In only 7 years, Nanotek has grown into a multi-award winning international franchise operation, establishing itself as the global leader in mobile car cleaning and detailing.

Utilising exclusive liquid polymer nanotechnology, Nanotek has raised the industry standards for quality and convenience by being able to prepare a car to showroom standard anywhere. The result, an impressive client list of car manufacturers and companies throughout the world.

With operations in over 11 countries including all states of Australia, the Middle East, Europe, and the USA, Nanotek has established benchmarks for innovation and growth in both customer service and franchising.

"In only 7 years, Nanotek has grown into a multi-award winning international franchise operation."
Our Mission

Through our unique service delivery model provide the highest quality, most convenient car care and protection service in the world through educating the market, focusing on the customer, and providing the opportunity of business ownership through the Nanotek franchise model.

“From starting as a 2 car operation in Sydney in 2004, we have grown into a worldwide operation, but the best is yet to come...”
A message from the CEO

It has been an exciting 7 years, first as ecowash mobile and now as Nanotek. From starting as a 2 car operation in Sydney in 2004, we have grown into a worldwide operation, but the best is yet to come.

From Lamborghini launches in the USA, the Cannes Festival for Audi in France, and motor shows and products launches for more than a dozen car manufacturers in Australia, the Nanotek service has credibility that gives our customers confidence and our franchisees a solid foundation.

Even though we are already considered to be one of the most exciting and dynamic services and franchise opportunities in the world today, the Nanotek system is in a constant state of evolution.

New products are being developed, new technologies are being employed, and new opportunities are emerging. We are entering the most exciting period in Nanotek history, and whether as a valued client or as part of the Nanotek team, we look forward to you being a part of our future.

Regards,
Jim Cornish, CEO
The Nanotek process utilises exclusive liquid polymer nanotechnology. The liquid polymer is applied directly to the paint surface where it encapsulates dirt and lifts it from the surface of the paint.

The polymer then acts as a lubricant between the dirt and the paint, enabling it to be removed without scratching – it also leaves a protective coating which lasts up to 6 weeks.

Nanotechnology is superior to traditional car washing methods, not only providing a better result but also longer lasting protection.
Nanotek vs. Traditional Car Washes

01 Superior Finish
The Nanotek process thoroughly removes dirt and leaves a polymer coating on the paint surface which gives a “polished” mirror finish.

02 Protective Coating
The protective polymer coating lasts for 4-6 weeks protecting the vehicle from the harmful effects of the environment.
(e.g. dirt, water staining, UV damage, etc)

03 Longer Lasting
The polymer coating left by the Nanotek process actually keeps dirt off the paint - this means that light reflects off the paint even as it gets dirty, making the vehicle look cleaner for longer.
The vehicle is also easier to clean with subsequent Nanotek treatments – it’s like a Teflon coating for your car!

04 Environmentally Friendly
The liquid nanotechnology process requires only 100ml of product – a saving of 180 litres of water* versus traditional car washing techniques. In addition, all Nanotek products are biodegradable**.

05 Professionally Trained Staff
All Nanotechnicians go through a 2 week induction training as well as a full calendar of conferences, workshops and assessments to ensure compliance with Nanotek’s strict quality service standards.

06 Scratch Free
By encapsulating the dirt and acting as a lubricant, the polymer prevents dirt from scratching the paint during the cleaning process, unlike traditional car washing processes.

* based on Sydney Water figures for hose washing. ** by European standards
Our Operational Edge

It’s not just the technology; it’s how we deliver it. Being waterless, the Nanotek service can be performed anywhere – home, office, on the street, even on the showroom floor!

But our ‘edge’ is our team – an international network of dedicated professionals providing local expertise with the backing of global systems.

01 Franchise system - the cornerstone of Nanotek customer service is our owner operator model. Our clients are never more than one step away from the actual owner of the business ensuring prompt customer service and attention to detail (Nanotek was named 2008 Services Retailer of Year – National Retail Association/American Express Retail Awards).

02 National coverage – for national clients we are able to provide consistent service delivery across the country (and even overseas) with one single point of contact.

03 Manufacturer & Corporate Alliances – with an extensive network of corporate and car manufacturer clients, Nanotek has a specialised understanding of fleet management, whether it be a special event or day to day fleet maintenance requirements.

