



For additional information:

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CLEAN TOUCH ANNOUNCES FOUR BEST-IN-CLASS CLEANING SOLUTIONS TO INCREASE CAR WASH REVENUES

Grimes, IA (July 1, 2014) – Clean Touch Car Wash Formulas proudly introduces four new cleaning solutions designed to drive revenues and deliver a best-in-class car wash shine while simultaneously honoring the professional carwash operator's commitment to eco-friendly business practices. Clean Touch is an innovative producer of the industry-desired environmentally-safe and sustainable cleaning solutions for all self-serve, in bay, and conveyor operations in the professional car wash marketplace.

The four revolutionary new solutions are:

- **UltraShine Max Tire Shine**, an oil-based product delivering a high gloss instant shine that can be used with any type of tire shine applicator. Its viscosity is balanced to ensure an even and consistent shine on each tire by keeping the product on the pad and off the floor to drastically minimize “sling.” UltraShine is the perfect solution for those operators who prefer not to use water-based tire shine.
- **SunShield**, the best-performing surface sealant product in the marketplace. It offers a long lasting protective layer from all types of environmental elements including UV rays, and best of all, it's per use application cost is well below competitive products.
- **Final Shine Protectant**, a concentrated foaming clear coat that can be used in all types of foaming wax or clear coat arches, including the Color Wave. Unlike competitor's products, Final Shine contains an advanced polymer that will leave a protective layer on the vehicle surface, and will not only rinse quickly and thoroughly, but also aid the drying process. Customers will be doubly impressed with its bright yellow foam and tropical scent.

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- **Orange Shine Pro**, is a highly concentrated foaming wax that can be used with the same arches accommodated by Final Shine. It can be used with or without Final Shine to ensure maximum rinsing and drying ability in the car wash, and features a vivid orange color with a cherry scent.

To support operators in driving repeat business, the Clean Touch Car Wash Formulas program includes a variety of product marketing tools and custom graphic marketing pieces, and site specific revenue generating programs to ensure each Clean Touch customer maximizes their bottom line profitability.

Furthermore, the company's entire product line conforms to all of today's most important environmental standards, including:.

- Recyclable packaging
- Non-corrosive cleaning solutions
- Readily biodegradable solutions
- No VOCS
- Free of ozone depleting compounds
- No formaldehyde
- Phosphate free
- No nonylphenol ethoxylates (NPE)
- No hydrofluoric Acid (HF) or Ammonium Bifluoride (ABF)
- Non-flammable / non-combustible solutions

For additional information, please refer to the company's website, www.cleantouchformulas.com or call Travis Wilson at 832/373-9442.

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