



The Earth Ready® program is designed to offer the products, evaluation and marketing tools for you to become a better advocate for the environment and the safety of your customers and employees.

This program uses products that are safer than conventional car wash chemicals for vehicles, the environment, and the people who use them. Additionally, this program communicates these environmental benefits to the consumer encouraging them to recognize and make the choice toward more environmentally friendly car wash solutions.

For over a decade Lustra has been working diligently to address the issue of environmentally conscious car wash chemical products. We are committed to creating innovative products that are safe for people, our communities and the environment. Our Earth Ready program is the next step in a long history of commitment to achieve the highest quality and safety for you, your employees and the car wash consumer.

*Earth Ready® product standards were compiled from environmental criteria identified by EcoLogo<sup>®</sup>, Design for the Environment (DfE) and the European Union (EU).*

### Products contain:

- NO** hydrofluoric acid and ammonium bifluoride (HF/ABF)
- NO** nonylphenol ethoxylates (NPE)
- NO** ozone depleting chemicals
- NO** aromatic solvents
- NO** formaldehyde

### Operators

You can take an active part in preserving the environment for your children and community. Choose to include a green focus in your wash operations.

### Consumers

Recognize the importance of caring for their environment and be more inclined to make purchase decisions when offered environmental or personal safety choices.

*Live* **GREEN...**  
*Get* **CLEAN**



**Lustra**  
Professional Car Care Products

[www.LustraBear.com](http://www.LustraBear.com)  
920-337-2175