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The Sikkens Customer Magazine

Summer 10

US Acoat Selected
PCE Boot Camp

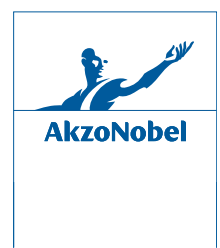
Colourfast Rejoins
AkzoNobel and
Sikkens

Singapore
Formula 1
Wrap Up

AkzoNobel joins
I-CAR Industry
Training Alliance



Acoat
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Welcome



As summer is upon us and 2010 comes to a close it is time to reflect upon a year that has passed ever so quickly. I must say from a personal perspective it has been both a challenging and highly fulfilling first year with AkzoNobel.

It has once again been a year of great change for the collision repair industry in Australia and very much a year of change at AkzoNobel Car Refinishes, particularly within our sales teams around the country. We now have an entirely new sales management team with the recent appointments of Paul Hancocks in the national role, John Bermingham in South Australia and Maria Tsalkos in Victoria. Manuel Samano has also joined the team in NSW, all of which augurs well for the challenges ahead.

In addition we have made significant progress with the implementation of our distribution strategy with the divestment of our New Zealand business to a management buy out, our Adelaide branch business to Stillwell Ford and more recently our Brisbane branch business to Colourfast Automotive & Industrial. This new direction for the business further strengthens our independent network of business partners across Australia and New Zealand.

And speaking of partners, 2010 has been an extremely active year for us with the sponsorship of the National Collision Repairer Industry Lifetime Achievement Awards, the Australian Accident Repair Network "Difference Celebration" Conference, the Queensland Automotive Skills Alliance Graduation Night and the media launch of the Collision Repair Expo that will take place in May 2011. We have also signed an Industry Training Alliance with I-Car. I'm sure you will agree that this reinforces our mantra – "Partnership for Performance"!

It is particularly pleasing to see our Autowave waterborne basecoat gain growing acceptance across Asia and in particular in Australia and New Zealand, which is underpinned by the Eco-Logical system launched earlier this year. In a region where, regrettably, low VOC legislation is years away, the growth of waterborne technology reflects the market's desire for a sustainable solution. Look out for "The Wave" in 2011.

Finally, and most importantly, as we approach the holiday season and take the time for some well earned "R & R", I urge all of you to take care on the roads at this notoriously busy time and I wish you and your families a Merry Christmas and a safe and Happy New Year.

Joe McFadries
General Manager
AkzoNobel Car Refinishes, Australasia

INDEX

Welcome	3
Industry Events	3
Dressing for Success with Acoat Selected	4
Acoat Selected: PCE Bootcamp USA	5
Colourfast Rejoins AkzoNobel and Sikkens	6
Autowave MM – The Ultimate Waterborne Basecoat	7
Partnership for Performance with AARN	8
OASA Mentoring Scheme Graduation Night	9
Manheim Fowles: Fast-Paced and Water-Based	10
Stillwell and Sikkens: High-performance Partners	11
F1 Under the Stars in Singapore	12
AkzoNobel Joins I-CAR Industry Training Alliance Program	13
Product of the Month – Autowave MM	13
Collision Repair Expo	14
Marc's Tech Tips	15
Sikkens Training Dates	15
Key Appointments	16

Industry Events

Automechanika

8th to 12th December
2010
Shanghai, CHINA

Collision Repair Expo

12th to 14th May 2011
Melbourne, AUS
AkzoNobel Major Sponsor

NZ CRA Conference

12th to 14th May 2011
Melbourne, AUS

Lifetime Achievement Awards Breakfast

13th May 2011
Melbourne, AUS



Dressing for Success with Acoat Selected

It's a simple fact: a collision repair business can be challenging to run. For many operators the road to efficiency and profitability can be a tough maze to navigate. But there are maps to solve the puzzle and AkzoNobel has arguably one of the best.

They are familiar questions: How do I get ahead? Why do I feel like I'm always playing catch-up? Why are margins so slim?

According to Robin Taylor, National Services Manager at AkzoNobel Australia, he has heard these questions probably more than most. Thankfully, he's also equipped to answer them.

