

The Smarter Way to Shine ™



www.turtlewax.com









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### A Message to our Customers...

Our goal at Turtle Wax is to provide our consumers with the highest quality and most innovative products on the market. Over the past 60 years, Turtle Wax has established itself as the global leader in car care, and we will continue to lead the industry by focusing on marketing and new product development. Our latest generation of products is proof that the brand is more powerful and innovative than ever. When a consumer selects the Turtle Wax brand, they know exactly what they are getting—consistent quality and exceptional results.

We look forward to many more years of success and dedication to our customers and consumers.

Sincerely,

Sondra Healy
Chairman of the Board

Denis Healy
Chairman of the Board



### 2014 NEW PRODUCT HIGHLIGHTS

**NEW! Turtle Wax® ICE® Premium Care All Wheel & Tire Cleaner** safely loosens and lifts baked on break dust, dirt, grime, surface stains and more. Turtle Wax® ICE® Premium Care All Wheel & Tire Cleaner is a concentrated, fast-acting all-purpose wheel and tire cleaner that is formulated to be safe on all wheel and tire surfaces. No need to scrub the surface with harsh brushes that can leave scratches and swirls on the wheel surface, just spray, lightly agitate soils and watch the cleaning action as the dirt is removed. The unique formula also acts as a barrier in reducing build-up of brake dust and dirt on your wheels and tires to make future cleaning easier and faster. (Page 11)

**NEW! Turtle Wax® ICE® Premium Care Tire Shine** is a high endurance formula that provides a rich, high gloss coating ensuring a long lasting wet appearance. Durability and our highest possible shine with spray on-no wipe convenience Turtle Wax® ICE® Premium Care Tire Shine formula contains silicone to penetrate tire sidewall rubber and lock on a shine that lasts through normal wet driving conditions. The thick formula clings to vertical tire sidewall surfaces and virtually eliminates 'tire sling' onto body panels restoring tires to a rich black appearance. (Page 12)

**NEW! Turtle Wax® Jet Black™ Black Endura-Shine Tire Coat Kit** utilizes luxurious and distinctive technology to prove an exceptional, intense black luster, delivering an incredibly powerful statement. The resilient black-tinted acrylic coating corrects browning to achieve the most intense black for up to a year. In addition, the coating provides a protective barrier from dirt that requires little maintenance to clean and restore that dramatic lustrous shine. One application of Turtle Wax® Jet Black™ Black Endura-Shine Tire Coat will give your tires a noteworthy appearance that will make heads turn for months! (Page 14)

**NEW! Turtle Wax® Jet Black™ Black Endura-Shine Trim Coating** is an advanced acrylic coating technology that delivers an unsurpassed deep rich shine that lasts for over a year, which is 4X longer than traditional silicone-based products. Turtle Wax® Jet Black™ Black Endura-Shine Trim Coating revitalizes and brightens dull, faded black and dark grey trim, replenishing lost color and shine to a like new condition. The advanced formula uses black-tinted acrylic polymer technology to coat trim for protection. In just one application, it provides a deep, black, rich shine and protective barrier that can withstand repeated car washing and rain for over a year! (Page 15)

### 2014 NEW PRODUCT HIGHLIGHTS

**NEW! Turtle Wax® Quick & Easy™ Luxe Leather ™ Cleaner & Conditioner** is a 1-Step solution to clean, condition and protect leather, vinyl, rubber & more! Now with Turtle Wax® Quick & Easy™ Luxe Leather ™ Cleaner & Conditioner you can simplify your regular interior maintainence with one easy to use product. The unique triple action formula conditions and preserves using a pH balanced blend of cocoa butter, Vitamin E, lanolin, aloe vera and other natural ingredients and contains no harsh solvents. (Page 29)

**NEW! Turtle Wax® Quick & Easy™ Dash & Glass ™ Interior Cleaner** is a 1-Step solution for superior cleaning on glass, dash, tech screens and more! Turtle Wax® Quick & Easy™ Dash & Glass ™ Interior Cleaner leaves windows sparkling clean and streak-free and leaves your dash free from dust, non-greasy and protected! The sophisticated polymer technology binds dirt to the cloth for easy cleaning and you can achieve perfect results without perfect application, as there is no need to worry about overspray! (Page 27)

NEW! Turtle Wax® Renew Rx™ Luxe Leather™ Deep Cleaning Interior Kit dramatically transforms the appearance of your interior! This advanced cleaning system includes a rich 2-in-1 Leather Cleaning & Conditioning Lotion with powerful Stain Erasers. In combination, they gently deep clean without damaging leather while revitalizing your interior to like new condition. Turtle Wax® Renew Rx™ Luxe Leather™ Deep Cleaning Interior Kit works effectively to effortlessly remove blue jean denim stains, ink marks, shoe scuffs, spills, imbedded soils and greasy deposits without scrubbing and is great on high traffic areas such as door panels and kick plates. (Page 33)

## TURTLE WAX® ICE® PREMIUM CARE









#### TURTLE WAX® ICE® PREMIUM CARE PASTE WAX

- Rated #1 by a consumer magazine for durability
- Breakthrough dirt repellent synthetic formula keeps finishes cleaner longer
- Protects against UV rays
- Can be used in direct sunlight and leaves no white powdery residue
- Can be used on rubber and non-textured plastic trim
- Maximum high gloss shine
- Includes applicator

T465R TURTLE WAX® ICE® PREMIUM CARE PASTE WAX 6/8 wt. oz.





#### **TURTLE WAX® ICE® PREMIUM CARE LIQUID WAX**

- Delivers long lasting, water resistant shine that lasts for months
- Water based formula can also be applied to all exterior rubber, plastic and vinyl trim to restore color and shine without leaving white residue
- Unlike conventional waxes, ICE® can be applied in direct sunlight and on hot surfaces without streaking
- Complete kit includes a custom applicator and microfiber cloth
- Breakthrough dirt repellent synthetic formula keeps finishes cleaner longer

T468R TURTLE WAX® ICE® PREMIUM CARE LIQUID WAX 6/14 fl. oz.





#### **TURTLE WAX® ICE® PREMIUM CARE SPRAY WAX**

- Synthetic formula repels dirt and prevents water spots
- Perfect for all automotive paints, exterior plastic, rubber trim, and even glass
- Produces a slick, mirror-like shine, and hides light scratches and swirl marks
- Provides UV protection to help prevent paint fading from sun exposure
- Breakthrough dirt repellent synthetic formula keeps finishes cleaner longer
- Leaves no white powdery residue

T477R TURTLE WAX® ICE® PREMIUM CARE SPRAY WAX 6/20 fl. oz.





