

Los Angeles Times

April 23, 2008

Your Wheels

Waxing creative automotively in Southern California

by Ralph Vartabedian, Los Angeles Times Staff Writer

"...Protect All: This is a cleaner and wax all in one that seems made for real people who don't have all day or even more than five minutes to detail their car.

The product originally came out of an aerosol can and you can still buy it that way, though the company also offers a trigger pump bottle now. The original packaging featured a funky picture of founder and President Adam Huber waxing his own recreational vehicle. Huber is now semi-retired, but the family runs the business in Anaheim and is still manufacturing the product in a small plant with about 10 employees.

It contains carnauba wax, a surfactant that helps suspend dirt and a UV blocker.

I have used this product for more than a decade. Most of the time, I don't even wash the car first. I just spray some on the hood, trunk and top and polish it off with an old towel. Water beads up on my car, just the same as when I use a more time-consuming wax.

Because it's clear, it won't dry to a haze if you miss a spot. And you can use it on every surface of the car, even the glass.

Ken Newman, the company's marketing chief, said the product has a loyal following among motorcycle and recreational vehicle owners. He does little advertising compared to better-known brands.

'What's your time worth?' Newman asks. 'This is a way to protect your car in very little time and using very little product.'

It is sold at recreational vehicle stores, some motorcycle shops, some Wal-Marts and the company's website at www.protectall.com."

ralph.vartabedian@latimes.com