

# FOCUS

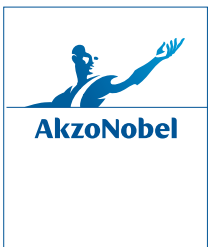


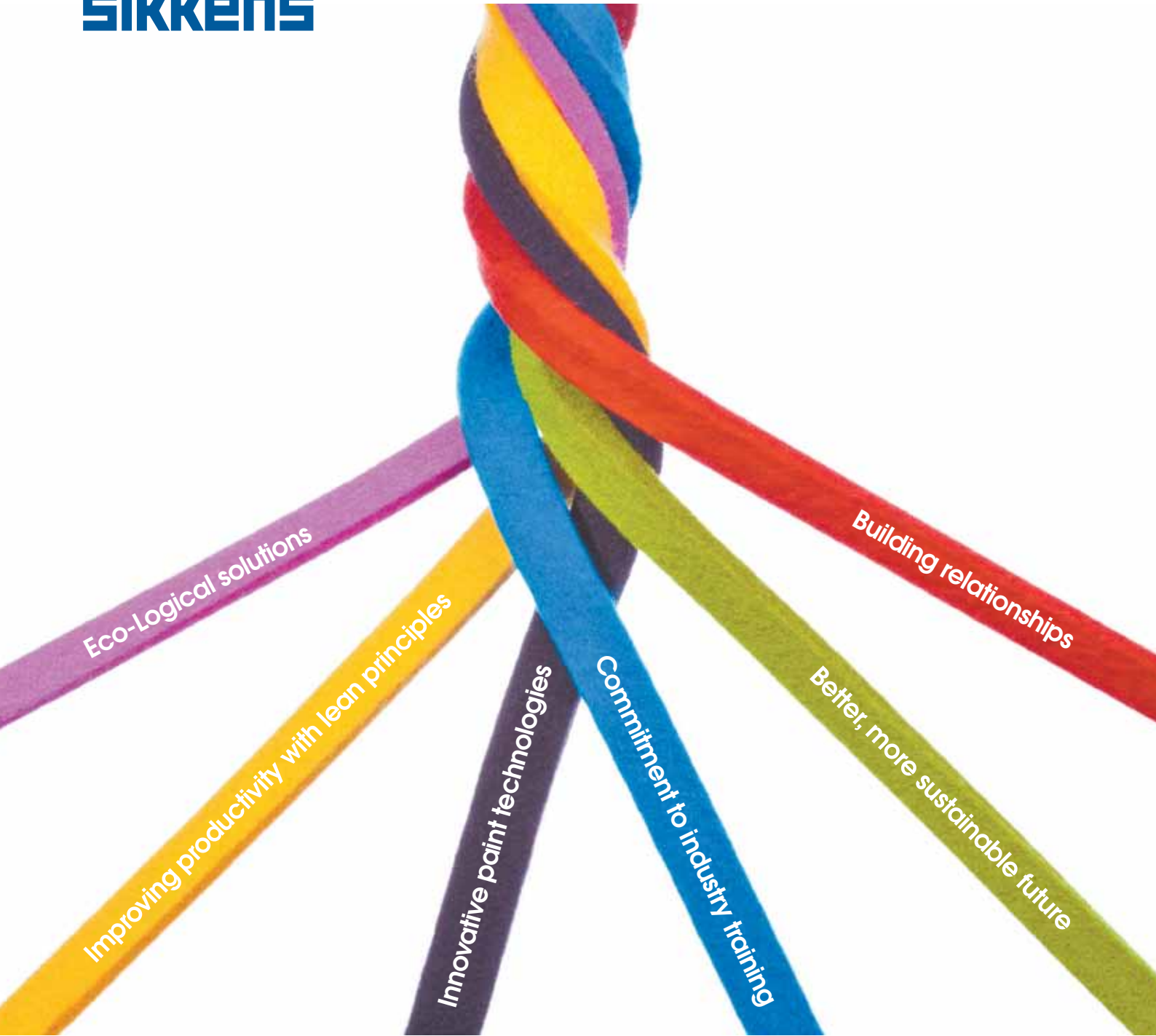
## CREATING TOGETHER **McLaren and AkzoNobel**

What's in store from major sponsor AkzoNobel at the Collision Repair Expo?

## THE RIGHT FACILITIES

Complex science, simple start





## Behind the collision repair industry is a great business partner

AkzoNobel is strongly supporting the collision repair industry and helping bodyshops be more efficient by drawing together all elements of business – people, knowledge, experience and ground breaking paint technologies. The Collision Repair Expo will showcase the latest Sikkens product innovations, Acoat Selected consulting services and host two international pioneers of real world lean production techniques.