"These are by far the most common queries I receive from collision repair business operators," says Taylor.



"The good news is there's a systematic method to overcome these challenges."

So what's the solution? If you're a Sikkens client, it's called Acoat Selected.

Robin Taylor: "Acoat Selected is a specialized business support program run by AkzoNobel. Its purpose is to assist collision repair businesses to maximize the productivity and profitability of their operations."

To help business operators achieve success in these three areas, Acoat Selected uses a pragmatic step-by-step approach. Implementing these steps creates what AkzoNobel calls a Process Centered Environment (PCE).

PCE sits at the heart of Acoat Selected's success. It provides business operators with clearly defined methodologies. It also uses the principle of continuous improvement to ensure ongoing success in staying ahead of business challenges.

So how does it work?

Taylor and his team help customers establish a series of connected, standardized operating processes – in both their workshop and business practices. These processes smooth the flow of vehicles through the workshop and optimize resource use. They also remove activities that do not add value to the business. Together, these processes deliver the right quality of repairs to customers at the right time and price.

Underpinning these processes are 10 interlocking building blocks. They include visual management, in-process quality, standardization and continuous flow.

The Acoat Selected program is comprehensive. It involves one-on-one business consultation, professional advice on estimating, materials use, and parts management as well as access to special Acoat Selected training tools. It can also include business and technical training courses.

"This is a sophisticated process for optimizing the performance of collision repair businesses – big and small," says Taylor.

"Acoat Selected is based on tried-and-tested methods – including Six Sigma, Lean Production and Theory of Constraints."

AkzoNobel's Acoat Selected program has helped improve business operations for thousands of body repair shops around the globe. To find out more visit www.sikkenscr.com.au.



Acoat Selected PCE Bootcamp USA

The proprietors of two Australian collision repair workshops recently headed to the United States. Their mission: to discover the power of a Process Centered Environment (PCE) – all part of AkzoNobel's Acoat Selected program.

In their quest for better performance and results Stuart McDonald from Sydney's Silverwater Smash and Ray Iverson from Brisbane's Highland and Trend Smash Repairs made the trek to the city of Mentor located near Cleveland, Ohio. It was here they attended an AkzoNobel PCE Boot Camp – a two-and-a-half day experiential learning event conducted in a working PCE Repair Center.

Hosting the pair was Robin Taylor, National Services Manager at AkzoNobel Australia.

"The goals for both operators were the same: to understand the elements that make a process centered environment and then learn how to implement them in their own businesses," said Taylor.

The Boot Camp's busy schedule dedicated time to understanding the theory behind PCE and then how it is applied to everyday practices – an area of particular importance, according to Taylor.

"Firstly, it's vital we challenge the existing ways we think about how to operate a collision repair business; it's then equally important



we demonstrate how the concepts that drive a process centered environment can be implemented."

In Mentor, both guests followed a carefully structured training agenda which examined each of the 10 PCE building blocks from visual management to In-Process Quality through to Continuous Flow and Real-Time Administration. To reinforce the value of these new tools, all training took place in a functioning PCE body shop.

For McDonald the value of the training was obvious. "There are numerous methods you can apply to the everyday running of your business – that's the beauty of PCE.

"Achieving greater productivity and profitability is certainly possible," he said. Iverson shared McDonald's thoughts.

"Implementing a PCE is all about applying practical processes – and AkzoNobel has developed some impressive methods. They work to eliminate unnecessary cost and enhance workshop productivity."

It was at the working PCE repair center in Mentor where the Acoat Selected duo first saw the process centered elements at work. Later in their American trek they were able to see the value of PCE in collision repair centers that had been running PCE principles for some years.

It gave them an important glimpse into the value of PCE long after its initial implementation – something Robin Taylor says is vital.

"For repair center operators who choose to develop a PCE it is critical they see the 'why' of PCE, and not only the 'how'. Understanding the reasons behind it is essential to its long-term success."



