



IT'S ALL IN THE DETAILS

A CANADIAN SPECIALTY RETAILER LEVERAGES CAR CARE SERVICES & ONLINE SUPPLIES FOR ENTHUSIASTS & PROFESSIONAL AUTOMOTIVE DETAILERS

When you first meet Troy Semeniuk, the owner of Auto Obsessed, an Edmonton-based detailing and car care product distributor, you can't help but be a little conscious of your own imperfections. While Troy is neat in appearance, his shop is just immaculate. When you walk in the front end, it takes more than a few seconds to realize you are standing in a shop dedicated to vehicle maintenance—a notoriously dirty business. All the automotive care and cleaning products that the company sells are organized and displayed in the way you'd see at a well-merchandized store in a mall. For anyone that cares for their car, it's a little like walking into candy store. This isn't the wax aisle at some big box—this is every product you've heard about but can never find. Not only are there over 1,300 premium care and restoration products showcased in the store, but they also wrap around a very comfortable bar. (That's right... a bar.) The place is warm and comfortable, and so is Troy.

“We offer close to 1,400 premium detailing products for sale on our website. This is the stuff you can't get anywhere else. And we use it all in our shop so it's personally hand tested.”

The company is housed in a standalone building on Edmonton's south side. As we walk through it, Troy explains that Auto Obsessed has two lines of business—the automotive care products that greet you as you walk in, and specialty vehicle detailing services out in the back.

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The building is quite unique. Not only does it warehouse their extensive product lines, which are sold primarily to individuals and wholesaled to detail shops, but it also houses their detailing facilities. Troy explains how he approached setting up the building. "When we built the facility I looked at it from the perspective of an 'auto obsessed guy'—so in other words, someone like me. What I am saying is, I took it back to the drive to the location. I was asking myself do we have to go over speed bumps to get here? Is there a ramp? Is it a shared parking lot? These are all questions I'd want to know before taking my baby to a shop. And that's what these cars are to our customers: their babies. It doesn't matter if it's a daily drive sedan or a European sports car or once-a-season exotic. We treat them all with the same care and attention that I'd expect."

“You could say we suffer from ADS—Attention to Detail Syndrome... we put our heart and soul into unparalleled detailing work. Is it obsessive? Yes. But the results blow the customer's mind.”

That meticulous attention to detail doesn't stop there. Once the vehicle is brought into the shop it doesn't leave until it's picked up. It's previewed inside at the end of the work in a specially designed clean room. But, before any work begins, the mileage is documented and a complete damage assessment is done with the customer. Troy explains how cars are moved inside. "Currently I'm the only one moving cars. It's me. No one else drives a client's vehicle. Once it's inside it's in a low-activity environment. The wheels are blocked. There's no clutter. No brooms or shovels are leaning on walls that could damage something in a fall. All of our work is done by hand. In fact, there are no high impact tools in the place. Except for the dirty room which is where cars enter, the place is kept like an operating room."

He's right. The bays do have the feel of an operating room. The floors are white. The lights are intense. It's very bright and there's no dust. "Yeah," says Troy, "the walls are naturally charged to pull dust." Well of course they are, because Troy is... Auto Obsessed. He's thought of everything. The other thing that makes the place special is that all the detail work is done with the products that they sell. "We actually use the products we sell," says Troy. "We know exactly what to use to make each part of the car look its best."