## TURTLE WAX® ICE® PREMIUM CARE SPRAY DETAILER

- Super slick formula with water repellent polymers
- Can be applied in direct sunlight and on hot surfaces without streaking
- Revitalizes wax durability and water beading
- No white residue
- Clean, fresh scent

T470R TURTLE WAX® ICE® PREMIUM CARE SPRAY DETAILER 6/20 fl. oz.





## TURTLE WAX® ICE® PREMIUM CARE INTERIOR CLEANER & PROTECTANT

- Non-greasy formula cleans, shines
   & conditions most interior surfaces
- Protects against UVA/UVB rays
- No drip formula for better control while cleaning
- Neutralizes odors
- Clean, fresh scent

T484R TURTLE WAX® ICE® PREMIUM CARE INTERIOR CLEANER & PROTECTANT 6/20 fl. oz.





#### TURTLE WAX® ICE® PREMIUM CARE CAR WASH

- Contains a synthetic blend of shine enhancers to restore a showroom shine and luster to your car's finish
- Thick, rich, clear, high-foaming formula gently lifts soils
- · Rinses clean and spot free, fast and easy
- Biodegradable
- Safe for all finishes
- Will not strip wax
- Clean, fresh scent

T472R TURTLE WAX® ICE® PREMIUM CARE CAR WASH 6/48 fl. oz.





## TURTLE WAX® ICE® PREMIUM CARE ALL WHEEL & TIRE CLEANER

- Safely loosens and lifts baked on break dust, dirt, grime, surface stains and more
- Concentrated, fast-acting all-purpose wheel and tire cleaners is formulated to be safe on all wheel and tire surfaces
- No need to scrub the surface with harsh brushes, simply spray, lightly agitate soils and watch the cleaning action as dirt is removed
- Unique formula acts as a barrier in reducing build-up of break dust and dirt on your wheels and tires to make future cleaning easier and faster

T475R TURTLE WAX® ICE® PREMIUM CARE ALL WHEEL & TIRE CLEANER 6/22 fl. oz.





#### **TURTLE WAX® ICE® PREMIUM CARE TIRE SHINE**

- High endurance formula that provides a rich, high gloss coating to ensure a long lasting wet appearance
- Thick formula clings to vertical tire sidewall surfaces and virtually eliminates 'tire sling' onto body panels, restoring tires to a rich black appearance
- Provides durability and produces our highest possible shine with a spray on-no wipe convince
- Unique formula contains silicone to penetrate tire sidewall rubber and lock on a shine that lasts through normal wet driving conditions

T476R TURTLE WAX® ICE® PREMIUM CARE TIRE SHINE 6/22 fl. oz.

### TURTLE WAX® JET BLACK™











## TURTLE WAX® JET BLACK™ BLACK ENDURA-SHINE TIRE COAT KIT

- Luxurious and distinctive technology provides an exceptional, intense black luster, delivering an incredibly powerful statement
- Resilient black-tinted acrylic coating corrects browning to achieve the most intense black for up to a year
- Provides a protective barrier from dirt, requiring little maintenance to clean and restore that dramatic lustrous shine
- One application is all that is required to give your tires a noteworthy appearance that will make heads turn for months
- Kit includes 16 fl. oz. Superior Tire Cleaner, 8 fl. oz. Black Endura-Shine Tire Coat, Applicator & Gloves

T12KT TURTLE WAX® JET BLACK™BLACK ENDURA-SHINE TIRE COAT KIT 6/Case

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## TURTLE WAX® JET BLACK™ BLACK ENDURA-SHINE TRIM COATING

- Advanced acrylic coating technology delivers an unsurpassed deep rich shine for over a year
- Lasts 4X longer than traditional silicone-based products
- Turtle Wax® Jet Black™ Black Endura-Shine Trim Coating revitalizes and brightens dull, faded black and dark grey trim, replenishing lost color and shine to a like new condition
- Advanced formula uses black-tinted acrylic polymer technology to coat trim for protection
- Just one application provides a deep, black, rich shine and protective barrier that lasts over a year, withstanding repeated car washing and rain
- Kit includes 8 fl. Oz. Turtle Wax® Jet Black™ Black Endura-Shine Trim Coating, foam applicator and gloves

T128KT TURTLE WAX® JET BLACK™ BLACK ENDURA-SHINE
TRIM COATING 6/Case



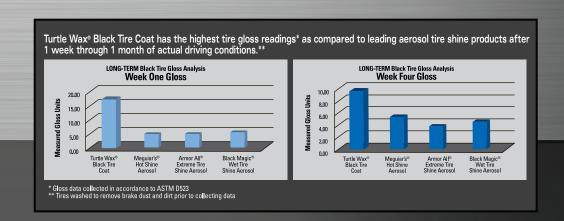




#### TURTLE WAX® JET BLACK™ BLACK TIRE COAT

- Clear, flexible, Ultra Wet® polymer coating bonds to the tire providing intense high gloss shine and protection
- Extreme wet looking shine lasts weeks longer than traditional silicone-based products
- Unlike conventional silicone based tire shines, this protective coating will not attract dirt, dust or greasy residue
- Turtle Wax® Jet Black™ Black Tire Coat will withstand rain storms, car washing and extended driving conditions

T10 TURTLE WAX® JET BLACK™ BLACK TIRE COAT 6/8 wt. oz.







#### TURTLE WAX® JET BLACK™ BLACK BOX® FINISH KIT

- Achieve the ultimate, deep, rich shine for the blackest paint finish
- Black-tinted technology dramatically improves the paint finish by minimizing micro-scratches, swirls and chips leaving a mirror-like shine
- Turtle Wax® Jet Black™ Black Box® Finish Kit is a collection of high-performing products to help restore and maintain your vehicle's original deep, rich, wet shine without leaving any white powdery residue
- Brighten and deepen dull, faded black and dark grey paint, replenishing lost color and shine to a like new condition
- Each kit includes:
  - -12 oz. Black Pre-Wax Cleaner
  - -12 oz. Black Carnauba Wax
  - -2 12 oz. Black Spray Detailers
  - -and 2 foam Applicators

T3KT TURTLE WAX® JET BLACK™ BLACK BOX® FINISH KIT 4/Case





#### TURTLE WAX® JET BLACK™ BLACK SPRAY DETAILER

- Boost and maintain shine intensity in-between washes for the blackest paint
- Dedicated black-tinted technology provides an eye-catching shine in between regular washing & waxing
- Carnauba enriched formula gently cleans and removes light dust and fingerprints while filing swirl marks
- Easily boosts the shine of black paint, bumpers, trim, window seals and more

T319 TURTLE WAX® JET BLACK™ BLACK SPRAY DETAILER 6/23 fl. oz.







