



See page 5

Outshining the competition

Meet the industry's car-care
professionals that outshine
all the rest in this year's
Who's Who in Car Care.

See page 56

SIMONIZ



The Tire Shiner™

See inside front cover

♦ **Best Buys for 2006**
See page 76

♦ **Submit your sign
to PC&D's contest**
See page 20

♦ **Entice customers to
your waiting area**
See page 72

www.carwash.com

PRE-
SOAK

Touch-up

Creating the eco-friendly carwash

Speaking with Laura-Lee Normandeau and Geoff Baker



The staff of *Professional Carwashing & Detailing* magazine recently spoke with Easywash co-founders Laura-Lee Normandeau and Geoff Baker about their new eco-friendly carwash franchise opening soon in North Vancouver, Canada.

Professional Carwashing & Detailing: Do you feel the use of hydrogen fuel cells is the future for the carwash industry? Do you have any concerns using this new technology?

Laura-Lee Normandeau: The use of Hydrogen Fuel Cells has not been proven to be successful in the carwashing industry. However, Easywash is testing out this new technology through a government-funded program.

Geoff Baker: We want to see if

Hydrogen Fuel Cells can be used in commercial applications and if it works well in a carwash setting.

It can make it easier to produce both power and heat for the carwash owner. Although Hydrogen Fuel Cells sound like a very complicated concept, the best way to think about it is as a battery source providing power for the equipment and heat for the water.

PC&D: Are you hoping future carwash businesses will be more aware of environmental factors?

LN: I feel that choosing to be environmentally responsible is the only choice for business owners. This is how we have approached the project from day one.

We discovered a lot of pending regulations that are being passed in Toronto, and it won't be long before these regula-

tions become permanent. We try to make ourselves as eco-friendly in every way possible. Recycling, having an onsite well, and making sure our building is certified, are just a few examples of how eco-conscious we are.

PC&D: What are your main goals for the first location?

LN: To provide a quality carwash to local residents and to make a profit.

GB: This site will be our franchise model and will also be used as a test ground for future products and marketing for our campaign as a whole.

PC&D: What is your site total goal?

LN: Our goal is 100 sites committed or sold by 2012. These units will be sold primarily through franchises by way of multi-unit area developers across Canada. □