

DUPONT

REFINISHER

NEWS

**Inside –
We Answer
Your Questions.**

Global Color Popularity –
Is Silver Still Golden?... Pg.7

A Color Matching Tip That'll
Keep You From Spinning Your
Wheels... Pg. 11



The miracles of science™

From Start to Refinish™



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- Assurance of Quality™ Body Shop Program
- Basemaker™ Paint Additives
- ChromaBase™ Base/Clear System
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- ChromaLusion™ Colors
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- Ultra Productive Refinishing Products
- URO™ Primer-Filler
- ValueShade™ Hiding System
- VariPrime™ Self-Etching Primer
- VINdicator™ Color Matching System

contents

4-5 **Refinish Retrospective**
 Fourth Street is First Class

6-7 **Industry News**

Mark Wagner Named New V.P., Americas
 Training Achieves CASE Re-Certification
 Suzuki Approves DuPont Refinish for Dealer Network Support
 Color Popularity

8-9 **Products & Productivity**
 ChromaClear™ - Answers to Productivity and Delivery

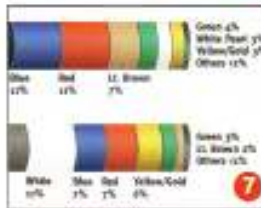
10 **Training Excellence**
 Training—Now More Important Than Ever!
 March-June Technical Training Schedule

11 **Color Solutions**
 Struggling for a Blendable Color Match on White Tri-coats?
 Wondering How Much Midcoat to Use?

12-13 **Performance Alliance**
 Webinars Speed Your Growth
 Profit Planner Helps Take Control of P & L
 Performance Alliance™ Bumps Up Business in Slow Market

13-15 **Other News**
 DPC Selected for Audi Authorized Collision Repair Program
 EPA Publishes New Emissions Rule
 DuPont Refinish Backs SkillsUSA
 DuPont Performance Coatings Salutes a Legend

16 **The Last Word**
 Answers to Color Match Productivity Challenges
 in the Real World



Refinisher News Readers Survey Generates a Healthy Response

Our goal is to make Refinisher News the smartest, most informative publication of its kind. So in the summer of 2007, we conducted a reader survey designed to help us answer the ultimate question: "How can we make Refinisher News even more useful for you?" After processing nearly 500 responses, we have the solution.

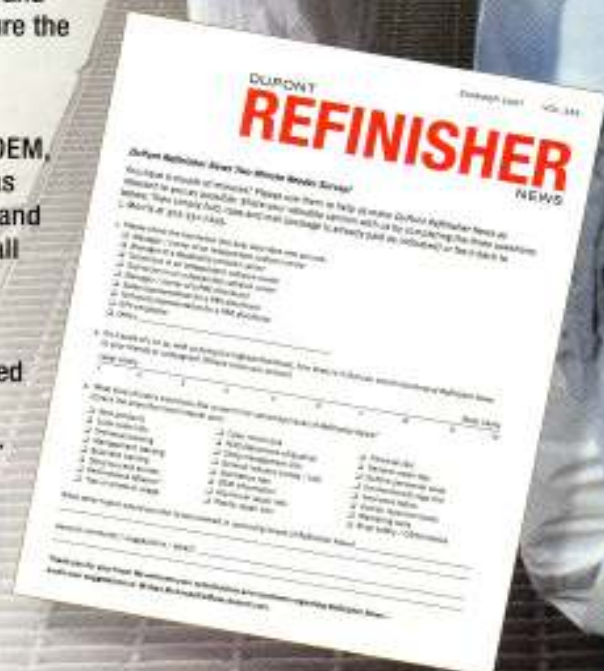
An average of 74 percent of the survey's respondents noted they are interested in content on product information, including articles on new products and product usage tips. Our readers can be certain Refinisher News will always feature information highlighting our latest and greatest products, as well as helpful application tips designed to enhance the quality and productivity of your work.

Nearly six out of ten respondents identified color tool information and/or color match tips as topics of interest. As loyal Refinisher News readers know, our Color Solutions section is a staple of every issue. Based on your feedback, we'll continue to provide information-packed articles that can help make your work a work of perfection.

Another popular category was training, with a respondent rate averaging 48 percent. Areas of interest included product training, plastic repair and aluminum repair. Refinisher News readers count on us for training-related content and our Training Excellence section will always feature the issues that are most important to you.

Survey respondents also cited considerable interest in general industry trends, including OEM, environmental and insurance issues, as well as business solutions, including marketing tools and estimate/financial tips. Look for coverage on all of these topics in the 2008 editions of Refinisher News.

We would like to thank all of those who responded to the Refinisher News survey. We asked many questions, and we received many more answers. Thanks to your input, you've helped make Refinisher News a must-read magazine.



Refinish Retrospective

Fourth Street is First Class



Want to know the secret of building a successful collision repair business – even if you're in a small community like Farmville, Virginia? Just ask Jerry Stuart, the owner of Fourth Street Motor Company.

(ABOVE RIGHT) (L-R) Dean Scum of E&M Paint Company, Clyde Childress Fourth Street Body Shop Manager, Jerry Stuart Fourth Street Owner and Dan Dowling DuPont Brand Specialist in front of Fourth Street Motor's facilities. (BELOW RIGHT) Painter Paul Johnston in Fourth Street's paint room.