**Strength and sustainability in business is about the partners you choose to work with**



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[www.collisionrepair.com.au](http://www.collisionrepair.com.au)

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**AkzoNobel Automotive & Aerospace Coatings**

269 Williamstown Rd Port Melbourne, VIC 3207

**Tel:** +61 3 9644 1711

**Fax:** +61 3 9644 1777

**Toll Free Tel:** 1300 130 857

**Toll Free Fax:** 1300 134 867

[www.sikkenscr.com.au](http://www.sikkenscr.com.au)



# key dates

## Industry Events:

### **Collision Repair Expo 2011, 12-14th May**

The biggest trade show event for the Collision Repair Industry hosted by the Australian Automotive Aftermarket Association Melbourne Convention and Exhibition Centre

### **Other co-located events around the Collision Repair Expo include:**

Australian Auto Aftermarket Expo, 12-14th May

20th Biennial TAFE Vehicle Body Teachers Conference, 10-14th May

IBIS Australia Conference, 10 – 11th May

Collision Repair Association of New Zealand Conference, 11-14th May

National Collision Repairer Lifetime Achievement Awards, 13th May

AARN National Conference, 14th May

These events create an exciting synergy between the various sectors in the industry, such as educators, trainers, government officials, assessors, insurers, as well as the manufacturers and suppliers.

## key appointments



### **Maria Tsalkos - National Sales Manager**

AkzoNobel is pleased to announce the appointment of Maria Tsalkos to the position of National Sales Manager, effective February 2011.

Maria is responsible for planning, implementing, and directing the sales effort through the State Sales Managers, and building an effective distribution network.

Maria has formal qualifications in science, engineering and business and has extensive sales and marketing experience in both Australia and Europe, predominately in the automotive sector and more recently as State Sales Manager, Automotive & Aerospace Coatings in Victoria.





## Welcome

The year has started off with some great news for AkzoNobel globally, that promises 2011 will be one to remember. Our partnership with McLaren has been expanded with the signing of a new four-year agreement to work closely together in developing extreme environment technology for use in Formula 1™ and in wider industry applications. Furthermore, we are very excited to see the AkzoNobel logo on the track, emblazoned on the side of the rear wing of the new McLaren MP4-26 Formula 1™ car.

We witnessed the Otbury Group, our exclusive importer and distributor of car refinish products in New Zealand, open the doors to their new facility in Auckland; a facility that supports and services the entire country, and we look forward to working even more closely together to offer the best range of innovative products and services to the New Zealand market.

In Australia, we continue our commitment to supporting our customers with two new state-of-the-art training facilities opening in 2011. In Perth, our Western Australia distributor, Global Autocoat, is about to open their new training center. The third facility is in the commissioning stage and will be based in the southern Brisbane suburb of Hillcrest.

However, the standout event of 2011 is without doubt the Collision Repair Expo and, as the major sponsor, we are excited to bring you a fantastic line up showcasing the latest Sikkens innovations. Ready to take the spotlight is the Sikkens Autoclear LV Exclusive, which sets itself apart in the premium luxury segment due to its self-healing properties. We are also delighted to invite visitors to our live demonstrations of our Eco-Logical System in the Lowbake spray booths at the Expo.

Another highlight at this year's Expo will be the International Seminar Series. We are thrilled to be hosting two international pioneers of lean manufacturing principles within the collision repair industry – UK based Doug Kirk from AkzoNobel's global services business and Michael Giarrizzo Jnr, of DCR Systems in the USA.

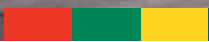
One of the most pressing business issues to undoubtedly impact all of us, is the soaring costs of raw materials used in the coatings industry. Whilst these are primarily due to rising petrochemical prices, there are also significant shortages of key raw materials, the overall global impact of which is currently being assessed.

Notwithstanding the series of natural disasters experienced across Australia, New Zealand and Japan over the summer, we hope that you have all had a great start to 2011 and we look forward to seeing you at the Collision Repair Expo in May at the Melbourne Convention and Exhibition Centre.

**Joe McFadries**

General Manager  
AkzoNobel Automotive & Aerospace Coatings, Australasia and Japan

# exclusive technology partners



This year, the stunning MP4-26 - McLaren's 2011 Formula 1™ challenger - will wear an important symbol on its rear wing end-plate: the AkzoNobel logo.

This important detail signifies the establishment of AkzoNobel as a full technology partner of the famed McLaren group, one of the world's most successful Formula 1™ and road car constructors.

AkzoNobel and Vodafone McLaren Mercedes have agreed to expand and extend their current technical partnership, which commenced in 2008. This new four-year agreement will see AkzoNobel work closely with the McLaren Group to further develop its extreme environment paint technology for both F1 and wider industrial use.