#### TURTLE WAX® JET BLACK™ BLACK SPRAY WAX

- Ultra rich, reflective shine and smart protection for the blackest paint
- Driven from the next-generation car care technology,
   Turtle Wax® Jet Black™ Black Spray Wax delivers the most elite finish for black cars
- Exclusive black-pigmented formula for a slick, uniform finish that masks surface blemishes
- High shine polymers maximize paint reflectivity and a high content of carnauba wax generates outstanding water beading
- Ultra durable UV protection helps prevent fading and minor scratches
- Spray application is easy to use and sage for all shades of black paint and trim

T11 TURTLE WAX® JET BLACK™ BLACK SPRAY WAX 6/16 fl. oz.

## **TURTLE WAX® ORIGINAL CARE**













#### **TURTLE WAX® CARNAUBA CLEANER WAX**

- Superior cleaning, shine and protection for all finishes
- Carnauba-enriched wax provides a durable finish which helps prevent pollutants from damaging the car's surface
- Provides a resilient barrier which helps protect against harmful UV rays that can dull a car's finish

T6A TURTLE WAX® CARNAUBA LIQUID WAX 6/16 fl. oz.





#### **TURTLE WAX® CARNAUBA CLEANER WAX**

- Superior cleaning, shine and protection for all finishes
- Carnauba-enriched wax provides a durable finish which helps prevent pollutants from damaging the car's surface
- Provides a resilient barrier which helps protect against harmful UV rays that can dull a car's finish

T5A TURTLE WAX® CARNAUBA PASTE WAX 6/14 WT. OZ.







#### **TURTLE WAX® EXPRESS SHINE® CARNAUBA WAX**

- No rubbing—just apply and wipe dry for a brilliant shine
- Contains carnauba wax for a durable, long-lasting shine
- Leaves no powdery residue
- Provides the shine and protection of a conventional car wax in a fraction of the time
- Safe for all finishes
- New look, same great formula

T136R TURTLE WAX® EXPRESS SHINE® CARNAUBA WAX 6/16 fl. oz.





#### **TURTLE WAX® OXY POWER OUT!® CARPET CLEANER**

- Advanced cleaning formula deep cleans and deodorizes
- Specially formulated for heavy-duty carpet cleaning needs
- Formulated with Odor-X® odor eliminator to help remove odors caused by pets, cigarette smoke, food and mildew

T244R1 TURTLE WAX® OXY POWER OUT!® CARPET CLEANER 6/18 wt. oz.





#### **TURTLE WAX® OXY POWER OUT!® UPHOLSTERY CLEANER**

- Advanced cleaning formula deep cleans and deodorizes
- Specially formulated for heavy-duty upholstery cleaning needs
- Formulated with Odor-X® odor eliminator to help remove odors caused by pets, cigarette smoke, food and mildew

T246R1 TURTLE WAX® OXY POWER OUT!® UPHOLSTERY CLEANER 6/18 wt. oz.

## TURTLE WAX® QUICK & EASY™ CARE











## TURTLE WAX® QUICK & EASY™ DASH & GLASS™ INTERIOR CLEANER



TECH SCREEN SAFE



STREAK FREE GLASS



- 1-Step superior cleaning for glass, dash, tech screens & more!
- Perfect results without perfect application-No need to worry about overspray!
- Makes windows sparkling clean and streak-free
- Leaves your dash dust-free, non-greasy and protected
- Sophisticated polymer technology binds dirt to the cloth for easy cleaning on the first pass

T930 TURTLE WAX® QUICK & EASY™ DASH & GLASS™ INTERIOR CLEANER 6/16 fl. oz.







### TURTLE WAX® QUICK & EASY™ WAX & DRY™ SPRAY WAX







- 1-Step simply spray wax on wet car & dry to an instant shine!
- Achieve a smooth, slick finish by waxing freshly washed cars while they are still wet
- No streak formula provides ultimate protection
- T9 TURTLE WAX® QUICK & EASY™ WAX & DRY™ SPRAY WAX 6/26 fl. oz.







# TURTLE WAX® QUICK & EASY™ LUXE LEATHER™ CLEANER & CONDITIONER







- 1-Step clean, condition & protect leather, vinyl, rubber & more!
- Simplify regular interior maintenance with one easy to use product!
- Triple action formula cleans, refreshes and protects leather, vinyl, rubber and plastic surfaces
- The unique formula conditions and preserves using a pH balanced blend of cocoa butter, Vitamin E, lanolin, aloe vera and other natural ingredients-contains no harsh solvents

T363A TURTLE WAX® QUICK & EASY™ LUXE LEATHER™

CLEANER & CONDITIONER 6/16 fl. oz.







# TURTLE WAX® QUICK & EASY™ ZIP WAX® CAR WASH & WAX







- 1-Step clean & shine in no time! Wash, shine & protect in one easy step!
- Gently washes away dirt & road grime without scratching
- Dries spot free-leaving your car sparkling clean
- Enriched with carnauba wax-for a just washed shine
- Eco-friendly, bio-degradable formula
- Also works great on motorcycles, boats, windows, grills, outdoor furniture and recreational equipment

T75A TURTLE WAX® QUICK & EASY™ ZIP WAX® CAR WASH & WAX 6/16 FL. OZ.

T79 TURTLE WAX® QUICK & EASY™ ZIP WAX® CAR WASH & WAX 6/64 FL. OZ.





#### **TURTLE WAX® RINSE FREE WASH & WAX**

- 1-Step wash, wax & shine your car without the need for a hose!
- Innovative polymer technology is safer for vehicles finishes as compared to traditional washes
- Formula encapsulates dirt and road grime, leaving car clean and streak free
- Environmentally friendly wash, which conserves water and leaves little to no water runoff
- Product can be used all year long and in direct sunlight
- Perfect for urban environments where access to a hose is not available and locations with water restrictions

T8 TURTLE WAX® RINSE FREE WASH & WAX 6/33.8 fl. oz.

