



STANDOX

NEWS

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highlights

- pg 2 :
: New Product Labeling System continued.
- pg 3 :
: Upcoming Training Schedule.
- pg 4 :
: Sontara® Primary Tack Cloth product now available.
: Phaeton repair procedure.
: Far out colors are really far out.
- pg 5 :
: PaintLogic discontinuation.
: Auto Body of Hawaii.
- pg 6 :
: View... Print... Order... All Standox Literature!
: Standox Opens Training Center in Atlanta.
: PIE Heads South of the Border!
- pg 7 :
: Join the Business Council.
: SMART Business Management Training.
- pg 8 :
: All SMART Business Management Seminars Accredited by AMI.
: Jaguar Recognizes Standox for Aluminum Repair Network Efforts.
: New faces at Standox.

dates to remember

Jobber Communications

5/21

Spraymaster

7/23

10/18

New Product Labeling System.

What's the most frequent and direct way that Standox customers come into contact with Standox products? Via the cans in which the paints are supplied. The packaging is the medium that communicates on a daily basis with the target group.

It was therefore only logical to examine the labels on which Standox concisely describes and presents its products to see whether they were still in line with Standox's present-day claims. It was high time. The product range has been labeled with its present design since 1988. The Standox logo was updated, even on the labels, in 1996 with the introduction of the new Corporate Design, but that was all that has changed.

In the meantime, Standox has consolidated its status as a quality brand and invested it with an inner commitment. Standox has a premium positioning. All products, services and the company's outward appearance have to conform to this claim.

The overriding task for the packaging designer was therefore that the package appearances should reflect the claim of the Standox brand. Rolf Gnauck, owner of a highly reputed design studio in Wuppertal, Germany, has fulfilled all expectations.

Gnauck defines the challenge as follows: "The task involves using the new packaging design to communicate the Premium claim of the Standox brand and give it an unmistakable character at the same time."

continued on page 2

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— Rolf Gnauck



The Standox "navigation system": A combination of color, symbols and words on the new labels makes every product clearly identifiable.



continued on page 1

As a result, the labels have become not only more modern, contemporary and elegant, but also more functional. It is now easier to distinguish the various products quickly and reliably. The new design system exhibits five elements.

1 First, the Standox logo, now a uniform Standox Blue instead of the various code colors.

2 Second, the background color of the label identifies it as a vehicle refinishing product. Instead of the former white, the packages are now matte silver. The at first sight abstract background motifs turn out upon closer inspection to be details of an aerodynamic race car body, a Silver Arrow – a tribute to German motor racing. Ever since the Thirties, Mercedes, Audi and Porsche, with their silver bodies, have formed the technological spearhead of German automotive engineering. Hence the deliberate yet subliminal suggestion that Standox also spearheads technological progress.

3 The third element in the package's "navigation system" is the code color wave. This has been retained for identification of the various product ranges; along with more clear-cut colors. The color code also enables you to distinguish different product series at a glance.

4 Fourth, there are clear coat, hardener and thinner icons that make it easier to identify certain product specifications within the code color system. To make the system user friendly, up to two icons are brought together on the menu bar on the packages.

5 And finally, fifth, presented clearly in the center is the name of the product and, in the case of mixing toners, the mix number. Something that designer Gnauck quickly learned on a visit to a vehicle refinisher was that the right package must be within reach within a matter of seconds – and thus easy to spot.



"The new design is meant to make a visible statement on the premium quality of Standox products." This is how designer Rolf Gnauck defines one of the major goals of the new Standox labels.

Standox also explicitly requested that the new labels should also visually underline the high quality of Standox products. This placed severe demands on the printing process, although perfect printing results were ultimately achieved after a certain degree of experimentation. The Premium claim is communicated by the high-grade overall appearance. "The background is matte," explains Rolf Gnauck in detail. "By comparison, the central elements—the Standox logo, code color wave and icons—are overprinted in high gloss. And this is an effect that you cannot only see, but also feel. If you run your fingertips over the label, these elements literally stand out."

