

## **A waterless wash: Clean your car, save the environment**

May 03, 2009

Imagine waiting in line for 20 minutes and paying Dh30 to waste 180 litres of water. Not the ideal thing to do on a Friday morning.

This is the usual process of going to a carwash and the price we pay for having our car looking shiny.

With new technology the carwash could be your last resort. The only thing you need to do is open your front door.

Gregory Antunes, managing director of Ecowash Mobile (Abu Dhabi, Dubai), said: "All people need to do is call us and we would drive to their house [or office] with our equipment and clean their car."

Ecowash Mobile is a service that comes to your doorstep and washes your car ... without a drop of water.

The service has saved around 18 million litres of water collectively in the UAE, Kingdom of Saudi Arabia, Bahrain and Jordan, where it has been operating since 2006.

This would not only minimise water waste, but also the time wasted in driving to and waiting in line at the carwash.

It has also helped save more than 56 million litres in its country of origin, Australia, since 2004.

Gulf News invited avid reader Sunil Roy, an Indian national, to try the service and see how effective it is.

Roy washes his car every week and did not notice the amount of water being wasted.

Roy, an account manager, said: "It was not until Gulf News's Wipe Out Waste (WoW) campaign that I started noticing this waste. But then again I had to keep my car clean so I continued washing it.

"I never thought it would be possible to have a car cleaned without wasting any water. Such practices should be encouraged."

Ecowash Mobile does not only clean a car, it also polishes the surface leaving it protected so it would only need to be cleaned every two weeks - equivalent to the two regular carwashes (Dh60) done every two weeks, without the waste of water. An Ecowash starts at Dh60. Its products are also made of biodegradable material.

Antunes said: "The bottles in which the products are supplied are recyclable, and part of the bottle purchase price is actually a recycling charge," Antunes said.

A part of the service fee goes to Greenfleet, a company that has planted more than 4.7 million trees in Australia since 1997.

{Gulf News}