### TURTLE WAX® RENEW Rx™ CARE









## TURTLE WAX® LUXE LEATHER™ DEEP CLEANING INTERIOR KIT

- Transform the appearance of your interior!
- Effortlessly remove stubborn stains without scrubbing
- Advanced cleaning system includes a rich 2-in-1 Leather
   Cleaning & Conditioning Lotion with powerful Stain Erasers
- In combination, they gently deep clean without damaging leather while revitalizing your interior to like-new condition
- Works effectively to remove: blue jean denim stains, ink marks, shoe scuffs, spills, imbedded soils, greasy deposits
- Great on other high traffic areas such as door panels and kick plates

T480KT TURTLE WAX® LUXE LEATHER™ DEEP CLEANING INTERIOR KIT 6/CASE







#### **TURTLE WAX® TRIM RESTORER**

- 2-in-1 formula instantly restores dull, faded trim and body cladding to original appearance and protects against fading
- Provides an invisible protective barrier that prevents staining caused by inadvertent contact with waxes and polishes
- Use on plastic trim, body cladding, window seals, molding, plastic wiper arms, door handles, tonneau covers, and more
- Includes applicator for precise application to small areas.
- Can be used on any color plastic trim

T125 TURTLE WAX® TRIM RESTORER 6/10 fl. oz.







#### **TURTLE WAX® SCRATCH REPAIR KIT**

- Complete solution for removing light scratches and finish imperfections
- Can minimize the need for more expensive repairs
- Each kit includes:
  - 3-2" x 2" Color Coded Restoration Pads
  - 1-4 fl. oz. Spray Lubricant
  - 1–4 fl. oz. Paint Clarifying Compound
  - 1- 0.3 fl. oz. Clear Coat Finish Pen

T234KT TURTLE WAX® SCRATCH REPAIR KIT 6/Case







#### **TURTLE WAX® SCRATCH REPAIR PEN**

- Single-step scratch repair solution without using labor intensive rubbing and polishing compounds
- Provides professional results with ease and affordability
- Apply pen to the scratch and let dry
- No additional polishing is necessary
- Repairs up to 144 inches
- Number one selling form in scratch repair

T121 TURTLE WAX® SCRATCH REPAIR PEN 6/0.3 fl. oz.







#### **TURTLE WAX® HEADLIGHT LENS RESTORER**

- \*1 Selling Headlight Kit!
- Lens Clarifying Compound quickly removes surface discoloration and may be all that is needed to restore clarity
- 3 multi-stage wet restoration pads allow the consumer to focus on deeper discoloration and oxidation to restore the lens to like new condition
- Sealing wipe helps protect from future yellowing and discoloration
- New lens base coat wipe contains 0EM acrylic resin to maximize lens clarity and keeps lenses clearer longer
- Each kit includes:
  - 2-Restoration Pads of Various Grits from 2400 to 6000 grit
  - 1-4 fl. oz. Spray Lubricant
  - 1-4 fl. oz. Lens Clarifying Compound
  - 1-4" x 4" Lens Sealing Wipe
  - 1-4" x 4" Lens Base Coat Wipe

**T240KT TURTLE WAX® HEADLIGHT LENS RESTORER 6/CASE** 





#### **TURTLE WAX® 2-in-1 HEADLIGHT CLEANER & SEALANT**

- 2-in-1 formula restores clarity and prevents yellowing in 1 easy step-no need for multiple products!
- OEM acrylic resins help prevent oxidation and yellowing from reoccurring
- Use regularly on new and older headlights to maintain clarity
- · Also works great on tail lights

T43 TURTLE WAX® 2-IN-1 HEADLIGHT CLEANER & SEALANT 6/9 fl. oz.





#### **TURTLE WAX® 1-STEP COLOR BACK®**

- Restores color and shine to faded, dull finishes
- Removes oxidized paint while it waxes
- Unique one-step formula is effective on clear coat and conventional finishes
- Restores dulled clear coat

T270R1 TURTLE WAX® 1-STEP COLOR BACK® 6/16 fl. oz.





#### **TURTLE WAX® CHROME POLISH**

- Transforms rusty, tarnished chrome to its original gleaming luster
- Works great on chrome bumpers, wheels and accessories

T280RA TURTLE WAX® CHROME POLISH 6/12 fl. oz.





#### **TURTLE WAX® SCRATCH & SWIRL REMOVER**

- Safe for all finishes
- Removes minor scratches and swirl marks quickly and easily
- Leaves a high gloss showroom shine

T238 TURTLE WAX® SCRATCH & SWIRL REMOVER 6/11 fl. oz.







#### **TURTLE WAX® LABEL & STICKER REMOVER**

- Penetrating formula quickly dissolves adhesive residue on glass and painted surfaces
- Easy solution for removing label and sticker adhesive, window stickers, bumper stickers, residue from tape, and more
- Safe for most surfaces
- Use in auto and home

T529 TURTLE WAX® LABEL & STICKER REMOVER 6/10 wt. oz.





# TURTLE WAX® PREMIUM GRADE RUBBING COMPOUND

- Medium cut compound is formulated with an aggressive blend of nanotechnology polishing agents to restore your car's finish
- Removes scratches, heavy swirl marks, surface blemishes and 1500 grit sanding scratches
- Restores gloss and prepares the finish for waxing
- Silicone free formula is safe for use in professional detail and paint & body shops
- Can be applied by hand or with an orbital or rotary polisher
- Can be used with cotton, microfiber or foam pads
- Safe for all finishes

T415 TURTLE WAX® RUBBING COMPOUND 6/18 fl. oz.





# TURTLE WAX® PREMIUM GRADE POLISHING COMPOUND

- Formulated with a blend of professional grade, nanotechnology polishing agents to restore a showroom shine and luster to your car's finish
- Removes swirl marks, minor scratches and light oxidation
- Restores gloss and color to all automotive painted surfaces
- Silicone free formula is safe for use in professional detail and paint & body shops
- Can be applied by hand or with an orbital or rotary polisher
- Can be used with cotton, microfiber or foam pads
- Safe for all finishes

T417 TURTLE WAX® POLISHING COMPOUND 6/18 fl. oz.





