

DUPONT

# REFINISHER

NEWS



A Legacy of Excellence, Pg. 10  
New Products, Pg. 6  
Knowledge Central, Pg. 12

DUPONT

WINTER 2006 VOL 346

# REFINISHER

NEWS

## contents

3 DuPont™ Performance Alliance™

4-7 **PRODUCT NEWS**  
ChromaSystem™ Non-Stop Process for Collision Repair  
What's New  
California Product  
California Products Continued  
Project 'Impression' Spotlights Hot Hues™  
Sontara® Surface Preparation System Saves Time for  
Washington Shop

8-9 **For 2005, Silver Stays Strong –**  
Livelier Color Choices are on the Way  
DPC Sponsors Keynote Speaker at NACE

10-11 **PERFORMANCE ALLIANCE**  
A Legacy of Excellence  
Workflow Increases with Performance Alliance

12 **KNOWLEDGE CENTRAL**  
Akins Draws on DuPont Business Council to Help  
Achieve Success  
DPC, UTI Announce Winners of \$50,000  
in Scholarships

13 **COLOR CORNER**  
DuPont Introduces DuPont Dollar Program™  
X-Pert™ Eliminates Human Error

14-15 **REFINISH RETROSPECTIVE**  
WEB POINTERS

16 **THE LAST WORD**



Robert W. Yearick  
*Editor*

Jacqueline M. Morris  
*Managing Editor*

Robert Tambellini  
*Production Manager*

ideas@work  
*Project Manager*

For questions and comments about DuPont Refinisher News, contact:  
Email: [robert.w.yearick@usa.dupont.com](mailto:robert.w.yearick@usa.dupont.com)  
Or fax: 1-302-892-5693, attention Bob Yearick

Copyright © 2006, E.I. du Pont de Nemours and Company, Wilmington, DE. All rights reserved. Magazine or parts thereof may not be reproduced in any form without permission in writing from the publisher. Address all communications to: DuPont Refinisher News, Automotive, BMP 21-1303, Wilmington, DE 19800-0021. Printed in U.S.A.

Visit our web site at: [www.performancecoatings.dupont.com](http://www.performancecoatings.dupont.com).

Only DuPont provides these automotive refinishing products and services:

- BaseMaker®  
Paint additives
- Centari®  
Acrylic enamel
- ChromaBase®  
Base/clear system
- ChromaClear®  
Clear
- ChromaLusion  
Colors
- ChromaOne®  
Acrylic urethane
- ChromaPremier®  
Base/clear system
- ChromaPrime™  
Primer
- ChromaVision®
- ColorNet®
- Corlar®  
Epoxy primer
- DuPont Performance Alliance®  
Marketing & Best Practices
- FinalFil™  
Glazing filler
- Hot Hues™  
Custom finishes
- Imron®  
Polyurethane enamel
- Kwik Clean®  
Surface cleaner
- Kwik-Prep™  
Metal conditioner
- Kwik-Prime™  
Surface Primer
- MasterTint®  
Mixing color
- Plas-Stick®  
Flexible Finishing Products
- Prep-Sol®  
Solvent
- ProfitNet®  
Shop Management System
- Sontara®  
Surface preparation
- URO®  
Primer-filler
- VariPrime®  
Self-fetching primer
- Vindicator™  
Color Matching System



The miracles of science™

DuPont Refinish  
A member of DuPont Performance Coatings





DuPont™  
PERFORMANCE ALLIANCE™

## creating a higher standard in collision repair



Smart shop owners know that the way to grow their business in a competitive industry is by improving processes and the customer experience... and implementing powerful marketing tools. It's the way to build trust, create awareness and capture more referrals.

That's where DuPont innovation comes in. DuPont brings unsurpassed process-engineering experience to Performance Alliance shops, allowing them to consistently exceed the expectations of insurers and customers alike.


### **satisfied insurers.** **satisfied customers.**

When an accident happens, stress and confusion can make decision-making difficult. Where do car drivers turn for assistance and advice? More often than not, these drivers turn to their insurers, and more and more often, those insurers are leading their customers to Performance Alliance shops.

Why do insurers trust the Performance Alliance? Because they know that Performance Alliance shops must adhere to strict guidelines that make the repair process as seamless and hassle-free as it can be. Performance Alliance shops are focused on one thing: taking the guesswork out of collision repair so customers get not only great service but restored peace of mind.

**Want to know more about the Performance Alliance?**  
**Contact your DuPont Performance Coatings Jobber or contact**  
**877-DPC-ALLIANCE today!**

Visit us at [www.performancealliance.dupont.com](http://www.performancealliance.dupont.com).

 *The miracles of science™*

# PRODUCT NEWS

## ChromaSystem™ Non-Stop Process for Collision Repair

### Moving production into the fast lane.

The DuPont™ ChromaSystem™ Non-Stop Process is geared to single panel warranty repairs appropriate for fast-lane collision work. It integrates DuPont's innovative ultra-productive products and techniques to restore a vehicle to its pre-accident condition.

The goal of each step in the process is to contain the size of the repair. The recommendations are specific to the type of damage and the location of the damage, recognizing the unique challenges for a variety of situations.

All ChromaSystem™ Non-Stop Process recommendations are collision repair quality. The repairs meet the requirements for a lifetime warranty.

The products identified in this procedure may be restricted in their use and mixing ratio in VOC regulated areas. Refer to your area VOC compliance chart.



### Sontara® PS-3970S™ Solvent Cleaner Pre-saturated Wipes

Surface cleaner designed for initial surface preparation prior to sanding or bodywork. Great for removing grease, oil, wax and other contaminants.

### A-3130S™ UVA Primer Surfacer

DuPont™ A-3130S™ is formulated for ultra fast spot repair. It can be applied directly to metal. Under low intensity UV lamps it snap dries with a very smooth surface that can be sanded immediately after cooling. It's a DuPont UVA primer that "Cures in 30 Seconds" for the fastest spot repairs. And it's easier for technicians as ultra fast and full cure means no uncured primer to wipe and clean, and no waste.

### 2311S™ Sanding Paste

Provides good scuffing of OEM clearcoats without being too aggressive and causing color problems with repairs. It cleans up easily with water and leaves no residue. And its yellow color makes it easy for technicians to follow their work.

### Sontara® PS-3909S™ Low VOC Pre-saturated Wipes

Pre-paint cleaner recommended for use prior to topcoat application. Great for removing sanding sludge, finger prints, coffee stains and other contaminants not removed with regular solvents.

