

DUPONT

REFINISHER

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From Start to Refinish™

DUPONT

SPRING 2007 VOL 352

REFINISHER NEWS



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Marketing & Best Practices
- FinalFil™
Glazing filler
- Hot Hues™
Custom finishes
- Imron®
Polyurethane enamel
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- Assurance of Quality™
Shop Management Program

Joe Jackson Award Goes to Al Estorga

California shop owner does good while doing well

Al Estorga, owner of Estorga's Collision Repair, Inc. in Long Beach, Calif., received the 2007 Joe Jackson Industry Champion Award at the Champion Jobbers meeting in San Antonio. The award, presented annually by DuPont Performance Coatings and DPC Champion Jobbers, honors the memory of the director of DuPont Motor Sports who perished in a plane crash in October 2004. It recognizes individuals in the collision repair industry who, through outstanding leadership, heroism, charity or humanitarian works, reflect admirably on the industry.

Al Estorga opened his first shop in 1971 – after serving 13 months in Vietnam with the Navy as part of the admiral's staff. He was soon joined by his father, who had a lifetime of experience in auto body repair. The shop grew quickly, in part because Al – who had a degree in business and accounting from Los Angeles City College – was among the first in our industry to use computers.

He soon became active in industry associations. He served many years with the local chapter of the California Autobody Assn., then became involved in the statewide organization and was elected president in 1982.

Seeing the need for a national organization as a forum for the industry to work with insurance companies as well as the manufacturers involved in the industry, he founded and chaired the Collision Industry Conference (CIC) in 1984. He is recognized throughout the collision repair industry for his tireless work to develop understanding and advance business relationships among all the parties involved in the complex process of repairing vehicles.

Throughout his career Al has mentored many of his employees, often paying for their tools on the condition that they stay with his shop for one year. During that year, he would train them and nurture them in the business. At the end of that year, they were free to move on. Most stayed with him, but many went out and opened their own shops, and Al couldn't be prouder of them.

The esteem and affection in which he is held by his employees was demonstrated two years ago when Al reopened his shop in Long Beach. He had leased the property to M-2 in 1997 and went into semi-retirement. But M-2 failed to make a go of the business and rather than sell the building or lease it to someone else, he decided to revive the shop himself.



Al Estorga was joined by his wife Jeri (second from left) when he received the Joe Jackson Award. Presenting the award were Ray Anderson, Director, DuPont Refinish Americas, DPC, and Mrs. Joe Jackson and her son, Jeff.

The place was a mess, full of trash and more than 100 cars in various states of repair, and Al knew he had his work cut out for him. He wasn't looking forward to that first day back on the job. But his attitude changed when he arrived at the shop, where he was greeted by 14 of his former employees. He asked them why they were there and they explained that they came to help get him back in business.

For the next month and a half, they all worked together, removing trash, power washing the walls and floors, finishing the repairs on the cars, getting the paperwork ready, lining up the cars for insurers. They didn't ask for money – they were volunteering their time and talents. But Al went into his own pocket – because the shop wasn't generating any income – and paid them.

"I can't tell you how grateful I am to all of them," he says.

Outside the industry, Al and his wife Jeri are involved with several charitable organizations to help the disadvantaged with free legal aid, and through the Grand Cru of Southern California, they are helping the homeless and the sick. And now that he's back in business, with a 40-man, 90,000-square-foot shop, Al is setting the foundation that will move some of the business into a trust to benefit his family and key personnel.

In presenting the award, Ray Anderson, Director, Refinish Americas, DPC, said, "Al has been a leader and innovator in our business for four decades, donating his time and his talents to make things better for all stakeholders. He has given so much to others, both inside and outside of our business. Now, it's time to give something back to him. One of his employees has said, 'I am honored to work for Al.' Tonight, the honor is mine – I am honored to present the Joe Jackson Award for 2007 to Albert Jesus Estorga."

DuPont Converts Two Opportunities to Successes At Mack Truck

Mack Truck had two problems – one with production, one in the aftermarket – and DuPont stepped in to provide solutions to both.

The DuPont/Mack partnership began in August 2004 with the conversion of Mack's Macungie, Pa. plant to DuPont's latest heavy duty truck technology, Imron® Elite.

With the conversion, Mack became the sixth among eight major heavy-duty truck manufacturers who have adopted the DuPont technology. The technology not only provides world leading coatings, it also helps the manufacturer achieve environmental regulatory compliance with its low-VOC formulation.

Teams from both Mack and DuPont worked together to bring about the conversion and remove production bottlenecks. The transition "has exceeded our expectations," said Dan Haugh, manufacturing, engineering and continuous improvement manager at the plant. "We've increased efficiency by 25 percent," he adds.

The success in helping Mack improve its productivity led to further opportunities in the aftermarket. A lack of "authorized" collision repair resources for the heavy-duty truck industry had created a substantial void in the marketplace. To address this opportunity, Mack worked with DuPont Refinish to design a Certified Collision Center program to capture additional collision repair business through its dealer network.

"Using our aftermarket expertise, we helped Mack establish guidelines

for its certified program," said Fran Cassidy, DuPont Commercial Fleet Segment manager.

