

# BECOME A WATERSAVER



## WaterSavers™

An International Carwash Association™ Program

## What is the WaterSavers Program?

WaterSavers™ is the International Carwash Association's™ recognition program to help professional car washes promote their environmentally-responsible business practices.

Open to all members of the International Carwash Association, the WaterSavers program is an easy-to-implement, professional way to promote your environmental stewardship practices and differentiate your businesses from other car washes.

*“WaterSavers is another tool for us to use to educate our customers that we are doing our part to help protect the environment. We wanted to educate our customers that a professional car wash is the best way to conserve water.”*

— Jerry Miller, Express Carwash, WaterSavers Member

## Why Participate?

As the general public becomes more focused on minimizing environmental impact through everyday actions, it is up to car wash professionals to educate consumers on the benefits of professional car washing.

Professional car washes now have an opportunity to demonstrate their leadership in this area while attracting customers and lowering costs.



## How Does the WaterSavers Program Work?

Participation in the WaterSavers program requires that a car wash must:

- reclaim or recycle its treated water for future wash cycles
- 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:

- Exclusive WaterSavers membership decal and certificate to display in your wash
- “Green Tips and Tricks” advice that you can implement into your wash
- Electronic WaterSavers logo for use on your Website, in your promotions and more
- Strategic guidelines to help improve your visibility with consumers and differentiate your wash
- Marketing and public relations recommendations to promote your involvement
- Member-only copyright agreement for the WaterSavers logo use
- Access to an exclusive list of for-purchase promotional materials, complete from signage to banners and posters

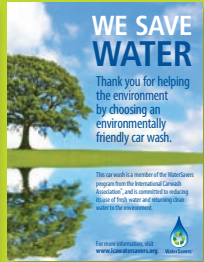
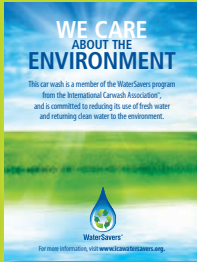
*“WaterSavers is a great program that recognizes those who put in a great effort to save and conserve water. It’s a competitive disadvantage not to be involved in this program.”*

— John Crowe, The Pantry, WaterSavers Member



# Customize Your WaterSavers Marketing Efforts

Car wash operators in the WaterSavers program will have the ability to increase consumer awareness of their sustainable business practices by purchasing additional promotional materials, available in multiple versions and sizes. Examples include:



Posters



Banner



Outdoor Sign



Curb Sign

A complete line of marketing materials and convenient online ordering is available at [www.icawwatersavers.org](http://www.icawwatersavers.org).

## How Can I Join the WaterSavers Program?

Many car washes already meet the criteria for becoming a WaterSaver.

Visit [www.icawatersavers.org](http://www.icawatersavers.org) to review complete program information, to register a car wash location and to view special WaterSavers marketing materials.

Join today at the low annual rate:

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

*“Join! It’s easy, inexpensive and allows you to gain great exposure in your community at very little cost. It also lets your customers know that you’re part of the solution rather than the problem.”*

— Mark Curtis, Splash Car Wash, WaterSavers Member





**International  
Carwash Association™**  
*Your Partner for Success*

401 N. Michigan Avenue, Suite 2200  
Chicago, IL 60611-4267  
Car Care World Expo Hotline: 888-422-8422  
Fax: 312-245-1085  
E-Mail: [info@carwash.org](mailto:info@carwash.org)  
[www.carwash.org](http://www.carwash.org)

**JOIN US** • [LinkedIn](#)



• [twitter.com/carwashorg](http://twitter.com/carwashorg)  
• [twitter.com/Water\\_Savers](http://twitter.com/Water_Savers)

Learn more and enroll your location at [www.icawatersavers.org](http://www.icawatersavers.org).