# TURTLE WAX® PREMIUM GRADE CHROME & METAL POLISH

- Professional grade metal polishing technology brings a brilliant shine to chrome, aluminum and other soft metals
- No need for multiple polishes, Turtle Wax® Premium Grade Chrome & Metal Polish works on all metal surfaces
- Safely removes oxidation and micro-scratches, leaving a mirror-like finish
- Precision-engineered polishing agents maintain effectiveness regardless of pressure used
- Leaves a protective coating to prevent future oxidation

T284 TURTLE WAX® CHROME & METAL POLISH 6/11 fl. oz.



#### **TURTLE WAX® RUBBING COMPOUNDS**

- Heavy-duty paste that cleans dull, oxidized finishes
- Helps remove scratches and blemishes
- Restores faded finishes

T230A TURTLE WAX® RUBBING COMPOUND 6/10.5 wt. oz.





#### **TURTLE WAX® POLISHING COMPOUNDS**

- Heavy-duty paste that cleans dull, oxidized finishes
- Helps remove scratches and blemishes
- Restores faded finishes

T241A TURTLE WAX® POLISHING COMPOUND 6/10.5 wt. oz.











#### **TURTLE WAX® BUG & TAR REMOVER**

- Removes bugs, tar and tree sap from all automotive finishes
- Formula clings to vertical surfaces for better cleaning performance
- Requires no rubbing—just spray on and wipe off
- Leaves a protective barrier to make future cleaning easier
- Safe for all finishes

T520A TURTLE WAX® BUG & TAR REMOVER 6/16 fl. oz.







# TURTLE WAX® MAXIMUM STRENGTH BUG REMOVER

- Natural bug eating enzymes & cleaners easily remove bugs, tree sap, leaf stains and bird droppings
- Foaming spray clings to surface allowing for longer dwell time on tougher residue
- Effective for all non-porous automotive surfaces, including: paint, metal, windshields, grill, headlights and hard plastic
- Works great on love bugs found in the southern U.S.
- Use as a pre-wash or spray directly on stain and wipe bugs away

T522 TURTLE WAX® MAXIMUM STRENGTH BUG REMOVER 6/16 fl. oz.





#### **TURTLE WAX® COLOR MAGIC®**

- Proprietary color match system formulated specifically for rejuvenating and enhancing the black color of car finishes
- Leaves a deep, brilliant shine and provides long lasting protection
- Advanced blend of polishes, dyes and pigments fill in light scratches and swirl marks
- Rejuvenates older, faded finishes that have been neglected
- Includes a color matched ChipStik® that can be used to repair deeper scratches and stone chips
- Helps restore and repair a car's finish to the original showroom-like condition

T374KTR TURTLE WAX® COLOR MAGIC® 6/16 fl. oz.

## TURTLE WAX® CAR CARE







### **TURTLE WAX® SUPER HARD SHELL® WAX**

- Legendary Super Hard Shell® protection and shine
- The leading car wax in the world
- Easy on, easy off formula lasts up to 12 months
- Bilingual labeling

T222R TURTLE WAX® SUPER HARD SHELL® PASTE 6/14 wt. oz.

T223R TURTLE WAX® SUPER HARD SHELL® PASTE 6/9.5 wt. oz.







#### **TURTLE WAX® SUPER HARD SHELL® WAX**

- Legendary Super Hard Shell® protection and shine
- The leading car wax in the world
- Easy on, easy off formula lasts up to 12 months
- Bilingual labeling

T123R TURTLE WAX® SUPER HARD SHELL® LIQUID 6/16 fl. oz.





#### TURTLE WAX® WET'N BLACK® ULTRA WET TIRE SHINE

- Gives tires a wet, deep black look
- Works well on black rubber, plastic bumpers, weather stripping and hard vinyl trim
- Contains UV inhibitors to help prevent damage from the sun's harmful rays
- New look, same great formula

T217RA TURTLE WAX® WET'N BLACK® ULTRA WET TIRE SHINE TRIGGER 6/23 fl. oz.



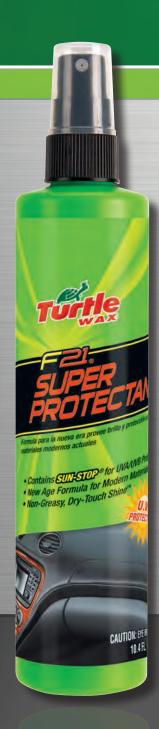


#### **TURTLE WAX® ALL WHEEL & TIRE CLEANER**

- Gives tires a wet, deep black look
- Works well on black rubber, plastic bumpers, weather stripping and hard vinyl trim
- Contains UV inhibitors to help prevent damage from the sun's harmful rays
- New look, same great formula

T18 TURTLE WAX® ALL WHEEL & TIRE CLEANER 6/23 fl. oz.





#### **TURTLE WAX® F21® SUPER PROTECTANT**

- Contains Sun-Stop® protectant to provide unsurpassed protection against damaging UVA/UVB rays
- Gentle cleaning agents remove surface dirt, dust and sticky stains while leaving behind a natural appearance
- New age formula for modern materials
- Non-greasy, dry-touch shine

T96R TURTLE WAX® F21® SUPER PROTECTANT 6/10.4 fl. oz.





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T97R TURTLE WAX® F21® SUPER PROTECTANT 6/20.8 fl. oz.





#### **TURTLE WAX® F21® ULTRA WET® TIRE SHINE**

- Protectant and beautifier for use on tires, black rubber bumpers, weather stripping, and hard vinyl trim
- Convenient trigger provides an instant, even, wet look coating
- Contains a special blend of silicone polymers and resin chemistries that penetrates the tire rubber to lock in a long-lasting shine and form a wet looking, shiny film with virtually no greasy feel

T108 TURTLE WAX® F21® ULTRA WET® TIRE SHINE 6/26 fl. oz.





#### **TURTLE WAX® F21® TIRE FOAM & SHINE**

- Nanotechnology formula combined with Sun-Stop® protectant forms a tight layer of protective polymers to provide protection against the sun's UVA/UVB rays and helps prevent premature fading and cracking of your tire's sidewalls
- A blend of polymers and silicones provides an extremely high level of shine that dries to the touch and will not spin-off on to side panels
- No wiping required. Just spray on and walk away

T49R1 TURTLE WAX® F21® TIRE FOAM & SHINE 6/18 wt. oz.



