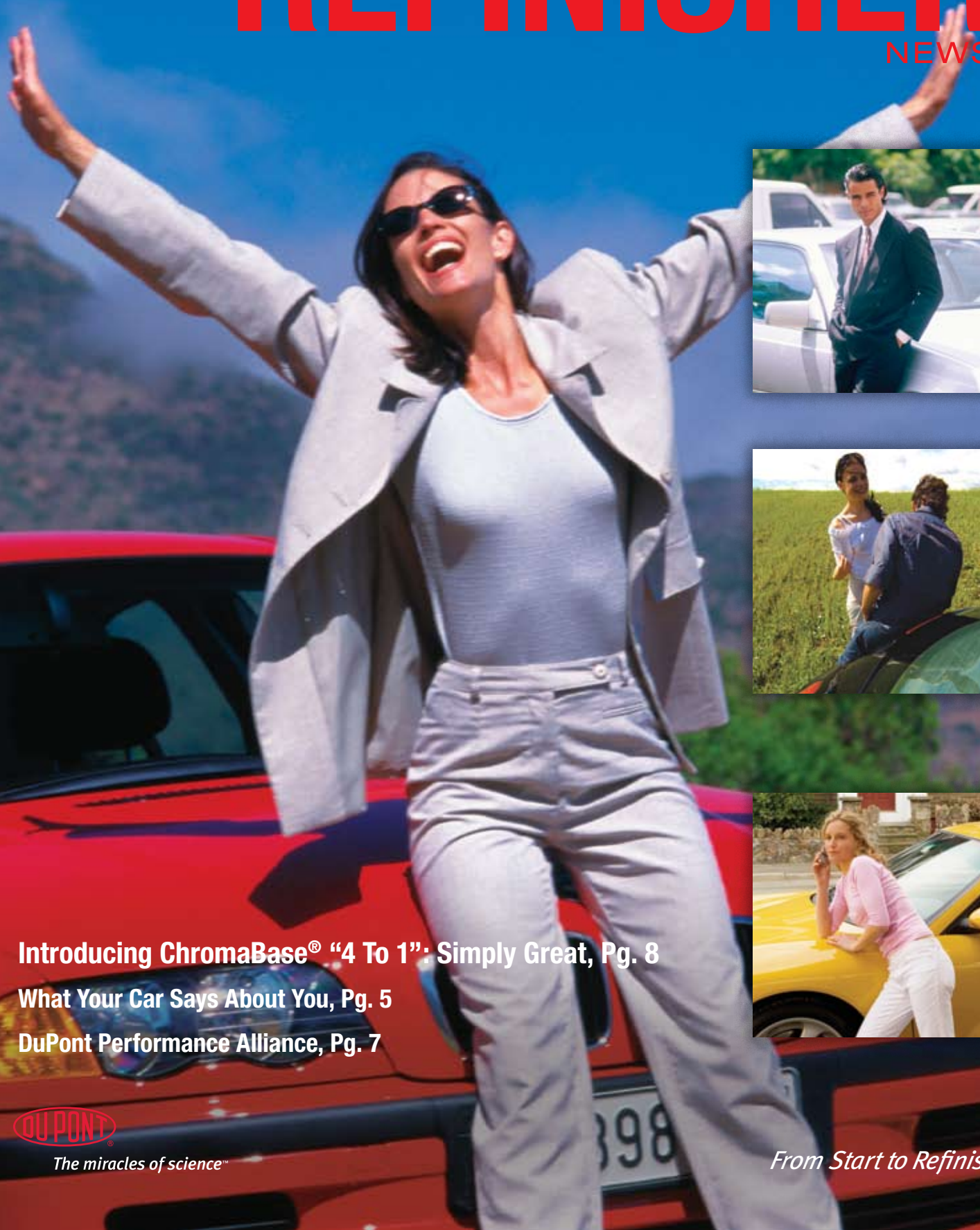


DUPONT

# REFINISHER

NEWS



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The miracles of science™

*From Start to Refinish™*

DUPONT

WINTER 2007 VOL 351

# REFINISHER NEWS



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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-etching primer
- VINdicator™  
Color Matching System
- Assurance of Quality™  
Shop Management Program

## Jaguar Approves DuPont Refinish for Its Aluminum Repair Network

DuPont Refinish Products have been approved for the Jaguar Authorized Aluminum Repair Network.

Since the launch of the 2004 XJ, Jaguar North America has established one of the world's largest authorized aluminum vehicle repair networks for its XJ and XK models. The network, made up of dealer-owned or dealer-nominated repair centers that have met all Jaguar standards and deliver superior customer satisfaction, is divided into two categories for aluminum body repairs: nonstructural and structural. Non-structural repairs are cosmetic in nature, consisting of dings and dents, panel replacement and paintwork. Structural repairs involve cutting, welding, bonding metal, frame straightening and riveting.

By the end of 2006, Jaguar will have 57 certified structural repair centers and 119 non-structural repair centers across the U. S. and Canada.

Jaguar North America has partnered with DuPont, one of Jaguar's three original equipment paint suppliers, to assist in the certification process for these facilities. The non-structural certification and re-certification audits are conducted by DuPont.

Jaguar North America selected DuPont as its network partner due to DuPont's strong market presence, quality



products, enhanced services, and ability to provide the level of support expected by Jaguar vehicle owners. The selected certified body shops will be able to take advantage of DuPont's materials and consultation services.

Jaguar North America also specifies DuPont Refinish products as a preferred worldwide supplier for refinish materials. DuPont products have been fully tested by Jaguar and consistently achieve the high quality standards Jaguar demands. While they are an optional choice for Jaguar collision repair, Jaguar North America strongly recommends their use in order to maintain the quality standards achieved in its production facilities.



### Audi of America

has approved DuPont Refinish products for repair of its vehicles. Audi requires all of its authorized shops to use an approved paint supplier, and DuPont products passed the very demanding requirements of the European automaker.



Scott Daffron (center) accepts the award from Tony Molla (left), ASA vice president of communications, and Darrell Amberson, director of ASA's Collision Division Operations Committee.

## Long-Time DuPont Customer High Scorer in ASE Tests

Scott Daffron of Daffron's Body Shop in Cortland, Ohio was honored by the Automotive Service Association for achieving the highest score on the ASE Master Collision Repair/Refinish test. ASA provided Scott with airfare to Las Vegas, plus lodging and \$200 in expense money so that he could receive his award during the NACE convention last November.

Scott has been in the collision repair business for nearly 30 years, and he's been using DuPont Refinish products for almost his entire career.

"I've used DuPont Refinish products for as long as I can remember," he says. "It seems to be the best color match out there, and VINicator is really great. We have a comeback about once every three years, and even some of those are questionable."

The 10,000-square-foot Daffron shop employs eight and grosses about \$820,000 annually.

## Color Popularity: Silver Holds Top Spot Globally

### DuPont report spotlights growth in vibrant colors in North America and Europe

For the seventh consecutive year, silver is the predominant color choice for vehicles globally. Vibrant colors such as red and orange also registered noticeable growth around the world, according to DuPont Automotive's 2006 Color Popularity Report.

