



# STANDO

# NEWS

fall 2003 issue

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## dates to remember

### PIE Weekend in Cabo San Lucas

Plans are underway for the 2004 PIE User Group Weekend, tentatively planned for February in Cabo San Lucas. Watch for detailed information to be coming soon.

## Beyond Premium Paint.

Great products, based on European technology are the foundation of its business. But at Standex, they go beyond premium paint. And take collision repair professionals to new heights of business success.

As a professional refinisher, you know it takes a combination of paint and skills to exceed the expectations of your customers. As you know it's tough to do a superior job if you don't have the right paint. At Standex, great paint is the company's foundation. To build this foundation, they rely on their global headquarters in Wuppertal, Germany, for research, technology and quality control.

Standex also understands that it takes more than paint to make you profitable. So they've developed programs, services and support to build your business in ways that no other paint manufacturer can. Committed to serving more of your refinishing business needs, the company offers a comprehensive network of support solutions to maximize the total business performance of collision repair professionals. One of these solutions is the Partnership in Excellence® Program.

Partnership in Excellence (PIE) is an added-value business development program available exclusively for Standex body shops. Built on the concept of networking, the program's primary role is that of a conduit for information flow between the program's participants, Standex, and the program's strategic partners. PIE members can participate in annual User Group Weekends to exchange ideas and gather useful information by networking with peers, top industry consultants and educators, and Standex personnel.

In addition, to help support PIE members with improving their business performance, Standex offers the Body Shop Operations Manual and Bowtie Bucks Accrual Program. The operations manual provides step-by-step information on all aspects of shop operations from sales and estimating to production and performance measurement. Based on shop purchases PIE members can accumulate Bowtie Bucks, which can be applied towards business improvements such as User Group Weekends, training programs, consulting services, financial benchmarking, and other business development expenses.



Another solution is Standex's superior customer support. Whether you need local field support or color and technical advice from the experts at the corporate office, the Standex team is focused on serving your needs. The field staff has been selected for their real-world body shop experience and their skill as painters. However, in today's collision industry, back-of-the-shop knowledge isn't enough. That's why they supplement their skills with shop management training. Standex technicians understand both business and process.

The dedicated Standex staff at our corporate office near Detroit offers technical support, recommendations on color formulas and general assistance. Standex color professionals have diverse experience in the collision repair business, color and formulations, information systems, legislative and regulatory issues, and shop management.

Although these are just two examples of support solutions Standex provides to collision repair professionals, this newsletter is filled with many others, such as training and marketing programs. These solutions reflect Standex's commitment to strengthen the relationship between the company and its customers and help them maximize their total business performance. And, because Standex goes beyond premium paint.



# SOME ARTISTS SPEND YEARS ON A MASTERPIECE. YOU CAN DO ONE EVERY 15 MINUTES.

When you have the ability to do top-notch work faster than ever before, you become more than a great artist. You become prolific.



Introducing Standocryl® 2K Clear 15-60, a new work of art that combines the premium quality you expect from Standox with one of the fastest drying times in the industry.

After a 15-minute bake at 140°F, the vehicle is ready for re-assembly. And you're ready for the next vehicle. Easily applied in one and a half coats, Standocryl 2K Clear 15-60 provides excellent vertical holdout, and is well-suited for panel repairs and overall re-sprays. It's just one more reason why Standox is the clear choice for top-quality shops seeking faster throughput.

Great products, based on European technology — they're the foundation of our business. But at Standox, we go beyond premium paint.



## Upcoming Training Schedule.

Standex training covers a wide range of subjects critical to the painter, body shop manager and distributor. The programs, which are held in Standox's training centers in Plymouth, MI, Yorba Linda, CA and Vancouver BC, Canada, are designed to take today's collision repair professionals to the next level in their careers. Certification classes consist of performance-based training and education processes that improve the knowledge and abilities of automotive professionals.

