


eco touch[®]
PREMIUM CAR CARE

2012
Car care without compromise™





Company overview

Company history

Eco Touch is an independently owned and operated company based in Dover, NH. Since 2007 our goal has been simple: create car care products that combine high-performance results with environmental safety. Using the latest advances in chemistry, we have formulated products that derive from ingredients such as soy, corn and palm whenever possible. The end result is a car cleaning line that delivers superior cleaning, polishing and protecting with minimal impact on the environment and the consumer.

Who we serve

Our products cater to a wide audience including professional detailers, body shops, fleet managers, municipalities and enthusiasts. Currently Eco Touch is sold and distributed in over 25 countries across the globe and continuing to grow.

Performance is our priority

Eco Touch has found the perfect blend of cleaning, polishing and protecting *without* sacrificing results. Many in the automotive industry are still under the impression that there is a trade-off for using green products - this is no longer the case with Eco Touch.

Why ingredients matter

Did you know that manufacturers in the U.S. are not required by law to disclose ingredients to consumers? We are still the *only* brand on the market today which lists both functional and scientific ingredients on our packaging. As a consumer it is your right to know.

Accreditations and achievements

- Green America Certified Business
- EU REACH Compliant
- CleanGredients Subscriber

CLEANGREDIENTS®





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Wheel Cleaner

Powerful formula designed to dissolve brake dust and road grime on contact.

- safe for all wheel types
- free of hydrofluoric acid

Available sizes:

- 24 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon concentrate



SKU: WHC24
Case Pack: 6
Size: 24-oz RTU

SKU: WHC1G
Case Pack: 4
Size: 1-gallon RTU

NEW products for 2012

Odor Eliminator

Instantly put foul odors in their place with Odor Eliminator. Simply spray within your car's interior and let the formula go to work on your toughest smells.

- spray and walk away
- no sticky residue left behind

Available sizes:

- 8 oz. ready-to-use



SKU: ODR08
Case Pack: 6
Size: 8-oz RTU

Product selection guide



Exterior

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Eco Touch Waterless Car Wash

Spray, wipe and admire away!

Eco Touch Waterless Car Wash is a spray-on/wipe off cleaner which safely removes surface contaminants and leaves your car absolutely spotless. This formula is designed to 'lift' dirt away from your car's paint to help ensure a scratch-free finish. The powerful surfactants break down road grime, while the polymers leave a slick finish. Plus, the spray-on method eliminates untreated runoff and conserves 20-100 gallons of water per wash.

Features:

- removes road grime without scratching
- leaves surface smooth & protected
- non-toxic and biodegradable

Available sizes:

- 24 oz. ready to use
- 1-gallon ready-to-use
- 1, 5 and 55-gallon concentrate

Directions:

1. Shake bottle well.
2. Spray on a microfiber towel and on cool car surface.
3. Gently wipe and lift to pick up grime.
4. Quickly buff to shine with a second dry towel.

All ingredients:

Filtered water, plant-derived surfactants (for cleaning: alkyl polyglycosoides), polymer emulsion (for shine: dimethicone), soda ash, essential oil blend, preservative (less than .05%).



SKU: WCW24
Case Pack: 6
Size: 24-oz RTU

SKU: WCW1G
Case Pack: 4
Size: 1-gallon RTU

Exterior





Eco Touch Quick Wax

You asked for it.

And we listened. You wanted a spray wax to protect your car's finish and you asked us to make it easy. Quick Wax offers simple spray-wipe-and buff application for the person who doesn't have hours to spend waxing their vehicle. We added beeswax and carnauba wax to ensure serious protection and a glossy finish. So go ahead, lavish a little extra love on your pride and joy.

Features:

- promotes deep shine & beading
- fortified with carnauba wax
- leaves a streak-free finish

Available sizes:

- 24 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon concentrate

Directions:

1. Shake bottle well.
2. Spray onto a cool car surface.
3. Quickly spread product with a microfiber towel.
4. Turn to a dry section of towel and buff dry.

All ingredients:

Filtered water, carnauba wax emulsion (for protection), polymer emulsion (for shine; dimethicone), beeswax emulsion (for shine), preservative (less than .05%).

Exterior



SKU: QWX24
Case Pack: 6
Size: 24-oz RTU

SKU: QWX1G
Case Pack: 4
Size: 1-gallon RTU 6





Eco Touch Window Clear

You're clear about it

You want to clean your windows without inhaling toxic ammonia fumes. And you want a product that works. No streaking. Great shine. Window Clear combines plant-derived ingredients and natural minerals to easily dissolve bugs, fingerprints and more. You're clear and so are we. So go ahead, Eco Touch the glass in your world.