### Sontara® SPS Final Tack

Removes light dust and particles. Won't leave a residue on the surface. Safe to use between coats. Fabric does not string or fray around the edges.

### 222S™ Mid-Coat Adhesion Promoter

Ready to spray adhesion promoter for use over OEM clear coat.

### ChromaPremier® Basecoat, ChromaBase® Basecoat

ChromaPremier™ Basecoat is a high-performance, fast drying, basecoat that brings a new level of productivity to premium spot, panel and overall repairs. ChromaBase® is an easy-to-use, fast drying basecoat with good fill. It provides high-quality and high productivity.

### ChromaClear® HC-7600S™

ChromaClear® HC-7600S™ is a fast air dry/low bake clear featuring very low overspray and fast dust free attributes. It is a two-component spot and panel clear designed to increase production by maximizing energy savings and vehicle throughput. ChromaClear® HC-7600S™ possesses, for the first time, a combination of unique attributes: good gloss, ultra fast deep cure, fast out of dust and low overspray.

### 2250S™ Premium High-Flow Putty

Formulated to be used as a finishing putty to fill pin holes in body filler and it can be used in finessing other physical surface defects. It dries quickly and is easy to sand. It provides an excellent surface for primer. 2250S™ is a premium high-flow putty that helps produce an invisible repair.

### 2270S™ Flexible Putty

Formulated for finessing surface defects over plastic parts. It is specifically designed to resist cracking under extreme conditions. It can also be used as a high-flow putty over rigid parts.

### A-2320S™ Plas-Stick® Surface Cleaner

A ready to use unprimed plastic parts cleaner designed to remove mold release agents and eliminate static.

### A-2330S™ Plas-Stick® Plastic Adhesion Promoter

A green-gray pigmented adhesion promoter for polyolefin or non-polyolefin unprimed automotive plastic. When combined with proper surface preparation, this product enhances the performance of ChromaSystem™ products on unprimed polyolefin or non-polyolefin unprimed automotive plastic parts.

# WHAT'S NEW

## DuPont Aerosols: Fast and Convenient



### Clearcoat Blender Aerosol

DuPont™ Refinish A-19301S™ Blender gives shop technicians the convenience of having a ready to use – aerosol product to finish ChromaSystem™ clearcoat blends. A-19301S™ has improved application and performance versus similar products.

Note to Jobbers: The Champion Rewards Program applies to A-19301S™. Champion Jobbers can take advantage of this new product and have the opportunity to earn credit in Champion Dollars for growth.

A-19301S™ is not for sale in California. ●



### Aerosol Etch Primer - Black

DuPont™ Refinish A-4119S™ for direct to metal application is a 1K aerosol etch primer developed to repair small cut throughs on bare metal incurred during vehicle pre-paint operations. It shares the same great 1K etch primer attributes as A-4114S™ and A-4115S™. ●



### Aerosol Etch Primer - Gray

DuPont™ Refinish A-4114S™ is now available for direct to metal application. A-4114S™ is a 1K aerosol etch primer developed to repair small cut-throughs on bare metal incurred during vehicle pre-paint operations. It shares the same great 1K etch primer attributes as A-4115S™ with the additional benefit of being gray in color. ●

## Project 'Impression' Spotlights Hot Hues™



This is the team that completed Project "Impression" (l to r): Ron McDowell, fabricator; Justin Leverton, body man; Rick Valdez, owner of Creative Images, and Robbie Azevedo, owner and builder of the car.

One of the most striking vehicles at the SEMA show in Las Vegas this past November was Project "Impression." This eye-stopping creation made its debut at the Hot Hues™ booth – and what a debut it was.

It was designed and built by Pacific Coast Customs of American Canyon, Calif. and painted by Creative Images of Lodi, Calif. The truck

started as a 1948 Chevy panel and was customized to resemble (somewhat) the Chevy SSR.

Robbie Azevedo, who founded Pacific Coast Customs two years ago, is a 21-year-old wunderkind who grew up in a car family. With a GPA of 4.0 coming out of high school, Robbie was expected by his teachers to go on to college and perhaps become a doctor or lawyer. But he opted instead to follow his heart and his skills.

"I want to wake up every morning and do what I love," he says. And fabricating cars is what he loves to do. After working at his parents' business, Pacific Auto Salvage, during school and for one year after graduating, he moved to Colorado and worked in the industry, then struck out on his own. He opened his own Street Rod shop in northern

California in December 2003. For more of Robbie's creations, check his website: [pacificcoastcustoms.com](http://pacificcoastcustoms.com).

Rick Valdez, on the other hand, has spent 20 years in the custom car business. At Creative Images, Rick handles the paint work while John Neal does the pinstriping. Two body men round out the crew.

The facility, which consists of a 1,750-square-foot body shop and 3,300-square-foot paint and finish shop, does collision repair. But it has gained its reputation primarily on custom work. Rick has been doing custom painting, artwork and body work on street rods, lowriders and motorcycles for 19 years.

He has worked with Hot Hues since the line of DuPont premium custom finishes debuted in 2002. He used Tango for the top of Impression and Alabaster on the bottom.

Rick finds the Hot Hues product line extremely user friendly. "The colors are brilliant," he says, "and the clears rub out great. The new primer (HHU-3140™) is a killer. I love the whole line."

Creative Images is currently working on "the world's largest motorcycle," which will be unveiled at the San Francisco Rod, Custom & Motorcycle Show In January. It'll be painted with – what else? – Hot Hues. ●



# PRODUCT NEWS continued

## CALIFORNIA PRODUCTS

### I Shop Speeds Production with New Sealer



Painter Mike Faccini

A new low-VOC sealer from DuPont Refinish is helping to speed production in California shops.

V-4940S™ 2K Ultra Productive Sealer (2.8 VOC) delivers fast, easy application, and top quality repairs are enhanced by excellent topcoat holdout and a very smooth sealer texture.

V-4940S™ also shares the same activator (V-4975S™ or V-4995S™) with V-4904S™ Ultra Productive Primer. It's covered by the DuPont Lifetime Warranty when used with activated ChromaBase® or ChromaPremier® basecoats, and it completes the family of ultra productive low-VOC DuPont Refinish products, which includes Hyper Cure HC 4500S™ Air Dry Clear and Hyper Cure™ HC 4700S™ Baking Clear.

Mike Faccini, painter at Moeller Brothers Body Shop

in San Leandro, Calif., has been using V-4940S™ since October. "I was hooked on it right away," says Mike. "It sands a lot smoother than the sealer we had been using and it's easier to paint over."

Mike especially likes the fact that V-4940S™ delivers "a nice dry edge."