Colourfast Rejoins AkzoNobel and Sikkens

Colourfast Automotive and Industrial has returned to the AkzoNobel family. After a ten-year absence the Queensland-based firm is now the authorized distributor for the Sikkens and Lesonal product ranges in southern Brisbane and the Gold Coast.

"Marketplace success is a function of great products and great people and it's for this reason we have teamed up with Colourfast Automotive and Industrial," said Joe McFadries, General Manager and Director of AkzoNobel Car Refinishes Australia.

"I am very pleased to welcome the Colourfast team back to the AkzoNobel family."

When FOCUS spoke with Colourfast's John Montgomery, the feeling was clearly mutual.

"Rejoining the AkzoNobel team is a great step for our business and one I know that will help accelerate our growth," he said.

Growth is all too familiar to Colourfast. Since opening their doors in 1995, continued expansion has seen this automotive and industrial

paint supplier become one of Queensland's largest. It has also meant relocating to ever-larger premises no less than six times, eventually settling in Queensland's Logan City. It's here you will find the company's impressive showroom and warehouse facilities as well as a 14-strong team rich in knowledge and experience. Colourfast's high-level infrastructure also boasts its own mixing room and spray-out facilities.

For John Montgomery, it's all about achieving the best result.

"We have continually invested in our future and always worked to ensure we provide our customers with the best support.

"Working with AkzoNobel is an important choice. Their Sikkens and Lesonal products are high-performance and it's a company that operates at the cutting edge of technology; their Sikkens waterborne products are a great example of this.

"This is a challenging and competitive industry. You have to be with the best and we've chosen wisely," said Montgomery.

Colourfast's arrival coincides with AkzoNobel's plans for a new state-of-the-art training centre in Hillcrest, near Brisbane. The dedicated training facility will service the state of Queensland and is scheduled to open in the first quarter of next year.

Autowave MM The Ultimate Waterborne Basecoat

A growing number of customers in Asia are discovering the benefits of switching to a waterborne basecoat like Sikkens Autowave.

THAILAND:

Since introducing Sikkens Autowave to Asia in early 2008, AkzoNobel has made great headway with the Honda dealer network in Thailand. Supporting Honda's conversion to waterborne technology, they now supply around 40 Honda bodyshops. AkzoNobel's Sikkens team is set to duplicate this achievement with Toyota, having already implemented Autowave in seven of their 142 bodyshops in Thailand since commencing the project in August.

INDONESIA:

Despite the absence of government regulations on VOC levels, waterborne solutions are gaining momentum throughout Indonesia. With the first Indonesian Honda dealer (Honda Fatmawati, Jakarta) now fully converted to Sikkens Autowave, their production has increased from 250 to 300 cars per month. Using this example to educate other dealers on the advantages of Sikkens Autowave, there are high levels of interest from potential customers in other regions of Indonesia.

JAPAN:

Over 65 Japanese bodyshops have already installed Sikkens Autowave despite the lack of VOC legislation. This number is set to rise following our recent launch of the Eco-Logical system at the Car Refinishes Instruction Centre (CRIC) in Nagoya. All 32 participants were impressed by AkzoNobel's innovative and sustainable solutions and saw tremendous potential in implementing a waterborne alternative.

INDIA:

In April, Linkway Honda, Mumbai became India's first Honda dealer to convert to a waterborne system, switching exclusively to Sikkens Autowave. The conversion process has been validated by Honda's Technical Team and will be used for other conversions throughout the country. AkzoNobel Asia has since implemented Sikkens Autowave in bodyshops across Delhi, Bangalore and Chennai, and is in advanced discussions with other car makers to introduce Sikkens Autowave into their networks.

SINGAPORE:

AkzoNobel is currently working to introduce Sikkens Autowave to the bodyshops of ComfortDelGro Engineering, the approved repairer for 17 insurance companies in Singapore. This will reduce their paint-based solvent emissions by up to 45%. Other repairers in Singapore are also changing to the Sikkens Autowave system as they recognize the environmental benefits.