Since overtaking green in 2000, silver has held the top spot – the longest of any color during the 54 years DuPont has been tracking automotive vehicle color choice. However, there has been a broadening of the range of tones in silver and in gray, another top choice. The trend for the future includes the infusion of these neutral colors with greens, reds and purples, which provides customers a broader palette of choices.

The DuPont Global Color Popularity Report remains the automotive industry's authoritative standard for analyzing and predicting vehicle color trends as chosen by consumers. The report includes segmentation by world regions as well as by vehicle type. As the leader in the automotive coatings market, DuPont provides the color popularity report as a benchmark for the automotive industry. Its influence reaches the worlds of fashion, home furnishings and consumer electronics.

#### Global Automotive Color Trends

"We are seeing a growing convergence in color preference globally," said Karen Surcina, color marketing and technology manager, DuPont Automotive Systems. "But while the world is becoming flatter and tastes are harmonizing globally, we think that it is also important to look deeply at the cultural and taste differences in large and growing markets, such as Asia."

Typically the bottom half of the top 10 colors point to the growth trend for future colors. A clear trend for the future includes warmer tones such as red as well as the continued strength of blue. Blue and red have strengthened their positions as popular vehicle colors in North America, each with 11 percent

share and in China with 17 percent share for blue and 9 percent for red. Blue remains a top choice in Europe with a 13 percent share overall and a top three color choice in the compact/sport segment with a 15 percent share.

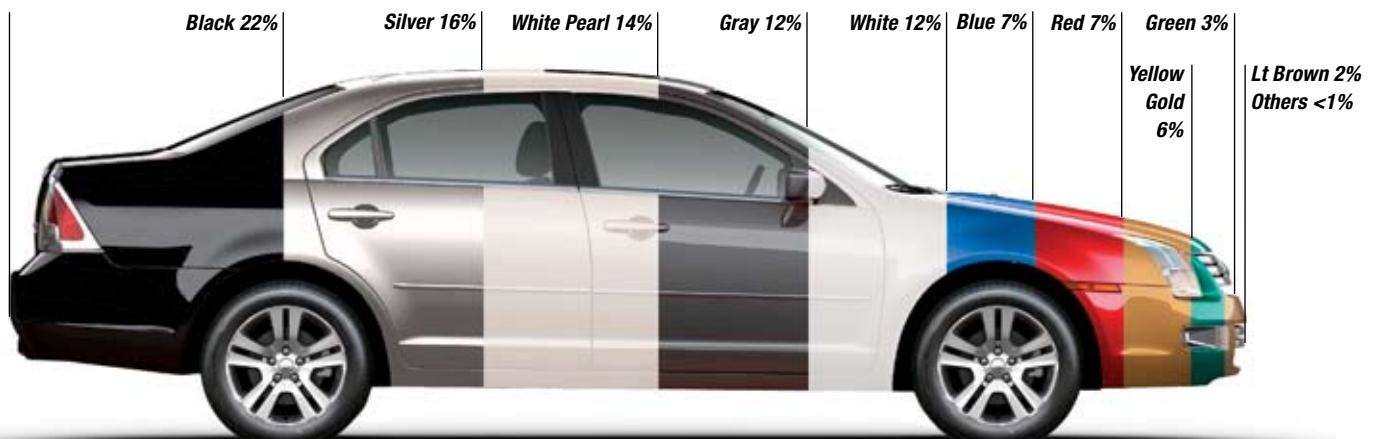
The stronger showing of higher chroma colors throughout the world points to a desire by consumers for more personalization of their vehicles. This boldness allows smaller vehicles to make a strong statement and is most evident in the compact/sport segment, where globally, red and orange have seen a large upswing.

Black remains a top choice across the global landscape. It is among the top five colors in the regions examined and has gained ground in specific segments in North America. The 2006 color popularity report sees growth of black in the North American luxury segment with 22 percent, mirroring black's longstanding first place among European luxury vehicles with 37 percent. These gains in North America closely follow the European acceptance and growth of metallic black. Black has also gained ground in the intermediate vehicle segment in North America.

#### Color Trends in Mass Personalization

The trend to mass personalization, combined with the ability to provide a high-level of customization in consumer goods, has opened up the opportunity for companies to provide differentiation for their customers through lower volume products and special packages and colors. The automotive industry has responded to this trend with smaller volume vehicles and special packages that allow a consumer to personalize a vehicle direct from the factory. Large volume light trucks and large sedans are making way for a variety of models including Crossover Utility Vehicles (CUVs). The CUV is starting to dominate the intermediate-sized vehicle segment, and is being called out in this year's color popularity results for North America.

### North American Color Trends



With as many as 40 percent of consumers willing to switch brands for a specific color, according to a national poll commissioned by DuPont, it is as important as ever that auto manufacturers provide a range of colors and track consumer preferences, now and in the future. DuPont Automotive's 2006 Continental Chroma collection highlights a broad palette of choices with approximately 70 colors in six color families.

"We have assembled a global palette for our OEM customers to consider," said Surcina. "The world is becoming more globally oriented and our customers in the automotive industry are developing their vehicles and selecting colors to address tastes of their consumers worldwide."

### New DuPont Technology Brings Advantages to Its Customers

With DuPont advances in technology, customers are able to meet or exceed environmental sustainability mandates, improve business productivity goals and respond quickly to changing consumer tastes. The end result is more durable colors and special effects that can differentiate a vehicle for the OEM.

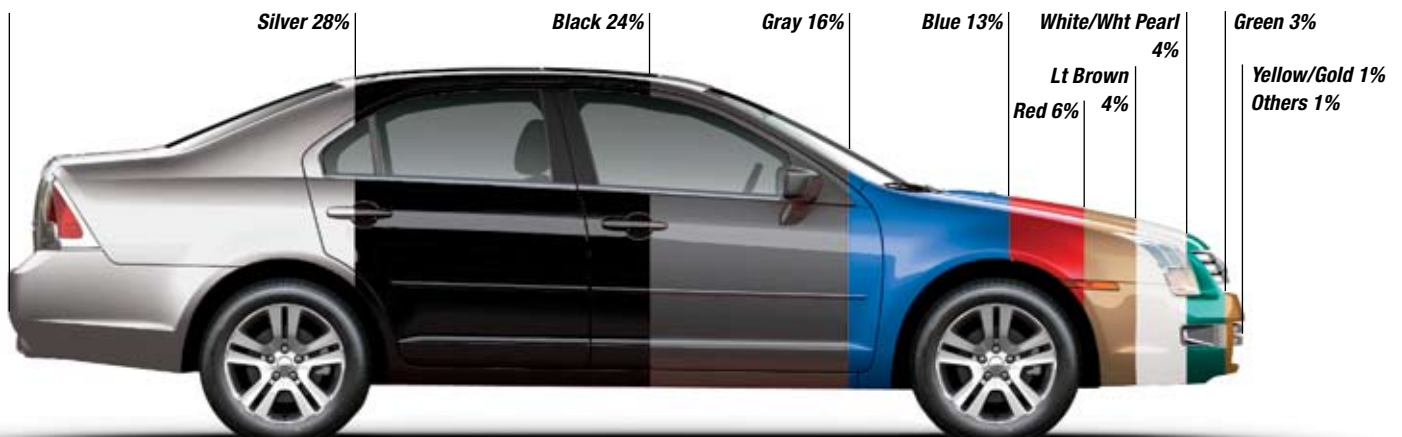
- DuPont EcoConcept uses patented technology to consolidate the traditional auto assembly paint line with up to a 30 percent savings in energy, emissions and cost. The innovation is being recognized in the 2007 *Automotive News* PACE Awards program.
- DuPont pioneered the automotive industry's first tri-coat finish to economically paint vehicles with a white pearlescent effect. It is now used by manufacturers for economical two-tone paint jobs. DuPont received the 2004 *Automotive News* PACE Award for this innovative technology.
- New pigment and flake combinations, including those that create a hue-shift based on the viewing angle, are increasingly popular for creating new, distinctive niche colors.
- DuPont "SuperSolids technology" that replaces solvent with up to 90 percent solids content for protective clearcoats that reduce VOC emissions and improve scratch and mar resistance won the U.S. EPA Clean Air Excellence Award.
- Unique DuPont technology to replace petrochemical ingredients with highly functional bio-based polymers is expected to be the coming wave of technology over the next few years as petroleum costs continue to rise.