04 Centralised support systems – one point of contact for key accounts, ongoing support & training of Nanofranchisees and their nanotechnicians, online booking and management systems – with Nanotek you have the backing of an international franchise system.

05 Total Integration – Nanotek is a fully integrated professional operation – from our International Headquarters in Sydney Australia, right back to our dedicated R&D facility in Europe.

It’s not just the technology; it’s how we deliver it. Being waterless, the Nanotek service can be performed anywhere – home, office, on the street, even on the showroom floor!

But our ‘edge’ is our team – an international network of dedicated professionals providing local expertise with the backing of global systems.
Having created the waterless car washing segment and established new benchmarks for innovation and growth in both customer service and franchising, ecowash mobile rapidly expanded to have operations in over 11 countries.

After extensive consumer research, ecowash mobile re-branded to become Nanotek as part of a futuristic platform to focus on our exclusive liquid polymer nano-technology. Nano-technology is sweeping the world and being incorporated into products we all use everyday, but only Nanotek has extended the use of nanotechnology into car care.

Building on the global success of ecowash mobile, Nanotek offers its franchisees pricing, technologies, experience, expertise and systems beyond the reach of purely domestic systems... and its customers unmatched quality and service.

Drawing on its impressive heritage, Nanotek has international alliances with car manufacturers and corporations meaning new franchisees often walk into their new territories with customers eagerly awaiting the introduction of the service.

The futuristic Nanotek platform also paves the way for the introduction of new channels and technologies to take Nanotek to the mass market – the introduction of iphone applications and mobile CRM systems will see Nanotek take car care to an entirely new level offering incoming franchisees an unprecedented business opportunity and customers unparalleled service delivery.
Nanotek is truly a Global phenomenon with over 50 mobile units within Australia...
Australian born, global bred... & currently operating in over 11 countries (Nano Nations).
Proven System

From the 65°C heat and 99% humidity of the Saudi Arabian desert, to the freezing ice and snow of a Moscow winter, the Nanotek system delivers consistent results under all conditions. With protection from both sand and salt, the Nanotek process offers more than just an immaculate finish – it actually protects the car from the harmful effects of the environment.

Constant Evolution

Dedicated ongoing research and development have seen the Nanotek system expand to incorporate more than 20 products in our exclusive range, including the world’s first ‘hot weather’ waterless car wash!

Beyond the technology, Nanotek’s global reach has enabled us to build experience, alliances, systems and economies of scale beyond the reach of local businesses.

World Nano-Culture

With the globalisation of car manufacturers and the global phenomenon ‘Top Gear’, the car world is getting smaller and transcending both country and cultural borders.

The ability of the Nanotek system to adapt and integrate across both climate and culture has attracted business from all corners of globe. This has enabled Nanotek to think global and implement locally through a network of dedicated business owners.
Imagine being able to wash a car anywhere! ..being able to offer your clients the highest quality service at their home or even where they work?

This is Nanotek – your own mobile car wash with unlimited potential. The freedom to be your own boss, choose your own hours and build your business to match your goals.

As a foundation for your own business, Nanotek offers:

- Exclusive Territories
- Fixed Site & Mobile Franchise Opportunities
- Scalability (expand your business with additional mobile units & staff)
- Exclusive Product Range (featuring polymer nanotechnology)
- Low Start Up Costs & Capital Requirements
- Centralised Comprehensive Training & ongoing support system
- Centralised systems: Global website, online and 1800 number booking systems, franchisee extranet (product ordering, printing portal, franchisee news and forums), key account management and client programs, marketing and public relations
- International experience with global product sourcing and R&D
- National Coverage with Major Car Manufacturer Alliances
- Client base: from private car owners to corporate fleets
In what was previously a highly fragmented industry, Nanotek has combined a unique service with a network of dedicated business owners who have a vested interest in client satisfaction, because it’s their business! This is the key to Nanotek’s exceptional customer service.

As a Nanotek client, you are assured of personal service with direct management by the actual business owner plus you have the confidence of knowing that the nanotechnicians looking after your cars are backed by a global support network.

The personal attention of a small business owner with the backing of a multi-award winning international operation – that’s Nanotek.

"The freedom to be your own boss, choose your own hours and build your business to match your goals."
The foundation of Nanotek’s business growth and customer service is the extensive support system to which our franchisees have access.