Eco-Logical
Reducing our environmental impact





Partnership for Performance

The prestigious Hyatt Regency resort at Queensland's Sanctuary Cove recently hosted the 2010 Australian Accident Repair Network (AARN) Conference. This all-important industry event was titled the AARN Difference Celebration and AkzoNobel was the major sponsor. And it was certainly a celebration with a difference; it even included a ninja!

This year's AARN Difference Celebration built on the success of the AARN's 2007 Building Relationships Conference. The event was more than a valuable networking opportunity; it was a chance for AARN members and supporters to celebrate the advancement of collision repair – a collaboration AkzoNobel recognizes is essential to the industry's ongoing growth and success. It's a belief underlined by their decade-long membership to the AARN.

"Partnerships are the cornerstone of our success so AkzoNobel is proud to have been the major sponsor of this year's AARN Difference Celebration Conference," said Joe McFadries, General Manager and Director of AkzoNobel Car Refinishes Australia.

Guests deemed the fun-filled two-day conference a great success. Hosting the event was the AARN's newly appointed National Manager, Livio

Tomas. Tomas said the conference was a great networking opportunity and he enjoyed his first three days in the role at the beautiful Sanctuary Cove.

"We were extremely pleased to have AkzoNobel as the major sponsor of the event and wish to thank them for their ongoing support of the AARN network. The weekend was thoroughly enjoyable and we have had great feedback from the members. A special thank you to Michelle Byrne and the Flight Centre Group for organizing the event, they did a fantastic job."

The conference highlights included sponsor exhibits, a cocktail reception, and a spectacular gala dinner. Concluding the weekend celebration was a dedicated business session. Headlining this was a special presentation by AkzoNobel's Australian leader, Joe McFadries. It was titled Partnership for Performance – a subject selected to parallel the AARN's collaborative strength. McFadries, one of several guest speakers, spoke about the importance of supporting the collision repair industry – a main focus for AkzoNobel – and the various events it gets behind.

Joe McFadries: "We are proud and excited to be one of the most active supporters of our industry and our sponsorship of the AARN's Celebrating Difference conference reinforces our ongoing commitment."

But one of the event's guest speakers chose to communicate his messages with a different language. A "corporate ninja" – skilled in using martial arts to help individuals and companies achieve personal and corporate goals – employed some memorable techniques to demonstrate the power of a positive mindset. These included having guests break timber boards and arrows using nothing but their bare hands and a positive approach.



QASA Mentoring Scheme Graduation Night The Collision Repair Industry's Time to Shine

Following the successful May launch of the collision repair mentoring scheme, the Queensland Automotive Skills Alliance (QASA) acknowledged the effort and commitment of the participants at the QASA Mentoring Scheme Graduation evening. The event took place at the Gabba in Queensland during November with AkzoNobel as the major sponsor.

The collision repair mentoring scheme looked to address workforce attraction and retention issues in the collision repair industry. The mentoring scheme paired an apprentice with an experienced tradesperson from the same employer, and has taken them both through a structured mentoring and professional development program. The scheme, which was funded by the Queensland Department of Education and Training, provided participants with accredited training in non-trade skills such as first aid, occupational health and safety and defensive driving with the culmination in the achievement of a formal business qualification.

AkzoNobel's Queensland State Sales Manager Jarrod Thorpe attended the graduation night. "AkzoNobel was excited to get involved to support this evening; the mentoring scheme is a first of its kind industry led program."

"I believe it's highly important to support our future industry leaders. We are lucky to have programs that recognise the value of training and education in the collision repair industry."

Executive Officer Paul Kulpa from QASA spoke about the importance of industry training and support programs and the difficulty in recruiting and retaining apprentices.

"The mentoring scheme is designed to increase the development of an apprentice through a structured program whilst providing overarching support to a tradesperson providing the mentoring," said Kulpa, adding "we can always do more and certainly in this area of professional development, with future contributions from industry and government, we can pioneer an exciting platform and opportunity to build on the success of this scheme to further help and enhance the collision repair industry into the future."

The graduation evening celebrated the achievements of the participants in front of their respective business colleagues, government delegates and industry representatives.

