



WashTec Carwash Management GmbH • Argonstraße 7 • D-86153 Augsburg

To  
Miami International University of Art & Design  
Rosie Zelman  
Assistant Director of Admissions  
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Ihr Ansprechpartner:  
**Mario Kollross**  
  
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Datum:  
22.10.2015

**Letter of recommendation for  
Ms. Gabriele Gutwirth, Graduate Designer (Advanced Technical College)**

I am delighted to recommend Ms. Gabriele Gutwirth for a Masters program (Master of Fine Arts). In my opinion, Ms. Gutwirth is one of the best and most creative graphic designers I have encountered in my professional career to date.

With over 1,600 employees and more than 60 international locations, our company WashTec AG is the world's leading company in the car wash sector. The car wash business is constantly developing, placing ever-growing requirements on us as the industry's market and technological leader.

As is often the case in most sectors of industry, the underlying conditions for advertising and design are rarely ideal, with pressures of time and costs the order of the day. Given these circumstances in particular, I have always been impressed with how Ms. Gutwirth succeeded in motivating us with her design drafts and surprising us with new ideas. She works quickly, conscientiously and extremely flexibly.

We expect our advertising agencies and freelance designers to demonstrate adaptability and flexibility in order to achieve success. Irrespective of the projects entrusted to Ms. Gutwirth, I could always rely on her to present me with the project results in the agreed quality and at the agreed time.

Examples of projects include:

- Corporate design concept for the B2C brand "CARWASH by WashTec"
- Design concept for the B2C website for the CARWASH by WashTec brand
- WashTec design relaunch and design manual (B2B: brochures, fliers, posters, etc.)
- Collaboration in developing the concept for and designing the WashTec ArtCollection (product design/branding of car wash systems, with some individual designs for our customers)

With Ms. Gutwirth, I particularly appreciate the fact that when working on projects, we could always engage in intensive dialog and motivate each other to achieve the best possible results. Ms. Gutwirth is always willing to listen to other people's opinions and criticism and as well as demonstrating professional and social skills, she is also able to pursue and achieve objectives with others as part of a team.

WashTec  
Carwash Management  
GmbH

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|-----------------------------|--|--|
| Gabriele Gutwirth           | Master of Fine Arts (Univ.)<br>(Visual Arts)                       | Gunzenleestr. 16a<br>86438 Kissing, Germany                              |
| <b>Communication Design</b> | Diplom-Designer (FH)<br>Bachelor of Arts<br>(Communication Design) | +49 179 4574 278<br>info@gabrielegutwirth.com<br>www.gabrielegutwirth.de |



As an outstanding graphic designer and individual with a generally exceptionally high level of understanding for aesthetics and a design-oriented thirst for action, I am delighted to recommend Ms. Gutwirth for the MFA course at the Miami International University of Art & Design. I wish her every success in her future academic career.

Sincerely yours

WashTec Carwash Management GmbH

A handwritten signature in black ink, appearing to read "M. Kollross", written over a light blue horizontal line.

ppa. / p.p. Mario Kollross  
Head of Sales