

GREEN CAR CARE



 **auwa**

We set the standards – to ensure your sustainable success



LEADING THE MARKET – FOR YOUR SUCCESS

You know AUWA as the market leader for washing and care chemicals in Germany and Europe. But for us, being the leading brand is not an end in itself. Our mission is: we go the extra mile to enable you to achieve more sales, more customer satisfaction and thus more success.



LEADING TECHNOLOGY – FOR MORE BUSINESS

As a WashTec Group company, we are closer to the developments and needs of the industry than anyone else. This enables us to offer you 100 % customer-specific solutions, perfectly coordinated for every vehicle wash.



LEADING IN INNOVATION – FOR PEOPLE AND THE ENVIRONMENT

Customers today are increasingly demanding environmentally friendly and sustainable washing products. We support you here with innovative solutions that impress with their best performance – in terms of washing quality and environmental compatibility.



PROVEN PERFORMANCE – THE BEST FOR YOU

Our success proves us right. We have extended our position as market leader with innovative products such as TecSLine. We call this 'Proven Performance': the experience of excellent vehicle washing for your customers – excellent vehicle wash business for you.



Take advantage of our lead for your
own vehicle wash business.

100% Performance Sustainability

Today, your success no longer depends on clean cars alone. Customers are now also demanding sustainable, environmentally friendly products when it comes to car washing.

We are therefore constantly developing and optimising our washing chemicals, also from an environmental point of view. And prove that committed environmental protection and perfect washing performance are not opposites.

➤ GREEN CAR CARE – YOUR SUSTAINABLE SUCCESS

Independently certified: SGS Institut Fresenius, for example, continuously audits our "TecsLine" product line. With Green Car Care, you have a completely sustainable range of cleaning products. Naturally combined with the best washing performance from the market leader.

AUWA
Green Car Care
Recipe & Production
Control by SGS
Institut Fresenius



➤ MAXIMUM CUSTOMER SATISFACTION – THE MOST SUSTAINABLE ARGUMENT

With the reformulated AUWA products, you have the best sales arguments. Show that you understand what your customers want with Green Car Care. And use our innovative washing chemicals for sustainable business success.

100% customer satisfaction

Success comes to those who take responsibility.
Take a new approach to
sustainable vehicle washing.

AUWA Green Car Care – the best in washing performance and eco-friendliness

Green Car Care is a completely innovative product range – sustainable along the entire value chain from the selection of raw materials to production and product use to waste prevention.



Even better, even greener – for top washing quality and sustainable performance

For us, sustainability means:

- Environmentally friendly products – readily degradable
- High-quality and selected ingredients – to protect people and the environment
- Efficient, environmentally friendly production processes
- Powerful but gentle at the same time – best cleaning and efficiency coupled with maximum environmental and material compatibility
- Highly concentrated formulations for optimised consumption and reduced transport volumes
- Cleverly packaged – environmentally friendly transport packaging made of recycled plastic
- Zero waste strategy with consistent waste prevention

All AUWA formulations meet the strictest green criteria and exceed the legal requirements by far.

- Biogenic-based detergents in mass-balance quality
- Avoidance of substances that are harmful to health and the environment, such as NTA, halogen acids, mineral oils and SVHC substances
- Avoidance of unnecessary raw materials such as colourants, polyphosphates and microplastics

Learn more at:





50 years of innovation –

Your business is what drives us

Innovation paired with many years of experience: AUWA has been the specialist for the car wash business for over 50 years.

From the very beginning, we have recognised customer needs early on and set trends with our answers.



CONSISTENTLY SUSTAINABLE – CONSISTENTLY INNOVATIVE

In our own laboratories, we are continuously researching and developing to always offer the most innovative products to meet the demands of customers and car wash operators. Incidentally, for many years now, with a focus on ever more environmentally friendly and sustainable products and solutions.

Benefit from the perfect combination of the best technology with the best washing materials and the best washing chemicals.

Because the chemistry is right

We want you to get the best out of your car wash business. That is why, as an operator of conveyor tunnel systems as well as gantry and self-service car washes, we offer you the full range of washing and care chemicals for cars and commercial vehicles, as well as additional products and services.



Your advantages:

- ▶ **We are in tune with the needs of the market**
- ▶ **We know your requirements**
- ▶ **We offer you tailor-made products and services**
- ▶ **We offer you individual advice and, together, we will find the best solution for your car wash business.**



PERSONALLY THERE FOR YOU – OUR SERVICE

Downtime costs time and money. That is why we are there for you in person with our efficient, worldwide service network, a professional team and state-of-the-art technology.



POWERFUL MARKETING – FOR MORE BUSINESS

We support you with practical help and advice right from the start. From the development of a customised marketing concept through to its implementation and ongoing monitoring.

We would be happy to advise you on how to impress your customers with the best washing quality and sustainable performance!



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Make an appointment now:

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