Features:

- cleans and shines without streaking
- no ammonia or alcohol
- safe for tinted windows
- fragrance-free

Available sizes:

- 24 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon concentrate

Directions:

1. Spray directly onto surface.
2. For a lustrous shine, wipe with a dry glass cleaning towel.

All ingredients:

Filtered water, coconut-derived surfactant blend (for cleaning: cocamidopropyl betaine), sodium citrate (pH builder), preservative (less than .05%).

Exterior



SKU: WCL24
Case Pack: 6
Size: 24-oz RTU

SKU: WCL1G
Case Pack: 4
Size: 1-gallon RTU 8



Eco Touch Wheel Cleaner - *NEW for 2012*

Shine you will love.

You want brilliant shine on your chrome, alloy, and aluminum wheels and you'd like to skip the harsh acids. Eco Touch Wheel Cleaner is a powerful formula that removes brake dust and eliminates streaks, smudges and greasy residue. Free of hydrofluoric and glycol-ethers, Wheel Cleaner reveals a deep lustrous shine both you and the planet will love.

Features:

- dissolves stubborn grime and brake dust
- safe for all wheel types
- free of hydrofluoric and sulfuric acid
- no rinsing required

Available sizes:

- 24 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon concentrate

Directions:

1. Make sure wheels are cool to the touch.
2. Spray directly onto wheel and let penetrate for 30 seconds.
3. Wipe clean with a microfiber towel.

All ingredients:

Filtered water, readily biodegradable surfactants (for cleaning: lauramine oxide & alcohol ethoxylates), polishing agents (for shine: mineral oil), citric acid, preservative (less than .05%)



SKU: WHC24
Case Pack: 6
Size: 24-oz RTU

SKU: WHC1G
Case Pack: 4
Size: 1-gallon RTU



NON A
TEMPERATURE A



Eco Touch Tire Shine

Bring out the natural shine!

Eco Touch Tire Shine conditions and protects your tires in one easy step. Our unique blend of plant-based emollients and waxes deeply penetrate beneath the rubber surface to give tires a non-greasy and sling-resistant coating. Simply squeeze a dab of Tire Shine onto an applicator pad and spread evenly around the tires for a low-gloss finish.

Features:

- promotes natural shine and luster
- conditions and protects in one-step
- sling-resistant

Available sizes:

- 16 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon ready-to-use

Directions:

1. Shake bottle well.
2. Squeeze liquid onto applicator pad.
3. Spread evenly around tires.
4. Let set for 10 minutes before driving

All ingredients:

Filtered water, plant-based conditioning agents (cetyl esters), polymer emulsion (dimethicone), xanthan gum, fragrance oil blend, preservative (less than .05%).

Exterior



SKU: TSH16
Case Pack: 6
Size: 16-oz RTU

SKU: TSH1G
Case Pack: 4
Size: 1-gallon RTU



V6





Eco Touch All Purpose

Mission accomplished

Eco Touch All Purpose rolls up its sleeves for your dirtiest surfaces. Grease, oil, dust and dirt dissolve with ease. A unique blend of natural ingredients delivers powerful results. From vinyl to metal and from auto to home, All Purpose is a great all-around natural cleaner. So go ahead, take on the grime with Eco Touch All Purpose.

Features:

- cleans hard surfaces
- dissolves oils, grime, dirt and dust
- lemon-orange essential oil fragrance

Available sizes:

- 24 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon concentrate

Directions:

1. Shake bottle well.
2. Spray directly onto surface.
3. Wipe with a dry microfiber towel.

All ingredients:

Filtered water, surfactants (for cleaning: lauramine oxide & alcohol-ethoxylates), solvent (soy-based), citric acid, soda ash (pH builder), lemon orange essential oils, preservative (.05%).

Exterior



SKU: ALP24
Case Pack: 6
Size: 24-oz RTU

SKU: ALP1G
Case Pack: 4
Size: 1-gallon RTU





Eco Touch Dashboard Protect

We call it “interior indulgence”

While some think that clean means greasy and glossy, we prefer au natural. This unique formula protects and conditions all your vinyl and plastic pieces with ease while leaving you with a beautiful matte finish.