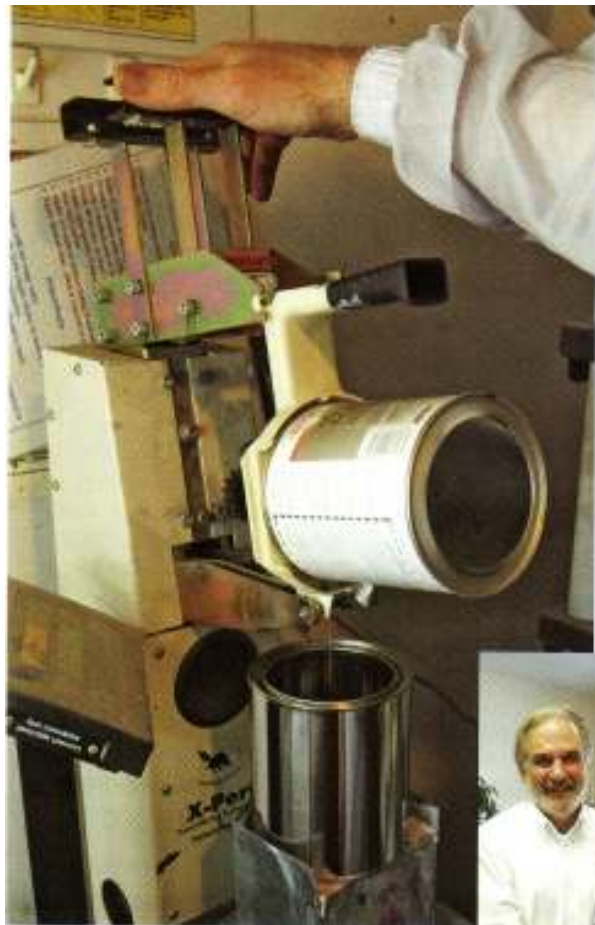
"Turn out a quality product; then guarantee your work for the life of the vehicle," says Jerry. "Of course if you're going to do that, everything has to be done first class," he says.

When it comes to paint and paint systems, that means DuPont. "We've been with DuPont as long as I can remember," Jerry says. "I recollect seeing a DuPont sign in the paint room when I was a very young child."

Farmville is located in the very center of Virginia. According to Jerry, "If you drew a bicycle wheel over a map of the state, we'd be the axle." The area is rural and Jerry says 75% of the damage they repair is caused by car-deer collisions. "A hunter asked if he could set up a tree stand on some property I own and I said no," Jerry laughed. "I told him, 'You start shooting deer and you're going to hurt my business.'"

- all the way.





(LEFT) Fourth Street relies on X-Pert computerized point mixing. (RIGHT) Paul Johnston completes the final wipe with a Santara tack cloth. (BELOW) Dan and Jerry hold the plaque commemorating Fourth Street's 75 years with DuPont.



Fourth Street was founded in 1932 by Jerry's grandfather and father. "Dad planned to go to University of Virginia Medical School," he says. "But the Great Depression got in the way of that. He joined my grandfather in opening Fourth Street and wound up repairing cars instead of people."

They stressed quality from the beginning. According to Jerry, Fourth Street was the last repair shop in the state to use body putty instead of leading. "My dad refused to use it until it was perfected. His competitors all laughed at him for using lead, which took a lot longer."

No one's laughing today. Fourth Street Motor Company serves the third, fourth and even fifth generations of the families it started with years ago.

Dan Dowling, DPC Brand Specialist puts it this way: "Jerry Stuart, and all the people at Fourth Street Motor Company have genuine concern for their customers. You can't fake that. People pick up on it, and they repay it with their loyalty."

The Stuarts, from Jerry's grandfather to him today, have been as loyal to DuPont as they're customers have been to them. "Last December we received an award for being with DuPont for 75 years." Other companies have tried to "buy" their business according to Jerry. "But I see no reason to change. The quality of DuPont finishes is second to none. I like the



clear coats, the base coats. And everyone recognizes the DuPont name; and that's important."

Paul Johnston, Fourth Street's painter, uses DuPont™ ChromaClear® G2-4500S and HC-7776S. "They go on easily and look great," Paul says. "And they dry fast – which really boosts our productivity."

Fourth Street's facility measures 6,000 square feet, and they do between 60 and 65 cars per month. A 4,000 square foot expansion is in the works for the future. Something that won't change, according to Jerry, is Fourth Street Motor Company's insistence on using DuPont products.

He says, "When you guarantee your product for the life of the vehicle, you can't take short cuts."



(ABOVE) Jerry and Dan inspect a newly painted bumper cover. (LEFT) Body shop coordinator Valerie Taylor helps a Fourth Street customer. In the background are Dan, Paul and Jerry.

Mark Wagner Named DuPont Performance Coatings New V.P., Americas.



Mark Wagner brings 23 years of experience in DuPont paint technology to his new post.

Mark began his career as a chemist, assigned to DuPont waterborne technology in Troy, Michigan. He spent a year in Japan, working with Kansai Automotive Coatings and Toyota. After his return to the United States, Mark held a variety of assignments in R&D, manufacturing, product management and sales for DuPont's General Motors, DaimlerChrysler, Ford, BMW and Mercedes businesses.

Mark served as Global Business Manager for DuPont's Ford automotive business. Three out of the four years he was there, DuPont Automotive Coatings received Ford's World Excellence Award. His team also received the Henry Ford Technology Award and the Automotive News Pace Award for DuPont's Wet on Wet Two Tone paint system.

Before assuming his new post, Mark held the position of North American collision sales director.

"I'm excited about meeting the challenges of this new role," Mark says. "And I look forward to serving the DuPont Performance Coatings' family of representatives, jobbers and automotive repair businesses."

Mark replaces Ray Anderson, who retired.

Harry Hall Named National Sales Manager Refinish U.S.

During nearly 30 years with DuPont, Harry Hall has "worked at pretty much everything to do with paint except R&D."



In replacing Mark Wagner, Harry brings to his new title experience in sales, marketing, manufacturing, IT and finance. He was formerly Marketing Manager, Refinish Americas.