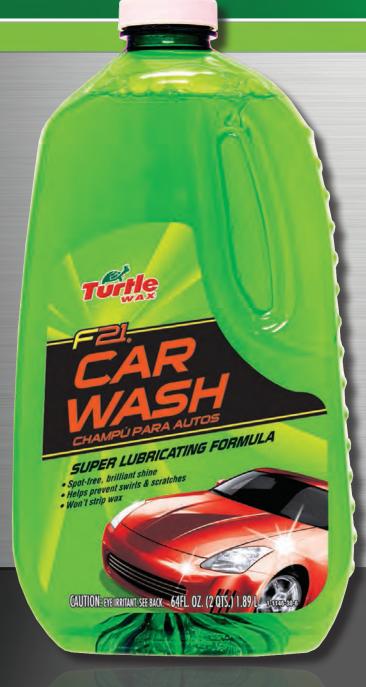


#### **TURTLE WAX® F21® WHEEL CLEANER**

- Advanced nanotechnology formula quickly penetrates and removes tough brake dust and road grime from all wheel surfaces
- Acid-free formula will not damage sensitive wheel surfaces and is completely biodegradable and phosphate free
- Safe for all wheels including mag, chrome and aluminum

T159R TURTLE WAX® F21® WHEEL CLEANER 6/26 fl. oz.





#### **TURTLE WAX® F21® CAR WASH**

- Nanotechnology formula provides powerful cleaning of dirt and road grime, yet will not strip wax or dull your car's finish
- Thick, rich foam provides silky lubrication to help prevent swirl marks caused by abrasive dirt being washed off the car's surface
- Safe for all finishes

T146R4PK TURTLE WAX® F21® CAR WASH 4/64 fl. oz.





#### **TURTLE WAX® CAR WASH**

- Formulated with shine enhancers for a brilliant, spot-free shine
- Concentrated blend of mild detergents and shine polymers float away dirt and grime
- Non-streak formula is safe for all finishes

T149R TURTLE WAX® CAR WASH 4/100 fl. oz.

## MARVEL MYSTERY OIL®









#### **MARVEL MYSTERY OIL® ADDITIVE**

#### Add to gasoline:

- Helps improve fuel economy
- Cleans and lubricates fuel injectors and carburetors
- Reduces and prevents varnish and gum build-up
   Add to engine oil:
- Prevents valve sticking and clatter
- Prevents oil breakdown caused by extreme temperatures

MM12R Marvel Mystery Oil® Additive 6/16 fl. oz.

MM13R Marvel Mystery Oil® Additive 6/32 fl. oz.

MM14R Marvel Mystery Oil® Additive 4/1 gal.





#### MARVEL® AIR TOOL OIL

- Prevents rust formation while providing positive lubrication for smooth starting and long tool life
- Assures maximum performance by dissolving gum and sludge that cut down tool speed and reduce power output

MM080R Air Tool Oil 12/4 fl. oz.

MM85R1 Air Tool Oil 6/32 fl. oz.

## **CD-2**° **PRODUCTS**









#### **CD-2® PREMIUM STOP LEAK**

- GUARANTEED to stop oil leaks
- Seals common engine leaks within 300 miles of driving
- Compatible with all grades of motor oil

4105R CD-2® Premium Stop Leak 6/15 fl. oz.





### **CD-2® OIL DETERGENT**

- Replenishes detergents in your motor oil
- Cleans ALL internal engine parts—prevents rust and corrosion
- Helps prevent valve train wear

4111R CD-2® Oil Detergent 6/15 fl. oz.

## **ZYMOL® CAR CARE**







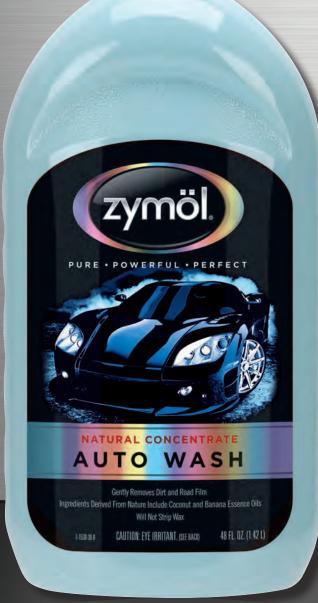


### zymöl® CLEANER WAX

- Unique one-step formula derived from a 120 year-old German formula
- Contains the highest grades of ingredients derived from nature
- Internationally acclaimed world-class shine and protection
- Gentle, safe, mild cleaning and petroleum solvent-free

Z503A zymöl® Cleaner Wax 6/16 fl. oz.





### zymöl® AUTO WASH

- Premium car wash designed to gently remove dirt, dust and harmful contaminants that rob your car's finish of protection and shine
- A blend of banana and coconut essence oils will actually enhance the shine of your car's finish while you wash
- Ultra thick, luxurious foam provides lubrication to prevent swirl marks
- Safe for all finishes

Z530 zymöl® Auto Wash 6/48 fl. oz.





### zymöl® SPRAY GLAZE

- Utilizes ingredients derived from nature to shine and protect fine automotive finishes
- A blend of pure carnauba wax, aloe vera and coconut oil enhances shine and improves finish clarity
- Single application provides a super slick, highly reflective finish that lasts for months
- Gentle spray leaves no streaks or smears and performs in all temperatures
- Fast and easy restores shine in minutes
- Contains no silicone; body shop-safe technology

Z540 zymöl® Spray Glaze 6/16 fl. oz.





### zymöl® DETAILER

- Formulated with a proprietary blend of ingredients derived from nature to provide a brilliant, high gloss shine on your car's finish
- Use after washing to renew the wax shine or in-between normal wash routine to safely clean light surface dirt, rain spots and dust
- Can be used on exterior plastic, rubber and metal surfaces

Z541 zymöl® Detailer 6/23 fl. oz.





## zymöl® LEATHER CLEANER

- Safely and effectively cleans fine automotive leathers and interior trim
- Mild biodegradable cleaning agents
- Glycerin-enriched to prevent drying out leather
- Spray-and-wipe convenience

Z507 zymöl<sup>®</sup> Leather Cleaner 12/8 fl. oz.





### zymöl® LEATHER CONDITIONER

- Rich creme formula helps protect against the drying effects of the sun, extreme temperatures and everyday use
- Glycerine, collagen, neatsfoot oil, aloe vera and vitamin E help restore leather's natural moisture balance and supple feel

Z509 zymöl® Leather Conditioner 12/8 fl. oz.

## 2014 Integrated Marketing Plan:

Reaching Consumers Across All the Points in the Path to Purchase with over 1 Billion Impressions!





