

Chapter Two

Specialized Surface Enhancement Products



Lava Shield
Hot Wax & Shine
Diamond Plate
Vision Blade
Foam Magic
Car Lovers

Rx Products
DeSalt & Rustite
Green Scene
Prime Pak
Aqua ChemPacs
Professional Detailing

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Simoniz Lava Shield

LAVA SHIELD PROCESS



Step 1: Lava Bath

- Grand Entrance Arch with Lava Shield graphics
- BubblePalooza Foamer (3 foam generators)
- 1 Multicolor LED light
- 1 Double and 1 Single Foaming Pumping Station



Step 2: Lava Shine

- Lava Shine Applicator - complete
- 1 Single Foaming Pumping Station with dual inductor



Step 3: Rinse & Cure

- 2 Sets of Rain Bar Mirror Rinse with 2 solenoid valves



Step 4: Lava Seal

- 1 Set of K-Stick Foamers
- 1 Multicolor LED light
- 1 Single Foaming Pumping Station

SEE CHAPTER FIVE FOR MORE MARKETING MATERIAL

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Simoniz Hot Wax & Shine®



SIMONIZ HOT WAX & SHINE
ILLUMINATED SIGN
TSSLUMR-1
SIGN PEDESTAL TSSPED62



SIMONIZ HOT WAX & SHINE
DRUM COVERS
DCCSSZ1
DCCSSZ2



SIMONIZ HOT WAX & SHINE
H0391



SIMONIZ HOT WAX & SHINE
BANNER
ABHOTWAX-1



SIMONIZ HOT WAX & SHINE
TRAFFIC CONE TOPPER
TSS5MN1



SIMONIZ HOT WAX & SHINE
WINDMASTER SIGN
WACS21

"The concept is simple. Simoniz Hot Wax and Shine is a credible service that produces eye popping results. We suggest you position it by offering it in a brand new Top Package. Many operators are reporting an overall increase of \$1.50/car by creating a new Hot Wax and Shine Top Package... because it does what the name implies."

Bill Gorra, Simoniz USA, Inc.



SEE CHAPTER FOUR FOR MORE
MARKETING MATERIAL

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Diamond Plate®



Item # DPKIT-6
(6 viles/case)

Q: What is Diamond Plate

A: Diamond Plate is a nano ceramic polymer coating that reacts with your vehicle's clear coat finish to form a second layer and thicker coating for added protection. These highly cross-linked coatings are extremely weather resistant, provides UV protection, wear and acid rain resistance. These coatings are so durable they are used widely in the aerospace industry.

Protects Against

- ACID RAIN
- BIRD DROPPINGS
- TREE SAP
- INSECTS
- AEROSOL SPRAY PAINT
- CORROSION
- ROAD DE-ICING MATERIALS
- HARD WATER SPOTS
- UV DAMAGE
- PAINT OVER SPRAY (from newly painted road lines.)

Diamond Plate Kit Includes:

- 1 Vile of the patent pending DiamondPlate
- VisionBlade Hydrophobic Windshield Protector
- Gloves
- Applicator
- Microfiber Finishing Towel
- P.O.S. Customer Hand Outs
- The Diamond Plate warranty

Item# DPKIT-6

The Diamond Plate 2 Year Warranty


Is backed by an A+ insurance carrier. Therefore, if a claim is filed, both consumers and installers **will never have to pay for the price of repair.**





Diamond Plate Brochure
Diamond Plate Customer Brochure
This brochure provides product and coverage information.
Item# DP1105



Desk Topper Pop Up Sign
Diamond Plate Desk Top Pop-Up Sign - 9.5"x12"
Perfect for F&I Department and Sales representative desks.
Item# DP1106



Showroom Floor Pop Up Sign
Diamond Plate Large Pop-Up Sign - 33"x78"
Great display for waiting rooms, lobbies and any showroom.
Item# DP1107



Mini Hood Display
Diamond Plate Mini Hood
Perfect for F&I Department and Sales representative desks to represent you are a Certified Simoniz® Diamond Plate® Dealer.
Item# DP1108

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Vision Blade®



Reduces glare in the rain and repels water for remarkable improved vision.

