
Standoblue

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Lackiererblatt

VSCI *carrossier*

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International press review

Check again and again

The topic of color plays the central role at Theo Beutinger GmbH



At the Beutinger GmbH we get along with low quantities of materials. Paint remainders are reused and increasingly avoided entirely.



Theo Beutinger likes the better effect formation and the attractive effect structure of the Standoblue base coat system.

saving starts much earlier. Namely, in that remainders are avoided from the beginning. (...)

Brilliant effects

Theo Beutinger is also charmed by the colors themselves. He likes the better effect formation and the attractive effect structure of the base coat system. "It makes a more brilliant impression on the whole", in Beutinger's opinion. "Standoblue is ideal in terms of sprayability. And, with a few exceptions, the painting in is problem-free. And the color accuracy", he emphasises, "is significantly better than that of earlier base coat generations." (...)

Not all customers of Theo Beutinger are secretive, but he simply can't talk about some orders, for example, about the high-gloss, black painted, bizarrely shaped parts standing around in the open depot at the moment. They are part of a large anniversary machine, which an international agricultural machinery maker is treating to an especially fine dress of paint. (...)

High demands

(...) A year ago, operations converted to the Standoblue base coat system of the Wuppertal paint manufacturer Standox. They were initially assisted in the process for three days by the Standox application technician Heinz Dumke. "We are really managing very well with Standoblue. Due to our special customers, but also to our own ambition, we have achieved a high level of quality."



Standox application technicians initially accompanied the conversion process to the new base coat for three days.

The days in which "a lot of material helps a lot" are long past. This is because quality and cost aspects play a much too important role. Paint remainders are kept to be used for minor repairs, for example, to mirrors. But the



Standoblue – a quality product by and for pros

The Standoblue base coat system is conquering Switzerland



The first step involves color classification.



This functions without problems for older vehicles or those without color code: the interplay between the color measuring device and Standoblue.

Industriousness, endurance, purposefulness, perseverance and quality consciousness – those are, if you will, the "little" secrets for the success of the Carrosserie Neuenhof AG in Neuenhof in the Aargau near Baden.

But of course also: loyalty. And for the operations manager and company co-owner Urs Gottesleben (56), this already starts with dealings with the staff. (...) The "Aargauer" appreciates loyalty above all, but also in the relationship between the bodywork company and suppliers. For example, Standox – cooperation based on mutual trust and respect that has been functioning ideally for decades. The initiator of this exceptional partnership of the bodywork company and the Standox supplier André Koch AG in Urdorf ZH is Urs Gottesleben's father Emil: he started the business relationship of the two parties in 1958. (...) Now, 53 years later, the history of the two companies is being expanded by a chapter: The decision makers of Carrosserie Neuenhof AG have allowed themselves to be convinced of the advantages of Standoblue and introduced the new base coat system into operations in January 2011. (...) Today Urs Gottesleben can hardly imagine having to

work with another product. "The color accuracy of Standoblue is above average, because a wet comparison is also possible.

More rapid drying through also offers us much greater economic efficiency", the company head summarises the Standoblue benefits. And Felix Munoz, head of the paint shop, praises not only the exemplary spot repair capability, but also the high level of color accuracy, which would allow him and his painters to paint more at the edge. It is also a fact that the interplay of the color measuring device

and Standoblue functions exceptionally well. (...) These are all quality aids that the Aargau bodywork company no longer wants to do without: "We are Swissgarant-certified, which means, among other things, that we provide a guarantee for our repair work for the life of the vehicle. For that to work, we need only exceptional products in every respect".



Offer constant support: the application technicians from Standox: In the photo: René Tschamper (right).

Standoblue pioneer

The Kölbl company in Lehdorf in the Waldviertel (forest quarter) was one of the first painting companies to decide in favour of the innovative automotive repair paint Standoblue.



Karl (3rd from left, back), Simon (2nd from left) with daughters Sarah and Veronika Kölbl, master painter Josef Dörr (2nd from right), Standox head of marketing Andreas Auer (l) and Standox account manager Mario Litzellachner.



Master painter Josef Dörr also swears by Standoblue.

(...) There's no longer any need for advertisement for the paint shop in Lehdorf in any case. In Vienna one would speak of a benchmark; at the automotive regulars' tables in the Waldviertel you can hear the awe everywhere: "Have you heard, Kölbl is using something new again." So it's no wonder that the Lehdorf "automotive institution", with its three painters and two inquisitive apprentices, was the first Standox partner in the north of Lower Austria to make use of the automotive repair paint Standoblue. (...)

Advantageous. Many hundreds of painted vehicles later, the Kölbls are today true Standoblue fans. (...) "The new automotive repair

paint is extremely economical and dries more quickly than the previously used material. In contrast to before, we now only need one shop operation. (...)", the enthusiastic entrepreneur pays tribute to the good price-performance ratio. Master painter Josef Dörr also confirms the advantages of Standoblue: "(...) I naturally appreciate a repair paint like Standoblue, which sets new standards in terms of color accuracy. (...)."

Trend-setting. For the Kölbl company, the use of Standoblue is thus further proof that enthusiasm for innovation pays. This is why they have already been using the electronic color measuring device Genius for years, a trend-setting UV technology, and today uses the af-

fordable spot repair method professionally. Standox Austria head of marketing Andreas Auer: "Standoblue distinguishes itself through its flexibility in usage and its simple handling." (...)

A look at the practice – Operational experiences with a new painting technology



The head of body construction and the paint shop at Mercedes-Benz in Prague-Stodůlky, Pavel Hrubý (left) and master painter Karel Hanka.