The decision to expand their working relationship is a natural next step.

"With an exciting new agreement in place, we will look to further build on the pioneering work which both companies are currently carrying out to develop a next generation of superior coatings products," said AkzoNobel CEO, Hans Wijers.

Under its stylish bodywork lies a technological powerhouse.



# Vodafone McLaren Mercedes:

OUT TO WIN IN 2011

Ask anyone at the McLaren Technology Centre who will win this year's Formula 1™ Drivers' and Constructors' world championships and the answers will be easy to predict.

Look beyond the obvious team pride and you will see why. The enormous preparation behind the team's 2011 challenger, the McLaren MP4-26, is as breathtaking as the car's good looks. Under its stylish bodywork lies a technological powerhouse. Team Principal, Martin Whitmarsh, revealed the car bristles with innovative technologies but, given the ferocity of competition in Formula 1™, has elected to keep technical details to a minimum.

The McLaren team was in the hunt for the 2010 driver's championship right until the last race of the season and everyone has carried this hunger into 2011. The highly experienced team has, over the years, made winning world championships a habit and it's a routine they are keen to re-establish in 2011.

“Unparalleled technical expertise is vital to our competitive ethos”





# McLaren and AkzoNobel:

## COMPLEX SCIENCE, SIMPLE START

Science: it is the common backbone shared by McLaren and AkzoNobel. For two companies who invest so much time and energy overcoming incredibly complex challenges, the start of their partnership was surprisingly simple: a telephone call.

It was from Ron Dennis, then Team Principal of the Vodafone McLaren Mercedes Formula 1™ team. He required a paint finish just as special as every other component fitted to his team's racing cars. His brief: light weight, high performance, aerodynamic efficiency and environmental compatibility. It wasn't a simple request and he made that telephone call for one reason:

"Unparalleled technical expertise is vital to our competitive ethos," Dennis said.

As the largest global paints and coatings company, Dennis knew AkzoNobel had the know-how to give his cars the now-famous chrome paint finish he was after. And AkzoNobel, seeking even greater challenges, found the ideal arena to push the development of its products: motor racing's steepest mountain, Formula 1™.



# **CHANGES TO NSW WRITTEN-OFF VEHICLE LAWS**



# Horror stories of shoddy repair work to written-off vehicles are in abundance, such as cars being repaired without airbags being re-fitted.

On January 31 this year, new laws to improve the management of written-off vehicles came into effect in NSW. These changes have some far-reaching implications, especially for the automotive repair industry.

Any NSW-registered vehicle written off on or after 31 January 2011 will be classified as a statutory write-off on the state's Written-off Vehicle Register.

The outcome? The vehicle will not be able to be registered in Australia again. It can only be used for parts or scrap metal.

The NSW government has taken a tough stance to protect consumers and vehicle safety, and is targeting vehicle theft, related crime and vehicle re-birthing.

The illegal practice of re-birthing gained notoriety in the famous 1974 car-chase movie 'Gone in 60 Seconds'. It cunningly involves purchasing a written-off vehicle and applying its unique identifiers, such as its Vehicle Identification Number (VIN) and compliance plate, to a similar vehicle that has been stolen. This gives the stolen vehicle a new, legitimate identity under the guise of a written-off car that has simply been repaired.

Part of the logic behind the new laws is simple: if you can't re-register a written-off vehicle then its unique identifiers are useless.

Under certain circumstances, however, the NSW Roads and Traffic Authority (RTA) will grant vehicle owners an exemption to register a written-off vehicle. But under these new rules, it must be repaired according to a strict process designed to eradicate shoddy repair work.

So what does all this mean?

According to James McCall from the Motor Traders' Association of NSW, it will have a number of positive effects.

"This is a step in the right direction," he said. "The RTA has stated that in 2009 some 20,000 written-off vehicles made their way back onto NSW roads and it is alarming to think how many of these cars would have suffered dangerous repairs.

"Stipulating tight guidelines for the repair of selected written-off vehicles will invariably drive these cars away from dangerous 'back-yarders' and into the hands of suitably trained and equipped repairers," he said.

Horror stories of shoddy repair work to written-off vehicles are in abundance, such as cars being repaired without airbags being re-fitted.

"It is vital any repair work performed to a vehicle is done using the right practices and to the right standards, so any law that keeps dangerous repair work off our roads is a great outcome," McCall said.

"This result alone has benefits for consumers, road users, and our local automotive repair industry, which will inevitably gain access to a greater selection of good-quality second-hand parts under these new rules."

So what about the fact these new laws are not national and confined to one state?

McCall: "The sooner a national written-off vehicle register is established, the sooner it will become impossible to re-birth a vehicle. It will also help keep poorly repaired, dangerous cars off all Australian roads and ensure any written-off vehicle that has been repaired is done so correctly."