"QASA would like to thank AkzoNobel for its contribution towards the QASA Collision Repair Mentoring Scheme Graduation Evening" said Kulpa.



ManheimFowles Fast-Paced and Water-Based

Time is precious – a fact busy workshop manager Brian Witkowski knows all too well. As Smart Repair and Rectification Manager for vehicle auction giant ManheimFowles his highly efficient workshop repairs up to 80 vehicles each week. And if there is anything he could add to his successful operation it would be a slower clock.

“We are a high-productivity workshop, so busy is the usual pace for my team,” said Brian.

With weekly repair orders regularly climbing up to 80, his 25-strong team ensures the workshop’s three ovens and 12 downdraft preparation bays are in constant use. And because Brian is a stickler for quality, each repair and refinish requires the right amounts of care and time.

Thankfully, just as Brian joined ManheimFowles the company’s repair facility was making the transition to Sikkens waterborne products.

And since making the move from solvent-based materials they haven’t looked back.

“The productivity benefits of waterborne were obvious from the start,” he said.

“The team was naturally used to working with solvent-based products, but they soon learned how much faster and easier

waterborne is to work with. For example, Sikkens primers are so quick and simple and the reduced rubbing time was an unexpected bonus.”

Brian also pointed out another obvious benefit: keeping repair customers happy.

“A great case in point is the recent hail repair work which resulted from the storms that swept Melbourne in March. There were plenty of people keen to get back on the road and the fast turn-around times made a big difference in returning cars to customers,” he said.

So how has Sikkens waterborne range affected his workshop’s business during the last two years?

“In summary: greater output with high quality. The finishes are excellent and the reduced time taken compared to solvent means we can get through jobs faster.

“The team at AkzoNobel were important in all this. Their paint reps were terrific and the training excellent. The staff there are always happy to trial new products with us. I can’t ask for much more than what they currently offer,” he said.

So what next for this busy 39-year-old?

“This is a great industry. New challenges and interesting elements continually appear. New vehicle technologies are regularly emerging and the greater use of high-strength steels is another area of interest for me.”

And the father of two doesn’t mind getting waterborne himself.

“I enjoy water skiing. Now that winter is behind us my boat will also be making good use of waterborne’s productivity gains – by spending more time on the water than in the shed.”

Stillwell and Sikkens High-performance Partners

Stillwell Ford Adelaide, South Australia

Motorsport aficionados – especially those with an eye for the ‘60s – will know the name: Bib Stillwell. But the highly successful racing driver achieved more than championships; his surname graces some of Australia’s most successful automotive businesses, including Adelaide’s Stillwell Ford – South Australia’s Sikkens Distributor.

Stillwell Ford’s road to success is marked by more than just a name. Today, Dealer Principal Rob Hayward and his 132-strong team continue the hard work and investment that makes their business one of the automotive industry’s most successful.

As Adelaide’s Sikkens distributor, the Medindie-based company - established in 1971 - has grown significantly since its humble start. The once Ford-only dealership has added extensive service and parts facilities along with numerous other vehicle franchises - as well as standard-setting customer facilities.

But a turning point came in 2004 when the company decided to build its own dedicated parts facility. It’s here Sikkens enters the frame.

“Adding automotive paint to our spare parts operation was a natural fit,” said Rob Hayward, Stillwell Ford’s Dealer Principal.

“We approached this project with our usual aim of doing it properly and there was one important decision-making criterion: we would only work with the best products.”

For more than five years now the Sikkens range has been distributed across Adelaide and surrounds from Stillwell Ford’s state-of-the-art parts centre. It’s here you will find 35 of the company’s staff hard at work, where five team members are dedicated to Sikkens.

The high-achieving operation typically goes one step further; it uses the Sikkens range in its own paint and panel repair workshop.

“Sikkens’ waterborne technology is fantastic. The industry is moving towards waterborne products and Sikkens is easily a leader in this field,” said Hayward.

“We are always assessing the latest industry-specific technologies and waterborne is fast becoming a must-have.

“We’re very happy with the performance of the Sikkens range and proud to sell such high-quality products.”

And typical of all high-performers the growth journey is far from over.

