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Subject: Exciting Opportunity: Submit Your Innovations for the New CETA Manufacturers Innovation Award!

Dear CETA Manufacturer,

We are thrilled to introduce the **CETA Manufacturers Innovation Award that will be awarded during POWERCLEAN 2025 in Reno Nevada**. This prestigious new recognition seeks to honor groundbreaking advancements in the pressure washer and softwash industry, and celebrate the ingenuity, engineering excellence, and forward-thinking solutions of our industry partners.

We invite all CETA manufacturers to participate by submitting their most innovative products that have made a significant impact in the industry, to be evaluated against four primary criteria – Innovation, Sustainability, Performance Enhancement efficiency and User Experience. Product innovations brought to market during the 2024 calendar year are eligible for consideration, with the option to submit new products that will be introduced to the market in 2025. Our plan is to have your submittal prominently displayed at your booth during PowerClean® 2025 for all show attendees to see. This is your chance to showcase your contributions and gain industry-wide recognition!

Additional information will be sent out shortly on submittal requirements, detailed application forms and submittal deadline. Judging will be performed by a select group of CETA Distributors.

Why Participate?

- ✓ Gain recognition as an industry leader
- ✓ Highlight your latest innovations
- ✓ Elevate your brand among peers and customers

Do not miss this opportunity to be a part of CETA history in celebration of our 35th Anniversary. Submit your entry and let us celebrate the future of pressure washing and softwash innovation together!

Please let us know by return email if you plan to participate and provide submittals.

Best regards,
CETA Board of Directors