

PRESS RELEASES

Dec 6, 2010

Ecolab Introduces New Rain-X® for Wheels for the Professional Car Wash Industry

Advanced Formula Delivers Superior Performance to Keep Customers' Wheels Protected and Shiny Longer

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab Inc. today announced its new Rain-X® for Wheels, a wheel protectant formula that produces brilliant shine and protects rims from tough soils and buildup. Designed for wheel treatment in full-serve and express conveyor professional car washes, Rain-X for Wheels was developed to provide additional value for consumers and a new revenue solution for operators.

"Rain-X for Wheels has been a great addition to our wash offerings," states Kevin Bowers, manager of Kelly's Express Car Wash in Stockton, Calif., one of the product pilot test sites. "It has produced loyalty with our customer base by offering protection for wheels unlike any other product. We use Rain-X for Wheels as a free addition to entice customers to purchase a larger package which has helped us draw additional revenues per car."

Rain-X for Wheels uses an advanced protective technology that bonds to the rim's surface, immediately creating a barrier that produces a long-lasting shine and increased protection against oxidation and dulling. Repeated applications build a protective layer which increases product durability and enhanced performance to repel water and soils.

"Consumer focus group testing revealed that clean wheels ranked the highest as the most common sign indicating that a car was clean," says Steve Nichols, vice president and general manager of Ecolab Vehicle Care. "We're excited to provide Rain-X for Wheels to help our operators address this need with a brand that people know and trust to deliver protected cars."

Rain-X for Wheels provides a strong addition to Ecolab's Rain-X Online Protectant, the car wash industry's first complete surface protectant introduced in 2005 for all glass, paint, trim and chrome exteriors. It is also compatible with wash water reclaim systems.

The product also comes with the support of Ecolab's marketing program that provides operators with customizable Rain-X merchandising and promotional materials, such as windscreens, interior signs, consumer handouts and more.

With sales of \$6 billion and more than 26,000 associates, Ecolab Inc. (NYSE: ECL) is the global leader in cleaning, sanitizing, food safety and infection prevention products and services. Ecolab delivers comprehensive programs and services to the foodservice, food and beverage processing, healthcare and hospitality markets in more than 160 countries. More news and information is available at www.ecolab.com.

(ECL-P)

□

Ecolab Inc.

Jennifer Kirscher, 651-293-2846

Source: Ecolab Inc.

News Provided by Acquire Media

[Back to Press Releases](#)