

What's In Your Wash

From Volume 33, Issue 12 - December 2009

Department: Pre-SoakBy: Title: What's In Your WashSub Title:
Business: Reflections Detailing of Utah

Type: Carwash, detailing, paint restoration

Owner(s): Greg Nichols

Location: Logan, UT

Year opened: 2003

Equipment/chemicals: Menzerna, Meguair's, Danase, Finish Kare, Tuf Shine, ProChem, 3M, Blackfire, 1Z, P21s, Lake County.

Pricing: From \$25 for a thorough touchless wash to \$1,000+ for a total restoration of a show car.

Menu includes: Mini-detailing, washes, headlight restoration, interior detailing, paint polishing perfection, paint restorative work, detailing, engine detailing, convertible top cleaning/protection, leather cleaning, new car prep, odor abatement, boat detailing, RV and plane detailing.

Unique features: Reflections Detailing focuses on the client's needs and desires by offering to tailor packages to give the customer the most benefit. Owner Greg Nichols is also a huge believer in maintenance education and looks at how he can educate the client to maintain the vehicle's image. Reflections also provides mobile services to clients as far away as 1,000 miles.

Staff: Operates as a "one man show." Nichols said his clients love the fact that nothing is lost in translation and the boss is working on their vehicle. Nichols said he has done over \$10 million+ worth of cars over the years.

Also of note: Nichols said that while he specializes in multi-day details, he finds great satisfaction in taking a well-used mini van used to transport a family, and restoring it back to its younger days.

Motto: "Detailing for the Discerning Owner"



Reflections does everything from interior detailing to headlight restoration to new car prepping.



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