Program	Date(s)	Location
Painter Certification	September 8-11*	Plymouth
	September 15-18	Yorba Linda
	September 29 - October 2	Plymouth
	October 6-9*	Plymouth
	October 20-23	Vancouver
	October 27-30	Plymouth
	November 10-13*	Plymouth
	November 17-20	Yorba Linda
	December 8-11	Plymouth
	December 15-18	Plymouth
Painter Certification Rule 45/1151	December 1-4	Yorba Linda
Distributor Paint Certification	September 22-25	Yorba Linda
	September 29 - October 2	Plymouth
	November 3-6	Plymouth
	December 8-11	Plymouth
Distributor Paint Certification Rule 45/1151	October 20-23	Yorba Linda
Advanced/OEM Certification	October 13-17	Yorba Linda
	October 27-31*	Plymouth
	November 3-7	Plymouth
	November 17-21	Vancouver
	December 15-19	Plymouth
Design and Special Effect	Available upon request and dependant on maximum student registration.	
Standex Univers®	October 14-15	Roseville, MN
	December 9-10	Roseville, MN
ProfitNet™	December 1-4	Yorba Linda

*\*Course already filled to maximum student registration.*

Standex training centers provide participants with the opportunity to work with the very latest in equipment: high-capacity downdraft spray booths with baking capabilities, a vacuum sanding system, infrared dryers, wet/dry prep stations and the full range of Standox color tools.

For more information or to register for an upcoming training course, contact the Standox Training Administrator at 800-551-9296, extension 3442.



DuPont™ Performance Coatings



## A Powerful Filler That Holds Perfectly.



Chromate-free Standox 2K HS System Filler provides excellent vertical hold-out, good filling properties and can be applied on virtually any substrate. Due to its excellent vertical hold-out, it can be applied over primed and sanded repair panels, through-hardened sanded paintwork, thoroughly cleaned and scuffed solvent resistant OEM primers or sanded Standox polyesters.

Standox 2K HS System Filler offers outstanding product properties. Extremely stable, it dries quickly and hardens optimally, so the refinisher can continue with wet or dry sanding. Even a high build coat remains free of blisters. And, with its excellent flow, this easy-to-sand filler helps to reduce the amount of sanding necessary.

In addition, it can be easily mixed 4:1 with any Standox 2K Hardener from 05-15, which is ideal for cold temperatures, to 30-45, which is ideally suited for hot temperatures, and is available in light gray to achieve the best coverage of the topcoat.

Available in 3.5 L tins, Standox 2K HS System Filler (Article # 15161) can be applied to the following substrates: repair panel, primed and sanded; through-hardened, sanded paintwork; sanded, solvent resistant OEM primers used on replacement parts; and Standox polyesters, sanded.

*For more information on this exciting new filler or any of Standox's premium refinishing products, contact your local Standox distributor or sales representative.*

## Standox Toner Announcements.

### MIX 826 and 827 are Available.

MIX 826 Satin White (Article #15919) and MIX 827 Satin Red (Article #15927) toners are found in a limited number of formulas, primarily 2002 or newer made prominently by Toyota/Lexus and Nissan/Infiniti.

Formulas containing these toners are only available through Standox computerized color retrieval systems, or by calling Standox Color Service at 800-551-9296.

### Discontinuation of MIX 853.

Over the next few months, the mixing toner MIX 853 Royal Blue (Article #12600) will be phased out of the Standox product offering. This toner will eventually be replaced by MIX 885 Lapis Blue. Ordering information on MIX 885 will be communicated shortly.

The revision of all formulas containing MIX 853 is currently under way and should be complete by the end of the year.

## Somewhere Over the Rainbow.

A new color shade has been added to the well-known Exclusive Line color range from Standox. The new Exclusive Line special-effect paint called Crystal Rainbow makes cars sparkle like precious stones. This spectacular 3-D effect is achieved by means of special pigments which, when exposed to light, shines in all colors of the rainbow.

Apart from the spectacular visual effect, this innovative material is also highly versatile. The new material is completely clear and can be applied on top of almost any OEM coating, followed by a Standox clear coat. Whether it is applied to solid, metallic or even special-effect paints, Crystal Rainbow creates an extraordinary and eye-catching finish.

While Crystal Rainbow can be used to enhance any basic color, the dramatic effect is particularly striking on dark substrates. Dark blue, green, red, as well as gray are perfectly suited for an elegant Crystal Rainbow finish. And on a black substrate, it produces a genuine fireworks display of color. The effect is best seen in direct sunlight, which brings out the full effect of Crystal Rainbow.



As with all Exclusive Line colors, the new Crystal Rainbow color (Article #26666) will be produced in a limited edition.

