

The Promotion Tool.

- ... perfect for any car
- ... premium quality, sustainable & socially
- ... produced in Austria

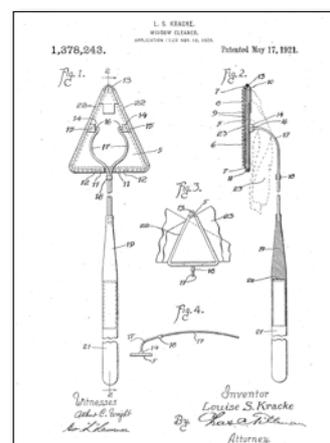


The story of one extraordinary lady.

Chicago, November 1920, the early days of the „Roaring Twenties“. A tremendous economic boom after World War I and an upsurge in the number of motorcars and other technical devices brought about prosperity and affluence on a scale which had never been seen before. It was, however, also the first year of Prohibition, during which alcohol was not allowed to be produced or sold in the USA – in other words, the perfect breeding ground for one of America’s most infamous criminals, Al Capone. Apart from the economic boom, this period also witnessed great social change – concerts, theatre and cinema became affordable for many people and sports became a widespread passion. The 1920s were also a turning point in the history of women’s emancipation. Women carved out their place in the world of employment, and expressed their newfound confidence through fashion and performance.

On Tuesday 16th November 1920, a woman named Louise S. Kracke applied for a patent for a new type of „window cleaner“. At this time, there were a lot of motorcars on the roads of Chicago, such as the Ford Model T. However, there were still many horse-drawn vehicles on the move as well. Louise S. Kracke’s invention was a window cleaning device which made it significantly easier to clean multi-sash building windows, which were much more common back then. The inaccessible corners of the glass panes could be reached and cleaned effortlessly by means of a movable wiper plate attached to a long, curved handle. This device was also perfect for cleaning the flat glass panes used in motor vehicle manufacturing at the time, provided that they were almost vertically upright.

On 17th May 1921, the UNITED STATES PATENT OFFICE granted the patent with the number 1.378.243.



Fast forward almost a 100 years later to Austria. A new kind of window cleaning device, particularly suited to the needs of modern cars, was developed with the intention of capturing Louise S. Kracke’s idea and adapting it to the vehicle manufacturing conditions of the 21st century. Just like back then, a movable cleaning plate is attached to a curved handle, by which narrow and exposed areas can be reached easily. The cleaning wiper, now made from modern microfibre, always rests against the pane and can simply be pressed against it using the ergonomically shaped handle. The materials used are high-quality and perfectly designed with high-performance plastic, instead of a simple metal frame and wooden handle. Building upon Louise S. Kracke’s the original idea, the device has now been fitted with a robust ice scraper attachment complete with a rubber wiping blade so that you have the right window cleaning tool for all weather conditions at the ready.

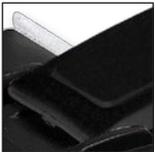
The name of this new device is the **VISTA CarWindowCleaner** – it is manufactured in Austria with the utmost care and using high quality materials, and is an absolute must in every glove compartment.



Illustration in original size | Dimensions: 275 x 125 x 35 mm | Weight: 150 g



PANTONE COLOURS, special colours on request



BLACK



GREY
PMS 430C



RED
PMS 485C



ORANGE
PMS 021C



CYAN
PMS Pro. BlueC



YELLOW
PMS 116C



BLUE
PMS 287C



GREEN
PMS 362C



The **VISTA CarWindowCleaner** is exclusively produced in Austria using **high quality materials**.

The **ergonomically shaped handle**

is made of ABS with excellent weathering resistance and very good characteristics for printing. For

comfortable use it is equipped with an inlay made of black EPS (polystyrene).

GALVANISATION, classy look-and-feel



CHROM bright



CHROM matte



GOLD bright



GOLD matte

The **ice scraper add-on** is **hard to break**, made from robust PA6-GF30 respectively PC for the transparent version and equipped with a squeegee made of silicon.

The **removable microfiber cloth** can be used on **four sides**, washed at 60°C and reused again and again.

INDIVIDUALISATION, your logo communicated



LOGOPRINT up to 4c digital or screen printed



EMBOSSMENT



LASER ENGRAVING on galvanisation

EXECUTIONS, final detail execution according to your desire



PROFESSIONAL SET in ZIP-bag with quick exchange plate, 3 replacement pads and optional anti-fog cleaner liquid



QR code with weblink



Paperlabel „Paper Tag“



Polybag (200 x 300 mm)



Transparent ice scraper

MADE IN AUSTRIA

VISTA

CarWindowCleaner

Clear visibility is most important for your safety on the road. Thus, we developed the **VISTA CarWindowCleaner**, an indispensable, multifunctional window cleaning device for any car.

The **VISTA CarWindowCleaner** can be colour-coordinated with any corporate logo. This multifunctional, durable gadget, in comparison to many other promotional items, is truly useful for every customer which he or she can enjoy for a very long time.

VISTA CarWindowCleaner's extra large print surface is perfect for your promotional imprint. Since the logo is on the front and one holds the device on the back, the cleaning device is visible at all times, even when it is in use.

The easily removed ice scraper attachment is made out of special, highly resistant synthetic material (nothing like simple ice scrapers that break easily), ensuring on the one hand that ice and snow can be removed from car windows, and on the other hand that the windows are not scratched, as is often the case with metal ice scrapers!