OTBURY GROUP

# Open the doors to their new facility



Customers, suppliers, staff and friends from Australia and New Zealand gathered at the new premises of Otbury Group Ltd to celebrate the official opening of the new facility in Mangere, Auckland. Over 100 guests were in attendance, eager to view the latest product innovations on display.

The new facility is housed on a 5,500 square meter site, consisting of a number of offices, meeting and training rooms as well as a designated storage area that caters for quick and easy distribution of branded products (both paint and consumables) to meet customers' daily requirements.

This year, a full training center including a spray booth, preparation bays and a mixing room will be added, enabling product demonstrations and new product launches as well as training for both staff and customers.

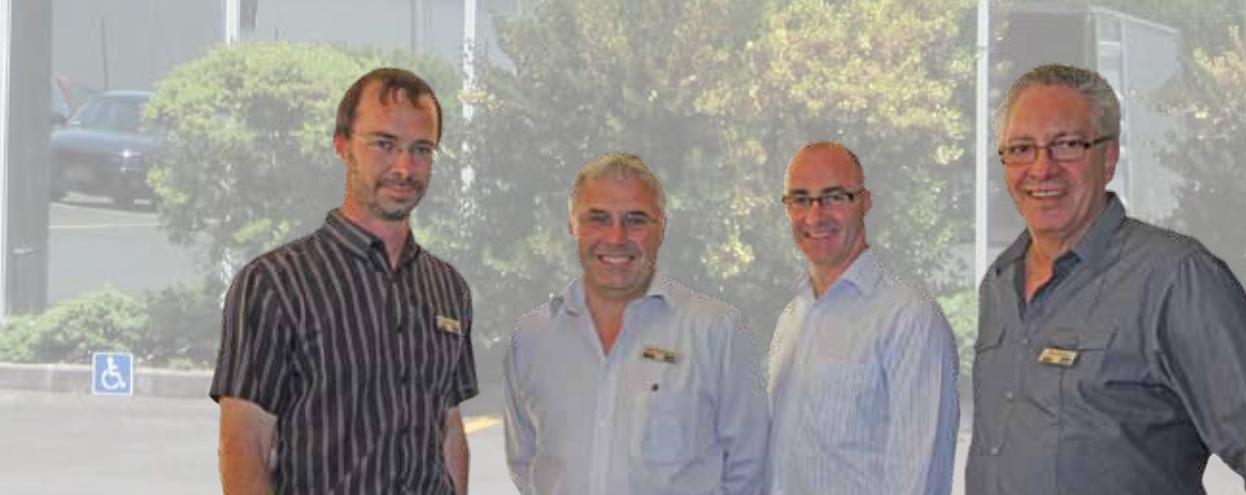
Furthermore, plans are underway to build a dangerous goods area with the capacity to hold over 75,000 liters.

"The investment demonstrates Otbury Group's commitment to the New Zealand vehicle refinish industry" said Joe McFadries, General Manager AkzoNobel Automotive and Aerospace Coatings. "At AkzoNobel, we are proud of our partnership with the Otbury Group."

Otbury Group Ltd is the exclusive importer and distributor of AkzoNobel vehicle refinish products in the New Zealand market. The Directors and management team of Otbury Group Ltd, Evan Thompson, Brian Chivers and Andrew Stoddart, have a combined 46 years of experience in the industry.

"We feel confident that this new facility will enhance the business, enabling us to continue on our growth path. We wish to increase market share, especially in the upper end of the market," said General Manager Evan Thompson.

Together, Otbury Group Ltd and AkzoNobel aim to provide the industry with the latest technology, products and services, creating a partnership for success.



**Left to right**  
Andrew Stoddart,  
Evan Thompson,  
Joe McFadries,  
Brian Chivers

# The industry who's who?

For workshop owners and managers wanting an update on high-tech equipment

The 2011 Collision Repair Expo to be held in Melbourne from Thursday May 12 to Saturday May 14 will feature the industry's top brands, headlining major sponsor Sikkens by AkzoNobel. It will be the country's largest display of equipment, products and services, and the only Australasian collision repair trade show.

Executive Director of the Australian Automotive Aftermarket Association (AAAA), Stuart Charity said the Expo will be the industry highlight in 2011. "The industry has really embraced this show. AkzoNobel is a significant international player in the industry and we are delighted that they are the major sponsor of this year's show. Exhibition space is now 95% sold and the quality of the displays will be of international standard."

The enthusiastic response to this Expo reflects the great confidence the world's suppliers have in the Australian industry. "Trade visitors to the 2011 Collision Repair Expo will enjoy a feast of displays offering leading edge technology in panel repair equipment driven by sophisticated electronics, the latest surface finishing systems and state-of-the-art consumable products," said Charity.