As for his new position, Harry says he really looks forward to working with "the people; our sales folks, customers and partners."

"That's the most rewarding part of the job," he says. "It's a business with a lot of great people who I respect and enjoy working with."

Training Achieves CASE Re-Certification

In a salute to our unparalleled commitment to quality training, DuPont Performance Coatings (DPC) has once again met the strict requirements established by the National Institute for Automotive Service Excellence (ASE) for Continuing Automotive Service Education (CASE). This achievement extends the CASE certification status DPC has maintained since 2001.

To obtain re-certification, DPC instructor-led programs underwent intense review by ASE. Jim Evans, DPC National Training Manager, commented, "The CASE review required us to closely examine our North American training program development process for all our CASE activity training programs. Our customers can be confident that DPC CASE



Jim Evans, DPC National Training Manager.

activities they attend represent the very best in training."

Bill Hickey, DPC CASE Auditor, further emphasized the value of CASE certification. Said Hickey, "CASE equates to a highly respected 'seal of approval' that demonstrates to jobbers, shops and the industry in general that DPC follows a strict, formal process to develop, deliver and evaluate our training offerings."



Suzuki Approves DuPont Refinish for Dealer Network Support

Good news for those who repair Suzuki vehicles. The Suzuki Motor Corporation has signed a global, non-exclusive cooperation agreement with DuPont Refinish to provide world-wide training and technical support to its dealer network. Whether it's an Aerio, Forenza, or Grand Vitara, now your Suzuki repairs will shine even brighter with the DuPont Refinish quality and performance you know and trust.

A Suzuki spokesperson from the Field Service Development, Quality Assurance Division, commented, "Entering into this agreement will be of great benefit to Suzuki. Our dealers will be able to maximize the quality and efficiency of the repairs they provide by using DuPont Refinish for their training and technical support requirements."



Fred Wissemann, DuPont Refinish Brand Manager

Fred Wissemann, DuPont Refinish Brand Manager, was equally enthusiastic about the agreement. Wissemann stated, "To be recognized by Suzuki Motor Corporation—a company that shares our uncompromising commitment to quality—is a great honor. We look forward to many years of providing Suzuki with the world's finest refinish products, training, and technical support."

The Suzuki agreement is yet another on a long list of companies that have approved DuPont Refinish, and one more reason to trust DuPont for high quality refinish solutions.

When it Comes to Color Popularity, Silver is Still Golden.

Which automotive colors are most popular? Which hues are hot?

That's what readers have been asking. And we can report that for the seventh straight year, silver has been the prominent color choice for vehicles globally.

Vibrant colors like red and orange also increased in popularity, according to DuPont Automotive's latest Color Popularity Report. The Report remains the automotive industry's authoritative standard.

Silver has held the top spot since 2000, when it overtook green, the longest run of any color during the 54 years of the DuPont Report. DuPont reports there has been a broadening of the range of tones of silver and gray – another favorite. Future trends include the infusion of these neutral colors with greens, reds and purples – providing your customers with a broader palette of choice.

Global Automotive Color Trends.

But while tastes seem to be harmonizing globally, there is still a need to look at other markets, especially Asia, says Karen Surcina, color marketing and technology manager of DuPont Automotive Systems.

Japan's color choices remain constant with last year's – neutral colors were dominant with silver at 27%, white/white pearl at 24%, black at 16%, gray at 12% and blue at 10%.

DuPont experts say a clear trend for the future points to warmer tones such as red and blue. The two colors have strengthened their positions of popularity in North America, each with an 11% share, and in China, where blue had a 17% share and red 9%.

The stronger showing of higher chroma colors throughout the world points to consumers' desire for more personalization of their vehicles.

Black remains a top choice across the global landscape. The color popularity report sees growth of

black in the North American luxury segment with 22%, mirroring black's longstanding first place among European luxury vehicles with 37%.

Color Trends in Mass Personalization.

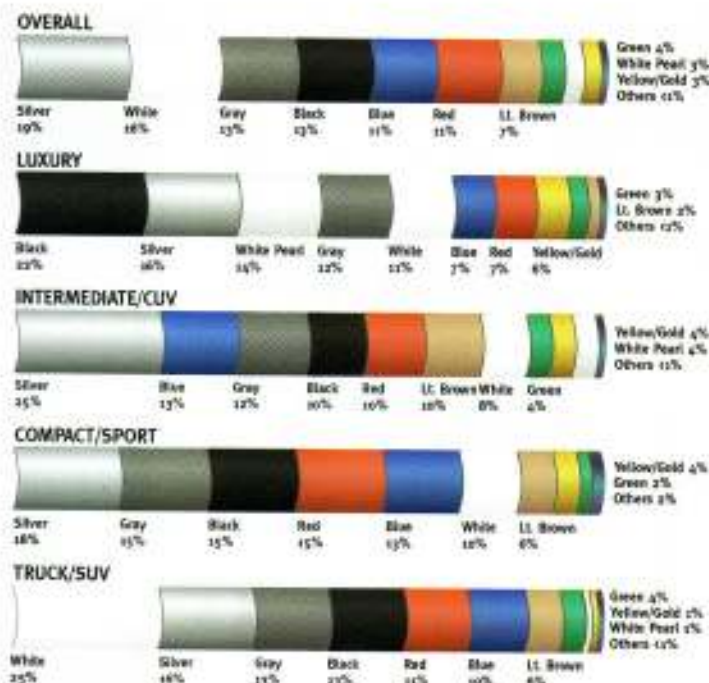
The trend in mass personalization, combined with the ability to provide a high-level of customization in consumer goods, has opened up the opportunity for companies to provide differentiation for their customers through lower volume products and special packages and colors.