### What Your Car Color Says About You

Your car may be talking about you behind your back. Based on the DuPont Automotive rankings of most popular automotive colors in North America, here's what Color Answer Book author Leatrice Eiseman says vehicles are revealing about their owners' personalities:

- **Silver:** Elegant, loves futuristic looks, cool
- **White:** Fastidious
- **Vibrant Red:** Sexy, speedy, high-energy and dynamic
- **Deep Blue-Red:** Some of the same qualities as red, but far less obvious about it
- **Light to Mid-Blue:** Cool, calm, faithful, quiet
- **Dark Blue:** Credible, confident, dependable
- **Taupe/Light Brown:** Timeless, basic and simple tastes
- **Black:** Empowered, not easily manipulated, loves elegance, appreciates classics
- **Neutral Gray:** Sober, corporate, practical, pragmatic
- **Dark Green:** Traditional, trustworthy, well-balanced
- **Bright Yellow:** Green: Trendy, whimsical, lively
- **Yellow Gold:** Intelligent, warm, loves comfort and will pay for it
- **Sunshine Yellow:** Sunny disposition, joyful and young at heart
- **Deep Brown:** Down-to-earth, no-nonsense
- **Orange:** Fun loving, talkative, fickle and trendy
- **Deep Purple:** Creative, individualistic, original

### European Color Trends



# Hot Hues™ Award Program Accepting Entries

Each year, the Hot Hues Award Program recognizes the best custom painters in the industry by showcasing the 12 best custom finished vehicles on the Hot Hues Calendar.

The Hot Hues contest is open to classic automobiles, street rods, custom cars, trucks, import compact, race cars and other motorized passenger vehicles such as motorcycles, aircraft and watercraft finished with Hot Hues Custom Finishes.

Entry forms must be completed in full and be accompanied by a color 3"x5" photograph of the vehicle to be judged. Twelve Grand Prize winners will be selected. They will be judged on "best use of color," based on finish quality, including technical difficulty, design originality, and artistic merit. See entry form for complete contest rules, terms and conditions.

Entries must be postmarked by April 30, 2007. Entry forms can be found on the DuPont Portal at [www.performancecoatings.dupont.com](http://www.performancecoatings.dupont.com).

**Don't put it off – send in your entry today! Your work could be featured on next year's calendar!**



## Sweepstakes Winner Gets Hot Hues™ Glamour Treatment

Las Vegas customizer loves DuPont Refinish products

One of the top custom shops in the country delivered its usual excellent craftsmanship when called on to paint the 2006 Hot Hues™ Sweepstakes winner.

Because of its reputation for excellence, Restoration Collision Specialists (RCP) of Las Vegas was chosen by DuPont to execute the \$10,000 custom paint job on the 2000 Mustang owned by Alfonso Vela of Vegas. As the winner of the Sweepstakes, Vela also received Hot Hues apparel



*Lea Ann and Rusty Flick of Restoration Collision Specialists were chosen by DuPont to execute the \$10,000 custom paint job on the 2000 Mustang (below) owned by Alfonso Vela of Las Vegas.*

and a merchandise prize package that includes a Hot Hues leather jacket, beanie hat, leather duffel bag, t-shirt, and more, valued at \$200. In addition, 10 first prize winners received an Eaton ODB-Rx™ automotive Diagnostic Software Kit, and 20 second prize winners got the DuPont Hot Hues apparel and merchandise described above. The sweepstakes ran for three months on the internet and attracted more than 5,500 entries.

The RCP shop was well prepared to handle the Sweepstakes winner. They've been using Hot Hues almost since the product line was introduced almost four years ago, and they've become big fans.

"I love Hot Hues," says Lea Ann Flick, who, with her husband Rusty has operated RCP for 33 years. "I love the way it sprays, especially the clears, and it's never muddy."

The 7500-square-foot shop has two spray booths and grosses approximately \$100,000 per month. About 50 percent of RCP's work is custom jobs, and 50 percent is collision repair and fleet work (They do the shuttle buses and limos for three casinos.) The shop uses DuPont Refinish products for every job.

"We've always used DuPont," says Lea Ann. "ChromaBase® gives us great color match, and we like the way the primers sand. And we love VINdicator™ and ChromaVision®."

Lea Ann took over all the painting duties several years ago. "I learned by watching Rusty and I first picked up a spray gun about 15 years ago," she says. She soon became comfortable with DuPont products. "I know what I can do with them."

Lea Ann Flick enjoyed working on the Sweepstakes winner and she and the six-person shop are ready to handle any other Hot Hues jobs that may come their way. "We moved here from Minnesota 17 years ago to get away from the long cold winters," she says, "and we really like it here. Las Vegas has been very good to us."



## AIG Personal Lines Claims Approves Performance Feedback™ for Its Customers

Increase your customer satisfaction with the CSI system recognized by this major insurer.

AIG Personal Lines Claims has approved DuPont Performance Feedback CSI services for its AIG Personal Care F.I.R.S.T.® members. In a letter announcing another step “that AIG is taking to further increase customer satisfaction,” Roger Wright, vice president of Claims, AIG Personal Lines, stated:

“We approved the Performance Feedback system for the following reasons:

- **Automated tools** capture positive and negative comments- detailed enough that you can take action.
- **Convenience to customers;** they can respond by mail, phone or web.
- **Ease of use:** Automated uploads from your shop PC and reports emailed automatically to you (and your designates).
- **Competitive pricing.”**

Mr. Wright added: “By using this automated service to capture detailed customer comments, we can create superior service for AIG Personal Lines customers, and help both of our businesses grow.

“Performance Feedback research is conducted by experienced collision repair professionals. They are looking forward to speaking with you to discuss how to participate in this offering.”

