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FIX AUTO'S GANGE URGES 'CULTURE OF CHANGE' DURING 2013 IBIS

BY AUTOBIZGURU | ABRN BLOGGER

The new future of business demands a culture of change within your collision repair organization, involving like-minded, absolutely committed repairers.

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STRENGTH IN TEAM BUILDING

BY KEVIN MEHOK | CONTRIBUTING EDITOR

In a team-oriented environment, everyone contributes to the overall success of the shop.

IN THE NEXT ISSUE OF ABRN
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BY AL THOMAS | CONTRIBUTING EDITOR

Shops should have an emergency spill plan in place to best protect their employees and workplace.

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WD-40® Specialist® Impresses in the Shop

AT MEDFORD VOCATIONAL TECHNICAL HIGH SCHOOL, Collision Repair Instructor Joe Kinch has spent more than a decade teaching students lessons they can take directly from school to the workplace. One of their most valuable recent lessons involved the WD-40® Specialist® Line.

A Ford Explorer Sport model recently rolled into the school with a hood that was rusted shut. When students asked which tool would open the problem hood, Kinch directed them to WD-40® Specialist® Rust Release Penetrant Spray.

"They were shocked just how quickly the WD-40® Specialist® Rust Release Penetrant Spray let them pop the hood," said Kinch. The students then began spraying WD-40® Specialist® Rust Release Penetrant on the doors, the vehicle's rusty bolts and worked their way back to the tailgate, which was rusted in place.

"It didn't take long, and they had that entire truck lubricated. It worked like new," said Kinch.

When Medford students have to handle lubrication jobs, Kinch says they now have one question: "Where's the WD-40®?"

Joe Kinch Collision Technology Instructor | Medford Vocational Technical High School | 489 Winthrop Street, Medford, MA 02155



BRIAN GUERRERO manages Tucson, Arizona's O'Rielly Collision Center, a multi-award winning shop with a national reputation for running a cutting edge repair it continually upgrades with the industry's best tools and equipment.

Guerrero recently added the WD-40® Specialist® Line to those tools.

"We haven't found anything it doesn't work on," says Guerrero. "The techs raved about how it made removing everything from the rustiest fenders to frozen bolts easier than anyone expected."

The toughest job the WD-40® Specialist® Rust Release Penetrant Spray performed was earning the trust of the shop's tech that must be wary of using any lubricants on vehicles that need paint. Lubricants that miss the mark and end up in the finish produce expensive flaws that shops must fix by repainting a vehicle.

The WD-40® Specialist® Rust Release Penetrant Spray new dispenser put these worries to rest.

"The techs called the nozzle amazing," said Guerrero. "Our painters had no idea a lubricant had been sprayed on the vehicles."

O'Rielly Collision Center 6160 East Broadway Blvd. | Tucson, Arizona 85711 | Annual sales: \$5.4 million

PAUL HEMKER has run Dynamic Plastics for more than 35 years. At his business, precision is key, and time is everything. Finding a product that address each of these concerns is no small victory.

That's why Hemker has become a big fan of the WD-40® Specialist® line. Not only does Hemker appreciate the WD-40® Rust Release Penetrant Spray's ability to offer unparalleled lubrication, he says its ability to deliver this all-important industrial property is second to none.

"It's wonderful," says Hemker. "Our favorite aspect of the WD-40® Specialist® line is the new dispenser. We use WD-40® as an air tool lubricant and to lubricate small drilling holes, so we have to spray it in small places. The dispenser lets us do that like no other."

At Dynamic Plastics, Hemker says the Specialist® line has earned its place as an everyday tool.

Paul Hemker, President Hemker Finishing Division | Dynamic Plastics Inc. | New Paris, Ohio | Founded: 1977



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SCRS gets insight from UK repair associations on collision repair standards and their impacts.

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In late May, Minnesota Gov. Mark Dayton signed the 2013 Tax Bill, which introduced legislation advanced by AASP-MN.

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THE PARTSTRADER debate

PARTSTRADER
right parts - right time - right price

SCRS FIGHTS BACK

Insurer-mandated parts programs fail to show benefits

It has been over a year since State Farm began implementing PartsTrader for parts procurement in certain U.S. cities. Despite criticism, neither State Farm nor PartsTrader has provided any well-constructed explanation of program benefits, SCRS argues.

"The industry expects that technology companies should be able to provide a better value proposition than "because we got the insurance company to tell you to," remarked SCRS Chairman, Ron Reichen. "The best question to PartsTrader, and other companies positioning their products through insurer mandated programs, is can their platforms benefit the market enough that they could grow organically without insurer influence over their end-user?"

Other similarly mandated programs have begun to receive more attention as well, as insurers involved continue to require the use of programs despite a recognition that there is growing frustration from shops who are obligated to change their internal business practices to accommodate the changing rules of the DRP relationships.

"It is baffling why carriers continue to dictate process, rather than seeking a results-driven relationship with repairers," commented Aaron Clark, SCRS Immediate Past Chairman.

BREAKING NEWS
PARTSTRADER GROWS

STATE FARM ROLLING OUT PARTSTRADER TO MORE MARKETS

State Farm continues its rollout of PartsTrader, an electronic parts ordering system, and the Select Service shops in the metropolitan areas of Arizona, Colorado, New Mexico and Texas will begin with the program in August 2013.

Repairers that were included in the pilot markets of Birmingham, Ala.; Charlotte, N.C.; Chicago, Ill.; Grand Rapids, Mich.; and Tucson, Ariz. will continue to use the tool, says State Farm's George Avery.

Based on insight from repair shops in the pilot areas, PartsTrader has made enhancements and upgrades, including adding a feedback function and the ability to cancel parts placed on a fax order.

No formal discussion of the rollout is planned, says Avery.

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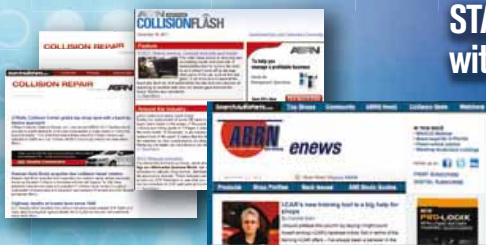
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COLLISION REPAIR INDUSTRY Stats & Trends

The number of telematics users will rise from 72 million now to more than 300 million by 2018, according to ABI Research.



2013 IBIS: Demanding a culture of change

Continuously repeat and encourage the objectives of where the company is going

BY AUTOBIZGURU | ABRN BLOGGER

The new future of business demands a culture of change within your collision repair organization, involving like-minded, absolutely committed repairers, according to Paul Gange, President and COO of Fix Auto USA.

Gange opened up this year's 2013 IBIS Conference, which ran May 20-22 in Montreaux, Switzerland, by encouraging attendees to effectively communicate goals with everyone in their organization.

"To truly be successful you must create engaged employees," said Gange in his address to roughly 380 delegates from around the globe. "Change is scary for most people. You need to relate to your employees. Force won't drive change. You need to constantly repeat the objectives of where the company is going."

IBIS, the International Bodyshop Industry Symposium, began in 2001 as an annual event for col-

lision repair professionals. Focused this year on the theme, "Future business models: strategies for success," the program explored issues most influencing markets around the world, and provoked thought on how the future of collision repair might look.

Gange said it's vital for business operators to understand that employees have a pre-disposed view of shop operations, which can hinder their ability to change. Leaders must invent a new future for their teams by constantly repeating company goals and objectives.

"Those employees who are engaged will drive the strategy forward and those who have quit will quit," said Gange.

IBIS 2013 was sponsored by 3M, Audatex, AkzoNobel, Automechanika, BASF, Enterprise,



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Telematics on the mind

BRIAN ALBRIGHT

While the Aftermarket eForum in May addressed a number of wide ranging concepts — from making B2B e-commerce pay and supply chain optimization, to parts proliferation and the importance of global connectivity — the one topic that seemed to keep recurring was telematics.

There are plenty of solutions now that can potentially link independent repair shops to their customers' vehicles. The real issue is how can the independent market compete with OEM telematics solutions that will come as standard equipment in more and more vehicles moving forward, and that will increasingly cement the relationship between the vehicle owner and the dealership service department?

Right from the start of the conference, telematics made its presence known as Jim Dykstra of Dykstra Auto Service took part in a staged "interruption" during a presentation by Lucia Moretti, president of Delphi Product & Service Solutions. Delphi, of course, has its own telematics solution, and Moretti was discussing the need for the aftermarket to take advantage of the fact that the number of telematics users is expected to rise from 72 million now to more than 300 million by 2018 (according to ABI Research), when Dykstra stood up to inform her that she needed to take care of a check-engine light issue with her car.

"Shops can begin service at the point of need," Moretti said. "You don't have to wait until the point of sale."

Fred Blumer, founder of Hughes Telematics and current CEO of Vehcon, further outlined the threat that OEM telematics poses to the independent market. "When all of these cars are connected, you're not invited to the party," Hughes told the audience.

Blumer further defined the boundaries of the competitive challenge by characterizing it as a data fight. "This is a fight for access to the customer," Blumer said, emphasizing that independent shops should focus less on accessing OEM data than on empowering customers to take ownership of the vehicle data. "The argument you can win is that this is the customer's data."

He compared the vehicle data battle to the fight customers waged with the telecommunications in-

dustry over number portability several years ago — a fight consumers won. "And when the customer wins, the [independent market] wins," Blumer added.

According to Blumer, a number of indicators bode well for independents, provided that the industry can rise to the challenge. First, most consumers don't continue to utilize OEM telematics beyond the trial or warranty period. Second, there is an opportunity to partner with insurance companies that are increasingly turning to aftermarket telematics solutions to drive their own usage-based insurance programs.

To continue reading, visit abrn.com/eForumTelematics.



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MIKE ANDERSON

Getting a positive shop 'turnover'

Innovation Group, Quindell Portfolio plc and SunCorp Group.

In other IBIS coverage...

I assume most folks know that China's automotive market is growing as the middle class gets a bit of money in their pockets. I was a bit surprised, however, to hear during a presentation at IBIS 2013 just how quickly things have grown.

Presenters Karen Fierst of KerenOr Consultants and Xiaolong Peng of Longco examined several automotive market trends and facts. For instance, China has an estimated 115 million cars and light vehicles, with a total population of 1.4 billion people. That's hardly a mature market, and shows a clear case for future growth.

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Noteworthy

READER FEEDBACK TO ONLINE ARTICLES

To the LinkedIn discussion started by Cheryl Senko, "I'm looking for some cycle time improvement tips. How do you battle the excuse that the increase in aftermarket/alternative parts is increasing cycle time industry wide?"

From Robert Williams: When it comes to cycle time, there are too many shop variables to consider. Changes need to start within the management and work their way down to the employees. Is your management staff willing to commit to necessary culture changes?

From Tony Kaigle: There are thousands of products that are aimed at saving time and making you money. Working with a PBE rep you trust to grow your business and find cost-effective time savers is a great step. Never forget that all changes need to be a company-wide commitment. Order parts early to check for damage and allow for long lead times.

From Sean Daly: Track your pre-repair time from the moment the customer authorizes repairs to the time your technician is actually repairing the vehicle. I bet you'll be surprised.

From Randy Profeta: There are many things you can do to help identify the root cause of any cycle time issues, and it all starts with effective management. As a start, look at how many open ROs your technicians now have. Anything over 4 is waste. Look at how many times you order parts for the same car. Ideally, it should be two parts orders or less. Production cycles have four key benchmarks in a body shop: 1) Date and time that the vehicle was received; 2) Date production started; 3) Date production ended; 4) Date of delivery. You need to track all four to see where your bottlenecks are. In-process time is completely within your control. But scheduling, customer notifications, parts ordering procedures and disassembly all play an important part in reducing overall cycle. Lean processing is somewhat cult-like. You have to make sure everyone is on board and that you are committed to making it work. It is a continuous process. This status quo should never be acceptable.



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Parts and accountability

Everyone could benefit if automakers and insurers gave customers more information

We all know that as business owners, we have a choice of what parts we purchase. We have, however, less choice and influence over what parts an insurer will pay for, despite what we or the customers prefer to use.

Over the years I've wrestled with this dilemma and its side effects: unhappy techs and customers, undue stress, added costs, longer cycle times and strained relationships between us, insurers, parts vendors and customers.

I see two main sources contributing to the conflict over parts. First, there's the policy coverage purchased by the customer – which often does not insure for a loss to be repaired the way a customer thinks it will. Second, there are the auto manufacturers advertising directly to consumers to get them to demand that the body shop use factory parts.

Customers time and again tell us about print materials that came with their car urging them to use "genuine" parts. They have seen manufacturer ads and videos instructing them to dictate what parts to have the body shop use. They know about their neighbor's nightmare with "imitation" parts, or have heard from their co-workers that if "factory parts" aren't used, the car will never be the same, and the car warranty will be voided. Vehicle manufacturers have done well getting the message to consumers that OEM parts will maintain vehicle integrity and are superior to aftermarket parts.

The BMW website, for example, makes it seem to a vehicle owner that use of OEM parts is a done deal. "Accidents happen," the site states. "However, at a BMW Certified Collision Repair Center, they can work with you and your insurance company to assure your Ultimate Driving Machine receives the highest quality repairs using only original BMW parts."

Right next to this is a link to one major insurer's BMW policy page indicating that, yes, with this policy you can have your car repaired with original parts. But not all BMW owners have purchased that policy. And when I went to this insurer's website, I found no reference whatsoever to the type of parts that its standard policy covers.

But what if automakers and insurers were more accountable for helping customers make informed decisions to get the parts they want? Imagine, for example, if the insurer or agent at the point of sale of the policy made it clear that the "full coverage" policy being purchased does not guarantee that OEM parts will be used unless an "OEM parts endorsement" is also purchased. Perhaps customers should be required to check a box indicating they understood this, and that if they declined the OEM endorsement, they are a-okay with non-OEM parts?

And what if auto manufacturers, instead of advertising that their customers should demand the body shop use only OEM parts, put those efforts into campaigns that address the real issue: the need for drivers to purchase the proper coverage to have OEM parts used. This would stop putting the body shops between the customer and the insurer.

Imagine the friction that would be alleviated, and the efficiencies gained:

- Agents and insurers would increase revenue by selling higher-priced policies with OEM parts endorsements.
- Automakers would sell more OEM parts.
- Consumers would get the parts they prefer, and wouldn't get embroiled in a fight about parts during a claim that can leave them unhappy with the shop and the insurer.
- Aftermarket part vendors would see fewer part returns (and all the costs associated with those) if shops aren't forced to buy parts that end up not being acceptable.
- Shops and insurers would be far more efficient because the friction and delays caused by the OEM vs. non-OEM parts debate would be reduced.
- Appraisers and shop staff would have less stress because customers would understand the policy they purchased.
- Cars would be repaired more quickly, with reduced rental costs.

Insurers and automakers should do a better job giving their customer a more realistic message. We need automaker and insurer campaigns that say, "Want OEM parts on your car after the collision? Demand an OEM parts endorsement when you buy insurance." 📱

"DRIVERS NEED TO PURCHASE THE PROPER COVERAGE TO HAVE OEM PARTS USED."

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Softening used vehicle values

What has caused them in the U.S. market and when will they end?

When I speak to industry groups across the U.S., the question I'm most often asked is "what has changed since last year?" One of the biggest changes in the industry recently has been the softening of used vehicle values. Since the financial troubles that began in 2009, new vehicle sales in the U.S. have tumbled. According to Wards Auto Info, sales in 2009 were the lowest in a decade, and the following years – 2010 and 2011 – were not nearly as robust as they had been in previous years.

That led to a domino effect, which saw used car values increase as financial institutions restricted leases and rental car and fleet companies (the major suppliers of two- to four-year-old vehicles to the market) kept vehicles in service longer. With fewer late-model vehicles available, resale values for used vehicles rose across the board.

The dearth of used vehicles eventually bled over into the claims and collision repair environment, causing an increase in the appraisal values of vehicles. Instead of being declared total losses, more and more borderline vehicles fell into the repair category. The U.S. saw total loss rates plummet to percentages the industry had not seen in nearly a decade.

