

# THE ULTIMATE FINISH

MAY 2014 ISSUE 13

## Brand new look.



**Cromax**

### INSIDE THIS ISSUE

Welcome To The All New Cromax®

Are You Ready For Water?

Introducing Our New LEAN Academy



# Refinishing in a **New Dimension.**



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- 3. Safer and Cleaner
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# Letter from the **MANAGING DIRECTOR**



## Welcome to the May Axalta Coating Systems™ edition of the Ultimate Finish!

This June, we celebrate 12 months of trading under our new brand, Axalta Coating Systems™. As I reflect on our first year of trading, I'm so pleased to see that the Axalta™ brand name, with its clear focus on quality and performance, has become firmly entrenched in the market. When we relaunched, we were tremendously excited about our new look and direction, and it's now clear that our customers, too, have embraced our commitment to move ahead in the marketplace.

It's no secret that we pride ourselves on being at the forefront of innovation and technology, which is why I'm also excited to introduce you to Cromax® (page 14), the new name of DuPont™ Refinish. Along with a new name, our bold new Cromax® logo and packaging conveys the spirit of this premium coatings brand. The launch of Cromax® is an energising change that forms part of Axalta's on-going commitment to be built for performance.

Our commitment to our customers extends further than superior product delivery; we also aim to arm our collision repairers with the right tools to take their business to the next level. This is what LEAN aims to achieve: Put simply, LEAN is about trying to do more with less. The ultimate goal is to work with our collision repairers to deliver the right product, in the right quantity and quality, at the right place and for the right cost. To learn more, turn to page 11.

On a global level, we're poised to deliver on our customer commitment to develop, manufacture and distribute the best quality and best value coatings to the market, following the announcement of Axalta's \$60 million manufacturing investment in Wuppertal, Germany. Our new next-generation facility will expand capacity to produce waterborne industrial coatings, with production at the new operations centre expected to begin first quarter of 2015. This investment is in addition to our investment programmes in Brazil of \$32m and Shanghai, China of \$50m.

It's been an exciting 12 months for Axalta™ and transitioning from DuPont™ Performance Coatings to our new corporate identity has been an incredible journey. We've been thrilled to have you along with us for the ride!

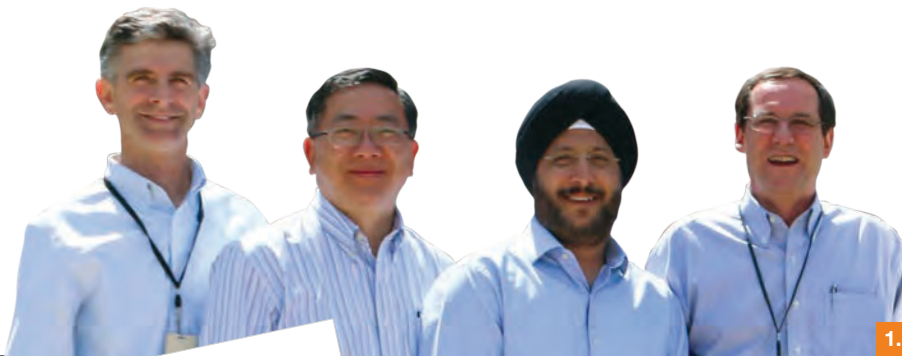
Sincerely,

**Stan Willmott**

Managing Director - Axalta Coating Systems™

### Axalta Coating Systems™

A 15-23 Melbourne Rd,  
Riverstone, NSW, 2765  
T 1800 292 582 (AXALTA)  
E axalta-information@axaltacs.com



1. Our international delegates celebrated our company's one year milestone trading as Axalta™ at our Australian head office: **LEFT TO RIGHT** Steven Brett **Planning Manager Asia Pacific**; Allan Tsai **Operations Director Asia Pacific**; Sobers Sethi **Vice President Asia Pacific**; & Peter Hurd **Global Senior Vice President Operations**.



## Magazine Contributors

**EDITOR IN CHIEF** Stan Willmott

**EDITORIAL COORDINATOR** Frederica McCauley & Nancy Lane

**COPYWRITER** Sarah Megginson

**ART DIRECTOR** Olivia Grima

**CONTACT COORDINATOR** Amy Rawlings

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# LOCKED, LOADED & READY FOR TAKE OFF!

Axalta™ Launches Passport Competency Training



Axalta™ is excited to announce our latest investment in training and development with the launch of Passport Competency Training – a new, streamlined approach to learning that will be available to our staff, distributors and collision repairers in 2014.

At Axalta™, we've always been proud of our commitment to training and development, which is why we're excited to launch Passport Competency Training, a range of technical learning modules designed for Axalta™ Technical Consultants, our distributors and our refinishers.

"In the past, we've always done technical training for internal staff, distributors and collision repairers and they walk away with certificate of attendance," explains Paul Polverino, Axalta™ Training Manager.

"With Passport Competency Training, we've invested in creating the right steps and processes to allow us to train and assess our attendees through a formal and structured process. If successful, they are issued their passport with a stamp confirming their completion of each module. This means we can confidently say they are certificate qualified and are competent in each module."

Just like a standard travelling passport, the Axalta™ Training passport can expire, requiring you to complete a module every six months for it to remain valid. Passport training and assessments will initially be offered internally to Axalta™ staff, with phases two and three allowing for modules to be completed by distributors and bodyshops.

All training in phase one is delivered face-to-face via Axalta™ Training Centres in Sydney, Melbourne, Brisbane, and partner locations in other states, and the first sessions will involve core waterborne modules.

"Our Europe division is launching an online training programme this year; the programme is very exciting and interactive and once finalised, we will be integrating this into our passport training programme," Paul adds.



"Axalta™ is also pleased to continue its support of I-Car Australia with its Industry Training Alliance. As always, Axalta™ Technical Training courses can earn I-Car recognition points."

1. Passport booklet trainees receive a record of all assessment results
2. Stuart Aisbett VIC Training Consultant & Paul Polverino Training Manager



"Our Europe division is launching an online training programme this year; the programme is very exciting and interactive and, once finalised, we will be integrating this into our passport training programme here."