### DuPont™ Performance Alliance™ Works – And so Does Performance Feedback



**Robert Scarpelli, Director of Information Technology  
Castle Collision Centers, New York City:**

*Performance Feedback has allowed us to focus our efforts more specifically on what the customer needs. It allows us to understand better what the customer is expecting from us and how we actually perform. And it allows us not only to go backwards and make any corrections that we might have missed, but now, going forward we understand better what it is our customers are expecting when they walk through the door.*



**Michael Flammia, General Manager  
1st Class European Coachworks, Pompano Beach, Fla. :**

*Our customer satisfaction index has never been higher since we've implemented the Performance Feedback program with Performance Alliance. All I can say is that it is so pleasant at the end of the day, or at the end of the month, to listen and read these letters, these comments, to see how the customers truly feel about the job that was performed.*



## What Is Performance Feedback™

It's an advanced type of customer service index that is **available to all DuPont Performance Alliance shops**. It captures customers' perceptions in both numeric and comment forms. Through actual customer comments, you learn the reasons why people had good or bad experiences - information that can set you on the path to more business and bigger profits.

### Performance Feedback:

- Provides numeric satisfaction scores and statistics via a secured on-line database 24 hours a day, 7 days a week.
- Provides actual customer comments via a secured on-line database 24x7 that can be sorted in a variety of ways.
- Provides weekly statistical and comment reports pushed via email on a weekly basis.
- Provides customer issue resolutions system with follow-up task assignments to ensure customer problems are solved.
- Provides an on-line marketing report that can be printed and posted in your waiting room to help drive sales.
- Provides comment filtering by insurance company and insurance agent to help drive DRP participation.

Performance Feedback is also flexible. It gives your customers three ways to respond:

- In writing via U.S. mail
- By telephone
- Through convenient web-based feedback

You decide how many customers you want to survey and that is the goal that is targeted. If it's 50%, for example, Performance Feedback will telephone customers to complete surveys until your target is achieved.

If a customer indicates he/she would not recommend your facility, Performance Feedback will fax or e-mail the complaint to selected shop personnel and place the comment on the secured database for follow-up. Since there are always two sides to a story, employees can review customer comments and add their own. The result is increased trust with employees and a sense that you care about the whole picture.

For more information, call (608) 661-0810, or email [performancefeedback@committedtoquality.com](mailto:performancefeedback@committedtoquality.com)



DuPont™  
PERFORMANCE ALLIANCE™

## Introducing DuPont™ ChromaBase® “4 to 1”:

One Mixing Ratio. One Set of Activators. Multi-Mix™ Clearcoats.

For body shop managers and owners who proudly deliver top value repairs, the new ChromaBase® “4 to 1” primer, sealers and clearcoats are great DuPont™ ChromaSystem™ choices because they provide real value through ease of use with one 4-1 mixing ratio, common activators to simplify and reduce inventory, and Multi-Mix™ clearcoats.

DuPont™ ChromaBase® “4 to 1” is the only collision refinish system with a 4 to 1 mixing ratio and one set of activators for primer, sealers and clearcoats. Plus, the exciting, new “4 to 1” ChromaClear® Multi-Mix™ Clearcoats can meet any refinisher’s unique requirements. The clearcoat customization feature allows refinishers to pre-mix the Snap Dry and Multi Panel clearcoats before activation to meet any individual needs. DuPont™ ChromaBase® “4 to 1” is the most streamlined and fully integrated collision refinish system available to refinishers today.

And, of course, ChromaBase® “4 to 1” is covered by the DuPont Lifetime Warranty when used with activated ChromaBase® or ChromaPremier® basecoats.

### ChromaBase® “4 to 1” Highlights

- New Primer, Sealer and Clearcoats with a common, easy mix ratio of 4:1
- Shares activators across Primers, Sealers, Basecoat and Clearcoats
- Multi-Mix™ Clearcoats customizable to meet a Refinisher’s unique requirements
- Easily identifiable products with yellow banded labels
- Two-component system with no reducers
- Adaptable to varied weather and workflow conditions
- Exceptional value

### Here’s the ChromaBase® “4 to 1” Product Lineup

Look for the yellow swish on ChromaBase® “4 to 1” product labels.

- ChromaClear® 7779S™ Multi-Mix™ Panel & Overall Clearcoat
- ChromaClear® HC-7776S™ Multi-Mix™ Snap Dry Clearcoat
- ChromaSeal® 7710S™ / 7740S™ / 7770S™ Value Shade® Sealer
- ChromaSurfacer™ 7704S™ / Primer

### ChromaBase® “4 to 1” Is a Part of the Big Picture.

DuPont delivers a total package. ChromaBase® “4 to 1” is an integral part of that package, which also includes:

- **ColorNet® with VINdicator™** - The first and only system that correctly identifies a vehicle’s color based on its VIN (Vehicle Identification Number).
- **DuPont Lifetime Warranty** – a warranty program to ensure that vehicle owners get the best possible combination of products and service to return their vehicles to pre-accident condition.
- **DuPont Training** – Detailed coursework to properly educate Refinishers on proper use of products with particular concern for health, safety and environmental issues.
- **DuPont Customer Care** – By phone or online, connects customers to a wealth of knowledge, industry experience, troubleshooting techniques and technical and color information, when they need it for quick problem resolution.

Check with your DuPont jobber or sales representative now for more information on ChromaBase® “4 to 1”.

MSDS updates including new products and significant changes to existing products are available at:  
[www.performancecoatings.dupont.com](http://www.performancecoatings.dupont.com).



# “4 to 1”

## Shop Owner Switches to “4 to 1”

Result: money in his pocket, not on his shelves

Adam Ho, owner of Adam’s Collision in Lake City, Ga., knows that every penny counts when running a body shop. That’s why he’s heavily involved with his paint shop’s gross profit and materials costs.

He attempted to cut costs by going with generics – everything from undercoats to primer and clear. To achieve good color match, however, he used DuPont ChromaBase® Basecoat along with the generics.

Jason Williams, DuPont Refinish sales representative, and Ann Hamlin, sales representative for Auto Color, visited the shop several times to explain the benefits of ChromaBase® “4 to 1” products and to work with the painters. After three days of training, Adam decided to make the switch, and the results have been spectacular.



Adam Ho, owner of Adam’s Collision in Lake City, Ga., has abandoned generics and went with “4 to 1” products.

“It really cleaned up his mixing room and supply cabinet,” says Jason. “It has cut his inventory in half and put more money in his pocket instead of on his shelves. And now his painters know what they’re going to use every day, instead of always having to work with whatever products are the deal of the week.”