Of course, all economic bubbles must burst eventually and the time is now for used vehicles. Values of vehicles being appraised have fallen from the preceding two quarters, signaling an increase in the number of damaged vehicles that will be declared total losses. Based on these trends, I expect total loss percentages of claims made to increase by a full percentage point or more in 2013 compared to 2012 levels.

The impact of exchange rates

The second factor worth looking at when discussing total losses is the value of salvage and the factors that influence salvage values. An examination of the exchange rate of the U.S. dollar to the Euro and the Mexican Peso over the last five years shows the strengthening value of the dollar. The result of that stronger exchange rate means fewer


salvage vehicles will be sold to international or Mexican buyers, and reducing competition inevitably lowers salvage values.

Ultimately, the stronger dollar will likely benefit alternate parts supplies, both aftermarket and recycled. A stronger dollar means more vehicles will stay in the U.S. rather than go overseas. As a result, the salvage for harvesting parts will also stay in domestic sources, increasing supply and lowering salvage part prices. A stronger dollar will also benefit the aftermarket parts supply. Because the vast majority of aftermarket parts originate in Taiwan, favorable exchange rates against the recession-weakened Chinese Yuan will likely result in more attractive aftermarket parts pricing. Given this potential to lower aftermarket prices, GM, Ford and Chrysler could eventually lose the ground they have recently gained by the expansion of their "beat the competition" aftermarket part price matching programs.

"ALL ECONOMIC BUBBLES MUST BURST EVENTUALLY; THE TIME IS NOW FOR USED VEHICLES."

Preparing for the trends

Will the benefit we see in lower parts prices offset the softening resale values of used cars? Probably not. Parts prices are an important part of the cost containment of the overall appraisal, but parts represent just 43 percent of the cost of the estimate. Labor rates and paint and materials make up the other portion of the costs and, after years of stagnation, hourly rates and paint costs are likely to increase this year. In the end, the relief we see on parts prices will be partially offset by increases in the other parts that make up a repairable appraisal, while the impact of the lowering of the actual cash value of the vehicle being appraised will be greater.

How can a shop prepare for these future trends? First, estimate the value of a vehicle with the options to condition and educate the claims department about the accurate value of the vehicle. Explore what the potential salvage values of the vehicle are. Then inform the vehicle owner that in your expert judgment the vehicle is likely repairable. In these cases, negotiate a tear down with the carrier to accurately and completely assess the damage. It will be money well spent for an insurance company. Will this work in every case? Of course not! Owners may not want their cars back and insurers may balk at the cost of a tear down. But if you can provide the insurer with numbers that make sense, the insurer will likely give you the green light. The reality is that more insurers are waking up to the fact that they lose more policy holders after a total loss than a major repairable claim. You can help with the wake-up call. 


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Greg Horn is vice president of industry relations for Mitchell International.

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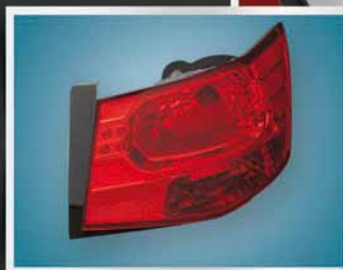
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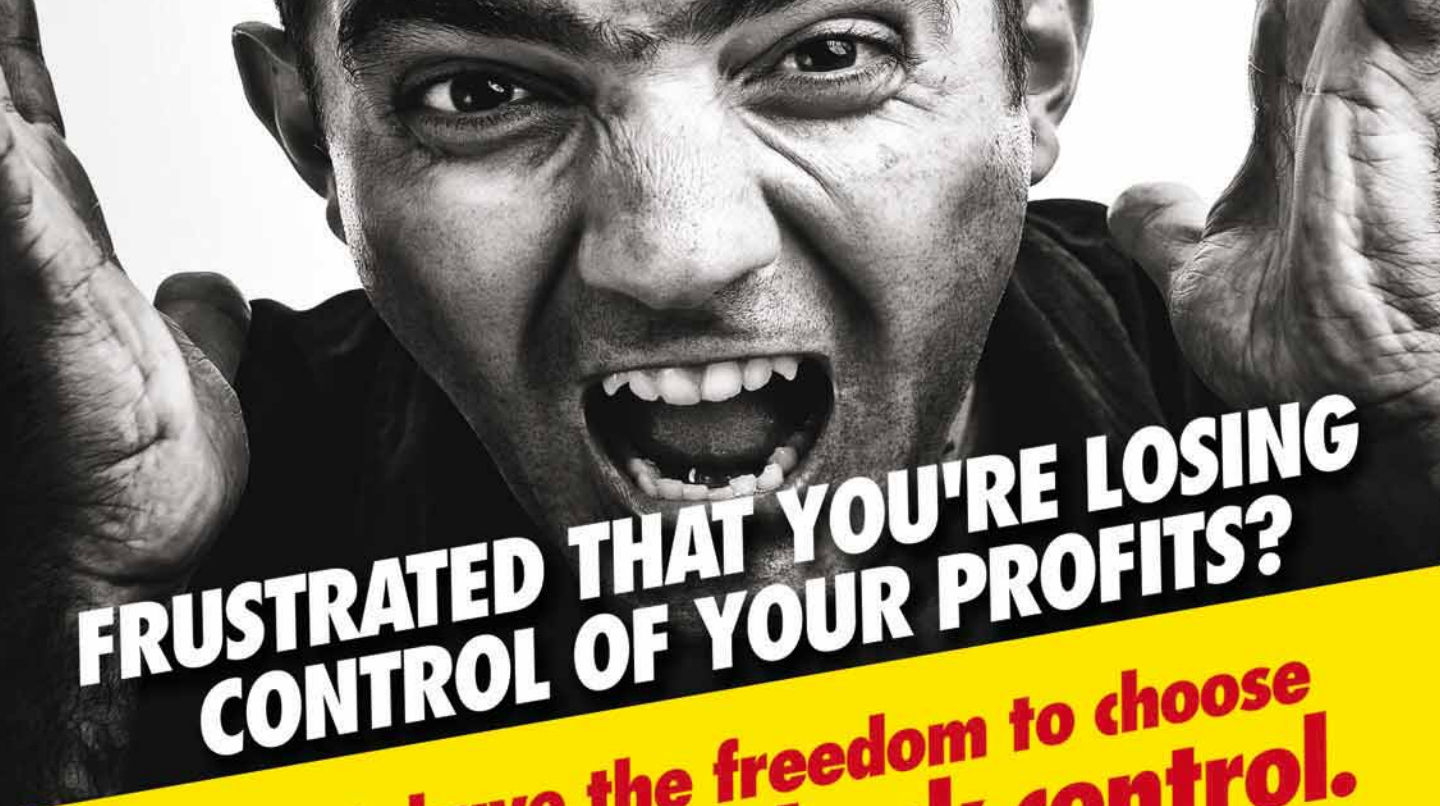
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MINDING YOUR BUSINESS

STRENGTH IN TEAM BUILDING

IN A TEAM-ORIENTED ENVIRONMENT, EVERYONE CONTRIBUTES TO THE OVERALL SUCCESS OF THE SHOP.

BY KEVIN MEHOK | CONTRIBUTING EDITOR

AS I MATURE, so has my interest in history, and I have become an addict of the History Channel on cable. Recently, I was watching “The Men that Built America.” It’s a fascinating show, and besides learning a great deal about the Rockefellers, the Vanderbilts and Carnegies, a segment reminded me of the importance of team building.

After the Civil War, steel magnate Andrew Carnegie clawed and fought his way to the top. He never gave up on his dreams and showed unbelievable conviction in anything he undertook. He believed nothing was impossible. Over time, he began to lose focus and wanted to become the richest man in America. Even though generally regarded by his employees as a fair and kind boss, Carnegie veered from that philosophy and hired a ruthless manager to take over his mills. The manager pushed his men to their limits, forcing them to work 12-hour days, six days a week. Eventually, the men revolted

and Carnegie nearly lost everything by ignoring his team.

I always understood the importance of team, but this series helped reinforce just how important the concept is.

Team building applies in all walks of life — sports, business, and yes, in a collision shop environment. Think about the benefits of team building as if your shop was a football team. The best football clubs are always the ones with the best-assembled team, not necessarily the ones with all the stars. A group of people that work well together, that truly gel as a team, can achieve great things. Building a great team isn’t easy. If it was, head coaches wouldn’t be getting paid what they are to build them. In reality, shop managers or owners are like a head coach and need to build the best team possible to achieve success.

Belonging to a team can result in feeling part of something larger than yourself. In a team-oriented environment, you contribute to the overall success of your shop. Even



though your people all have a specific job function and belong to a specific department, they are unified with other team members to accomplish team objectives. So what can we do to build a successful team?

- **Set clear expectations.** It is important to clearly define the goals of the team overall and the responsibilities of the individual team members. Every person should know what is expected of him/her in their role and how that role will affect the success of the overall team. When considering your team building exercises, always make sure clear and concise expectations are addressed. This process should be two fold: both one on one, and in a group. Hold group meetings to discuss your expectations and explain what every member is expected to do. In individual meetings, you can get into the specifics required of each position in greater detail. Not every team member needs to know all the details of every other position, just the basics.

Remember, every employee you have is important. If they are not, you shouldn't have them on your team. Think about this example: What if your detailer/clean-up guy calls off and you have 10 deliveries for the day? Will that absence remind you of just how important your clean-up guy is? You bet!

- **Value all employees.** No one employee is any less or more important than any other. They all make up the team. When one is down, the team suffers, and every team member has to pitch in to pick up the slack. This includes you! Showing that you, as the boss, are not afraid to jump in and help once in a while will go a long way toward winning the respect of your employees. I have a broom in the shop and its handle fits my hand just as easily as it does for my porters. There is nothing wrong with picking it up once in a while! Running your shop from an ivory tower is one of the fastest ways to alienate your employees.

- **Foster an environment of respect.** Supervising through fear has been around forever. It can be successful, but only for the short term. It won't generally work in your shop, at least not for long. The only true way to win the respect of your staff is to earn it. I have a saying that always holds true:

you cannot demand respect; you have to command it. By this, I mean doing all the things a great leader does. Work through issues with professionalism, mentor employees, control your temper, be fair, and follow through with your promises. Andrew Carnegie almost lost his entire fortune because he lost sight of the importance of this issue. Remember, you won't be able to build an effective team if you do not have the respect of your staff.

- **Share a commitment.** In order to build a sound and effective team, all the team members need to share in a commitment to the team and its goals. Do team members want to participate on the team? Let's be realistic — your employees are not going to be as enthusiastic about your shop as you are. As an employee, what they do is just a job, unless you can develop the team attitude in everyone. Again, leading by example is important here. You ask all of your employees to be at work on time, yet you repeatedly stroll in 10-15 minutes late yourself. Does that send a message to your employees about your level of commitment? Absolutely! Even though you can do it, you shouldn't! As owner or manager, you need to lead by example. Be at work early, not just on time. Be excited about being there. Buy donuts one or two days a week, and pass them out as the employees arrive. If you show your people you are committed, they will want to be as well.

As I have mentioned in the past, I love football. It is the ultimate team game. Pro football is larger than life, with players' salaries higher than the GDP of some countries. One thing I know for certain about a truly committed football player is that they have a passion for the game and generally an unparalleled commitment to it. I have heard coaches say their true stars would play for lunch money. That's how committed these men are.

- **Create a sense of value.** Do team members perceive their service as valuable to the organization? Every employee wants to feel they are valued. It isn't always about money, although it is important, obviously. The occasional good job or pat on the back can go a long way to adding a sense of value for your employees. A great mentor will let someone know when he has

done well and when he hasn't. Each instance should be approached with the goal of teaching and correcting to improve performance. Many people will shut down when yelled at. Ultimately, they will quit altogether if the situation doesn't change, and that can be very costly. Once you have a good employee, it makes sense to try and keep them. Keeping them is much easier when they feel they are valued and their efforts appreciated.

- **Communicate.** Are there open lines of communication between you and your employees? Are there open lines among employees? It is extremely important that you talk with and receive feedback from your staff members on a regular basis. Always be open to suggestions from any employee. If you ask for feedback, use it if it is good. Nothing is more frustrating than providing good suggestions that go unused or ignored. I suggest regular meetings with everyone, maybe over pizza or even breakfast, where you can, as a supervisor, give guidance in areas where its needed and ask for suggestions in areas that require change. I have gotten really good suggestions that I would not have come up with on my own. This industry changes daily, and what was common practice may be different today. Be open to suggestions always.

- **Implement team-building exercises.** Getting all your people together outside of the normal work environment is a great tool for team building. A company outing that involves team play, like volleyball, softball or even bowling, helps people build relationships that carry over into the work place. The general idea is to get all of your people working together for a common goal. This practice has become very important to large corporations that understand the real benefits.

These ideas are just the tip of the proverbial iceberg, and my intent is to get you interested in looking further into this idea. If you start to research the concept online, you will find tons of information about classes and programs that are available and in your area that you can utilize to build a program of your own. Once you have truly built a great team, your shop will function much better than if under the every-man-for-himself model you may be using today. ❏



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PROFIT MOTIVE: YOUR COMPASS TO FINANCIAL SUCCESS

What your techs really cost you

Maintaining a profitable labor margin is necessary for a shop to be successful.

BY **TOM MCGEE** | CONTRIBUTING EDITOR

A collision repair shop is in the business of selling labor, parts, paint and materials and, in some cases, services that are sublet to another business. The shop must have the ability to produce enough sales while maintaining costs to generate a profit.

With increasing influences on parts purchases and, in some cases, caps on paint and materials, a shop must make a large percentage of its profit on labor.

Today, shops face several challenges. In addition to producing a proper repair and providing exceptional customer service, they must also be able to pay a qualified and skilled technician a fair wage while making a profit with the labor rate that the shop is able to charge.

Shop owners must constantly look at and evaluate the number of technicians employed and its payroll compared to the labor rate. Shop owners have to continuously ask themselves, "Do we need him or her?" and "Can our labor rate support this technician and still give the shop the profit that it needs to make to stay successful?" A complete understanding of what affects your labor margin — and how to hold a profitable labor margin — is essential to maintaining a profitable shop.

When looking at your labor costs, you have to keep in mind that your technicians cost you more, sometimes much more, than just their hourly rate. You need to look at your labor rate and see whether it has the ability to support the

staff that you have and the benefits package that is offered while still giving the shop the return it needs.

A simple way to see where you are in terms of profit and margins is to perform a Labor Rate Analysis. You can use this process to evaluate one of your more expensive technicians, and you will be able to see whether or not your labor rate can support them.

Start by taking your most expensive technician's flat rate (or the hourly rate, if that is how your pay system is structured), and then add to that the additional costs of taxes and benefits involved in having the technician there. Make sure your Labor Rate Analysis takes into consideration the FICA, FUTA, SUTA, workers' compensation, any health, life or disability insurance, vacation time, sick time, uniforms, etc.

So let's just say you pay \$3,000 a year in health insurance for this technician. You take the annual cost and divide it out to determine the per-hour cost. Here is the formula:

$\$3,000 \text{ divided by } 12 \text{ months} = \250 per month

$\$250 \text{ per month divided by } 4.3 \text{ weeks in a month} = \58.14 per week

Divided by a 40-hour work week (it could be more) = \$1.45 an hour for health insurance

Take all these costs (FICA, etc.) and add them to the hourly rate to determine the actual cost per hour for that technician.

Now, remembering that labor is something you buy and therefore must sell at a profit, take the total actual cost per hour that you have come up with and multiply it by 2.5 to give you a 60 percent margin on the technician's labor.

The margin number that you come up with must be at or lower than your labor rate. If not, you will most likely have to make some business changes to continue sustaining your profitability over the longterm. You may not be able to continue to offer the benefits package that you currently provide. You may need to look at an alternative compensation plan, or you may not be able to afford that technician.

You can visit www.atonlinetraining.com/abrn1307 to get a Labor Rate Analysis form that you can use to compare your loaded labor cost to your labor rate.