It is no wonder that Nanotek was ranked no.2 in Australia for franchisee support (2008 Franchisee Satisfaction Survey)...

**Training**

All training for Australian franchisees and International Master Franchisees is conducted at our dedicated training facility in Sydney, Australia. Our complete training system is documented in a 300+ page Operations Manual.

Our franchisees have access to a secure franchisee extranet where they can download everything they need to operate their business efficiently.

The Nanotek training system includes:

- 2 week induction program
- Complete Operations Manual
- NSP (Nanotek Support Program) workshops
- State and National Conference program
- Franchisee Development Program – assessments
- Field, Phone & Extranet Support (ongoing)

Franchisees can also use our training programs to help train their own managers and employees, ensuring consistent levels of service and professionalism at all levels.
Operations

Ongoing support with day-to-day business operations can often make the difference between working ‘on’ and working ‘in’ your business – Nanotek takes care of the details so that our franchisees can focus on the big picture of customer service.

Nanotek provides:

- Centralised booking and enquiries through Nanotek website and 1800 nanotek
- Centralised marketing, advertising and promotions
- Field managers (each state): direct franchisee support/management and coordination of state & national events
- Assistance with presentations and proposals
- Central account management: a single central point of contact with national coordination

IT

Nanotek Global Website: a high tech website that allows consumers to navigate through the Nano Verse...

Key features of the website include:

- Online quoting and booking systems
- Virtual demonstration of the Nanotek process
- Outline of all Nanotek services (including pricing)
- Customised Nanotek protection programs with reminders
- The Nanometer which tracks are water saving worldwide
Nano Network Extra Support

Franchisee Extranet: the communication and operational hub for the Nano-Network featuring:

- Online library where you can download Nanotek documents, proposals, presentations and operations manuals;
- Online Printing Portal - where you can customize and have your own promotional material and stationary professionally printed;
- Online Store - an online store for all equipment, product and marketing materials - your products are delivered to your door; and
- The latest news including chat forums to catch up with other franchisees.

Social Networking: to stay in touch with it’s loyal database of car lovers, Nanotek utilises the latest social networking tools including facebook, twitter and youtube.
Research and Development

With a dedicated business and service development facility at Nanotek’s International Head Office in Sydney and a product research and development facility based in Europe, Nanotek is constantly introducing new products and services. Some of these are extensions of Nanotek’s already impressive service menu while others are complementary products that are perfectly suited to application by our nanotechnicians.

However, all Nanotek products and services have one thing in common, the protection of our client’s vehicles delivered in the most convenient and professional way.
With unique technology, unmatched quality, and superior service delivery, Nanotek has set the benchmark in vehicle presentation. So it’s no wonder that Nanotek has an impressive list of vehicle manufacturers as clients around the world.

From the US launch of the Lamborghini Gallardo in the Nevada desert, the preparation and maintenance of Audi’s fleet during the Cannes Film Festival in France, to countless product launches and motor shows for over a dozen manufacturers in Australia – our “United Nano’s” choose our advanced liquid technology when the presentation of their products can’t be compromised.

“The people at Nanotek are professional, prompt and courteous. They arrive on time, every time, and go about their work with a minimum of fuss.”
Dear Nanotek,

Thanks again for your ongoing support with your professional company, Nanotek and all the diligent staff. They have always been on call at the drop of a hat to assist with the cleaning of vehicles for my product drive days, media/press and new vehicle launches.

The service you offer is exceptional, cost effective and a ‘green’ way to clean vehicles in at any venue throughout Australia.

Many times you have cleaned vehicles at venues where water was not even connected but your ability to turn a very dirty vehicle into showroom condition without water still baffles me! Well done.

Gary Jones
Sales Training Manager
Hyundai Motor Corporation Australia

The Nanotek brand aligns itself well with the Honda brand in terms of its commitment to reduce water consumption and the associated impact on the environment.

We hold many types of public events and do a lot of studio photography. For these reasons, it’s important that our vehicles look their best. After the Nanotek service, the cars look better than new, inside and out. The paint has a deep lustre and shine that actually resists fingerprints and smudges. There is no comparison with a traditional car wash.

The people at Nanotek are professional, prompt and courteous. They arrive on time, every time, and go about their work with a minimum of fuss. There’s no requirement to have access to power or water, so they can work just about anywhere.