*For more information on this exciting new color or any of Standox's premium refinishing products, contact your local Standox or distributor representative.*

## Repairs that Require Factory Packs.

OEM manufacturers sometimes introduce colors that contain special pearls or unique pigments. If these pigments are low in usage, Standex will offer those colors containing the unique pigment in a factory package quality only. When more colors are introduced using that new pigment or special pearl, a toner will be created and produced for placement on the mixing machine (i.e. MIX 826 and MIX 827 toners). Recently, there have been a few colors used by some OEM manufacturers that require a factory pack for repair.

If a factory pack must be used for a repair, the customer will need to contact their local Standex or distributor representative. The representative will contact Standex Color Service in the US or Canada and provide the Year, Make, Model and VIN# for the car being repaired, which is needed to request clearance to order the amount needed.

Due to the expense and rare use of these colors, sometimes only a small amount is imported for the whole country. Therefore, we must verify that there is going to be a repair to an actual vehicle that was painted with the color at the factory. These colors are not to be used for accessories or custom applications. Upon receiving the information, we will authorize Customer Service to release the repair amount of the factory pack to the distributor.

This situation further enforces the process of checking the code on the vehicle when it first arrives at the shop, which allows enough time for a factory pack to be ordered and ship before it is needed to paint the vehicle.

## Product Phase Out and Discontinuation.

Standex has phased out the following products, which are listed below by description and article number:

Discontinued Products	
Description	Article #
2K HS Hardeners	14939, 14955, 14963
Sealer-Filler Hardeners	15315, 15307, 15323
2K HS Filler	15056
2K MS Hardener, Normal	10941
2K MS Polar Hardener, Extra Fast	14602

## 2K Hardeners from Standex.

Standex's 2K Hardeners are designed to perform optimally and can be used universally with all Standex core products. 2K Hardeners provide ideal results at different temperatures and can be used for complete and partial re-sprays, panel repairs and edging parts.

Description	Temperature Range	Article #	Size
2K Hardener 05-15 Extra Fast	For temperatures from 41-70° F (5-15° C)	15080	2.5 L
2K Hardener 15-25 Fast	For temperatures from 59-77° F (15-25° C)	15013	2.5 L
2K Hardener 20-30 Normal	For temperatures from 70-85° F (20-30° C)	15978	2.5 L
2K Hardener 25-40 Slow	For temperatures from 75-90° F (25-40° C)	15935	2.5 L
2K Hardener 30-45 Extra Slow	For temperatures exceeding 90° F (>30° C)	15943	2.5 L

## Movin' Parts Praises Performance Alliance™



Movin' Parts, "The magazine of GM parts," had high praise for the Performance Alliance™ in its June issue. As a member of DuPont



Performance Coatings, Standex Partnership in Excellence™ program members can join the Performance Alliance, an interdependent collision repair network that insures customer satisfaction through process improvement, performance consistency and confidence in the DuPont corporate name.

In three pages plus the cover, editor Scott Roush explains that Performance Alliance helps shops increase efficiency and streamline processes. The article includes testimonials from Wagonwork Collision Center in Alexandria, Va., and Gurley Leep Collision Center in Mishawaka, Ind.

A box at the end of the article summarizes the benefits of Performance Alliance:

- Paint department SOPs help train employees and increase repair quality.
- The program provides better management of insurance company requirements through customized training and business practices.
- The Performance Feedback System helps increase repeat business.
- Performance Alliance is promoted by the advertising and marketing, which is backed by the DuPont brand value.

## Honda Recognizes Partnership in Excellence®



American Honda Parts Division has initiated a program to recognize Honda and Acura dealership body shops that participate in leading industry value-added programs. Among the recognized programs is Standex's Partnership in Excellence (PIE) program.

Shops that pursue and earn admission to programs like PIE, Honda noted, "demonstrate a commitment to providing high levels of customer service and repair quality to Honda and Acura customers." Honda has presented plaques to Honda and Acura dealerships who are members of the value-added programs of three paint manufacturers as well as those offered by ASE and I-CAR.

"The body shop experience affects customers' perception of our dealerships," said John Riekeberg, assistant manager of parts marketing for American Honda Motors. "By participating in these marketing and management programs, our dealers enhance that perception."

## Lawrence Joins Marketing Team.



*Katie Lawrence  
Marketing Administrator*

Katie Lawrence has joined the Standex team as a Marketing Administrator. She will be responsible for administration of the Lifetime Warranty program, shop identification and promotional programs, regional trade shows, literature and Partnership In Excellence membership activities.