Tom McGee is Director of ATI Collision for the Automotive Training Institute, founded in 1974. ATI's 108 associates train and coach more than 1,150 shop owners across North America to drive profits and dreams home to their families. You can contact Tom at tmcgee@autotraining.net and visit ATI's website at www.autotraining.net. Check out "Profit Matters" for mechanical repair management tips in Motor Age by ATI's CEO Chris "Chubby" Frederick. ■

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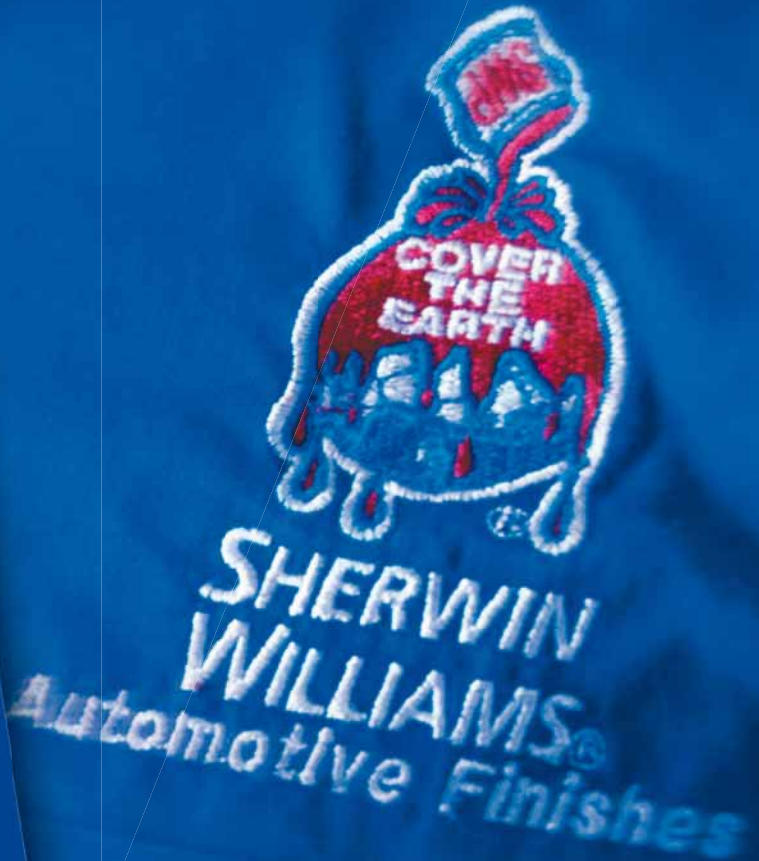
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SHOP PROFILE

A snapshot of one of the industry's leading shops

SIDNEY BODY CARSTAR / SIDNEY, OHIO



From 'body man' to businessman

Consistent training and the latest equipment puts shop on the road to success

BY JAMES E. GUYETTE | CONTRIBUTING EDITOR

Tom Martin was just a teenager back in 1978 when his work ethic and willingness to wield a paint brush started steering him toward a career in collision repair that has culminated in achieving ownership of his own award-winning shop.

Sidney Body CARSTAR in Sidney, Ohio, has long been a mainstay in this historically significant canal and railroad town located along the old "Dixie Highway" in the western portion of the Buckeye State.

"It started in 1942 in the garage of a gentleman named Art Dormire," says Martin, describing the evolution of an operation initially known as the Sidney Body Shop. "Over the years,

through three different owners and four managers, it has grown into the 14,000-square-foot, state-of-the-art facility that it is now," he recounts.

"When I was 16, I was hired to paint the outside of the building, and after it was done they hired me to detail cars and clean up the shop. Roy Stone owned the business when I started, and he has been a great influence to me throughout my life."

Martin worked his way up, ultimately buying the company in 2001. In 2003, he signed on with CARSTAR. Relocating to a more modern structure nestled in Sidney's bustling retail and industrial district was accomplished in 2004. "CARSTAR helped me design the building and Ferguson Construction was the contractor that built it."

Upon settling into a new shop covering 8,800 square feet, Martin recalls that "our old building was 3,000 square feet, and we never dreamed that we would need anything larger." Having been named as CARSTAR's Franchi-



Tom Martin

IMAGE: SIDNEY BODY CARSTAR

AT A GLANCE

Sidney Body CARSTAR

Name of shop

Sidney, Ohio

Location

Tom Martin

Owner

1

Number of shops

71

Years in business

15

Number of employees

27

Number of DRPs

6.3 days

Average cycle time

14,000

Square footage of shop

20

Number of bays

BASF

Paint supplier

Chief

Frame machines used

CCC One

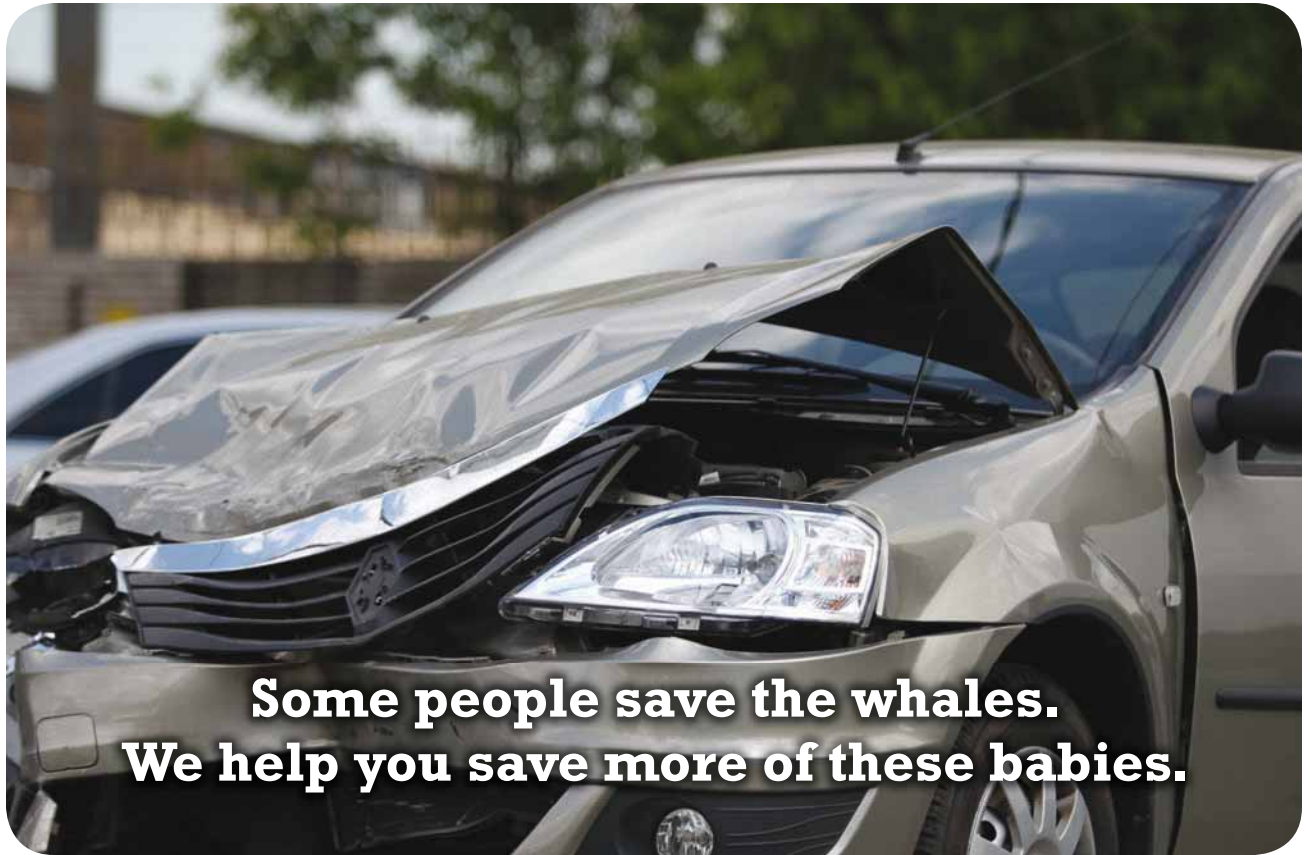
Estimating system used

www.sidneybodycarstar.com

Internet site

see of the Year in 2009 and Emerging Market Store of the Year in 2010, the thriving business was destined for yet





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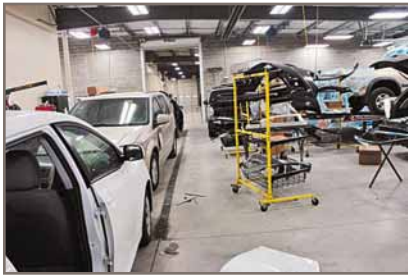
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another expansion as a 5,200-square-foot addition – including an Enterprise Rent-A-Car office and a drive-in estimating station – was completed in 2011. Now housing 20 bays with a staff of 15 that repairs an average of 25 vehicles per week, the annual gross is more than \$2 million.

Membership in the franchiser's Financial Focus 20 Group has provided numerous benefits. "To that group and to CARSTAR, I owe a lot of credit because they helped me transition from a 'body man' to a business owner," he says. Meeting for two days each quarter, "participating in this group is priceless," according to Martin. "Along with all of the knowledge I learn there, this time away also lets my staff grow and learn that they can manage without my presence. It's a win-win for all of us."

As the only I-CAR Gold shop in Shelby County, "our team of collision repair specialists is the best-trained in the industry," he says, citing the outstanding expertise, professionalism and pleasantness of his co-workers.

"It is always challenging for us to find the right employee to fit our team in our rural market area," says Martin. "One of the key things I look for is personality. We can teach skill-set, but we can't teach personality and teamwork. We consider ourselves a big family; we spend more time with each other than with our own families sometimes, and I believe that's how we retain our employees. We all



treat each other with respect and get along very well."

Martin's bother and niece are on the roster, and "we've never had any issues. Like any of my other employees, if they or I have a problem, we go to each other and talk about it."

Staffers stay on top of all I-CAR training necessary to maintain the

shop's Gold status, a priority embedded in shop culture. "Our office personnel keep current on customer service philosophies through CARSTAR-U, an online training program. We also have attended Change Management and Production classes. We believe that training is essential in running the quality facility that we

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IMAGES: SIDNEY BODY CARSTAR

have, and you can never learn too much," he asserts, noting the company's membership in the Society of Collision Repair Specialists (SCRS).

"I would like to think that I've made the expectation clear and that I've given them (the employees) the tools to provide good customer service," Martin continues. "They know that it is the key to the future of our business and the future of our DRP (Direct Repair Program) relationships. I am always within earshot of how they are interacting with the customers in person and on the phone. We truly believe in genuine customer service and in doing what is right, and I expect my employees to do the same."

Maintaining a balance

The shop participates in 27 DRPs, which presents its own set of challenges – as in "walking the tightrope

with the DRP partners and getting paid for all of the services performed in restoring the vehicle back to pre-accident condition while following OEM and I-CAR standards and still staying within the parameters that the DRPs insist upon," says Martin.

"Our core value of superior customer service makes it easier to maintain good relationships with the insurers. Then all we have to do is know their guidelines and meet their requirements," he adds.

"I don't consider the shop to be a true 'lean' shop, but we are implementing procedures heading in that direction," he explains, "such as complete disassembly and repair-plan-mapping on tow-in vehicles. Our staff is very willing to try anything that will help us be more efficient and make the business better."

Martin goes to describe how "we disassemble every vehicle when it comes into the shop and write up a repair plan prior to the vehicle being put into production. This takes out the variables in the front and lets production run a lot smoother for our guaranteed on-time deliveries. We have great relationships with our parts vendors: We only work with parts vendors with the same philosophies as ours toward parts, and that is to deliver good, quality parts in a timely manner."

Waterborne paint is applied. "We use it to be as environmentally friendly as possible and to give my employees the safest product available to use for their health and well being," Martin points out.

Brand awareness

Some of the challenges being dealt with include a lessening "accident pool" in the community, plus "the customers are more demanding." The shop strives to "keep up with new technology set in place by the manufacturers" while struggling to find and recruit new staffers amid a reduced amount of younger techs entering the field.

"Our main step is the old philosophy of 'a satisfied customer is your best form of advertisement,' so we try our best to meet and exceed that philosophy. Along with our brand awareness marketing, we feel it's been a good

combination to attract new customers."

The company embraces a broad range of strategies for reaching the public. "We try to utilize grassroots advertising as much as possible, such as advertising on local restaurant menus, restaurant placemats, restaurant napkin holders, grocery carts, sponsoring the local youth athletic teams, contributing to the County Fair, etc." Spots are also aired on area radio and television stations along with posting billboards.

The company's website includes employee photographs, "which gives customers something and someone they can relate to."

Sidney hosts four exits on Interstate 75, which connects with Canada to the north and Florida to the south. A Honda engine plant is Shelby County's largest employer, and there is a fertile agricultural base in the area with grain, livestock and dairy farms.

"The first and fourth quarters are very busy because of the weather; snow and ice," says Martin. "In past years the deer hits were a part of our fall business, but with the current deer population it is a part of our business all year."

He goes on to observe that "one of our core philosophies is giving back to the community," listing involvement in numerous civic, educational and charitable organizations. The shop presents an annual "Soaps It Up" car wash benefit with all the proceeds going to the Shelby County Relay for Life and the Make a Wish Foundation. The local radio station broadcasts live at the event. "Our community of 22,000 is very tight-knit," says Martin, "and by serving in these organizations we represent both ourselves and the shop." 📶

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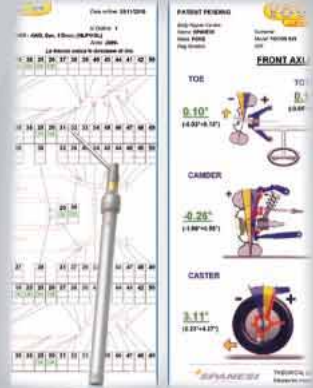
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 THE VALUE OF TRAINING

IT MAY BE EXPENSIVE TO TRAIN YOUR EMPLOYEES, BUT IT WILL COST A LOT MORE IF YOU DON'T TRAIN THEM.

BY KEVIN MEHOK | CONTRIBUTING EDITOR

I AM A HUGE football fan and have been for many years. I actually played semi pro football for about five years as a wide receiver. I'm not a big guy. I told my coach on the first day of practice that I was going to be the starting receiver at the beginning of the season. He kind of chuckled and wished me luck.

I knew I had to work hard to make that happen, so I spent many hours working with the other players to become the best I could be. By opening day, I was the starting wide receiver, and I credit that to the time I put in training. The value of training was very apparent to me.

In the collision industry, sometimes we don't recognize what value training and continuing our quest to become better at our chosen craft can mean. It can be the difference between success and failure, happy or dissatisfied customers, or at most extreme, the difference between life and death. This may sound dramatic, but a vehicle that's not fixed properly is dangerous, and it is just as dangerous for a technician to work on certain vehicles without the proper level of knowledge.

I have heard all of the arguments against training: it's too

expensive; I don't have time; it's a scam for someone to make money; and so on. In reality, all companies, especially those outside of our industry, require or provide ongoing training for their personnel. Most of those companies spend a lot of money doing so. It is generally very difficult to track the return on investment with training, so most companies are unsure of the tangible benefits of their investment. But it's a little easier to gauge in our industry, so we have an advantage.

I strongly believe in process. All of the processes we are beginning to use in the collision industry — lean, TQM, just in time — integrate training into their models. They focus strongly on continuous improvement through training and believe you cannot get better without it. Unfortunately, many collision repairers are not of the same mind and believe they know all they need to know to continue fixing cars into the future. I hope our industry can turn that thought process around.

The basics

This industry has changed dramatically over the past 20 years. Cars, construction methods and materials have changed as



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well; if you are going to repair vehicles safely, you better understand how to do it properly. Where do you turn for help? There are many different training providers to choose from.

The recognized industry standards are I-CAR and AMI. Training through these providers is universally regarded as pertinent and up-to-date by collision repairers and insurance companies. This is important because these entities frequently form partnerships through direct repair program (DRP) agreements and need to have a training standard that both groups agree upon. Similar value can be placed on shops that are ASE certified.