"In the real world," he explains, "in the paint booth, when you don't have a lot of time, you don't have to fight the edge. It saves scuffing it down."

Mike also likes the "nice, smooth finish" he gets with V-4940S™ and the "high quality holdout." The smooth finishes ties in with the fact that the shop doesn't polish its jobs. "We use the products to get the results we need," says Mike. "So it's important to have top quality products like this sealer."

This product RTS VOC LE: 2.8 ●



### New Plas-Stick® Flexible Additive Improves Adhesion, Flexibility

New Plas-Stick® V-2350S™ Flexible Additive for ChromaSystem™ enables California shops to add flex additive to specific undercoats and clears without exceeding the VOC category limit.

This flexible additive replaces 2350S™ in the California market. There is no change for those customers outside of California in the National Rule Market.

Plas-Stick® V-2350S™ Flexible Additive improves adhesion, chip resistance and flexibility over semi-flexible and fully-flexible plastics in selected ChromaSystem™ undercoat, single stage and clearcoat products.

Go to the DuPont Performance Coatings website: [www.performancecoatingsdupont.com](http://www.performancecoatingsdupont.com), for the latest Tech Sheet, which has the appropriate mix ratios for this flex additive. ●

# Sontara® Surface Preparation System Saves Time for Washington Shop



Randy White from Evergreen Auto Paint and Supply and Bob Byman, manager of Bud Clarys Paint and Collision Center, observe Gregg Hill using the DuPont™ Sontara® wipes. The individual packets of pre-saturated wipes are convenient. – just tear, use and toss.

Bob Byman is manager of Bud Clarys Paint & Collision Center in Longview, Wash., one of the largest collision centers in the Pacific Northwest, with more than a dozen employees, handling up to 150 cars a month.

Like most shop managers, Bob is concerned about the efficiency and profitability of his business, with emphasis on booth utilization, cycle time and the average cost of repair.

That's why Clarys has been using the DuPont™ Sontara® Surface Preparation System for about three years, starting with the E4143™ Solvent Wash & Dry Cloth for applying and removing solvent. "The Solvent Wash and Dry Cloth is a very clean cloth with no tiny fibers coming off it," Bob says. "We prefer the nonwoven wipe because it's strong and durable and does a great job wiping the surface dry." Recently, he's found great value in the newer pre-saturated Sontara® cleaner wipes.

"Previously, we had been wasting a lot of solvent when we applied it from bottle to rag, with a lot of the solvent being spilled on the floor," he says. But DuPont's new line of Sontara® Pre-Saturated Cleaner Wipes puts the cleaner and the wipes together in one package, offering Clarys' painters a convenient, total solution for all their static reduction and surface cleaning needs prior to painting.

The Sontara® Cleaner Wipes allow Clarys' staff to apply an even and thorough application of solvent to the part, reducing paint defects and making the finishing process faster and more effective. It also allows Bob to gauge precisely how many wipes are being used on each job, something he couldn't do with rags and bottles of solvent.

"That's what I particularly like about the Sontara® system," notes Byman. "Previously, we had no way of knowing definitively how much solvent was being used per job. If a painter left the bottle uncapped, some of the fast solvents evaporated very quickly. Now with the Sontara® Pre-saturated

Cleaner Wipes we can gauge exactly how much is being used and we are considering billing this usage as a cost to the job."

"The system has become an effective cost and time savings tool for Bob," notes Randy White, sales representative from Evergreen Auto Paint & Supply, Clarys' jobber and long-time supplier. "Bob has integrated each of the pre-saturated Sontara® products into his shop to eliminate the waste factor," says Randy.

Byman likes the individual packets of the PS-3990S™ Sontara® High Temp Cleaner Wipes and the PS-3975S™ Mid Temp Pre-Saturated Static Control Wipes, adding that the protective packet guarantees that the individual wipes perform the same way every time.

For Gregg Hill, one of Clarys' DuPont certified painters, the Sontara® Pre-saturated Cleaner Wipes are simply another way to make the prep process more efficient. "It's so much easier to reach right behind me and grab a pre-saturated wipe from the dispenser than it is to spend time opening a bottle and pouring solvent on a cloth," says Gregg. "My biggest consideration is getting vehicles in and out in a timely fashion. You save a few seconds here and there, that adds up to minutes and hours. For a painter working at a flat rate or commission, the time savings allows them to get to the painting hours where they get paid."

For example, Gregg knows that quality of the primer on primed bumpers varies from manufacturer to manufacturer and certain cleaners can soften primer and remove it. The PS-3909S™ WP Sontara® waterborne pre-saturated wipe is great for cleaning pre-primed bumpers and gives the painters at Clarys Paint & Collision Center the opportunity to develop a clean finish without disturbing the substrate.

Says Randy White: "In an era where the insurance industry is continually looking for economies of scale, the DuPont™ Sontara® system has helped Clarys process vehicles cost efficiently and still satisfy customer expectations." ●



# COLOR POPULARITY

## For 2005, Silver Stays Strong – Livelier Color Choices are on the Way

In its 53rd year, the DuPont Automotive Color Popularity Report captures the top vehicle colors offered by manufacturers that are chosen most often by consumers. This authoritative data is compiled worldwide and is used to understand today's color preferences and as a baseline for predicting future trends.

While silver maintains its six-year reign as the number one color choice, it continues to decline in popularity in favor of a fuller palette of true, high-chroma colors. Silver also is giving way to its sister neutral color – medium-dark gray. Significant 5% gains were seen in 2005 for gray in complex formulations that show color infusions of various color hues. Black, often with metallic effects, was the second most popular color in Asia and Europe. With minor shifts, blue, red and light-metallic brown held the gains reported a year ago as startling yellow/gold and orange rounded out the top 10 colors in niche roles.