**If your shop is using generics, give “4 to 1” a try. There’s a good chance you’ll have similar results.**



The following “4 to 1” products will be added to the Aftermarket Rewards program by March 31:

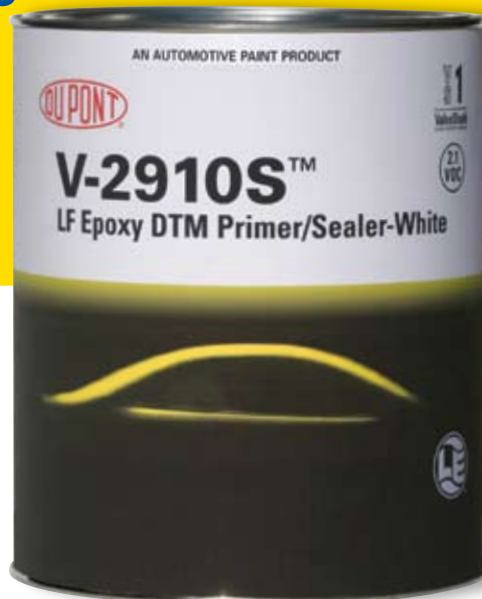
- 7704S™ Primer and 7710S™, 7740S™ and 7770S™ Sealers (gallons only)
- HC-7776S™ and 7779S™ Clearcoats (gallons only)

In addition, the following existing products will be added to Aftermarket Rewards by March 31:

- VariPrime® 615S™ (gallons only)
- Basemakers® 7160S™, 7175S™, 7185S™ and 7195S™

## Low-VOC Epoxy Primer-Sealers Available in Quarts

DuPont Refinish low-VOC epoxy primer-sealers V-2910S™, V-2940S™ and V-2970S™ are now available in quarts. The 2.1 VOC direct to metal primer-sealers are non-sanding and can be applied over aluminum, galvanized steel, carbon steel and stainless steel. The quart packages are available at all DuPont Refinish jobbers.



# Dealing with Underhood Colors – and More

The DuPont Refinish Customer Care Center gets all kinds of questions. Below are a few of the most common questions, along with the answers:

*Q. Underhood colors are always a problem. How can I find the correct one?*

**A. As much variation as there is for exterior body colors, there is as much or more for underhood colors. OE manufacturers do not provide color codes on the vehicle with underhood information and do not consistently provide that information or standards to the paint companies. DuPont has devised several ways to provide this information.**

- 1. Use the color combination charts that are in ColorNet® and try to select by the color name.**
- 2. Use the OE body color, since this is often used under the hood.**
- 3. Use ChromaVision® or the Acquire Rx® to read the panel.**
- 4. Use the DuPont World Color book to select the underhood color from other manufacturers' colors for which we may have received standards.**
- 5. Use the SpectraMaster® color library.**

*Q. Hiding and coverage are sometimes a problem in the paint shop. What are some of the things that cause these problems?*

**A. Automotive companies realize that color sells. In an effort to attract consumers, car makers must offer a wide-ranging color palette. Unfortunately for those of us**

**in the aftermarket, some of these colors are inherently transparent in nature. For example, yellows and reds are notoriously poor hiders.**

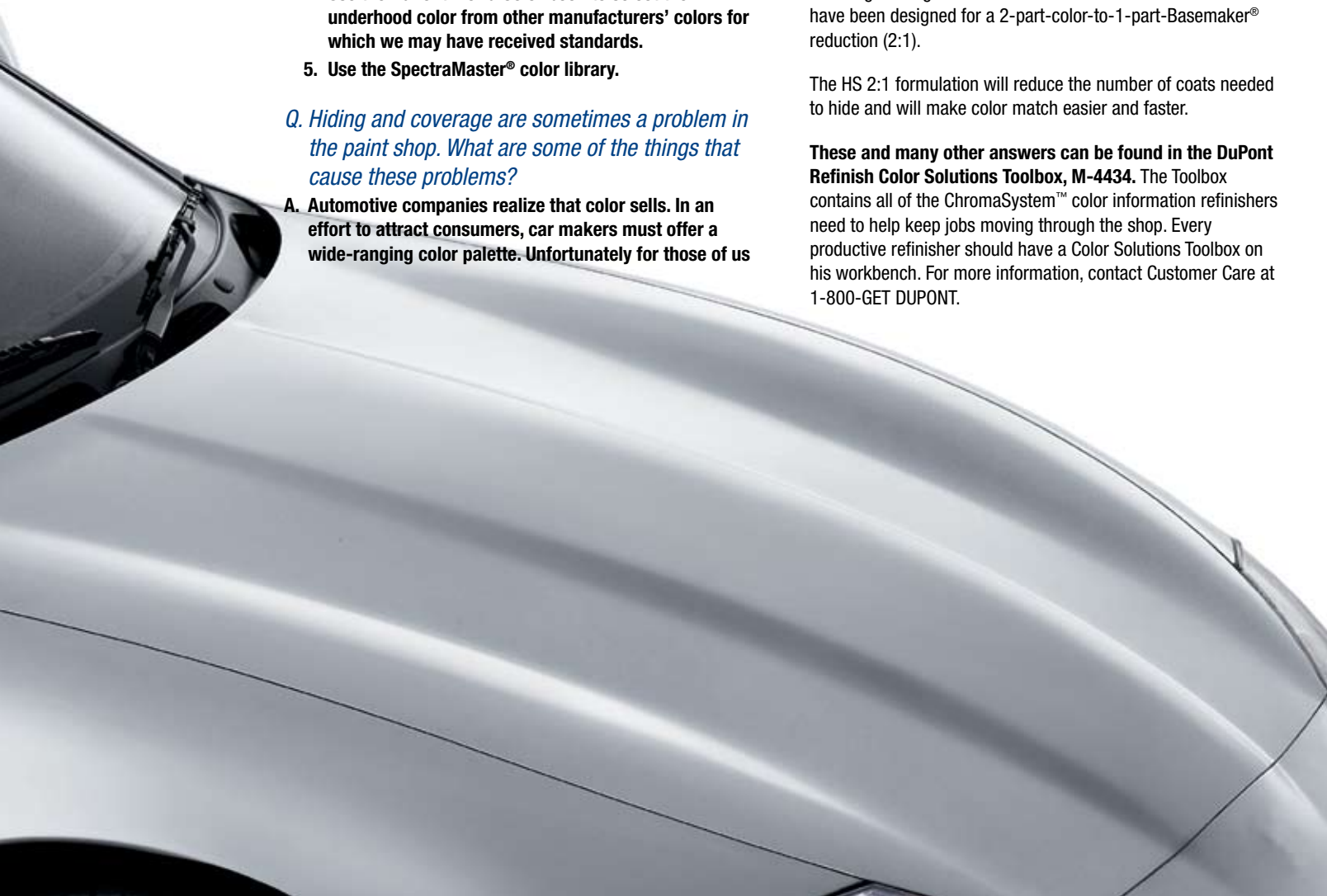
*Q. What does DuPont Refinish recommend to make sure the color achieves optimum coverage?*

**A. You cannot match a basecoat color until you have achieved adequate hiding. ValueShade® is the patented DuPont system that improves topcoat coverage and color match – especially when applying transparent glamour colors. For easy reference, every DuPont ChromaSystem™ topcoat color is coded with a ValueShade® number. When you apply an undercoat of the correct ValueShade®, you get faster topcoat hiding with fewer coats, better color matches, and significantly increased productivity.**

In addition to ValueShade®, some very transparent colors also have alternate formulas with an HS 2:1 icon. A formula with the HS 2:1 icon denotes a higher pigment-to-binder concentration, resulting in a higher solids formulation. These alternate formulas have been designed for a 2-part-color-to-1-part-Basemaker® reduction (2:1).

The HS 2:1 formulation will reduce the number of coats needed to hide and will make color match easier and faster.