"For workshop owners and managers wanting an update on high-tech equipment, Expo exhibitors will offer the widest selection seen under one roof in Australia."

"With such a diversity of collision industry exhibits, Lowbake's live paint technology demonstrations, the International Seminar Series, and the Australian Automotive Aftermarket Expo co-located next door, Collision Repair Expo visitors will benefit from a huge variety of inputs to help improve the performance of their businesses," Charity concludes.

**collision**  
REPAIR **expo**



# What's in store from major sponsor AkzoNobel?

“AkzoNobel is very excited to be the major sponsor of the Collision Repair Expo 2011. Preparations for the event are well underway and we are looking forward to unveiling our latest Sikkens innovations. This is a fantastic opportunity for us to demonstrate our support to the industry and to showcase our extensive product portfolio” said Joe McFadries, General Manager and Director.

## Products

### Sikkens Autoclear LV Exclusive

Developed for the prestigious European luxury car market, this amazing high gloss clearcoat can make minor scratches disappear just by sitting in the sun. A fantastic alternative to standard clears that require constant maintenance, and those ultra hard clears that can be difficult to repair.

The launch in Australia will be the first outside of Europe in a strong show of support for the Australasian market.

### Colorbuild Plus

The astounding efficiencies of Colorbuild Plus, as a primer that closely matches any topcoat, is further enhanced by the addition of its own low VOC ancillary products. Improved adhesion over a range of substrates, better sandability, direct to plastic application, and an extended wet-on-wet application

window strengthens Colorbuild's position as the premium colored primer system.

### Autocryl Plus LV

The latest generation of single stage top coat, Autocryl Plus LV is fully European VOC compliant, and gives a deep gloss finish with much improved process times. Easy color matching, easy to use and very productive, this is a fantastic addition to the Sikkens Eco-Logical range.

Live demonstrations of our Eco-Logical low VOC system and the latest product innovations will be showcased in the Lowbake spray booths – utilizing both conventional and gas-fired IR technologies. Register for your preferred session time on the AkzoNobel stand at the show.

## Business Services

### Acoat Selected Program

Equipping bodyshops with the knowledge to make their business run more efficiently.

Acoat Selected consultants have the expertise across all aspects of the business – from front desk, to work shop floor, to the back office.

“Acoat Selected has helped improve all aspects of our business - I'm working less, I'm more profitable and most importantly my staff are getting involved in it... and love it!”  
Craig Raxworthy - Company Director, Raxworthy Autobody Repairs Ltd, New Zealand.

The Collision Repair Expo 2011 is the gateway into the world of products, services and expertise within the collision repair industry. **Register at [www.collisionrepair.com.au](http://www.collisionrepair.com.au) today.**

## Stand AC28, Melbourne Exhibition Centre

IMAGE COURTESY OF MCEC



# Sikkens Autoclear LV Exclusive

## The Brighter Way to Make Minor Scratches Disappear

AkzoNobel is once again pushing the envelope in high performance clearcoats with the introduction of Sikkens Autoclear LV Exclusive – a luxury high gloss clearcoat, especially developed for its self-healing characteristics.

Specifically designed for the European prestige car segment, this product is suitable for every type of repair from spot repairs to full oversprays. The Sikkens Autoclear LV Exclusive sets itself apart with its extraordinary “re-flow” memory properties.

Thanks to the new technology, the clearcoat is highly resistant to scratches, including damage and loss of gloss caused by modern car washes. Should minor scratches occur, it has the ability to recover itself when exposed to heat, such as direct sunlight.

“Scratch resistance is getting to be more and more important in the marketplace,” says Tim Loden, Segment Marketing

Manager, Automotive and Aerospace Coatings. “Our customers needed a high quality solution for the repair of luxury models featuring scratch resistance. Sikkens Autoclear LV Exclusive meets our customers’ requirements with leading features such as an innovative self-healing clearcoat. We’re very excited about its introduction into the marketplace.”

The Sikkens Autoclear LV Exclusive will be making its Australasian debut as part of our Eco-Logical range, at this year’s Collision Repair Expo at the Melbourne Exhibition Centre from 12th – 14th May 2011. Visitors will see the heat work its magic with their very own eyes at our live demonstrations.

“We see Sikkens Autoclear LV Exclusive as an important new product to meet customer needs in response to new developments in the OEM sector.”

