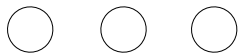


# Water Restrictions Are Changing the Rules of Car Washing. Are You Ready?

## Introducing Waterless Car Washing for Fleet Managers

*James Dudra and Anne Ruozzi*



### Overview

Drought. Water-restrictions. EPA regulations.

As a fleet manager, you've seen and felt the dramatic changes taking place in the car wash industry, but how do you comply and keep operating costs down? Should you look into installing an expensive water-reclamation system or explore new alternatives such as a waterless car wash? Do these new methods actually work or are they just a fad?

Waterless car washing is not a new concept. In fact, it has been around for several decades. In the early 80's, companies began producing 'spray and wipe' products designed to clean and polish vehicle surfaces with minimal water consumption. Several popular products at the time included Meguiar's Trigger Wash and Dri Wash 'n Guard. While these products did cut back on the need to wash vehicles with water, they were loaded with petroleum-distillates and kerosene--and users traded water consumption for toxic ingredients.

As water shortages and environmental restrictions become more commonplace in North America, we can look to Australia for an example of how to respond. There, in some areas, drought threatened to destroy the entire car wash industry, but as fleet managers and car wash operators embraced "waterless" car wash cleaning methods, the industry was rescued.

Today, increasing regulations and environmental restrictions point to a future where both water consumption and product ingredients must be taken into account. At the same time, fleet managers must have product effectiveness and labor and cost efficiencies. "Waterless" car wash technology satisfies those needs.

"Many companies are looking to engage in sustainable practices. For anyone who has a fleet of cars to clean, going "waterless" is a quick and easy way to do so. It saves tons of water, time and money. It's a no-brainer."

–Marc Fogerty  
Ultimate Detailing  
Irvine, CA

Eco Touch, Inc, a US manufacturer, is leading the way in the introduction of waterless car washing to businesses and fleet managers in the US and around the world. The company's Waterless Car Wash is a non-toxic and biodegradable formula that effectively cleans and polishes the vehicle's surface. Polymers in the formula add surface protection which repel dust, dirt and rain. Fleet managers who use the formula repeatedly find that their cars last cleaner, longer.

Eco Touch's mission is to revolutionize the car care industry with highly effective products that preserve our natural resources, are harmless to humans and the environment, and yield time, labor and cost efficiencies. Today Eco Touch offers a complete line of eco-friendly detailing and car cleaning products.

## Challenges facing fleet managers

**Water restrictions.** The United States has felt the effects of water regulations, especially in the Southeastern and Western regions of the country. Municipalities have begun to enforce tougher regulations on both car wash operators and fleet managers, forcing them to re-examine their practices.

**Toxic runoff.** All those chemicals don't just go down the drain and disappear. Phosphates, brake dust, oil, gasoline and other contaminants can lead to significant ground and surface water contamination.

**EPA regulations.** In the U.S. businesses must comply with The Clean Water Act or face fines.

**Exposure to toxins.** Do your products endanger the health of your employees? Do they even list the ingredients?

**Water reclamation systems.** To install or not to install...that is the question. Buying a water reclamation system is a major investment and upgrade in infrastructure. What if there was an easier and more cost effective way to clean your fleet vehicles?

**Limited turnaround time.** You have a lot of cars to clean and there is not a minute to waste. Efficiency is critical.

Main challenges facing fleet managers today.

Water restrictions

Runoff

EPA regulations

Reclamation

Time



“Our city began tougher regulations on water consumption. We have completely shifted to a waterless car wash model to stay in compliance.”

*J.F., Fleet Manager,  
Sacramento, CA*

## The solution

Eco Touch has engineered an innovative system for cleaning, polishing and protecting your fleet vehicles with minimal water consumption.

**Save water.** Eco Touch Waterless Car Wash combines powerful cleaning agents, lubricants and polymers to easily clean a vehicle without the need for excessive amounts of water. Eco Touch cleans and polishes sedans with just 6 - 8 oz. of water. For large trucks, SUVs and vans, we estimate that 10 - 12 oz. of water is consumed.

**Eliminate runoff.** In some cities, street runoff goes directly into rivers and streams, untreated. Other cities charge a premium for any drainage that comes from businesses into its local water treatment plants. In either case, runoff is not desirable. Since Waterless Car Washing requires no water, all runoff is eliminated.