**These and many other answers can be found in the DuPont Refinish Color Solutions Toolbox, M-4434.** The Toolbox contains all of the ChromaSystem™ color information refinishers need to help keep jobs moving through the shop. Every productive refinisher should have a Color Solutions Toolbox on his workbench. For more information, contact Customer Care at 1-800-GET DUPONT.



Have you checked out the training section on the DuPont website: [www.performancecoatings.dupont.com](http://www.performancecoatings.dupont.com)? If not, then you've missed out on one of the great training tools in the entire collision repair industry: eCareerTrack™. It provides a simple and easy way to register for training courses and track your training needs and history.

## eCareerTrack™: the Path to Training Excellence

eCareerTrack™ allows you to view course descriptions, locations and dates, and register for courses, all online! You can track your training history, certifications, scheduled courses and manage your personal profile.

Check out all the great tools offered by eCareerTrack™ by clicking on the links on the left side bar of the Training section.

Need help? Coming soon, you'll be able to access the eCareerTrack™ On-line Tutorial that will guide you through the site. In the meantime, click on "Help" and you can review the User Reference Manual.

### Training Courses

eCareerTrack is your entrée to DuPont Refinish Training. **Technical and business training** is offered at locations throughout North America. There are ChromaSystem™ classes where you can learn how to work with Ultra Productive products as well as new offerings such as the exciting ChromaBase® "4 to 1" system.

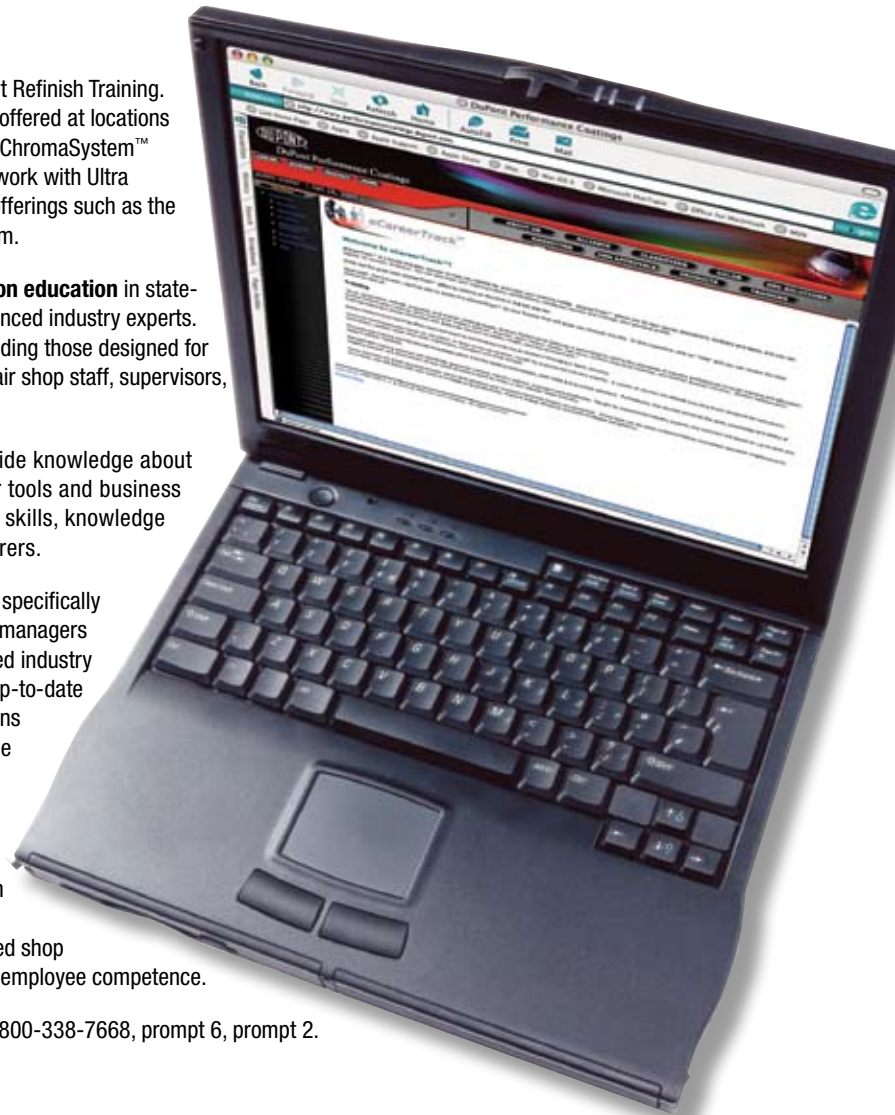
**Technical training** provides **hands-on education** in state-of-the-art facilities, taught by experienced industry experts. A variety of courses are offered, including those designed for refinishers, technicians, collision repair shop staff, supervisors, managers and shop owners.

The technical training courses provide knowledge about industry leading technologies, color tools and business solutions. The courses enhance the skills, knowledge and ability of today's collision repairers.

**Management training** seminars are specifically geared for collision industry owners, managers and employees. Taught by experienced industry experts, the seminars are based on up-to-date and ongoing research and observations of real-world situations faced by those in the collision repair industry.

These seminars teach best practices and successful business models, providing students with tools that can be easily implemented for immediate operation improvements like increased shop productivity, improved efficiency and employee competence.

Questions? Call DuPont training at 1-800-338-7668, prompt 6, prompt 2.



## ADESA Auto Auction Cleans up with Sontara® Wipes

ADESA Auto Auction of Framingham, Mass. refinishes a huge number of vehicles every week. Many must be repainted before they're ready for the auction floor.

"Each vehicle has to look its best for auction," says Bill Doe, ADESA's body shop manager. "The wipe used just before painting is particularly critical." Doe says.

ADESA began using Sontara® PS-3970S Solvent Cleaning Wipes even before they were formally introduced.

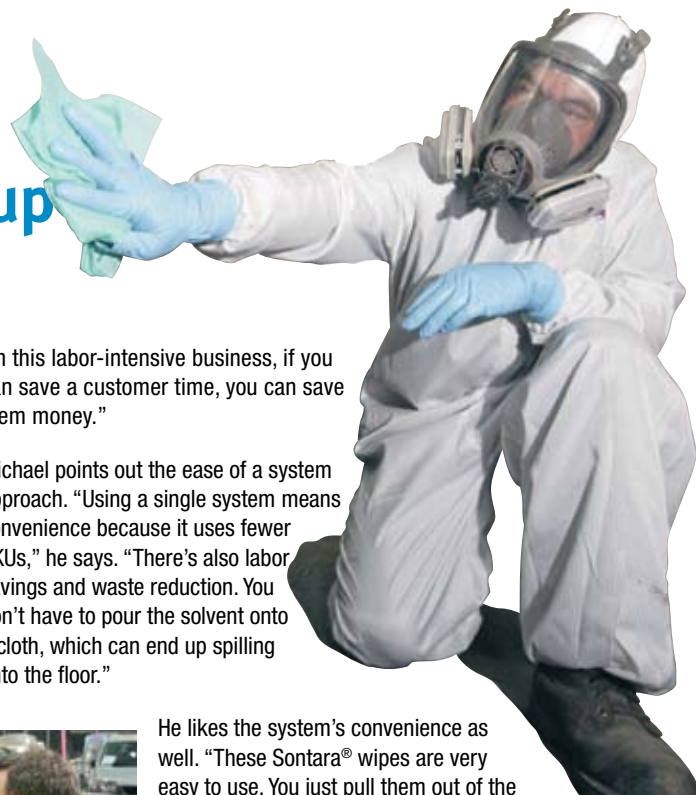
"Processing as many vehicles as we do, we're often used as sort of a test run for new products," Bill says. "Any problems are bound to show up quickly, and we liked them from the start. They're quick and easy to use right out of the package; there is nothing to mix."

