



**All in One.
All at Once.**

Introducing Kept Companies

Since the beginning, hard work and perseverance have fueled our success. In addition to doing great work in the field, we've continued to keep our eye on what our clients, partners, and employees will need next.

This continued investment in the market and the people who support us is what has led us to create a new company structure. We've developed a parent company to serve as a foundation for the nation's strongest brands for facility maintenance.

Kept Companies, the all-inclusive brand for full facility maintenance.

The Brands of Kept Companies

Today, Kept operates with 9 individual brands, offering unique, expert-level services. Some business units you'll recognize (with a new look and feel) and some are brand new!



Why We Created a Parent Company

For the past 50 years, we've been operating under the company name **Fleetwash**, and for many years, this name worked perfectly to describe the service we provided: washing fleets of trucks. Until the early 2000s, when we expanded to offer facility management services. Since then, we've multiplied our service offerings to go far beyond just truck washing.

To create a cohesive story and structure for the business, we've created Kept Companies, a parent brand for our nine industry-leading brands. With this change, each individual brand is positioned as an expert in its particular niche, and together, as Kept Companies, we're your full full-facility maintenance service, offering over 23 unique services.

This change to creating a house of brands:



Strengthens our foundation for growth



Improves messaging clarity and audience engagement



Increases trust in the market



Creates a safety net for individual brands to test new services and products

The Future of Kept Companies

We're continuing to grow. Shifting our company structure to a house of brands allows us to continue to grow by adding services and partnering with more companies to help serve you, our customers and prospects, even better tomorrow than we do today.

What Does This Change Mean For You?

The changes that you'll see are mainly look and feel, *i.e. branding*. The services you receive, level of customer service, and cost will remain status quo.

The main differences:

- Branding on the wardrobe of workers who perform your services
- Branding on the trucks coming to your facility (this will be a long transition to Kept, for a while, you'll continue to see Fleetwash trucks arrive)
- Branding in email signatures
- Branding on the invoices you receive

NEW WEBSITE!

Finally, [keptcompanies.com](https://www.keptcompanies.com) is live! For the most up-to-date information about the company and services visit our new website.