### Appetite for Color

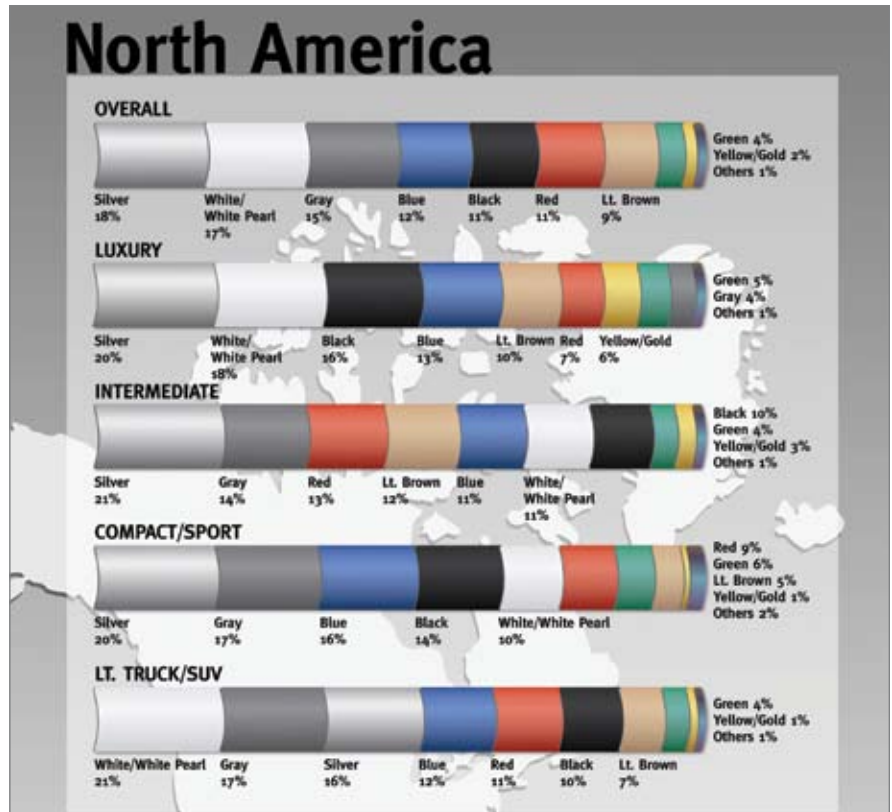
DuPont is now showing auto company designers and stylists more than 100 fresh new colors under the theme "Appetite for Color," in line with trends over the next three years. DuPont sees silver crossing over to new color spaces using tints in cool blue and green or warm, light brown metallic effects. Even gray will take on more hues in red, blue and purple. Stronger, chromatic color will be seen in light, medium and dark blues that are becoming particularly popular across vehicle segments. Warmer reds will cross with orange to create new color spaces. And while deep brown has been periodically picked as a luxury fashion color, new color highlights and grayed-off effects may finally push the color's attractiveness for more vehicle models.

**As smaller, more efficient vehicles gain market share, the need for colors that stand out will be even more apparent.** Consumers are more optimistic and their appetite for color is increasing. They are proud of their vehicle choice and want to be seen in distinctive colors.

### DuPont Science for Higher Productivity and Sales

New technology is at the heart of creating new, durable colors and effects that can be made more productive to apply yet command a higher price for a vehicle finish at retail.

New pigment combinations, including those that create a hue-shift based on the viewing angle, allow



greater freedom for creating new, distinctive color spaces. The chemistries of these new pigments and topcoat formulations work together to deliver the durability today's consumers demand in their vehicle finish.

Metallic and other finish effects are expanding. From conventional aluminum in coarse or fine particles to newer mica and synthetic xirallite flake treatments, auto designers and stylists have more freedom to express unique effects in line with vehicle brand character.

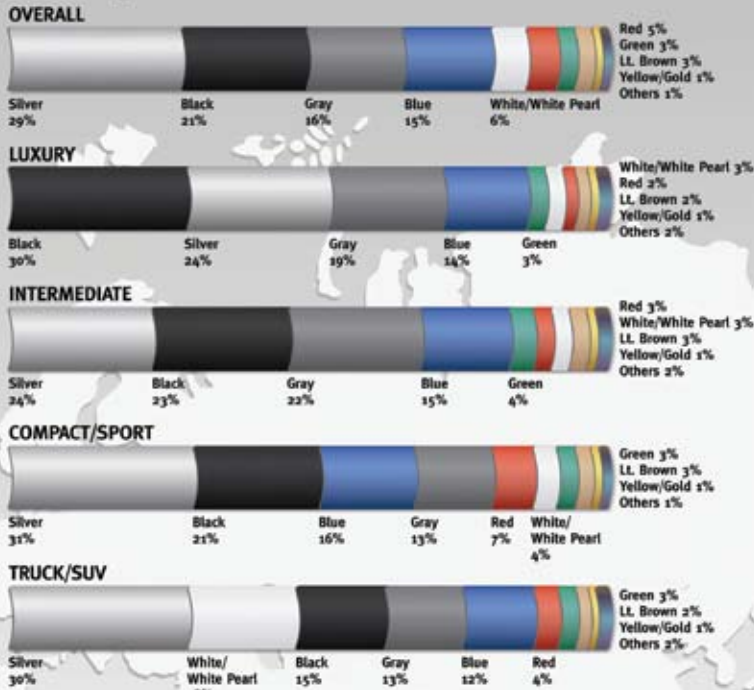
DuPont pioneered the first tri-coat finish, including basecoat, translucent mica pearl and clearcoat, using only one pass through the bake oven. Today, this wet-on wet paint application technology has enabled economical two-tone paint jobs. This novel DuPont technology was recognized with the auto industry's prestigious PACE award. And soon, a new "DuPont 3-Wet EcoConcept" technology could consolidate paint application lines for greater productivity and lower cost with major environmental benefits.

DuPont keeps expanding what is possible to lower paint line emissions while increasing the durability of coating systems. DuPont SuperSolids technology replaces solvent with up to 90% solids content for protective clear coats that not only dramatically reduce VOC emissions but also improve scratch and mar resistance by more than 60%. This technology won the U.S. EPA Clean Air Excellence Award. ●

**NOTE** >>>

The adjoining insert details the full 2006 training schedule for DuPont Refinish. Contact your DuPont sales representative or go to [www.performancecoatings.dupont.com](http://www.performancecoatings.dupont.com) for further information.