In recent years, much to my delight, I-CAR has begun to recognize the value of other industry training and apply the credits earned in these areas to I-CAR totals. Doing so has allowed great training, such as from OEMs and paint companies, to name a few, to mean something in the world of I-CAR recognized training. In the past, repairers were reluctant to become involved in training that provided only an educational ben-

efit and didn't allow them to be part of a DRP. However, I have seen recently a consistent effort by many repairers to stay on top of new industry trends for the educational benefit alone.

So just what are the benefits of investing in training? Let's take a look.

1. The ability to perform repairs on continually more complex vehicles. Today's automobile is vastly different from the ones of years past. Hybrid technology, lightweight plastics and aluminum construction are part of the everyday reality of working on a modern vehicle. Vehicles are not going to get less complex.

It's imperative for today's collision repairer to maintain a high level of knowledge about these newer technologies to stay competitive. I suggest taking OEM courses, maybe sponsored by a dealer you partner with. Many OEMs try to keep specific information about new models they produce proprietary; it is easier to get valid information by attending an OEM class.

In the Midwest, a company named

ATEG offers OEM model-specific classes on many new models before any other source, even before the dealer does. They hold some interesting, detailed and informative classes that go beyond general repair principals. If you can attend these, I highly recommend it. If they are not available to you, certification by an OEM may be an option. Ask the dealers you buy parts from for information about classes.

2. Improvement of the capability and productivity of your staff. Almost everything you do in daily life you learned through some type of training, even something as elemental as tying your shoes. The first few times you did it you were slow and tentative. Now you can do it with your eyes closed.

The same gain in efficiency can be realized through training and education. The more efficient and experienced someone becomes, the more productive they are. When they produce more, your shop earns more. Cycle times are reduced, fewer mistakes are made and waste is minimized. You can pro-

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3. A better and safer product for your customers. All of us have seen a vehicle that was improperly repaired by another shop. Often poor repairs are the result of a lack of knowledge, not a lack of effort. Continuing education will help prevent your employees from lacking the knowledge needed to safely repair today's vehicles.

Education is an ongoing process. Remember, too, that your master techs can and should be teachers. Their knowledge should be available to everyone in the shop. Try to foster an environment that encourages this type of training in addition to the standard book training.

4. A safer work environment for your employees. Has your workers comp insurance gone up recently? I can't imagine what it would cost if someone was hurt on the job. Safety education is very important and often an overlooked education opportunity.

How productive is your shop when you are down one or two employees? I

know mine suffers greatly. The remaining employees have to pick up the slack, and being overtaxed often leads to costly mistakes, missed damage and poor repairs. None of this should be acceptable. Safer, healthier employees tend to be longer-tenured employees, and keeping people on staff is less expensive than hiring new people.

5. A healthier bottom line. Better repairs lead to happier customers, which lead to additional customers and repeat business, which leads to greater revenue. It's simple basic math.

I know training carries a cost, but its benefits greatly outweigh the cost in dramatic fashion. Proper training will save time and materials, while improving CSI, quality and cycle time. All things most of us would like to see happen in our shops. In 2012, I-CAR did a study on the correlation between training and its potential to increase revenue. The study showed shops that were involved in training saw roughly a 5 percent increase in revenue that was directly related to efficiencies gained

through training efforts. Do you still think training is a scam?

6. To maintain and capture DRPs. Many DRP agreements require your staff to achieve a certain level of recognized training to maintain the partnership. I understand the basic premise from an insurance company standpoint — a certain level of quality and expertise is guaranteed by this process. Unfortunately, I have seen lots of shops try to manipulate the scores they achieve in order to maintain a certain level of training status. The current system carries some flaws, but I understand the need for a system in general. Hopefully a more equitable solution will be developed in the future.

For now, however, it is undeniable that training offers much more benefit than it may cost. I know that in today's economy, and understanding the current status of the collision industry in general, it may hurt initially for a shop to invest in training. I guarantee it will hurt a lot more in the long run if you don't. ■

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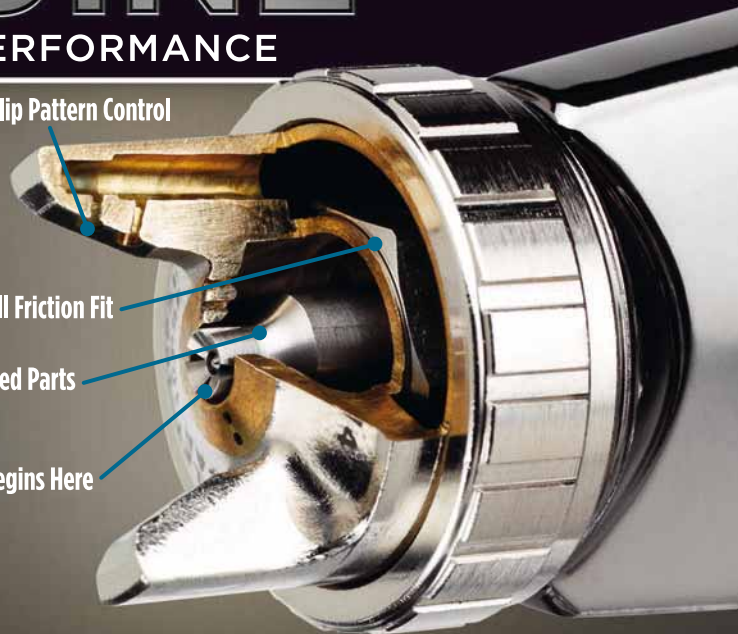
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CONTROLLING TOXIC SPILLS

SHOPS SHOULD HAVE AN EMERGENCY SPILL PLAN IN PLACE TO BEST PROTECT THEIR EMPLOYEES AND WORKPLACE.

BY **AL THOMAS** | CONTRIBUTING EDITOR

Body shops have potential hazards at every turn: lifts; hydraulic pulling machines; ripped and damaged steel; broken glass; grease and oil; high voltage welders; batteries with both acid and alkaline; cleaning compounds; acid etch primers; chemicals that can potentially damage blood, liver, lungs and nerves; and irritants that expose workers to allergic reactions, lung damage and worse yet, cancer (Fig 1). But the hazard that may cause the most concern is the toxic spill.

Even though not all spills can be avoided, shops should try to prevent them before they occur and have a plan to deal with them. Procedures should be in place to prevent the toxic spill, but a plan for containment and cleanup is also needed in case this type of emergency does occur.

Even with the correct training and planning, a toxic spill may happen. Hopefully it will be small, such as the recycler container overflowing and a quart or two spilling. Or while

a technician is mixing material, it spills onto the mixing room table and the floor. Or perhaps you trip on the hose, pulling the spray gun off the paint booth wall; and the disposable cup breaks off and 28 ounces of clear spills on the booth floor. Each situation is unfortunate, but manageable.

But what happens if while you are moving a 55-gallon drum, it falls and spills onto the floor? Though communities have hazardous materials spill response teams that can be called in the case of a spill (or could be required by local law to be called), the shop should still have a plan and the equipment needed to at least contain the spill until the Hazardous Material (Hazmat) team can arrive (Fig 2). Every shop should have a written plan to prevent, react, contain and clean up, with each employee trained on how to carry out each step. Employees should be assigned jobs so they can react to contain the spill, then move to cleanup.





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Plan to prevent

In each shop, there are prime areas for potential spills, such as the gun cleaner (Fig 3) where containers could overflow if not checked regularly. A written schedule for checking and maintaining these types of machines should be set (Fig 4).

Specific employees should have responsibility, and the check-off list should be reviewed by a supervisor to assure preventive maintenance is completed with oversight. If a pattern is noted (when, where and how spills occur), other preventative measures can be taken.



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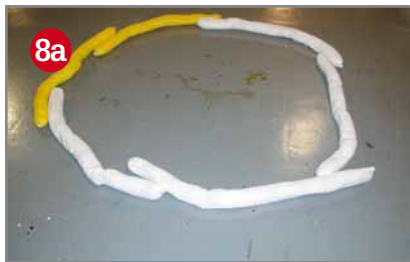
One measure is a spill dam. It can be placed in the gun cleaner (Fig 5) and will act as a containment in case of a spill, making cleanup easier. Spill containment may be required by law in your area for such things as storage burials (Fig 6) or spill curbs in mixing rooms.

Another measure is a spill kit (Fig 7), which has containment dams (Fig 8a & 8b), absorbing pillows (Fig 9), which will help clean up larger spills, absorbing towels (Fig 10) used after the bulk of the spill has been absorbed by pillows, and finely absorbing powder (Fig 11 & 12), which can be swept up and disposed of according to your area's regulations. Complete spill kits can come with everything needed for reacting to a spill (Fig 13) such as gloves, goggles and labels. And the kit's container acts as a disposal vessel to place all the cleanup toxic waste into (Fig 14).

Plan to react

If a spill happens, the designated person should first contain the spill to prevent spreading and causing a larger than necessary exposure and cleanup. This can be done by placing containment-absorbing dams around the spill (Fig 8). Once contained, cleanup of the spill can be planned.

The two most important items are the MSDS and the spill kit. An MSDS should be available for every type of chemical in your shop; in it is an accidental release (Spill) section. It also will tell you what protective equipment



should be worn during the cleanup. Next is the spill kit, which contains items to both contain and cleanup the spill: containment dams; absorbent materials in the form of blankets or pillows; diatomaceous earth or vermiculite, a decontaminant solution (Fig 12); and a disposal vessel in which to place the contaminated cleanup equipment.

Spill kits are sold based on the spill size they can clean up. It is wise to have enough cleanup capacity readily available in your shop for the largest spill that could occur. That is, if the largest container your shop has is 55 gallons, it would be wise to have a cleanup kit that could handle a spill of that magnitude.

Plan to contain

The person designated as the shop's first responder must be trained in how to clean up the spill without causing personal harm. The responder should use the necessary personal safety equipment (found in Section 8 of the MSDS), and evacuate all personnel not involved with the cleanup from the spill area. The spill should not be walked through; all ignition sources should be shut off; and adequate ventilation should be provided.

Plan for cleanup

The spill should be contained so that the spill or any runoff does not come in contact with soil, waterways, drains, sewers or stored materials such as removed seats or other parts, which may absorb the spill.

In order to contain a spill: In a commercial spill kit will be long, sausage-like absorbent materials. These



containment dams are designed to be placed in a circle around the spill. If more than one is needed to encircle the spill, the ends should be overlapped so no runoff can get by (Figure 8b).

Once the spill is encircled, the spill should be approached upwind, and spark-proof tools and explosion-proof equipment should be used. The spill should be directed into the absorbent pillows, as they absorb the largest amount of the spill per pillow (Figure 9). When the majority of the spill is contained, absorbent blankets should be used until only slight moisture remains. To absorb the remainder of the liquid, diatomaceous earth or vermiculite should be used to completely dry the area.

The now spill-free, but still contaminated, area should be cleaned with a suitable decontaminant. The MSDS will provide specific decontaminant directions. Typically, one uses a mixture of water (4.5 parts), ethanol or isopropyl alcohol (5 parts) and ammonia (0.5 parts), or a mixture of sodium carbonate (5 parts) and water (95 parts), the latter combination being non-flammable, and thus safer. Place all the contaminated material in a plastic bag, seal and place it in the spill kit. Place a hazardous waste label on the container and dispose of according to local regulations.

Emergency training

All of the business's employees should be trained in spill and emergency

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response. A list of primary and secondary responders should be posted. Emergency contacts such as 911, police, fire, hospital and insurance provider telephone numbers should also be posted. The emergency plan should be reviewed regularly to make sure

that all are aware of their responsibilities. An evacuation plan should be posted with a specific meeting place in a safe area, so someone can make sure that everyone is safe.

Class for all employees, such as I-CAR's "Hazardous Materials, Per-



sonal Safety, and Refinish Safety" (WKR01), would be a great basis for a company safety plan. No matter how a shop emergency plan is created, the shop that has specific written plans that are posted, practiced and reviewed on a regular basis is better equipped to correctly and effectively respond in case of an emergency. ☐

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PERFECTING PLASTICS

AVOID COMMON MISTAKES AND YOU CAN
TURN PLASTIC INTO PROFITS AT YOUR SHOP

BY **SHAWN COLLINS** | CONTRIBUTING EDITOR

Throughout more than 20 years of teaching plastic repair, I have witnessed the evolution of repair methods and products. The adhesive products used for plastic repair have never been more user-friendly and have made repairs very simple and reliable. Over time, the repair methods have been tweaked and adjusted to the point where they are extremely reliable, but the key to successful plastic repair is using those adhesives in the exact manner for which they were designed.

This is one segment of the repair where following the product maker's instructions to the letter is directly linked to success. This is no place for freelancing or bench-top chemistry. One primary reason technicians are reluctant to repair plastics is that they have had a bad experience or failure in the past, oftentimes because they strayed from the instructions. The drawback to instructions is that they only instruct technicians what to do, but it may be just as important to tell technicians what not to do.

Let's examine the most common plastic repair errors that technicians make. Avoiding these errors will vastly improve your chances for success. Due to the variations in products, this information may be somewhat general, but will apply to most products. If you follow the instructions and are still having problems, these suggestions may help.

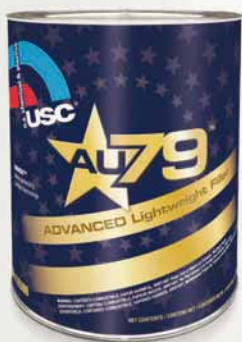
Cleaning mistakes

It's difficult enough to get adhesives to bond to some plastics, but it's nearly impossible if the plastic is not squeaky clean. The first step in a plastic repair is to clean the entire part (front and back sides) with soap and warm water. Cleaning the entire part will allow you to thoroughly inspect it for hidden damage such as spider cracking, peeling paint and broken tabs. It is especially important to clean the backside of the bumper because it may be coated with a mold release agent that was used to prevent the plastic part from sticking to the injection mold at the factory.

Next, the part should be cleaned with a plastic cleaner. This is where things can get tricky. If the adhesive maker recommends a specific cleaner, use it according to instructions; if not, an isopropyl alcohol cleaner will clean without leaving a residue. Solvents such as lacquer thinner or reducer are never recommended.

Once the initial cleaning is done, avoid using liquid cleaners of any kind on the raw, exposed plastic in the repair area where adhesive will be applied. Because you have already cleaned the part before you sanded it down to bare plastic, there is no need to clean it again with anything other than compressed air. Some cleaners may take hours to completely "off-gas" out of the bare plastic, so failure will occur when





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a technician wipes the bare plastic with a liquid cleaner then minutes later applies the adhesive – trapping the solvents underneath. The trapped solvents eventually escape, usually when the part is baked, causing the adhesive to come off in one big sheet. This is similar to applying wax over a fresh paint job, which also traps solvents. This is common but simple to correct. Several adhesive makers have recently modified their directions to emphasize “no liquid cleaners on bare plastic.”

Poor repair taper

It's important, when repairing a deep gouge or tear that goes all the way through the plastic, to make a wide, gradual taper. A proper taper or “U” groove on the cosmetic side of a bumper (Fig. 1), should be deep enough to expose about a ¼-inch wide strip of the patch on the backside of the part. Changes in temperature will cause the adhesive to expand and contract and pull away from the sharp edge of a “V” groove, causing a ghosting line to appear. With a gradual taper, there is no sharp edge where the plastic will separate from the adhesive. Also a “V” groove is too narrow to hold enough adhesive for a strong repair. The gradual taper allows more surface area for the adhesive to bond to.

Poor sanding or surface prep

Because most technicians use a die grinder with a carbide bit or a grinding disc to cut a repair taper into the plastic (Fig. 2), it is critical to rough up the surface of the plastic to give it some “tooth” for the adhesive to grab on to. Die grinders and discs will remove plastic material aggressively, which creates smooth plastic within the scratches. For best adhesion to plastic, the surface should be “fuzzy,” not smooth. To create this fuzzy surface, you must always sand the taper at a slow speed with a dual action sander, removing all shiny areas. Remember, adhesives will not adhere to smooth or melted plastic, no matter how small that area is (Fig. 3).