**Increase efficiency.** Just spray, wipe and buff. Could it be any easier than that? We offer a Portable Waterless Car Wash System that allows you to automatically apply the formula from a battery-powered sprayer. Washing and polishing a sedan takes only 10 minutes, while a truck or SUV takes around 15 minutes. If you have a team of workers, the process goes more quickly. You will also notice that vehicles stay cleaner longer, yielding time and money savings.

**Reduce chemicals.** Eco Touch products are non-toxic, biodegradable and free of acids, solvents, phosphates, NPE's and other harsh chemicals. Waterless Car Wash is a concentrate that allows you to dilute at various ratios depending on your cleaning needs.

**Save time.** For businesses that don't have an in-house washing bay, fleet cleaning often means a trip to the local car wash,, and that wastes manpower and money. Waterless Car Washing is a portable technology and can be used anywhere at any time.

**Save money.** Just because you're doing something good for the environment doesn't mean you should have to pay more for it. Implementing Eco Touch Waterless Car Wash makes sense and cents. It reduces water, energy and chemicals adds up to big savings on your bills. Washing cars more quickly and effectively helps cut back on labor. Not having to retrofit an expensive reclaim system into your existing facility allows you to invest in other places your fleet needs you and your dollars. When ordering the formula in concentrate, the cost per wash is pennies on the dollar.

eco touch<sup>®</sup>  
conscious car care

"This product is amazing and is a pleasure to use. We look at car wash and waxes all the time. Since 1983 we have always hand washed and detailed our fleet of vehicles. No easy task keeping a mostly all black fleet of limousines and vans looking sharp for our clients. I must tell you I was skeptical until you demonstrated the product. Eco Touch works and not only cleans but leaves a shine as well. Our detail staff is using on the entire vehicle. In world of products that do not do as advertised, I am pleased to endorse Eco Touch. The fact that it is environmentally friendly, is an added plus."

- Richard Ford  
CEO & Founder  
Regal Limo



## How a waterless car wash works

1. Select your application method (spray bottle or Portable Waterless Car Wash System).
2. Spray formula on a microfiber towel and cool car surface.
3. Gently wipe and lift to pick up grime.
4. Quickly use a second dry towel and buff to shine.

*\*for heavily soiled vehicles a pre-rinse is recommended*

## Implementing for your fleet

Integrating a waterless car wash into your existing business is a simple process. Listed below is the recommended equipment setup.

### Suggested equipment:

- Eco Touch Waterless Car Wash Concentrate (1, 5, or 55 gallon)
- Portable Waterless Car Wash System
- Microfiber towels

**Cost:** Between \$625 and \$1,025

### Cleaning time (2 people):

- Small car - 5 minutes
- Mid-sized - 10 minutes
- Large SUV or Van - 15 minutes

We suggest working in teams. One person sprays and wipes; the other buffs dry. With more people on the job, the process can go even faster. Eco Touch's award winning Portable Waterless Car Wash System further speeds the process.



Step 1: Spray



Step 2: Wipe



Step 3: Buff



### Eco Touch Portable Waterless Wash System:

- 5 Gallon easy-fill tank
- Intelligent on-board charger
- 60 Gallon per charge spray capacity
- Chemical resistant wheels
- Useful handle with storage basket
- Optional 1-Gallon tank for on-the-spot secondary formula

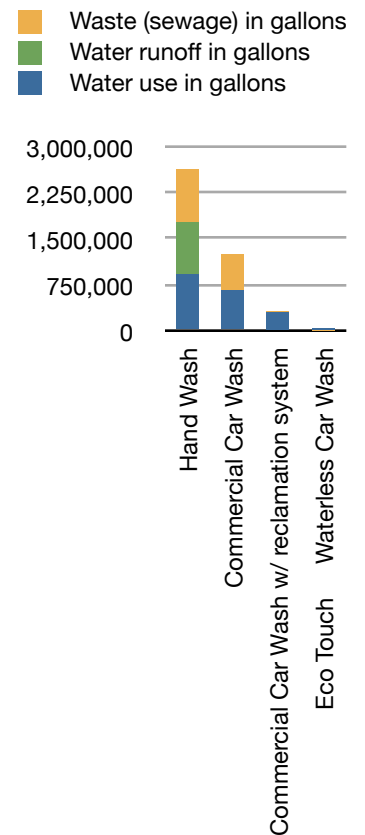
## Facts and figures

Studies show that, when given the option, most businesses would like to go green, and saving water makes good environmental sense. But unless the figures make financial sense, it is difficult to justify any change. Eco Touch has consolidated research that addresses this important concern.