"The new labels convey a lot of product information in a sensible and clearly structured manner," said Petra Schroeder, Standox Product Manager. "The combination of colors, pictograms and words make every product easily identifiable. The refinisher will have no problem selecting the right can from the shelf."

Upcoming Training Schedule.

Program	Date(s)	Location
Painter Certification	May 10 - 13	Plymouth, MI
	June 7 - 10	Plymouth, MI
	July 12 - 15	Plymouth, MI
	July 19 - 22	Plymouth, MI
	July 26 - 29	Norcross, GA
	July 26 - 29	Anaheim, CA
	August 9 - 12	Plymouth, MI
	August 16 - 19	Plymouth, MI
	August 23 - 26	Plymouth, MI
	September 13 - 16	Plymouth, MI
	September 14 - 17	Vancouver, BC, CAN
	September 27 - 30	Norcross, GA
	September 27 - 30	Anaheim, CA
	October 18 - 21	Vancouver, BC, CAN
	October 18 - 21	Plymouth, MI
	October 25 - 28	Plymouth, MI
	November 8 - 11	Norcross, GA
	November 15 - 18 (<i>spanish</i>)	Anaheim, CA
	November 15 - 17	Vancouver, BC, CAN
November 29 - December 2	Plymouth, MI	
December 13 - 16	Norcross, GA	
December 13 - 16	Anaheim, CA	
Painter Certification	June 28 - July 1	Anaheim, CA
California Regulations	July 20 - 22	Anaheim, CA
	September 21 - 23	Anaheim, CA
Distributor Certification	June 21 - 24	Anaheim, CA
	July 19 - 22	Plymouth, MI
	October 11 - 14	Norcross, GA
	October 18 - 22	Anaheim, CA
	September 20 - 23	Plymouth, MI
	November 15 - 18	Plymouth, MI
Distributor Certification California Regulations	June 21 - 24	Anaheim, CA
	August 17 - 19	Anaheim, CA
	October 26 - 28	Anaheim, CA
Multi-stage (tri-coat)* Advanced Part 2	June 7 - 9	Vancouver, BC, CAN
	August 23 - 24	Anaheim, CA
	August 30 - September 1	Norcross, GA
	September 13 - 15	Plymouth, MI
	December 6 - 8	Anaheim, CA
Coloristic* Advanced Part 2	June 9 - 11	Vancouver, BC, CAN
	August 25 - 27	Anaheim, CA
	September 1 - 3	Norcross, GA
	September 15 - 17	Plymouth, MI
	December 8 - 10	Anaheim, CA
	*Multi-stage and Coloristic courses taken together comprise the Advanced Class.	
Time, Territory and Account Management	August 2	Norcross, GA
Jobber Customer Focused Selling	June 2 - 3	Plymouth, MI
	September 27 - 28	Norcross, GA
Jobber Communications	May 21	Plymouth, MI
Spraymaster	July 23	Plymouth, MI
	October 18	Anaheim, CA

Standex training covers a wide range of subjects critical to the painter, body shop manager and distributor. The courses, which are held in Standox's training centers in Plymouth, MI, Anaheim, CA, Norcross, GA and Vancouver, BC, CAN, offer a full range of technical and product training for collision and repair facilities and distributors. The courses are designed to take today's collision repair professionals to the next level in their careers. Certification courses consist of performance-based training and education processes that improve the knowledge and abilities of automotive professionals.

Standex offers the following training courses: Painter Certification, Distributor Paint Certification, and Advanced Certification, which includes Coloristic and Multi-stage.