DuPont provides vital elements to the program, such as paint application training, management training (SMART Estimating), paint facility certification, and the DuPont™ ProfitNet® shop management program. DuPont also developed web-based business analysis tools to benchmark financial performance and establish improvement plans to ensure long-term success of the Mack network.

In return, Mack named DuPont the sole supplier of aftermarket finishes.



DuPont's Kwasnicka Honored By Light-Truck Accessories Assn.

DuPont Account Manager Eric Kwasnicka was honored for his service to the light-truck accessories industry at the group's recent meeting in Atlanta.

Kwasnicka received the Chairman's Award from the Light-Truck Accessories Assn. for his outstanding contribution to the LTAA, a council of SEMA, the LTAA's governing body. Eric was chosen by Todd Yeoman, chairman of the LTAA, for his work on developing a DVD explaining the color variation on truck accessories, which members can show to customers. DuPont also received praise for its contributions to Victory Junction Gang, a camp built for terminally ill children and a charity supported by the LTAA.

DuPont has been a leading supplier to the light-truck accessories industry for many years.



AutoNation Names DuPont™ ProfitNet®

AutoNation, Inc., America's largest automotive retailer, named DuPont™ ProfitNet® Management System the Technology of the Year at its recent annual Vendor Recognition Awards banquet. DuPont is the sole supplier of paint refinishing products for this family of auto dealerships.

ProfitNet® has been implemented into AutoNation's collision centers throughout the country. In presenting the award, Laura Payne, director of purchasing for AutoNation, said that ProfitNet® "will position AutoNation as the industry leader in collision repair."

"DuPont has partnered with us in a way that no other company has," Laura said, citing an "exceptional comprehensive program they developed exclusively for AutoNation."

"This management system will allow us to do more accurate estimating, have standardized reports and at the end of the day, operate more productively and profitably," she said.

Accepting the award for DuPont at the ceremony in Fort Lauderdale were Howard Wehnes, national accounts manager for DuPont, and Ervin Clark, DPC National OEM/Mega dealer group manager.

Coming in 2007!



Hot Hues™ Hot PinStripe Efx™ Make Their Mark In Custom Finishing

DuPont will introduce Hot Hues™ Hot PinStripe Efx™ – high performance striping colors that produce exceptional coverage, gloss and clearcoat compatibility. They deliver superior results with trouble-free application and excellent brushability.

“We continue to expand the Hot Hues custom finish product line with special effects products that complement and enhance our color offering,” said Ron Skyrme, custom finish technical manager. “This is the first of several new special effects products that will be added to the Hot Hues offering in 2007.”

Hot Hues™ Hot PinStripe Efx™ products add the perfect finishing touch to any custom project. Colors are available in ¼ pint containers in 20 solid and metallic colors, and ChromaLusion® color-shift colors are coming soon. Additional colors will be added to the offering.

Painters can create their own custom striping colors by mixing Hot PinStripe Efx™ colors together. In addition, any Hot Hues™ basecoat color may be special ordered in pinstriping colors.

Hot Hues™ Hot PinStripe Efx™ are perfect for adding customization to any OEM finish or custom vehicle because they can be used over or under a clearcoat. They're easy to use for a novice graphic artist or the most experienced pinstriper.

For more information about any Hot Hues™ products or programs, visit www.hothues.dupont.com.



Jobber Radio Promotion Spreads the DuPont Name

As a result, two shops have partnered up and are now using Hot Hues™, ChromaPremier®

A “Rock Your Ride” promotion on the largest radio station in New Hampshire has helped Sanel Auto Parts spread the word about DuPont Hot Hues. It also helped to convert two body shops to DuPont Refinish products and resulted in a partnership between the two owners.

Grand prize in the promotion, conducted on WGIR-FM (a.k.a. “Rock 101”) in Manchester, N. H. last summer, was a custom paint job, a new sound system, muffler, rims, wheels, tires, body kit accessories and \$250 in gift certificates to Sanel Auto Parts. Contestants could qualify by being the correct caller when prompted while listening to Rock 101 or by filling out an entry form at one of the participating sponsors. Contestants could sign up at one of the 20 Sanel locations within broadcast range of the station.

In order to have a chance to win, the 101 qualifiers (from either on-air or raffle entries) were required to show up with their vehicles at Sanel's store on Dow Street in Manchester for the final drawing on June 8. Seventy-two showed up, and after a drawing at the store, Jeff Tate and his 1999 Buick Century was the lucky winner.



The winner's 1999 Buick Century was transformed with DuPont Refinish Products, including Hot Hues® colors.

Then two shops – Fitsy's Custom Paint and Pento & Sons Motorsports of Allentown, N. H. – went to work on the Buick. The car was prepped and refinished with DuPont products provided by Sanel. The paint job (orange flames, blue marbled, green speckled) was completed with Hot Hues® colors.

“These customers had never used Hot Hues before, and they were blown away by the colors,” says Dave B. Segal, marketing manager for Sanel.

Both Fitsy's and Pento & Sons specialize in motorcycles, and Paul Fitzgerald, owner of Fitsy's, has been doing airbrush work for 30 years. So he knows what he's talking about when he says, “The Hot Hues colors are really vibrant. I used Dragon Fire and Smooth Yellow on the contest car, and I'm so impressed with Snowstorm White that now I use it for all my basecoats for murals.”

