



Getting to Know...

Robert "Bob" Wrasman

By Debra Gorgos, Editor
debrag@autodetailingnews.com

Robert Wrasman is a determined man. But, determined for a good reason. Wrasman is intent on sharing his wealth of knowledge on the history of automotive paints with every detailer to better their adroitness. With a head of John F. Kennedy hair and a childlike enthusiasm, I had the pleasure of meeting him at the 2018 Mobile Tech Expo. He sat down next to me at the International Detailing Awards dinner and spoke poetically about his MTE educational seminar. Hello, Debra, he started out. My name is Bob Wrasman and I think your readers could really benefit from the talk I just gave. I want them to know as much as me, he added, noting that he has been a part of the detailing industry for a long time. He then spoke with as much fervor about his kids and his wife. They are my whole life, he said. My wife and I are a team. In fact, he had to take off after the final IDA speech. "I have to call my son," he said, "He works in Orlando and I want to meet up with him tomorrow." And, before he left, he made sure to tell me that he really wants our readers to hear about paint finishes and types of car paints. Wrasman then handed me his

card and asked for mine and assured and said he would be in touch. A few days later, after the MTE was in the rearview mirror, Wrasman kept his promise and sent me a slideshow on the history of car paints. And, yes, we will be sharing his car paint knowledge in the next issue of Auto Detailing News, but for now, I wanted to introduce Wrasman to all of you and hopefully properly represent his passion for the industry and its people in the following interview.

■ **What is your full name?**

Robert Joseph Wrasman. I go by Bob Wrasman and my family calls me Bobby.

■ **Where did you grow up?**

I grew up in Lima, Ohio, on the east side near Westminster, Ohio.

■ **When and how did you get involved in the detailing industry?**

1978. I started painting and restoring old cars to drive at 16 years old and started painting and cleaning cars at Kaiser's Custom Body Shop and at Ziebart I was rustproofing and detailing cars.

■ **What jobs have you held over the years?**

My first job was being a farmer at

home. Then I worked in the body shop and then started working at Ziebart. I did a lot of different jobs at Ziebart (sunroofs, window tinting, bed liners...) and worked my way up to manager during this time. I painted cars and restored cars at night also.



■ **What is your current position?**

I am Senior International Trainer of CAR BRITE NITEO products.

■ **What is it you like about your job?**

The people I get to meet and help and teach. And, also, giving back.

■ **What are some of the biggest challenges facing detailers today?**

All of the laws and regulations and that there are so many different surfaces to clean and there are so many polishes out there now.





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■ What advice do you have for detailers who are facing setbacks?

Don't give up and learn from your setbacks. I made many mistakes over the years that cost me money by over promising things to customers. Also, my advice is to: Under promise and over deliver.

■ What is the biggest mistake you see detailers making in terms of detailing a vehicle?

They don't charge enough, and they let the customers control the conversation. It could be due to a lack of confidence. But, when a customer is coming to you for advice, be the pro they are looking for. Also, all detailers need to keep learning and get to know the top owners and trainers.

■ What is it you like about the detailing industry?

The people. I like traveling all over and all the companies I have worked with and the fellowship. I also like seeing the finished product the way people look at their vehicle when we do "our magic" to it.

■ You spoke at the recent Mobile Tech Expo. What was the topic you spoke about and why was it an important session for detailers?

Speaking at Mobile Tech was my way of "giving back" and thanking the International Detailing Association (IDA) and the [organizers and attendees] of the MTE which are both so close to my heart. I wanted [to offer up] something different. My topic was on the history of

car paints and understanding them and their hardness from a body shop background. I went back to 1900 to present day. My point was that if you had the chance to detail a museum full of cars—some of which have single stage paints, or nitrocellulose lacquer, or linseed oil—you better know how to go about it. Also, I shared a list of hard and soft paint building data for an app or database to help detailers make the right choices and help new detailers who are just starting out.

■ What keeps you motivated?

Family. Doing my best. Giving back life to cars.

■ What do you like to do on your day off?

I have a big garden. I golf with my family and enjoy fishing in my pond.

■ Is there anything about you (talents, hobbies, famous relatives) that might surprise our readers?

I pride myself on learning more every day. Working on my farmhouse (pictured above), I have learned brick-laying, block-laying, and have been digging my farm pond. I also installed my own metal roof on my house, installed my gas furnace. An interesting story to share: My mom, when she was a kid, would go roller skating and one of the boys that would come and skate with her and my aunts was Neil Armstrong, the first man on the moon. I would kid my mom and ask, "Did he promise you the moon?" and she would just laugh.



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