

More Washes – better results – satisfied and regular customers

Not to be Overlooked!

SONAX advertising for your car wash installation. Proactive, strong colours with high recall potential. Emotional, positive images and an unambiguous message: Your car will love you! This distinguishes you as a Premium Car Wash and makes you stand out from the competition. In words, pictures – and, naturally, in the wash quality!

And that's why more customers will wash their cars at your car wash, and the visibly and perceptibly better wash results will automatically generate satisfied and regular customers.

This is how to reach your customers:



Banner: For long distance recognition, placed on the fence, the car wash wall or on the filling station roof.



Various Header Boards and Posters:

Every petrol purchasing customer is also a potential car wash customer! You can activate the desire for a Premium Car Wash, while filling up. Here, your customer has plenty of time to read your message.

Flag:

The attention grabbing design will catch the wash customer's eye from a long way off. Available in various sizes!



Promotional Posters:

Ideally placed at the POS for special promotions, which SONAX will make available to you, e.g. giveaways for vehicle cleaning or care. That strengthens customer ties!



Price List in the Salesroom:

All wash programmes at a glance – with the opportunity for your own individual price marking.

All promotional items are available in German wording or as open, editable data files for local reproduction.

More Success through Car Wash Expertise – with SONAX!

Our Own Research and Development – Made in Germany

In our own laboratories in Neuburg/Donau, we have consistently been developing innovative products for over 50 years. Our research places us among the leading laboratories in NANO and HYBRID Technologies. We are now able to offer high quality NANO based top products especially for roll over and conveyerized car washes, and even for Self Service installations.



The Brand for Professional Vehicle Care

SONAX is the best known vehicle care brand to consumers in Germany, and enjoys their complete confidence. Take advantage of this high brand awareness and positive image for your car wash business with the **new promotional concept** from SONAX, and gain **new, satisfied regular customers!**

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More info on the inside pages.



SONAX®

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Your car will love you



Coddle your car!
With a SONAX car wash.

The Complete Programme for Your Car Wash Business

SONAX®

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The Premium Car Wash from SONAX

Visibly superior wash results – really satisfied wash customers

Your Plus in the Car Wash

Use NANO-Technology in your car wash business! The results will thrill your customers! Regular washing with SONAX FormelPLUS prolongs the life of the paintwork which maintains the value of the vehicle. With this logic, you can gain new customers, retain satisfied regular customers and the SONAX Brand is a testimony to the quality in your car wash. This gives you a definite competitive edge and enables you to offer an additional value to your customers.



Keeps the shine, and that's all!

FormelPLUS is based on the newest generation of the innovative NANO-Technology. Microscopic wax particles are massaged into the paintwork. They form themselves into an extremely dense, resistant protective wax coating on the surface. No dirt is able to adhere to this surface structure, which means that it can be removed effortlessly!

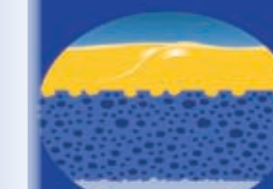


The Paintwork Spa

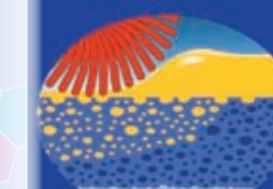
SONAX FormelPLUS contains high quality Carnauba wax and protects up to 6 times longer than conventional hot wax. The high quality SONAX NANO-Wax Sealant binds itself during the car wash with the paintwork surface. This gives rise to an invisible, mirror smooth protective coating, which produces an incredibly intensive deep shine. Even finer scratches become invisible. Chrome, plastic and rubber components are maintained and their colours intensified. This spa programme is a real alternative to a manual sealing with hard wax!

10 times

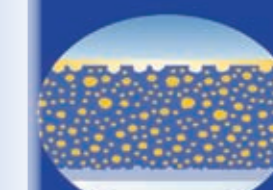
About 100 ml of undiluted hard wax is evenly applied onto the exposed, unprotected paintwork



evenly applied



and massaged into the pores.



The result: deeper shine, long lasting protection



No wax residue on the windscreen. Wax remover cloths are a thing of the past.

1 Manual Pre-wash

As first stage in the washing process, stubborn dirt on the paintwork and wheel rims is manually dissolved. Dried-on insects and other road grime are removed. Wheel rims and hubcaps, are freed from burned-in brake dust. **SONAX products perceptibly enhance the wash results without attacking the surfaces.**



Dirtdissolver with Softener Limit/Dirtdissolver NTA free

Quickly and thoroughly frees the vehicle of paintwork damaging oil and grease deposits, brake rubbings and insects. Ideal for use as an alkaline pre-cleaner in the car wash. It is also suitable for use in the catering sector and for cleaning campers. Mildly foaming and phosphate-free.

