

Marketing Materials

Sample Marketing Options



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Variable Data Printing

Variable data printing (also known as VDP and variable data imaging) is a modern digital printing technology that allows for the personalization of every printed piece in a single print run. Names, messages, images and logos can be changed from one printed piece to the next without delaying the printing process.

VDP is more expensive than static printing where every printed piece is identical.

Print Media

Various sample options for print media



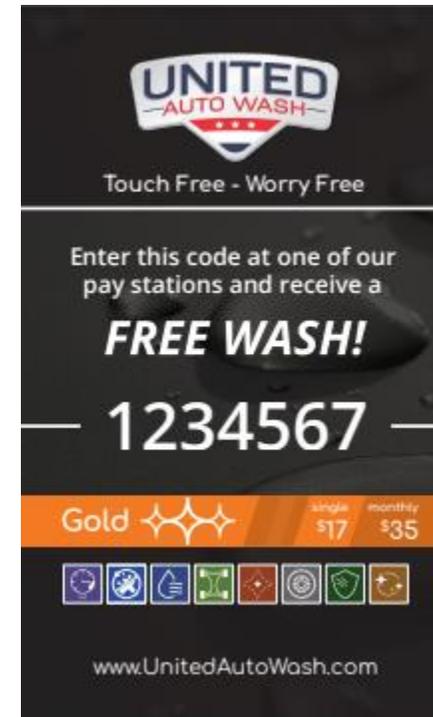
Print Media – Numeric Free Wash Codes

As a customer of Dencar, you can generate numeric free wash codes from the Customer Management Portal and export the codes in a CSV file. Selectable fields include quantity of codes, length of code (do not use 6 digits, 7 is recommended), wash tier, and expiration date.

Depending on your use case, you could keep the codes in electronic format and deliver them to your customer. You could print them and scratch them out once used. You could print them on Avery labels and apply them as needed. These are low cost “do it yourself” types of options.

This is a sample numeric free wash code printed on a business card size paper stock. Note this requires variable data printing to support the printing of the codes. This is a great handout option when you are face-to-face with customers or potential customers you want to get to your car wash.

Front



Back



Print Media – QR Free Wash Codes

QR free wash codes are scannable QRs placed on printed material redeemed by scanning at the pay station. These codes print at 3-inch square, so the handout needs to be a larger form factor such as a rack card. QR generation must be done by Dencar and ordered through Dencar.

Scan this at one of our paystations and receive a **FREE WASH!**



Gold ✨ single \$17 monthly \$35



Locations:

- 884 E Steels Corners Rd, Stow
- 1021 Graham Rd, Stow
- 4119 State Rd, Cuyahoga Falls



www.UnitedAutoWash.com



Gold ✨ single \$17 monthly \$35



- High Pressure Wash
- Drying Blowers
- Clear Coat Protectant
- Rust Inhibitor
- Spot Free Rinse
- Undercarriage
- Wheel & Side Clean
- Ultra Shine

Silver ✨ single \$14 monthly \$30



- High Pressure Wash
- Drying Blowers
- Clear Coat Protectant
- Spot Free Rinse
- Undercarriage

Bronze ✨ single \$10 monthly \$20



- High Pressure Wash
- Drying Blowers
- Spot Free Rinse

Print Media – QR Discount Codes

QR discount codes are scannable QRs placed on printed material redeemed by scanning at the pay station. These codes print at 3-inch square, so the handout needs to be a larger form factor such as a rack card. QR generation must be done by Dencar and ordered through Dencar.

Scan this at one of our paystations and receive a **\$5 DISCOUNT**



Locations:

- 884 E Steels Corners Rd, Stow
- 1021 Graham Rd, Stow
- 4119 State Rd, Cuyahoga Falls



www.UnitedAutoWash.com



Package	single	monthly
Gold ✨	\$17	\$35
High Pressure Wash, Drying Blowers, Clear Coat Protectant, Rust Inhibitor, Spot Free Rinse, Undercarriage, Wheel & Side Clean, Ultra Shine		
Silver ✨	\$14	\$30
High Pressure Wash, Drying Blowers, Clear Coat Protectant, Spot Free Rinse, Undercarriage		
Bronze ✨	\$10	\$20
High Pressure Wash, Drying Blowers, Spot Free Rinse		

Print Media – Rack Cards

Dencar can create and generate rack cards. Rack cards should be located at your pay station for the customer that does not buy a monthly wash pass. Some customers won't buy in the moment because they feel stressed. If they take this rack card with them, it is tied to the online sales process by scanning the QR code, so the customer can buy a monthly pass using the simplified online sales process from the comfort of their home.

