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Ecowash Mobile Leads by Example with the Environmental Friendly Carwash

According to Sydney Water, the traditional hose method of washing a car uses 180 litres of water per wash. As water restrictions are being increased and strictly enforced around Australia, car owners are considering smarter ways to keep their cars clean and help Australia's environment. As a result, Mr. Jim Cornish and Mr. Stewart Nicholls have seized on an outstanding business opportunity with a waterless car washing franchise.

I had the opportunity to speak with Mr. Stewart Nicholls, a director of Ecowash Mobile. He gladly explained the idea behind the Company to the Australian Investor, as well as highlighting the franchise opportunities presented by Ecowash.

"Originally, I ran a mechanical workshop," Mr. Nicholls told the Australian Investor, "One of our suppliers came in with a product that had the potential to clean cars without using any water. We tested the product and saw fantastic results. That is when I put my head together with Jim Cornish and the idea for Ecowash Mobile was born."

Ecowash Mobile was established in March 2004 as a completely waterless mobile car washing and detailing service.

"The product range includes a biodegradable 2-in-1 wash and polish which is sprayed onto the car exterior," Mr. Nicholls explained to the Australian Investor, "It encapsulates surface dirt that is then removed with a soft cloth, leaving behind a protective coating that lasts for four to six weeks to help decrease the effects of wear and tear."

Ecowash Mobile offers a variety of services, from a basic waterless wash and polish right through to a full detail, to suit individual car owners, car dealers, smash repairers and corporate fleets, at a price that is reasonable.

Ecowash Mobile now has 32 franchisees operating 41 mobile units all across Australia.

"We are predominately a mobile business for the convenience side of things," Mr. Nicholls informed the Australian Investor, "However, due to the overwhelming interest we have some initial plans of setting up a stationary site."

The business has also expanded overseas with franchises established in Saudi Arabia, Bahrain and France.

"Right from the start we set up the business with franchising in mind," Mr. Nicholls told the Australian Investor, "Jim had the background and experience in the marketing side, whereas I had the mechanical, hands-on experience. We saw a unique franchising opportunity with limitless potential and from the very beginning we strived to make the most of it."

Ecowash Mobile offers a franchise package that includes marketing material, the attire, the equipment including a fully prepared Honda Getz and all the other materials to get you started.

"We also provide an Ecowash Support Program," Mr. Nicholls told the Australian Investor, "This is a monthly workshop that offers encouragement and training for Ecowash Mobile Franchise Owners. We believe in 100% training and support. We believe it is important to show our franchisees that they can achieve the next level. These workshops allow people involved to meet each other and get inspiration and encouragement from their colleagues. We are not in competition with each other."

Mr. Nicholls concluded, "We believe in leading by example. We think Ecowash will allow us to make people aware of the possibilities. Most people are too busy to be concerned with environmental solutions. Especially in regards to the fact that many environmental solutions are less convenient and the quality is not as good. Ecowash Mobile presents a solution that is effective and beneficial to all parties involved for the present and into the future."