Follow the product maker's recommendations for which grade abrasive to use, but most adhesive makers require sanding plastic with P80 grit on a D.A. before applying an adhesive. The P80 grit will give you that rough or fuzzy surface for the adhesive to bond to (Fig. 4). To avoid deep scratches showing through the repair at the feather edge, you can sand around the outer ring of the repair area with a finer grit such as P180 grit scratchers (Fig. 5).

It's also important when sanding the finishing filler products to use light pressure on the sander and keep moving to avoid heat build-up, which can cause the edge of the filler to roll back, instead of feathering.

Adhesion promoter mistakes

If the adhesive maker requires an adhesion promoter, use it correctly and read the instructions. It's critical to follow coat thickness and flash time guidelines to avoid failures. One adhesive maker uses an adhesion promoter that contains a chemical molecule that etches or bites into the plastic. This creates a chemical bond to the plastic. Attached to that molecule are varying-length strands of plastic that create a “fuzzy” layer. If you looked at that layer under a microscope, it would look something like a scuff pad. When adhesive is applied, it will bond onto this fuzzy surface for a strong mechanical bond.

With both chemical and mechanical bonds, the chances for good adhesion vastly increases. Spraying too much adhesion promoter on the repair area is a common mistake. If it is sprayed on too thick, the promoter will pool up and flow out smooth, instead of fuzzy. If you are having problems getting a fine featheredge, you may have applied the adhesion promoter too heavily or may not have allowed enough time for it to flash off. Only use the adhesion promoter specifically recommended for that adhesive. You can also greatly enhance adhesion by firmly scraping the adhesive onto the repair area before continuing to add more adhesive into the taper; this is called a “tight coat.”

Incomplete mixing

Most adhesives are packaged in dual cartridges that use a static mixing tip to mix the two components of the adhesive together. The tip contains an internal auger that mixes part A and part B together as they pass through it. One common mistake is to attach the mixing tip to the cartridge before checking to see if part A and part B are coming out of the ports unobstructed. Whether the cartridge is new or partially used, it is common to have some hardened adhesive stuck in the opening, which blocks one of the components



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from entering the tip (Fig. 6). First, check the cartridge to make sure adhesive is being freely dispensed from both ports, and then always dispense some adhesive out of the cartridge to ensure the ports are clear prior to attaching the tip (Fig. 7). If the adhesive doesn't cure properly, there's a good chance the tip was clogged and the chemicals did not mix at the correct ratio.

The ability to perform plastic repairs is becoming more important as insur-

ance companies continue to emphasize cycle time, severity and repair versus part replacement. Many shops are embracing this trend as they see the opportunities for repairing most other parts on the modern vehicle dwindling. Most accidents involve bumper damage, so if you aren't repairing plastic, you are throwing away a lot of repairable parts.

In many cases, the bumper you scrap will be picked up by a bumper company

to be repaired by a much lower skilled worker than your technicians. Keeping that repair in-house has many advantages, including avoiding blending adjacent panels, repairing at a better gross margin than replacing, faster cycle time and having more control over the repair quality.

The key to successful plastic repairs is to strictly adhere to product maker instructions and be thorough in completing the steps they outline. Techni-

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7
 cians are conditioned to complete repairs as quickly as possible, but because plastic repairs are extremely process-dependent, they need to slow down and be methodical. Attempting to reduce repair time by rushing the repair will be disastrous. The repair time savings will be realized by making the repair correctly the first time.

Shawn Collins is a Senior Technical Service Engineer for 3M. He was an ASE Certified Master Collision techni-



8
cian for 26 years and has been an I-CAR Instructor for 19 years. He teaches more than 50 different training programs and is both a Steel and Aluminum Welding

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Hybrid components are placed throughout a vehicle. You'll need to inspect and properly handle all of them to perform a proper repair.

IMAGE / FORD

BY **TIM SRAMCIK** | CONTRIBUTING EDITOR

Odds are, like most repairers, you've already worked on hybrid vehicles and they didn't pose any particular difficulties. These vehicles have been around for more than a decade, and there's plenty of repair information and safety material around to help you fix them correctly while protecting your employees and business.

Unfortunately, these same factors can, in time, work against you. Safety statistics show that businesses run into some of their biggest problems handling potentially dangerous and sensitive products after they've spent several years working around them. The main reason: complacency sets in. Shops get a little too comfortable in their work habits, get lax on guidelines and casually ignore new information.

Here's a look at the major hybrid repair and safety issues you need to attend to, along with some reminders of just how complex hybrid repairs can be.

The basics

The two most basic rules regarding working on hybrids remain: the orange wires are the potentially deadly high-



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Repairing hybrids goes well beyond identifying the orange, high voltage wires.

voltage lines. When working around them, you need protective gloves rated for 600 volts and over.

These lines remain dangerous at all times. Even if a manual disconnect device has been activated to allow the vehicle to be serviced, the energy potential within the battery cannot be disabled. Assume at all times that the battery, hybrid components and the or-

ange wires still carry 300 volts of electricity. This remains true even if the battery has suffered severe damage.

Moving, storing and starting

Moving vehicles through your shop shouldn't be a problem. However, hybrids, particularly the latest models, require special handling.

Never tow or push hybrids with all four wheels. Doing so can generate electricity, which can cause the hybrid to move on its own. When towing, lift the front end or load the vehicle in a flatbed truck. When pushing a hybrid, use roller wheels to move it and make sure the key has been removed.

Pay attention to a hybrid's auxiliary gas engine battery. If you need to charge this battery, either use the manufacturer's recommended charger or a regular battery charger set to the lowest rate, no higher than 3.5 Amps.

Never leave the ignition key in the "On" position when a hybrid vehicle is

not being used. This can drain the auxiliary battery or trigger its operation.

If you refuel a hybrid, check the manufacturer's recommendations on fuel octane. In many hybrids, using gas with a higher octane rating than 87 can make starting the engine difficult.

Watch where you cut

Sectioning hybrid vehicles or performing cutting of any kind can be potentially disastrous due to the placement of high voltage wiring and other hybrid and electric components throughout the vehicle.

Two rules apply here: never cut into a hybrid vehicle until you have first deactivated all the vehicle's electrical systems; and always check the manufacturer's repair instructions before cutting.

Consider some of the cutting restrictions General Motors places on its hybrid models. They can be found at www.abrn.com/GMhybrids.

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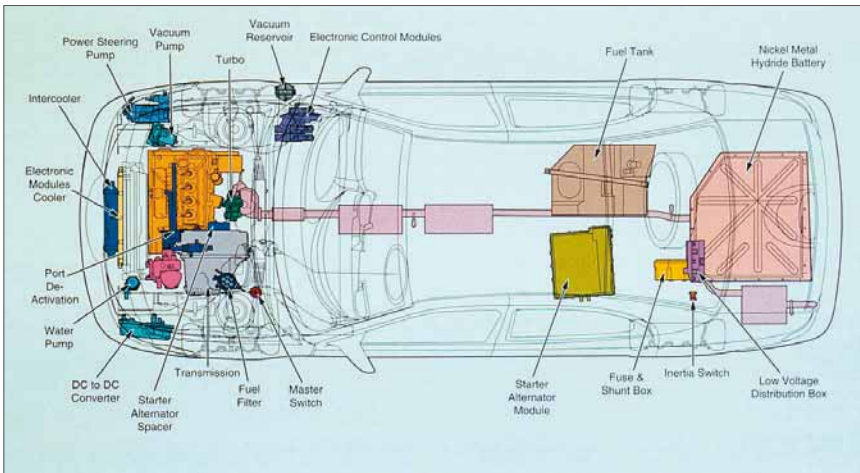
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Always check the manufacturer's repair instructions before performing any cutting on a damaged hybrid.

batteries are engineered to open when one or more air bags deploy. This interrupts the electrical system and discontinues the current flow through the high voltage cables. This feature protects occupants from electrocution following a collision.

This becomes a repair issue when techs work on vehicles with deployed airbags and disabled electrical systems. The problem that these vehicles only cut the high voltage power during a collision, not the current passing through the 12V electrical system. If this current is running, it can still deploy dual-stage airbags that have not fully deployed.

To ensure you're performing the disabling procedure properly, refer again to the manufacturer's repair instructions.

Air bag accidents

Unintended air bag deployments are a constant concern with any hybrid repair. Ironically, these deployments are

related to safety features designed to protect the vehicle's occupants during a crash.

The contactors inside some hybrid

Further safety system concerns

Air bag deployments are just one part of repair challenges related to the hybrid's safety system and its relationship to the

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hybrid components, both of which utilize a system of sensors. On hybrid vehicles these sensors sometimes take on dual roles. Repairers must account for this in order to return all of a hybrid's safety features to their full functionality.

For some perspective, let's look again at GM products and repair instructions.

Like other GM models, their hybrid vehicles incorporate supplemental inflatable restraint (SIR) impact sensors that identify the severity of a collision and the direction from which it occurred to help direct the deployment of passenger safety systems. Hybrids additionally incorporate high-voltage circuit impact detection (HVCID) sensors that detect collision damage to the high voltage system.

When there is either SIR deployment or when the HVCID sensor detects a collision, the drive motor generator control module — or the hybrid powertrain control module (HPCM) — opens the high voltage contactor relays and dis-

ables the vehicle. Both sensors, then, can disable the high voltage system.

The HVCID sensor detection of an impact does not cause SIR deployment. Some collisions, therefore, can result in the vehicle being disabled without setting off the passenger safety systems.

The challenge is determining, in some cases, which sensors disabled the vehicle since those sensors will need to be cleared by a scan tool.

Inspection directions

Regardless of the source of the signal to disable a hybrid vehicle, repairers must thoroughly inspect the entire high voltage/electrical system before returning a vehicle to the owner.

A proper inspection must include the manufacturer's recommendations since each hybrid make operates differently. Typical inspections begin with checking all high voltage wires for frayed lines, cracks and other damage. Repairers also must examine the rest of the hybrid com-



Even when a hybrid's high voltage system has been disabled, the battery still possesses 300 volts of power. Work around it and handle with extreme caution.

ponents for similar damage.

From there, the inspection extends to an examination of other electric components for damage and wear. These components include the drive motor generator control module assembly; the air

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Only a properly trained repairer should handle a hybrid's lithium-ion battery. When replacing or disposing of one, be sure to contact a certified hazardous waste company.

conditioning compressor assembly; and the transmission assembly. Check each for dents, cracks and other damage and replace damaged components.

Only after all damaged high voltage

and electric components have been replaced should a repairer use a scan tool clear the HVCID and/or SIR Deployed vehicle disable condition.

No bake zone and other issues

After a hybrid's systems have been brought back up to snuff, repairers must be aware of one final repair issue, the paint work. Due to hybrid battery sensitivity to heat, a paint department must restrict the time and temperature in a paint booth. Some manufacturers do not recommend temperatures above 140 degrees Fahrenheit for more than 40 minutes to avoid damage to these expensive batteries.

Should you need to dispose of or return a damaged hybrid battery, regardless of the reason, you'll need to take special steps. Hybrid batteries, a type of Lithium-ion battery, are classified as Class 9 hazardous materials and therefore fall under special shipping regulations.

If you have any questions about compliance, refer to the shipping instructions packed with the replacement battery, since they usually contain information on transporting returns. Take time to fill out the return transport paperwork properly and label the battery according to all federal, state and local laws. Be certain the company you hire to do the transport is certified to handle hazardous material since you could be held liable for any broken laws, violations or problems created by a non-certified transporter.

Does all this seem complex? To some extent it is, but you deal with a host of similar issues when repairing vehicles that aren't hybrids. The point here is that repairing hybrids involves taking into account a host of other safety and repair issues. Even a slight slip up can be costly or deadly.

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AAPEX

www.aapexshow.com

You will grow your business at AAPEX

When you attend the 2013 Automotive Aftermarket Products Expo (AAPEX), you will grow your business by seeing the newest products in the industry, meeting the right people and getting answers to your important questions. This year's event is set for Tuesday, Nov. 5 through Thursday, Nov. 7, at the Sands Expo Center in Las Vegas, Nev., and online registration is open at www.aapexshow.com/Register.

The No.1 reason buyers attend AAPEX is to see, touch and compare what's new in the global automotive aftermarket



industry. In 2012, more than 2,300 companies exhibited at AAPEX and on display were 5,174 parts and components, 1,309 tools and equipment, 188 paint, body and equipment (PBE) products and 167 auto body and trim products.

AAPEX also is the No. 1 place to meet the right people in the industry whether it's a supplier, peer or industry leader. In 2012, AAPEX attracted 39,591 targeted buyers including 3,489 collision repair shops, 881 paint jobbers and 1,081 warehouse distributors (WDs) - PBE.

Another compelling reason buyers attend AAPEX is to get answers to their important business questions during the AAPEX Learning Forum sessions. The Learning Forum offers approximately 30 education sessions on the latest trends and technologies, and all sessions are offered at no cost.

To register, make hotel reservations and learn more about AAPEX, visit www.aapexshow.com.

AAPEX represents the \$395 billion

global motor vehicle aftermarket and is jointly sponsored by the Automotive Aftermarket Industry Association (AAIA) and the Automotive Aftermarket Suppliers Association (AASA).



CONTACT INFORMATION:

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AAPEX Event Management**

10072 W. 190th Place

Mokena, IL 60448

(708) 226-1300

info@aapexshow.com

www.aapexshow.com

ANEST IWATA

www.anestiwata.com

Genuine engineered atomization

"It's about the atomization"

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Coarse to Medium Atomization

- LPH400 LVX "orange aircap" HVLP creates coarse to medium atomization
- LS400 / LS400H Supernova's "gold aircap" HVLP creates coarse to medium atomization



Medium to Fine Atomization

- LPH400-LV4 "platinum aircap" HVLP creates medium to fine atomization
- LS400 / LS400H Supernova's "platinum aircap" HVLP creates medium to fine atomization



Fine atomization

- W400LV compliant gun with the "W400-LV4 platinum aircap" creates fine atomization

Our spray guns have been recognized

for our fine atomization; however, there are instances when atomization other than fine is required. We have engineered our aircaps to atomize at different levels for solvent and waterborne basecoat applications. One gun will not solve all the shop application issues. All our spray guns wetted parts are stainless steel for easy clean-up.

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As always thank you for your continued support of ANEST IWATA products.

CONTACT INFORMATION:

ANEST IWATA

5325 Muhlhauser Road

West Chester, OH 45011

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BASF

www.basrefinish.com

BASF — an unmatched expert in the coatings industry

Color. It's the first thing - and sometimes, the only thing - your customers notice. That's why you need a coating and a company you can count on.

More than the best paint and the best support

BASF offers intelligent solutions based on innovative products and tailor-made services. We create opportunities for success through trusted and reliable collaboration. Our Automotive Refinish business makes and markets the finest coatings available for collision repair, restoration facilities, customizers, commercial transportation and automotive specialty markets.



BASF paint products are supported by technical training programs, advanced color information systems and business management seminars. The company is one of the industry leaders in e-Business and offers a wide array of Internet-based color management and business management tools.

World class finishes

Glasurit® is the premium automotive refinish paint system in BASF's portfolio. With over 100 years of outstanding quality, Glasurit stands alone as the global standard of excellence in refinish paint.

Value and versatility

The R-M® system is designed to serve the needs of highly productive customers who are driven to find the ideal balance between high quality and price.

Economy

With simplicity and affordability backed by a user-friendly system, LIMCO® helps refinishers stay productive and profitable.



CONTACT INFORMATION:

BASF

(800) 825-3000

www.basrefinish.com

BLAIR

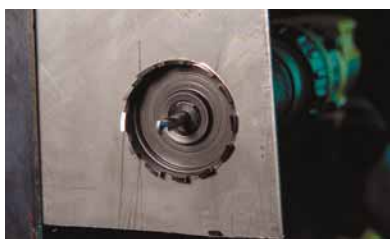
www.blairequipment.com

Holemaking and auto body solutions for the professional

Blair Equipment's products are designed for collision repair and automotive fabrication and restoration. From inventing the spotwelder cutter over 50 years ago, Blair has expanded its tool line to include premium quality made in the USA hole cutters, products for mixing paint and tools for auto body repair. Blair is best known for its Rotabroach Cutters and spotweld cutters, which are precision-made tools that make clean burr-free holes in sheet metal and thin plate materials up to 3x faster and last 10x longer.