“Our plan is to continue growing our business and build on the success we have so far achieved,” said Hayward.

“My team and I work to one simple goal: to give our clients outstanding service and support. Our business is all about long-term relationships.”





F1 Under the Stars in Singapore

Thanks to AkzoNobel, two lucky Sikkens customers recently sampled the rarified and exclusive world of Formula 1™ – at night.

Peter and Penny Doolan from Doolan Crash Repairs were the lucky winners of AkzoNobel's Win The Grand Prix Package competition, run during July and August. The couple from Garbutt, Queensland, could not believe their good fortune when they were told the news they were off to Singapore for the 15th round of this year's Formula 1™ world championship.

"We were absolutely thrilled," said Peter Doolan.

"The event was amazing; being track-side watching F1 cars race is an experience but to see them under lights was spectacular.

"We had a great time. Not only was it our first time in the city of Singapore, the event had so many highlights."

Winning their way to Singapore was easy: they simply had to purchase a selected Sikkens product and suitable hardener and then submit an entry form with the tax invoice from their purchase attached. This was then placed in a draw amongst a vast number of other entries.

The generous Grand Prix Package prize included two return flights to Singapore, three nights' accommodation and two Grand Prix grandstand tickets. It also included the opportunity to see Mark Webber take a podium finish in what has so far been his most successful Formula 1™ season.

Being trackside at Singapore also meant seeing the stunning Vodafone McLaren Mercedes F1 racers in action. Under lights, their unmistakable color mix – courtesy of AkzoNobel's light-weight paint finishes – was even more striking.

But seeing the McLaren racers was not confined to grandstand-viewing. The winners of The Grand Prix Package were given a tour of the McLaren pit garages and the chance to inspect the team's F1 racers up-close – a rare opportunity in the closed world of F1.

"That was a highlight. The McLaren team was so welcoming and the cars impressive," said Peter Doolan.

The idea behind this exclusive prize was the opportunity for AkzoNobel to thank its customers for their ongoing support.

"Our customers are the backbone of our business, and offering such a rare opportunity is a fitting way to reward their support," said Joe McFadries, General Manager of AkzoNobel Car Refinishes Australasia.

Trevor Cash from Stillwell Ford in Adelaide, one of AkzoNobel's distributors, summarized the event best: "An experience of a lifetime; it's the only way I can put it."

Peter Doolan, winner of the Grand Prix Package



AkzoNobel Joins I-CAR Industry Training Alliance Program

Skilled minds and hands underpin the collision repair industry – a fact made ever more important as vehicles become increasingly sophisticated and varied. AkzoNobel has put its power behind advancing the industry's skills set and joined I-CAR's Industry Training Alliance Program.

I-CAR is an international training organization dedicated to advancing the skills of the collision repair industry. According to its Australian CEO, Richard Pratt, it has a simple and clear vision: "that every person working in the collision repair industry, both today and in the future, has the necessary knowledge and skills relevant to their position to achieve a safe and complete repair."

It's a vital target and one with a keen eye on the future.

I-CAR's Industry Training Alliance recognizes the accomplishments of students' training from approved training providers.

AkzoNobel Car Refinishes provides a comprehensive approved program of training. Topics include Color Tinting (both solvent and waterborne), Professional Preparation and Problem Prevention. Acoat Selected courses and boot camps are also available.

Successful completion of the AkzoNobel courses means refinish students are awarded recognition points which apply to both I-CAR's Gold Class Professionals and Platinum Individual programs. Students participating in the I-CAR Live Training courses and the OnLine Training program also receive points towards their individual training recognition.

"AkzoNobel has been a long-time supporter of I-CAR both in Australia and the United States, and their continuing commitment to training and education, supported by I-CAR's international recognition of achievement program, is to be applauded," said Richard Pratt.

Joe McFadries, General Manager of AkzoNobel Car Refinishes Australasia: "I am delighted to have our AkzoNobel courses join the I-CAR Industry Training Alliance.

"We are particularly proud to be involved with the training and development of our industry."

For more information visit www.i-car.com.au.