He has also made ChromaClear® 4700S™ his standard clear. “I have to have a clear that dries in three hours,” says Fitsy, “and that stuff does the trick.”

Sean Pento, owner of Pento & Sons Motorsports, echoes those thoughts. “The clear is great and we're also using the ChromaPremier® Sealer,” he says.

Another result of the contest is the partnership between the two shops. Fitsy has moved into the Pento shop. “We have two signs over the door, and two booths – one for him and one for me,” says Fitsy.

“We had worked on jobs together over the years, and had talked about a partnership,” he says. “What finally clinched it was working on the Rock Your Ride contest winner.”



Now painters can easily create custom pinstripe artwork with Hot Hues™ Hot PinStripe Efx™.



Performance Alliance

Performance Alliance Money Back Guarantee For Alliance Shops



As reported in earlier issues of *DuPont Refinisher News*, the Request an Estimate feature of the DuPont Performance Alliance website has been extremely successful, generating more than 5,000 requests so far for **86 percent of the Alliance shops**.

This success rate has prompted Performance Alliance management to offer a money-back guarantee: If within one year of joining the program a shop has not received at least two leads as a result of being an Alliance shop, the owner may drop out of the program and his membership fee will be refunded by DuPont.



This new policy, effective immediately, demonstrates DuPont's confidence in Performance Alliance and its effectiveness.

No. 24 Car Will Feature DuPont™ Performance Alliance™ at May 19 All-Star Race

Jeff Gordon's No. 24 DuPont car will once again carry the DuPont Performance Alliance colors at the NASCAR Nextel Cup All-Star Challenge on May 19.

As in the past two years, the car's color scheme was designed by renowned NASCAR® graphic artist Sam Bass. This special version of the 24 Chevrolet reverses the primary colors of the fire and flame design, and the Performance Alliance logo and name will be featured on the hood and side panels, and www.PA24.DuPont.com will appear on the TV panel. Gordon, currently ranked first in NEXTEL standings, will wear a Performance Alliance branded uniform.

The tagline, "Your Personal Pit Crew™", will appear on Jeff's uniform, in the race program and on the website – PA24.dupont.com – that directs consumers to the Shop Locator website listing Performance Alliance shops.

DuPont also will hold a special customer event at the race.

"Our message to NASCAR fans is that Performance Alliance shops represent their personal pit crew," says Troy Weaver, manager of the Performance Alliance program. "We will also have full page ads in the All-Star Challenge program and the race program for the Coca Cola 600 in Charlotte on May 27."

The Performance Alliance website also will be featured on the TV Panel of the 24 car at the following races:

- June 3 - Dover, Del.
- June 17 - Brooklyn, Mich.
- July 1 - Loudon, N.H.
- July 7 - Daytona Beach, Fla.
- August 12 - Watkins Glen, N.Y.
- September 8 - Richmond, Va.
- October 7 - Talladega, Ala.
- November 4 - Dallas / Fort Worth

Note to our readers: This is the corrected version of an article that appeared in the last issue of DuPont Refinisher News.

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 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."

FREE Webinars Help Shops Increase Business Savvy

...without leaving their office

It's not always convenient for shop owners to leave their business for a day or more to attend seminars and training sessions. But this is 2007, and through the magic of the internet and **innovative DuPont Performance Alliance management**, there's an alternative: **Webinars**.

Conducted by Performance Alliance experts, these Web-enacted seminars help enhance a shop owner's business skills – in real time. And they're free!

Here's the lineup for the near future:

Speed Your Growth! Creating the Right Culture

Tuesday, May 24, 1 p.m. EDT, 10 a.m. PDT

Tools for Maximizing Your Business Potential

Tuesday, June 8, 1 p.m. EDT, 10 a.m. PDT

Industry Overview with Bruce Cooley

Tuesday, June 18, 1 p.m. EDT, 10 a.m. PDT

Building Relationships and Earning Referrals with Agent Marketing

Tuesday, June 26, 11 a.m. EDT, 8 a.m. PDT

Using the Tools of Performance Alliance

Tuesday, July 10, 1 p.m. EDT, 10 a.m. PDT

Technology and Your Business: Web-Marketing

Tuesday, Aug. 24, 1 p.m. EDT, 10 a.m. PDT

If you have questions on any of these exciting, FREE Performance Alliance Webinars, call 1.608.661.0810, and dial 0.



DuPont™
PERFORMANCE ALLIANCE™

A Landslide Victory

Shop owner polls his painters,
and they all love ChromaBase® “4 to 1”



Frank and Miki Ross own the 19,200-square-foot Ross Auto Body in New Kensington, Pa. They like “4 to 1” because it has reduced their inventory.

Frank Ross is a loyal kind of guy. The owner of Ross Auto Body in New Kensington, Pa. has dealt with the same jobber and the same glass supplier almost since the time he went into business almost 20 years ago. And until recently, he had stayed with the same paint supplier.

But DuPont™ ChromaBase® “4 to 1” changed all that.

The Ross shop was introduced to “4 to 1” products a few months ago by Christian Canzian, a market manager for DuPont Refinish.