# IS YOUR BODYSHOP READY FOR WATER?

## The Paint System Of The Future

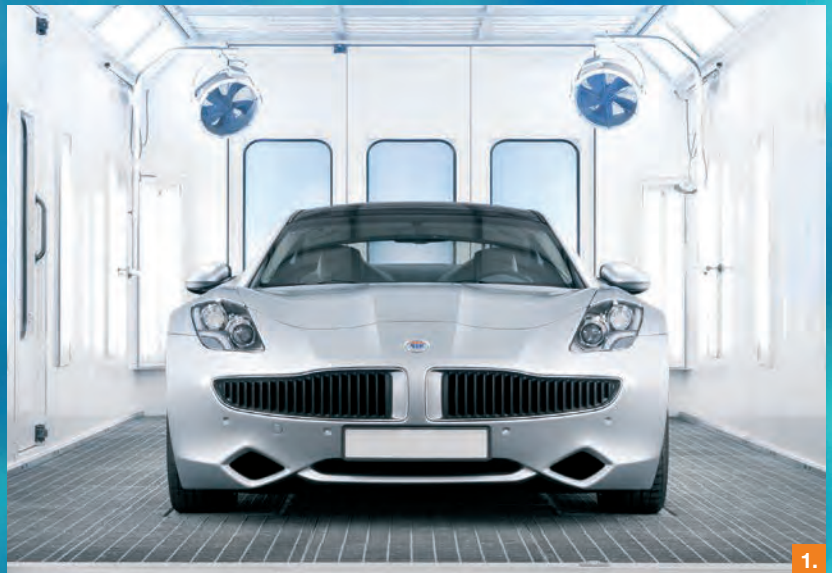
As one of the leading innovators of waterborne coatings, Axalta™ has developed robust and easy-to-use systems that offer streamlined and faster application. But is your bodyshop ready to make the move to water?

### Why Go Waterborne?

The switch from solvent-based automotive coatings to waterborne is a big decision for any collision repairer to make, so it's important to be aware of the benefits and potential challenges involved.

There are significant health and environmental upsides, but that's only the beginning. It's also the material properties in application, higher colour accuracy and final finish that allow bodyshops to be more efficient and productive, with less wastage and better profit margins.

Regulators are starting to catch on to the value and benefits of waterborne and whilst we are not yet forced to go down the low VOC path in Australia, global legislation has enforced the move to waterborne in Europe and other parts of the world. Locally, many collision repairers have already transitioned to water, in anticipation of the time when local legislation will become a reality.



## Competing on the World Stage

# Worldskills Australia 2014

Axalta™ is gearing up to support the WorldSkills Australia National Competition once more, as we celebrate our nation's brightest up-and-coming trainees and apprentices.

Held at Perth's Convention and Exhibition Centre from September 18-20, the 2014 WorldSkills Australia National Competition will showcase Australia's best young skilled apprentices, trainees, students and workers.

In the prestigious Vehicle Painting category, a number of state finalists will go head-to-head – with the support of Axalta™, who provide paint and training – before one Gold Medallist is announced. That grand winner will go on to represent Australia at the biennial Worldskills International 2015 in São Paulo, Brazil.

Past winner Andrew McCormick from Parramatta Smash Repairs competed internationally in Germany last year.

## Axalta's Waterborne Range

Axalta™ offers complete coatings solutions including the latest in waterborne technology:

### Cromax® Pro

Cromax® Pro Basecoat gives significant productivity gains. With one-and-a-half coat, wet-on-wet application with no intermediate flash-off, Cromax® Pro Basecoat enables bodyshops to deliver first-class repairs fast, with low paint consumption and improved productivity.

### Standoblue®

A prestige system, Standox's latest offering in waterborne is specifically formulated to work seamlessly with peak-performing OEM coatings approved by the leading European marques.

### Permahyd® Hi-Tec

This waterborne offering from Spies Hecker® is the value based waterborne paint system built around leading technology and simplicity. It delivers high opacity and excellent colour match for high-grade technologies, ensuring fine results every time.

## Are You Ready For Water?

Upgrading from a solvent-based system is generally a big step forward to improving your overall business and taking your refinishing to the next level.

If you're a collision repairer and you're undecided about changing over to waterborne, you may still have some unanswered questions.

*"Do I need to upgrade my equipment?"*

*"Who will train my technicians?"*

*"How will this impact my bottom line?"*

A customised waterborne shop review from Axalta could be the missing piece of the puzzle. We understand that timing is critical for your shop and a shop review provides a detailed breakdown of the process involved, thereby preventing any delays and ensuring you put the right people and products in place for a smooth transition.

The shop review begins by your Axalta™ consultant looking at your current set-up – from prep area, overall lighting, airflow, colour tools and equipment to spray booths and clean up procedures - while also reviewing colour matching and applications, products, procedures and any training you may need to take prior to converting to waterborne.

Working with Axalta™, during this review you can gain an understanding of what your commitments will be to upgrade. This allows you to plan ahead and ensures the right people, resources and products are in place to provide for a smooth transition to waterborne.

## Book Your Customised Shop Review

Scheduling a shop review is easy: simply call your Axalta technical consultant or distributor, and the shop review will be scheduled at your convenience.

## Benefits Of WATERBORNE

A recent study conducted by ACA Research showed that users of waterborne agreed it offered substantial benefits over solvent.

- 89% thought waterborne had higher colour accuracy
- 78% noted fewer coats were required; reduced application times
- 76% observed more pigmentation; achieve better paint coverage
- 74% preferred waterborne for it's non-hazardous makeup, safer for employees
- 78% thought waterborne was better suited to Australian weather conditions

1. Waterborne: Way of the future 2. Waterborne offers many benefits over solvent, including reduced application times

## \$142m Waterborne Investment

At Axalta™ we believe waterborne is the future, so we're investing \$60m to build a next-generation facility in Germany to expand our capacity. This is in addition to our \$32m investment programme to expand waterborne capacity in Brazil, and a \$50m investment in waterborne production in Shanghai, China.



"I don't think many people realise the benefits that can come from competing in WorldSkills competitions. It has provided me with a 'once in a lifetime' opportunity, it has pushed me to my limits and has really made me step up and challenge myself," he says.

Andrew began his career as an apprentice spray painter and aims to develop his skills in prestige and custom work.

"I look forward to going to work because I know that each day is going to be completely different. There is so much more to vehicle painting than people realise and it is such a rewarding industry to be involved in," he says.

**"I don't think many people realise the benefits that can come from competing in WorldSkills competitions... It has pushed me to my limits and has really made me step up and challenge myself"**



1. Andrew McCormick - Vehicle Painting 2013 Team Australia Skillaroo, 42nd WorldSkills International Competition, Leipzig, Germany, Awarded Medallion of Excellence

# What's **NEW** at Axalta™?

## **A:** Primers & Clears

Axalta™ is at the forefront of emerging technologies, which is why we invest heavily in product research and development. Here are the latest trends and product news from Axalta™:

### 1.

#### Shaded Primers

Axalta™ offer a full range of shaded primers from 1K Aerosols to 2K Primer Fillers and Surfacer. "All our refinish brands use the shaded primer concept within their primer offerings," says John Nettleton, Product and Colour Manager.

Selecting the correct shade of primer will result in the need for fewer coats and increase productivity in the bodyshop. These primers can also be used on multiple-stage paints that require thinner coats, such as pearl and candy custom paint.

