



## **The Best Waterless Carwash on the market just got better!**

*For the past 10 or so years DWG International has washed millions of cars and saved billions of gallons of our most precious resource. WATER! Now it can be done faster and better with our new DriWash n Guard Ultra ION.*

([PRWEB](#)) February 27, 2004 --You already know it: DRI WASH<sup>®</sup> n GUARD<sup>®</sup> is the finest product for vehicle paint cleaning and polishing that has ever been created. In fact, the introduction of DRI WASH<sup>®</sup> n GUARD<sup>®</sup>, <sup>®</sup> more than a decade ago <sup>®</sup> ushered in a new technology never known before. Since then, there have been many companies that have tried to <sup>®</sup> crack the code<sup>®</sup> of DWG Waterless Technology, but none have succeeded.

As the originator of Waterless Technology, DRI WASH<sup>®</sup> n GUARD<sup>®</sup> continues to DOMINATE the waterless cleaning market, while also taking a prominent place in all aspects of the auto finish maintenance and polishing arena. So, when something is changing in our industry, we at DWG International<sup>®</sup> are the first to know about it.

So, what is changing...?

The auto industry is changing...and DWG International<sup>®</sup> is the only company to adapt to these changes and supply you with the technology you need to take full advantage of a new phenomenon in auto paint cleaning, polishing and maintenance.

Since the beginning of the year 2000, major auto manufacturers have begun changing the paint formula they use on their cars. After suspecting that something was different in the paint on newer model vehicles, we contacted the major auto manufacturers and asked about these changes. After much investigation and cooperation with the auto industry, we learned that the changes being made were to accommodate new body panel materials being used in the manufacturing process, as well as new environmental protection laws that had gone into effect.

These changes have resulted in clear coats that are stronger and more durable, yet more flexible, than before. In essence, the paint will actually flex and yield more, instead of remaining solid and polishing like marble or glass, however, these new hightech paints are more sensitive to soaps, waxes and polishes. They have a tendency to streak, and because they are more flexible, they feather-scratch very easily.

Two-and-a-Half Years of Research and Development Upon learning of these changes in auto paint formulations, the DWG International<sup>®</sup> research and development team went into action. Nearly three years of R&D has resulted in one of the most scientifically significant advancements in Waterless Technology since the introduction of original DRI WASH<sup>®</sup> n GUARD<sup>®</sup>: DRI WASH<sup>®</sup> n GUARD<sup>®</sup> ULTRA-ION<sup>®</sup>!

While this exciting, new and advanced formulation is being added to the DWG line, it is not intended to replace DRI WASH<sup>®</sup> n GUARD<sup>®</sup> Classic. As you already know, our flagship product out-cleans, out-shines and out-protects anything else on the market. DWG ULTRA-ION<sup>®</sup> is designed specifically to outperform any other product on the new paint compounds used on the vehicles of the 21st century. It will meet the standards of even the most demanding perfectionist, reducing existing feather scratching and will perform beyond



expectations to outshine every finish you will ever encounter! It is also the perfect choice for those who want to benefit from the exciting benefits of DWG Ionic Technology! DRI WASH & GUARD® ULTRA-ION™

New Technology for a New Era in the Auto Industry Specifically designed for the 21st century paints used on cars manufactured since the year 2000, DWG ULTRA-ION™ will create a deeper, richer shine on these new, more flexible clear coat finishes. Combine this superior performance on new paints with the buffing action of the new DWG Buffing Towel and you have a winning combination for even the most demanding conditions.

DWG ULTRA-ION™ can be applied to dark colors in ANY naturally occurring heat from the sun. This new formulation emulsifies dirt (and especially bugs, bird droppings and tar) better than any other product, and, like DRI WASH & GUARD® Classic, it works great on glass and chrome. But there's more! Personal consumers and your detailing customers will fall in love with the dust-repelling qualities of DWG ULTRA-ION™. DWG ULTRA-ION™ Technology Enhances Performance: Outshines and Outlasts Everything Else!



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