

turtlewaxpro.com



PRODUCT GUIDE

# MAKING YOUR PROFITS SHINE!



From the moment a customer drives up to your car wash, you have the opportunity to influence their opinion of your business. With over 75 years in the car care industry, Turtle Wax is a brand synonymous with high quality products and a long-standing tradition of excellence. One simple way to build and maintain your business is to invest in a chemical brand that your customers know and trust. Independent studies have shown that Turtle Wax produces 93% unaided brand awareness among consumers and is one of the most recognizable brands in the world.

When you choose products from Turtle Wax Pro, you are letting your customers know that you value their business and are willing to use only the best products to clean and maintain their vehicles. Turtle Wax Pro is committed to providing your wash with high quality, environmentally friendly chemicals, and the opportunity to leverage the most recognizable brand in the industry to create a profitable business and build customer loyalty.

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## HIGH pH PRESOAKS

Turtle Wax Pro has become an industry leader in frictionless cleaning technology through a commitment to offering superior products in all categories. Our High pH Presoaks work independently, or in conjunction with our Low pH family of presoaks as a two-step, to penetrate and loosen soils and road film on all vehicle surfaces.

### HP-82 High pH Unscented Frictionless Presoak 5, 30 & 55 Gal

- Medium foaming formula
- Exceptional cleaning in two-step process with HP-87 HP-635 or HP-640
- Can be used in tunnel presoak arches as well
- EcoLogo™ Certified
- Target Dilution 80:1

### HP-90 High pH Fresh Scent Frictionless Presoak 5, 30 & 55 Gal

- Fresh scent
- Medium foaming formula
- Exceptional cleaning in two-step process with HP-87 HP-635 or HP-640
- Can be used in tunnel presoak arches as well
- EcoLogo™ Certified
- Target Dilution 80:1



### HP-800 Presoak Boost 5 & 30 Gal

- High pH alkaline boost
- Unscented
- Enhances penetration and removal of road film
- Use in conjunction with any Turtle Wax high pH presoak
- Target Dilution - Contact Turtle Wax Rep



# LOW pH PRESOAKS

## HP-86 Low pH Citrus Scent Frictionless Presoak 5 Gal

- Citrus scent
- High foaming formula
- EcoLogo™ Certified
- Exceptional cleaning in a two-step process with HP-82 or HP-90
- Target Dilution 160:1

## HP-87 Low pH Frictionless Presoak 5, 30 & 55 Gal

- Unscented
- Medium foaming formula
- Exceptional cleaning in a two-step process with HP-82 or HP-90
- EcoLogo™ Certified
- Target Dilution 160:1

## HP-635 Low pH Frictionless Presoak 5 Gal

- Unscented
- Low foaming formula
- Formulated for use in challenging water conditions
- Exceptional cleaning in a two-step process with HP-82 or HP-90
- EcoLogo™ Certified
- Target Dilution 160:1

## HP-640 Low pH Frictionless Presoak 5, 30 Gal

- Unscented
- High foaming
- Versatile low pH presoak for stubborn environments
- Exceptional cleaning in a two-step process with HP-82 or HP-90
- Target dilution 160:1



# DETERGENTS

Turtle Wax Pro's high foaming, deep cleaning and easy rinsing detergents are the key components in your friction carwash. The variety of low, neutral and high pH formulations optimizes the lubricity required to protect a vehicle's finish.

## HP-07 Lemon Scent Friction Detergent 5 Gal

- Neutral pH
- Lemon scent
- High foaming formula
- Maximum lubricity
- EcoLogo™ Certified
- Target Dilution 500:1

## HP-12 High pH Friction Detergent 5 Gal

- Lemon Citrus scent
- High foaming formula
- Cuts through heavy road film on rocker panels, bumpers, and grills
- Used in Friction and Prep Gun applications
- EcoLogo™ Certified
- Target Dilution 700:1

## HP-11 Unscented Friction Detergent 5 Gal

- Neutral pH
- Unscented
- High foaming formula
- Maximum lubricity
- EcoLogo™ Certified
- Target Dilution 500:1

## HP-950 Low pH Friction Detergent 5 Gal

- Unscented
- High foaming formula
- Maximum lubricity
- Easy rinsing
- EcoLogo™ Certified
- Target Dilution 500:1





# TRICOLORS

Turtle Wax Pro offers two different types of Tricolor options, both provide for an excellent customer experience with vibrant-colored foam and appealing scents. The Polishes enhance shine and protection, while the Conditioners enhance cleaning and optimize drying.