Provides hydrophobic protection against rain and environmental elements.

Windshield protection that improves vision clarity.

What is VisionBlade®?

Use VisionBlade on any glass to repel water. Unlike other commercial rain repellents that can wash away in a matter of days, VisionBlade forms a chemical bond with glass that increases water repellency, causing it to bead and shed. VisionBlade glass treatment lasts up to six (6) times longer than silicone-based products.

Designed for professional application on aircrafts, auto windshields, side windows, rear windows, glass shower doors or any other glass surface, VisionBlade is a long-lasting glass treatment.

- Repels rain for remarkable improved vision
- Makes is easier to clear ice, snow and even dirt
- Reduces glare in the rain, especially at night
- Helps reduce water marks and keeps down salt water

Why VisionBlade®?

A University of Michigan study indicated that auto glass treatments can improve a driver's visual acuity by nearly 35%. Additionally, a driver's response time to identify a small target was improved from four second to three second. At 45 mph that represents 58 feet.



VisionBlade® kit includes:

- 24 labeled applicators
- 1 printed carton
- 1 die cut insert for product nesting
- 24 windshield stickers
- 24 brochures
- 24 mirror hangers
- 1 tri-lingual instruction card
- 1 SDS sheet

Item# VB100

VisionBlade® Mud Jar "Shake, Show, and Sell"



- Use as point of purchase display.
- Shows how muddy water repels on treated portion of jar.
- Very effective in closing the sale.

Item# MUDJAR

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Foam Magic

Foam Magic

VISUALLY EXCITE YOUR CUSTOMERS & EMPLOYEES WITH
SCENT, FOAM & COLOR!



Foam Magic is a visually exciting neutral foaming detergent which can be used in multiple applications in both self-serve, in-bay automatic and conveyorized washes. This product will produce rich foam levels, a pleasant scent, vibrant color and can be used anywhere you wish to deliver foam. Its neutral detergency make it perfect for triple or single foamers anywhere in the wash process. Available in the following colors and scents:

Item #	Product	Color	Scent
F1251	Blueberry Foam Magic	Blue	 Blueberry
F1252	Strawberry Foam Magic	Pink	 Strawberry
F1253	Vanilla Foam Magic	No Dye	 Vanilla
F1254	Banana Foam Magic	Yellow	 Banana

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Car Lovers



THE BEST 1-2 PUNCH IN THE INDUSTRY



BOLT

(T3826) First step presoak for In-bay automatics. A blend of mild but effective organic acids, water soluble solvents and both cationic and non-ionic surfactants allow this unique presoak to prepare road film and heavy soiled surfaces for its mated second step presoak, CAR LOVERS BANG. Highly effective on chrome and glass as well.



BANG

(B0409) Amazing second step presoak that works synergistically with CAR LOVERS BOLT. A unique, high pH blend of alkaline builders, chelating agents, water softeners, solvents and wetting agents make this second pass presoak highly effective in hard and soft water.



KLEER COAT SEALER

(K1791) A highly concentrated and very economical cherry scented clear coat sealant to be used as a second step rinse for CAR LOVERS KLEER KOTE FOAM POLISHES or alone as a sealer/drying agent. CAR LOVERS KLEER KOTE SEALER quickly de-foams and disperses water for a dry and spot-free finish.



KLEER COAT POLISHES

(S3306-Blue, S3307-Pink, S3308-Yellow) These amazing foam polishes are highly visual and will fill your bays with a strong cherry-berry scent. They possess quick flash foam for visual appeal but rinse freely and bead up quickly when followed with CAR LOVERS KLEER KOTE SEALER. Available in bright pink, vivid blue and sunburst yellow.

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Rx Reclaim Products



Rx1 Presoak & Prep

(RX100) Mildly alkaline cationic surfactant base. Excellent sequestering of hard water, emulsifies road oil quickly through either a prep arch or high-pressure gun.

Rx3 Lubricating Soap

(RX300) Lubricating soap, low pH brush and pad detergent. Excellent lubricity and foam combined with cleaning and free-rinsing.

Rx5 Sealer

(RX404) Super beading non-MSO, low pH sealer, bubble gum-scented.

