



FOR IMMEDIATE RELEASE

## **DRB® Launches Innovative and Disruptive Marketing Automation Platform for Car Wash Owners**

Akron, OH – July 9, 2024— DRB, a Vontier Company (NYSE: VNT) and a leading provider of vehicle care technology, has announced the launch of Catalyst, a powerful marketing automation platform designed to streamline and optimize car wash marketing. Catalyst boasts a native integration with DRB’s Patheon® point-of-sale and business optimization platform, allowing car wash operators to leverage rich customer data for highly targeted and personalized marketing campaigns.

"DRB continues to hear from car wash owners that they need innovative technology solutions that maximize their business performance," said Ian Williams, President of DRB. "Catalyst provides a compelling marketing platform that enables business owners to connect with their customers in real time. We are excited to continue to build on DRB’s 40 years of disruptive innovation, focused on helping operators maximize the performance of their car wash investments."

Catalyst consolidates email marketing and text messaging into a unified platform, eliminating the complexity and costs associated with managing multiple systems. Catalyst empowers car wash operators to:

- Leverage customer behavior data from the point-of-sale to drive automated marketing campaigns
- Reduce churn, convert members and drive retail visits with targeted and personalized messages
- Collect and grow a comprehensive database of customer contacts for marketing purposes

Key Features of Catalyst:

**Native integration with Patheon:** Catalyst is synced directly with Patheon, eliminating integration hassles and ensuring the information is accurate in both platforms.

**Highly Targeted Segments:** Users can target and personalize messages to customers based on their visit data, purchase history, membership status, promotional activity and more.

**Logic-Based Automated Flows:** Catalyst’s automated flows are logic-based drip campaigns based on customer behaviors and interactions, such as barcode redemptions, purchases or visits to the wash.

**User-Friendly Message Builder:** Users don’t need coding or technical expertise to craft branded and engaging email and SMS text campaigns thanks to Catalyst’s message builder.

**Campaign Analytics & Reporting:** Catalyst provides in-depth metrics on marketing campaigns to allow users to easily evaluate the impact and effectiveness of those campaigns.

"The goal is to make it as easy as possible for operators to deliver meaningful messages to highly targeted audiences," said Alison Amira, Senior Director of Product Management. "Catalyst makes this possible with segments, email templates and a message builder that requires no coding."

Catalyst is now available to Patheon customers. For more information or to schedule a demo, please visit [DRB’s website](#).



## About DRB®

As the car wash technology leader for 40 years, DRB is the ultimate partner for operators who seek rapid ROI, unparalleled growth and unwavering reliability. Our technology is designed to give operators the tools they need to maximize their car wash investments. From groundbreaking point-of-sale technology to marketing automation, DRB enables data-led business decisions and scalability that helps car washes thrive and deliver extraordinary customer experiences. Choosing DRB means connecting with a partner that is committed to car wash business success.

DRB is part of Vontier (NYSE: VNT), a global industrial technology company uniting productivity, automation and multi-energy technologies to meet the needs of a rapidly evolving, more connected mobility ecosystem. Leveraging leading market positions, decades of domain expertise and unparalleled portfolio breadth, Vontier enables the way the world moves – delivering smart, safe and sustainable solutions to our customers and the planet. Vontier has a culture of continuous improvement and innovation built upon the foundation of the Vontier Business System and embraced by colleagues worldwide. Additional information about Vontier is available on the Company's website at [www.vontier.com](http://www.vontier.com).

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