“The bottom line was, I was looking for something simple and user-friendly,” says Frank.

The 10-person shop is made up of combination men. They tried “4 to 1” for about two weeks, under Christian’s guidance.

“Change is always tough,” says Frank, “but when the two weeks was up I went around to every man, and asked them what they thought. It was a landslide. They all liked it.

“That surprised me.”

The painters especially like the clearcoat. “They love the way it sprays,” says Frank. “They can lay it out and it doesn’t go anywhere. And it buffs easier, and there is way less overspray than with the product we were using.”

As for the basecoat, he says the coverage is excellent. “We get full coverage in just two-to-three coats.”

As a shop owner, Frank likes the fact that his inventory has been reduced drastically by “4 to 1”.

Located north of Pittsburgh, Ross Auto Body is a 19,200-square-foot shop that grosses about \$2 million annually. It’s equipped with a downdraft booth, six prep stations, and two in-ground frame machines. It’s a DRP shop for three of the largest insurers in the area.

Ross needs the best technicians, equipment, and products to maintain its market-leading position. ChromaBase® “4 to 1” will help them do just that.



Dave Danko works in the paint mixing room at Ross, where all employees have adapted quickly to DuPont ChromaBase® “4 to 1”. They especially like the clearcoat.



The following “4 to 1” products have been added to the Aftermarket Rewards program:

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

In addition, the following existing products have been added to Aftermarket Rewards:

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



New Tyvek Suits: Best Blend of Quality, Protection, Price

Tyvek® paint suits, long the first choice of refinishers for protection, are now better than ever. They offer the absolute best balance of performance, quality and protection at new, much lower prices. And now they're available in the new, Comfort Fit design.

The suits are offered in the most popular sizes in two styles, hooded and non-hooded. Tyvek® shoe covers are also available.

For more information on these great new Tyvek® garments, call 1-800-GET-DUPONT or go to www.performancecoatings.dupont.com.

New Mixing Cups Offer Many Benefits

DuPont Refinish has introduced a new mixing cup offering in two sizes: the much wanted "true quart" that holds a full 32 ounces of mixed materials, and a 12-ounce mixable cup size for smaller mixing needs.

The new cups offer refinishers many benefits:

- Clearer cup allows easier/more accurate mixes, eliminates over or under activation.
- Accurate mixes eliminate redo's and improve shop performance.
- Mixing numbers are visible from inside, more ergonomic.
- 2-oz cups included, allowing accelerator and additives to be measured accurately.
- Economical to use, saves cleaning time and cleaning solvent.
- Lids are also available.
- Solvent durable/resistant ink, for optional re-use.
- The cup features up-to-date mix ratios for all DuPont Refinish products.
 - 1+10,20%
 - 1:1,2,3
 - 2:1+10%
 - 3:1+5,10,30% :1
 - 4:1:1½
 - 5:1:1
 - Equal Parts scale
 - Ounce scale



Be sure to ask your DuPont Distributor about the new mixing cups.

Jeff Gordon's 24 Car Promoted Cromax® Pro Waterborne At California Race

Jeff Gordon's No. 24 DuPont Monte Carlo SS sported a finish of DuPont™ Cromax® Pro, the new waterborne paint from DuPont Refinish, at the Feb. 25 NASCAR Nextel Cup Series Race at the California Speedway in Fontana. With Jeff starting in the pole position and finishing second, the car got plenty of on-camera time.

The event helped introduce Cromax® Pro, which not only complies with strict California regulations, but also helps increase productivity through faster dry times and better hiding. The car and Gordon's racing suit were branded with the Cromax® Pro design and the "Catch the Wave" product slogan.

Gordon greeted more than 750 guests at the DuPont Hospitality Tent prior to the race. There was also an in-tent product display, and DuPont™ Cromax® Pro experts were on hand to explain the paint system.

Cromax® Pro is being introduced in certain areas of California, well in advance of the tighter VOC regulations that will go into effect in those areas in January 2009.

Handling the Plastic Bumper Color Match Challenge

In recent years refinishers have been faced with new challenges regarding bumper colors. Many newer vehicles have plastic bumpers and fascias that wrap around and are flush with the metal parts of the vehicle.

In the OEM paint process, plastic bumpers are usually painted separately from the main body of the vehicle – often at a different location – because plastic parts cannot withstand the high bake process that metal parts can.

The different application processes and substrates (plastic vs. metal) can result in color variation – especially with spray sensitive colors (e.g., light beige metallics).

Most often, the difference between the bumper and body is due to flake appearance, and/or darkness/lightness.

When the bumper is attached to the vehicle the color match may look very good at one angle, but dramatically different as the viewing angle changes.

The refinisher is often faced with the difficult challenge of keeping the repair within the bumper or blending into the main body of the vehicle. **In order to provide the best possible color match, DuPont recommends blending into the main body of the vehicle.**

Unfortunately, consumers are often unaware of the color mismatch until they are in need of a bumper repair. Upon inspection of a repair, consumers take a closer look and see the color difference between bumper and vehicle.

To avoid this problem, shops should make the consumer aware of the color match issue before beginning repairs. They should show the consumer the un-repaired bumper to illustrate that a color difference already existed. This will put the customer's expectations at a reasonable level and help assure customer satisfaction.