**HP-60 Triple Shine Polish - Red**  
**HP-61 Triple Shine Polish - Blue**  
**HP-62 Triple Shine Polish - Gold**  
**5Gal**

- Cherry scent
- Shines and protects all vehicle finishes
- Contains carnauba wax flash foam technology for easy rinsing
- EcoLogo™ Certified
- Target Dilution 450:1

**HP-960 Low pH Tri-Foam Conditioner - Blue**  
**HP-970 Low pH Tri-Foam Conditioner- Gold**  
**HP-980 Low pH Tri-Foam Conditioner- Red**  
**5Gal**

- Bubble Gum scent
- Designed for deep cleaning and excellent customer show
- Low pH technology enhances drying
- EcoLogo™ Certified
- Target Dilution 450:1



# DRYING AGENTS, SEALANTS AND PROTECTANTS

The Turtle Wax Pro family of drying agents, sealants and protectants has long been the gold standard in the industry. If your goal is to provide your customers with the driest and shiniest vehicles in the industry, these are the products to rely on. From drying agent to Instant Shine, everything you need to “finish” the wash process is right here!



## HP-10 Sealer Wax 5 Gal

- Lemon Citrus Scent
- Seals out water, salt, and dirt to protect a car's finish
- Safe for clear coat finishes
- EcoLogo™ Certified
- Target Dilution 800:1

## HP-15 Drying Agent 5 Gal

- Unscented
- Designed to repel water and optimize drying
- EcoLogo™ Certified
- Target Dilution 800:1

## HP-19 Crystal Polymer Glaze 5 Gal

- Orange Citrus Scent
- Designed to seal out water, salt and dirt
- EcoLogo™ Certified
- Target Dilution 800:1



## HP-29 Oil Free Clear Coat Protectant 5 Gal

- MSO free
- Reclaim friendly
- Designed to repel water and optimize drying
- Target dilution 450:1

## HP-119 Blazin' Glaze Clear Coat Protectant 5 Gal

- Orange Citrus Scent
- Seals out water, salt, and dirt to protect a car's finish
- Contains carnauba wax
- Superior clear coat protectant reduces drying time
- Target Dilution 800:1

## HP-319 ICE™ Instant Shine 5 Gal

- Total surface protection for all vehicle surfaces
- Provides maximum water repellency on glass for improved visibility
- Protects and shines glass, chrome, plastic trim, and paint
- Light foam signal with pleasant Cool Mango Fragrance
- Target Dilution 400:1



# SPECIALTY

Turtle Wax Pro offers a line of specialty products ranging from underbody protection and seasonal cleaning solutions to carwash maintenance and equipment cleaners.

## HP-35 Rust Inhibitor 5 Gal

- Unscented
- Protects a vehicle's undercarriage from rust formation due to moisture, salt, and road grime
- EcoLogo™ Certified
- Target Dilution 350:1

NEW

HP-100  
Glass Cleaner  
5 Gal

- Concentrated
- Non-streaking formula
- No ammonia
- Dilute 10:1

NEW

HP-110  
Multi-Purpose Cleaner  
5 Gal

- Fantastic engine cleaner
- Strong Degreaser
- Multiple uses including carpet cleaning
- Target Dilution - Contact Turtle Wax Rep

## HP-550 Bug Remover 5 Gal

- Lemon Scent
- Loosens and removes stubborn bug residue from vehicle's surface
- Rich, dense foam for excellent customer appeal
- Safe for use on all paint finishes
- Target Dilution 30:1

## HP-590 Wall & Equipment Cleaner 5 Gal

- Industrial strength cleaner
- Safe on all glass, metal and plastic surfaces
- Uses include removal of lime scale and soap residue
- Target Dilution 30:1

NEW

HP-999  
Winter Foamer  
5 Gal

- Rich foam with blueberry fragrance
- Methanol based for use in extreme cold climates
- See Tech Data for dilutions



# WHEEL AND TIRE

Turtle Wax Pro offers all of the solutions required to clean, brighten and shine your rims and tires. Tunnel operators can now offer a complete wheel and tire service with the confidence of premium performance to compliment the results they are used to seeing from the Turtle Wax Pro line up.