New to the training schedule, Standox now offers Jobber Training Seminars. The Jobber Communications seminar is designed to make today's Sales Representatives, Front Office Professionals and Counter Professionals effective in dealing with the fast-paced demands of the Jobber organization and, most importantly, satisfying the customer each and every day. Jobber Customer Focused Selling is designed for Sales Representatives who want to develop long-term customer relationships as well as increase sales and profitability. Spraymaster is a powerful offering designed to improve the technician's ability to identify customer needs and solve problems. The attendee will learn the principles of proper equipment selection and its use in order to make appropriate corrections that will significantly improve the spray performance of the paint shop. Time, Territory and Account Management focuses on teaching Sales Representatives how to effectively manage their account territory.



DuPont™ Performance Coatings



Sontara® Primary Tack Cloth product now available!



As member of DuPont Performance Coatings, Standox is pleased to announce the availability of the DuPont Sontara® Primary Tack Cloth product (Item # E-4586) to the automotive refinish industry. This soft, yet strong, fabric effectively removes dirt and sanding dust from surfaces. Based on the combination of a low-linting fabric and an optimized level of tackifier, the Primary Tack Cloth cleans surfaces with less potential for leaving tack residue on the car or your hands.

As part of the DuPont Sontara® Surface Preparation System, the Primary Tack Cloth is ideal for removing dirt and dust prior to base coat application. By effectively removing dirt particles, there is less potential for paint defects, which helps to reduce cost and improve productivity.

This exciting new product meets today's tough demands in the automotive refinish industry. It is a great alternative to traditional cotton gauze tack cloths and can be folded and refolded for extended use. The Primary Tack Cloth is wax and silicone free.

VW Phaeton repair procedure.

Volkswagon released a technical bulletin regarding the refinish procedure for "Klavierlack" finish (piano finish) on the new Phaeton. A "Kavierlack" finish is an additional option identified by "FL1" after the paint code on the vehicle data sticker (located in the trunk of the vehicle). Standox is one of the approved manufacturers for repairing a "Kavierlack" paint finish and can provide a technical data supplement outlining the repair procedures.

For questions or technical support regarding these products or to receive the repair procedures, contact your Standox Brand Specialist or visit www.standoxna.com.

Far out colors are really further out!

In an attempt to lure car buyers to their showrooms, car makers are taking more and more daring steps in choosing colors to adorn their new models each year. Shops have the challenge of matching these adventurous OEM paints. Your Standox Color Team is working to minimize these instances, but with so many new pigments introduced so suddenly, it is inevitable that some of these vehicles will show up for repair before there is a proper mixing machine formula available at the shop level. We review all our options with each individual color to provide you the best solution possible to offer your customer. In some cases it is simply a slight delay in getting the formulation to the customers retrieval source, but in some cases where unique pigments are employed by the OEM, we must supply pre-mixed "Fac Pac" solutions. Any time a painter must move beyond his location to obtain a solution, time is added to that process. The more unique and rare the color, the longer it might take.



It is time once again to increase promotion of a couple of the most important habits of successful shops:

- **Identify the color needed as soon as the vehicle is available, when it is first checked into the shop.**
- **Make sure you have the formula or pre-mixed paint on-site, and a sprayout compared to the vehicle for color confirmation.**

Having the paint available when the vehicle is ready to be shot is an important part of a smooth running collision operation. With the hundreds of colors thrown at body shops, these habits become more important to deliver customer satisfaction and profits.

PaintLogic discontinuation.



The PaintLogic formula retrieval system has been an important part of our color tools offering for well over 10 years. In 2002, we introduced Standox Univers®, a windows-based color retrieval system.

Although we continued to support both the PaintLogic and Univers systems, our enhancement efforts concentrated primarily on the Univers system. We have a number of exciting new enhancements planned for 2004 and 2005, including a paint volume calculator, on-screen color chips, and other new tools. These will enable you to continue to achieve the excellent color match you expect from Standox and are only available in Univers.

Therefore, we have been transitioning all Standox PaintLogic users to Univers. As of April 1, 2004 there will be no more updates for PaintLogic.

If you are still using the PaintLogic system, we ask you to please contact your Standox Brand Specialist for further information and to arrange your changeover to the new Univers color formula retrieval system.

