

NEW AND EXCLUSIVE

## DWG ULTRA-ION™ TECHNOLOGY

(patent pending)

Keeping Your Business On The “Cutting-Edge” of Success and Market Dominance!

You already know it: DRI WASH ‘n GUARD® is the finest product for vehicle paint cleaning and polishing that has ever been created. In fact, the introduction of DRI WASH ‘n GUARD®, – more than a decade ago – ushered in a new technology never known before. Since then, there have been many companies that have tried to “crack the code” of DWG Waterless Technology, but none have succeeded.

As the originator of Waterless Technology, DRI WASH ‘n GUARD® 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™ are the first to know about it.

### So, what is changing...?

The auto industry is changing ...and DWG International™ 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 high-tech 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™ 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 ‘n GUARD®:

### DRI WASH ‘n GUARD® ULTRA-ION™!

While this exciting, new and advanced formulation is being added to the DWG line, it is not intended to replace DRI WASH ‘n GUARD® Classic. As you already know, our flagship product out-cleans, out-shines and out-protects anything else on the market. DWG ULTRA-ION™ 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 ‘n 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 ‘n 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!

You’ve probably seen the ionic air cleaners being advertised on TV by a major retail/catalog company. As one of the world’s leading air purification sys-

tems, it uses ionic technology to attract dust and organic matter and trap it inside the air cleaner.

DWG ULTRA-ION™ uses this same type of technology to repel (rather than attract) dust. This exciting new ingredient formulation puts a positive charge on your vehicle's painted surface, which causes it to actually repel dust and dirt. The dust just has a much tougher time adhering to the positive charge on your vehicle's paint!

DWG International™ Executive Team Consultant, Jim Adams, was one of the many who tested the final product formulation prior to its introduction. Jim reports the following:

"I applied DWG ULTRA-ION™ to my Grand Cherokee and drove it seven miles on a dirt road near my home in Colorado. After completing the familiar trip, there was but a small fraction of the dust that is normally on my car after traveling this road, and what had adhered to my paint simply blew right off with my breath. Even the back of my car, which gets the dirtiest on a dusty road, remained almost completely clean, and the dust just blew away!"

## Two Exclusive Technologies Merge to Create One Outstanding Product!

The infusion of ionic technology with our award-winning Polymer technology has created a product that far exceeds all other car care products on the market today. When applied to the technologically advanced paints being used by auto manufacturers today, nothing can outperform DWG ULTRA-ION™. Can you still use DWG Classic on new vehicles? Of course! But for that "ultra shine" on 21st century paint (cars manufactured after 2000), look to DWG ULTRA-ION™ for the ultimate in waterless cleaning, polishing and protection! The new DWG ULTRA-ION™ formulation is odorless and comes in a distinctive new color. Another point of interest is that the polymeric thermosetting resins of DWG ULTRA-ION™ will gently separate after sitting, making the fluid

appear somewhat like a Lava Lamp. Simply roll the bottle back and forth and it will "magically" remix with almost no shaking.

## New Price Point Gives You More Retail Sales Options!

Because the advanced technology of DWG ULTRA-ION™ costs more to produce than DWG Classic, it is being packaged in a new size. It comes in a beautifully labeled 16-oz. bottle, along with an 8-oz. pumper. It has a suggested retail price of \$29.95 US/\$37.95 CN. (Eight bottles per case – Item # 1610.)

For best results, you should always use the new DWG Buffing Towel with DWG ULTRA-ION™. We suggest that you include the Buffing Towel with every sale and retail the package, adding the cost of the Buffing Towel and your freight.

The addition of DWG ULTRA-ION™ to the DWG line gives you another attractive price option you can offer to your customers who want the superior benefits of this premium product. Now you have three price points from which to build your retail business:

### DRI WASH 'n GUARD® Classic

in the 32-oz. bottle for \$40.95 US/\$48.95 CN,

### DWG ULTRA-ION™

in the 16-oz. bottle for \$29.95 US/\$37.95 CN, and

### PB-10 (DWG Classic)

in the 10-oz. aerosol for \$19.95 US/\$24.95 CN.