PreWash Ultra Power

For the speedy and effortless removal of all organic dirt such as aggressive chitin exoskeletons, protein, waxes, oils and grease, from paintwork, glass, metal and plastics without harming these surfaces. It can also be used in the catering sector.

IntensiveCleaner

Universally deployable alkaline detergent with outstanding dirt dissolving power for pre-spraying equipment and foam lances. It can also be used as foam, shampoo, and HGV tarpaulin cleaner. It can be used concentrated as a brush cleaner.

UniversalCleaner

Highly effective, multi-functional detergent for all conventional vehicle surfaces. Can also be used in the catering sector, and for used vehicle restoration. Non-harmful to trims (chromed or anodized)

RimCleaner Plus acid-free

Special cleaner for all hubcaps, steel and alloy wheel rims, with indicator effect which signals the optimum working in time. Dirt, such as burned-in brake dust, oil residue and road grime, is removed residue-free.

2 Machine Pre-wash

In the preliminary machine washing process even the heaviest soiling, from the most diverse substances, is gently softened and dissolved by the active foam-power. Additional programmes apply highly concentrated special products onto the rims and paintwork. **The SONAX Benefits: even the briefest working-in times are sufficient to dissolve the dirt particles.**



FormelPLUS ActiveCleaning-Foam concentrate

This mildly alkaline special detergent with strong dirt dissolving power is applied through the installation's spraying arch and was developed for use in washing equipment with the FormelPlus-Programme. The stable foam dissolves even the most stubborn grime from the paintwork and produces a pleasant fragrance. Phosphate-free.

ActiveCleaningFoam

Powerfully dirt dissolving, stable foam cleaner with highly active foaming power. Even at the lowest dosage a rich carpeting of foam is formed on the vehicle. The long standing-time enables the dissolution of even the most aggressive grime. Available in the fragrances: Citrus and Energy.

RimCleaner for car wash Limit

623 705 – 25 Ltr.

InsectRemover for Automatic Car Washes Limit

624 705 – 25 Ltr.

Insect remover with outstanding protein dissolving power. It can be applied manually, or by machine through pre-spraying arch. The micro-active surfactant compound combines maximum cleaning power with minimal consumption. The dirt is quickly dissolved, while surfaces and the environment are protected.

3 The SONAX Car Wash Process for Brilliant Results!

3 Brush Washing Phase

Whether for textile, foam or plastic brushes, SONAX offers exactly harmonized, material saving products. High quality care substances provide the brushes with the optimum glide effect, which also prevents dirt re-polluting the brushes!



FormelPLUS GlossShampoo with softener

Highly concentrated, mildly alkaline brush shampoo for use in automatic wash installations and washing equipment with the FormelPLUS-Programme. Quickly and thoroughly cleans the paintwork and prevents pollution of the brushes by wax.

GlossShampoo with water softener Limit

600 700 – 20 Ltr., 600 705 – 25 Ltr.

600 800 – 60 Ltr.

FunctionShampoo with Drying Support

641 705 – 25 Ltr.

Brush shampoo with active ingredients to facilitate drying, specially developed for installations with shorter run-through times. Also suitable for use in bus and commercial vehicle installations.

4 Protective Wax Coating

Depending on technology of the installation the application of wax can be effected with hot or cold water, and, with the addition of air, even as foam. But, independent of the method of application, **SONAX products offer optimum paintwork conservation and provide long lasting all-round protection with water run-off effect!** Wax products are also used for conservation in underbody washing.



BrilliantWax with wax fragrance

601 700 – 20 Ltr., 601 705 – 25 Ltr.

601 800 – 60 Ltr.

BrilliantWax PLUS

630 705 – 25 Ltr.

FoamWax

622 705 – 25 Ltr.

Multifunctional wax conservation, to be applied as hot, cold or foam wax. The pleasant fragrance circulates through the installation and conveys to the customer the certainty that he/she is doing something good for their vehicle. Rapid dispersal, optimum drying, hydrocarbon-free!

Innovative high-gloss formula for automatic wash systems. The extremely glossy protective film distributes itself quickly, covering the paintwork, to provide a mirror smooth surface structure with brilliant shine. Rapid dispersal, optimum drying, hydrocarbon-free!

For high quality long lasting conservation of vehicles. The application as foam has the objective of a longer working-in time on the paintwork, resulting in even more intensive protection. A further achievement is an even richer shine, which will have the customers coming back for more. Rapid dispersal, optimum drying, hydrocarbon-free!

5 High Gloss Long-term Protection & Foam Polish

Installations with a polishing function **transform a simple car wash into a wellness experience for the paintwork.** Innovative washing materials massage the product into the paintwork surface and seal the pores, giving rise to really long lasting protection against damaging environmental irritants. **The perfect shine and the invisible protective film bring pleasure to the customer and stimulate car wash business.**



FormelPLUS ActiveHardWaxCare

643 700 – 20 Ltr., 643 705 – 25 Ltr.