Sample rack card.

Front

Back

Buy a single pass first, then add cars in the app later

Multi-Vehicle Pricing					
# Cars	1	2	3	4	5
Gold	\$35	\$49	\$74	\$98	\$123
Silver	\$30	\$42	\$63	\$84	\$105
Bronze	\$20	\$28	\$42	\$56	\$70
# Washes	15	20	25	30	32

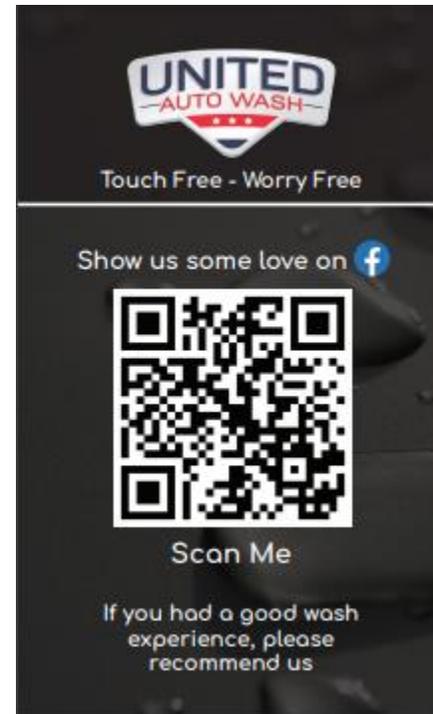
Washes can be used on any vehicle in the plan

Print Media – Ratings Cards

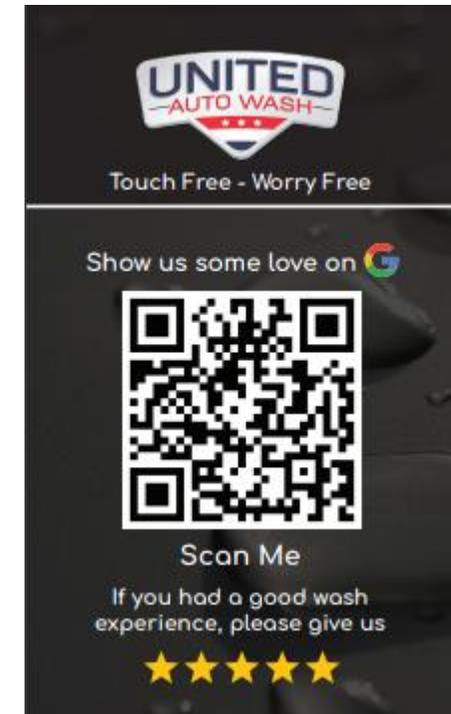
Dencar can create and generate ratings cards. Ratings cards are used to help build your social media presence in a positive fashion. Put these in the hands of your monthly passholders and ask for a positive review. Most will oblige.

Sample ratings card.

Front



Back



Print Media – Donations

Dencar can create and generate gift basket type of documentation. You will experience many organizations asking for donations for their fundraisers. These are just a couple examples we have done to maintain a professional and consistent image with our United brand.

1 yr Gold Wash Pass
2 vehicles @ 12 months * \$49 per month = \$588

- High Pressure Wash
- Spot Free Rinse
- Drying Blowers
- Undercarriage
- Clear Coat Protectant
- Wheel & Side Clean
- Rust Inhibitor
- Ultra Shine

PROUD TO SUPPORT
STOW YOUTH BASEBALL

WWW.UNITEDAUTOWASH.COM

1021 Graham Rd Stow
4119 State Rd Cuyahoga Falls
1884 E Steels Corners Rd Stow

1 yr Gold Wash Pass
2 vehicles @ 12 months * \$49 per month = \$588

- High Pressure
- Spot Free Rinse
- Drying Blowers
- Undercarriage
- Clear Coat
- Wheel & Side Clean
- Rust Inhibitor
- Ultra Shine