# Europe

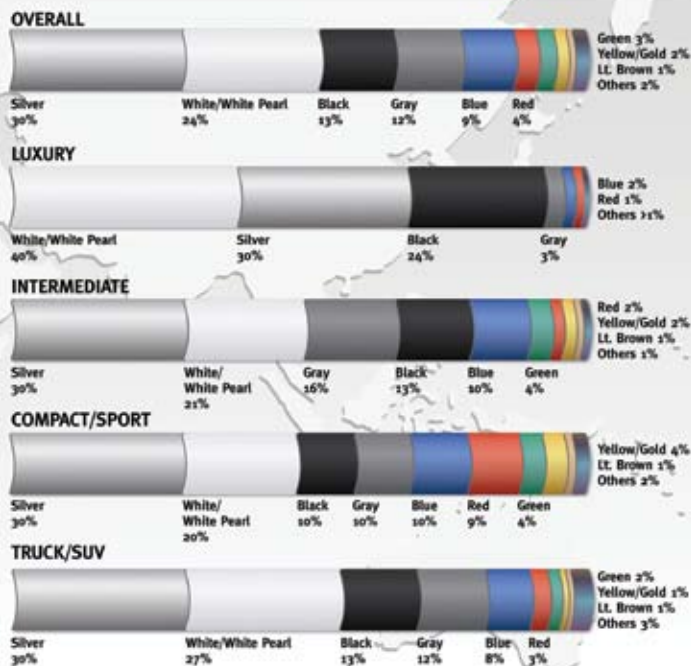


## DPC Sponsors Keynote Speaker at NACE

DuPont Performance Coatings sponsored the keynote speaker at the November NACE show in Las Vegas. **Rudy Giuliani** (left), former Mayor of New York City, discussed his six keys to successful leadership, plus one: vision, positive attitude, courage, relentless preparation, teamwork, communication, plus a love of people. Ray Anderson, director, Refinish Americas, also addressed the Opening Session. He discussed the importance of strong leadership in the face of unforeseen changes. "Change and challenge are certainly not new to our industry, but times like these call for strong leadership," Anderson said. **Jeff Gordon** (right), driver of the DuPont No. 24 car in the NASCAR NEXTEL Cup Series, also addressed the audience on behalf of DuPont. DPC also sponsored the facilitation of six educational seminars and donated booth space to Universal Technical Institute, a school focused on real world, state-of-the-art courses for students of collision repair.

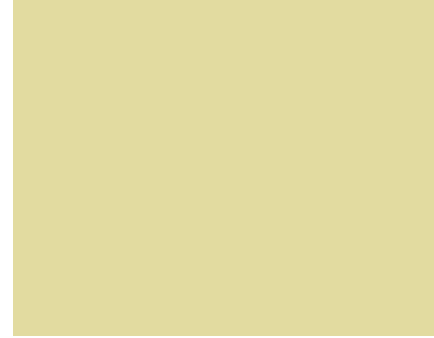
See related story page 12, bottom.

# Asia





DuPont™  
PERFORMANCE ALLIANCE™



## A Legacy of Excellence

DuPont Refinish products and Performance Alliance™ have helped this long-



Owner Mark Cipparone (second from right) was assisted by (from left) DuPont's Jim McFadden and Frank Stalfire, and Jeff Lynes of P&B auto Paint Supply, in making DuPont Performance Alliance a reality at both of his shops.

For nearly half a century, Rocco's Collision Center has been a fixture in center city Philadelphia. Now, owner Mark Cipparone has opened a state-of-the-art facility in nearby Sewell, N. J.

Mark is the first to acknowledge his debt to his father and mentor, Rocco, who opened Clem and Rocco's Esso Station in 1957. The station got its start by performing mechanical repairs on all types of vehicles. As the years progressed, the business expanded into collision repairs and began operating a fleet of 13 tow trucks while performing mechanical repairs 24/7.

Mark joined his father 24 years ago, at the age of 16. "I did every job there was," he says. "Sweeping the shop, painting the inside of drums – you name it." He quickly developed a good touch with the spray gun and, by watching and learning from his father, he also evolved into an excellent manager. By the age of 18, Mark was responsible for much of the shop operation while his father took care of the front office and customers.

When Rocco retired four years ago, Mark was more than ready to take over the business. He continues to place the same emphasis on productivity and quality that his father did, while also pursuing continuous improvement. The latter goal prompted him to make two major decisions after he became owner of Rocco's: He switched paint lines, taking on DuPont Refinish products, and he decided to buy the New Jersey shop, which opened in October after extensive renovation work.

## DuPont Support

Of the paint line switch, he says: "I felt we needed to change. We weren't getting the backing, the support and, really, the education that we should have been getting from our previous paint supplier. **With DuPont, our whole world changed. Their support has been phenomenal.**"

Mark has attended the DuPont SMART™ Marketing



Head painter Victor Feliciano and receptionist Natalie Verona are keys to the success of the new shop in Sewell, N. J.

Seminar, which he says has improved his skills in both marketing and managing his shop. And he also became a **member of DuPont Performance Alliance™**. His Philadelphia shop is already in Phase II of the Performance Alliance program, having adopted paint shop SOPs,

insurance claims processing SOPs and having a third party CSI company in place that surveys a minimum of 25 percent of the total ROs for the month. He also has implemented customized Agent and DRP marketing programs offered through Performance Alliance.

The New Jersey location is currently in Phase I of the Performance Alliance program, and full certification is expected early this year.

Speaking of certification, all painters at Rocco's two shops are I-CAR and DuPont Refinish certified. Mark puts great emphasis on hiring skilled painters. "My focus is on my lead painter," he says. "My objective is to keep him painting almost every second. I make sure we have skilled detailers and helpers in both shops to keep feeding him well-prepared work."

The two-story Philadelphia shop encompasses about 13,000 square feet, with 13 employees. The new location is 11,000 square feet, employing 10.



# PERFORMANCE ALLIANCE

time shop grow its business

## Getting Answers

Mark says the DuPont team, including P&B Auto Paint Supply account manager Jeff Lynes, DuPont brand specialist Frank Stalfire, DuPont business development representative Jim McFadden, and new account representative Leslie Muir, pay frequent visits to his shops. "They've been very helpful," he says. "I ask a lot of questions and they answer all of them."

With the answers to those questions, and with an assist from DuPont color matching tools like ChromaVision®, VINdicator™ and the X-Pert™ Paint Mixing System, both Rocco shops maintain a production rate of approximately 20 cars per week. In addition, Mark installed ProfitNet® at the Philly shop last summer, and the New Jersey shop installed the shop management system in December. With the software system, Mark is able to accurately track his profitability at both shops for all repair orders and improve his efficiencies and overall profitability. He's pleased with the shop management capabilities of ProfitNet and sees many "savings possibilities" going forward. "I never knew how important it was to have a shop management system until I saw what ProfitNet could do to assist with managing my shop operations," he says.

As for the paint products themselves, Mark calls them "beautiful, with different levels of clear and mixes that are right on."

His management philosophy is to keep everyone happy. "I want an atmosphere where everybody wants to be there every day," he says, "so I try to maintain a positive atmosphere. If there's a problem, we talk about it – right away. We have a lot of meetings."