FEATURES	BENEFITS
<b>Self healing properties</b>	<ul style="list-style-type: none"> <li>• Minor scratches disappear</li> <li>• Carwash resistant</li> <li>• Matching OEM requirements</li> </ul>
<b>Top class appearance</b>	<ul style="list-style-type: none"> <li>• Customer Satisfaction</li> <li>• Extremely Suitable for repairing luxury cars</li> </ul>
<b>Excellent gloss retention</b>	<ul style="list-style-type: none"> <li>• Longer lasting appearance</li> </ul>
<b>Easy application</b>	<ul style="list-style-type: none"> <li>• Easy implementation</li> <li>• Less errors</li> </ul>



 **Eco-Logical**  
Reducing our environmental impact



# Sikkens Colorbuild Plus



## Now Even Better

The brilliant colored primer system, Sikkens Colorbuild Plus is now getting an upgrade with the addition of dedicated ancillary products that will improve performance, enhance flexibility and make it an even better choice for your bodyshop.

Colorbuild Plus, Sikkens' groundbreaking and versatile color concept provides excellent accuracy even for those 'difficult colors' and is a true colored primer system. By using this color matched primer, you can produce a finished job with perfect color; faster and with lower basecoat usage.

The addition of these new dedicated low VOC ancillaries allows you to take the next step in improving your Eco-Logical credentials with your customers, staff and neighbours. There are also practical benefits to help drive efficiencies in your bodyshop

such as enhanced sandability, a large 24 hour wet-on-wet application window, and the ability to go straight over plastic.

The new plastic additive allows Colorbuild Plus to be used direct over plastic parts without the need for separate primers – and not only that, you don't need to change pots to move onto metal, the plastic additive is compatible for the metal applications, so you only need to mix up one batch for the total job.

There are two new Hardeners being added to the range (sanding & non sanding) with three new matching Activators (two speeds for sanding). The new and versatile Plastic Additive can be used to extend the flexibility of the current system as well as with the new low VOC ancillary system.

Colorbuild Plus – the brilliant colored primer system just got even better.

# Sikkens Autocryl Plus LV

Sikkens Autocryl Plus LV is the ultimate single stage topcoat system. It is compliant to the strict European VOC legislation, and utilizes the latest AkzoNobel single stage technology.

With its exceptional performance and strong process efficiencies, it is the perfect addition to the Eco-Logical system, and complements the strong performance of Sikkens Autowave basecoat and Sikkens Autoclear LV Superior.

Consisting of only 20 mixing toners, Autocryl Plus LV is excellent for matching any solid color, and its high gloss and color accuracy provide a superb appearance straight off the gun.

AkzoNobel's Product Manager, Phillip Adams, says that "Autocryl Plus LV's ease of application, excellent coverage and high gloss finish helps create real opportunities to increase the productivity of any bodyshop."

Autocryl Plus LV is a significant leap forward in single stage topcoats, providing superior coverage and finish. Excellent coverage and very high solids translate into time and material savings in the bodyshop, and its brilliant gloss results in a superior final appearance.





# International Seminar Series Program

The Collision Repair Expo provides forward thinking businesses with real opportunities to improve their bottom line. In addition to the products and equipment on display, the Expo offers a high level seminar program featuring expert Australian and international speakers.

“The International Seminar Series runs on the Friday and Saturday in a timetable designed to give everyone plenty of time to see the exhibition, as well as select seminar sessions to suit their needs,” says Stuart Charity from the Australian Automotive Aftermarket Association (AAAA). “This year the Seminar Series is truly an international collaboration with prominent speakers from Australia, New Zealand, the United Kingdom and the United States.”



**The International Seminar Series program will include the following topics and presenters:**

#### **Friday May 13**

- New South Wales Repairable Write Off Legislation - James McCall, Chief Executive, Motor Traders' Association of NSW.
- Lean Production Techniques - a real world perspective - Doug Kirk, Global Leader AkzoNobel Process Centered Environment Program and Michael Giarrizzo Jnr, President, DCR Systems.
- Impact of New Technologies on Correct Structural Repair - presented by Richard Pratt, I-Car Australia.

#### **Saturday May 14**

- Industry Forum Part One - new paint trends and technologies - with representatives from AkzoNobel, I-CAR, Lowbake and more, moderated by David Newton-Ross.
- Industry Forum Part Two - shop owners talk shop - featuring three collision repair business owners from each of the three nations - Australia, New Zealand and the United States, with Jeff Hender as moderator.



# Lean Production Techniques

## A REAL WORLD PERSPECTIVE

**Seminar Friday 13 May 4.30 – 5.30pm**

As pioneers of lean manufacturing principles within the collision repair environment, – UK based Doug Kirk, AkzoNobel's global services business and Michael Giarrizzo Jnr, DCR Systems in the USA will share their experiences of lean production techniques within the low volume - high variability bodyshop environment.