Rx7 Prep & Presoak

(RX406) A neutral, cationic surfactant-based foaming liquid presoak, this product is used to loosen road film in prep gun and presoak applications. Rx7 can also be used in applications that require soaps that can be easily rinsed and as a wheel cleaner.

Rx2 Wheel & Rim Cleaner

(RX200) Unique alkaline wheel and brake dust cleaner. Excellent chelating ability makes this product different than most.

Rx4 Triple Foam

(RX400) White (RX401) Pink (RX402) Blue (RX403) Yellow
Low pH triple foam cationic polish, works great through compressed air foamers or foam guns. Beads up and rinses freely. Non-fluorescent dyes rapidly break down in pit.

Rx6 Drying Agent

(RX405) Low pH, non-MSO drying agent. Disperses water quickly even at the fastest of line speeds.

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

DeSalt™ & Rustite™



DeSALT™

FORMULATED TO
EFFECTIVELY REMOVE
SALT AND CALCIUM

RUSTITE™

PROVIDES
RUST INHIBITION
TO THE UNDERCARRIAGE



In the northern parts of the country, salt covered roads are equated with white gold by today's car wash operators. However, traditional sand and salt mixtures are being replaced by many municipalities with a liquid brine mixture and other treatments which prove to be tackier. These solutions stick to the surfaces of vehicles, are harder to remove and as a result can be more corrosive.

INTRODUCING SIMONIZ DeSALT & RUSTITE

More innovative services from the Car Wash Guys at Simoniz. **DeSALT** is a special blended detergent designed to directly neutralize the activity of these new road de-icing treatments right down to the pores of metals, painted and other hard surfaces, in addition to giving you the **cleanest, shiniest and driest cars**. **RUSTITE** provides rust inhibition to the undercarriage of a vehicle and added protection.



SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Green Scene



Pre-Soak and Prep

(G1410) Mildly alkaline surfactant base. Excellent sequestering of hard water, emulsifies road oil quickly through either a prep arch or high-pressure gun. Apply through the Presoak Arch to vehicle at a final dilution rate of 80-120/1.

Drying Agent

(G1418) Low pH, non-MSO drying agent. Disperses water quickly even at the fastest of line speeds. Apply through the Drying Agent applicator to the vehicle at a final dilution rate of 70-100/1.

Wheel & Rim Cleaner

(G1411) Unique alkaline wheel and brake dust cleaner. Excellent chelating ability makes this product different than most. Apply through the CTA/Wheel Applicators to wheels and rims at a final dilution rate of 5-10/1.

Sealer

(G1417) Super beading non-MSO, low pH sealer, bubble gum-scented. Apply through Sealer applicator to the vehicle at a final dilution rate of 70-100/1.

Lubricating Soap

(G1412) Lubricating soap, low pH brush and pad detergent. Excellent lubricity and foam combined with cleaning and free-rinsing. Apply through Foamer to vehicle or cloth at a final dilution rate of 80-120/1.

Triple Foam

Blue (G1413), Pink (G1414), Yellow (G1415), White (G1416) Low pH foam polish, works great through compressed air foamers or foam guns. Beads up and rinses freely. Non-fluorescent dyes rapidly break down in pit. Apply through Triple Foam applicators to the vehicle at a final dilution rate of 80-120/1.



Windmaster Frame
Item # MARI005BK



Stay Clean
Windmaster
Item # GS310



Greene Scene
Car Wash Handout
Item # Literature #45

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Prime Pak



PRIME PAK



Prime Pak LPH

(S4002) First step presoak for in-bay automatics. A blend of mild but effective organic acids, water soluble solvents and both cationic and non-ionic surfactants. BUBBLE GUM-SCENTED.

Prime Pak Clear Coat Sealer

(P3052) A highly concentrated and very economical Pina Colada scented clear coat sealant. It quickly defoams and disperses water for a dry and spot-free finish. PINA COLADA-SCENTED.



Prime Pak First Wave

(P4002) An ultra concentrated low pH presoak offering deep cleaning along with high foam and lubricating properties. This product will produce excellent results in an automatic conveyor application. PLEASANTLY-SCENTED.

