

Jax Wax

Stephane Gauthier

By Sue Dickens

Attention to detail, a lot of elbow grease and a meticulous approach to his work all trademarks of what Stephane Gauthier does. His detailing and polishing business allows him to take his love of trucking to a new level.

“It is all about pride in your truck,” said Stephane, who has spent years not only driving trucks but showing them too. His wins at the Fergus Truck Show, at Truck World and the Carp Truck

Show, as well as the 1000 Islands Big Rig Show and Shine are well known by those who travel the show and shine circuit.

What makes Stephane’s work different is that he is “detail obsessed” and will not leave a job until it is finished to his complete satisfaction.

“After years of driving and showing I knew that what I really wanted to do was make trucks look as good as they can be – from the hood ornament down to the wheel rims,” said Stephane.

“And I do it for the love of - well – just doing it,” he added with a huge grin.

MORE THAN SPIT AND POLISH

For him the products he uses are just as important as the spit and polish he puts into his efforts.

One of those products is

Jax Wax, something he discovered while in the US and he likes it so much he has decided to bring it to Canada.

In fact Stephane is the sole distributor of Jax Wax products in Canada, which are as far as he is concerned, “products like no other he has ever used before.”

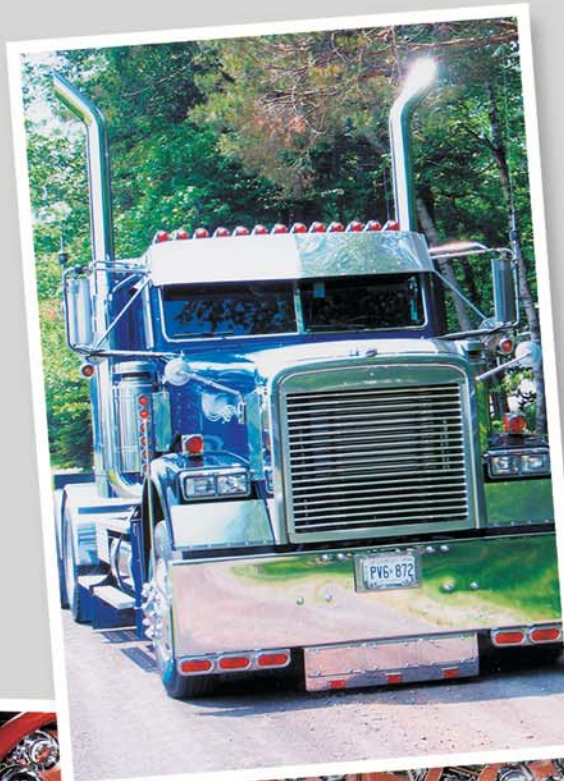
“When I started polishing I used a lot of different products and the one from the US called Jax Wax . . . well I was at the Mid America Trucking Show and I tested it there and I

loved it. I think it is a product that truckers’ need,” he said.

So now Stephane Gauthier’s Detailing and Polishing Products company stocks Jax Wax and distributes Jax Wax products.

ABOUT THE PRODUCT

The company was started by Jack Minor who



Photos by Sue Dickens

years ago was selling another brand of vehicle care products. Knowing that he could provide better products, he hired a chemist for the initial formulations, and up until about last year sold strictly to auto dealers, truck dealers and the trade.

We talked to Scott Ellis, President of Jax Wax Distribution Systems, located in Columbus, Ohio, to learn more about the products that have been out in the professional marketplace for about 17 years.

Since 1990, Jax Wax Vehicle Care products have been developed, tested, and refined exclusively for Professional use. Jax Wax works great on cars, boats, bikes, fire trucks, trailers, RV's, campers, airplanes, buses and of course - trucks.

"Jack is a personal friend of mine. One night we were talking and he mentioned that more and more people were coming to his manufacturing plant wanting a small bottle of this and a bottle of that," said Scott.

Jack has always shipped in larger quantities like drums and 5-gallon pails so the demand from people for a smaller size bottle of Jax Wax was something he had never provided.

Since Scott had a computer company at the time, he suggested doing a web page to satisfy demand. Jack asked him if he would look after it and take care of the packing, wrapping and shipping - . . . and the rest is history.