There are three main concepts commonly utilized within manufacturing - TOC (theory of constraints), Lean and Six Sigma. Michael and Doug have both spent considerable time applying these to the collision repair market. TOC (theory of constraints) focuses on the bottlenecks of any process. Lean focuses on waste reduction. Six Sigma aims to decrease variability of any given process.

We would consider that no two collisions are ever the same. When you take into account the angle of collision, colors, models and different makes of cars, these processes become considerably harder to manage than a traditional manufacturing environment.

Bodyshops have tried to classify their accident repair work in order to decrease variability, but with Process Centered Environment (PCE) theory, this is not necessary.

PCE focuses on remanufacturing. It is ideal for low volume, high variability processes, like those in the collision repair industry. PCE provides bodyshops with the ability to create a series of interconnecting processes to increase flow through the workshop in a continuous cycle. It is about investing the right amount of energy, the right resources and the right materials to deliver the product at the right time, of the right quality at the right cost.

PCE is about continuous improvement. It is not a state of being, but a development for better business and more efficient processes.



### **Doug Kirk**

With over 30 years of experience in the collision repair industry with positions ranging from Technician to International Consultant, Doug is well placed to comment on Lean production techniques from a real world perspective. "Theory will only get you so far" says Doug. As the Global Leader of AkzoNobel's Process Centered Environment Program which blends elements of Lean, TOC and Six Sigma, Doug will share with you many of the highs and lows of changing your business to make it truly sustainable and "Fit for the Future".



### **Michael Giarrizzo Jnr**

Visionary, knowledgeable, passionate; all words that have been used to describe Michael Giarrizzo Junior - the President and CEO of DCR Systems, a multi shop operation with its HQ based in Cleveland, Ohio. Michael has been a pioneer of lean manufacturing principles in the North American Collision Repair industry and has truly gone beyond Lean and into uncharted territory. Michael has implemented a process that is replicable, scalable and above all highly profitable. If it's Lean in the real world you want, then he knows it.

# HAVING THE RIGHT FACILITIES IN THE RIGHT PLACES

## New training centers opening in 2011

The emergence of new technologies, more variable processes and an increased focus on process efficiencies has resulted in greater emphasis being placed on training in the collision repair industry. To be more efficient, employees need to have the necessary knowledge and skills to complete the job.



The AkzoNobel Port Melbourne-based Training Center has been hosting over 200 trainees annually since its opening back in 2001. Continually updated to meet a variety of training needs, the center is equipped with the latest high-tech equipment and tools for both waterborne and solvent borne technologies. It comprises two training rooms, two spray booths, one down draft and one semi down draft, a mixing room, two dry sanding floors and an adjoining color room.

In 2011 the training program will be expanded with the addition of a new training center in the southern Brisbane suburb of Hillcrest. The project is currently scheduled for completion in the middle of the year and will offer the same wide range of product and technical packages incorporating:

- Painters training - tailored to the products bodyshops use in their day-to-day work environments
- Professional preparation - a guide on how to execute repairs from start to finish in a fully simulated environment
- Color tinting - theory and practice, including color perception testing
- Rapid repair training - comprehensive training in recognition, processes, equipment, warranty and support
- Problem prevention - learning to anticipate potential risks and prevent errors in advance

Following in these footsteps with key support from AkzoNobel, our Western Australian Distributor, Global Autocoat, has invested in the construction of their own training center.

Director at Global Autocoat, Nick Miller explained, "we have always been largely self sufficient in W.A. and we have grown to such a size where the training center has become a necessity."

Previously, customers could attend training courses at the local TAFE or travel to Melbourne for the AkzoNobel sessions. With the upcoming opening of the new training center, courses are able to be offered locally, with greater flexibility in the training dates and agendas.

"We are very excited about the opening of the training center that will allow us to offer training to our customers locally. Now we will be able to run training courses when it suits our customers."

The first training session is due to take place in April, conducted by AkzoNobel technical demonstrator, John Lauder and Global Autocoat's technical trainer, Dean Bodger.

Training can help bodyshops get real results: fewer errors, less complaints, a better grasp of the latest technologies, increased sales and overall a far more productive use of time and materials in the repair process.

Having the right facilities in the right places ensures that AkzoNobel is investing in the industry's future – testing product innovations, and training staff and distributors in the best technology available.

The AkzoNobel Port Melbourne based Training Center has been hosting over 200 trainees annually since its opening back in 2001.





# Marc's TECH TIPS

## Effective Waterborne Waste Management



In the collision repair industry, preserving the environment for future generations and creating a healthier work place are goals that everyone shares. The benefits of environmentally friendly practices include cost savings from productivity and efficiency gains to lower material costs and improved workplace safety.