Blair Products include:

- Rotabroach® Cutters — Designed for sheet metal and plate up to 1/2" thick and are available in over 4 different sizes up to 1-1/2 in diameter. Available individually or in kits.
- Spotweld Cutters — The standard tools for spotweld removal in collision and restoration. Blair Spotweld Cutters cut around the weld without damaging the



underlying panel. Available in a variety of sizes and kits.

- Enforcer™ Spotweld Drill — Pneumatic drill for removing spotwelds in Boron and other materials. With a faster feed rate and higher torque than other spotweld drills.

- Holcutters™ — Cut fast large holes in sheet metal up to 3" in diameter with speed and precision. Available in standard High Speed Steel or Carbide tipped.
- Tornado II Paint Shaker — Mix paint most anywhere with the portable no bolt down design. Thoroughly mixes paint in gallons, quarts, pints and aerosols.
- Blair Flanger — Makes perfect step joints for easy panel repair.



CONTACT INFORMATION:

Blair Equipment Company

3001 Hougen Drive

Swartz Creek, MI 48473

(800) 426-7818

www.blairequipment.com



2013 COLLISION INDUSTRY PROFILES

CAR-O-LINER COMPANY

www.car-o-liner.com

Global Leader In Certified Collision Repair Equipment Solutions

Certified collision repair equipment solutions for quality repairs along with the industry's most knowledgeable and qualified Distributor partners – the reason we are a trusted supplier to OEM tool and equipment programs around the world.

- **Welding Solutions** – The fully automatic CTR12000 spot welder detects metal type and thickness to set the power/tip pressure without technician input. "Just Pull The Trigger and Weld!"

- **Measuring Solutions** – The Car-O-Tronic Vision X3™ computerized measuring system features point-to-point, upper body measurements, VIN code scanning for most vehicles, suspension diagnostics and data updates downloadable



by internet connection. Backed by the world's largest vehicle database containing virtually every vehicle on the road today.

- **Racks/Frame Straightening Solutions** – The Benchrack™ structural frame system features a machine-milled surface with versatility to handle large full-frame and uni-body repairs. The Quick42™ frame bench offers the ability to anchor on the same platform if structural repairs are needed. Speed™ is our most compact lift-based repair system suitable for vehicles with light hit damage.

- **Holding/Fixturing Solutions** – The EVO™ Universal Anchoring and Holding

System works for every vehicle year, make, and model so you never have to pay fixture rental costs. Meet factory specifications, save money and repair each vehicle that enters your shop.

- **Equipment Storage Solutions** – Work Shop Solution™ organizes your shop with wall and cart storage. Enhance shop image, save space and time with a consistent location to find tools quickly.

Total repair solutions for today's leading body shops. Become a solutions provider today! Contact your local Distributor.

CAR-O-LINER®

CONTACT INFORMATION:

Car-O-Liner Company

(800) 521-9696

www.car-o-liner.com

CHEMSPEC USA, INC.

www.chemspecpaint.com

CHEMSPEC USA Paint Systems deliver premium refinish results

ChemSpec USA, Inc. is a division of Chemical Specialties Ltd, a global manufacturer of premium coatings for the automotive, fleet and industrial markets. Centrally located in Orrville, Ohio, they feature a broad range of brands from their METALUX® Premium Automotive Refinish System, to HYDROLUX® Waterborne System, and Montana® Big Sky® Specialty Refinish products.

New products from METALUX make painting plastic twice as easy

METALUX® introduces two new VOC compliant products that when paired together, make painting plastic fast and easy. Preparing the plastic is critical to effective adhesion so start with 9331 METALUX® Plastic Prep Solution. Designed to aid with the adhe-



sion of primer or topcoats over difficult bare plastics, simply clean surface with METALUX® 9331® Plastic Prep Solution and allow to fully dry.

Next, apply the 1111 Metalux® Aerosol Plastic Adhesion Promoter which was formulated using the latest resins and designed for excellent adhesion to automotive plastic, including TPO. Easy to apply, when used after 9331 Plastic Prep Solution, gives the painter the highest level of success.

World class results every time Metalux® Automotive Premium Refinish range offers a compact set of toners with the capability of matching over 140,000 international colors. With over 12,000 actual paint swatch spray-outs, our color units feature the world's largest color collection of swatches. Metalux® and Hydrolux® are supported with the award-winning EasiMix Professional® color matching software and backed by the 4LIFE



lifetime warranty for ultimate peace of mind. So, if productivity, profitability and value are what you're looking for, isn't it time to switch to one of our great ChemSpec brands?

Get a FREE demo – see for yourself!

Call 800-328-4892 ext 2356 or email sales@chemspecpaint.com and see why our paint lines are the best to hit the market!

CONTACT INFORMATION:

ChemSpec USA, Inc.

(800) 328-4892 ext. 2356

www.chemspecpaint.com



2013 COLLISION INDUSTRY PROFILES

SPECIAL ADVERTISING SECTION

MONTANA BIG SKY FINISHES

www.chemspecpaint.com

Quality products at an affordable price

As a world-leading manufacturer of automotive aftermarket coatings, ChemSpec USA, Inc. is driven to providing proven product performance. A standard of uncompromising quality is designed into each formula. Montana® BIG SKY® is a family of quality products manufactured by ChemSpec USA that features a selection of undercoats, color, clearcoats, solvents and specialty items to meet a wide variety of application needs.



New Universal Matting Base – SP40!

ChemSpec USA, Inc. introduces a Universal Matting Base as part of the Montana® Big Sky® Automotive, Fleet and Industrial Refinish line. SP40 is a post additive, VOC compliant Universal Matting Base that is easy to mix with Montana® clears

and 2K color systems.

Conveniently packaged in quart size containers, this high quality additive can be stirred or shaken and allows you to achieve three levels from matte to a silk gloss finish.

YOU are never a number to us!

We have been committed to our customers for over fifty years. How about a paint manufacturer that actually knows you and your business? We pride ourselves on establishing and maintaining close relationships with our customers.

Our Pledge to you

Our Quality Through Commitment® Limited Lifetime Warranty is our pledge of guaranteed quality performance.

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CONTACT INFORMATION:

Montana Big Sky Finishes

(800) 328-4892 ext. 2536

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CHIEF AUTOMOTIVE TECHNOLOGIES

www.chiefautomotive.com

Your single source for collision repair equipment and training

You don't have time to go from supplier to supplier to find the equipment you need. And with Chief Automotive Technologies, you don't have to. Chief is your one stop shop for state-of-the-art collision repair equipment, data and training designed to reduce repair cycle times and increase profit.

Need a new pulling system?

We have you covered. If you want a



compact, in-bay solution for reversing light hits and serving as an all-purpose workstation, check out the EZ Liner™ Express. Or maybe you're looking for something that won't choke on the big jobs, like the Titan® 360. Take on Class 8 trucks, RVs and buses with the Chassis Liner™ Heavy-Duty Trucker™.

Looking for computerized measuring equipment and spec data? Look no further! Chief offers the most comprehensive combination of computerized frame measuring equipment and vehicle specification data available. Chief's laser measuring systems measure multiple points simultaneously even during pulls, so technicians are less likely to miss damage or put additional damage into the vehicle.

Time to replace your old welder with one that can handle "new" metals? Elektron welds have been tested and proven by more OEMs

worldwide than anyone else's, providing you with confidence you can count on.

Feel like your technicians need to refresh their skills? Chief University offers a full range of comprehensive training classes around the country. Classes include classroom and hands-on training on topics including design based repair, computerized measuring and structural analysis and repair.



CONTACT INFORMATION:

Chief Automotive Technologies

(800) 445-9262

www.chiefautomotive.com



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EAGLE ABRASIVES

www.eagleabrasives.com

The next generation abrasives for today's paint technology

Eagle Abrasives, Inc offers a wide selection of top quality coated abrasive products for refinishing in autobody repair, woodworking and industrial fields.

Since its inception in 1930, Kovax Corporation has played a leading role in the abrasives manufacturing industry. By adhering to rigid quality control standards and research, Kovax is now recognized as one of the most respected and reliable specialists in the industry.

As finishing technology continues to advance, quality demands in coated abrasives are higher than ever before, especially in the fine sanding area. Besides the longevity and cutting speed in sanding products, a uniform finish with shallow scratches is essential for today's New Generation painting technology. Introducing...

Super Assilex — DRY

A perfect dry sanding medium that provides speed, uniform coverage and an extremely shallow sanding pattern. It prevents

irregular scratches that can be caused by non-woven products or the risk of over-sanding by standard abrasive sheets.



Tolecut System — Topcoat Touch-up system - DRY

The most advanced system for removing dust nibs on topcoat finishing. Utilizes state of the art Dry Lube technology to prevent loading. Speedy and extremely uniform fine finish that can be removed easily by Buflex or micro finishing compounds. Instant scratch monitoring is possible thanks to a completely dry application. Ideal for Waterborne and High Solid paint systems.

Super Buflex — DRY

An innovative dry sanding and polishing system that cuts long buffing time by 50% or more and removes topcoat-sanding scratches effectively and efficiently. The finish left behind by Buflex can be polished easier than grit P3000. Buflex has proven that compound polishing processes can be largely reduced and thus achieve the best finish in the shortest time.



CONTACT INFORMATION:

Eagle Abrasives, Inc.

4025 Steve Reynolds Blvd.

Norcross, GA 30093

(888) 683-2453

www.eagleabrasives.com

FINISHMASTER

www.finishmaster.com

It's Just SMART Business

FinishMaster is the leading independent distributor of paint, body, and equipment primarily to the automotive collision repair industry. Our vision is to be the leader in creating value in the automotive and industrial paint refinishing industry by distributing products, services and technology that are recognized by you as key factors in your success. At FinishMaster, our customers, our people, and the services, resources, and information we provide are our primary focus.

National Footprint, Hometown Services

Founded with a single outlet in 1968, FinishMaster has grown to 168 branch locations and three major distribution centers in 30 states. FinishMaster employs more than 1,400 associates with over 970 Branch, Contact Center, and Distribution Center employees servicing our customers, as well as 380 Account Managers and Technical Reps working directly in the body shops. The combined experience of our employees enables us to provide you with the products and services needed to

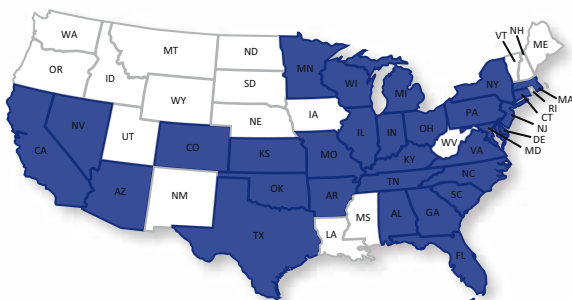
help you grow your business. We provide you the local hometown service with the support of a national footprint.

More than just a Distributor

Our commitment to top customer service starts with delivering the right products to you, at

the right time, every time. Our customer service extends to providing you with the latest products, driving process improvement, inventory management, and technical support wherever needed through our team of local representatives.

FinishMaster offers both national name brand products and an exclusive line of SMART products. Visit www.finishmaster.com for more information.



CONTACT INFORMATION:

FinishMaster

(800) 933-2133

www.finishmaster.com

2013 COLLISION INDUSTRY PROFILES

GOFF'S ENTERPRISES, INC.

www.goffscurtainwalls.com/abrn

Helping companies maximize space while increasing productivity and safety

Goff's has been manufacturing Curtain Walls for the collision repair industry for over 25 years! We're dedicated to helping companies maximize space and increase productivity while creating a safer work environment.

Goff's Curtain Walls

At nearly 1/3 the cost of a permanent wall, Goff's Curtain Walls are ideal for a wide variety of uses including: confining contaminants such as dust, paint & primer overspray, grinding sparks, and water/chemical mist, as well as controlling heat and cold loss; reducing energy costs. Goff's Curtains meet NFPA-701 and California State Fire Marshall standards for fire resistance. They are water repellent, mildew and rot resistant



and resistant to most chemicals. Curtains are shipped ready to install, com-

plete with a galvanized steel track and roller system.

Goff's Welding Products

Goff's welding products are designed to withstand the harshest shop environments!

Goff's Welding Curtains create a retractable barrier that contains welding fumes and contaminants, and block 100% UV Light. Goff's Weld Tough Screens also block 100% UV light and are constructed with a very strong, lightweight, extruded aluminum frame providing a stable barrier to protect against arc welding, grinding sparks and more. Goff's lightweight and flexible Weld Blankets are designed to be draped over materials and equipment to provide protection from welding and grinding sparks, and molten and hot debris.

Other Products

Other products include High



Performance Vinyl & Mesh Roll-up Doors, Manual Bug Blocking Doors, Strip Doors, Sound Control Curtains & Screens, Privacy Screens, Climate Curtains, and more.

All of Goff's products are custom made for each application!

For more information or to get a quote, go to www.goffscurtainwalls.com/abrn or call us at 800-606-7730.



CONTACT INFORMATION:

Goff's Enterprises, Inc.

(800) 606-7730

www.goffscurtainwalls.com/abrn

INDUCTION INNOVATIONS

www.theinductor.com

The INDUCTOR drives down cycle time with invisible heat

The INDUCTOR® product line by Induction Innovations removes glass, trim, vinyl graphics, self-leveling seam sealers, cures or de-bonds adhesives on metal and releases all types of miscellaneous hardware and mechanical components from corrosion or thread lock compounds using Invisible Heat® (High Frequency Magnetic Fields)! Drastically reduces cycle times while minimizing the need for expensive consumables and flammable toxic solvents while salvaging parts normally discarded in the repair process.



Tool pays for itself in just 3 jobs!

Customers tell us our tools are NOT like the others. They use them every single week. Even simple tasks like removing a seam sealer can save you big labor time. As one customer who had used another's induction heat tool tells us, "We at IMPLEX love our Inductor and cannot live without it! It is rare to find a tool that really SIMPLIFIES work and cuts time... On just one job we do every week — book pays 5.5 hours to replace. With our Inductor, we get it done in 1.0 — SAVING 4.5 hours EACH JOB — our PRO-MAX™ paid for itself in just THREE jobs!" says Julio Piazza, President.

Choices to suit your way of working!

With a model for every budget, the INDUCTOR PRO-MAX™ offers Best Warranty and the most applications, the INDUCTOR MAX™ is best for portability and affordability, the GLASS BLASTER® KIT is ideal for



encapsulated glass and spray-on bed liner removal.

Reduce labor, expensive consumables and salvage parts!

CONTACT INFORMATION:

Induction Innovations

1175 Jansen Farm Court

Elgin, IL 60123

(877) 688-9633

www.theinductor.com



2013 COLLISION INDUSTRY PROFILES

DEPO/MAXZONE AUTO PARTS CORP.

www.maxzone.com

DEPO brings you a seamless part installation experience

When it comes to replacement auto lamps, there is no better alternative than DEPO. With 4 decades of experience and knowledge in manufacturing, you can count on DEPO to provide the automotive replacement parts with the best quality and the most value. We know how seamless part installation experience can save you time and increase your ROI, and we make every effort to further enhance our product quality and service.

Vehicle test fit

We started incorporating a self-imposed Vehicle Test Fit (VTF) in the product development process more than ten years ago. Over 90% of DEPO lamps and mirrors go through the VTF process by DEPO



engineers with years of experience in manufacturing. With measurements, the necessary adjustments are made on the tooling and the process is repeated until the product prototype meets or exceeds OE fitment and function.

Third party certification

All DEPO products comply with SAE/DOT regulations. To further show our commitment to quality, we are the leader in CAPA certified lamps with the largest part numbers available, and DEPO was the first company to receive NSF Certification on lamps.

Continuous improvement

A major component of our continuous improvement process is requesting that all defective products be returned at our expense for individual inspection. This enables our QA team and Engineers to quickly identify the root cause of any quality issues and correct it. DEPO/Maxzone offers OE replacement lamps, performance lamps, mirrors, blowers, radiators, cooling fans, door handles, and window regulators. Please contact your local distributor for more information.



