



For Immediate Release;
1 October, 2015

UAE's SUSTAINABLE APPROACH to CAR CARE

Gulf Car Wash brings together global car care and car wash professionals under one roof

Dubai, United Arab Emirates

Being one of the fastest growing auto markets in the world, the UAE is witnessing an influx of new range of car wash solutions. With a vision of making the country a sustainable city, the Government is driving organizations to look at innovative, cost effective and sustainable methods to save water and money.

Gulf Car Wash Car Care Expo which is slated for the 2 – 4 November 2015 at the Dubai International Convention & Exhibition Centre will host international exhibitors displaying a wide range of applications, which when implemented can successfully lead to water conservation.

The major drawback in the car wash industry is the “water wastage” which has to be stopped by adapting to eco-friendly technologies.

Q2 Wash & Q2 Trade – MECTW's '*Eco-Friendly Car Wash Partner*' brought the concept of mobile washing in the region. The company utilizes an average of 3 litres per wash in contrast to the 120 – 150 litres of waters used by stationary car wash process. Over the last 12 months, the company cleaned approximately one million vehicles. In comparison to traditional methods, the company approximately conserved 120 million litres of water.

Oxygen cleaning services has adopted the steam cleaning process which helps save up to 98% water, cleaning and sanitizing a car more effectively than with water. The traditional car wash technique consumes around 200 litres of water per car but with optima steamer, the company effectively utilizes only 2-3 litres of water conserving an average of 197 litres.

Commenting on the topic, **Jayaraman Nair, Chairman – VIS, organizer of Middle East Cleaning Technology Week** said, “The UAE is known for its enthusiasm to adopt innovative and sustainable technologies in all fields, and is leading the developments in this industry as well. A key attraction at MECTW's Gulf Car Wash will be the one-day conference with an impressive lineup of speakers from the international car wash and car care sector, emphasizing on new trends and innovative technology in the industry, that are not only sustainable but are cost effective.”



MECTW takes place from 2nd to 4th November, 2015 at, Dubai International Convention and Exhibition Centre offers a platform to promote scientific cleaning practices, latest products, technologies and services to potential buyers in the MENA region. For the first time, MECTW will make way for two new platforms – laundry and car wash – along with a special outdoor section dedicated to street cleaning solutions and equipment.

Middle East Cleaning Technology Week will also play host to the Excellence Awards that identifies the 'difference makers' in the hospitality, soft services FM and laundry industry. The Excellence Awards incorporates Categories for supervisors and attendants in all three sectors. Winners walk away with a cash prize and a certificate.

MECTW is the perfect opportunity for brands to promote themselves in this competitive and growing region. It is the perfect meeting point for industry players, big and small, to exchange ideas towards providing better services.

*****ENDS*****

About Middle East Cleaning Technology Week

Organized by VIS Exhibitions, 'Middle East Cleaning Technology Week' (MECTW) is the region's first ever global forum that unites the cleaning and hygiene industry. Comprising of three dedicated shows, conferences, awards and associated events, MECTW aims to generate awareness of cleanliness and hygiene within the region and unite thought leaders, policy makers and investors across the world.

An extension of Clean Middle East Pulire, the Cleaning Technology Week has been conceptualized with the objective of focusing attention to creating a sustainable future by bringing all facets of the cleaning industry under a single umbrella. MECTW offers a platform to promote scientific cleaning practices, latest products, technologies and services to potential buyers in the MENA region. For the first time, MECTW will make way for two new platforms – laundry and car wash – along with a special outdoor section dedicated to street cleaning solutions and equipment.

For more information please visit: www.mectw.com

McCollins Media

Suzanne Joseph
Consultant

M: +971 56 4691409

T: +971 4 4456848

E: suzanne@mccollinsmedia.com