He also credits his wife Normita with helping to keep the Philadelphia shop, in particular, on point. "She came



Mike Cipparone credits his wife Normita with helping to keep the Philadelphia shop running efficiently.

in four years ago, not knowing anything about the business, and she quickly learned everything there is to know about DRPs and other aspects of the business," he says. "Without her, the second shop wouldn't have been possible. She has been a big key to our success."

For more information on Performance Alliance, call 877 DPC ALLIANCE. ●

## Workflow Increases with Performance Alliance™ Oregon shop utilizes SOPs, letters



Eugene, Ore.

**Greg and Sharree Strausbaugh** have only been in the collision repair industry for seven years. But they're fast learners.

In 1999, the husband and wife team bought A&M Auto Body Collision Repair Center, a 50-year-old establishment with a good reputation in the Eugene area. The 10,000-square foot shop employs 16 people,

including 12 technicians.

The Strausbaughs immediately began applying their management expertise to the business. First, they computerized the shop, installing the DuPont Refinish ProfitNet® shop management system, ColorNet® and the ChromaVision® Colorimeter. Next, they joined the DuPont™ Performance Alliance™ program, and began utilizing the many tools that it offers to improve their bottom line.

"We brought in the DuPont consultant and started changing and improving the way the business is run," says Sharree. They adopted the Paint Shop SOPs that are integral to the Performance Alliance program, and began sending the three letters that are another key element: follow-up letters for both unscheduled and scheduled jobs, and an agent marketing letter that goes to shop customers on behalf of the shop's key insurance agents. The Strausbaughs also made use of the on-line Continuing Education vouchers for insurance agents that are available through Performance Alliance.

"The paint shop SOPs have been particularly helpful," says Sharree. "We were very busy, and I think following standard procedures has helped our work flow better. And the letters enable us to be in closer touch with our customers, and create better relations with them."

Last July, the Strausbaughs attended Alliance University in Madison, Wis., and Sharree says the experience was eye-opening. "It was very beneficial," she says. "We thought we knew the program, but the University really showed us how we could utilize it to the fullest."

The shop is managed by Guy Gibson, who has more than 30 years of experience in the industry. It's turning out 150 jobs a month, and the Strausbaughs are anticipating more.

Says Sharree: "We plan to follow through on the entire Performance Alliance program, and achieve our full potential at A&M." ●

# KNOWLEDGE CENTRAL

## Akins Draws on DuPont Business Council to Help Achieve Success



Bill Rupp and Ann Saari

When the dot.com bubble burst in 2000, it affected every business in California's Silicon Valley. Among them: Akins Collision Center in Santa Clara.

"The workflow just dried up," says Ann Saari, co-owner and operations manager of the 27,000-square-foot, 29-employee shop. Businesses through the San Francisco area – including competing body shops – were shutting down.

But Akins survived – and thrived. And in those tough economic times, Ann and fellow owner Bill Rupp drew strength from the DuPont Performance Coatings Business Council.

The Business Council is a 20-group program facilitated by Larry Baker, president of L.V.B., LLC. Akins Collision Center joined the Council in 1999 after the local jobber encouraged Ann and Bill to take advantage of the opportunity. "I remember saying I was too busy, I couldn't get away that much," says Ann. "Boy, was I wrong. As it turns out, I couldn't afford not to get away that much."

The Business Council meets quarterly, often in the town of a member shop. Participants critique the host shop in each of the following areas: production, flow, appearance, office

procedures and process. In addition, members submit their numbers for analysis, including such categories as sales, utilization and efficiency, and fixed and semi-fixed costs. Members set goals for improving the numbers and brainstorm possible methods to achieve that growth.

"The meeting in February of 2006 will be at our production shop in Santa Clara," explains Bill Rupp, founder of Akins Collision Center. "The group will also tour our two satellite locations in Almaden Valley and Cupertino. Who wouldn't want some of the best minds in the industry coming into my operation and pointing out what they see of value and making suggestions to make my business stronger."

Adds Ann Saari: "Each of us has his or her strengths. If someone in my group can look at my processes and help me utilize my booth time better so I can get just one more vehicle out a week, do you know what that will do to my bottom line each year? It's like having a team of consultants give you their best advice, not once for a hefty fee, but at least four times a year for the cost of traveling to a meeting."

"I think I can speak for the group," says Bill, "when I say that we have all weathered some storms and come out stronger business people. I have seen some members almost double their volume in some cases. I have seen a member grow from a laid back 'mom and pop' shop to a major player in this industry."

Ann agrees. "When we leave these meetings both Bill and I are pumped with enthusiasm and energy. We can't wait to get back and incorporate some of the ideas into our business. The trick is to take what we learn at the Council meetings and make a smooth transition, making it part of your business philosophy and your value proposition. Bill and I have been working on that for the past five years and our efforts have paid off. Akins is stronger now than it has ever been in sales volume, in profit and most important, in customer loyalty." ●

## DPC, UTI Announce Winners of \$50,000 in Scholarships



Rick Jazwin of UTI



Steffen Apollo of DuPont

DuPont Performance Coatings (DPC) and Universal Technical Institute (UTI) have announced the first 10 winners of \$50,000 in scholarships to UTI. DPC established a \$250,000 scholarship fund last year, with a total of \$50,000 to be awarded to 10 students annually for the next five years.

"These scholarships help in recruiting new entrants into the collision industry.

They also help local DuPont Jobbers support education at the grass roots level," said Steffen Apollo, DPC director of training for the U.S. and Canada. "These scholarships provide tuition assistance for tomorrow's collision technicians," adds Rick Jazwin, UTI vice president of Industry Development.

The 10 winners, each of whom will receive \$5,000 in scholarship assistance, are:

- Aaron Adler, Cincinnati
- Aaron Landin, Yuma, Ariz.
- Christopher Jolley, Geraldine, Ala.
- Daniel Anderson, Spring Valley, Wis.
- Johnny Rodriguez, Kingsburg, Calif.
- Man Nguyen, Grand Prairie, Texas
- Michael Painter, Middletown, Ohio
- Robert Simmons, Union, Ohio
- Shamar Lemon, Cincinnati

Located on UTI's Houston campus, the Collision Repair and Refinishing Technology (CRRT) program teaches students the skills needed to succeed as collision repair technicians. Students receive 54 weeks/1620 clock hours of training in non-structural, structural, refinishing, estimating and plastic repair, and mechanical and electrical repair. In addition, CRRT graduates are DPC-credentialed and receive training across all DPC brands in the fundamentals of automotive refinishing. Graduates also have the opportunity to earn 24

I-CAR Gold Class Points as well as I-CAR Welding Qualification in steel and aluminum.