Axalta™ refinish brands have different shaded primer offerings such as ValueShade®, available in seven shades from Cromax® and Cromax® Pro. There is also a three-shade range within Standox® and Standoblue® called 'filler colours for all finishes', which uses a simple and effective wall chart selection system.

- Dark grey or black automotive primer is used primarily on vehicles that are black, deep or dark in colour. This allows the painter to use fewer coats and provides a much deeper, more vibrant colour. Black automotive primer can also be used on other dark colours, particularly on paints that require several coats of paint, metallic or candy coating.
- White or gray automotive primer is used in the same way as the darker shades. On cars with light & bright colour paint jobs, white should be used. Light grey shades are used to best effect for pastel and silver colours.

John adds, "The key is to make the primer shade selection for the bodyshop as easy as possible through colour tools or charts so they can be rewarded through productivity gains".



### 2.

#### Tinted Clearcoats

Tinted clearcoats are a growing trend in the industry, which poses a major challenge to bodyshops repairing damaged paintwork. Manufacturers including Alfa Romeo, Ford, Mazda, Peugeot and Renault are increasingly using tinted clearcoats in an effort to achieve even brighter 'high chroma' colours.

Axalta™ is responding to this trend with a range of distributor based additives that allow refinishers, for the first time, the ability to satisfy the tough technical requirements associated with the repair of these tinted clearcoats. This is backed up with new processes, training modules and technical data sheets.

### 3.

#### Matt Clearcoats

Cars with a subdued shine are elegant in their own way, so it's not surprising that luxury car manufacturers have caught onto this trend. Audi, BMW and Mercedes have already approved the refinish solution for matt paintwork from Axalta™, which includes Matting additives and Matt Clearcoat.

Repairing matt-finished vehicles is a real challenge for the painter. To achieve the exact degree of matting, professional workmanship is required. Matting additives and Matt Clearcoats deliver the quality required by prestige car manufacturers.



1. BMW painted Matt Gold 2. Shade Cards

For more information on any new

trends or Axalta™ products, systems or

training, contact your Axalta™ consultant.



# GETTING CONNECTED

## Why Your Business Needs A Website

Your website represents your business's first opportunity to impress potential customers and is crucial for two profit-driving reasons:

## Reputation & Reach.

It doesn't matter whether your client base is comprised mainly of insurance companies, fleet car operators, private businesses or customers off the street – in this day and age, you simply can't afford to be without a web presence.

Modern consumers want to see you online. The internet is how most people interact and connect and if you don't have a website, many consumers will simply avoid doing business with you.

Axalta's Software Solutions Specialist, Grant Phillips, spends his days creating software solutions for Axalta's suite of technical products. He says 69% of businesses still do not have a company website, and he believes they are all missing a huge opportunity to increase their traffic and boost their profits.

"A collision repairer's website is the first port of call for a lot of people, especially younger customers, who will generally search for you on their smartphone. If you have an impressive website, people instinctively gravitate towards you over your competitors," Grant explains.

"A good website can demonstrate your reputation to potential customers and show that you've got pride in your work. You also gain that reach with ability to connect with people 24/7. Your

website works as a form of business advertising while you're not even there; you don't have to be open for people to contact you, they can reach you via your website's contact page."

If you are considering establishing a website, there are many options available. A web design specialist can help you create a simple yet professional online presence, from as little as \$1,000.

## Website Essentials

- 1. FRONT PAGE**  
This should include information that clearly explains who you are, what you do and how customers can contact you.
- 2. CONTACT PAGE**  
A dedicated contact page should offer your phone number, email address, a contact form and if possible, a google map describing your location.
- 3. SERVICES PAGE**  
An extension on the services you provide, this is your opportunity to communicate any unique selling points of your business.

## Axalta™: Focused On Our Industry's Future

In an effort to encourage sustainable growth, Axalta™ aims to reward bodyshops who don't just think about today, but who also think about everyone's tomorrow. That is why Axalta™ is once again very proud to sponsor the 2014 Sustainability Awards with Paint & Panel, which will recognise bodyshops that are working towards creating a better, safer, greener and overall healthier world.

At Axalta™, we believe that sustainability is not simply about achieving a green rating or improving your recycling processes. More than that, it's about having a sustainable business model that will stand the test of time.

There are many considerations for collision repairers, including:

**How does your business invest in staff training and apprentices?**

**Do you use energy-saving equipment?**

**What are you doing to ensure the continued success of your business in the future?**

Our Performance Services team can help you answer some of these questions, as you work towards achieving national recognition, by helping you to work smarter (not harder), while creating a healthier and greener environment for you and your staff.

To take the next step towards giving your bodyshop a more sustainable competitive advantage, visit [www.axalta.com.au/sustainability](http://www.axalta.com.au/sustainability) or call your consultant today.

**Axalta™ is serious about providing solutions for a more sustainable future, and we are recognising like-minded bodyshop businesses who are making positive changes to help reach this goal.**

1. Left to Right: Marianna & Carlos Varricchio from Welland Crash Repairs; Tony & Maria Musico from Musico Smash

For the first time since the Sustainability Awards began, Paint & Panel awarded two exceptional joint winners: Musico Smash, Sydney and Welland Crash Repairs, Adelaide. Each shop clearly demonstrated their commitment in time and resources to ensuring the future viability of their business.

1.



# 25 YEARS OF EXPERIENCE & EXPERTISE



## Axalta Coating Systems™ Welcomes Robin Taylor

Drawing on more than 25 years' industry experience, Robin is our new Performance Services Development Consultant. He will focus on mentoring and coaching Axalta™ consultants and clients, while also establishing our new LEAN Academy.

Robin's extensive experience working in the collision repair industry began more than two decades years ago.

"I got my start as a quality assurance specialist at Dulux Australia, and I worked my way up in the industry, implementing quality assurance and environmental management systems for the smash repair industry," Robin explains.

His role continued to develop when, using his knowledge of the collision repair market, he then developed and introduced the first Value Added programme for repairers in Australia. His outstanding

reputation in the industry has allowed Robin to visit and learn from collision repairers in countries such as China, Thailand, the UK and New Zealand.

Robin joined Axalta™ in January 2014 and in his new role, he will be focused on driving improvements for business owners through his coaching skills, his impressive LEAN knowledge and his passion to learn and leverage new ideas and concepts - ultimately raising the bar to build a brighter future for our customers.

"I'm looking after those customers involved in

our performance services programme in both Queensland and WA, and I will be establishing a new LEAN academy in Melbourne. I'll also be helping to mentor both the current and new services consultants," Robin adds.

"What I enjoy about this role is that it gives me the opportunity to keep doing what I really love doing, which is coaching and training small business owners to become as productive and profitable as possible."

