

Ruiz opens vehicle detailing business

Written by Chris Lee



Car detailing at its finest, staying loyal to customers and keeping business in Holyoke. These are all thoughts behind Joe Ruiz's new car detailing business, Classic Details.

Starting slow and building clientele is essential for Ruiz. He will be working from his home but said his business is also mobile to accommodate for some of the more unique jobs.

Ruiz said detailing is something he has been doing since high school. He also mentioned it is a family trade. "I like to deal with customers and the public," he said.

Providing good quality work doesn't require a big fancy shop, Ruiz added. "A measure of excellence comes from my business," he said. "It's about being precise and consistent."

Cleaning cars, pick-ups, tractors, boats, motorcycles, semis or anything with wheels is the business in a nutshell. Packages begin around \$25 and range all the way up to \$100. Anything from the simple vacuum job all the way up to a thorough precise cleaning job.

Ruiz wants to see people stay in town instead of going out of town to get vehicles detailed. He said his closest competition is probably in Sterling. That's why he wants to keep it local. He also mentioned he will stay good with his pricing. Reasonable prices and working with customers is crucial, he said.

"I want to stay consistent with this business," Ruiz said. "I want the customers to be happy with my work."

Classic Details is open from 8 a.m. to 5 p.m. Monday through Friday and 8 a.m. to 12 noon on Saturdays.

He can be reached at 854-4736 or classicdetails14@yahoo.com.

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