Katie is located in the Plymouth, Michigan office and can be reached at 800-551-9296, extension 3437.

## Standex Certified by Lloyd's Register Quality Assurance.



Standex GmbH's quality management system has been certified by Lloyd's Register Quality Assurance for 2003. This is the 12<sup>th</sup> consecutive year that the company has received certification for research, development, manufacturing, administration and sales of its Standex premium refinishing systems.

As the world standard, Lloyds Register Quality Assurance certification focuses on process orientation and customer satisfaction. To be certified, a company's quality management system (QMS)

must have its structures, procedures and processes reviewed, documented and optimized to guarantee first-class quality.

Located in Wuppertal, Germany, Standex GmbH manufactures the Standex products that are sold in North America and in over 80 other countries. Each Standex product is manufactured to exacting German standards of technology, reliability and consistency to ensure exceptional product performance for Standex users in the US and Canada.

## PIE Weekend in the Alamo City.

The 2003 PIE User Group Weekend was held June 6 - 8. The conference brought body shops and jobbers from across the country together to network in the beautiful city of San Antonio, Texas.

The conference began with a welcome reception and dinner on Friday night. The conference continued on Saturday morning with presentations by Standex Management on topics that included technical updates from Petra Schroeder, Standex Technical Manager, and PIE updates from Greg Farden, PIE Program Manager. Dave Henderson, President of SeeProgress.com, presented the Autowatch program, a system that provides customers the opportunity to view the progress of their car repair via the internet.



*Enjoying tour of San Antonio.*

Saturday afternoon activities included golfing or a tour of San Antonio, where participants enjoyed the River Walk area, IMAX theater, and a visit to the Alamo. To complete the day, attendees rejoined and shared their experiences from the day over dinner.

The conference concluded on Sunday morning with presentations on Standex training by Paul Maierperger, Standex Training Manager, and the Performance Alliance by Troy Weaver, Performance Alliance Program Manager. Kathy Peal, Standex Marketing Manager, also lead a round table where participants discussed effective marketing and promotion methods.

Overall, members enjoyed the weekend, which offered the opportunity to interact with other body shop owners and managers while enjoying the fun and relaxation of the Alamo city.

Watch for information on the 2004 PIE User Group Weekend. For more information or to join the program, contact the PIE team at 800-551-9296, extension 3440 or 3437.



*Sharing experiences over dinner.*

## Jobber Keeps Standex School Stocked with Customers.



In the auto body industry, training is like apple pie and motherhood - everybody is for it. But not many - if any - support it like Metro Paint.

This Standex jobber, who has three stores in the Chicago area, pays more than lip service to training. Metro *pays* - literally. Every month or so, the jobber sends a group of about a dozen customers to the Standex Training Center in Plymouth, Michigan. There, the group takes either the three-day Painter Certification course, or the five-day OEM/Coloristic Color Tinting course.

### *Standex Technical Training Sponsorship Program.*

*Improve customer retention, solidify customer relationships and increase the technical expertise of your staff and customers through the Standex Technical Training Sponsorship program.*

*This unique program allows a Standex distributor to sponsor a class exclusively for their customers and staff only and tailor the program specifically for their needs. Plus, once the class is filled with the minimum six (6) students, your attending distributor host comes for FREE. Most importantly, this sponsorship program allows you to establish a closer relationship with your customers and Standex.*

*For more information on this sponsorship program, contact the Standex Training Administrator at 800-551-9296, extension 3442.*

And Metro pays for everything - transportation, lodging, meals, and cost of the course.

"We've been doing it for six or seven years," says Bob Beyer, partner and business development manager for Metro. "The shops get answers to all their questions, and learn how to use Standex finishes properly. It really pays off for us and for the customer."

One person from Metro goes with each group to act as host and "entertainment director," according to Bob. "The customers love it. It not only helps them on their jobs, but it gives them a little vacation, gets them out of their environment."

Each class is made up entirely of Metro customers. The jobber often sends panels painted with difficult colors to Plymouth ahead of time, so that instructors can address the particular problems confronting the incoming class.

Metro's customers run the gamut from one- or two-man shops to consolidators and large dealerships. To reinforce Standex training, the jobber has three technicians on its staff who call on shops and conduct in-house instruction.