Remember: DuPont Refinish provides state of the art color matching tools to assist you with this and any other type of color-matching challenge.



Different application processes and substrates can result in color variation on plastic bumpers compared to metal body parts. The DuPont Refinish Color Solutions Tool Box (M-4434) contains all the ChromaSystem™ color information refinishers need to help handle tough jobs like this.

Color Solutions Toolbox Provides Color-Matching Answers

Do you have yours?

With tri-coats and special effect colors now produced by car manufacturers, the challenge is perhaps greater than ever before. Now, you will have the answers to virtually every color-matching question at your fingertips, thanks to **The DuPont Refinish Color Solutions Toolbox**. The Toolbox helps solve problems and save time in the paint shop, resulting in more profits.

Order the Color Solutions Toolbox through your DuPont sales representative by referring to M-4434, and get the answers to your color-matching problems.



DuPont Refinish, SMART Courses Eligible for I-CAR® Points

Many of the training courses offered by DuPont are eligible for I-CAR points. Why is I-CAR training important? There are several reasons:

- I-CAR Gold Class shop certification is required by most insurers.
- I-CAR is a key component of many insurers' DRP criteria.
- I-CAR curriculum training is required by the top insurers for their claims adjusters.
- I-CAR represents all of the OEMs, insurers, industry suppliers, recyclers, information providers, etc.
- I-CAR is recognized as the repository for standard practices for all auto body repair procedures.



Below is a list of DuPont courses that are eligible for I-CAR points



Refinish

OEM Certification Part A	4 Pts
OEM Certification Part B	3 Pts
ChromaSystem™ – Refinisher	5 Pts
ChromaSystem™ – Overview	2 Pts
ChromaPremier® System	4 Pts
Color Adjustment	4 Pts
Surface Preparation	4 Pts

Additional DuPont Refinish courses to be added in 2007

Cromax® Pro Refinisher Certification (2-day)*	
Cromax® Pro Jobber Certification (2-day)*	
Commercial Fleet Refinishing (3-day)	
Jobber ChromaSystem™ (3-day)	
Advanced Blending and Tri-coat (2-day)	

* Available in California only

Management Courses

SMART Cycle Time	1.75 Pts
SMART Money III	1.75 Pts
SMART Damage Analysis	1.75 Pts
SMART Sales	1.75 Pts
SMART Marketing	1.75 Pts
Refinishing Today	1.75 Pts



Jobber-sponsored classes, like those recently held at Gladwin Paint Supply in San Antonio, help refinishers learn about DuPont Refinish products while earning I-CAR points.



DuPont Technical Training Schedule

Summer 2007

June –

Class	Date	Location
Commercial Fleet Refinishing	June 5 – 7	Lionville, Pa.
ChromaSystem™ 3 Refinisher*	June 12 – 14	Lionville, Pa.
ChromaSystem™ 3 Jobber	June 19 – 21	Lionville, Pa.
Color Adjustment*	June 26 – 27	Lionville, Pa.
OEM Certification Part A*	June 4 – 5	Pomona, Cal.
OEM Certification Part B*	June 6 – 7	Pomona, Cal.
Cromax® Pro Refinisher Certification	June 11 – 12	Pomona, Cal.
Cromax® Pro Refinisher Certification	June 18 – 19	Pomona, Cal.
ChromaSystem™ Low VOC*	June 25 – 27	Pomona, Cal.
Commercial Fleet Refinishing	June 12 – 14	Marietta, Ga.
ChromaBase® “4 to 1” System	June 21 – 22	Marietta, Ga.

August –

Class	Date	Location
Introduction to Hot Hues™ Workshop	August 1 – 2	Lionville, PA
ChromaSystem™ 3 Refinisher*	August 14 – 16	Lionville, PA
ChromaSystem™ 3 Jobber	August 21 – 23	Lionville, PA
Color Adjustment*	August 28 – 29	Lionville, PA
Cromax® Pro Refinisher Certification	August 6 – 7	Pomona, CA
Cromax® Pro Refinisher Certification	August 13 – 14	Pomona, CA
ChromaSystem™ Low VOC	August 20 – 22	Pomona, CA
OEM Certification Part A*	August 27 – 28	Pomona, CA
OEM Certification Part B*	August 29 – 30	Pomona, CA
ChromaSystem™ 3 Refinisher*	August 14 – 16	Marietta, GA
ChromaSystem™ 3 Refinisher*	August 22 – 23	Marietta, GA
Color Adjustment*	August 20 – 21	Jacksonville, FL
ChromaBase® “4 to 1” System	August 22 – 23	Jacksonville, FL

*Eligible for I-CAR Gold Class Points. For complete information and application for DuPont Refinisher I-CAR credits, go to www.I-CAR.com.