Paul Harley
eBusiness Assistant Manager
Honda Australia
When I was looking for a car wash company for our membership of 150 national companies, it was important that the process be easy. With Nanotek, members can simply go on the Internet to book their next car wash. Their service is very convenient. Because it’s mobile and waterless, members can have their car cleaned by Nanotek in the office car park. They don’t need to go anywhere and this is fantastic.

Another benefit of using Nanotek is that the quality of the service is great. I was mystified about the concept of a waterless car wash, after having my car cleaned by Nanotek, I realised that the result is very nice and it leaves my car with a lovely polish with no scratches. I am confident to recommend it to Supply Clusters members.

Ian Cook
Founder
Supply Clusters

Keeping score... The Nano Meter

The Nanometer measures the total amount of water we have saved worldwide by using our liquid nanotechnology when compared to traditional water based car cleaning techniques.

Each Nanotek treatment saves 180 litres of water (based on Sydney Water estimates for hose washing), so to date Nanotek has saved over 380 million litres of water worldwide and counting!
Nano Planet

A Green Future

When it comes to car washing, there is a lot more to being environmental than just being waterless. In minimising our ecological footprint we have assessed every aspect of our operation - Nanotek was built upon the principle that it is a corporate responsibility to be environmentally sustainable.

In addition to developing a completely waterless car washing and detailing service through liquid polymer nanotechnology, Nanotek continues to look for ways to improve its environmental sustainability – these initiatives include:

- **Products** - all Nanotek products are biodegradable (by European standards);
- **R&D** - an ongoing focus to develop new products and procedures and ensure the continued environmental development and sustainability of the Nanotek system;
- **Consumable recycling** - the bottles in which the products are supplied are recyclable – part of the bottle purchase price is a recycling levy;
- **Reusable cloths** - all cloths used in the Nanotek process can be washed and reused for years;
- **Vehicle selection** - selection of Nanotek vehicles with minimal environmental impact e.g. Ford Focus in Australia and Toyota Yaris in the USA;
- "Smart Approved Watermark" awarded by the Water Services Association of Australia [WSAA], the Irrigation Association of Australia [IAA], the Nursery and Garden Industry Australia [NGIA] and the Australian Water Association [AWA] – in recognition of Nanotek’s initiative in developing a service which actively conserves water; and
- **A paperless office** - IT/email focus and electronic document storage to reduce reliance on paper based products

Thorough franchisee training and an ongoing public relations campaign have successfully combined to increase consumer awareness of alternatives to traditional car washing methods and have effectively created the waterless car washing market segment.

We work with our corporate clients to make sure their customers and staff know that they have made not only an efficient operational decision but an environmental statement.
Nanotek is one of the most awarded franchise systems in Australia.

Some of Nanotek’s recent awards include:

**2009**  
- **FCA International Franchising Award** (Runner Up)
- **FCA Emerging Franchisor of the Year** (Runner Up)
- **BRW Fast Franchises “Top 100” - ranked no.3**

**2008**  
- **FCA Franchise Export of the Year**
- **Australian Business Awards for:**
  1. enterprise
  2. service excellence
  3. environmental sustainability
  4. international trade
- **NAB Top Franchise Award**  
  (Smart Company Awards)
- **Best Services Retailer**  
  (National Retail Association)
- **BRW “Fast 100”**
2008  • BRW Fast Starters “Top 100” & 2007
2008  • SmartCompany50 winner & 2007
2007  • FCA Emerging Franchise System of the Year (NSW/ACT)
2007  • Australian Business Award for Enterprise
2006  • Champion of Champions Award (Automotive Services)
2005  • Australia Post Business Awards (NSW/ACT)

International Awards

2011  • Social Responsibility Award (Franchise Business Association of Greece)
2010  • Eco-friendly Franchise (Franchise Business Association of Greece)
2009  • Most promising franchise and partnership business in France (European Federation of franchising and partnerships (IREF))
2008  • Best New Company – MEBA (Middle East Business Achievement)
Nanotek (formally known as ecowash mobile) has been widely featured in the media – check out some of our national & international coverage...
For more information on Nanotek...

**General enquiry** 1800 NANOTEK (626 683)
**Franchise enquiry** 1300 FRANCHISE (372 624)
**Website** www.nanotek.co
**Email** info@nanotek.co

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