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	TURTLE WAX® ICE® PRODUCTS												
	Stock No.	Product Description	No./ Case	Label Wt. (oz.)	t. <u>Dimensions</u>		Cube (Feet)		Cases/ Pallet	Cases/ Layer	Layers High	Product UPC Code	
	T465R	ICE PASTE	6	8.0	10.68	5.68	8.18	0.28	5.1	196	28	7	074660304655
	T468R	ICE LIQUID WAX	6	14.0	11.19	9.56	10.38	0.62	8.5	96	16	6	074660304686
	T477R	ICE SPRAY WAX	6	20.0	8.25	6.31	11.38	0.35	9.3	175	25	7	074660304778
	T470R	ICE DETAILER	6	20.0	8.25	6.31	11.38	0.34	9.4	180	36	5	074660304709
	T484R	ICE TOTAL INTERIOR CARE	6	20.0	8.25	6.31	11.38	0.34	9.4	180	36	5	074660304846
	T472R	ICE CAR WASH	6	48.0	10.81	9.44	11.25	0.66	21.2	80	16	5	074660304723
	T475R	ICE ALL WHEEL & TIRE CLEANER	6	22.0	8.37	7.18	12.00	0.42	10.4	150	30	5	074660104750
	T476R	ICE TIRE SHINE	6	22.0	8.37	7.18	12.00	0.42	10.0	150	30	5	074660104767

	TURTLE WAX® JET BLACK™ PRODUCTS												
	Stock No.	Product Description	No./ Case	Label Wt.	Dimensions			Cube (Feet)	Shipping Wt./Case		Cases/ Laver	Layers High	Product UPC Code
	140.			(oz.)	(L)	(W)	(H)	(1004)			20,01		
NEW	T12KT	JET BLACK ENDURA-SHINE TIRE COAT	6	KIT	10.94	8.96	11.56	0.64	12.2	90	18	5	074660100127
NEW	T122KT I	JET BLACK ENDURA-SHINE TRIM Coating	6	KIT	9.31	7.06	8.69	0.33	4.5	196	28	7	074660001288
	T10	BLACK TIRE	6	6.0	8.69	7.19	8.56	0.30	4.3	203	29	7	074660100103
	ТЗКТ	BLACK BOX KIT	4	KIT	10.06	9.44	9.63	0.53	15.6	114	19	6	074660000038
	T319	BLACK SPRAY DETAILER	6	23.0	9.06	7.19	11.38	0.43	10.3	140	28	5	074660003190
	T11	TW BLACK SPRAY WAX	6	16.0	7.75	6.44	11.06	0.32	7.5	185	37	5	074660000113

	TURTLE WAX® ORIGINAL CARE PRODUCTS												
	Stock No.	Product Description	No./	Label Wt.		Outside Case Dimensions			•		Cases/	Layers	Product UPC Code
			Case	(oz.)	(L)	(W)	(H)	(Feet)	Wt./Case	Pallet	Layer	High	
	T5A	CARNAUBA CAR WAX PASTE	6	14.0	10.19	5.31	9.81	0.30	6.6	186	31	6	074660110058
	T6A	CARNAUBA CAR WAX LIQUID	6	16.0	7.75	5.88	9.00	0.23	7.5	280	40	7	074660110065
	T136R	EXPRESS SHINE SPRAY CAR WAX	6	16.0	8.56	6.19	10.81	0.33	7.6	170	34	5	074660011362
	T270R1	COLOR BACK FINISH RESTORER	6	16.0	7.75	5.88	8.75	0.23	7.6	280	40	7	074660302705
	T244R1	POWER OUT CARPET CLEANER	6	18.0	8.19	7.13	11.75	0.39	9.1	150	30	5	074660102442
	T246R1	POWER OUT UPHOLSTERY CLNR	6	18.0	8.19	7.13	11.75	0.39	9.1	150	30	5	074660102466

	TURTLE WAX® QUICK & EASY™ PRODUCTS												
	Stock No.	Product Description	No./ Case	Label Wt.		Outside Case Dimensions			Shipping Wt./Case	Cases/ Pallet	Cases/ Layer	Layers High	Product UPC Code
	NO.		Uase	(oz.)	(L)	(W)	(H)	(i cci)	WL./ Gase	1 allet	Layer	iligii	
	T9	1-STEP WAX & DRY	6	26.0	9.06	8.13	11.38	0.48	11.7	100	20	5	074660010099
	T363A	QUICK & EASY LUXE LEATHER	6	16.0	8.56	6.19	10.81	0.33	7.6	170	34	5	074660013632
NEW	T930	QUICK & EASY DASH & GLASS	6	23.0	9.06	7.19	11.38	0.43	10.7	140	28	5	074660009307
	T75A	ZIP WAX CAR WASH	6	16.0	7.75	5.88	8.75	0.23	7.2	280	40	7	074660111758
	T79	ZIP WAX CAR WASH	6	64.0	11.50	10.31	11.75	0.81	28.3	60	12	5	074660010792
	T8	RINSE FREE WASH & WAX	6	33.8	9.19	8.13	10.00	0.43	14.4	120	24	5	074660000083