### The costs of washing a fleet of 300 cars on an annual basis by 4 methods

	Hand Wash	Commercial Car Wash	Commercial Car Wash w/ reclamation system	Eco Touch Waterless Car Wash
Water use in gallons	864,000	612,000	252,000	450
Water runoff in gallons	864,000	0	0	0
Waste (sewage) in gallons	864,000	612,000	36,000	6,500
Cost of water	\$2,016.58	\$1,428.41	\$588.17	\$1.05
Cost of sewage	\$3,024.86	\$2,142.61	\$126.04	\$22.76
Cost of Electricity	\$0.00	\$14,400.00	\$14,400.00	\$0.00
Cost of Chemicals	\$3,200.00	\$30,000.00	\$30,000.00	\$2,800.00
Cost of Implementation	\$2,000	100,000	\$150,000	\$2,000
<b>TOTAL:</b>	<b>\$10,241</b>	<b>\$147,971</b>	<b>\$195,114</b>	<b>\$4,824</b>

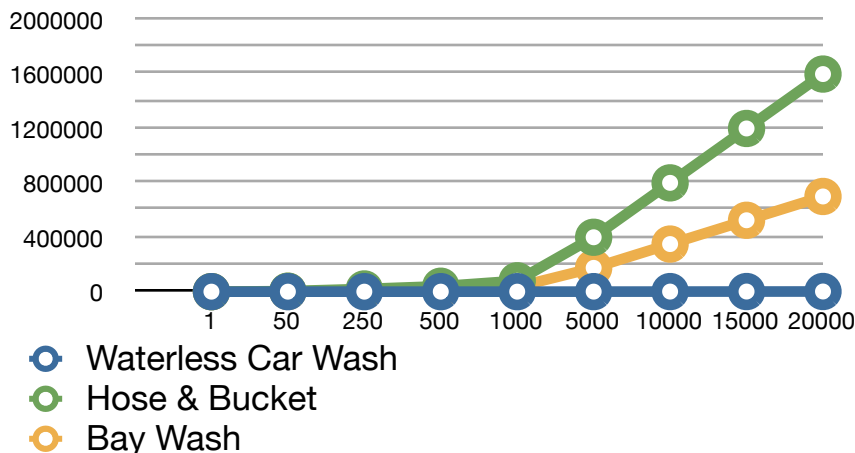
\*Figures are based on a 2005 study released by US Water News publishing.



The chart below illustrates water consumption by wash method.

**Assumptions:** Waterless Car Wash - 10 oz per wash  
 Hose & Bucket - 80 gallons per wash (International Car Wash Assoc.)  
 Bay Wash - 35 gallons per wash (International Car Wash Assoc.)

### Water Consumption by Wash Method



## Why Eco Touch

Since 2007, Eco Touch has been challenging the old line auto care products industry and raising the bar by formulating detailing products that are not only safe for the environment but are also highly effective.

### Why us?

Eco Touch comparison chart	Other Brands	Eco Touch
full ingredient disclosure	no	yes
readily biodegradable surfactants	often, no	yes
100% recyclable packaging	often, no	yes
third-party validated	often, no	yes
adds surface protection	often, yes	yes
USA made	often, yes	yes
works on windows and mirrors	often, no	yes
effective cleaning power	often, no	yes
petroleum-solvents	often, yes	no
synthetic fragrances	often, yes	no
streaking residue	often, yes	no

### Eco Touch Waterless Car Wash Concentrate:

- Sold in 1,5 and 55-gallon containers
- Dilute 1:10 with filtered water
- 1-gal container cleans about 250 cars
- 5-gal cubetainer cleans up to 1,200 vehicles
- 55-gal drum cleans up to 14,000 cars



Eco Touch Waterless Car Wash is a highly efficacious, proven system that solves an everyday problem for businesses and consumers everywhere. It conserves millions of gallons of water, eliminates contaminated runoff, while saving time, money and the environment. As a Fleet Manager, you can help your organization gain positive public relations awareness by implementing Eco Touch Waterless Car Wash in your business.

Contact us for more information on integrating Eco Touch Waterless Car Wash in your fleet cleaning.

### Other high-quality detailing products available by Eco Touch:

- Dashboard Protect
- All Purpose/Degreaser
- Window Clear
- Metal + Chrome Polish
- Carpet + Upholstery Cleaner