July –

Class	Date	Location
OEM Certification Part A*	July 17 – 18	Lionville, Pa.
OEM Certification Part B*	July 19 – 20	Lionville, Pa.
ChromaBase® “4 to 1” System	July 24 – 25	Lionville, Pa.
Color Adjustment*	July 11 – 12	Pomona, Cal.
Cromax® Pro Refinisher Certification	July 16 – 17	Pomona, Cal.
Cromax® Pro Refinisher Certification	July 18 – 19	Pomona, Cal.
ChromaSystem™ 3 Refinisher (National Rule)*	July 23 – 25	Pomona, Cal.
Commercial Fleet Refinishing	July 30 – August 1	Pomona, Cal.
ChromaSystem™ 3 Refinisher*	July 10 – 12	Marietta, Ga.
Color Adjustment*	July 17 – 18	Marietta, Ga.
Introduction to Hot Hues™ Workshop	July 24 – 25	Marietta, Ga.
ChromaBase® “4 to 1” System	July 31 – August 1	Marietta, Ga.
ChromaSystem™ 3 Refinisher*	July 24 – 26	Jacksonville, Fla.

Shop Ops

DuPont MSDS Now Available In Spanish

You asked for them, and now they're here! Spanish versions of Generic Material Safety Data Sheets, and Indices for DuPont and Nason brands are available on the DuPont Performance Coatings website – www.performancecoatings.dupont.com. A Spanish version of “How to Read a Generic MSDS” is also available.

Be sure to access the website frequently to obtain the most recent version. MSDS are updated on a quarterly basis, and published in the website by Jan. 31, April 30, July 31, and Oct. 31 of each year.

Download yours today to maintain compliance with OSHA's HazCom Standard.



New Members Discover Assurance of Quality Benefits

Assurance of Quality, the DuPont Refinish shop marketing program, provides members with quality, dependable, business services designed to help them market their shops and gain the customer knowledge necessary to flourish in a demanding marketplace.

Some of the benefits of AOQ include:

- A cost-effective, third-party CSI program that's easy to use. This cost effective, postcard based system is designed to help you learn how your customers evaluate their repair experience and whether they would recommend your business to others.
- High quality, customized marketing materials that enable you to promote your shop together with the DuPont oval to build confidence with your customer base.
- On-line Business Development Tools assist in increasing sales by analyzing financial data, measuring performance indicators and process auditing to identify selling opportunities that create and sustain a competitive advantage.
- A nationally transferable warranty backed by DuPont and a network of AOQ Shops no matter where the original vehicle owner may be located.
- Access to the DuPont Business Council program, which enables you to learn business-building techniques from other collision repair owners.

DuPont welcomes 28 new members and congratulates those with 10 or more years in the program this year.

"Each of our long-time shops will receive a plaque of recognition for their loyalty," said Janine Little, AOQ manager. "We are continuing to work on enhancements to the program while delivering the value they have come to expect."

New Members

Advanced Collision Specialists	East Naples, FL
Anderson Body Shop, Inc	Baltimore, MD
Artie's Auto Body, Inc.	Wolcott, CT
Auto ER	Gainesville, FL
Collision Center LLC	Terrington, CT
Collisiontec	Clearwater, FL
Elmo's Auto Body Ballston Lake	Ballston Lake, NY
Elmo's Auto Body of Scotia	Scotia, NY
Fox Collision - Douglas	Wichita, KS
Fox Collision - East Kellogg	Wichita, KS
Fox Collision - Maize	Wichita, KS
Fox Collision - Rock	Wichita, KS
Fox Collision - W. Kellogg	Wichita, KS
Geiger Collision Repair Center	Neenah, WI
GIO Auto Paint & Body Shop	Fort Myers, FL
Gordie Boucher Lincoln Mercury	West Allis, WI
Greenway Auto Body	Fresno, CA
Gurley Leep Imports Collision Center	Elkhart, IN
Hendrickson Truck Center	Huntington Station, NY
Howick Motor Sales	Meadville, PA
Jimmy & Son Autobody	Winchester, VA
Magarity Chevrolet, Inc.	Flourtown, PA
Schaller Collision Center	New Britain, CT
Speier Coachwork, Inc	Topeka, KS
Superior Autobody	Westbrook, CT
Tran Collision Repair	Sioux City, IA
Village Bodyworks Company	Edmonton, AB
Wilmes Auto Mall	Altus, OK

11 Year Members

Car Struction Auto Body Inc	Chesapeake, VA
Florence Auto Body Inc	Omaha, NE
Kittredge Auto Rebuilders	Kittredge, CO
Lynch Auto Body	Madison, WI

10 Year Members

Carubba Collision	East Amherst, NY
Collision Specialists Inc	Austin, MN
Falbe Crash I Collision Center	Beaver Dam, WI
Fritzler Body Shop	Wellington, KS
Gary's Body Shop Inc	Triadelphia, WV
Jim's Auto Body	Hyde Park, NY
Precision Collision Car Care Center	Annapolis, MD
Superior Chevrolet Honda - Body Shop	Cincinnati, OH
Thielbar Auto Body	Faribault, MN
Wentz Auto Body	Lehighton, PA
Wittmeier Collision Center	Chico, CA

Refinish Retrospective

For 40 Years: One Product Line, From Lucite® Lacquer to Sontara®

Since he first picked up a spray gun in 1967, Delmar Lambert has sworn by one line of products: DuPont Refinish.

“They’ve just been the best,” he says. “They never gave me any problems and I always got good service from DuPont. Years ago I tried a couple of other brands, but they just weren’t as user-friendly.”