Product of the Month Autowave MM

AkzoNobel offers today's bodyshop a true option between one of the most advanced and proven solvent based paint systems, and a complete state-of-the-art low VOC compliant system.

This system is composed from innovative quality products which are environmentally friendly and set the standard in the market. The products are low VOC and compliant with EU regulations, and the core product in the Eco-Logical system is Sikkens Autowave MM.

Autowave is the high performance Sikkens waterborne basecoat utilizing modern waterborne technology. It is a robust waterborne basecoat facilitating perfect color match under all circumstances and due to latest technology, Autowave is easy to mix and spray.

- Perfect color match
- Simple to mix
- Easy to blend

When combined with unique training and support from AkzoNobel's waterborne technicians, a comprehensive range of practical business services and state-of-the-art computer technology, you have a complete solution for your whole business.



Give your bodyshop that competitive edge by thinking Eco-Logical.

Shift your thinking...

Shift your thinking...



Collision Repair Expo Be There

The Collision Repair Expo to be held in Melbourne from 12th to 14th May 2011 will be the biggest and most comprehensive collision repair trade show ever held in Australasia.

With six months to go before the event, 85% of the Collision Repair Expo exhibition space is already sold. The Collision Repair Expo has been organised on behalf of the industry every two years since 2007 by the Australian Automotive Aftermarket Association (AAAA).

The Expo will be a "sell out" display of paint products and application systems, chemicals and surface preparations, collision repair tools and equipment, replacement panels, parts and frames, computer software and hardware, and training programs.

"The fast pace of exhibition space sales is a critical show of confidence that we have the right format for the industry's Expo," said AAAA Executive Director, Stuart Charity. "One key to the growth of this show is that it is truly run by the industry for the industry."

"There is real competition for the remaining stand space. We encourage local manufacturers and distributors to book their stands now to avoid disappointment. This show only runs every two years and, as it alternates between Melbourne and Sydney, it will not return to Melbourne until 2015," he said.

The major corporate sponsor for the Collision Repair Expo is AkzoNobel and media partners include leading international

publications such as Australian BodyShop News, National Collision Repairer and Paint & Panel.

AkzoNobel Major Sponsor

Among those core Expo exhibitors is AkzoNobel Car Refinishes. "The company is proud and excited to be the major sponsor of Australia's only official Collision Repair industry trade show," said General Manager and Director, Joe McFadries.

"This is a fantastic opportunity for us to support the industry and showcase our premium Sikkens brand, demonstrating the latest in paint technology and product efficiency. Having exhibited since the inception of the show in 2007, we encourage companies within the industry to get involved with the trade show," he said.

Visitor Attractions

The Collision Repair Expo organising team is planning a calendar of new activities to attract visitors to the 2011 show. Among the attractions will be an international seminar series, the popular LowBake spray booths featuring live product demonstrations, dynamic equipment displays, product launches and conferences convened by Australian and New Zealand industry associations.

"The Collision Repair Expo is becoming more than an exhibition of new products and services," said Charity. "It is now an important industry hub, which encourages organisations to come together to network at the Expo."

Joe McFadries and Stuart Charity at the Collision Repair Expo Trade Media Launch. Level 89 Eureka Tower.



Marc's Tech Tips The New Kid on the Block

By Marc Vellekoop – Technical Services Manager

All paint systems can be compromised when short cuts are taken; this includes new refinish technologies such as waterborne basecoat. Below are two issues that you may have come across when using waterborne basecoat.

Poor through hardening and loss of gloss

When waterborne basecoat is insufficiently flashed off, water becomes trapped in the paint film when the clear coat is applied on top. This water will have a negative effect on the adhesion of the clear coat, and a part of the isocyanate in the clear coat hardener will react with this water from the basecoat. Once the isocyanate has reacted with the water, it can no longer cross link, leading to an under cross linked clear coat (poor through hardening) and loss of gloss. This phenomenon also occurs with clear coats which are not designed for application over waterborne basecoat.

