Per Year Equivalent:

440 Tanker Trucks

5x Olympic Size Pools



The value of the solution was evident immediately and reinforced the importance of correct system design and project execution: Moleaer continued to work with Shiny Shell from initial demonstration to optimize the solution as partners, supporting the team throughout the process.

“Moleaer’s nanobubble technology has been a game-changer for our operations. Beyond the measurable water savings, their team brings technical depth and ongoing support.”

— Jeff Wood, CEO Shiny Shell Car Wash.

“We can’t believe how little water we’re using after Moleaer’s system was installed, and the cars look better than ever.”

— James Articola, Site Manager, Shiny Shell Car Wash



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Why Execution Matters in Car Wash Applications

Achieving meaningful water reduction requires more than introducing the concept of nanobubbles. It depends on correct application, system design, integration, and support.

Moleaer's decade of field-validated experience, deep process understanding, and purpose-built solutions enabled Shiny Shell to move beyond reclamation limitations and achieve reliable, scalable results. Shiny Shell has demonstrated their leadership in water conservation, proving that reusing wash water can be done effectively with the right process and technology installed. Based on the repeatability of Moleaer's Reclaim + solution, Shiny Shell is rolling this solution out to all of their East Coast locations demonstrating both Shiny Shell's leadership and commitment to water efficiency and Moleaer's ability to expand and support an MSO from start to finish, together achieving remarkable results.



Learn How Leading Car Wash Operators Optimize Reclaim Water Systems with Moleaer. Connect with Our Team to Evaluate Your Site.

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