Although there are no government regulations mandating the use of products with low volatile organic compounds (VOCs), more and more Australian bodyshops are 'going green' with the adoption of waterborne products.

The new coatings are much lower in VOCs, but any waste left behind after painting will still need to be disposed of. Waterborne coatings have their own particular waste management challenge. Although low VOC products are more environmentally friendly, the waste still contains some hazardous chemicals like resins and organic co-solvents, pigments and other potentially hazardous materials. In its untreated form, waterborne waste must never be disposed of down the drain - it must be treated.

How do we best manage waterborne waste?

Always have separate solvent and water waste collections. Waterborne waste cannot be combined with solvent borne waste, as they both have very different treatment methods, and water waste containers need to be water resistant to ensure they do not rust.

Clearly label water and solvent waste streams in the mixing room for easy identification. If more than 15% of water waste is found in solvent waste, your waste collector might charge you a higher rate.

The best place to start is to contact your waste management company and discuss your waste management needs.

## Training Dates:

Painters Training 2 - 5th May

Color Tinting 30, 31 May & 1st June

Painters Training 27 - 30th June

Color Tinting 8 - 10th August



# NOW YOU CAN JOIN US ONLINE

## LAUNCHING THE NEW OFFICIAL ACOAT SELECTED WEBSITE



AkzoNobel is pleased to announce the launch of their new Acoat Selected official website. The newly developed website contains relevant information regarding all consulting services on offer as part of the Acoat Selected Program.

Our Acoat Selected Network is an exclusive business improvement membership program to help our customers run their business more efficiently and profitably. Created in Europe in 1975, Acoat Selected was the industry's first business development program for collision repair centers. Today, Acoat Selected is a mark of distinction in Australasia where it has been embraced by leading bodyshops since 2001. With over 2,000 Partners worldwide, Acoat Selected is synonymous with "best in class" collision repair.

The new website has been significantly restructured to provide more intuitive navigation:

- **"Optimize Yourself"** contains information about self education and training courses as well as benchmarking.
- **"Optimize Your Sales"** is about effective marketing and focuses on improving sales and service to increase the bottom line.
- **"Optimize Your Business"** covers Process Centered Environment principles, having the optimum facilities in your bodyshop and how to improve internal processes for better efficiency and faster turn around times.

Process Centered Environment (PCE) is based on the principles of tried and tested methodologies such as Lean Production, Six Sigma and Theory of Constraints, combining these theories into a simple approach designed specifically to support continuous improvement throughout bodyshops.

Membership in the Acoat Selected Program is available to Sikkens customers. If you would like to know more about how

to become a member, fill out an application form online and an Acoat consultant will contact you. There is a link from the official Sikkens site [www.sikkenscr.com.au](http://www.sikkenscr.com.au) to the new Acoat Selected website [www.acoat.com.au](http://www.acoat.com.au)

Visitors to the website will notice the new global branding, and that the site is both informative and accessible. There is also a "Members Only" section for those who are part of the Acoat Selected Network which will offer access to additional information and tools.

Join us online today [www.acoat.com.au](http://www.acoat.com.au)





“ Acoat Selected has helped improve all aspects of our business - I'm working less, I'm more profitable and most importantly my staff are getting involved in it... and love it! ”

Craig Raxworthy - Company Director  
RAXWORTHY AUTOBODY REPAIRS LTD

## Delivering what we promise – more efficient and profitable bodyshops

AkzoNobel's Acoat Selected has helped equip thousands of bodyshops around the globe, with the knowledge to make their businesses run more efficiently and drive increased profits - thanks to a program built on producing results, with the fundamental difference of delivering on promises.

The Acoat Selected program provides real benefits to bodyshops, including:

- One-on-one business consultation
- Business & technical training courses
- Personal advice on; estimating, administration, performance, sales, materials use and parts management
- Access to special Acoat Selected training tools, such as; Healthcheck and e-Benchmarking
- Acoat Selected Performance Groups offer unparalleled peer-to-peer networking opportunities.

The vehicle repair market is tougher than ever, and bodyshops need to have an edge to survive. Acoat Selected provides that edge and delivers consultation that works with our customers to personally

develop strategies for their business, whilst providing a range of specifically developed training & education programs to help improve efficiencies and maximise profits across every aspect of the business - from the front desk, to the work shop floor, to the back office.

*Learn more about Acoat Selected Program at the Collision Repair Expo in Melbourne 12 - 14 May 2011.*

*Two international authorities Doug Kirk, AkzoNobel UK and Michael Giarrizzo Jnr DCR Systems, USA will share real world perspectives on lean production techniques - Seminar Friday 13 May.*

For more information contact us on:  
(03) 9644 1711 or visit [www.acoat.com.au](http://www.acoat.com.au)