## Partnership in Excellence® Business Council.



The Partnership in Excellence Business Council (20 Group) is a program designed to assist repairers interested in growing their businesses, sustaining and maintaining the top operating position within their markets, and then providing them with a tool to achieve business goals. Furthermore, 20 Group members are dedicated to increasing their market share through improved selling, buying, and operating.

Each Council is made up of 20 geographically, non-competitive members who meet quarterly to share, teach, learn and review the components for long-term business success. The two day meetings are conducted near a member's repair facility so the group can tour and critique that member's business. Meeting agendas also include industry guest speakers, financial reviews, and round table discussions on various topics.

For more information regarding the PIE 20 Group, contact the PIE team at 800-551-9296, extension 3440.

## 2003 Variant Supplement.

The 2003 Variant Supplement were delivered to all Standex distributors and body shops during the first week of July. It contains 10 fans and one blue module with over 1,000 chips. This update is larger than normal due to the fact that many variants that were released last summer, with the expansion of our variant descriptions, were chipped for the first time.

As always, Standex paint is used in manufacturing process for variant supplement chips. And, the chip locations are already present in our electronic color retrieval tools.

The initial shipment was sent free of charge, but if you need to order additional copies the re-order number is AS03-040-N.





## Introducing the Standox Mini Univers®

Standex announced the introduction of a Mini Version of the computerized color formula retrieval system, Standox Univers®. Mini Univers is a Windows®-based software that is specifically designed to increase the productivity and profitability of users' facilities.



Mini Univers users will benefit from features such as color formula retrieval, plate locators, MSDS/TDS data, and X-Pert™ Paint Mixing systems. VOC tracking is also available as an optional feature on Mini Univers.

Standex Mini Univers is available with or without the ColorMix Scale. Users also have the option of only purchasing the Mini Universe software. Standox distributes monthly color formula updates via CD-ROM and provides customers with technical support from experienced computer support professionals.

For more information on the new Standox Univers, contact your local Standox representative, distributor, or color and technical support at 800-551-9296, prompt 4.

## Standex Color and Technical Service.

Can't find a color? Formula not matching? Don't know what primer to use? Who are you going to call? Standox Color and Technical Service - of course!

However, we're not just the people you talk to on the other end of the phone. In addition to servicing our customers via telephone, web, and e-mail, we also handle many product and color management projects for Standox. These projects include but are not limited to VOCs, CARB reporting, color tools development, information CDs, color documentation, color issue resolution, formula retrieval updates and revisions, competitive pricing, sprayable costs, product testing and product Information requests, just to name a few. So, we're not just your average customer service department.

Our dedication to Standox customers is unmatched! We have handled over 14,000 calls since the beginning of January. 70% of these calls involved color and 16% were technical/product related. You can call Standox Color and Technical Service at 800-551-9296 for the most current formulas, field revisions, and/or service matches on almost any color. We can even offer advice on how to tweak that color just right!

We make every attempt to answer your question live, to solve an issue or help in any way we can the first time you call. If we are unable to answer your question immediately, we will work to find an answer for you. All you have to do is call!

## Standex Around the World

### United Kingdom: Standox gaining in popularity.

Almost 600 body shops in the UK were surveyed by Sewells' opinion researchers to find out which paint manufacturer provided the best service. Standox, as usual, came out on top. Coming first in four of the six surveys held to date. Remarkably, Standox managed to improve its satisfaction rating from last year's 81.7% to 87.9% - an increase of over 6%.

### Standex steals the show.

The public at Essen's Auto Motor Show were magnetically drawn to the dazzle of Liquid Silver. However, it was not only the spectacular paint from Standox's Exclusive Line edition that caught people's eyes, but also the exclusive car models embellished with Standox effect paint.

Adorned with Liquid Silver was the Las Vegas Wings, a unique example of the BMW 3 Series, with a 485 horsepower engine and equipped with wing doors. This was exclusively fashioned by Hamann Motorsport GmbH. Sportwagen Beckers Design and Tuning exhibited a Porsche GT2 and 968 in Liquid Silver, as well as a Lamborghini Diablo in Catalunya Splash and a Porsche 968 in Monza Red.

### Porsche approval for Standox.

Porsche has awarded Standox the approval as the supplier of vehicle refinishes. In spring, a new edition of the Porsche paint manual is coming out in which almost the entire Standox product line and the painting processes relevant to Porsche are described. Once again, a top company in the car industry has confirmed Standox's high standard of quality.

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