CONTACT INFORMATION:

DEPO/Maxzone Auto Parts Corp.

(909)822-3288

www.maxzone.com

MITCHELL INTERNATIONAL

www.mitchell.com

Mitchell empowers clients to achieve measurably better outcomes

Providing unparalleled breadth of technology, connectivity and information solutions to the Property & Casualty claims and Collision Repair industries, Mitchell is uniquely able to simplify and accelerate the claims management and collision repair processes.

As a leading provider of Property & Casualty claims technology solutions, Mitchell processes over 50 million transactions annually for over 300 insurance companies/claims payers and over 30,000 collision repair facilities throughout North America. Founded in 1946, Mitchell is headquartered in San Diego, California, and has 1,700 employees.



Workflow solutions for shops of every size

Mitchell is a full-line provider of information and workflow solutions to fit shops

of every size — encompassing all of the critical components of your collision enterprise. Our comprehensive suite of repair solutions provides you with the essential tools you need to run your shop more profitably and effectively — driving down costs, reducing cycle times and producing even more satisfied customers — especially in today's increasingly competitive environment.

Mitchell RepairCenter™ is the industry's first shop Workspace, combining business management, repair management and customer experience management into one leading-edge solution. RepairCenter is built on the strength of Mitchell's market-leading business management systems and customer satisfaction ser-



vices functionality. Designed for shops of all sizes, RepairCenter's flexibility and open architecture allows shops to use the solution as is or to customize it to meet their unique needs. To learn more about RepairCenter and Mitchell's other solutions for collision repair facilities, go to <http://repaircenter.mitchell.com>. RepairCenter and Mitchell's other solutions for collision repair facilities.



mitchell

CONTACT INFORMATION:

Mitchell International

(800) 238-9111

www.mitchell.com

2013 COLLISION INDUSTRY PROFILES

SPECIAL ADVERTISING SECTION

MARTIN SENOUR AUTOMOTIVE FINISHES

www.martinsenour-autopaint.com

Martin Senour: The single source for all of your automotive refinish needs

In 1928, The Martin Senour Company became the exclusive supplier of Automotive Refinish Products to the National Automotive Parts Association (NAPA). The Martin Senour Company provides a complete line of advanced technology paint and coatings systems for automotive refinishing, fleet refinishing, industrial and manufacturing customers.

Distribution

- 6,100+ NAPA AUTO PARTS Stores nationwide
- 64 strategically located distribution centers serving all 50 states
- Over 422,000 quality parts and accessories for automotive and industrial applications — the most extensive inventory in the industry

Paint store in a parts store

- Your trusted parts store is now your trusted paint store
- Parts + Paint = NAPA



- NAPA is your single source for ALL your automotive needs

Products

- Vortex®; a waterborne basecoat system that is easy-to-apply, fast-drying and uses a proprietary waterborne resin designed to behave and perform like the solvent borne systems of today.
- The Tec/BASE®; designed towards shops that want the highest performance, color match, and productivity
- PRO//BASE™; a quality, solvent-based refinish system designed for medium volume collision repairers and is National Rule & 3.5 VOC emissions compliant

Services & Programs

- Ecolean Suite of collision services & training; Designed to help shops take advantage of two powerful disciplines – Productivity & Profitability
- Express Scratch Repair; Designed to help shops capitalize on an overlooked market segment (small damage repair) and generate a new revenue stream.

- Collision Repair Design Service (CRDS); Assists collision facilities in achieving the ultimate in workflow efficiency and space utilization.
- Best Demonstrated Practices (BDP); Step-by-step instructions and video demos designed to show you the ideal way to use Martin Senour products
- NAPA AutoCare Collision Center Program; you can take advantage of the many benefits of this partnership and build a successful repair business NAPA and Martin Senour.



CONTACT INFORMATION:

Martin Senour Automotive Finishes

www.martinsenour-autopaint.com

PPG AUTOMOTIVE REFINISH

www.ppgrefinish.com

Bringing innovation to the surface

Under its guiding mission to continue to be the world leader in coatings, PPG has served the automotive refinish community for over 86 years, with a complete range of products, services and expertise. Today, PPG continues to play an indispensable role in serving collision centers worldwide.

Technology, Training and Color Support

PPG offers a results-driven portfolio of refinish technologies to help customers meet high expectations for color matching accuracy and throughput performance. As the industry moves forward with environmentally progressive refinish



systems, PPG's innovative waterborne technology leads the way. Its AQUABASE® Plus and ENVIROBASE® High Performance brands, featuring anti-settle toners, have become the systems of choice for over 9,000 shops across North America, and some 28,000 users worldwide.

Technician training and collision center operational improvement are also important components of their mission. Last year PPG trained 13,000 painters in the latest application techniques and coatings technology. The PPG MVP Business Solutions team has educated thousands of owners and managers on how to effectively increase their shop productivity and profitability, and leads the way in the practical application of Lean Six Sigma for collision repair.

To ensure accurate color matching across all product lines, the PPG color network manages a color documentation program spanning four continents. Each year over 40,000 entries are added to their

database that already contains more than 2,000,000 prime and variant formulas. Supporting its robust color database, PPG is continually advancing its paint management and color tools, such as the comprehensive PAINTMANAGER® software.

Investing in Tomorrow

With performance coatings as its core business, PPG is committed to ongoing investment in coatings research and development to ensure the long-term success of its refinish partners.



CONTACT INFORMATION:

PPG Automotive Refinish

(800) 647-6050

www.ppgrefinish.com



2013 COLLISION INDUSTRY PROFILES

PRO SPOT

www.prospot.com

Quality Welding Product

Pro Spot International, Inc., which began in 1989, manufactures resistance spot welding equipment specializing in applications for the collision



repair industry. Pro Spot Headquarters recently moved to Carlsbad, California, with a European division in Eskilstuna, Sweden to better accommodate our worldwide distribution. The new Pro Spot facility in Carlsbad, California is about 50,000 sq. ft, over twice the size of our previous location in Oceanside. This gives Pro Spot more room to expand our production area, machine shop, fabrication area, house our automated powder coating system and expand our Sales and Service Training facility.

Pro Spot Training and Service

Pro Spot provides on-going training to all of our distributors and their technicians. Therefore, all owners of Pro Spot products receive complete training first hand. Pro Spot has two/ ASE certified training programs that also are I-CAR alliance approved. Pro Spot also have a fully equipped training facility in the new building for groups to come in and train on any and all products. Pro Spot also offers My.prospot.com which has interactive training courses for shops and technicians to access online.



New Products

Pro Spot is always working on new products and to make their existing products better. In the last year, Pro Spot has introduced 8 new products such as

Nitrogen Plastic Welder, Hybrid Spot Welder, Smart Mig Welder, Hot Staple Welder, Aluminum Weld Station with Pulse Mig, Inverter Plasma Cutters, and of course the new i5 Smart Spot Welder with auto Weld.

PRO SPOT
QUALITY WELDING SYSTEMS

CONTACT INFORMATION:

Pro Spot International, Inc.

5932 Sea Otter Place
Carlsbad, CA 92010
(760) 407-1414
(877) PRO SPOT (US only)
Fax: (760) 407-1421
info@prospot.com
www.prospot.com

PRO-SPRAY AUTOMOTIVE FINISHES

www.prosprayfinishes.com

Serious color. Smart business.

"The changeover to Pro-Spray H2O has trimmed our cycle times and the finished product is impressive. We ran some tests and timed the process... we're saving 10% time-wise on every paint job and 40% on materials."

- A-Shop, Iowa

A new breed of paint company

In today's economy, there's no room for waste. Pro-Spray understands this new rule of business because we've been abiding by it all along. We're lean. Agile. Driven. Customer focused. And always believe that quality, technology and performance shouldn't break the bank.

A complete, efficient and profitable system

Pro-Spray offers a complete line of European technology surface prep products, plastic repair products, undercoats, sealers, single stage, solventborne and waterborne basecoats, clearcoats, universal activators and

thinners, low VOC coatings and color tools, all at a savings of up to 40% off the major paint brands.

Exceeding waterborne expectations

Painters that use Pro-Spray® H2O say the color match and performance exceeds their expectations. Our premium system of 70 shake-and-pour toners provide quick coverage, amazing blending, fast dry times, superior metallic control and extensive import and domestic color formulas.

Color support

In the world of collision repair, color is critical. And Pro-Spray has the tools to make your shop more efficient. The Navigator™ Precision Color Selection System features over 5,200 actual color spray outs and the Paint Xpert™ Color Management Software delivers formulas, reports, inventory management and more.

Test drive and learn

Pro-Spray's Global Technical Training Center boasts 4,500 square feet of integrated hands-on training; training classes are free of charge to our customers.

Seeing is believing.

Pro-Spray
AUTOMOTIVE FINISHES

CONTACT INFORMATION:

PRO-SPRAY® Automotive Finishes

(800) 776-0933
www.ProSprayFinishes.com
www.NavigatorColor.com
www.ProSprayH2O.com
facebook.com/prospray
www.youtube.com/prosprayautofinishes

2013 COLLISION INDUSTRY PROFILES

SPECIAL ADVERTISING SECTION

RBL PRODUCTS

www.rblproducts.com

Bringing one-of-a-kind products to the market

RBL Products takes pride in bringing "one of a kind" products to the aftermarket. "We will only offer our



customers something that they have never seen or used before," stated Ron Lipson, RBL president. By sticking with this philosophy, our customers become very enthusiastic when we announce a new product is being offered.

2013 is a special year for RBL Products. Never in the history of the company (started in 1991) have we launched 8 products. At SEMA, RBL launched the Soda Blaster, Highliter Wipe, Restoration Plus and Super Sponge.

RBL is especially excited launching in mid-year the water-based foaming Pre-Cleaning System. Lipson stated, "the Pre-Cleaning System is a first for RBL. We have never offered a complete system before."

What makes this a unique industry game changer is the foamer. Never have chemicals been applied via foam. The foam is applied

using a handheld foamer. The only method to date has been liquid. In addition, the Pre-Cleaning wax and grease remover is zero VOC and contains no alcohol.

Lipson stated, "how do we know it works?" It passes one of the most difficult tests. We apply a grease pencil to a painted surface, after foaming the area, you just wipe it clean effortlessly.

Our goal is to continue launching foam-based products. The next one we are working on is a detail foam that will clean off rubbing compound and wax the painted surface.

CONTACT INFORMATION:

RBL Products, Inc.

(800) 584-8111

www.rblproducts.com

ROME TECHNOLOGIES, INC.

www.rometech.com

Rome Advanced Process Management — See a 30-50% increase in efficiency and an 8-12% increase in net profit for your body shop

Your solution for running the very best body shop

Rome Management software allows you to realize the full potential of a process-driven, factory-based solution in your dealership or independent collision center. Rome distinguishes itself from the competition by offering more than just collision management software, including business consultation, on-going educa-

tion and training, outstanding technical product support and continuous product development. As a result, Rome promises shops will see a 30-50% increase in efficiency and an 8-12% increase in net profit.

Why Rome?

Fast and user-friendly, Rome is wireless, paperless and accessible from anywhere. Rome integrates with all major estimating and accounting systems to ensure your body shop operates as efficiently as possible. Rome's development department continues to program new features based on user feedback to implement state of the art technology such as Easy Check-In at the car using an iPad and much more.

No contract required

Our business model recognizes "delivering what you sell and standing behind it"

is the keystone to good business.

Call or visit us online to learn why so many body shops are improving efficiency, raising their bottom line, and expanding their operations using Rome Management as their model for success. Let Rome help you and your business maximize potential and reach goals.



ROME

CONTACT INFORMATION:

Rome Technologies, Inc.

(800) 373-ROME

www.rometech.com



SATA

www.satausa.com

Best in quality, service and dependability

Dan-Am Company is the Exclusive Independent Importer and Distributor for SATA GmbH products in the USA and Puerto Rico. Dan-Am Company also sells its own brand of Dan-Am Co products such as the Dan Am Air aluminum piping system (DAA), and the DAA Vac.

The company has been importing SATA products since the early 1980's. Today the SATA line includes much of what is needed in the Auto Refinish, Architectural, Wood Coatings, Fleet, Manufacturing and Art industry painting segments. SATA provides spray guns for all market segments. This includes HVLP and RP or compliant technologies, air assisted and airless items, and robotic and automatic guns for fleet and industrial manufacturing markets too. All the needed accessories from cleaning tools and kits, disposable RPS cups and parts



and components are all readily available through the Dan-Am Company's network of authorized distributors.

Beyond spray equipment, Dan-Am Co. also offers from SATA a complete range of high CFM air filtration units that offer "breathing quality" air for NIOSH approved hoods, and this same filtration system offers this same clean quality air for painting with today's waterborne and high solids low VOC products. These filters together with the DAA aluminum piping system offer the shops a leak-free, high CFM system that is clean and simple to plumb by professionals, or a do-it-yourselfer. A complete range of SATA high-flow HVLP fittings and couplers also complete the line.

Dan-Am Company and its representatives offer a series of classes across the country. We have trained thousands of painters on the Rule 40 6H classes, and are now approved to offer 3 I-Car classes as well. These classes can be done in a facility near you, or in Dan-

Am Company's own training center. Our classes are there to improve your efficiency, show latest in paint trends, and offer a complete cleaning and maintenance class to help keep your spray guns in perfect working order.

You can learn more about the SATA and Dan-Am Company products we offer at our website, which is www.satausa.com; on our YouTube channel www.youtube.com/SATAbyDanAmCo; at our Facebook page www.Facebook.com/SATAUSA. More information on the DAA aluminum

piping can be found also at www.danamair.com.



CONTACT INFORMATION:

SATA

(800) 533-8016

www.satausa.com

SHERWIN-WILLIAMS AUTOMOTIVE FINISHES

www.sherwin-automotive.com

High-performance coatings, products serve variety of customers

Providing high-performance automotive, fleet and aerospace coatings, along with associated products, Sherwin-Williams Automotive Finishes (SWAF) serves a variety of customers. These include automotive collision repair facilities, dealerships, fleet owners and refinishers, production shops, auto body builders, jobber distributors, aviation MRO facilities, and original equipment manufacturers.

A total commitment to excellence in technology, products and process-driven solutions provide a competitive advantage for its results-based customers. They also benefit from company owned stores which provide product delivery and direct technical assistance. Some of the brand's leading products and services include:

- AWX Performance Plus™ Waterborne Basecoat/Clearcoat System - the industry's cutting-edge

waterborne basecoat that provides compliance without complication

- The revolutionary new HP Process™ Refinish System with Air-Dry technology that removes the need for baking to achieve a fast cure time (now as short as 15-minutes)

- Lean Stock™ inventory management system that improves product availability, performance, maximizes materials and increases manpower profitability

- Planet Color®, a complete line of premium custom automotive paints and additives, now available in the Barrett-Jackson® Collector Color Series and Planet Color® Barrett-Jackson® Restoration System

- New shop revenue opportunities with the Express Scratch Repair™ program

- EcoLean™ collision services to create increased productivity and profitability by developing lean collision shop processes

- The A-Plus™ Network - the leading value-added program that combines comprehensive business solutions to help shop owners and managers

For more information visit www.sherwin-automotive.com or call 1-800-SWULTRA (1-800-798-5872).



CONTACT INFORMATION:

Sherwin-Williams Automotive Finishes

(800) 798-5872

www.sherwin-automotive.com

2013 COLLISION INDUSTRY PROFILES

SHOP-PRO EQUIPMENT, INC.

www.shop-pro.com

Certified EPA 6H compliant portable booth

Productivity

For 20 years the Mobile Work Station® has provided increased capacity, productivity, and flexibility while helping to maximize workspace usage efficiency. This complete portable booth from



Shop-Pro Equipment can handle off-car parts and on-car panel prep and refinishing, adding capacity to end the paint booth bottleneck and reduce cycle times, without breaking your budget.