Prime Pak Foam Brite

(P3040) High foaming long lasting "show foam" with excellent cleaning and lubricity for IBA friction systems. SUMMER BREEZE-SCENTED.

Prime Pak Second Wave

(P4013) An ultra concentrated alkaline presoak that offers deep cleaning and high foam properties. This product will produce excellent results in an automatic conveyor application. PLEASANTLY-SCENTED.

Prime Pak High Pressure Detergent

(P3005) Highly concentrated blend of surfactants that loosens and removes road film in high pressure prep wands and self-service bays.

Prime Pak Drying Agent

(P3020) A highly concentrated drying agent that will provide superior beading and water break. May be applied to vehicle under low or high pressure.

Prime Pak HPH

(S4002) Amazing second step presoak that works synergistically with LPH. A unique, high pH blend of alkaline builders, chelating agents, water softeners, solvents and wetting agents.

Prime Pak Presoak & Wheel Cleaner

(S4002) Terrific alkaline presoak that can be used in a one-step wash process or as a second step presoak. Excellent in both hard and soft water, it uniquely blends high alkaline builders, wetting agents and surfactants in a highly synergistic blend.

Prime Pak Triple Foam - Green, Pink, Blue and Yellow

(P3070) These amazing foam polishes are highly visual and will fill your bays with a strong cherry-berry scent. They possess quick flash foam for visual appeal but rinse freely and bead up quickly when followed with CLEAR COAT SEALER. CHERRY-SCENTED.



Simoniz®
Prime Pak
Products & Packaging

SPECIALIZED SURFACE ENHANCEMENT PRODUCTS

Aqua ChemPacs®



Aqua ChemPacs Rack System

EACH CONTAINER MAKES 20 QUARTS



- Entire ChemPac Dissolves Easily In Water
- Safe and Easy-to-Use
 - Reduces Waste
- Precise Portion Control
 - Inventory Control
 - Guaranteed Quality



Item #	Package Size
ACPRS	4 Product Rack
ACPRM	5 Product Rack
ACP267	6 Product Rack

Citrus All-Purpose Cleaner

for Quarts and Mop Buckets
An excellent formulation that quickly removes dirt, grease and grime while leaving the surface film free. For use on floors, walls, counters, equipment and painted areas.
Dilution/weight per Pac: 1 quart/12 grams

AQ609: Yield: 20 qts./jar; 240 qts./case

Item #	Package Size
AQ609	12x20 jar
AQ103	12 labels/pack

Glass & Hard Surface Cleaner

for Quarts
An effective formulation which dissolves grease, films, smears and fingerprints. Excellent for use on glass, windows, showcases and hard surfaces. Deposits an invisible coating that resists resoling, smearing and fingerprints.

Dilution/weight per Pac: 1 qt/3 grams

AQ608: Yield: 20 qts./jar; 240 qts./case

Item #	Package Size
AQ608	12x20 jar
AQ263	12 labels/pack

Odor Eliminator & Freshener

for Quarts
Available in Wild Berry and Fresh Scent fragrances. Counteracts malodors without overpowering or damaging the sense of smell, and continues to work long after the pleasant fragrance dissipates. This product is especially effective for industrial use at garbage and trash sites or wastewater treatment plants.

Dilution/weight per Pac: 1 qt/12 grams

Wild Berry: Yield: 20 qts./jar; 240 qts./case

Fresh Scent: Yield: 20 qts./jar; 240 qts./case

Item #	Package Size
AQ611	WildBerry/12x20 jar
AQ610	Fresh Scent/12x20 jar
AQ297	12 labels/pack

Disinfectant Cleaner & Deodorizer

for Quarts and Mop Buckets
A cleaner, disinfectant, detergent, deodorizer. •Virucide •Kills Pandemic 2009 H1N1 Influenza A virus. For general cleaning, disinfecting & deodorizing, toilet bowls, restaurant food contact surfaces, hospitals, nursing homes, hotels, schools, homes and other institutions where housekeeping is of prime importance.

Dilution/weight per Pac: 1 quart/3 grams

Yield: 20 qts./jar; 240 qts./case

Item #	Package Size
AQ169	12x20 jar
AQ163	12 labels/pack



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