



## **DETAILERS PARADISE** Car Care Institute

### **WINTERIZING YOUR CAR**

#### **Waxing & Using a Durable Synthetic Wax**

Of course, we all know that wax makes the world a more beautiful place but remember that it is our protective layer too. There is no more important time to wax than right before winter. But, which wax is best for winter?

If you are sure that you will be able to reapply your winter wax at least every month AND you do not drive in snowy (or post-snow) weather, then the traditional carnauba-based waxes are fine, should they be your wax of choice. Often in paste-form and sometimes in a liquid carnauba-blend form, carnauba-based waxes do not hold up well in most winter climates. Most importantly, our biggest winter enemy here in Colorado and many other areas as well, magnesium-chloride, literally eats carnauba for an easy quick snack. So, go ahead with the carnauba wax before storing your summer-only garage queen for the winter, otherwise read on...

The first thing to note about synthetic waxes is that while most have tremendous benefit over the traditional carnauba-based waxes, the quality level and benefits vary widely between different brands and styles.

No doubt we all like our paint to look gorgeous in the winter too, but we suggest focusing on durability when choosing your winter synthetic wax. Remember, wax is your protective, sacrificial layer against the elements. Make sure the one you choose can take the beatings of cold, snow, grime, and mag-chloride.

Prima Epic, an extremely durable synthetic wax, was specifically designed with 2 goals in mind... rich, glossy depth plus long-term durable protection. We're pleased that Epic is a success for both goals. It has already proven itself through several winters and has a strong customer following for its multitasking traits.

For occasional wax "booster shots," Prima Hydro is so convenient to use that even many wintery days can accommodate its application. Hydro is a concentrated spray wax, which shares some of its gloss-enhancing and protective base chemicals with Epic. Rather than apply Hydro with an applicator pad and wiping it down an hour later with a cloth, Hydro can be conveniently spritzed on all of your car surfaces after you've washed and rinsed, but before drying. So, you don't really add a step at all. Wash - Rinse - Spritz with Hydro as you dry. Done! There's no need to avoid trim, glass or chrome with Hydro. In fact, spray it there too! You'll end up with a gloss and protective booster over your Epic.

## Winter Washing

We all know how difficult it can be to wash our cars in the winter.

Each spring, we gleefully start washing our cars again only to come to the sad realization that magnesium-chloride had stained our front grills and etched our precious paint. As you might know by now, mag-chloride staining and etching can require hours of work to reverse and sometimes is permanent. *(note: If you're still working on fixing mag-chloride damage, please ask us for advice! We have some great tricks and techniques for many situations.)*

So what's the solution to washing off mag-chloride and other road additives and grime this winter?? Prevention!

We already talked about waxing above. That's the first and most important step. The other important component to protecting your paint and exterior bits is to wash as frequently as possible in the winter- especially after road additives have been used during and after a snowstorm. We know... easier said than done, right?

For most of the year and whenever possible, we of course advocate a full handwash-complete with a big bucket of soapy water, the correct mitt, a hose, and proper drying towels. During the harshest days of winter, this simply isn't feasible for many of us. These are the times which call for the coin-op spray washes.

Yes, the coin-op spray washes use soap that is a bit harsh itself. Honestly though, they are not THAT harsh and certainly are not nearly as harsh as mag-chloride. (pick your battles, right?) The coin-op spray wash soaps do tend to 1) dry out your exterior plastic trim parts (*tip: apply a trim protectant afterwards to revive the trim*) and, 2) wear down your wax (*yes, even the most durable synthetic waxes wear down over time*). Again, all of the above is still better than dealing with mag-chloride staining and etching- which can cause permanent damage. So if you have to, use the coin-op wash and at least spray off as much of the road additives as you can. Please Note: If you only spray-wash your car, assume you have NOT removed all of the dirt; thus, do not hand-dry your car or do so with a very gentle hand and with much caution to prevent scratching!

Here's an alternative that most of our customers prefer: As long as there isn't a line waiting at the coin-op spray wash, bring your bucket, car wash soap, mitt and towels with you. Just use the location for the overhead protection and water. The owners of the coin-op make money per minute, not based on what you use. *(just make sure you keep the water "on" for most of the time to be fair!)* This way, you can give your car the full handwash it deserves, and probably really needs, without having to deal with the harshness of the spray soap. You have the shelter you need to wash properly, even in winter.

Tip: Wear thick rubber gloves (*lined rubber is even better!*) inside of your wash mitt when washing your car in the winter. Keep your hands warm that way.

### **In summary:**

Handwash your car if possible

Spray wash your car at the coin-op if necessary

...either option with as much frequency as possible in the winter, especially after a snowstorm to remove the mag-chloride or other road additives before it has a chance to do damage.

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## **Pre-Winter Leather Care**

While the weather is still a little warm, it's a great time to condition your leather for winter. In many regions, it's rare that the temperatures are high enough during the winter to use a leather conditioner effectively.

Before the cold temps and dry air set in, consider giving your leather a little spa day!

Keep in mind that there are lots of leather care products on the general market out there which are not good for your leather over the long term. We've spent years researching leather care and leather care chemicals, in conjunction with the knowledge of our own team of chemists, to help you make good choices about leather care.

So what's good and what's not?

Although each product deserves an individual evaluation, here are a few things to AVOID when choosing a leather product:

SILICONE (clogs pores)

SADDLE SOAP (automotive leather isn't the same as saddle leather!)

WAXES (ie, beeswax or carnauba wax)

Our own Prima Nourish is a leather conditioner which hydrates and provides rich nourishment to your leather. Its consistency is a light cream, which enables enrichment yet will not clog pores or seat perforations.

Simply clean your leather with a leather cleaner of your choice then apply some Prima Nourish. Ahhh, the spa!

Remember, our warm days are numbered... condition your leather soon!



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