## HP-107 Wet "N" Black Tire Dressing 5 & 30 Gal

- Unscented
- Glossy appearance
- Contains solvents
- Target Dilution: Direct



## HP-108 Water Based Tire Dressing 5 & 30 Gal

- Unscented
- Water based - no solvents
- Glossy appearance
- Viscosity reduces "sling-off" effect
- Target Dilution: Direct

## HP-460 Wheel Brightener 5 Gal

- Low pH
- Unscented
- Light foaming formula
- Excellent coverage and rinses easily
- Brightens wheels and rims by removing brake dust and mild oxidation
- Target Dilution 25:1

## HP-470 Wheel & Tire Cleaner 5 & 30 Gal

- High pH
- Citrus scent
- Foamy application allows for excellent coverage and extended dwell time
- Safe for all tires and rims
- Target Dilution 15:1





# SELF-SERVE

In a self-serve environment, it is important to have products that are effective, easy to use and appeal to the senses. Turtle Wax Pro self-serve products produce rich foams, vibrant colors and pleasant aromas to enhance the customer experience. Turtle Wax is the brand name that delivers a clean car every time – keeping your customers coming back!

## HP-73 Foaming Sealant 5 Gal

- Lemon Citrus Scent
- Low foaming
- Produces a protective water beading shine
- Seals out water, salt, and soil and protect a vehicle’s finish
- Safe for clear coat finishes
- EcoLogo™ Certified
- Target Dilution 450:1

## HP-75 Foaming High Pressure Detergent 5 Gal

- Cherry Scent
- High foaming
- Designed for high pressure wand applications
- Mild formula is safe for all car finishes
- EcoLogo™ Certified
- Target Dilution 900:1

## HP-76 Foaming Presoak 5 Gal

- High pH
- Citrus Lemon Scent
- High foaming formula creates a rich lather that removes soil easily
- Designed to penetrate and remove road film and grease
- EcoLogo™ Certified
- Target Dilution 450:1

## HP-78 Foaming Tire Cleaner 5 Gal

- High pH
- Pine Scent
- High foaming formula
- Safely cuts through brake dust and grime found on tires
- EcoLogo™ Certified
- Target Dilution 64:1

## HP-74 Foam Brush Detergent - Red HP-80 Foam Brush Detergent - Blue HP-81 Foam Brush Detergent - Gold 5 Gal

- Cherry Scent
- Thick, high foaming formula
- Three color detergent system provides deep cleaning and excellent customer show
- Removes soil, salt, and road film with minimal scrubbing
- EcoLogo™ Certified
- Target Dilution 900:1





## FIRE & ICE ELEMENTS OF SHINE

**NEW**

**HP-919  
FIRE Wax  
5 Gal**

- Rich red foam
- Carnauba base maximizes protection and shine
- Cinnamon Inferno Scent
- Target Dilution 300:1

**NEW**

**HP-920/921  
FIRE Bath Red/Yellow  
5 Gal**

- Dense red/yellow foam
- Promotes a deeper clean
- Enhanced lubricity
- Raspberry Inferno Scent
- Target Dilution 200:1

**HP-319  
ICE Instant Shine  
5 Gal**

- Total surface protection for all vehicle surfaces
- Provides maximum water repellency on glass for improved visibility
- Protects and shines glass, chrome, plastic trim, and paint
- Light foam signal with pleasant Cool Mango Fragrance
- Target Dilution 400:1



**THE POWER OF  
COMBINED ELEMENTS**





MARKETING MATERIALS

Turtle Wax Pro offers a variety of marketing materials and programs to help promote the use of Turtle Wax Pro products at your carwash. Pylons, banners and arches are just a few tools you can use to let customers know that you are using the most recognizable and trusted brand in the car care industry. Help make your profits shine by



Banner Large 4' x 13"



Banner Small 30" x 96"



Windmaster Sign 28x44



Teardrop Wind Banner 8'



Car Wash Arch  
Arch configuration may differ from image shown here

Code Machine 11" x 15"



Pylon Topper  
28" Double  
Sided

Pennant String 60'



Banner Large 4' x 13"



Banner Small 30" x 96"



Windmaster Sign 28x44



Teardrop Wind Banner 8'



Car Wash Arch  
Arch configuration may differ from image shown here

Code Machine 11" x 15"



Pylon Topper  
28" Double  
Sided

Pennant String 60'



branding your site Turtle Wax Pro and using the Fire & ICE program to increase revenues. Contact your local Turtle Wax Pro Distributor for more information.