Auto Body Hawaii.



Laying a Business Foundation.

Auto Body Hawaii was established in 1973 by March Taylor. The shop was one bay and owned and operated by Taylor, his wife and one additional employee. Today, Auto Body Hawaii has expanded to 35,000 square feet, 24 work bays and 33 hard working employees.

Taylor started his career in the collision repair industry after working as an apprentice in a body shop on Oahu. In 1973, he decided to move his family to the Big Island of Hawaii, where he saw a demand for collision repair and thus opened a very modest, one bay shop.

Since opening the shop 31 years ago, Taylor has expanded his knowledge through a lifetime of experiences. He is very passionate about the industry that has defined him. Furthermore, he has pioneered many techniques related to successful collision repair. He is an expert in the science of damage analysis and estimating. He strives to support the community and share this knowledge with young people, encouraging

them to consider careers in the collision industry by teaching educational seminars. Taylor continues to strive to make a difference in the lives of collision repair professionals and the industry.



Sailing in Success.

Taking risks and searching out opportunities is Auto Body Hawaii's business philosophy. The shop certainly took a risk when they began using Standox. The brand was introduced to them five years ago and they decided to try it. Today, the shop staff is extremely satisfied with Standox and the results it provides. Customers leave the shop satisfied with the quality job and product on their vehicle.

The customer support and service that Standox provides is critical to effectively and efficiently operating the shop. Auto Body Hawaii's paint technicians often utilize the Standox Color Service

Team for formula retrieval and technical help. The Standox field team also provides service to the shop with product updates, technical training, and general support.

A family atmosphere in the shop has also brought success. The Management team works hard to empower each employee, making them feel valuable and a key part of the team. Training is also a crucial part of success; therefore many employees attend Masters and Standox technical training classes. Auto Body Hawaii also belongs to I-CAR, ASE, CIC, and SCRS.

A Bright Future on the Big Island.

Auto Body Hawaii has worked hard to establish a reputation based on honesty, quality and community involvement. This reputation is their key marketing tool, however they also rely on the Internet to generate business, utilizing an interactive web site tool which allows customers to request appointments and complete questionnaires.

Promotion is crucial to the shop, as they face new demands and changes in the industry everyday. Among these changes are OEM's now requiring vehicles to be repaired by certified collision facilities. Today, many vehicles are also manufactured with aluminum, therefore collision shops must meet the requirements to repair these types of vehicles and become certified to purchase the products to complete the repairs.

Auto Body Hawaii has responded to this change by becoming a certified Mercedes Benz collision center, which includes qualifying for their aluminum repair program. The shop plans on becoming certified by other OEM's in the future.

March Taylor has witnessed many changes while owning Auto Body Hawaii over the past 31 years. While his shop has grown tremendously, the industry has grown as well. Determination, loyalty and a quality product are important in sustaining and growing with the collision repair industry. There is no doubt that Auto Body Hawaii will continue to uphold their reputation and successfully grow in the future.

View... Print... Order... All Standex Literature!



A one-stop, simplified order process for literature is now on-line! This addition to our web site provides fast and easy access to a comprehensive list of all non-chargeable literature. Literature items are organized in sections for easy reference. Each section may be sorted by Item # or Description columns, simply by clicking on the heading of each section. A search feature is also available.

What this means for **Jobbers**

- A one-stop, comprehensive list of all available Standex literature.
- Jobbers may view, print to a local printer or order. Jobbers may also order literature through our Customer Service Center.
- Jobbers may place orders for their customers by changing the "ship to" information.

Here's how to get there: Login to the Standex Web site: www.standexna.com. Go to the Marketing Section • Click on "Tools & Documents – Jobber" on the left side of the screen • Select "Literature" • Select Standex – Check it out today!

What this means for **Shops**

- Shops may view or print literature to their local printer
- Shops should place their orders for literature through their Standex Jobber.