ADESA uses the Sontara® system that includes applying cleaner to the surface using PS-3970S, wiping the surface dry with E-4366 Cleanup Wipes and following with the E-4586 Primary Tack Cloth.

The DuPont wipes are supplied by Michael Coran of J&R Auto Body Supply Co., who says he was another early fan of Sontara®. "They're a big-time saver," Michael says.



Bill Doe (left), ADESA's body shop manager, and Michael Coran of J&R Auto Body Supply Co. discuss the value of Sontara® PS-3970S Solvent Cleaning Wipes.



"In this labor-intensive business, if you can save a customer time, you can save them money."

Michael points out the ease of a system approach. "Using a single system means convenience because it uses fewer SKUs," he says. "There's also labor savings and waste reduction. You don't have to pour the solvent onto a cloth, which can end up spilling onto the floor."

He likes the system's convenience as well. "These Sontara® wipes are very easy to use. You just pull them out of the package. There's no time lost wiping up the kind of spills you get with products you have to pour."

Sontara® wipes also work well with ADESA's high-tech systems. "We use a water-based liquid mask instead of bagging," says Bill. "Sontara® PS-3995S, a 50/50 blend of isopropyl alcohol and deionized water, does a great job of removing masking overspray, plus helps reduce static. This ensures a quality finish."

**Stocking first aid kits** – OSHA requires that employers make first aid kits available to employees, but the agency doesn't mandate what materials must be stocked.

### Quick Shop Safety Tips

For help, check out OSHA's website with first aid kit recommendations from different sources, including the American National Standards Institute (ANSI). Go to [www.osha.gov/SLTC/medicalfirstaid](http://www.osha.gov/SLTC/medicalfirstaid)

**Free safety help for cleaning crews** – Janitorial workers can come in contact with all kinds of safety and health hazards. ISSA (International Sanitary Supply Association) has a safety/health website for those in the cleaning industry. Why not pass the info on to your contractor?

Topics include:

- Slips, trips and falls
- Cleaning chemicals
- PPE
- Hazard communication

For more information, go to: [www.issa.com/osha](http://www.issa.com/osha)

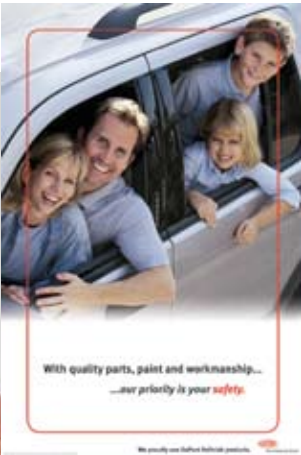
**Pushing, not pulling, heavy loads reduces back injuries** – Here's a simple way to help your employees avoid back injuries: Always push, never pull, heavy items or loads.

Pushing puts the body in a natural position to let legs do the work. Pulling puts your back in a more vulnerable forward position so that it bears most of the weight. When moving heavy loads, you want the legs – not the back – doing most of the work.





The kit (M-5830) includes the DuPont Heritage Book, banners, note pad, mouse pad, counter mat, decal, and much more.



# Market the DuPont Name With Shop ID Kit

## Banners, book, and more

If you are using DuPont Refinish products exclusively, you owe it to yourself and your bottom line to get the DuPont Shop ID Kit. Why? Because DuPont is the best-known name among all automotive paint manufacturers.

The Shop ID Kit (M-5830) enables you to identify your shop as a user of quality DuPont products and market the DuPont name and your business to your customers.

The kit features three high-quality satin fabric banners that are shipped ready to hang in the shop lobby area. They spotlight three themes of top-notch shops: quality, productivity, and safety. Banners can be purchased as part of the Shop Kit, separately as a set of three (#536) for \$87, or individually for \$29 each.

The kit also includes the **DuPont Heritage book** (#537), a high-quality volume that reviews DuPont's long and successful history. It's appropriate for lobby, counter top, or a table display.

The entire kit (#M-5830 - \$203.55 plus shipping) also includes these items:

- #523 ChromaSystem Counter Mat
- #504 Tacker Sign
- #518 Thermometer/Hygrometer
- #525 4" x 6" Note Pad (5 Pads)
- #526 Mouse Pad
- #527 Push/Pull Static Cling Decal
- #532 Open/Close Sign
- #528 Office Clock

Also available, separately or as a kit, is **Safety Signage**. Five 7"x10" bi-lingual warning signs are offered. Messages include: No Smoking, Fire Exit, Wear Respirator, Employees Only, and Flammable Materials.

All these items and more are available for ordering from Peter Klein company at [www.pkcomp.com/dup2](http://www.pkcomp.com/dup2), or contact your local DuPont Performance Coatings distributor for details and ordering information.



## AOQ Program Reduces Cost Of Marketing Materials

One of the benefits of being an Assurance of Quality Program member is the co-branding opportunities with DuPont. The custom marketing materials are designed to build sales and customer satisfaction by letting your customers know all of the advantages of trusting their vehicle to an Assurance of Quality shop.

DuPont delivers a comprehensive offering of indoor and outdoor marketing materials, in addition to co-branded literature such as warranty cards and finish care hang tags.

And now DuPont is pleased to announce restructured pricing for all AOQ marketing materials, with all items reduced in cost by an average of 27 percent. Watch your mail for an updated order form or contact 1.888.790.3216 and begin marketing your shop more effectively!

## 35 Years in the Industry

### Refinisher News editor has seen many changes during the last four decades

By Bob Yearick

The year was 1972. Richard Nixon was in the White House, about to be undone by Watergate; HBO debuted on the nation's television sets, and Nike running shoes appeared in sporting goods stores for the first time.

And I took over as assistant editor of *DuPont Refinisher News*.

Yes, in those days there was an *assistant* editor because the editor, Bill Hobson, also was charged with creating and coordinating advertising and collateral materials such as brochures and other sales aids for the DuPont Refinish business. I became editor a year or two later, and except for a stint on *DuPont Magazine* and other DuPont publications in the late 1980s, I have held the position ever since.

I soon learned that I had been handed the reins of one of the oldest and most respected publications in the collision repair industry. The first issue of *DuPont Refinisher News* was published in 1928 – just four years after DuPont introduced Duco nitrocellulose lacquer, the first sprayable automotive finish. *Refinisher News* has been published continually ever since then, and you are looking at the 351st issue.