Mobility

The units patented recirculation design allows you to meet EPA 6H requirements anywhere in your shop, while needing only 3 feet of aisle space for movement. Whether it's reducing car shuffling, providing additional capacity for cut-ins, or providing a clean, enclosed area for working on core supports while a vehicle is on the frame rack, the Mobile Work Station® works where the work is!

Enclosure

The attached enclosure system moves with the unit. This proprietary design uses 100 percent clear fire retardant curtains, providing a portable enclosure for confining dust, odors, and overspray.

Savings

Running on a standard 115V outlet, the unit can provide significant savings in energy costs by using your existing heated/cooled air. There are no building/ventilation modifications or dedicated shop space required. The Mobile Work Station® saves time, saves space, and saves money.



CONTACT INFORMATION:

Shop-Pro Equipment, Inc.

(800) 242-6870

www.shop-pro.com

SPANESI

www.spanesi.com

Spanesi succeeds with a continued focus on the technician

Spanesi has a long and rich history of being at the forefront of innovation in the automotive repair industry.

Founded in 1989 by Orazio Spanesi, the company has become synonymous with constant growth and improvement. Raised with an innate vocation for cars and mechanics, Orazio Spanesi opened a body shop in Italy in 1969 after beginning his career as a panel beater. Driven to continue learning the industry, he began travelling around Italy and the world. He came to realize the inadequacy of repair systems, and founded his own company to fill the void in the repair industry. Thanks to astute technical insights, Orazio Spanesi succeeded in developing a range of products that revolutionized the market and brought the brand success.

Today, Spanesi is a leading international producer of automotive repair equipment and continues to manufacture the most effective solutions to enable body shop technicians to perform repairs to a high standard of excellence. Spanesi's product lines include: Straightening Benches, Minibenches, Touch Electronic Systems, Vacuum Systems, Welding Machines, Infrared Lamps, Lifts, Painting Tools, Spray Booth Equipment, and Manual, Pneumatic, Electric, and Hydraulic Tools.

Spanesi's dedication to superior products starts with research and development to continually improve the quality and technology need for vehicle repair. Being on the customer's side is not just a slogan for Spanesi, but a fact of daily life. The satisfaction of all the technicians around

the world who use these products everyday is testament to Spanesi's higher levels of quality, competitiveness, and professional expertise.

There are no secrets behind Spanesi success, just one rule behind every choice: be a technician, think like a technician, and gear your products to technicians. Equipment designed by technicians for use by technicians.



CONTACT INFORMATION:

Spanesi

(224) SPANESI (772-6374)

(877) 301-0224

www.spanesi.com



2013 COLLISION INDUSTRY PROFILES

SPRAY-TECH

www.spraytech.com

Spray-Tech/Junair — Excellence in innovation for over 19 years

Spray-Tech designs and manufactures the highest quality spray booths, bake ovens, prep stations, paint mixing rooms and powder coating equipment in our industry. Our equipment is precision built and ensures a clean, contaminant-free environment. Spray-Tech booths meet or exceed EPA, OSHA and NFPA requirements. Spray-Tech employs a team of accredited designers trained on the latest manufacturing software and lean manufacturing processes. Additionally, Spray-Tech offers:

Lo NOx Burners

Spray-Tech, Mercury and Junair heaters are certified to comply with SCAQMD Rule 1147 and meet the current changing emission requirements to reduce the overall carbon footprint.



The SMART PREP from Spray-Tech

The SMART PREP™ is an outstanding environment for refinishing parts, products or vehicle subassemblies. The Smart Prep comes with a full roof, curtains or walls and is ventilated so air is drawn into the booth, meeting NESHAP 6H as well as other local code requirements. It includes heated make up air and an integrated paint mixing room.

Waterborne solutions

The QADs System can create a “convection oven” atmosphere, equalizing the temperature throughout the entire

booth, which provides consistent metal temperatures for an optimal waterborne refinish environment. QADs feature the patented Intake Plenum Air Acquisition System, drawing heated filtered air into the booth, ensuring clean air during the paint drying process.

Spray-Tech: Excellence in innovation-

Spray-Tech is committed to delivering world-class spray enclosures through innovation and quality design and construction.



CONTACT INFORMATION:

Spray-Tech

(800) 535-8196

www.spraytech.com

SINGLE SOURCE INDUSTRIAL SOLUTIONS

www.singlesourceis.com

SSIS — Delivering product and profitability to the collision repair industry

Who is SSIS?

We are a world-class contracting firm dedicated to powering America's drive for faster, more profitable production. Since 2010, we have been partnering with major manufacturers to help assemble, sort and distribute key components of a diverse range of brands. Our work has added precision and reliability to automotive parts, occupational safety equipment and commercial grade machinery.

Why does SSIS matter?

In 2013, we entered an agreement with sia Abrasives to become their exclusive

distributor for the Southeast. This means that sia's entire line of automotive after-market abrasives is available to partnering jobbers throughout North Carolina, South Carolina, Georgia and Florida. Further, because we have built a strong reputation for quality, we can assure our wholesalers, MSOs and independent collision repair shops that they can depend on us to deliver a premium product at a consistently economical price. It is a win-win in the truest sense. And for the DIY customer, we also offer 1950 siaspeed and 7940 siaair 6" Hook N' Loop DA discs in job packs.

How can SSIS help?

We are here to bridge the gap between name-brand quality and affordability. And our executive team has over 55 years of combined hands-on experience in collision repair, so you can feel confident that you will get top-notch professionalism, knowledgeable tech support and unparalleled service. Please visit

www.singlesourceis.com to learn more about partnering with us or locating a certified jobber.



CONTACT INFORMATION:

Single Source Industrial Solutions

Terrence Houck — Managing Partner

(828) 808-1020

www.singlesourceis.com



2013 COLLISION INDUSTRY PROFILES

SPECIAL ADVERTISING SECTION

STECK MANUFACTURING COMPANY

www.steckmfg.com

Unique tool design provides universal hook-up solution

Steck Manufacturing Company has released another winning tool for towers, body shop technicians, and mechanics to safely load disabled foreign and some domestic vehicles on roll back wreckers and frame racks, without causing damage. Vehicle manufacturers design specific tow eyes for each model car to pull the vehicle down the assembly line; it is included with the vehicle. However, each manufacturer has different diameters ranging from 1/2" to 1" and either right or left handed



threaded ends. These tow eyes can be used by towers and technicians to assist the loading of the vehicle but are

often missing from the vehicle, or inaccessible when needed.

I-Bolt is a 2" x 1 1/2" loop connected to a 7" long steel shaft with unique gripping teeth that lock into the threaded holes on the front or rear of the vehicle. Insert the I-Bolt into the threaded hole, ideally behind the nut

or the back of the hole, engage the gripping teeth by turning the loop clockwise (while holding the knurled 1 3/4" knob) until the teeth engage behind the nut or in the threaded hole.

I-Bolt is able to fit threaded holes having diameters of 1/2" up to 1 1/4". This unique design provides a universal hook up solution for the 200+ vehicles identified in the Towing and Service Manual from AAA.

Also included is a 6' x 2" polyester safety strap with a 4" looped end to wrap around the control arm or sway bar and a 3 1/2" steel flat snap hook that attaches to the I-Bolt to positively secure the vehicle.



CONTACT INFORMATION:

Steck Manufacturing Company

(937) 222-0062
www.steckmfg.com

U.S. CHEMICAL & PLASTICS

www.uschem.com

The collision repair product experts

ISO-CERTIFIED U.S. CHEMICAL & PLASTICS OFFERS SHOPS EVERYTHING FROM FILLERS AND PUTTIES TO 2K SPRAYMAX AEROSOLS AND INNOVATIVE ORION ABRASIVES.

With over six decades of experience, U.S. Chemical & Plastics sets the standard for high performance body repair, refinishing, masking and accessory products. Professionals like you depend on USC for premium fillers, putties, fiberglass repair, masking products, refinishing coatings, truck bed liners, abrasives, aerosols and more.



Quality is more than a word to us, it's a commitment. Our rigorous quality control systems have delivered satisfied customers around the globe for over half a century and our ISO 9001:2008 Certification proves our commitment to consistent quality, continuous improvement and satisfaction.

We develop new, innovative products that help you succeed. And our best-selling products, like Icing and Duraglas, are trusted worldwide.

Featured products

AU79™ Advanced Lightweight Filler with INVISIX™ micro-perfecting surface technology delivers the best in usability, sanding and results. See why shops call this, "the best filler I've ever used!" **ORION™ Advanced Film Technology** by USC Abrasives – The Next Generation in Film Abrasives. This premium bright-orange film, with the most advanced backing, grit, resin and engineering, has been proven to outperform competitive

film by up to 20%.

ORION Patented SynWave™ Technology Discs simultaneously sands flat and curved surfaces without gouging – reducing finish sanding by as much as 50%.

DEFENDER®-PRO Epoxy Truck Bed Liner with Kevlar® delivers adhesion, durability, chemical resistance, toughness and maximum fade protection with easy shake and spray technology.



CONTACT INFORMATION:

U.S. Chemical & Plastics

600 Nova Drive SE
Massillon, OH 44646
(800) 321-0672

www.uschem.com
www.YouTube.com/USCAutomotive



2013 COLLISION INDUSTRY PROFILES

VALSPAR AUTOMOTIVE

www.valsparauto.com

Color. Technology. Trust.

Color

Valspar Automotive takes pride in delivering the very best in color-matching technology, support and service. Our global color labs and tools allow us to match any OEM and/or custom color needs that you may have.

Technology

From the lab to the body shop, Valspar is on the cutting edge in refinish technology. Our product performance, application engineering and operational excellence make Valspar the partner you need at your side as you take your shop to the next level.

Trust

For over 100 years, automotive professionals around the world have relied on Valspar's refinishing products to bring new life to an array of surfaces. Not only do our coatings deliver performance you can depend on, our people are always here to provide expert service you can trust.



Valspar Automotive Refinish Solutions

De Beer Refinish

Where value meets technology. De Beer Refinish supplies high-quality color mixing systems, ranging from VOC-compliant waterbase and high-solid systems to conventional basecoat and 2K acrylate systems.

Through a careful choice of pigments, we are able to achieve optimum color fidelity with fewer mixing colors than other comparable systems.

Valspar Refinish

A versatile, compact intermix system, the Valspar Refinish line offers high-quality, solvent-based solutions for your refinish needs. With a premium Low VOC solution (LV Series) – in addition to our easy-to-apply primers and clearcoats that set industry standards – Valspar Refinish is a solid choice for the body shop that values performance.

valspar
AUTOMOTIVE

CONTACT INFORMATION:

**Valspar Automotive
North America**

P.O. Box 1461
Minneapolis, MN 55440-1461 USA
(800) 845-2500
www.valsparauto.com

WEDGE CLAMP SYSTEMS

www.wedgeclamp.com

Wedge Clamp Systems...It's all about reducing cycle time!

The Wedge Clamp system's ability to perform all major autobody functions of anchoring, measuring and pulling while taking up very little space on the shop floor addresses the need to cut cycle times. Our product lineup – already world renowned for advanced ergonomics, industrial design and engineering quality – gets better all the time. Our latest addition, the advanced new NitroHeat system, is destined to revolutionize spray painting costs and cycle times.

NitroHeat – Paint time savings up to 20%!

How does saving half an hour per cycle time per car sound to you? Here is what



Manager, Tom Cantafio, of Craftsman Collision, says about NitroHeat. **"After our first year with the NitroHeat system, we've saved 24% on the cost of paint because of the reduced overspray. Our cycle time is also shorter by half an hour per car. Our painters love it!"**

NitroHeat is an affordable, highly efficient heated nitrogen system that conveniently plugs right into your compressed air system and converts it to 98% nitrogen. Paint atomizes better, lays down better and flashes off faster. Shorter tack times, faster to dust-free and less waiting between coats means measurably more efficient throughput – up to 20% faster.

EZELift – Small but mighty!

Small, strong, and easy to use, the EZELift is engineered to combine amazing strength and speed into a compact, retractable package. This smart design boasts the

smallest available platform in a scissor lift. So it has the versatility you need for today's smaller, short-wheelbase cars, yet it's strong enough to hoist a full size 6000 lb pickup truck!

World renowned for providing tools to impact efficiency, Wedge Clamp Systems is now saving shops time and money in over 27 countries.

NITROHEAT
WEDGE
CLAMP
SYSTEMS™

CONTACT INFORMATION:

Wedge Clamp Systems

(800) 615-9949
www.wedgeclamp.com

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New from MOTOR GUARD

Motor Guard brings an American Made Solution to automotive plastic repair. The new Magna Stitcher Plastic Repair System is used to make permanent structural repairs to bumpers, fascias, spoilers, panel tabs, headlamp assemblies, radiator brackets and all thermoplastic parts.



The Magna Stitcher System features a powerful work light and low power draw for Mobile Use with a car inverter.

The MS-2500 includes 100 Pks of (4) stainless steel Magna Stakes and features (3) power levels to tackle any repair job.

MS-2500
PLASTIC REPAIR SYSTEM



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THE LAST DETAIL [✓]



ften, I get phone calls from shop owners saying something along the lines of, "Hey, Mike, I need more work in the shop. Can you help me?"

The first challenge I always pose to them is, "What is your closing ratio? Because it won't do your business any good to get more work in the shop door if you are not tracking and also maximizing

your closing ratio."

Closing ratio, of course, is a measure of what percentage of the potential work that comes to your door you're currently capturing. If you write 10 estimates and get six of those jobs, you have a 60 percent closing ratio.

I was thinking about this concept recently when I talked with a friend of mine, Ginger Mumpower, who owns Ginger's Jewelry in Roanoke, Va. I asked her if she tracks her employees' closing ratios. I wasn't at all surprised to learn that she did, but she added, "More importantly, we track their turnover."

Turnover? My first thought was perhaps she was talking about when a customer turned over some jewelry and bought more. I asked her what she meant.

"I track how often my salespeople turnover a customer to another salesperson," she said.

Now I was totally dumbfounded. As in most sales jobs, I knew Ginger's staff was paid on commission. Why would one salesperson turn a customer over to another? And how does tracking that help the business?

"Let's say a customer comes in and wants to buy a ring, but you as the salesperson don't feel you're connecting with that customer and it seems like he may leave without buying anything," Ginger explained. "We track how often you turn that customer over to another salesperson who may be able to connect with the customer in a way you weren't able to, giving us another shot at the sale."

It dawned on me car dealers use this tactic all the time, turning over non-committal customers to a sales manager who works to connect with the customer and close the deal.

So I started to think about how this idea applies to our industry. When my dad and I were the shop owners, we initially could interact with every single customer, and our closing ratio was great because we were passionate about our business, and that came through when we spoke with customers.

“If a customer isn't ready to commit to let your shop fix their car, use your business passion to try and win them over.”

MAINTAIN A POSITIVE SHOP 'TURNOVER'

Get estimators to work together for the sale, not individually for the commission.

But as business continued to grow and eventually expand to a second location, we couldn't possibly reach out to every customer. Increasingly, shop owners who used to fix 50 cars a month and were able to interact with every customer are now repairing 200 cars a month, maybe at two locations. They just can't connect with everyone, as much as they might like to.

That's where turnover might help. If a customer is getting ready to leave without committing to let your shop fix their car, your estimator might want to step back and bring you into the process.

"Mike," the estimator might say, "This is Mr. Smith who owns the Volkswagen out front and is thinking about getting it repaired here. He's considering some other shops, but Mr. Smith, I just wanted you to meet Mike, the owner here."

That's when you can use your passion for your business to win Mr. Smith over by offering him a shop tour, talking about your family's long history at the business, etc. This allows you to maintain the tie that you enjoy with customers, while focusing it in ways that allow you time to work ON (and not just IN) your business.

It might also be effective for an estimator to, at some point, turn over a customer to another estimator. "I noticed from your bumper stickers, Mr. Smith, that you're involved with local softball leagues, and Joe here plays softball as well."

Most employees, even those paid on commission, understand that this type of turnover is what's best for the organization. I'm going to try to sell you, but if I can't, I'm going to turn you over to someone so the shop will still benefit from the sale, versus you leaving and no one getting a commission. 📶

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