## Simply Ask Your Customer:

"Which do you prefer?"

### LIVE DWG ULTRA-ION™ TRAINING CONFERENCE CALL

Thursday, July 31  
6:30 pm Pacific Time

Don't Miss This Live Training Call to Learn All You Can About This Remarkable Product!  
Mark Your Calendar and Get Your Distributors Together for this Important Call!

**1-646-519-5860**

OR

**1-212-461-5860**

**PIN NUMBER: 7031#**

# DWG BUFFING TOWEL

## A Great New Accessory For The DWG Line Up

After more than six months of extensive research and testing, DWG International™ is proud to announce the addition of the new DWG BUFFING TOWEL to its repertoire of products and accessories to enhance the great job that DRI WASH 'n GUARD® Waterless Car Wash does. By using a clean terry cloth towel to apply DWG and the new buffing towel to buff to a shine, you will immediately notice the phenomenal results that come from using this fabulous new accessory!

Made from a revolutionary yarn, the DWG BUFFING TOWEL consists of microscopic, wedge-shaped polyester filaments and a nylon core that causes it to absorb quickly and efficiently, as well as pick up dust and micro-particles like a magnet. This thick, plush, blue towel is superior for removing smudges, dust, oils and grease from virtually any surface. The unique construction of this towel allows it to penetrate and absorb all particles, giving you that deep-down shine, without scratching the surface of your vehicle.

Each DWG BUFFING TOWEL is highly absorbent and durable, as well as safe for all surfaces – **including clear coat!** It is machine washable without bleach or softeners and, if cared for properly, can be washed approximately 500 times and still retain its incredible characteristics!

For best results, begin using the new DWG BUFFING TOWEL today and you will never want to use anything else again. To get yours, call Distributor Services at the Home Office and place your order today!

## DWG BUFFING TOWEL

8 FOR \$14.00 US/ \$22.50 CN

ITEM CODE: 0350

*AutoShip Discounts Not Applicable.*





## Important Facts to Know About All-New **DRI WASH 'n GUARD®** **ULTRA-ION™** (patent pending)

As one of the most significant product introductions in the history of Waterless Technology, it is important that you understand as much as possible about DWG ULTRA-ION™. Please study these important points, and order some of this amazing product today. You'll be blown away by the results!

1. Two-and-a-half years in research and development brings you the very best in Waterless Technology!
2. The combination of Ionic and Polymer Technologies give vehicles with 21st century paint a deeper, brighter, longer-lasting shine than anything on the market today!
3. It is much easier to use. In fact, both application and buffing are so easy that you won't believe it's working until you see the shine!
4. Exciting Ionic Technology (an industry first) helps repel dust and dirt from your vehicle's surface!
5. It is not intended to take the place of DWG Classic. It is intended to enhance our product line with an alternative product for the auto finishes of the 21st century!
6. It has been created to work in conjunction with the new DWG Buffing Towel to create the best results!
7. ULTRA-ION™ Technology is extremely aggressive in emulsifying all organic matter, as well as bugs, bird droppings, and tar, from surfaces more quickly and easily than anything on the market!
8. It works incredibly on darker colored cars . . . even in direct sunlight in temperatures in excess of 100 degrees!
9. It will not streak on darker vehicles...even in direct sunlight!
10. It works exceptionally well on glass, mirrors, and chrome!
11. Your vehicle's surface will stay cleaner, and its shine will last longer than anything you have ever used before!
12. Performance and ease of use is unsurpassed by any other product on the market today at any price!
13. This new technology is more expensive, however if you are looking to keep your vehicle in "better than new condition"... DWG ULTRA-ION™ is for you!
14. It provides UV protection for vehicle surface!
15. It is virtually odorless and comes in a distinctive new color!
16. Helps to reduce and remove existing minor feather scratches as you apply and buff the painted surface!
17. The painted surface can be easily dusted off using the DWG Buffing Towel in between applications. It leaves no oily residue like car dusters that use oils to attract dust and dirt!
18. You and your customers will absolutely love the results of DWG ULTRA-ION™!