This publication was created as and continues to be a service to our body shop customers and our distributors. It is aimed at helping them understand how to use DuPont Refinish products, programs and training so that they and their employees can achieve optimum performance. Beginning with the very first issue, it also offered shop tips, safety guidelines, industry news, and profiles on successful shop operations.

Thirty-five years ago, I was brand new to the collision repair industry and a total neophyte when it came to automotive finishes. I didn't know an acrylic lacquer from an alkyd enamel. I soon learned the difference between those two products, along with a multitude of other information about primers, primer-surfacers, sealers, putties and basecoats. Later, I learned about clearcoats and, later yet, tri-coats. (Still, I claim no skill whatsoever with a spray gun. I leave that to the experts.)

That same year saw the debut of Imron polyurethane enamel, a landmark event in the history of vehicle finishes. The toughness, durability and gloss of this revolutionary commercial vehicle finish has made it the most well-known paint name among consumers throughout the United States.

#### Technology-Based Businesses

The introduction of Imron seemed to set off a series of innovations and new products. These developments, along with the dawning of the computer age, combined to turn what was until then a mom-and-pop industry into a sophisticated, technology-based business. Conglomerates and multi-shop operations began appearing, insurers attained more power, and the initials DRP became part of our lexicon.



This 1974 issue of DuPont Refinisher News marked the 50th anniversary of the DuPont Refinish Product line.

*“This publication was created as and continues to be a service to our body shop customers and our distributors.”*

At the same time, the refinish industry came under increasing scrutiny from government agencies, particularly the Environmental Protection Agency. As a result, yet another term was introduced: volatile organic compounds. In response, paint manufacturers, with DuPont leading the way, developed low-VOC products. Soon waterborne finishes, which had been introduced in Europe, found their way into some California shops. Could the rest of the country be far behind?

Operating a successful shop became increasingly complex. Automakers were using more aluminum and plastic in their products, which required new finishing procedures. The aforementioned clearcoats and tri-coats demanded great skill on the part of painters. Shop owners faced a growing list of EPA regulations. Competition became fierce, and every shop needed to closely monitor material and labor costs as well as productivity if it was to survive.



*Bob Yearick has been editor of the News for most of four decades.*

Once again, DuPont Refinish stayed ahead of the curve, offering computer systems such as ColorNet, ProfitNet, and OrderNet – all designed to streamline shop operations and increase productivity and profits. In the early '90s, DuPont introduced another value added program: Assurance of Quality, which provides highly effective marketing tools to member collision repair centers. AOQ is still going strong today, and some shops have been part of the program from the beginning. That was followed a few years ago by DuPont Performance Alliance, offering a variety of tools and training for shop owners who seek to be true industry leaders by improving their overall repair operations, including their insurance and claims performance.

## **New Tools**

DuPont laboratories, meanwhile, continued to turn out user-friendly, high-quality finishes, including the ChromaSystem™ and ChromaPremier® lines, and DuPont experts developed color-matching tools like ValueShade® and ChromaVision® to help painters satisfy an increasingly demanding public. These tools not only improved color coverage and color selection accuracy, they also resulted in fewer do-overs for the repair shop.

I have covered all of these products, programs and industry trends during my years as editor of *Refinisher News*. And while they were fascinating to write about, what truly stands out in my memory are the people – not just the DuPont people, but those in the shops and the jobber stores. Almost without exception, they are honest, hard-working and down-to-earth. What's more, they are enthusiastic about their work and proud of the product they turn out. As well they should be. Collision repair is a difficult and demanding calling, and those who succeed in it are a rare breed.

I am proud and honored to have been an observer and a chronicler of their progress over the past four decades.

*Note: You can contact Bob Yearick at [Robert.w.yearick@usa.dupont.com](mailto:Robert.w.yearick@usa.dupont.com).*

# The Last Word

## Market Leadership - We're in This Together

By Fred Wissemann  
Brand Manager-DuPont Refinish

The DuPont Company recently celebrated its 200th birthday – no small accomplishment in a nation that has seen thousands of companies disappear during that time period. This could not have been accomplished without leaders who recognized opportunities, made tough decisions about where to devote resources, and navigated the company through turbulent times. DuPont has developed many great products throughout its history, products that have had a dramatic impact on the quality of life of millions of people. Think of Nylon, Teflon, Lycra, Kevlar and Tyvek, just to name a few. All were developed through the combination of curiosity, science, and innovation.

Of even more importance to our Refinish customers are the innovations we've introduced to the collision repair industry.

We've been working the fertile soil of innovation in the area of color, one that is critically important to refinishers, who depend on good color information and the ability to use that information. DuPont Refinish is the leader in delivering solutions to shops to identify, select and adjust colors to ensure the best possible match to the vehicle. Our ColorNet® system leads the way in helping customers select the right color with minimal guesswork. Every year, we add new features to ColorNet® based on the input of our customers. We recently introduced the Paint Volume Calculator™, which help shops mix the correct amount of paint for each job, thereby eliminating wasted paint and cutting material costs.

### Accolades for VINdicator™

Our color leadership is also evident in our VINdicator™ program, an integral part of the ColorNet® system. VINdicator™ helps shops select the right color formula and the critically important metallic flake appearance. We accomplish this through innovative use of vehicle identification numbers, real world vehicle color mapping and specially designed software. Every year we receive more accolades for the performance of VINdicator™. If a color adjustment is needed, our Acquire RX™ spectrophotometer makes it easy to take a color reading on the vehicle, upload the color data to ColorNet®, and produce a formula to match the vehicle. The trifecta of ColorNet®, VINdicator™ and Acquire RX™ has been designed to work together seamlessly, so that you can spend more time working on the customer's "hardware" instead of the software you're working with.

We're continuing to build on the power of ColorNet® to help shops manage costs and document their actual expenses. These are relatively new features that you can learn about by participating in one of our web-based ColorNet® training sessions. These sessions, which we started last year, are a great way to learn how to use all the features of ColorNet® to improve your business and to hear how other refinishers are using the program. Look for more of this training in 2007.

### Increased Efficiency and Productivity

Working in tandem with ColorNet® is the X-Pert Paint Mixing System, a computerized system that can deliver accurate mixes and matches the first time, thus increasing productivity and reducing waste by eliminating overpours and saving time and money.

Our latest innovation is ChromaBase® "4 to 1" – an excellent example of listening to the needs of refinishers and delivering breakthrough technology in a cost-effective package. What's the big deal about ChromaBase® "4 to 1"? It builds on our quality and productivity technology and delivers it in an extremely user friendly format. A complete system of undercoats and clearcoats, "4 to 1" features a common activator and a 4:1 mix ratio, to complement the ease of use of our ChromaBase® basecoat. The technology that produced "4 to 1" is the answer to our customers' request for reduced complexity without sacrificing performance. You can read more about "4 to 1" in this issue of *Refinisher News*.

DuPont is a science company that has been serving the needs of the collision repair industry since its inception in the 1920s. As leaders in the field of science and technology, we are proud to work with the entrepreneurs and business owners who are leading our industry. This is not an easy business, and there are plenty of challenges ahead of us. But it's a great business . . . and we're in it together. We appreciate your business.



Please email comments to:  
frederick.g.wissemann@usa.dupont.com



*The miracles of science™*

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