PROUD TO SUPPORT
WITAN
WOMEN IN TOUCH WITH AKRON'S NEEDS

WWW.UNITEDAUTOWASH.COM

1021 Graham Rd Stow
4119 State Rd Cuyahoga Falls
884 E Steels Corners Rd Stow

Electronic Media

Various sample options for electronic media



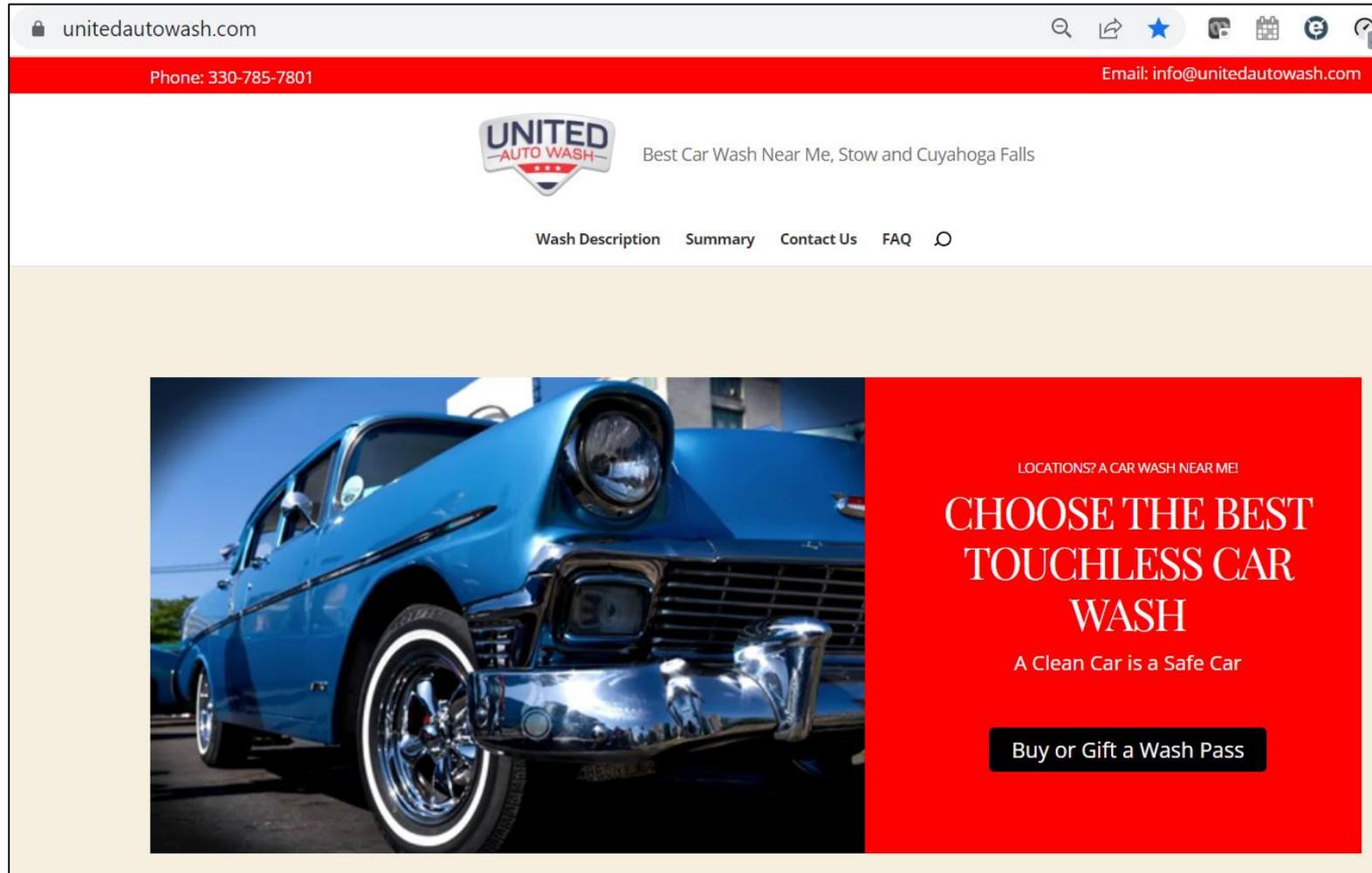
Electronic Media – Website Development

Dencar is happy to provide a basic website fully branded to your car wash for a nominal fee. Once posted, you are provided a login to make any updates whenever you want. Our designs are basic in nature focused on delivering a sales channel and contact and location information.