It was only natural, then, that when he opened Delmar’s Body Shop in Staunton, Va. in 1983, he installed the DuPont Refinish line.

Over the years, the shop has benefited from the continuous improvement that is integral to the DuPont offering. “I like the fact that you can guarantee a paint job now for the life of the car,” he says. “We couldn’t do that in the days of Lucite® lacquer and Dulux®.”

His high regard for DuPont Refinish products has been passed along to his son, Dennis, who has handled most of the painting in the 10-person shop since 1984. With fast-drying ChromaPremier® products, the shop is turning out 15-18 repairs a week.

Delmar himself has not picked up a spray gun in more than 12 years, but he manages the shop and makes sure it has the latest from DuPont. He particularly likes a product that was introduced a few years ago – the Sontara® Surface Preparation System. The shop uses the Solvent Blend Pre-sat Wipes (PS-3990S), Static Reduction Wipes (PS-3995S) and the Solvent Wash & Dry Cloth (E-4143). To round out the job, technicians use Sontara® Maintenance Wipes (E-4601) for window cleaning and general cleanup.

Delmar says the shop switched to DuPont™ Sontara® wipes a number of years ago. “The wipes we had been using frayed really easily. There were lint problems, too, which we don’t have with Sontara®.”

Delmar views Sontara® wipes as an insurance policy. “If you don’t have to go back and re-do just one job, they pay for themselves. We never get any fish eye problems with Sontara®. Dollar for dollar, they’re the best wipes in the business.”

Dennis Lambert, the shop’s senior painter, is especially enthusiastic about Sontara® static control wipes. “Static is terrible here in Virginia



in winter,” he says. “The static control wipes help us avoid the problems dry weather causes when you’re doing bumpers.”

DuPont Refinish Account Representative Jettie E. Hooker is a fan of Delmar’s Body Shop. “They do everything right, from start to finish,” he says. Jettie calls Delmar’s “one of the most highly regarded body shops in the Shenandoah Valley.”

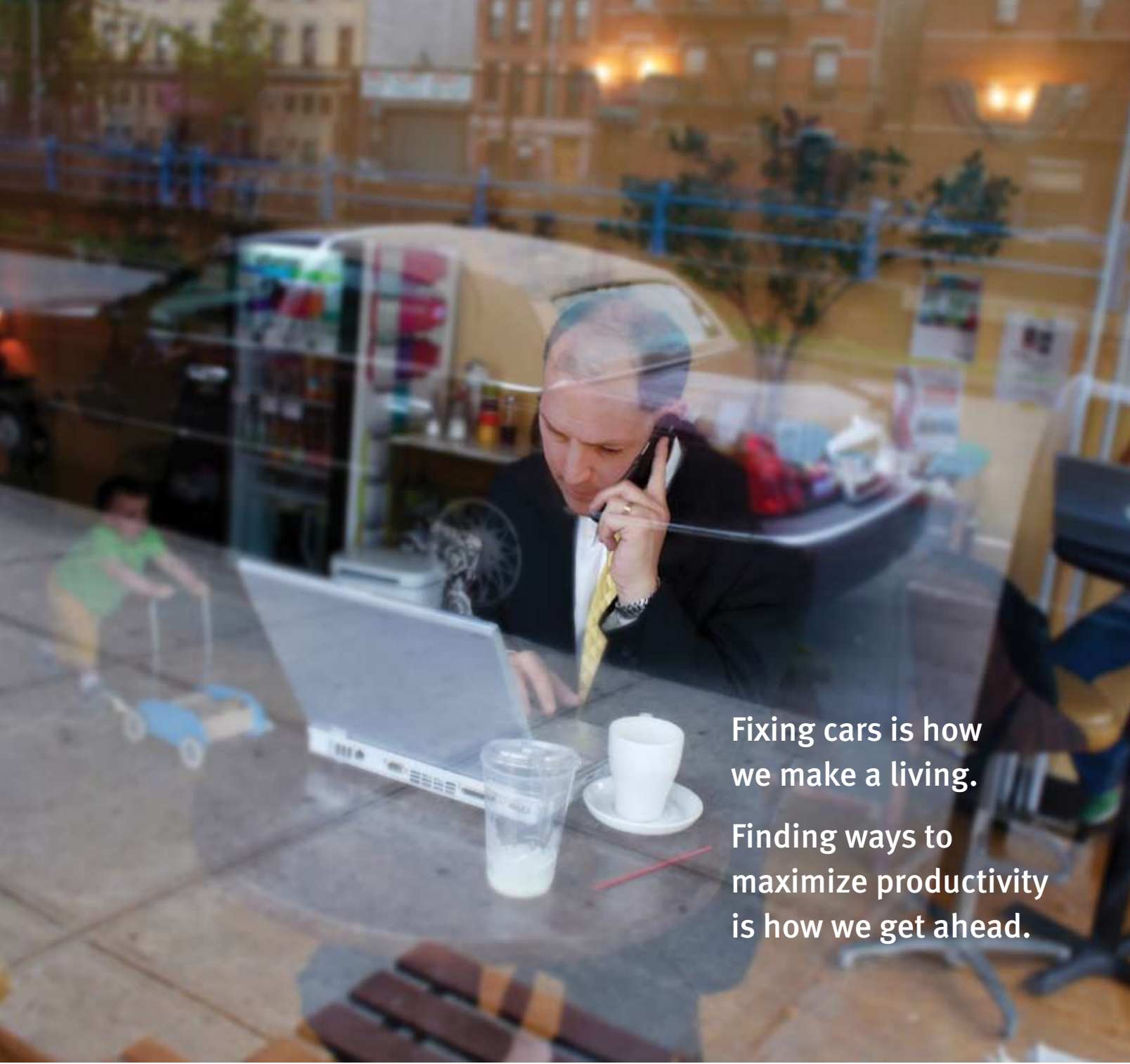
Another important part of the shop’s team is Dean Stum, who represents Delmar’s jobber, E&M Auto Paint & Supply Co. of Harrisonburg. “Dean seems to know just when we’ll need more of one thing or another and makes sure we get it right on time,” says Delmar.