1. Robin Taylor
2. Robin Taylor conducting training at VIC Business Council in Melbourne



# 2014 PERFORMANCE SERVICES VICTORIA BUSINESS COUNCIL

Held on Thursday March 20, our first Performance Services Business Council for 2014 went off with a bang!

Ken Catford-Potter, Strategic Services Manager, Axalta™ says the Business Council attracted around 20 business owners from throughout Victoria.

"We hold this event once every year, in every region, and all of our Performance Services Customers are invited to come along," he says.

"The day was a big success. As well as discussing trends in the industry and going over benchmarking for the state,

we completed business health checks, discussed OH & S and industry topics relevant to the Victorian market and evaluated shop performance on an individual, case-by-case basis."

The full day event was followed by a social dinner at Riva, St Kilda.

"It was a good opportunity for business owners to network with peers and talk about issues and trends that we're all facing in 2014," Ken adds.



1.



For more information on future Business Council events call Ken Catford Potter on 0417 950 257, visit [www.axalta.com.au/performance-services](http://www.axalta.com.au/performance-services), or email [ken.potter@axaltacs.com](mailto:ken.potter@axaltacs.com)



# The LEAN ACADEMY

High Quality • High Service Levels • High Impact

High quality, high service levels, high impact - achieved with less effort, less space, less capital, and less time than traditional systems. It's the LEAN way and very soon, this powerful philosophy for doing business will be rolled out to even more small businesses around Australia.

Axalta's brand new LEAN Academy is due to open in Melbourne this year, and we couldn't be more excited.

"We plan to open the LEAN Academy on July 1, with our first course to be run in July or August," confirms Ken Catford-Potter, Strategic Services Manager, Axalta™.

"The aim of the programme is predominately focused on educating the industry to reduce waste, change the culture of themselves and their organisation while educating their suppliers and bringing them along for the LEAN transformation. We believe this will help the industry to better serve its customers."

In practical terms, this involves investigating different strategies for reducing waste, improving efficiencies and "helping our shops to help serve their customers better", Ken adds.

Robin Taylor, Performance Services Development Consultant, joined

Axalta™ in January this year. He will be responsible for setting up the new LEAN Academy live at Direct One in Melbourne, due to open in July.

"In simple terms, LEAN is about trying to do more with less," he says. "The ultimate goal is to make sure you deliver the right product, in the right quantity and quality, at the right place and time, and for the right cost."

For more information on The LEAN Academy, phone Melinda Mayne on 02 8818 4376.

**"The ultimate goal is to make sure you deliver the right product, in the right quantity and quality, at the right place and for the right cost."**

1. LEAN Academy live at Direct One Warehouse



1.

## LEAN is based on:

1. A relentless pursuit of eliminating waste
2. Adding value for your customers, as quickly as possible
3. Creating, acquiring and managing knowledge
4. Respecting and growing your people

# Racing Towards Standoblue®

## Brisbane Collision Centre

Brisbane Collision Centre in Rocklea has built a solid reputation for quality and service. Owner-operator Michael Woodcroft and his wife Juliette bought into the company in 2011 and today, business is booming.

Employing 19 staff, the busy collision repairer mainly processes large smash repairs, insurance work and a large volume of fleet work, including Toyota Australia fleet.

Their professional and up-to-date website is one strategy Brisbane Collision Centre employs to build their reputation and drive new business, particularly when it comes to race cars: the team built the replica of Brock Sampson's Bathurst winning Torana.

"We do paint jobs on a lot of old cars and also some race cars," explains Michael 'Woody' Woodcroft, who worked in the business from 2003 before buying it.

"We use the Standox® Solvent range; we like the quality of the product and we like the service and back up. We have a wonderful relationship with our paint supplier as well, Queensland Paint Supplies. That's important to us."

That said, they plan to move to the Standoblue® range in the next 12 months. "We're planning to refresh the business this year, as far as upgrading spray booths and changing the structure of the bodyshop, so moving to waterborne at the same time will tie in together," Michael adds.



1. Brisbane Collision Centre team



### Craig Tonkes Territory Business Manager

"All of the staff we have dealt with at Axalta™ have been very helpful and accommodating. Craig and Grant have both been wonderful to work with." - Michael Woodcroft

## Trading In His Tie For The Tools

# LANGLEY MOTOR BODY REPAIRS

There's a big difference between providing paint system solutions to the crash repair market, and becoming one of those businesses yourself. That's precisely what Standoblue® customer Daryl Morgan has done, and he couldn't be more pleased with his decision to trade in his tie for the tools, as the proud new owner of Langley Motor Body Repairs.



1.

Situated south of Adelaide in the suburb of St Marys, Langley Motor Body Repairs (LMBR) has been serving the local community for a number of years.

"I bought the shop in January 2012 after 15 years in the industry, working the last few years as the SA Manager for a major paint manufacturing company," explains Daryl.

"We've got four staff and we're currently in the process of revamping the premises. We got rid of the old spray booth and replaced it with a new one, but there's still a lot I'd like to do with the place."

Despite having worked for a major paint manufacturing company for the majority of his career, Daryl took an autocratic approach to stocking his shop. Any loyalty he had to his former employer was put on hold as Daryl ultimately settled on

Standex's Standoblue®, our waterborne basecoat that has global approval from the world's leading OEMs, including Mercedes Benz, BMW and Audi.

"I contacted three major paint suppliers in order to understand and view the latest waterborne technology on the market, to enhance and hopefully improve the business moving forward," Daryl says.

"We decided to go with Standoblue® in 2013, as the colour strike rate is very good and the spectrophotometer works very well. It's also very easy to use," he says.

Daryl adds that he has further refurbishments planned for his Benjamin Street bodyshop premises in 2014. Watch this space!

1. The LMBR team in front of the premises

# All Cars Paint Supplies... Riding the Waterborne Wave

Croydon-based distributor All Cars Paint Supplies in Victoria has gone from strength to strength since refreshing the business almost two years ago, and they're excited to see where waterborne will take them in 2014.

When we last checked in with All Cars Paint Supplies, the business had recently been taken over by the Australian Automotive Group (AAG). All Cars is one of the largest Standox® and Axalta™ paint distributors in Australia, a legacy that AAG was keen to leverage, explains John Brady, general manager, All Cars Paint Supplies in Sydney.

"We acquired All Cars in Croydon in August 2012 for the purpose of expansion into Victoria," John said. "As a major Standox® distributor in NSW and now Victoria, we supply many prestige panel shops."

Glen Keddie, manager of the Melbourne premises, says

collision repairers are increasingly choosing to work with the Standoblue® system due to their superior colour range, efficiency, ease of use and flexibility.

With several customers already using Standoblue®, there is plenty of interest from refinishers looking to make the move to water, motivated by several factors, including the drive from OEM and insurance companies.