For high end custom websites, please go to our partner:

www.ruleofdesigninc.com

Sample website: <https://unitedautowash.com/>



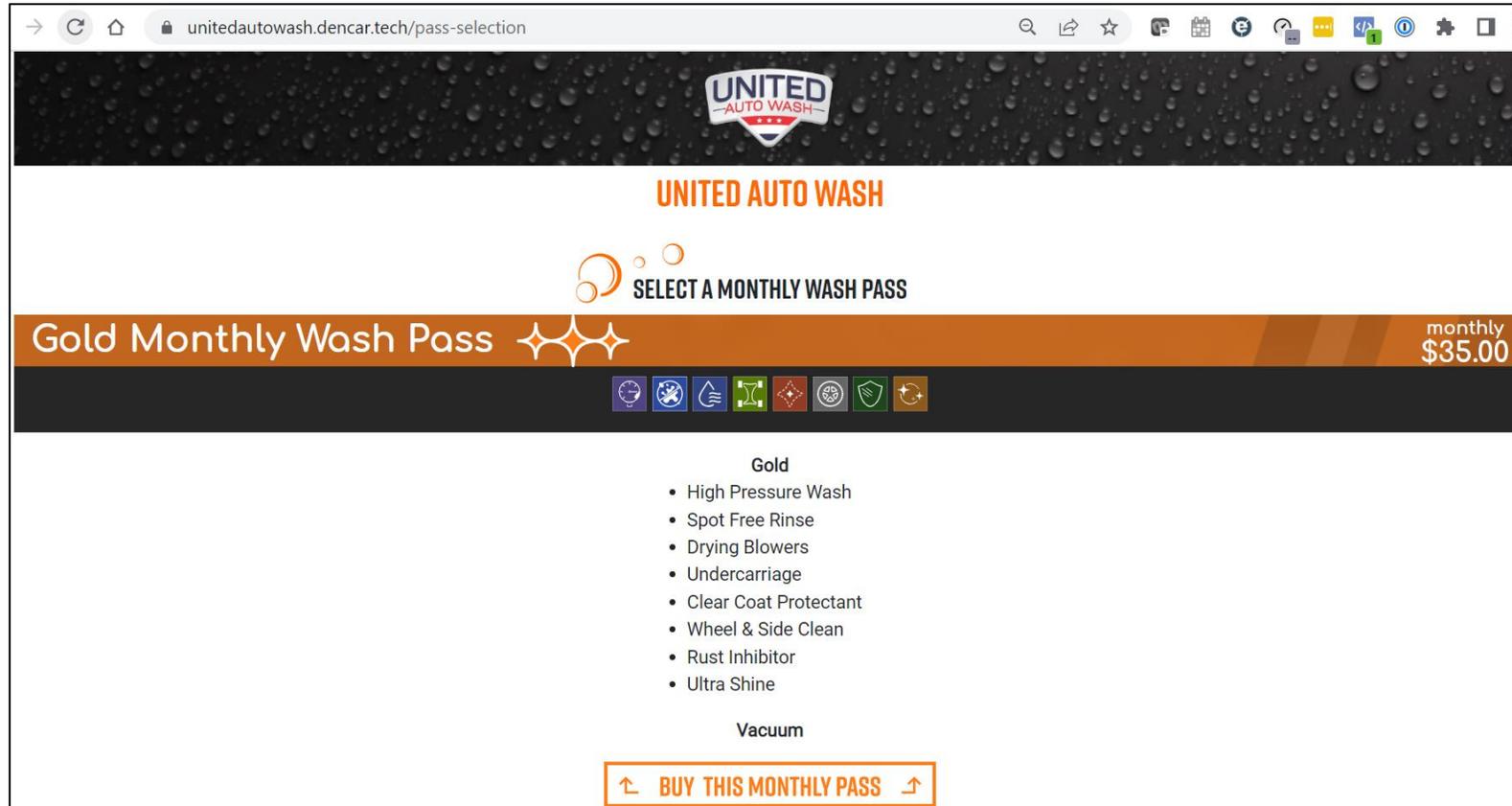
Electronic Media – Branded Email

Have a professional email of yourname@yourcarwash.com

Electronic Media – Online Wash Pass Sales

Every Dencar customer receives an online wash pass sales website. The online wash pass sales process mirrors the unique sales flow that Dencar created where we sell first and register later. The online wash pass sales link can be directly embedded in other digital advertising such as social media.

Sample online pass sales: <https://unitedautowash.dencar.tech/pass-selection>



The screenshot shows a web browser window with the URL unitedautowash.dencar.tech/pass-selection. The page features the United Auto Wash logo at the top, followed by the text "SELECT A MONTHLY WASH PASS". A prominent orange banner highlights the "Gold Monthly Wash Pass" for "monthly \$35.00". Below this banner is a row of icons representing various services. The "Gold" package details are listed as follows:

- High Pressure Wash
- Spot Free Rinse
- Drying Blowers
- Undercarriage
- Clear Coat Protectant
- Wheel & Side Clean
- Rust Inhibitor
- Ultra Shine

Below the Gold package, the "Vacuum" service is listed. At the bottom of the page, there is a button that says "BUY THIS MONTHLY PASS".



The mobile view screenshot shows the same website layout as the desktop view, but with a smaller screen size. The "Gold Monthly Wash Pass" is highlighted in orange, and the price "monthly \$35.00" is visible. The "BUY THIS MONTHLY PASS" button is also present at the bottom of the screen.

Electronic Media – Gift Passes

Dencar's Integrated Sales Experience approach permits the sale of Gift Passes that helps drive the habit of monthly washing. The buyer of the gift pass receives an electronic certificate that can be printed and gifted or shared electronically with the recipient.

Sample gift pass sales: <https://unitedautowash.dencar.tech/pass-selection>