Here's how to get there: Login to the Standex Web site: www.standexna.com. Go to the Marketing Section • Click on "Tools & Documents – Shop" on the left side of the screen • Select "Literature" • Select Standex – Check it out today!

Calendars are available Standex Opens Training Center in Atlanta.

In order to better serve our customers and meet training demands, Standex recently opened a new training center in Atlanta, GA. The facility is 5,500 square feet and features upgraded shop equipment and classrooms with the latest audio-visual equipment. The new center offers the following Standex training programs: Painter Certification, Distributor Paint Certification and Advanced/OEM Certification.

Standex also has training centers in Plymouth, MI; Anaheim, CA; and Vancouver BC, Canada.

PIE Heads South of the Border!



The Melia Cabo Real Beach & Golf Resort.

The 2004 PIE User Group Weekend was full of fun, relaxation, learning and networking for the 85 guests that attended. The conference was held in beautiful Los Cabos, Mexico, February 20th - 22nd at the Melia Cabo Real Beach & Golf Resort.

The conference began on Friday evening with a cocktail reception on the beach where guests had the opportunity to mingle and network. Michael

Anderson from Wagonwork Collision Consultants presented an outstanding seminar on Saturday morning, titled "Profitable" Estimating. The seminar guided attendees through the process of writing accurate estimates and getting paid for the work performed.



Networking and sharing experiences.

Author, Ken Blanchard's book, *Leadership and the One Minute Manager*. Attendees learned how to tailor their management styles for individual employees and how to enhance motivation on all levels using the *One Minute* techniques.

Overall, the conference was a success. Everyone enjoyed the seminars and opportunity to network with fellow shops, distributors and Standex management. Although the weekend officially concluded Sunday, many guests extended their trips and stayed to enjoy Los Cabos.

Planning for the 2005 PIE Conference will begin soon. For more information or to join the program, contact the PIE team at 800-551-9296, extension 3440 or 3437.

Join the Business Council.



Owning, managing, and growing a modern collision repair business can be incredibly challenging. The demands of juggling issues surrounding vehicle owners and insurers can be frustrating. Throw in an often temperamental technical staff, and the job of trying to outguess and outmaneuver the competition can become overwhelming.

Almost without exception, owners have little or no exposure to the problems – and solutions – of other determined and experienced repairers.

After exploring many avenues in an attempt to help the collision repair industry overcome the daily obstacles of running a business, we concluded that there are no other entrepreneurial tools – no exercise,

no seminar, or management instrument – that provide the concentrated business, managerial, and motivational value of the Business Council.

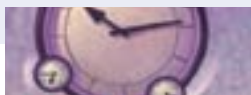
The Business Council regularly brings together geographically non-competitive repairers into an environment where you will be provided with a unique and rich source of business knowledge. You will discuss with other successful operators their strategies, personnel issues, cost problems, insurance issues, marketing plans, employee compensation plans, parts policies, and much more. You will compare several key operating ratios, policies, procedures, and job descriptions in an environment where you will not only learn, but also teach. In addition, you will tour top operators throughout North America to gain an understanding of what makes them successful.

As member of DuPont Performance Coatings, Standox customers have the ability to join the Business Council. If you are ready to take your business to the next level, contact your Standox Brand Specialist.

Business Management Training.

Standox offers a series of SMART management training seminars specifically geared for collision industry owners, managers and employees. Taught by experienced industry experts, the seminars are based on years of research and observation of real-world situations faced by those in the collision repair industry.