With as many as 40% 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.

"We have assembled a global palette of nearly 70 colors in six color families for our OEM customers," says Surcina. "The world is becoming more globally oriented and our customers are developing vehicles and selecting colors to address tastes 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 result is more durable colors and special effects that can differentiate a vehicle for the OEM.



ChromaClear® HC-7776S™ and G2-7779S™ – The Answers to Multi-mix Versatility and Value.

Since their debuts, both of these DuPont Refinish clearcoats have drawn favorable notices in shops that are using them.

You'll get a big boost in productivity with DuPont™ ChromaClear® HC-7776S™. HC stands for Hyper Cure™ and its lightning quick drying time puts an end to any bottlenecks at the booth. It's great for situations where you want to repair a small part and get it out quickly. It dries to a commercial appearance that's fine for many applications, and you can polish it to a high gloss.

DuPont™ ChromaClear® G2-7779S™ is a versatile clearcoat that delivers a deep, rich gloss. You can use it on single and multiple panels as well as over the entire vehicle. You'll find it goes on effortlessly with excellent flow and leveling. It features an easy-to-use mix ratio of 4-to-1 with no reducers. The appearance is excellent, with no polishing required, so you'll save time. And dry time, while not in the same league as HC-7776S™, is fast.

With one clearcoat offering high speed, and the other an eye-popping high-gloss appearance, these two new DuPont Refinish products

can give your shop a versatile one-two punch. But their versatility doesn't end there, according to Marcel Blais, product manager for clears and primers.

"You can blend these two new clearcoats together," he says. "And when you mix them, you get great appearance from the G2-7779S™ and an upgrade in speed from the HC-7776™. We call this option Multi-Mix™."

"You'll want to experiment to find the blend that's right for your applications, but the results are well worth the time."

These clearcoats are components of the ChromaBase® "4 to 1" system. It's the only refinish system with a 4-1 mixing ratio and one set of activators for primer, sealers and clearcoats.

HC-7776S™ and G2-7779S™ – they're numbers that add up to the ultimate in versatility and value.



Marcel Blais, Product Manager, Clears and Primers.



ChromaClear® G2-4500S™ and G2-4700S™ –

The Answers to
Same Day Delivery
with Lower Labor
and Energy Costs.



If you're a high-volume shop where speed is king, you'll want to consider these two "Hyper Cure™" clearcoats from DuPont Refinish. They combine attractive appearance with lightning fast dry time that saves energy and puts an end to "booth bottleneck."

DuPont™ ChromaClear® G2-4500S™ is the new, enhanced "Generation 2" version of ChromaClear® 4500S™. It's been enhanced to make it even more robust, particularly in temperatures above 80 degrees. You can let it air dry or bake it – it's the world's fastest baking clear with a cycle time of just 15 minutes at 160 degrees.

"G2-4500S™ will give you great appearance very quickly and easily," says Marcel Blais, product manager for clears and primers. "Imagine what that means in both increased productivity and energy savings. It's the ultimate clearcoat for a high-production shop."

The fastest air-dry clearcoat from DuPont Refinish is G2-4700S™. It dries ready-to-assemble in 90 minutes at 70 degrees, but can be "pushed" to dry even faster in the booth. Either way, you're going to save time, and save energy costs.

"These clearcoats are ideal for high-volume shops," Marcel says. "One air dries quickly; the other is in and out of the booth in record time. Either way, you save on energy and the booth is freed up for more jobs."

Both clearcoats use the same Activators to improve performance and application: G2-4507S™, G2-4508S™ and G2-4509S™.

To get full details, refer to Product Guides E-R3526 and E-R3527. Then try these two clearcoats and watch your production take off.

Training Excellence

DuPont Refinish Training—Now More Important Than Ever!

It's safe to say that in the world of auto body refinishing, change is constant. Keeping up with the flow of new materials and technologies utilized in collision repair can be a challenge, to say the least. Now more than ever, refinish training is crucial. To get the inside scoop on the growing significance of training, Refinisher News conducted a Q&A session with Scott Diaz, DuPont Refinish Training Manager. With 15-plus years of refinish training experience, Scott had plenty of good answers.

For starters, why is DuPont Refinish training so important?

Our training courses are designed to improve the quality and productivity of a painter's work. And everyone knows how important that is. We also help painters stay ahead of the ever-changing technologies. This includes in-depth training on the latest DuPont Refinish products as well as surface preparation. For example, students learn the best ways to prep for newly developed surfaces consisting of aluminum, fiberglass, composite material and more. The bottom line is, if you want to get the most out of the product and yourself, you should strongly consider DuPont Refinish training.

Why is DuPont Refinish training important for jobbers?

Knowledge. The more a jobber knows about the product, the more success he or she will have selling it. We conduct specific courses for jobbers, but they can also attend courses designed for painters, which they often do. Jobbers learn all the features and benefits of a product, making it much easier to talk to the shops.

What is the impact of DuPont Refinish training on shop owners?

It's mainly about quality and productivity. Many shops encourage their painters to attend DuPont Refinish training because it can lead to higher quality repairs, and more of them. Then there's the I-CAR factor. Many of our training courses are I-CAR-accredited. This helps a shop gain I-CAR Gold Class certification, which is required by most insurers. Plus, I-CAR designation is an industry-recognized achievement that represents a symbol of quality and trust.

Why is DuPont Refinish training necessary in regard to warranty coverage?

Our training qualifies a painter to participate in the DuPont Refinish Warranty Program. Without proper training, DuPont Refinish will not support the warranty a shop offers a customer.

Is it important for students to train at a DuPont Refinish Training Facility?