"Our aim is to build upon the All Cars Paint Supplies brand, by continually improving our customer service and by providing the most up to date product solutions, which is why we're excited about Standoblue®," Glen says.

Those customers who have already made the transition to waterborne are already seeing the benefits, Glen adds, particularly in terms of colour accuracy and flawless finishes.

"For any collision repairers who are interested in moving to a waterborne paint system, All Cars works in conjunction with Standox® to conduct a shop review, which will ensure that the transition is a smooth process," he says.

1. Glen Keddie Manager
2. Greg Gray Technical Sales Consultant doing a colour match



1.



2.

**Our aim is to build upon the All Cars Paint Supplies brand, by continually improving our customer service and by providing the most up to date product solutions, which is why we're excited about Standoblue®.**

## ONWARDS & UPWARDS Thompson & Robinson Smash Repairs

Established in 1976, the team at Thompson & Robinson Smash Repairs know how to seize an opportunity from a crisis. When a terrible fire tore through their main bodyshop in August last year, they used it as an opportunity to come back bigger and better resourced than ever before.

Thompson and Robinson Smash Repairs operates across two premises in NSW: the smaller bodyshop in Thirroul, north of the city, has six staff while the larger business in the centre of Wollongong has around 22 staff.

When a fire damaged their Wollongong premises last year, owner Tony Robinson said they made the decision to transition to waterborne during the rebuild.

"We were always going to change our paint system but when the fire happened, it nudged us forward," he says.

"We had a look at Standoblue® as we'd heard it was good, and when we trialled the system it came up with the goods. It's a much quicker, more productive way to do cars."

A panel beater and painter by trade, Tony – who co-owns the business with Michael Thompson – also installed a new gas fire infrared (IR) arch at the same time.

"We use waterborne with the latest IR gas machines, so we've got the low bake system that they use in 'smart' shops," he adds.



1.



2.

# Welcome to the all new CROMAX®



1.

## Why Meet Standards When You Can Exceed Them?

In September 2013, we celebrated the launch of Cromax®, the global refinish coatings brand for refinish bodyshops. Filling the shoes of a brand as iconic as DuPont Refinish was always going to be difficult, but Cromax® has more than lived up to the challenge.

With the new name came an exciting, dynamic logo and a fresh visual identity that demonstrates our focus on innovation and improving productivity, while also setting Cromax® apart from our competitors.



2.

The Cromax® logo expresses our new brand strategy and is the cornerstone of our visual identity. Just as our paint systems are engineered for speed and accuracy, our logo is full of motion. It signifies performance as well as pragmatism: the hallmarks of our business.

However, while the look and feel of the brand has changed, the technologies behind the Cromax® brand's product that you know and trust haven't changed. What's inside of the can, and the names of the product families – Cromax® Pro, Centari® and Imron® Fleet Line – remain the same.

### New-Look Can Labels

The brand's new-look labels have been designed to allow refinishers to quickly and easily identify their required product family at a glance.

While all four label treatments work in harmony, Cromax® Pro Basecoat, Centari® and Imron® FleetLine each have their own

design and are now conveniently colour coded by product type.

At the same time, every product in the Cromax® range is immediately identifiable as coming from the same brand, making it easy to distinguish products from each other:

- Binders (dark red)
- Clearcoats (blue-grey)
- Undercoats (green)
- Tints (rainbows)
- Degreasers (turquoise)
- Activators (ochre)
- Thinners (blue)
- Additives (grey)

Cans sporting the new label branding will start to be shipped from mid-2014. In addition to our new-look labels, we will be launching new products in the coming months.

**If you have any questions about the new branding or upcoming product launches, speak to your Axalta™ representative or visit [www.cromax.com.au](http://www.cromax.com.au)**

1. New Cromax® Logo 2. New Cromax® Collateral 3. New Cromax® Product Range

**Change is good and  
Cromax® is a brand that  
is ready to meet new  
challenges head-on.**



3.

## Phil Munday's Repair Management Australia

# LEVERAGING CROMAX® PRO TO SCALE NEW HEIGHTS

1.

Phil Munday has gone from working on five cars per week, to overseeing up to 1,000 vehicles repairs per month across four collision repair sites throughout Melbourne – and there's plenty of room for expansion yet.

Phil Munday opened his first repair facility 37 years ago in Bayswater, Victoria, before relocating to Kilsyth, in the eastern suburbs of Melbourne, in 1987.

In 2012, he rebranded to become Phil Munday's Repair Management Australia (RMA) and the following year, opened three new facilities in Dandenong, Bayswater and a second site in Kilsyth, specifically to service RACV members.

Di Rawlings, general manager, says the expansion programme is only just getting off the ground, with plans in place to expand the business in both volume and sites.

"In addition to our expansion plans, it has already been an exciting year with the introduction of the RMA Racing Team," Di says.

"Our decision to fully support the LDM V8 Supercar pursuit has bought to fruition a longer-term dream of Phil Munday's to

combine a motoring passion with business growth and national branding. We couldn't be happier with both the team and our driver, Russell Ingall, is the perfect fit."

Another perfect fit is the collision repairer's relationship with Axalta™. They recently transitioned to Cromax® Pro, with all four RMA sites upgrading simultaneously, in a move that made "both environmental and commercial sense", Di says.

"Commercially, we recognise that for our business to grow and perform to expectations, we need to partner with suppliers that will assist and enhance our processes and structure. We needed the backing and support that Axalta™ offered, and we're very happy with the decision we made," she says.

"Our experience with the transition has been better than predicted; the team at Axalta™ managed the process very well... Whilst the system is still relatively early days, the

feedback from our refinish team across the board is certainly one of success. They love the finished product and were happy with how the changeover was managed."

**"We needed the backing and support that Axalta™ offered, and we're very happy with the decision we made."**

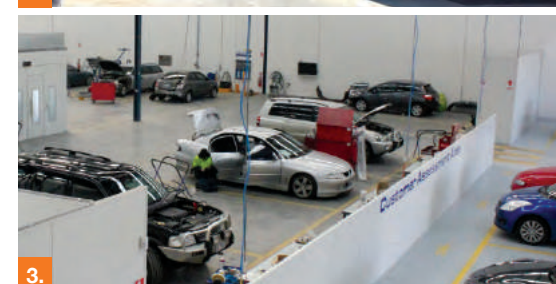
1. Phil Munday's - RMA Racing's V8 Commodore in the Adelaide Clipsal 500
2. The RMA bodyshop in Dandenong
3. Bayswater RMA Bodyshop

**RMA and RMA Racing are big supporters of the Buy-a-Bale campaign, assisting our farmers in "what can only be described as devastating times", Di says. To learn more or to donate, visit [www.rmanational.com.au/buy-a-bale.html](http://www.rmanational.com.au/buy-a-bale.html)**



**Michael Kirchner**  
National MSO Manager

"During the transition to waterborne we couldn't afford downtime; Michael understood that and made it happen. He does whatever is required to get the job done." - Di Rawlings, RMA





## A Piece Of History In Wellington

# Tustin's Panel & Paint

Wellington collision repairer Bruce Tustin prides himself on being part of the “firsts” group. So, it's no surprise that Tustin's Panel and Paint was part of the very first DuPont Refinish (Cromax®) System users in New Zealand. Today Tustin's is Cromax's longest-standing NZ Centari® 6000 user.

