



CARWASH
& DETAILING



It's All in the Detailing!

Your car is cleaned while you shop with iCarwash®

By Barbara Levorson Photos Christophe Benard

A year ago, Sunghee Kim of iCarwash Detailing approached Southgate Centre Mall with a unique and time-saving idea; while customers shop, Kim and her technicians will clean and detail their vehicle. Using iCarwash's state-of-the-art pressure steam washers, they provide both a convenient and eco-friendly service at approximately half the price of their competitors. Their innovative technology allows iCarwash to clean a vehicle using only two gallons of water, compared to other facilities, which use between 38 to 100 gallons of water to do the same job.

Southgate customers have responded positively and demand has been growing since first offered in April.

The steam pressure units are imported from South Korea and unlike traditional water pressure systems, this technology uses very little water to produce steam which can clean, sanitize and deodorize. "No soap or water is used on the surface of the vehicle," says Kim. "We do not use chemicals in our cleaning process — only natural, biodegradable products which remove dirt and oil better than chemical products and will not harm leather, vinyl

or carpet. And, our products are not harmful to the skin so our technicians are not working with harsh chemicals."

The vehicle is vacuumed and surface dirt is removed. Then, technicians meticulously steam clean every corner of the vehicle and hand polish to finish. Technicians are professionally and expertly trained in-house to ensure a high quality of service.

Emmy Diamond, manager of Specialty Leasing and Partnerships at Southgate Centre, was so impressed with this idea and the technology, they developed a

ABOVE Ogal detailing a vehicle



TOP LEFT Daniel and Ogal detailing a vehicle as a team. **TOP RIGHT** Nicol washing car trunk. **BOTTOM LEFT** Daniel detailing a vehicle. **BOTTOM RIGHT** Natasha sitting at 9324 31 AVE. **BELOW** Sunghee greeting a customer.



partnership with iCarwash starting last April through to the end of September. "Southgate strives to be a good environmental partner and the eco-friendly technology used by iCarwash is a natural fit for us," said Diamond. "In addition, this is a wonderful value-added service we are proud to offer our customers and consistent with Southgate's commitment to customer service."

iCarwash is located at the north entrance to the mall, where customers are greeted by a service technician. Customers can choose between several packages for interior and/or exterior cleaning and when the vehicle is ready they are notified by text message. Depending on the level of service, it takes between 90 minutes to 2.5 hours to clean both the interior and exterior of the vehicle.

In addition to their seasonal location at Southgate, iCarwash also has an indoor

service centre located at 9324 31 Ave in Edmonton. They have recently offered a mobile service and will come to the customer's home or other location, such as their workplace. This fall, they will launch a new service, iCarHealth, which is a windshield chip repair service.

A portion of iCarwash's sales is given to Mission of Mercy, an Edmonton based charity, which provides biosand water filters for children in India. "Many children and families in India need clean water," explains Kim. "We are saving clean water here with our technology and this will give clean water to the next generation." ■

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