

## For Immediate Release

### DRB® and Cross Insurance Announce Collaborative Effort to Enhance Car Wash Safety

**Akron, OH, September 26, 2022** – DRB® and Cross Insurance announce a collaborative effort to help car wash operators reduce the risk of in-tunnel vehicle collisions. Under the effort, Cross Insurance will offer safety credits to qualified customers who employ DRB’s NoPileups™ full-tunnel management system in their car wash tunnels.

NoPileups uses patented video and advanced computer technology to prevent in-tunnel collisions. Any time a collision threat is detected by NoPileups in the tunnel, the system stops the conveyor and takes a 15-20 second video so the operator can identify and fix the cause of the issue. The system was made available to the car wash industry in 2016.



“In just a few short years, NoPileups has become a proven technology and a trusted partner to car wash operators across the United States,” said Alex Mereness, Director of NoPileups and Tunnel Strategic Product Management for DRB. “We take great pride in making tunnels safer, increasing operational efficiency, and reducing stress.”

Working with Cross to help operators obtain safety credits takes that to the next level, Mereness said. DRB consistently seeks industry partners to bring additional value to customers, and this collaborative effort helps them do that.

“We’re excited to work with Cross Insurance because they recognize NoPileups’ unique ability to mitigate risk and liability inside a car wash tunnel,” Mereness said. “Cross Insurance and their team are industry veterans who have taken the time to understand the car wash industry and identify solutions to everyday problems to maximize value. I think it speaks volumes that they see an opportunity to unlock another solution to reduce costs and risks to carwash operators.”

“At Cross, we are here to protect your team for tomorrow,” Cross Insurance President Chris Sharpe said. “We’re excited to work with DRB, another company focused on protecting the investments of business owners.”

## DRB

For over a third of a century, DRB® supported – and often drove – an era of unprecedented growth in the car wash industry with point-of-sale and wash optimization software, hardware and services. As a masterbrand that includes DRB® Tunnel Solutions, DRB® In-Bay Solutions (formerly Unitec®), Washify, Beacon Mobile and Suds Creative™, that tradition continues. The DRB team works together toward a singular goal: To help all car wash operators squeeze every ounce of profitability out of their investments. They do this with data and industry insights, a best-in-class team and reliable, intuitive innovations that delight consumers and are secure, simple to service and easy to use.



## **Cross Insurance**

Founded in 1954, Cross Insurance has grown from a small, family-owned and operated insurance agency based in Bangor, Maine, into one of the largest insurance providers in New England, New York and Florida with 1,000 employees in more than 50 offices, serving 100,000 customers throughout the Northeast region. Still family-owned and operated, Cross Insurance, a subsidiary of Cross Financial Corporation, provides an extensive range of customized and innovative insurance and financial products including personal and commercial insurance lines, employee benefits, surety bonds, comprehensive risk management advice and counsel. For more information about Cross Insurance, please visit [www.crossagency.com](http://www.crossagency.com)

## **Media Contacts**

Taryn Chmielowicz  
Vice President of Marketing  
DRB  
330-645-4200  
[tmchmielowicz@drb.com](mailto:tmchmielowicz@drb.com)

Meeghan Sheckler  
Account Executive  
Cross Insurance  
800.536.4080  
[meeghan.sheckler@crossagency.com](mailto:meeghan.sheckler@crossagency.com)