A family business that last year celebrated 60 years in operation, Tustin's Panel and Paint was started by Bruce's father in 1953, before Bruce took over in 1983.

“We're located in Karori, a western suburb of Wellington, and we have the honour of being the only panel beater out in the suburbs - as we've been here so long, we have existing user rights as far as zoning is concerned,” Bruce explains.

This unique situation, combined with the business's considerable emphasis on customer service, means Tustin's Panel and Paint has become one of Wellington's busiest and largest accident repairers.

To keep up with the demands of servicing a growing client base, Bruce has kept to his proactive approach towards adopting technology. As a result, they were the first collision repairer in New Zealand to exclusively use DuPont Refinish (now Cromax®), and the first to use the Centari® 6000 paint system.

“Initially, I went for this range because it was new to the market and I had a great relationship with John Fox, the man who set it up for Resene back in the days before RALI took over distribution,” Bruce explains.

“I decided to take the punt on it and it's worked out very, very well, to the point where Cromax® product is now the only product we have in the place.”

**“I decided to take the punt on it and it's worked out very, very well, to the point where Cromax® product is now the only product we have in the place.”**

Since implementing the Centari® 6000 paint system, Bruce has seen plenty of benefits flow through: “I could see the benefit of the reduction and volume of paint, and consequent reduction of costs,” he says. “Also importantly, I viewed it as a tool enabling us to increase production considerably, which it has.”

Larry Fallowfield, General Manager of Resene Automotive & Light Industrial (RALI), adds that Bruce has always

embraced new products, technologies and developments, which has helped his bodyshop become the thriving business it is today.

“As a long-time supporter of RALI, they were early adopters of Cromax® in New Zealand and also the first shop to take on the high solids Centari® 6000 range of products,” Larry said. “Bruce isn't afraid of trying new things and this attitude aids his ability to do so successfully.”

1. Shop front of Tustin's Panel & Paint in Karori, NZ
2. Technician repairing a vehicle bumper







**Cromax**<sup>TM</sup>

## **CROMAX<sup>®</sup> PRO**

Cromax<sup>®</sup> Pro Basecoat is the newest generation of waterborne refinish products from Axalta<sup>®</sup>. It is designed to make application easier and faster, improving overall bodyshop productivity.

Requiring just 1.5 coats, applied wet-on-wet with no intermediate flash, plus superior colour accuracy and quicker drying time, speeds up working processes, saving money and time with each vehicle.

With Cromax<sup>®</sup> Pro Basecoat, you'll improve your stock management, working environment, lower emissions, and see a reduction in solvent waste, helping create a more sustainable future. When speed is everything, Cromax<sup>®</sup> Pro is your guarantee of quality and productivity.

**WHEN SPEED IS EVERYTHING**

Scan to view  
**New Interactive**  
**video & E-Tool**



or visit [www.cromaxpro.com.au](http://www.cromaxpro.com.au)



**AXALTA**<sup>TM</sup>



# The Falcon Rises

## 45 YEARS IN THE MAKING

1.

For the last five decades, police officer Darin Sheahan's 1968 XT Falcon had been passed between his family members as it gathered dirt, grime and rust. That was, until last year, when a full-scale car rejuvenation project saw the prized former RACV test car take new flight.

Restored to its former glory after an extensive seven-month refurbishment, including installation of a V8 engine, the immaculate white 1968 XT Falcon today looks a million dollars.

It's certainly come a long way from the tired looking vehicle that first arrived at Raymond Vella and Godwin Zerafa's collision repair premises, Werribee Accident Repair centre (WAR), in early 2013.

"Initially, we were just going to store Darin's car for him at our panel shop until he had another place for it," Raymond explains.

"Darin is a police officer, a person who does a lot for the community and he's been a good customer to us. He has a couple of kids, some with special medical needs, and his wife is very ill. We've known him for a number of years and so we thought we'd help him out."

That's how the WAR team wound up working on Darin's 1968 XT Falcon, a vehicle that has been in Darin's family for decades.

"His dad worked for the RACV, test driving cars, and this was a test car he bought off the company in the early 70s. It has stayed in his family ever since, most recently with Darin's sister, before Darin took ownership a couple of years ago," Raymond says.

Werribee Accident Repair donated the labour and used Spies Hecker® paint on the restoration. They were able to use a couple of donor cars, which kept costs down, and Darin paid for the remaining parts that were needed. He is simply "wrapped" with the results.



2.

1. Completed restoration of 1968 XT Falcon
2. 1968 XT Falcon whilst undergoing restoration

## Loyalty Runs Decades Deep

A spraypainter by trade, Raymond has been using the Spies Hecker® solvent paint system for 30 years. "I like everything about it and I've been using it since it first came to the market," he says.



### Michael Mazur Technical Consultant

Michael is a top bloke – he's a very good rep, full of information and always willing to help. If I've ever got a problem with colour matching, if he can't fix it on the spot, he'll take it back to the lab and get a solution for us. I haven't had any issues at all.

# 20 YEARS

- AHEAD OF THE REST -

## FORWARD-THINKING WALKER CRASH REPAIRS

Walker Crash Repairs has always been one step ahead of the pack – which is why they've been proudly using waterborne for 20 years.

Family-owned Walker Crash Repairs in Prospect, South Australia has been repairing accident-damaged cars, 4WD and fleet vehicles for almost four decades.

Owner and director John Walker, together with his sons Mark and Sean Walker and manager Chad Buckley, lead a team of a dozen loyal staff.

"We focus on people and training, as we want to create an environment where people want to come to work at Walker Crash. The result is a highly skilled team, who are willing, enthusiastic and motivated to learn," John says.

"One of our most skilled and valued employees, Steve, began with us back in 1987."

As long-time Spies Hecker® customers, Walker Crash was one of the original users of waterborne: John installed the paint system 20 years ago and has never looked back.

"The decision to switch to waterborne all those years ago was simple, as we've always kept at the forefront of technology. Our attitude to technology spans from our paint system, through to equipment, training and even our internet presence," John explains.

"Over the last couple of years we've also invested heavily into becoming more eco-friendly with meaningful actions for a sustainable future. These include a 30kw solar system, converting our ovens to natural gas, and fully insulated

bondor panels to all walls throughout the shop."

