

## **DRB Systems Acquiring Suds Creative**

**Akron, OH, May 13, 2019** - DRB Holdings, LLC, DBA DRB Systems ("DRB"), a leading provider of technology-enabled devices and software solutions to the car wash industry, announced today that it is acquiring Suds Creative ("Suds"), a full-service marketing agency for car wash owners and industry vendors.

"Our mission is to help car wash operators drive growth as a trusted partner," said Dan Pittman, CEO of DRB. "Traditionally, we've done that with enterprise technology solutions, industry know-how and best-in-class support. With Suds, we can take that to the next level by providing strategic marketing solutions, that truly drive customers to the car wash. We know marketing is a success quotient to a thriving car wash and lube center, which is exactly why we are partnering with Suds."

"We've been working with DRB Systems for years, and this is just a natural fit," said Jason Baumgartner, co-founder and CEO of Suds. "We're looking forward to combining the strengths of our two organizations to help car wash operators achieve greater levels of success."

With this acquisition, DRB is adding Suds to the most powerful collection of brands in the car care industry: DRB Systems, Unitec, NoPileups by DRB Systems and Sage Microsystems.

DRB and Suds will celebrate their new partnership at The Car Wash Show (May 13-15) in Nashville. They will offer show specials and will give away a DRB Smart (digital) Sign and other prizes at the DRB booth (#1707) during the Booth Crawl 4:30-5:30 p.m. May 14.

### **About DRB Systems**

Founded in 1984, DRB Systems is the nation's leading provider of tech-enabled devices, point-of-sale, and software solutions to the car wash industry. DRB's offerings and expert support help car wash operators run their car wash, manage their daily performance and grow their businesses. DRB's solutions touch every aspect of a car wash's operations, and DRB's industry-leading customer service is available to support operators 24/7. DRB is headquartered in Akron, Ohio.

### **About Suds Creative**

Suds Creative provides integrated marketing solutions to the car wash industry. Suds' services include branding, web design and integration, signage design, launch strategy, screen design and campaign management. In addition, Suds streamlines digital marketing efforts with its turn-key marketing automation system, Sudsy. Suds Creative is headquartered in Meridian, Idaho.

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