

BECOME A WATERSAVER



WaterSavers™

An International Carwash Association Program

Introducing the WaterSavers Program

WaterSavers™ is a new recognition program to help professional car washes promote their environmentally friendly business practices.

Car wash operators now have an easy to implement, professional way to promote their environmental stewardship practices and differentiate their businesses from other car washes.

The WaterSavers program will also help raise awareness to customers and local water regulators that professional car washes are environmentally friendly businesses.

Why Participate?

Conservation is more than just a powerful consumer marketing message. Environmental sustainability is quickly becoming an essential business model. As a visible user of natural resources, professional car washes have an opportunity to demonstrate their leadership in this area while attracting customers and lowering costs.



For more information go to www.icawatersavers.org.

How Does the WaterSavers Program Work?

The WaterSavers program is open to all members of the International Carwash Association™.

Participation in the WaterSavers program requires that a car wash must reclaim or recycle its treated water for future wash cycles, and discharge effluent to a sanitary sewer or leech field.

Each car wash location must be able to verify that they meet the above requirements and maintain verification records on site.

Upon approval from the International Carwash Association, each location will receive a starter kit containing the following items:

- Welcome letter
- Membership decal
- WaterSavers program certificate
- Green Tips and Tricks for your wash
- Copyright agreement for logo use

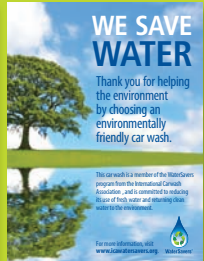
Car wash operators then have the ability to customize their involvement in the program by purchasing additional promotional materials. Review a complete line of sample marketing materials online at www.icawatersavers.org.



WaterSavers Marketing Materials

Operators in the WaterSavers program will have the ability to customize their involvement by purchasing additional promotional materials, available in multiple versions and sizes. Examples include:

- Curb Signs
- Outdoor Signs
- Indoor Signs
- Banners
- Counter Signs
- Posters



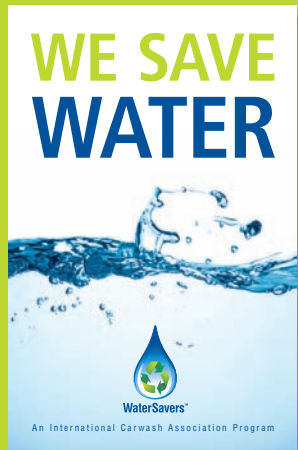
Posters



Banner



Outdoor Sign



Curb Sign

How to Participate in the WaterSavers Program

Visit www.icawatersavers.org to review complete program information, to register a car wash location, and to view special WaterSavers marketing materials.

WaterSavers Program Costs:

- \$49 per location (up to 5 locations)
- \$250 for 6+ locations



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Visit WaterSavers Booth #433 in the Green Pavilion
and sign up for the WaterSavers program today!



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