Their recent change from Permahyd® to Hi-Tec® was "a natural progression", he adds.

"Having been a waterborne shop for so long, we were perfectly positioned to make the change. The transition was absolutely seamless and within the same day, we were full steam ahead," John says.

"The ease of application, workability, time, efficiency and coverage set it apart from anything else on the market today."

1. Staff at Walkers Crash Repairs

2. Sean Walker repairing a vehicle



"The decision to switch to waterborne all those years ago was simple, as we've always kept at the forefront of technology."

2.



### Mick Tutty

Technical Consultant, South Australia

Mick has travelled the journey with us since waterborne was introduced, so he's an absolute wealth of knowledge. On the rare occasion that a problem arises, Mick always solves it promptly and professionally.

# Heavy Investment In **B&I Panel & Paint** LATEST TECHNOLOGIES

With 80 to 100 cars passing through their bodyshop in an average week, it's easy to see why B&I Panel and Paint are all over the latest technologies and methods of repair.

**"We like Spies Hecker® because of the formulas, they're very close off the machine... and the service we receive through our dealers, Brisbane Refinish Supplies, is second to none."**



2.

Owner Ray Bathurst leads a team of around 30 staff at the Geebung, Brisbane-based collision repairer, which has recently reinvented itself following a heavy investment in the latest paint and repair technologies.

"With the way insurance companies are going and with manufacturers changing all the time, it's very important to keep up," Ray explains.

"Most of our upgrades have been to do with auto repairs and Car-o-tronics, to give us more accurate measuring before, during and after a repair. We've now got four inverter welders, which is required as per iCar and manufacturers' recommendations, and we're investing in another spray booth – giving us four in total – with four more paint prep areas to come as well."

With 15 to 20 cars moving through the bodyshop on any given day, Ray says the business relies on a series of systems and processes to keep things moving forward.

"My son Marcus works with me and we have a very strong team in place, from estimators to



1.

administration to our general manager, to make sure everything gets processed every day. When you're doing that volume, you have to make sure everything is tracked through the shop and that quality control is carried out."

As one of Axalta's most loyal Spies Hecker® accounts, B&I Panel and Paint are also looking to take it to the next level by soon transitioning to waterborne.

"We like Spies Hecker® because of the formulas; they're very close off the machine and we've never had a product failure – if there's ever any issues, it's always application at fault," Ray says.

"The service we receive through our dealers, Brisbane Refinish Supplies, is also second to none. It's a very easy to use product and we're very happy with it, although we will be looking at waterborne in the near future."

1. Craig Tonkes & Ray Bathurst

2. B&I Panel & Paint Premises

## NEW ROLES FOR **AXALTA™** PERSONNEL



### STEPHEN MORRIS

**Territory Sales Supervisor, VIC**

Steve made the move from QLD to VIC late last year to take up the position of Territory Sales Supervisor, VIC.

Having joined the company over 11 years ago, Steve has worked his way up from Technical Consultant to Technical Supervisor in QLD and is now enjoying the challenge of working in a new state.



### PETER KINGSLEY-ROWE

**Territory Business Manager, SA, WA & NT**

Peter has recently been appointed Territory Business Manager, SA, WA & NT. Prior to this appointment, Peter was responsible for running our Performance Services program in SA.

Peter has extensive experience in the industry, having held various Bodyshop Management positions in his native Scotland.



### ROB ROELOFS

**Territory Sales Supervisor, NSW**

Rob has been in the industry for 25 years in Europe and Australia and joined Axalta™ four years ago to run the Performance Services Programme in VIC.

Rob's market experience and background in bodyshop financials, LEAN and process improvements will be invaluable in his new role as Territory Sales Supervisor in NSW.

# UNIQUE FORMULATION FOR A UNIQUE MARKET

## Streets Ahead With Imron® Fleet Line

Commercial vehicles have unique needs, which is why we have leveraged the latest technologies and our global expertise to offer more than simply paint with Imron® Fleet Line, our comprehensive, modern and versatile commercial vehicle refinishing system.

The Imron® Fleet Line vehicle paint system includes a range of primers and fillers, covering a wide variety of substrates, and has been developed specifically for the commercial vehicle market - offering heavy-duty quality for heavy-duty results.

Imron® Fleet Line is a modern and versatile vehicle refinishing system based on PowerTint™ mixing tinters and relevant HS and MS binding agents. This ensures a high quality finish.

Axalta™ can provide repair-in-kind products, accurate colour matching and access to the latest technology in the transport industry. Although competing

manufacturers make similar claims, only Axalta Coating Systems™ can draw on a proven history of durability, high quality and innovation.

For more information on Imron® Fleet Line, contact your Axalta™ consultant today!

**Imron® Fleet Line...  
ultimately delivers the  
latest and most productive  
paint technology for the  
commercial vehicle market.**



### Imron® Elite:

VOC compliant, this high solids system is for large surface applications with shorter drying times, no between coat flash-off time and an economical 1.5 coat application. It is based on a compact topcoat mixing machine of 27 PowerTints® and a choice of binders: Standard Binder HS EL580 for high-gloss appearance on large flat surfacers, or HDC Binder EL 560 for a robust appearance on more complex structures.

### Imron® Traffic:

This medium solids, 2 component, polyurethane topcoat technology is designed for large surface applications.

## NEW FOR 2014: Nason® Industrial

### Focusing On Light Industrial Coatings (LIC)

Axalta Coating Systems™ is pleased to launch our new Nason® Industrial portfolio for the Light Industrial Coatings (LIC) market.

In an effort to grow our footprint in the industrial sector, Axalta™ presents the complete Nason® Industrial package, available from April 2014.

Nason® Industrial is competitively priced and consists of 24 key tinters, 6 binders and a range of factory packed colours and ancillary products.

Our new Nason® Industrial branding represents our focus on the LIC market. Over the next 12 months our existing CIA range will be phased into our Nason® Industrial portfolio.

**Nason® Industrial is**

**competitively priced... and**

**represents our commitment**

**to the LIC market.**

While Nason® Industrial will service the mainstream end segment of the LIC market, our existing PercoTop® range will continue to meet the needs of the high-end segment.

1. New Nason® Industrial Product look

**nason**  
industrial

QD Gloss Enamel Binder

313-36™

1.





# RECOGNITION AWARDS

## Masis Body Works

30 YEARS +



1.

What began in Paddington, Sydney in 1973 as a small smash repairs business between brothers George and Greg, has evolved into a thriving family business that delivers cutting edge service, repairs and refinish results.

For the majority of that time we have proudly been on the journey with the Tachjian family, as Masis Body Works has used Standox® since day one.

“As soon as Standox® was introduced into Australia, we seized the opportunity and stocked the product, and it has been our preferred paint for 30 years. We’ve even encouraged surrounding bodyshops to take on Standox®, which they’ve done and they’ve never looked back,” George says.