It's very important because it's the best way to master DuPont Refinish products. We offer a formal, state-of-the-art learning environment that duplicates "real world" painting scenarios. Students learn how to handle the most challenging painting issues including tri-coat repair and blending, color matching, and plastic and flexible refinishing.

What is the key "take away" for your students?

When students complete a course, they walk away with the confidence knowing they've improved the quality and productivity of their work. They now have the "tips for success" that can elevate their career.

To register for a course, or for more information, please visit www.performancecoatings.dupont.com and click on "Training." If you have questions, please call Rosemary Beecher at 800-338-7666.

DuPont Technical Training Schedule, March-June 2008

March -

Color Solutions	March 4 - 5	Lionville, PA
Commercial Fleet Refinishing	March 11 - 13	Lionville, PA
Jobber ChromaSystem™	March 25 - 27	Lionville, PA
Aviation Finishes	March 4 - 6	Marietta, GA
Hot Hues™	March 25 - 27	Marietta, GA
Marine Finishes	March 4 - 5	Jacksonville, FL
Color Solutions	March 6 - 7	Jacksonville, FL

April -

Refinisher Certification	April 1 - 3	Lionville, PA
Color Solutions	April 8 - 9	Lionville, PA
Marine Finishes	April 15 - 16	Lionville, PA
Commercial Fleet Refinishing	April 22 - 24	Lionville, PA
Jobber ChromaSystem™	April 29 - May 1	Lionville, PA
ChromaSystem 3 Day	April 1 - 3	Jacksonville, FL
Color Solutions	April 1 - 2	Marietta, GA
ChromaBase 4-1	April 8 - 9	Marietta, GA
Nason™ Finishes	April 10	Marietta, GA
Commercial Fleet Refinishing	April 15 - 17	Marietta, GA
Refinisher Certification	April 14 - 16	Pomona, CA

May -

Refinisher Certification	May 6 - 8	Lionville, PA
Advanced Blending & Tri-Coat	May 13 - 14	Lionville, PA
Commercial Fleet Refinishing	May 20 - 22	Lionville, PA
Marine Finishes	May 6 - 7	Jacksonville, FL
Color Solutions	May 8 - 9	Jacksonville, FL
Refinisher Certification	May 6 - 8	Marietta, GA
DuPont Industrial Coatings	May 13 - 14	Marietta, GA
Commercial Fleet Refinishing	May 20 - 22	Marietta, GA
Color Solutions	May 22 - 23	Pomona, CA

June -

Jobber ChromaSystem™	June 10 - 12	Lionville, PA
Refinisher Certification	June 17 - 19	Lionville, PA
Color Solutions	June 24 - 25	Lionville, PA
Refinisher Certification	June 10 - 12	Pomona, CA
Refinisher Certification	June 10 - 12	Jacksonville, FL
ChromaBase™ 14-1™	June 3 - 4	Marietta, GA
OEM Certification Part A	June 16 - 17	Marietta, GA
OEM Certification Part B	June 18 - 19	Marietta, GA
Aviation Finishes	June 24 - 26	Marietta, GA

Color Solutions

Struggling for a Blendable Color Match on White Tri-coats? Try this Tip.

Quite a few reader questions involve blending the right color match on white tri-coats.

Here's a suggestion from Tony DiLisi, DuPont Color Quality Coordinator. It's the way, he says, "To keep from spinning your wheels looking for the right color match."

Take an Acquire RX™ or ChromaVision® reading around the area to be repaired. Then refer to the F8 color tools tab in ColorNet®. Do not input the manufacturer, paint code, year or VIN. Just select the camera type and quality. Select SOLID for finish. Check the proper camera reading number and then select the SEARCH tab. Acquire RX™ / ChromaVision® will give you a base/clear formula.

That's the number for your basecoat.

Then, go back to the F3 car/code/year tab in ColorNet®. Input the paint code from the vehicle. Use the M/C mid coat formula for the PCP (if available) or if a PCP is not available use the OEM M/C midcoat.

Spray a tri-coat ladder panel using the Acquire RX™ / ChromaVision® selected basecoat followed by the mid coat from the paint code from your vehicle.

This method is a great help in adjusting the basecoat for difficult white tri-coats. You'll find more information in your Color Solutions Toolbox (M-4434).

Wondering How Much Midcoat to Use? This Technique Won't Let You Down.

It seems a lot of painters are asking for ways to more easily identify the levels of midcoat in repairing tri-coat finishes.

Joe Grillo, DuPont Color Quality Coordinator, has the answer. He says, "A let down panel will let you know. Fast and accurately."

He explains the process this way: take a standard sprayout panel (Aluminum 4" x 6" for example) and apply basecoat over the entire panel. **A**

Be sure to use a check hide label to ensure hiding with the base coat.

Then, mask the panel in three sections, leaving the first section exposed. Apply a medium-wet midcoat and allow the result to flash. **B**

Remove the masking from the second section and apply a medium-wet midcoat over the entire exposed area. **C**

Repeat this same process on the third and final section. **D** You'll wind up with three areas, all with varying densities of midcoat. When your let down panel is completely dry, apply two coats of the appropriate clear. Let the panel dry.

The result is an invaluable tool in answering exactly how many levels of midcoat you'll need. Just compare this let down panel with the finish of the vehicle in question in natural daylight, or color-corrected indoor lighting.

"If you want to take the guesswork out of the process, let down panels are the answer" Joe says.

You'll find details in the Color Improvement Guide in your DuPont Color Solutions Toolbox (M-4434).



Performance Alliance

Performance Alliance™ Speed Your Growth Webinar Series

These webinars are tailor made for busy shop owners who can't leave their facilities but still want valuable information that can help them grow their businesses.

Conducted by Performance Alliance Experts, these web-enacted seminars help enhance your business skills. Best of all, they're free! Take a look at the lineup, sign up and learn.