In addition to the scholarship program, UTI and DPC will continue to cooperate in developing real world, state-of-the-art training solutions and curriculum for students seeking a career in the collision repair industry. DPC also will offer assistance in matching graduating students with potential employers who need highly qualified technicians trained in the application of DPC products. This association also provides for student resumes in the "Classifieds" section of the DPC website.

Many companies maintain a recruiting edge by participating in UTI's Tuition Reimbursement Incentive Partnership program (TRIP). TRIP offers an opportunity for potential employers to hire UTI graduates and help pay back their student loans over the life of the loan. For more information, visit [www.uticorp.com](http://www.uticorp.com).

To find out more about applying for scholarships, contact your local DuPont Performance Coatings sales representative or go to [www.performancecoatings.dupont.com](http://www.performancecoatings.dupont.com). Log in and go to the CLASSIFIEDS button, then click on the Universal Technical Institute button on the left side of the screen for scholarship details and an application form. ●

# COLOR CORNER

## DuPont Introduces DuPont Dollar Program™

Did you know that you can earn coupons that can be used toward the purchase of either DuPont Refinish Products or promotional items?

As a part of DuPont's commitment to continually improve color accuracy, we are introducing the **DuPont Dollar Program™**. This is a reward system for DuPont representatives, jobbers and customers who partner with DuPont Color Marketing to **supply OEM color samples (vehicle parts)** to our Color Lab. The parts will help our labs determine if we have all the variations covered with our existing formulas.

## X-Pert™ Eliminates Human Error



Painter Jim Weidman (left) and helper Mike Lee find X-Pert both useful and easy to use.

The X-Pert™ Paint Mixing System “eliminates human error” and translates into time and money saved, according to the manager of a large body shop in Greensboro, N.C.

Flow Paint and Body installed X-Pert two years ago – at about the same time Scott Thomason became shop manager. He says X-Pert – the only computerized paint mixing system in the industry – was easy to use for the shop's two painters and painter's helper. “It simplifies paint mixing for them and makes the whole job easier,” says Scott.

Jim Weidman, one of the two painters, agrees. “There's no guesswork with X-Pert,” he says. He also likes the fact that the system stores formulas from previous jobs. “If I get a car in here a second time, I just look up the formula I used before. It can't be much simpler,” says Jim, who has more than 30 years of experience as a combination man.

The shop, which does about 80 repairs a month with a staff of nine (including four metal men) also has the DuPont ChromaVision® colorimeter, a hand-held color measurement instrument, and it uses the DuPont VINDicator formula retrieval system. These tools make the painters' job as easy as possible.

Says Jim Weidman: “You put all those together, and it doesn't get any better.”

## What is a DuPont Dollar?

A DuPont Dollar is a coupon worth \$2.50 toward the purchase of either DuPont Products or promotional items.

## How can I obtain DuPont Dollars?

A DuPont Dollar is issued for each sample of an OEM car part variation, excluding plastic bumpers, that is received by DuPont Refinish. These samples are cutouts from discarded parts being replaced during repairs.

Below are the requirements for being awarded a DuPont Dollar for a panel:

- Model year 2000 and newer containing effect pigmentation.
- Preferable panel size is 6" x 6." Panel should be large enough so that color can be compared and so that a sample can be provided to a color matcher in the event we choose that panel as the basis for an alternate formula.
- Label BACK of sample OEM panel with the following information:
  - The car manufacturer
  - The make/model of the vehicle (if possible)
  - The year of manufacture
  - The color codes on the vehicle
  - The alternate or alternates used
  - **And MOST IMPORTANT, the VIN#**
  - Your name or business name
  - DuPont Representative's name

Ship panel samples to:

DuPont Performance Coatings  
217 Mallard Ct.

Havre De Grace, MD 21078

Attention: DuPont Dollar Program

Include your name and address on the package for identification purposes.

Once the samples arrive the panels will be unpacked and tallied. At the end of each month, tally sheets are used to send DuPont Dollars for each qualified panel identified and accepted. The Dollars will go to your DuPont Representative with distribution information. He will deliver the Dollars to customers. Please allow four to six weeks after submitting samples to receive your DuPont Dollars.

## Earn Double DuPont Dollars

As a bonus, we have created a “**Most Wanted List**” of color codes that are difficult to find. When you send us a sample of one of these colors, you will receive \$5.00 per panel rather than \$2.50. The Most Wanted List can be found on the DuPont Performance Coatings website – [performancecoatings.dupont.com](http://performancecoatings.dupont.com) – under Color, Color Information and then DuPont Automotive Finishes. Or you can contact your local DuPont Sales Representative for a copy.



# REFINISH RETROSPECTIVE THEN AND NOW

## Dulux, Centari, and Now ChromaBase

Oklahoma shop sticks with a winner: DuPont Refinish



Today, John Puckett's Auto Collision is in Edmond, Okla. Back in 1976, when it was featured in Refinisher News (below), it was located in Oklahoma City.

*Edmond, Okla.*

Thirty years ago, John Puckett's Auto Collision Center was featured in the pages of *DuPont Refinisher News*. At the time, the shop was using such DuPont Refinish products as Dulux® alkyd enamel and Centari® acrylic enamel.

A few things have changed since those days. For one, the shop has moved from Oklahoma City to nearby Edmond. For another, the shop is now owned by John Puckett's son, B.J. (John passed away in 2004). At least two things, however, haven't change: Tom Boggs is still painting for Puckett's, and he is still using DuPont products. Of course, Dulux and Centari have been replaced by ChromaSystem™ products, but Puckett's continues to rely on the product quality and support that DuPont Refinish supplies.

Tom admits that he knows nothing but DuPont. "I've always used DuPont because the products deliver and I get answers to my questions right away," he says. "The primers and sealers are good and the colors are easy to match. And when new products come out, our jobber and DuPont sales rep are here to explain them."

The city of Edmond (population 72,000) is booming, according to B. J. Puckett. B. J. is the grandson of Bill Puckett, who partnered with his son John in the early days of the shop. The shop moved to Edmond in the late 1980s, and is benefiting from the growth in the area. "We're slammed all the time," says B.J., who has been working at the shop for six years. The facility is 6,000 square feet – about half the size of the Oklahoma City shop – with 12 employees. It grosses a brisk \$1.6 to \$1.7 million a year, and Tom Boggs, with an assist from his helper, is turning out 15 to 20 vehicles a week.

B.J. says the business owes much of its success to his father. "He developed a very good reputation in the area and we've always benefited from it."