Scott now distributes the product retail for Jack and the website is one of the reasons it is doing so well in the US. The Internet site <http://www.jaxwax.us/> has been up about 1 year now.

"In the product line's first appearance at MATS, 'the Largest Trucking Indus-

try Show in North America' Jax Wax products were used on award winning trucks competing in the Paul K. Young Memorial Truck Beauty Championship. Jax Wax was a hit with truck owners, operators and attendees alike," said Scott.

Now that Stephane and I have hooked up, and after successfully debuting the product at MATS, "Stephane will maintain the inventory in Ontario and distribute from there. He has had much interest from people and companies that want to be resellers and he already has it at several truck centres including the 730 Truck Stop in Cardinal, Surgenor Mack of Ottawa and Cornwall Truck Center" said Scott.

"We are extremely proud that Stephane has chosen to represent us and distribute Jax Wax products in Canada. We know how discriminating Stephane is. Besides that, he's a top-notch person as well!"

ABOUT STEPHANE

For Stephane finding a product that he can add to his complement of detailing and polishing lineup that makes his job easier and gets results, it is a win-win situation. His love of trucks is reflected in the care and attention he gives each truck he is hired to prep.

Stephane's connection to trucking goes back about 10 years - "it was something I got into after I working for a while in construction."

Then about five years ago he started driving for JR Menard and began competing at show and shine events. "The first show I did was Rodeo du Camion in Notre-Dame-du-Nord. I got hooked on showing trucks and Menard let me take the company Freightliner. I stripped the cab's interior out and completely redid it myself. I did get some help

doing the floor," he commented.

The 1999 black and blue Freightliner FLD120 took wins in not only the interior cab class but the highway bobtail category, best displayed truck and custom bobtail to name a few. Then two years ago he finished in the top 10 of the BF Goodrich Cool Rig competition.

In 2007 the black and blue Freightliner will be appearing in the CAT Scale Super Truck Card Series. These cards quickly become collector items.

Last year however was the highlight of his trucking career. He led the Special Olympics Convoy, an honour he has never forgotten. "I raised the most money in Canada and the USA for a single driver," he said.

What Stephane didn't realize right away was that over time, his attendance at shows became more than just something to do. "After a while I enjoyed going to the shows more than working as a driver. All I wanted to do was prep my truck and try out different gadgets." So last October Stephane quit driving and started his detailing and polishing business.

Working out of a shop at his home in Plantagenet, he gets a lot of help from his daughter Ashley. "My daughter is always around. She has always joined me at truck shows and her job was to go get the trophy," he said laughing. Ashley rode with her dad when he led the Special Olympics Convoy and is a big part of his life and his work.

DETAILING FOR DEALERSHIPS

Stephane's reputation has gained him a lot of detailing and polishing work for truck dealerships.

"I did a truck for Ottawa Truck Centre and have done detailing for other International dealerships as well. Since then I've done a lot more. They want me primping their trucks for their dealership shows and for customer deliveries," he said.

"My business has really grown quickly. I wanted to customize trucks but my detailing business is so crazy I don't have time," he added.

Stephane does full detailing which includes a full shampoo, interior vinyl treatment and so on. "I clean the tires, the treads, I do it all. I am very busy prepping trucks now," he said.

Those wanting to find out more about Stephane and his detailing business will find him at The 1000 Islands Big Rig Show and Shine this month and later this year at the Warkworth show and shine at their fair on Labour Day. He will also be at the 730 Truck Stop in Cardinal for its appreciation day on August 16th.

"I won't be doing much polishing at these shows I am going to be there with my display, consulting with them and providing them everything they need to prep their truck, from body shine compounds to wax, towels, degreasers, you name it and I will have it," said Stephane.

"I am a one-stop shop for all your detailing questions and needs," he concluded.

Before I go I have some people I would really like to thank if you don't mind. I would like to thank Jack Minor and Scott Ellis of Jax Wax, Bob Lodge of 730 Truck Stop, Francois Rouleau of JR Menard and my dad, Constant Gauthier, because without them none of this would be possible."

For more information you can call Stephane at 613-724-8981.