Dean calls on nearly 40 body shops and reports that, like Delmar’s, the vast majority use Sontara® wipes. “The product sells itself,” he says.

For more information or to order DuPont™ Sontara® Surface Preparation System products, call Customer Support at 1-800-338-7668.



The team that keeps Delmar’s Body Shop humming: Dean Stum, jobber salesman; Dennis Lambert, head painter; owner Delmar Lambert; Jettie Hooker, DuPont Refinish Account representative; Dan Dowling, DuPont brand specialist, and Terry Whitmore, owner of E&M Auto Paint and Supply.



Fixing cars is how we make a living.
Finding ways to maximize productivity is how we get ahead.



gopro.dupont.com

The people that make a body shop a success know that productivity is the key to profitability. And DuPont Refinish has the tools to help make your work more productive than ever—tools that will increase your operational efficiency, maximize profits and manage your entire collision repair enterprise for continued growth and expansion. Punch in gopro.dupont.com today and bring a world of productivity to your business.

DuPont Refinish. From Start to Refinish.

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Trends Affect All of Us

By Raymond W. Fratella
DPC Insurance Services Manager

As DuPont Performance Coating's Insurance Services Manager, my role is to ensure that DPC offerings help our top performing shops stay visible and marketable to insurers and consumers. I'd like to share with you my observations of recent trends in these two important forces in our industry.

So, what are insurance companies looking for in a collision shop today? Insurers are now in a very competitive environment. They are striving not only to attract new customers but, more important, they realize how critical it is to retain their existing policyholders. As you know, insurers' relationships with shops have changed over the past few years and will continue to change in the future. When policyholders have a claim, they are seeking a high level of customer service, and insurers are looking for shops that can deliver that level of satisfaction and provide them with a competitive advantage over other insurers. In the past, insurers selected shops based mostly on personal relationships. Today, they want shops that offer a high level of performance – shops that consistently deliver a quality repair while effectively managing costs and adapting to the programs of the insurer. Shops will be held accountable by insurers as they measure and monitor key performance metrics.

Consumers will continue to influence where their car is repaired. There has been a dramatic increase in the use of the Internet for consumers to obtain information, locate and even select a shop after they have been in an accident. For example, consumer inquiries to the DuPont Performance Alliance website (www.performancealliance.dupont.com) have tripled over the past year. These consumers include people working with their insurance companies and people pursuing repairs at their own expense. Consumers want to have confidence and trust in the shop that repairs their vehicle after an accident.

The main cause of the increased competitiveness in our market is that the number of repairs is not growing. In a mere 10 years, even though there are 30 million more vehicles on the road, the number of paid collision claims has decreased. There are simple reasons for this. Cars are safer, roads are safer, drivers are safer and people are driving fewer miles per year. In addition, total losses have risen, due to the increased use of air bags and high-tech components, which have escalated the cost of repair. Smaller, fuel-efficient and less-expensive cars continue to grow in popularity. It is estimated that total losses as a percentage of total claims have almost tripled since 1995 and additional increases are forecast for the future.

Please email comments to:
raymond.w.fratella@usa.dupont.com



The competitive pressure for insurance work will continue to escalate and consumers will become better educated about their choices. Insurers and consumers will seek out performance-driven shops that consistently deliver against their expectations. Insurers will measure shop performance to ensure that shops are delivering results. Insurers will partner with shops that can provide consistent quality and cycle-time, reliable capacity and a high level of customer satisfaction.

If you have any insurer relationships, whether DRP or non-DRP, put them at the top of your priority list. The same can be said for all of your consumer referral business.

Here are my observations about what a shop can do to protect those relationships:

- Demonstrate solid performance through measurable CSI and cycle time
- Adopt Standard Operating Procedures (SOPs) and follow them routinely
- Market your shop and your shop's performance to insurers, agents and consumers

We at DPC can help shops in many different areas. State-of-the-art color tools. World-class product training. Innovative value-added programs. Business management tools and support.

In short, we help our good shops get better and connect them to insurers and consumers.

I have been in this business for more than 30 years. It has always been exciting and challenging to me and that's what makes it a great business. We believe that together we can meet the challenges ahead and continue to win in a dynamic market.

Thank you for your support and for your business.



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