Following your registration, you'll receive detailed information about attending the presentation via your computer. Call Gates Business Solutions at 1-608-661-0810 with any questions or for more information.



DuPont™
PERFORMANCE ALLIANCE

March 11th Technology and Your Business – How do your customers find you?

To register, visit: www.gotomeeting.com/register/278201167.

March 20th Linking SOPs to Profitability – Enhance efficiency, improve service and grow your business with SOPs.

To register, visit: www.gotomeeting.com/register/468584550.

April 9th OSHA Compliance – Explore the must-do that no one wants to do and how to make it bearable.

To register, visit: www.gotomeeting.com/register/637709837.

April 22nd Creating the Right Culture – If your people are your most valuable asset, are you ensuring their success?

To register, visit: www.gotomeeting.com/register/195146503.

What repair shop owner wouldn't like a better handle on his or her profit/loss picture?

There's a "better handle" available, and it's called Profit Planner. It's the web-based software program from DuPont™ Performance Alliance™ that simplifies every aspect of a shop's financial operations — including sales, budgets, profitability to overall cash flow.

Profit Planner Helps Shop Owners Take Control of P & L

Profit Planner lets a shop owner develop a financial plan, then run through a variety of "what if" scenarios. An owner can change one variable or several, and quickly model how those changes impact the bottom line.

Easy-to-interpret graphs make it possible to analyze the impact of a business decision, or look back to compare a budget to actual results – to determine where adjustments are needed. Each shop owner can choose the level

of detail and the types of reports generated. It's fast, flexible data that can create an edge over the competition.

Profit Planner helps to let employees in on the action, too. A shop owner can reveal selected budget numbers to motivate employees and give them a sense of responsibility and ownership. They can envision how their performance impacts the business.

Finally, Profit Planner generates highly detailed data that can be used to refine the shop budget and be incorporated into the accounting software. A shop owner can accurately identify the proper business decisions to be made and set an action plan in motion.

Profit Planner is available 24/7 through the Performance Alliance Hub website. This tool is very useful for those who manage multiple facilities, allowing them to review the progress of all their shops – at any time.

For more information, contact Performance Alliance Account Managers.

Performance Alliance™ Bumps Up Business in Slow Market

It's not the best of times in Wayne County, Mich. The automotive-industry-dependent economy is down, and experts predict it won't begin to recover until mid- to late-2008.

But at Winners Dodge/Autocrafters body shop Woodhaven, Mich., things are looking a bit brighter, thanks to Performance Alliance.

Last August, Dwayne Guzzoni, fixed operations director at the shop, found himself without an advertising budget as a result of the company's efforts to reduce costs.

"I was looking for new ways to attract customers and I started noodling around on the internet," he says. Wayne had just moved to the area from North Carolina about a year earlier, which gave him an idea: What if he was looking for a body shop but didn't know of any in the Woodhaven area?

Dwayne punched in "body shop repairs" on the "search" line and the DuPont Performance Alliance shops came up immediately. Then he punched in his zip code and discovered there were no Performance Alliance shops within 20 miles.

That's when he contacted his jobber, Steve Mayne of American Color because he remembered a presentation the jobber had made on the Alliance program. They met the next day.

"By the time he got here I had already sold myself and our company on this program," says Dwayne. "I saw so many benefits that I didn't need Steve to sell me."

After that things moved quickly. "I went in there and did the template for the paint SOPs and they had them completed within two weeks," says Steve.

In the meantime, Dwayne was targeting insurance agents.

"I blitzed all of our local agents – all 101 of them – three times with email and postal letters informing them we are a DuPont Performance Alliance shop, using their operating procedures and Spies Hecker paint. Next I'm going to get the insurance agent certification vouchers that I can purchase and put on the web for their use to obtain their required certification updates."

Dwayne has also taken advantage of the Alliance Webinar training sessions. He has participated in Speed Your Growth: Building Relationships and Earning Referrals with Agent Marketing. "It was outstanding," he says. "Melissa Palzewicz did a great job. It was very informative, offering many opportunities for business improvements. I like the fact that they are live and the facilitator creates an open forum for all questions to be answered. There are other managers participating, which offers a lot in itself, especially if you have a question. Someone out there has an answer or idea that will probably help you."

With the state economy and particularly Wayne County's at an extremely low point, says Dwayne, "Performance Alliance is something we cannot afford not to do. Through the DuPont Alliance website, we've had 86 hits in 45 days and our business, although not great, has been steady with signs of spikes. Meanwhile, just about every other Wayne County collision facility has gone the other way – decreased business, cutting expenses and people. Since this is our only source of marketing/advertising, I would have to say DuPont Performance Alliance is working."

Next on Dwayne's to-do list is the Performance Feedback portion of the program. "I'm always looking for the competitive advantage," he says. "And Performance Alliance has definitely provided us with that advantage."



DPC Selected for Audi Authorized Collision Repair Program

It's quite clear the future of auto body repair will be far from traditional. Given the steady increase of new materials and technologies utilized in painting today's new vehicles, the question now is: "Who can repair them to manufacturer's specifications?" To help find their answer, Audi of America called on DuPont Performance Coatings.

Audi has selected DPC to assist in the implementation of the Audi Authorized Collision Repair Program certification process. In making their choice, Audi cited DPC's strong market presence, quality products, enhanced services and the ability to provide the level of support expected by Audi vehicle owners. Audi Collision/Workshop Equipment Specialist Mark Kadrovach is looking forward to DPC's involvement. Said Kadrovach, "We're very pleased to have DPC work with us to improve the quality of our collision repair network and exceed the needs of our customers."