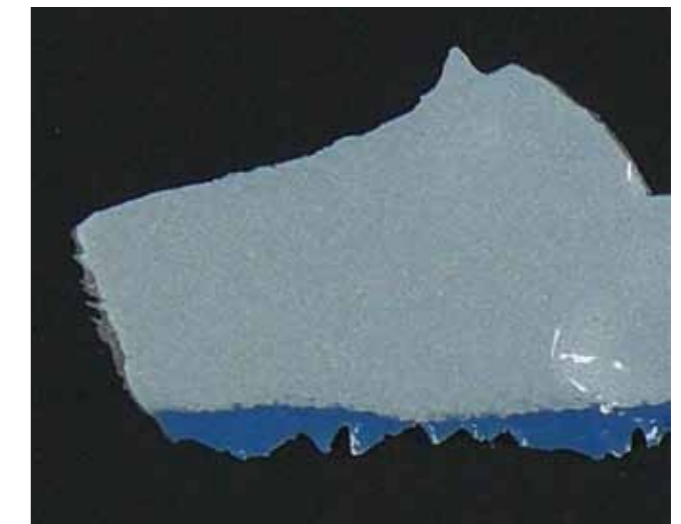
How to avoid? – Always ensure each coat of waterborne basecoat is fully flashed off, and ensure you are using a dedicated clear coat.

Discolouration of basecoat

The new kid on the block is discolouration of waterborne basecoat. This happens when waterborne basecoat is applied on bare metal, i.e. when applied over sanded through areas which are not being primed. The discolouration is caused by contact-corrosion between the metallic (aluminium) pigments in the basecoat and the steel of the car panel. The metallic pigments dissolve under the electric current that flows between the two dissimilar metals (aluminium and steel).

What remains is a color identical to what you would get if you forgot to add the metallic toners in the formula, as seen on the paint flake below.

Magnification 250 X



How to avoid? - Always apply Colorbuild Plus or Spot Sealer DTM on sanded through, bare metal areas to avoid this contact corrosion.



Sikkens Training Dates 2010

Rapid Repair Training (RRT)
29th – 30th November

Color Tinting Waterborne (CTWB)
6th – 8th December

Problem Prevention (PP)
13th – 14th December

To register for the above courses please contact us on **03 9644 1711**.

Courses are held at the AkzoNobel Car Refinish Instruction Centre (CRIC) in Port Melbourne.

Key Appointments

Area Sales Manager NSW Manuel Samano

AkzoNobel are pleased to announce the appointment of Manuel Samano to the position of Area Sales Manager for Sydney Metropolitan South and West, effective November 2010.

Manuel has more than 15 years experience working within the paint industry where he has been servicing both refinish and OEM markets. Manuel has carried out multiple roles such as Sales/Marketing Manager (commercial vehicles), Key Account Manager (OEM accounts), Area Sales Manager and Business Development Consultant (refinish).

Manuel came to Australia from Mexico and holds qualifications in Engineering and Marketing, and will be responsible for planning, implementing, and directing sales efforts while working closely with the Operations, Technical, Finance and Marketing functions.



State Sales Manager SA/WA John Bermingham

AkzoNobel are pleased to announce the appointment of John Bermingham to the position of State Sales Manager for SA and WA, effective August 2010.

John has extensive industry experience in car refinishes in Ireland where he was the National Sales Manager for AkzoNobel. During this time he also had extensive exposure to the Acoat Selected Services Program. In addition, John ran his own business servicing the car refinishes and commercial vehicle sectors.

John's extensive business-to-business sales management and business development experience, hands-on technical ability and strong knowledge of our products and services will be invaluable to the business in South Australia and Western Australia.



Acoat Selected Business Consultant VIC/SA Greg Sims

AkzoNobel are pleased to announce the appointment of Greg Sims to the position of Acoat Selected Business Consultant – VIC/SA, effective December 1st 2010.

Greg has been with AkzoNobel since February 2007 in the role of Area Sales Manager, supporting Victorian customers and distributors as well as the rollout of MixitPro. Prior to joining AkzoNobel, he had significant experience in sales, repair network development and business improvement in the automotive industry.



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