The **SERVIND, s. r. o.** company launched a new series of base coats under the designation **Standoblue Basecoat** onto the Czech market early this year. (...) We were interested in hearing more about the first direct experiences with these paints.

This is why we spoke with employees of one of the most demanding customers – the Mercedes-Benz brand paint shop in Prague-Stodůlky. (...) We spoke with the heads of the body construction department and the paint shop, Pavel Hrubý and master painter Karel Hanka.

Standoblue is viewed as a revolutionary paint. What are your practical experiences?

(...) The main advantage of Standoblue is its clearly simpler usage. (...) Standoblue is less vulnerable to fogging and dripping, and is on the whole significantly more resistant to application errors. The quick ventilation makes it possible for the painter to very quickly under-



take correction directly in the cabin when dirt falls onto the base coat. (...) Easy usage is joined by another advantage: the paint is significantly less sensitive to temperature and air humidity. (..)

What do the painters think of the new paint?

They can work with the new paint much more easily, and much more quickly. Painters are generally quite conservative and usually not very enthusiastic about innovations of any kind. However, in this case the reaction was very positive. (...)

Up to now you have only spoken positively about the new paint. Have you also found weaknesses?

We haven't found any weaknesses, but we have already discovered one property of this paint: Standoblue requires precise preparation of the surface. (...)



Increased productivity originates from the right paint



The company employs 37 staff on 2,000 m².

The Métiffiot car body company in a suburb of Valence (26) is viewed as a model plant. The long-established family-owned company moved five years ago into a small automotive city, where it set itself up on an area of 6,000 m². (...) On a covered area of 2,000 m², 37 employees work in the car body and maintenance area, which looks after 30 to 35 repair orders daily, of which approximately 20

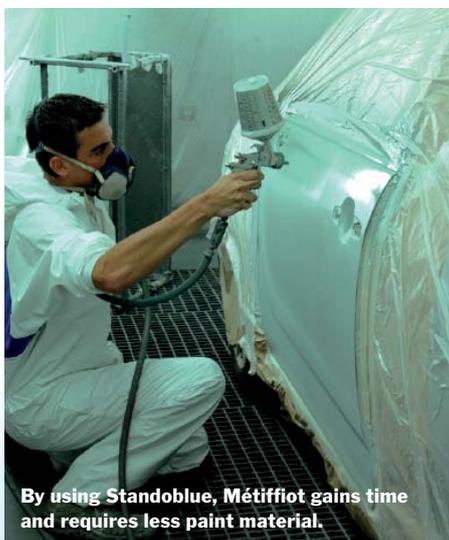
involve bodywork and painting. (...). "We must become more versatile in our specialty, the passenger vehicle area", explains Stéphane Métiffiot, head of car body operations.

"We require less paint and usage is simpler, even though another process is required".

Stéphane Métiffiot, head of car body operations at Métiffiot

Focus on customer satisfaction

(...) Today the operations have an annual turnover of 3.8 million Euros, of which 70 percent originate from the car body area. "The working conditions are growing increasingly more difficult, especially due to the pressure being applied by insurers. Nonetheless, we have to adapt by making use of all means to increase our performance", he continues. One solution is the usage of the new Standoblue base coat system from Standox. (...) After six months the decision makers of the car body operations are not yet able to precisely estimate the returns of the product. The product is in fact 15 to 20 percent more expensive. At the same time "we save time and space for repairs. We require less paint and usage is simpler, even though another process is required", he emphasises. This example demonstrates the importance of the right paint for the productivity of a shop. (...)



By using Standoblue, Métiffiot gains time and requires less paint material.



Fred Haas Toyota Collision Center Converts to Standoblue to Improve Profits and Productivity



Painting technicians at Fred Haas Toyota's Collision Center always ensure their customers receive quality repairs, but their jobs have been made easier by the quality of Standox paints.



Employees of the Collision Center at Fred Haas Toyota are pleased with the benefits of switching to Standox Standoblue paints.

As any collision repair shop owner or manager knows, you have to do quality work, you have get it done on time and you have to make money doing it. That's why the Collision Center at Fred Haas Toyota in Spring, TX, chose to switch their paint to Standoblue. When considering their paint options, Collision Director Jeff Debner noted that Standoblue was "the clear winner. It was the better product from a profitability, productivity and quality standpoint."

After 14 years running a busy body shop that repairs roughly 400 vehicles monthly, Debner knows how important time can be, so he found Standoblue very appealing when he learned how quickly their basecoat dries. Even better, the main reason this system dries so much quicker than others is because it is designed to minimize steps by allowing fast application in only 1.5 spray passes. Because of this, Debner said, "We use less of the product and the product dries faster, leading to increased profitability and productivity which were the biggest factors in our decision to make the change." (...)

This emphasis on quality led Debner to explore the option of switching to Standoblue. In addition to Standox commitment to color accuracy, excellent sandability and efficiency in application, Standoblue basecoats blend seamlessly with existing Standox refinishing systems. To assist refinishers with finding the right color quickly, Standox also offers a variety of color tools in a reliable range of both digital and conventional tools. Since Standox makes their job easier, the painters at Fred Haas Toyota's Collision Center are very satisfied with the change. (...)

Standox always strives to ensure that customers receive their full support when converting to Standoblue so that the transition is as smooth as possible, and Debner confirms their success; "it was a pretty seamless transition... we learned the differences about the product and it was an even flow to transition to Standoblue." (...)

Debner believes that what makes his repair center different from their competitors is that their quality workmanship is "head-and-shoulders above the average repairer." He added that all repaired vehicles undergo a rigorous quality inspection before being released to the customer. (...)



Fred Haas Toyota's Collision Center has seen an increase in profitability, productivity and quality since beginning to use Standoblue.



The Art of Refinishing