



# ADI

## AUTO DETAILING INSTITUTE

My name is Steve Monk; I am President and founder of the Auto Detailing Institute™ (ADI). At ADI, we train individuals from all walks of life to own and operate a high-end auto detailing business. The vocational wisdom that I impart to others through our specialized training is based on over 20 years of personal field experience. Throughout my long career as a high-end detailer, I tried as many automotive surface maintenance and restoration products as I could get my hands on. Few have impressed me as greatly as the Protect All line.

### **Here's my story.**

I first became acquainted with Protect All back in 1995, when I'd read about the "Quick and Easy Wash" in an automotive magazine. Upon reading this information, (despite having been a professional detailer for over a decade at the time) I was not aware of the fact that frequent vehicle washings using running water, contributes to premature chassis and body rust. As a detailing perfectionist, constantly in search of new products and techniques to improve my service; I called the Protect All toll free number and ordered a gallon of the "Quick and Easy Wash."

I received my shipment within a few days of ordering. I unpacked the gallon container of deep blue concentrate, and anxiously added a cap-full to a trigger-spray bottle of lukewarm water. I briskly shook the container to mix the product, and (being of old-school mindset) thought to myself, "how can this stuff possibly work?" I misted the front fender of my new F-250, and marveled as I watched the vehicle's surface dirt dissolve upon contact with the solution. I paused, and wondered if the soil/wash suspension remaining on the panel would scratch my paint when I wiped it dry. I gently ran my index finger across a small section of the wet fender, and rolled some of the dissolved dirt between my fingers. I immediately noticed that this trace amount of diluted soil was completely non-abrasive - as if it had been neutralized by the wash solution. I later read up on how the "surfactants" in 'Quick and Easy Wash" actually break down, encapsulate and lift superficial dirt - allowing safe removal without causing surface scratching. I wiped the wet fender clean using a slightly damp soft bath towel, and buffed it to a beautiful luster. I repeated this mist and wipe process over the complete exterior (including the glass, chrome and non-painted surfaces) of my F-250, and had it completely washed and showroom clean in about 15 minutes. I was superlatively impressed with this product, and I immediately put "Quick and Easy Wash" into service in my growing detailing business.

Protect All Inc. was kind enough to include a sample of their "Protect All Polish, Wax & Treatment" with my initial order. After trying this second product, I instantly became as impressed with it as I'd been with the "Quick and Easy Wash." Suffice it to say, I have been using both of these products extensively for the past nine years on some of the finest and most expensive cars in the world. A number of my clients here at the beautiful Jersey Shore are high-powered business people and celebrities. These clients are a tough group to satisfy, and there are few second chances within this highly coveted niche. I place my trust in the Protect All line to consistently deliver the highest quality finish to my clients without compromise.

In 1999, I set out to help others learn the fine art of high-end auto detailing by creating the Auto Detailing Institute™ (ADI) "Interactive Training System." I spent well over a year researching and developing a multi-media, cutting-edge teaching tool, where virtually anyone can learn the exciting and lucrative automotive detailing business in the comfort of their own home. ADI has exploded over the last four years, and has unexpectedly traversed the seas - garnering an influx of new students from around the globe. At ADI, we constantly seek the latest and best products to suggest to our students. Protect All "Quick and Easy Wash" and "Protect All Polish, Wax & Treatment" are recommended as "must have" products throughout our training. I'm convinced that a detailing business using the Protect All product line will have considerable advantages over its competition, in terms of time saving, material economy, and finish quality.

If you would like to learn more about the Auto Detailing business, click the link below and read all about it at the Auto Detailing Institute's web site.

Sincerely,  
Steve Monk, President Auto Detailing Institute  
<http://www.autodetailinginstitute.com>