“It is our preferred choice in paint due to guaranteed quality every time, ensuring high productivity and customer satisfaction. The great service we’ve received from our Axalta™ consultant Mark Latham has also helped our business to thrive.”

The bodyshop moved premises to Crows Nest in 2005 and Greg’s sons Alan, Harry and Ara and George’s son Raffi have also joined the business, bringing fresh new ideas and helping them adapt to latest trends.

- 1. George Tachjian, Alan Tachjian, James Eade, Ara Tachjian & Kevork Kajakajian
- 2. George Tachjian holding 30 year certificate (following page)

## WE APOLOGISE!

An article featured on page 26 in the October 2013 edition of The Ultimate Finish magazine incorrectly included the name Andrew Patterson as owner of Walker Crash Repairs, we apologise to the rightful owner John Walker for any inconvenience caused.  
**Axalta Coating Systems™ Australia & New Zealand.**

## Marrickville Prestige Smash Repairs

25 YEARS +



3.

3. Elias Karavasilias, Johnny Karavasilias, & Nick Karavasilias in front of MPSR Premises

Nick and Elias Karavasilias, owners of Marrickville Prestige Smash Repairs, are long-time Standox® customers. Nick’s son Johnny joined the team as GM over half a decade ago, and he is driving some exciting new innovations including installation of solar panels and dust extractors, and a focus on waterborne.

## G&C Body Works

25 YEARS +



4.

4. G&C Body Works Premises

Established in 1974, G&C Body Works in Slacks Creek, is celebrating 40 years in business! They’ve used Spies Hecker® for 25+ years due to its superior colour range and just as importantly, the back-up support and service from Axalta™ and Brisbane Refinish Supplies.

## Swansea Smash Repairs

25 YEARS +



5.

5. Dave Evans, Jess Shipton, Barry Gibbins, Greg Gibbins & Kain Irvin

Caves Beach based Swansea Smash Repairs (SSR) proudly use Spies Hecker® Permasolid HS 275 and 293/295 permacron solvent. “I’ve stayed with Spies Hecker® for 25-plus years because of the excellent products and service I receive from Axalta™,” says owner Barry Gibbins.

## Patton’s Panel & Paint

25 YEARS +



6.

6. Patton’s Panel & Paint Premises

Long-time Cromax® solvent users Patton’s Panel and Paint started in 1984 and have become the leading smash repairer in WA’s Avon Valley and the Central Wheatbelt area.

They believe that service and results are paramount when dealing with both private customers and insurance clients, which is why owner Trevor Patton has invested in installing modern, high technology equipment.

30 YEARS +

**STANDOX®**

Masis Body Works  
CROWS NEST, NSW



25 YEARS +

**STANDOX®**

Marrickville Prestige Smash  
Repairs  
MARRICKVILLE, NSW

**SPIES HECKER®**

G&C Body Works  
SLACKS CREEK, QLD

Swansea Smash Repairs  
CAVES BEACH, NSW

**CROMAX®**

Pattons Paint & Panel  
NORTHAM, WA

20 YEARS +

**STANDOX®**

Perth Panel & Paint  
OSBORNE PARK, WA

**SPIES HECKER®**

Ace Smash Repairs  
LEETON, NSW

**CROMAX®**

O'Donovan Smash Repairs  
TUMUT, NSW

**IMRON® FLEET LINE**

Habib Bros Truck & Car Smash Repairs  
AUSTRAL, NSW

15 YEARS +

**SPIES HECKER®**

Alice Crash Repairs  
ALICE SPRINGS, NT

Kyogle Smash Repairs  
KYOGLE, NSW

Mannum Crash Repairs  
MANNUM, SA

Padstow Smash & Mechanical  
CONDELL PARK, NSW

**CROMAX®**

Franks Body Works  
NORTHGATE, QLD

Phil Johnson Smash Repairs  
MT PRITCHARD, NSW

**STANDOX®**

Brett Tainsh Smash Repairs  
ARANA HILLS, QLD

Premier Panels  
TWEED HEADS SOUTH, NSW

5 YEARS +

**STANDOX®**

Brighton Crash Repairs  
BRIGHTON, SA

Matts Stock to Shock Paint Work  
PORT KENNEDY, WA

Southwells Crash Repairs  
LONSDALE, SA

**SPIES HECKER®**

Aussie Paint & Panel  
CAMPBELLTOWN, NSW

Condell Park Smash Repairs  
BANKSTOWN, NSW

Hounslow Crash Repairs  
ALDINGA BEACH, SA

Lasting Refinishers  
TAREN POINT, NSW

Target Collision Repairs  
LAVERTON NORTH, VIC

Wells Bodyworks  
HOBART, TAS

**CROMAX®**

Bumper Wizz  
SOUTH WINDSOR, NSW

Farrace Auto Rust Pty Ltd  
MALAGA, WA

Final Touch Automotive  
TRINITY PARK, QLD

Hawchars Panel & Paint  
MADDINGTON, WA

Mill Park Smash Repairs  
SOUTH MORANG, VIC

Perth Smash Repairs  
BELMONT, WA

Professional Touch Ups  
BERKELEY VALE, NSW

RPM Panel & Paint  
BIBRA LAKE, WA

Salisbury Paint & Panel  
SALISBURY PLAIN, SA

**IMRON® FLEET LINE**

Northern Star Truck & Trailer  
VIRGINIA, QLD

Oz Choppers Pty Ltd  
MUDGE, NSW

**NASON®**

Cleary Bros  
BOMBO, NSW

10 YEARS +

**STANDOX®**

Astoria Motors & Body Works  
BENTLEIGH EAST, VIC

Steve's Body Shop  
HACKHAM, SA

Trilogy Smash Repairs  
ST PETERS, NSW

**SPIES HECKER®**

Hudson's Panel Beaters  
PITTSWORTH, QLD

Neil Thompson Smash Repairs  
MORTDALE, NSW

T&J Smash Repairs  
YENNORA, NSW

**CROMAX®**

ER McNamara's Smash  
ST PETERS, NSW

Kawana Panel & Paint  
NORTH ROCKHAMPTON, QLD

# WELCOME TO THE NEW GENERATION OF REFINISHING



NEXT GENERATION TECHNOLOGY

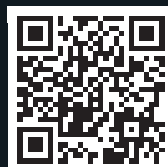
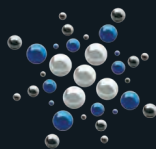
PREMIUM OEM APPROVALS - ALIGNED WITH THE LEADERS

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INTELLIGENCE IN COLOUR PERFECTION

FEWER STEPS TO PERFECTION

**STANDOBLUE**  
WHEN PERFECTION IS EXPECTED



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