While the selection was certainly well-earned, DPC views it as a great honor. Richard Katko, DPC Business Development Manager – Refinish OEM Approvals, explained, "The Audi Collision Repair Facility Program is an example of the confidence OEMs have in DPC. They look to us for high quality collision program management and consulting services, and we deliver."

Audi of America is offering the program to Audi Dealer body shops as well as independent Audi Dealer designated body shops. DPC's activities will include equipment evaluation, training and customer satisfaction indexing (CSI) through DPC's Performance Feedback CSI program. The selected shops will also have the opportunity to take advantage of DPC's products and consultation services. According to Katko, the arrangement should produce great results. "Many independent collision repair centers want to work closely with the OEM, and DPC helps enhance that relationship," he stated. "Ultimately, this brings tremendous value to the customers our jobbers do business with."



EPA Publishes New Emissions Rule



Collision repair facilities should take note that in January of this year the EPA published the National Emission Standards for Hazardous Air Pollutants (NESHAP) for operations engaged in paint stripping, surface coating of motor vehicles and mobile equipment, and miscellaneous surface coating operations.

While new facilities must comply with the requirements of the final rule upon startup, existing shops are required to comply no later than January 10, 2011. The publication

addresses equipment including spray booths, spray guns and gun cleaners, as well as recordkeeping, reporting, and training requirements.

DuPont Refinish will provide more information on this publication in the coming months. To review the official EPA release, please visit www.regulations.gov and search: EPA-HQ-OAR-2005-0626.



DuPont Refinish Backs SkillsUSA.

Once again in 2007, the DuPont Refinish Brand Learning and Development Center's team was a strong supporter of SkillsUSA.

SkillsUSA is a national organization serving teachers, high school and college students who are preparing for careers in technical, skilled and service occupations, including health occupations. Through local, state and national competitions which students are challenged to demonstrate occupational and leadership skills. At the annual national-level SkillsUSA Championships last June, more than 5,000 students competed in 87 occupational and leadership skill areas.

DuPont team committee members who participated were Don Gatlin and Mike Skillman from the Atlanta, GA LDC and Dan Drumeier from the Lionville, PA LDC.

SkillsUSA programs help establish industry standards for job skill training in the lab and classroom, and promote community service. SkillsUSA, formerly known as VICA (Vocational Industrial Clubs of America) is recognized by the U.S. Department of Education and is cited as a "successful model of employer-driven youth development training program" by the U.S. Department of Labor.

More than 285,000 student and instructors join SkillsUSA annually. SkillsUSA is organized into more than 15,000 sections and 54 state and territorial associations. The organization has served more than 9.3 million members.

This year, Todd Brenner of the DuPont Lionville LDC is the committee team leader for DuPont Refinish.

DuPont Performance Coatings Proudly Salutes a Legend.

Jim Moran, founder of JM Family Enterprises and member of the Automotive Hall of Fame, passed away in Hillsboro Beach, Florida, on April 14, 2007.

He was a true legend of the automotive business whose enormous number of accomplishments was surpassed only by his number of friends.

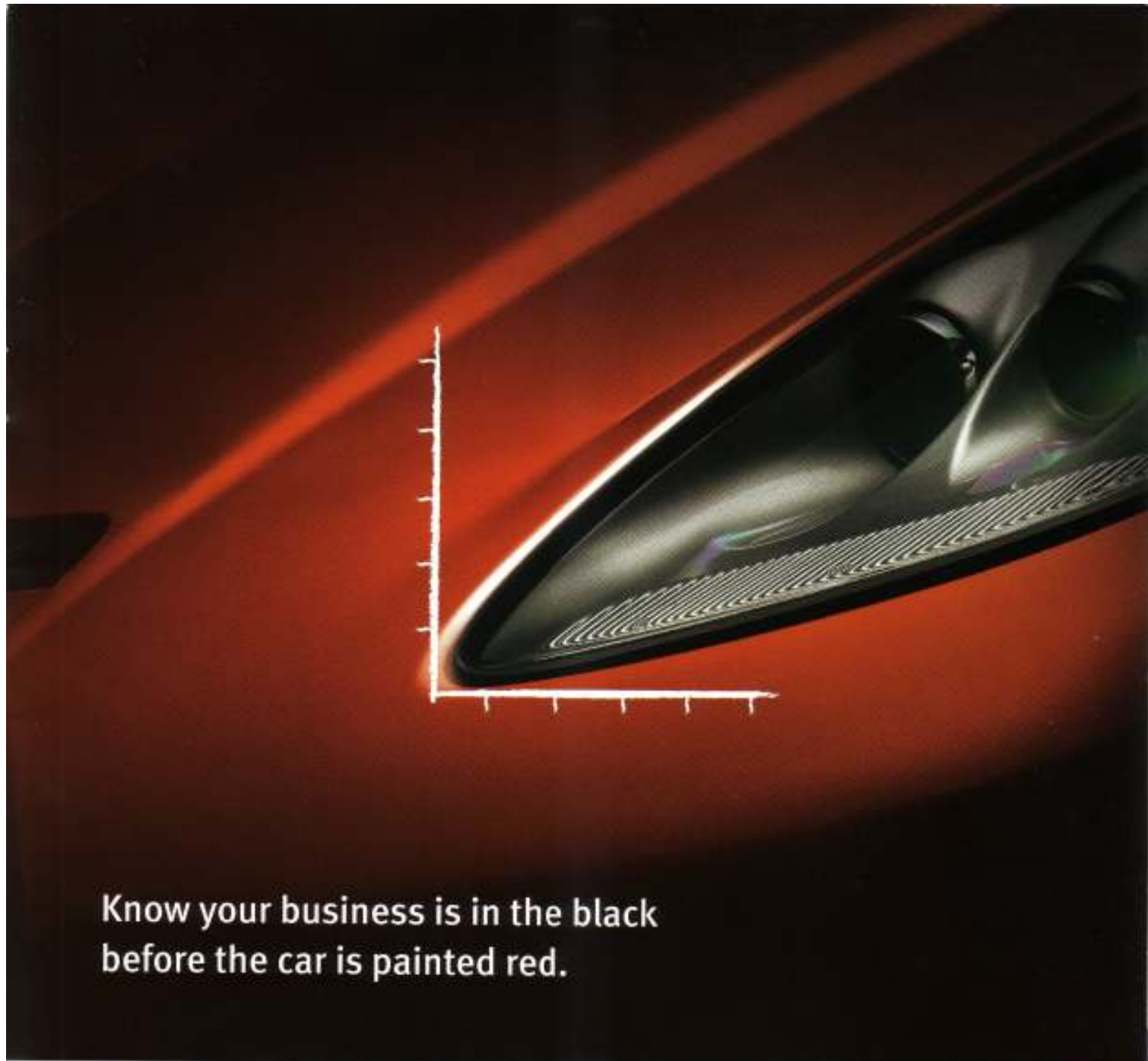
JM Family Enterprises is listed as the 18th largest privately held company in the country by Forbes Magazine. Fortune Magazine named it "One of the 100 Best American Companies to Work For."