Jeff Mills, DuPont Refinish sales representative in the area, credits B.J. with good leadership. And Puckett's gets excellent support from Jeff and Bobby Perry of B&H Supply in Oklahoma City. ●



Owner B. J. Puckett (second from left) and painter Tom Boggs (red shirt) work closely with DuPont brand specialist Tommy Wuneburger (far left), and DuPont sales representative Jeff Mills (far right).



# WEB POINTERS



In this new section of *Refinisher News*, we will highlight the online places to visit that can be beneficial to you and your business. Stop by the following sites today!

## DuPont Performance Coatings Website



[www.performancecoatings.dupont.com](http://www.performancecoatings.dupont.com)

This site is your one stop on the Internet for all the latest and most relevant DuPont Color, Product and Training information – all in one place. Refinishers and jobbers alike – you're sure to find valuable documents, tools, downloads and key learnings on:

- Color Tools
- DPC Solutions – including ProfitNet™
- DuPont™ Performance Alliance™
- OEM Approvals
- MSDS and Technical Data Sheets
- Formula Retrieval On-Line

And much, much more!

\*Some features only available to REGISTERED users.

## The DuPont™ Performance Alliance™ Website



[www.performancealliance.dupont.com](http://www.performancealliance.dupont.com)

The Internet home of the Performance Alliance, this site is the place to go for consumers in need of collision repair and insurance agents looking for quality repair facilities. Visitors can learn why they can trust a shop that is a member of the DuPont Performance Alliance, and find nearest member shops.

Other key features of this site include:

- Auto Body Shop Locator
- “Understanding the Repair Process” download
- Prominent placement on major Internet search engines like Yahoo! and Google
- \*Continuing Education Units (CEU) section for on-line Insurance Agent training.

\*Alliance shops purchase the vouchers and present them to their local agents. Agents log-in for the training.

## Hot Hues™ Custom Finishes Website



[www.hothues.dupont.com](http://www.hothues.dupont.com)

This site has the custom vehicle enthusiast in mind. Whether you build custom vehicles, drive them or just plain enjoy these wild custom rides, this is the website for you. On this site, we have the latest information about Hot Hues products and Custom Colors, along with these features and tools:

- The Hot Hues Paint Shop – try 24 different Hot Hues colors on six different vehicles and print your creation along with a full materials list needed to bring it to life!
- Photo Gallery
- Custom Vehicle Show Listings – with an e-mail reminder for those “must attend” events
- Featured Custom Shop
- Hot Hues Merchandise Link

Watch this column in future issues of *Refinisher News*, when we highlight a specific feature or area of one of these sites. In the meantime, please bookmark these sites and come back often for the information you need to run your business, attract more referrals or enjoy your custom cruiser.





# THE LAST WORD

In 2006, It's All about *Performance – Performance Alliance™*

**Tim Dawe**  
Industry Relations Manager  
DuPont Performance Coatings, Refinish Systems

Please email comments to:  
timothy.p.dawe@usa.dupont.com

*Over the past year, the Performance Alliance has continued to grow both in membership and in the quality of shops attracted to the network.*

Outsourcing, downsizing, higher energy and material costs, increased costs of doing business and an uncertain economic future. These issues affect every industry in the United States, and the collision repair business is no exception. That's why developing a strategy and executing your business plan has never been more critical to your company's growth and prosperity.

The ability of any business to execute its plan always comes down to one basic issue: **performance**. Understanding the influences that directly impact your company's performance is not as simple as most people believe. Managing by gut instincts and counting on past relationships to get your business through the "rough spots" is almost certain to be the formula for potential problems in our highly competitive industry.

At the recent NACE® convention in Las Vegas, Susan Q. Hood, vice president, Claims, for State Farm Insurance, announced that State Farm would be testing a performance-based DRP program in the near future. The new program will focus on three critical factors: *Efficiency, Competitiveness, and Quality*. Several other major auto insurance companies also are developing or implementing performance-driven claims management strategies. These companies will be managing their business relationships based on quantitative data reports, audits and inspections of completed repairs.

It was in anticipation of this market evolution that DuPont launched the **Performance Alliance** in 2002. Over the past year the **Performance Alliance** has continued to grow both in membership and in the quality of shops attracted to the network. We have added strategic partners such as Hertz and Cape Education to expand our value added services. Most important, we continue to focus on the fundamentals of what makes a strong business, such as *written standard operating procedures, on-line employee testing, third party CSI tracking, sales and marketing tools targeted at insurance companies, insurance agents, fleets, consumer advertising and much more*. We are expanding our network of shop performance groups to facilitate "best practices" conversations between shop owners and bringing in industry leaders and experts to speak with the

groups and share their knowledge and insights.

In addition to the products and services we offer through the **Performance Alliance**, we are committed to expanding the skill sets of our large field sales organization and our jobbers by coaching and training them to make certain that we are delivering maximum value with our offerings. All this effort is targeted at assisting shop owners and managers to deliver superior data-driven performance.

A key component of our performance support is our enhanced ProfitNet™ shop management system. ProfitNet™ captures all the key data of business transactions and provides analytical reports to help shop owner manage their business at high performance levels. This includes converting estimates to repair orders, scheduling work based on shop capacity, allocating and flagging labor, parts ordering and receiving, importing to accounting systems, CSI follow up, and much more. We recently announced a strategic relationship with OE Connection to facilitate electronic OE parts procurement through a seamless interface through ProfitNet™. We also announced the latest ProfitNet™ interface – to Reynolds and Reynolds dealership management systems.

While several shop management systems have come and gone, ProfitNet™ has been a system that has been continually upgraded based on feedback from our customers throughout the last 15 years. Measuring and managing your performance with ProfitNet™ will ensure your continued success. It is a proven business maxim that you "manage what you measure" – and ProfitNet™ provides you with the ability to organize your data in meaningful and actionable ways.

Planning for success is the primary responsibility of every business owner, large or small. Execution of a plan is what separates any winning business from its competitors. Understanding the data and your organization's capabilities is what drives continuous improvement and best performance. The time to act is now. Contact your DuPont or jobber field representative to learn how you can improve your business's performance. ●

To request an address change or subscription cancellation, please cut along the dotted line and return the bottom portion of this page, including your mailing label and new address or cancellation instructions, to:  
DuPont Company • Automotive • BMP 21-1303 • Wilmington, DE 19880-0021

PRSR STD  
U.S. POSTAGE  
**PAID**  
DuPont  
Corporation

**DuPont Refinish**  
A member of DuPont Performance Coatings

Change  
Service  
Requested

Attn: Business Owner / Manager

Printed in U.S.A. E-R4261  
K-10654