

## NEW VENTURES

# Auto detailer has high hopes for new cleanup system



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Christopher Morales, a 21-year-old Bethlehem entrepreneur, said that his latest venture, Green Kleen, builds on his vehicle-detailing experience using a waterless system to clean cars.

He said he started investigating waterless car-detailing technology when he began learning about the environment and protecting the water table. He saw how much water was used in washing corporate fleet vehicles and decided he wanted to make a difference.

"I thought, if I could have a couple hundred people saving water and saving our watershed, that would be good," remarked Morales, who said that he formed a business to detail tractor trailers when he was in high school. "You don't have to be a hippie environmentalist to save the world. You can just do your part."

He said creating Green Kleen was how he determined he could help.

He discovered one small problem. While there were a variety of waterless car detailing products on the market, he was unable to find one that was 100 percent organic, and an organic product was what he was looking for.

He eventually got involved with a



Photo by Stacy Wescoe

**Chris Morales, founder and CEO of Green Kleen, Bethlehem, shows how his organic, waterless car detailing solution works on his own vehicle.**

West Coast chemical manufacturer who was able to create a product that met Morales' specifications. Morales said he invested around \$50,000 of his own money in bringing the product to market, and he is now selling his service and cleaner with an eye towards servicing corporate fleets.

While it's called Green Kleen, the auto-detailing solution is actually orange. It looks and smells like an orange creamsicle milkshake in a squirt bottle. But he said the product works very well at removing dirt and dust from vehicles with the help of a micro-fiber cloth, and he demonstrates the product to poten-

tial customers on his own car.

As he works to develop clientele, Morales said he is offering his corporate fleet detailing service for about \$45 a vehicle. He said one potential client is looking to offer it as a benefit to employees.

He is also talking to regional retailers about carrying the Green Kleen solution on their shelves as a stand-alone product. He said it would retail for about \$20.

Green Kleen is located at 24 Rink St., Bethlehem. More information can be obtained on the Web site [www.mygreenkleen.com](http://www.mygreenkleen.com) or by calling (484) 809-8420.