Jim Moran himself was a big reason for that. His credo was to "work harder than the competition, treat everyone fairly and start every day with an idea of how to do things better." In his view, no one ever worked FOR Jim Moran, his people always worked WITH him.

Mr. Moran entered the automotive business in Chicago in 1939 when he borrowed \$360 to purchase a Sinclair gas station. Four years later he began selling used cars in a corner of the station. In time he became well known as "Jim Moran the Courtesy Man." He became the number one Hudson dealer in the country. He was the first to sell new and used cars on television and, in 1961, became the first automobile dealer to appear on the cover of Time Magazine.

He moved to Florida in 1966 and soon his Pontiac store became the number one Pontiac dealership in the U.S. He started Southeastern Toyota Distributors, which would become the flagship subsidiary of JM Family Enterprises. He believed in giving back to the community and founded The Jim Moran Foundation to help improve the lives of Florida youth and families.

Colin Brown, president and CEO of JM Family Enterprises, said it best: "No leader in our industry or community has ever been more accomplished, respected or beloved than Jim Moran."



Know your business is in the black
before the car is painted red.



ProfitNet

The ProfitNet™ Collision Shop Management System gives you the power to track every aspect of your business—so you can see where you're making money, where you're not, and where you have opportunities to increase your margins. ProfitNet™ easily integrates with all your existing software systems so you can assess performance at any point in the process—from the time a customer calls to make an appointment to the moment they pick up their car.

Consult your DuPont Performance Coatings sales rep for details or call 1.800.GET DUPONT.



The miracles of science™

Answers to Color Match Productivity Challenges in the Real World

By Daniel A. Benton
DPC, Color Marketing Manager

How many times are paint codes the same from one vehicle to the next, and yet the actual colors on the vehicles look very different? The culprit is color variation.

There are several reasons for vehicle manufacturer color variation.

- Different paint manufacturers are often involved in supplying the same colors. Each paint company has their own formulating and manufacturing process.
- All assembly plants are not the same. They often apply the same colors, but they use different equipment that can result in variation from plant to plant.
- Bumpers are often painted in a completely separate facility, with a completely different process, and then shipped to the plant to be bolted on the painted steel body.

Color variation at the OEM level means decisions need to be made in the shop when a vehicle needs repair. Painters must determine which paint formula provides the best color match, mix that formula recipe accurately, and then apply the color with great skill to achieve a seamless repair. DuPont Refinish can help. DuPont has been supplying color to automotive manufacturers since 1923. We understand variation, and we have developed tools that allow shop professionals to meet everyday color match challenges.

Vindicator™ makes it fast and easy to select the best alternate. Acquire RX™ and ColorNet® work together to fine tune a color. DuPont Refinish has proprietary shading algorithms that allow for the adjustment of an existing color. ColorNet® software will actually tint for the painter, allowing for time savings and an easier blend.

Conventional fan decks do not have the ability to adapt to all the causes of color variation. A shop that uses fan decks is dependent on updates from a paint manufacturer to see all the available alternates. These updates are slow to arrive, labor intensive to distribute, and they do not adapt or

adjust to the new variation being created daily. However, DuPont Refinish recognizes that seeing the color before spraying it can provide confidence before application, so we developed an exciting new tool that works with our best color tools to allow the painter to see the quality of a color match. It's called **ColorNet® Color Proofing**. With ColorNet® Color Proofing you can see a comparison of the vehicle to the alternate formula on your ColorNet® computer before ever mixing any paint. This saves time and can significantly improve productivity.

Colors have to be mixed correctly to achieve the intended color position. According to data collected from customer ColorNet® systems, more than 60% of manually poured color formulas have some mixing error. And 10% have a mixing error that exceeds 20%. That means, on average, almost 1 of every 10 paint jobs will fail for color match because the formula was not mixed correctly. The X-Perf™ automated pouring system eliminates the potential for any error in mixing. It also allows the shop to save material by preventing over pours.

Finally, and most importantly, is the application of the basecoat. Color tools are an important part of the productivity equation, but there is no substitute for skill and training when it comes to application. Note that it is always prudent to create a spray out before applying basecoat to the repair area.

Throughout the year, DuPont Refinish will be providing color match tips in the pages of Refinisher News. These tips/techniques are intended to improve our customers' color match capability, and overall productivity. We always welcome your input on color, and we thank you for your business.



Please email comments to:
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