Features:

- protects vinyl and plastic pieces
- matte finish
- spray and wipe formula
- pleasant lavender fragrance

Available sizes:

- 24 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon concentrate

Directions:

1. Shake bottle well.
2. Spray on a microfiber towel and apply.
3. Buff with a dry microfiber towel.

All ingredients:

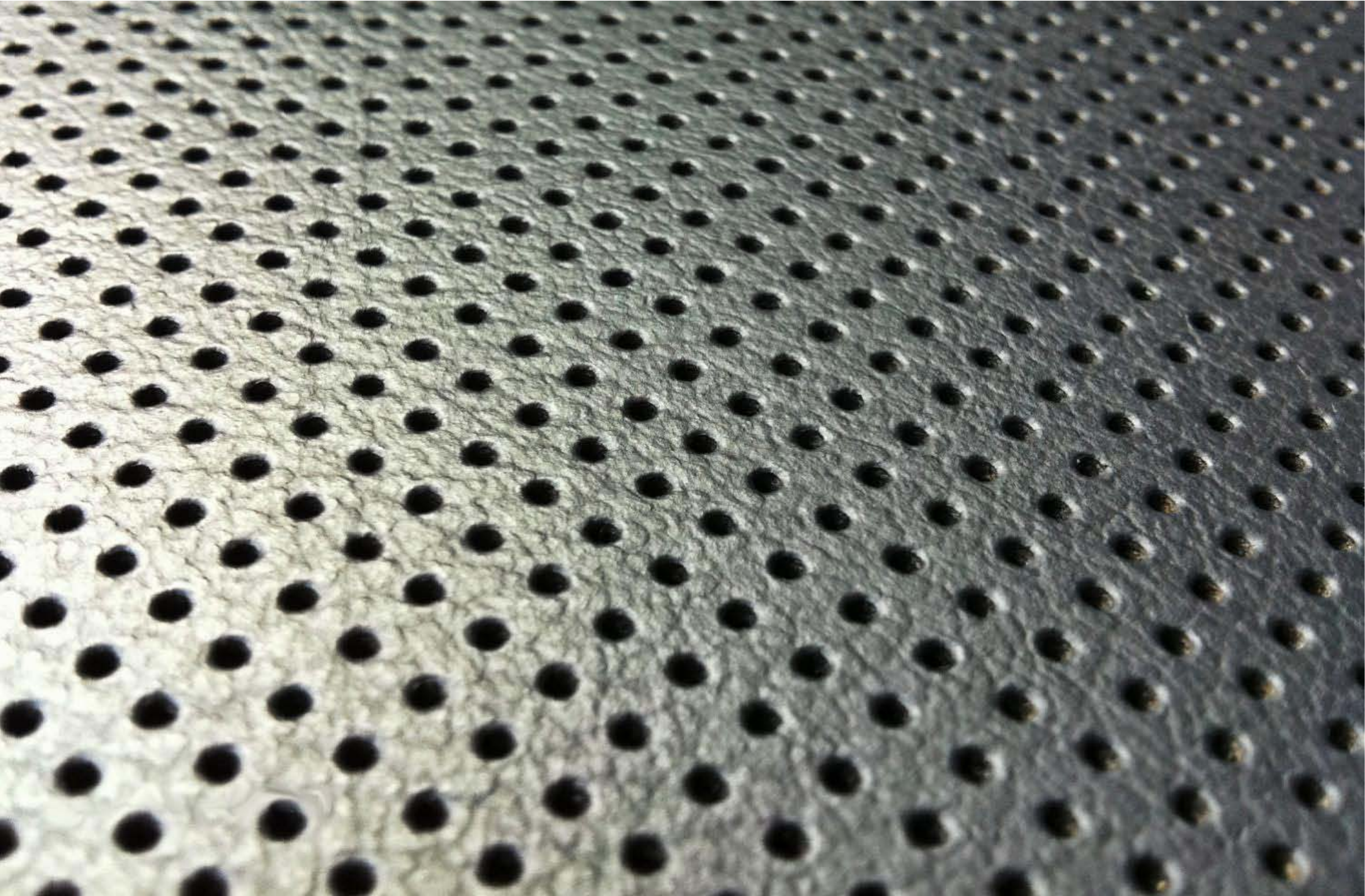
Filtered water, glycerine (for conditioning: vegetable-based), polymer emulsion (for shine: dimethicone), carnauba wax (for protection), xanthan gum (thickener), lavender essential oil blend (lavandula officinalis), preservative (less than .05%).



SKU: DBC24
Case Pack: 6
Size: 24-oz RTU

SKU: DBC1G
Case Pack: 4
Size: 1-gallon RTU

Interior





Eco Touch Leather Care

Leather you will love

Eco Touch Leather Care combines the finest plant-based ingredients to clean and condition your leather surfaces. Using the latest advances in green chemistry, we have developed a formula which safely removes dirt and grime while replacing lost oils. Your leather is left soft, supple and restored with its original natural sheen.