The desktop view of the purchase form features a dark header with the United Auto Wash logo and a price tag for the Gold Monthly Wash Pass at \$35.00 per month. The main content area is titled 'Gift Pass Purchase Details' and contains three input fields for name, cell phone number, and email address. Below these is a dropdown menu for the number of months, currently set to 2. A summary bar at the bottom indicates a total of \$70.00 for 2 months, with 'Cancel' and 'Next' buttons.

The mobile view of the purchase form is displayed on a smartphone screen. It includes the same header and form fields as the desktop version, with the price tag showing \$35.00 monthly. The 'Next' button is highlighted in orange, and the mobile navigation bar is visible at the bottom.

Electronic Media – Promo Code

Customers can generate their own promo codes that can be percentage or dollar denominated discounts. Promo codes are valuable for tracking the effectiveness of marketing efforts be they electronic or print based.

The desktop screenshot shows the United Auto Wash website interface. At the top, the United Auto Wash logo is centered. Below it, the product name "Gold Monthly Wash Pass" is displayed in a large font, with "monthly \$35.00" to its right. A white modal box titled "Enter Promo Code" is overlaid in the center, containing a text input field labeled "Entry Here". At the bottom of the page, there are two buttons: "Cancel" and "Next".

The mobile screenshot shows the United Auto Wash website interface on a smartphone. At the top, the United Auto Wash logo is centered. Below it, the product name "Gold Monthly Wash Pass" is displayed in a large font, with "monthly \$35.00" to its right. Below the product name, there is a section titled "Gift Pass Purchase Details" with three input fields: "Enter your name.", "Enter your cell phone number.", and "Enter your email address.". Below these fields, there is a question "How many months of Gift Pass do you want to give?" with a dropdown menu showing "2". At the bottom, there is a "Total" section showing "\$70.00 for 2 month(s)". There are two buttons: "Cancel" and "Next".

Marketing Materials

Sample marketing support

