

## **Sonny's Introduces NEW! Eco-Fi Wash Material**

### **Made from 100% certified recycled plastic bottles**

**Tamarac, Florida –July 13, 2010** – Recognizing the need to offer environmentally responsible products, SONNY'S is proud to be the sole distributor of Eco-Fi wash material to the carwash industry. This high-quality polyester fiber is made from 100% recycled Polyethylene Terephthalate (PET) plastic bottles.

“SONNY'S is committed to introducing products that help carwash operators lower energy consumption, reclaim water, and reduce the environmental impact of delivering a quality wash.” states Anthony Analetto, President of SONNY'S Equipment Division. “What excites us about the new Eco-Fi wash material, is not only that it's environmentally friendly, but that its tufted texture works so well it's what we recommend on our flat-basket side-to-side mitter for the best quality wash.”

By utilizing products made from recycled bottles, the carwash industry has the capacity to keep billions of plastic PET bottles out of the world's landfills each year by using post-consumer plastic bottles instead of virgin materials in the fiber manufacturing process. By doing this, the industry can help lower harmful air emissions and save millions of barrels of oil from being used which, in turn, reduces air pollutants and the harmful effects of acid rain, global warming, and smog. Fabrics made from Eco-fi fiber are chemically and functionally nearly identical to those made from non-recycled fiber.

#### **About SONNY'S Enterprises**

With full tunnel systems in each of the 50 United States, and equipment in countries worldwide, SONNY'S equipment delivers millions of clean, dry, shiny cars each year, around the globe. The company founder, Sonny Fazio, built his first full-serve car wash in 1949. Today, SONNY'S is a recognized industry leader, awarded as such by the International Car Wash Association. Further building upon the company's commitment to make car washing easy for its clients, SONNY'S is the parent to five distinct divisions; Auto Pilot Car Wash Control Systems, CarWash College, BayWash In-Bay Automatic Car Wash Systems, SONNY'S Car Wash Parts Division, and of course SONNY'S The Car Wash Factory, the largest manufacturer of conveyerized car wash equipment, parts, and supplies in the world.

Available online at:

<http://sonnydirect.com/t-pr-2010-07-ECO-Fi-Wash-Material.aspx>