	SMART Cycle Time	SMART Human Resource Management	SMART Estimating	SMART Money: Millennium Edition
Description	Designed to give you the skills, knowledge and tools to increase your shop's productivity and profit. Learn how cycle time can affect your shop's DRP status, CSI rating and many other widely accepted indicators of shop performance.	Examines the underlying motivation of people, the variables that drive productivity and the keys to putting a system in place that defines company expectations, responsibilities, standards and principles.	Designed to instruct appraisers on the skills needed to write complete, accurate estimates. Includes all three principles every appraiser must validate on each and every estimate, as well as four essentials to writing damage reports.	Millennium Edition addresses critical issues, such as managing the shop by the numbers, leveraging financial capital and maximizing profits in today's economic climate.
Seminar Length	1 Day	1 Day	1 Day	1 Day
Who Should Attend	<ul style="list-style-type: none"> Collision center owners and production managers Jobber owners, managers and technical personnel 	<ul style="list-style-type: none"> Collision center owners, production managers and human resource managers Jobber owners and managers 	<ul style="list-style-type: none"> Collision center owners, production managers and estimators Jobber owners and managers 	<ul style="list-style-type: none"> Collision center owners, production managers and financial managers Jobber owners and managers
Date, Location	<ul style="list-style-type: none"> March 4, Alexandria, TX March 6, McAllen, TX March 16, Maine March 17, Buffalo, NY March 25, Cleveland, OH 	<ul style="list-style-type: none"> Call for details 	<ul style="list-style-type: none"> Call for details 	<ul style="list-style-type: none"> Call for details



For more information or to register for an upcoming SMART seminar, call 800-338-7668, prompt 6, prompt 1 today!





All SMART Business Management Seminars Accredited by AMI.

SMART Cycle Time, SMART Estimating, and SMART Money-Millennium Edition Seminars have received accreditation from the Automotive Management Institute (AMI). All of the SMART Management Seminars are accredited for 16 units.

SMART Cycle time focuses on improving cycle times and productivity for collision repair shops. SMART Estimating is aimed at streamlining and perfecting shop estimating procedures. SMART Money: Millennium Edition addresses critical issues such as managing the shop by the numbers, leveraging financial capital, and maximizing profits in today's economic climate. All are one-day seminars.

Jaguar Recognizes Standex for Aluminum Repair Network Efforts.

As a member of DuPont Performance Coatings, Jaguar Cars has recognized Standex for its efforts in launching the Jaguar Authorized Aluminum Repair Network.

A plaque signed by Donald Krumholz, National After Sales Operations Manager for Jaguar, states: "Jaguar Cars acknowledges your efforts and contributions in establishing an infrastructure to support a trained, certified and fully equipped network of centers dedicated to achieving superior standards in collision repairs to aluminum-bodied Jaguar vehicles."

DuPont Performance Coatings coordinated the certification process for the Jaguar Authorized Aluminum Repair Network, which was launched last summer. This network of certified repairers was created in North America to deliver the highest standard of collision repair and customer service to Jaguar owners. Member shops are officially recognized as meeting Jaguar's criteria for non-structural aluminum collision repairs on 2004 Jaguar XJ sedans. The all-aluminum 2004 XJ utilizes the latest lightweight vehicle body design and construction technology.

DuPont Performance Coatings is the preferred worldwide supplier of refinish materials for collision repair programs and the single source global provider of original equipment finishes to Jaguar.

"DuPont Performance Coatings is honored to be selected as the facilitator for this program," said Gary Scott, Program Manager, OEM Refinish Approvals. "This is part of our worldwide activities to support Jaguar Cars in their efforts to provide complete service to their vehicle owners."

New Faces at Standex



Moore Joins Standex Training

Matt Moore has joined the Standex team as a training instructor at the Standex training facility in Anaheim, CA. He will be responsible for conducting customer and distributor training, assisting with training program development and providing product and training support to the Standex staff. Matt can be reached at 714-577-0577.

Haddix Appointed Market Development Manager.

Ron Haddix has joined Standex as the Market Development Manager for the Central Region. In his role, Ron will work with our local Standex representatives and jobbers supporting our Standex customer base. Ron can be reached at 859-339-3446.



LaCross Joins Standex Color and Technical Service Team.

Amanda LaCross has joined the Standex team as a Color and Technical Service Representative. She will be responsible for handling customer calls and general color support, including formula retrieval and color information. Amanda can be reached at 800-551-9296, extension 3422.

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