GlossFoam (Formel 21)

617 705 – 25 Ltr.

SONAX FormelPLUS transforms your car wash into a Premium Care System and is the only real alternative to manual wax application. Innovative Nano wax particles, enriched with natural Carnauba wax maintain and provide high grade protection for paintwork, chrome, plastic and rubber components, and it lasts for weeks. Bleached out surfaces are rejuvenated and colours intensified. Special active ingredients prevent wax residue forming on the windscreens! The brand new formula and the special technology used to apply the wax protect against the most aggressive environmental irritants and enable easy removal of new dirt. Precondition: Wash installation is technically equipped for SONAX FormelPLUS!

This innovative foam polish is applied highly concentrated onto the vehicle and then massaged in with the brushes. High quality wax particles with excellent conservational properties seal the surfaces, this closes the pores and even removes fine scratches. Rubber and plastic components are rejuvenated and get back their original shine. Regular care with SONAX GlossFoam prolongs the paintwork's working life which helps to maintain the value of the vehicle.

6 Chemical Drying

A dry, brilliantly shining paintwork surface: That's how car wash customers like to see their vehicles. The SONAX Car Wash Process achieves this result through product coordination in the individual phases, and especially in the drying. Even with used water from circulating systems a **brilliant result** is achieved.



FormelPLUS BrilliantDryer

644 700 – 20 Ltr., 644 705 – 25 Ltr.

BrilliantDryer PLUS

603 700 – 20 Ltr., 603 705 – 25 Ltr.

603 800 – 60 Ltr.

BrilliantDryer

602 700 – 20 Ltr., 602 705 – 25 Ltr.

602 800 – 60 Ltr.

Great things are expected from the high quality FormelPLUS Wash System with regard to shine, effect and dispersal performance. The micro-emulsion with high quality care substances was developed specially for this. The surface tension of the water is rapidly diminished and the water film is dispersed without forming troublesome micro-droplets. For a shining, spotless surface!

This revolutionary new development disperses the water film directly after application, thereby inducing a perfect and spotless air flow drying. The brand new micro-emulsion produces a rapid run-off effect, and gives the paintwork a rich shine. Hydrocarbon-free!

Drying product especially suitable for soft water. After the car wash, the paintwork is conserved and given a shine like new. Even in installations with shorter dispersal zones a spotless result is achieved! Hydrocarbon-free!

Additional Products for Best Results

Water Reclamation & Station Maintenance

Hydrogen Peroxide Solution

621 700 – 25 Ltr.

For enriching the washing water with active oxygen, and for chemically/biologically treating the water circulation. Eradicates problem odours. Works preventively with regular addition. Bio-degradable.

Flocculant

551 700 – 25 Ltr.

For cleaning brackish recycled and waste water in water reclamation plants. This works by binding the impurities contained in the water and depositing them by flocculation.

Caustic Soda Solution

609 705 – 25 Ltr.

Increases the pH-value in waste water recycling plants

SpecialCleaner

604 705 – 25 Ltr.

Eradicates corrosion and oxidation deposits on weathered aluminium, and reliably removes encrusted lime scale from tiles. Excellent for cleaning wash halls, and even to clean washing brushes.

Workshop and Tile Cleaner extra strong

614 705 – 25 Ltr.

Special product for cleaning HGV tarpaulins, partition walls, washing brushes, installation components and all ceramic tiles.

MoS₂ Oil NanoPro (for machine maintenance)

339 505 – 5 Ltr.

Gives long lasting protection against corrosion for bare and painted car wash installation parts. Prevents deposits of lime scale and other aggressive dirt. Does not harm rubber or plastics.

Special Applications

Engine and Cold Cleaner concentrate

607 600 – 10 Ltr., 607 700 – 20 Ltr.

Effortlessly removes all oil and grease deposits from petrol pumps, workshop floors and machine parts. Ideal for cleaning engines. Solvent-free!

FalloutCleaner

513 605 – 10 Ltr., 513 800 – 60 Ltr.

Reliably removes aggressive fallout deposits, smaller rust patches, industrial fallout and lime scale residue from paintwork surfaces, thereby increasing their working life.

Accessory Articles

SONAX WaxRemover Cloths

418 100

SONAX Windscreen Wiper Sleeves

450 500

SONAX Spout for 20 Ltr. Cubitainer

496 300

SONAX Measuring Jug 1 Ltr.

498 200

SONAX Tap for 25 Ltr. Canister and 60 Ltr. Drum

497 300

SONAX Tap for 5 Ltr. Plastic canister

497 341

SONAX Tap for 200 Ltr. Plastic drum

497 700

SONAX Tap for 10 Ltr. Plastic canister

497 741

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