PRODUCT APPLICATION GUIDE

Product	Description	Recommended Usage (mls)*	Recommended Dilution	Friction Tunnel	Friction In-Bay	Frictionless Tunnel	Frictionless In-Bay	Self Serve
HP07	Lemon Scented Friction Detergent	6	500:1	x	x	x	x	
HP10	Sealer Wax	5	800:1	x	x			
HP100	Glass Cleaner	N/A	10:1	x		x		
HP107	Wet and Black Tire Dressing	60-90	Direct	x		x		
HP108	Water Base Tire Dressing	60-90	Direct	x		x		
HP11	Unscented Friction Detergent	6	500:1	x	x			
HP110	Multipurpose Cleaner	N/A	See TW Rep	x		x		
HP119	Blazin' Glaze Clear Coat Protectant	5	800:1	x	x	x	x	x
HP12	Alkaline Friction Detergent	5	700:1	x	x			
HP15	Drying Agent	5	800:1	x	x	x	x	x
HP19	Crystal Polymer Glaze	5	800:1	x	x	x	x	x
HP29	Oil Free Drying Agent	10-15	450:1	x	x	x	x	x
HP60	Triple Shine (Red)	5	450:1	x	x	x	x	x
HP61	Triple Shine (Blue)	5	450:1	x	x	x	x	x
HP62	Triple Shine (Gold)	5	450:1	x	x	x	x	x
HP319	ICE Instant Shine	15	400:1	x	x	x	x	x
HP35	Rust Inhibitor	30	350:1	x	x	x	x	x
HP460	Wheel Brightener	12	25:1	x	x	x	x	x
HP470	Wheel & Tire Cleaner	15 - 30	15:1	x	x	x	x	
HP550	Bug Remover	N/A	30:1	x	x	x	x	x
HP590	New! Wall & Equipment Cleaner	N/A	30:1	x	x	x	x	x
HP635	Low pH Frictionless Presoak	30	160:1			x	x	
HP640	Low pH Frictionless Presoak	5	160:1			x	x	
HP73	Foaming Sealer Wax	4	450:1	x	x	x	x	x
HP74	Foaming Brush Detergent (Red)	2	900:1	x	x			x
HP75	Foaming High Pressure Detergent	2	900:1	x	x			x
HP76	Foaming Presoak	3	450:1	x	x	x	x	x
HP78	Foaming Whitewall Cleaner	7	64:1	x	x	x	x	x
HP80	Foaming Brush Detergent (Blue)	2	900:1	x	x			x
HP81	Foaming Brush Detergent (Gold)	2	900:1	x	x			x
HP82	Unscented Frictionless Presoak	60	80:1			x	x	
HP86	Citrus Scented Frictionless Presoak	30	160:1			x	x	
HP87	Low pH Frictionless Presoak	30	160:1			x	x	
HP800	Presoak Boost	5-15	See TW Rep	x	x	x	x	x
HP90	Fresh Scent Frictionless Presoak	60	80:1			x	x	x
HP950	Low pH Friction Detergent	6	500:1	x	x			
HP960	Triple Foam (Blue)	6	450:1	x	x	x	x	
HP970	Triple Foam (Yellow)	6	450:1	x	x	x	x	
HP980	Triple Foam (Red)	6	450:1	x	x	x	x	
HP919	FIRE Wax	45	300:1	x	x	x	x	
HP920	FIRE Bath Red	45	200:1	x	x	x	x	
HP921	FIRE Bath Yellow	45	200:1	x	x	x	x	
HP999	Winter Foamer		See Tech Data					x



“GET THE TURTLE ON YOUR SIDE”





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