Features:

- cleans and protects in one step
- non-greasy and slip-free finish
- pleasant almond fragrance

Available sizes:

- 16 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon ready-to-use

Directions:

1. Remove loose dirt from leather upholstery.
2. Shake bottle well.
3. Squeeze liquid onto soft towel.
4. Gently rub towel in circular motion to clean and condition.
5. Buff immediately with second cloth

All ingredients: Filtered water, coconut-based cleaning and conditioning agents (cetyl esters), glycerin (for conditioning: vegetable-based), fragrance oil blend, preservative (less than .05%).



SKU: LCC16
Case Pack: 6
Size: 16-oz RTU

SKU: LCC1G
Case Pack: 4
Size: 1-gallon RTU





Eco Touch Carpet + Upholstery

The gloves are coming off!

We don't believe that the fight against dirt should require rubber gloves. That's why Eco Touch Carpet + Upholstery uses only non-toxic, biodegradable, safe-for-you ingredients. Since we've skipped the nasty toxins like nonylphenol ethoxylates, you can peel off those gloves for good.

Features:

- removes tough stains with ease
- non-toxic, biodegradable and NPE-free
- pleasant citrus orange fragrance

Available sizes:

- 24 oz. ready-to-use
- 1-gallon ready-to-use
- 5 and 55-gallon concentrate

Directions:

1. Shake bottle well.
2. Spray directly onto stain until completely covered.
3. Let set for 1 - 2 minutes to allow product to penetrate.
4. Blot with a clean cloth.

All ingredients:

Filtered water, biodegradable surfactants (for cleaning: lauramine oxide & alcohol ethoxylates), solvent (soy-based), citric acid, potassium hydroxide (pH builder), essential oil blend, preservative (less than .05%).



SKU: CUC24
Case Pack: 6
Size: 24-oz RTU

SKU: CUC1G
Case Pack: 4
Size: 1-gallon RTU

Interior





Eco Touch Odor Eliminator - *NEW for 2012*

A breath of fresh air for car care.

Eco Touch Odor Eliminator is a breakthrough car care product that doesn't just mask foul odors, it completely traps and eliminates them on a microscopic level. Simply spray within your car's interior and let the formula go to work on your toughest smells.

Features:

- eliminates odors instantly
- works against smoke, spoiled food, pet messes and more
- light cucumber-mint fragrance

Available sizes:

- 8 oz. ready-to-use

Directions:

1. Shake bottle well.
2. Spray over affected area until fabric is slightly damp.
3. Odors will subside as formula dries.

Tips:

Please note that odors are trapped in the fibers of carpet and upholstery, so we do not suggest spraying your leather or vinyl surfaces. Heavy odors may need a second application.

All ingredients:

Filtered water, plant-based surfactant blend (alkyl polyglycosides & soyethyl morpholinium ethosulfate), fragrance oil blend, ethanol, preservative (less than .05%).



SKU: ODR08
Case Pack: 6
Size: 8-oz RTU

Interior

Eco Touch Accessory Products



Microfiber towels

Eco Touch's super soft microfiber towels make car cleaning easier and eliminate worries about scratching and swirl marks. They hold seven times their weight in water. Go ahead, ditch the old t-shirts and abrasive towels you've been using.

Specifications:

- 80% Polyester / 20% Polyamide
- 16" x 16" - 300 GSM

Case Pack:

240 towels/case



Glass cleaning towels

Our unique glass cleaning towels contain thousands of microscopic fibers which effectively 'scoop' up dirt without a streak. Use with Eco Touch Window Clear for the easiest and most efficient glass cleaning ever.

Specifications:

- 80% Polyester / 20% Polyamide
- 16" x 16" - 300 GSM

Case Pack:

204 towels/case



Tire dressing applicator

Eco Touch's tire dressing applicator fits in the palm of your hand to give you the perfect finish on your tires. Use with Eco Touch Tire Shine to reveal the lustrous and sling-free finish you've been dreaming of.

Specifications:

- foam-based applicator (20% soy)
- ergonomic grip

Case Pack:

Sold individually



Eco Touch Interior Car Care Kit - *Mini Trial Pack*

Car cleaning on the go!

Sample our entire line of interior car cleaners with this car care kit. Easily fits in your glovebox to give you cleaning on the go! Includes 2 oz. of the following products: All Purpose, Dashboard Protect, Carpet + Upholstery, Leather Care and Window Clear.

Features:

- sample our entire line of interior cleaners
- conveniently fits in your glove box
- cleans plastic, vinyl, carpets, upholstery, windows and leather surfaces.

Sizes:

2 oz. bottle of each product



SKU: GPK01
Case Pack: 6