	TURTLE WAX® RENEW Rx™ PRODUCTS													
	Stock No.	Product Description	No./ Case	Label Wt. (oz.)		side Cas mensions (W)	-	Cube (Feet)	Shipping Wt./Case	Cases/ Pallet	Cases/ Layer	Layers High	Product UPC Code	
	T230A	RUBBING COMPOUND	6	6-10.5	9.06	4.69	6.50	0.15	4.7	360	40	9	074660012307	
	T241A	WHITE POLISHING COMPOUND	6	10.5	9.06	4.69	6.50	0.15	4.8	360	40	9	074660012413	
	T280RA	LIQUID CHROME POLISH	6	12.0	8.69	5.94	6.38	0.19	5.7	288	32	9	074660012802	
	T238	SCRATCH & SWIRL REMOVER	6	11.0	6.56	6.31	6.88	0.16	5.5	294	42	7	074660002384	
	T125	PREMIUM GRADE TRIM RESTORER	6	10.0	7.44	7.00	8.63	0.25	4.7	210	30	7	074660001257	
	T240KT	HEADLIGHT LENS RESTORER KIT	6	KIT	6.94	6.63	7.38	0.20	4.6	320	40	8	074660002407	
	T43	2-1 HEADLIGHT CLEANER &SEALANT	6	9.0	6.75	5.06	8.00	0.15	4.6	371	53	7	074660000434	
	T234KT	SCRATCH REMOVAL KIT	6	KIT	6.94	6.63	7.38	0.20	4.9	320	40	8	074660102343	
NEW	T480KT	LUXE LEATHER DEEP CLEANING INT. KIT	6	KIT	10.0	6.93	8.62	0.35	4.6	175	25	7	074660004807	
	T121	SCRATCH REPAIR PEN	6	.30	7.56	7.56	3.63	0.12	0.8	330	30	11	074660001219	
	T529	LABEL & STICKER REMOVER	6	10.0	8.31	5.69	8.81	0.24	5.4	273	39	7	074660005293	
	T415	T.W. PREMIUM RUBBING COMPOUND	6	18.0	7.81	6.81	7.63	0.23	8.3	192	32	6	074660014158	
	T417	T.W. PREMIUM POLISHING COMPOUN	6	18.0	7.81	6.81	7.63	0.23	8.3	192	32	6	074660014172	
	T284	PREMIUM CHROME POLISH	6	11.0	6.56	6.31	6.88	0.16	5.5	294	42	7	074660002841	
	T520A	BUG&TAR REMOVER	6	16.0	8.69	6.25	11.06	0.34	7.0	170	34	5	074660015209	
	T522	MAXIMUM STRENGTH BUG REMOVER	6	16.0	7.94	6.31	10.50	0.20	7.5	216	36	6	074660005224	
	T374KTR	COLOR MAGIC BLACK	6	16	8.25	5.44	9.82	0.25	8.3	234	39	6	074660113745	

	TURTLE WAX® CAR CARE PRODUCTS												
	Stock No.	Product Description	No./ Case	Label Wt. (oz.)		side Caso nensions (W)		Cube (Feet)	Shipping Wt./Case	Cases/ Pallet	Cases/ Layer	Layers High	Product UPC Code
				(5-1)	(=)	(**)	(11)						
	T123R	SUPER HARD SHELL LIQUID WAX	6	16.0	7.63	5.69	9.19	0.23	7.2	246	41	6	074660031230
	T222R	SUPER HARD SHELL PASTE WAX	6	14.0	9.69	5.13	6.69	0.28	6.8	216	36	6	074660012222
	T223R	SUPER HARD SHELL PASTE WAX	6	9.5	9.25	4.81	8.88	0.23	4.6	280	40	7	074660012239
	T96R	F21 PROTECTANT	6	10.4	6.25	4.32	10.13	0.16	4.9	345	69	5	074660510964
	T97R	F21 PROTECTANT	6	20.8	8.81	6.75	11.50	0.40	9.6	155	31	5	074660330975
	T217RA	WET N BLACK TIRE SHINE	6	23.0	8.69	6.69	11.63	0.39	10.3	150	30	5	074660112175
	T18	ALL WHEEL & TIRE CLEANER	6	23.0	8.68	6.68	11.93	0.41	10.7	150	30	5	074660000182
	T108	F21 ULTRA WET TIRE SHINE	6	26.0	9.06	7.63	11.75	0.49	12.1	130	26	5	074660001080
	T49R1	F21 TIRE FOAM & SHINE	6	18.0	8.31	5.69	10.19	0.28	8.5	190	38	5	074660100493
	T159R	F21 FOAMING WHEEL CLEANER	6	26.0	9.06	7.63	11.75	0.49	11.9	130	26	5	074660331590
	T146R4PK	F21 CAR WASH	4	64.0	11.63	6.81	11.00	0.50	18.2	110	22	5	074660111468
	T149	CAR WASH	4	100.0	13.9	9.32	11.25	29.2	29.2	70	14	5	074660011492
MARVEL MYSTERY OIL® PRODUCTS													
	Stock No.	Product Description	No./ Case	Label Wt. (oz.)		side Caso nensions (W)		Cube (Feet)	Shipping Wt./Case	Cases/ Pallet	Cases/ Layer	Layers High	Product UPC Code
	MM12R	MARVEL MYSTERY OIL	6	16.0	8.06	5.81	9.87	0.27	6.5	228	38	6	077874000122
	MM13R	MARVEL MYSTERY OIL	6	32.0	9.06	8.43	11.06	0.49	12.4	100	20	5	077874000139
	MM14R	MARVEL MYSTERY OIL	4	128.0	15.75	9.56	11.63	1.01	32.2	44	11	4	077874300147
	MM080 I	MARVEL AIR TOOL OIL	12	4.0	7.06	5.68	5.44	0.13	3.6	392	49	8	077874000801
	MM85R1	MARVEL AIR TOOL OIL	6	32.0	9.06	8.44	11.07	0.49	12.5	100	20	5	077874100853
				CD	-2® PI	RODI	JCTS						
	Stock No.	Product Description	No./ Case	Label Wt. (oz.)		side Case nensions (W)		Cube (Feet)	Shipping Wt./Case	Cases/ Pallet	Cases/ Layer	Layers High	Product UPC Code
		CD2 HD OIL STOP LEAK	6	15.0	7.94	5.68	8.32	0.22	5.8	287	41	7	070711041050
	4111R (	CD-2 OIL DETERGENT	6	15.0	7.94	5.68	8.32	0.22	5.8	287	41	7	070711041586
				zym	ıöl® P	ROD	UCTS	5					
	Stock No.	Product Description	No./ Case	Label Wt. (oz.)		side Case nensions (W)		Cube (Feet)	Shipping Wt./Case	Cases/ Pallet	Cases/ Layer	Layers High	Product UPC Code
	Z503A Z	YMÖL CLEANER WAX	6	16.0	7.69	5.88	9.00	0.23	7.9	240	40	6	074660015032
	Z507 Z	YMÖL LEATHER CLEANER	12	8.0	9.63	5.56	8.38	0.25	7.9	224	32	7	074660015070
	Z509 Z	YMÖL LEATHER COND	12	8.0	9.63	5.56	7.38	0.22	7.8	224	32	7	074660015094
	Z530 Z	YMÖL AUTO WASH	6	48.0	9.94	8.94	10.75	0.55	20.7	80	20	4	074660015308
	Z540 Z	YMÖL SPRAY GLAZE	6	16.0	7.75	6.44	11.06	0.32	7.5	185	37	5	074660115404
	Z541 Z	YMÖL DETAILER SPRAY	6	23.0	8.69	7.44	11.75	0.43	10.5	140	28	5	074660005415