

## 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.

Becoming a WaterSaver is important to your business. As membership grows, we build a unified voice in educating consumers that using professional car washes helps protect the environment. Together, we can improve awareness and understanding for the betterment of the industry and our communities.

Many of your colleagues already are changing consumer perceptions through WaterSavers. Click on the "Participating Locations" link at [www.icawatersavers.org](http://www.icawatersavers.org) to see a list of current members. Or if you'd like to speak with a colleague about how they're using WaterSavers resources, contact us at [info@carwash.org](mailto:info@carwash.org).

*"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*

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Demonstrate to your customers that you are committed to environmental protection.  
**Become a WaterSaver today.**

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



Get recognized,

# BECOME A WATERSAVER



## WaterSavers™

An International Carwash Association™ Program

## What is the WaterSavers™ Program?

WaterSavers is an International Carwash Association™ program to help member car washes promote their business and the benefits of professional car washing.

Today's customer is more focused than ever on the environment. Unfortunately, only 40% of consumers know that professional car washing is better for the environment. However, 53% of consumers prefer to buy from businesses with a green reputation and 80% are concerned about the environment. WaterSavers provides operators with easy-to-implement marketing materials and the credibility and exposure to deliver this message to current and potential customers.

## Why Participate?

Car washes should participate to demonstrate leadership in their industry and commitment to their communities.

- **Marketing resources and brand access.** Use WaterSavers signs, logos, PR templates and other outreach tools to educate your customers about your car wash's environmental responsibility.
- **Business recognition.** Your car wash will be included in the list of participating locations at [www.icawatersavers.org](http://www.icawatersavers.org); this directory helps consumers find "green" car washes in their area.
- **Public relations.** An ongoing media outreach program leads to positive exposure among consumers and regulators on behalf of all WaterSavers members.
- **Representation.** Advocacy efforts educate regulators about the environmental benefits of using professional car washes.
- **Information.** Gain on-demand access to the industry's best water usage, effluent and consumer research.

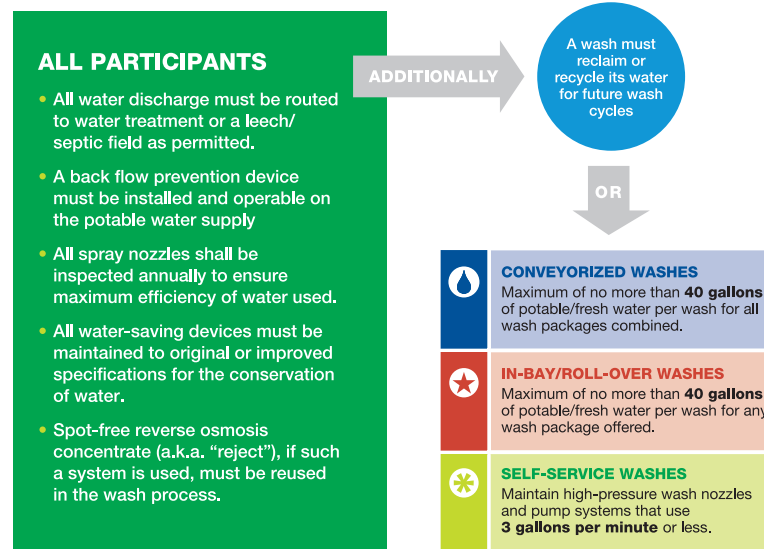
*"Being a WaterSavers member is an easy way to promote my business in the community and shows how we are committed to our environmentally-friendly practices."*

— John Richard, Bethel Park Rapid Wash, WaterSavers Member

## How Does the WaterSavers Program Work?

The below diagram explains the WaterSavers program requirements:

### WaterSavers™ Criteria



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

Upon being admitted, each location will receive a starter kit containing the following items:

- Exclusive WaterSavers membership decal and certificate to display in your wash
- Strategic guidelines to help improve your visibility with consumers and differentiate your wash
- Marketing and public relations templates and recommendations to promote your involvement
- Member-only copyright agreement for the WaterSavers logo use; including access to exclusive promotional materials available for purchase, complete from signage to banners and posters
- Participating car wash locations listed on [www.icawatersavers.org](http://www.icawatersavers.org)

## Customize Your WaterSavers Marketing Efforts

Car wash operators in the WaterSavers program have the ability to purchase exclusive 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.icawatersavers.org](http://www.icawatersavers.org).