

How Many Ways Can You Win?

Tim Loden, Director of Marketing



Is it possible that shifting to waterborne products could be a win-win for collision repair shops and the environment?

In the 70s and 80s Akzo Nobel helped thousands of painters overcome their fear of 2K topcoats. How many would go back to enamels now? Zero – even though you can buy some pretty cheap enamels if you want to. Then base-clear was introduced. “What? I have to spray a base AND a clear? What’s up with that?” And now single-stage paint jobs are less than 10% of the market.

With the introduction of VOC regulations there was a dire prediction that 50% of the shops would go out of business. And what happened ... a significant reduction in VOC emissions and almost no reduction in the number of shops. Did some go out of business? Yes, and they were replaced by new shops that were able to meet the challenge.

Times change. Technologies change. WE change. And sometimes industries need a little nudge to do the right thing.

Right now in Canada and California, the regulators have given our industry another “nudge.” Waterborne products are better for the environment and surprise...they work! So why not do the right thing.

What are the lessons learned so far?

- Our waterborne products work – in fact they work well. Autowave’s color match is excellent, and the Superior 250 Clear is awesome. Most painters who make the transition can’t imagine going back.
- Change is never simple and it’s never the same for everybody. Some shops will resist, but most will adapt, just as they did in the 80s and 90s. And at Akzo we feel it is our job to help them.

So don’t be surprised when you see interest in waterborne from outside California and Canada. Early adopters are everywhere: Boise, Baton Rouge, Buffalo and Boston. And we’re ready, willing, and able to help them move into the future.

Can waterborne really be a win-win? You bet.

Dana’s Collision Center – Waterborne Early Adapter

Dana’s Collision Center in Fredericton, NB, Canada recently converted to Sikkens Autowave and General Manager Dana Alexander is extremely happy with it. His technicians actually like using it better than solvent-based products. They like the performance, feel it has good color match, and find that blending with metallics is much better, especially on the flip. They are also happy that it has little or no odor and it’s better for their health. The opinion at Dana’s is that Autoclear Superior 250 is an excellent clear coat. It’s deeper, holds gloss better, and does not *die back*.



Fredericton Mayor Brad Woodside congratulates Dana Alexander (right) on his Collision Center’s waterborne conversion.

Dana made the decision to convert to waterborne now rather than later, primarily because he feels it is the right thing to do for the community and his workforce. Additionally, and wisely, he felt that converting early would ensure that he would have better access to training and support. He knew there would be a learning curve in switching to a new paint technology so he wanted to be sure of getting support when he needed it. Dana predicts that those body shops that wait until the last minute will encounter difficulty getting the assistance they need as resources will be stretched so thin.

Dana branded his van with Sikkens and “The Future is Water” decals (see photo right) to promote his collision repair center as one that is environmentally responsible in supporting the community.

Inside this issue...

- Letter from Tim Loden
- Dana’s Collision Converts to Waterborne
- Which Curing Device Is Right for your Shop?
- Countdown Calendar
- Holmes First Multi Shop Conversion in CA
- Autoclear Superior 250 Clearcoat



WHICH WATERBORNE CURING DEVICE IS RIGHT FOR YOUR SHOP?



*Rick Farnan , Facility Planning Manager
Akzo Nobel Coatings, Inc.*

Is Your Spray Booth Ready for Waterborne Curing Devices? Which device is the right one?

Hint: All down draft spray booths are not created or installed equally. (Visit the Akzo Nobel Coatings Inc. website for more detailed information.)

There are three categories of waterborne curing devices.

Air Accelerators – Fans – Blowers/Nozzles

Each one is designed to increase air flow and accelerate the drying process. All three are located outside of the spray zone. When activated, each has the potential of destroying the “shield,” or clean air environment around the vehicle, and placing contaminants on the newly painted surface.



**Hand-held
Single Panel**

This article will address the first category, Air Accelerators – the various types available, key locations for placement within the cabin, and the support equipment necessary to operate and maintain operation. Future articles will complete the series and provide helpful tips for understanding and using this equipment properly.

Air Accelerators

Air accelerators can be hand-held, stand-mounted or compressed air loop devices.



**Stand
Multiple Panels**

All use both cabin and compressed air to increase the air flow to the vehicle surface. The combination of the cabin and compressed air, through a vortex in the housing of the device, accelerates the velocity of air to the surface.

The operation is simple. The spray gun and air accelerator use the same compressed air hose. Once the spraying of base is complete, the operator switches from one device to the other. The distance from gun to vehicle surface, and the air pressure to the gun, will affect the drying time.

Hint: Keep a hand-held unit available for hidden/hard to reach areas.

TIP: All three devices use compressed air. Depending upon the number of devices you’re using and the time spent drying, this could put a drain on your air compressor. For these types of drying devices, check to ensure that your compressed air is adequate and delivering clean air.

There are several manufacturers of air accelerators throughout North America. Although they are similar, the operation of each may differ.



**Compressed Air Loop
One to Multiple Panels**

To summarize, before deciding on which waterborne device to choose, first understand that your paint booth must have good cabin balance, even air flow at the grating level, and you must know when to activate these devices as well as where they should be placed.

Hint: Placement and exposure time are critical for proper curing of waterborne coating.

COUNTDOWN CALENDAR



**Months remaining before rule
changes go into effect:**

California

SCAQMD: **8 months**

San Joaquin Valley: **14 months**

Canada—**14 months**

Holmes Body Shop Group Completes First California Waterborne Multi-Shop Conversion

(Pasadena, CA) The first California multi-shop operation conversion to waterborne is now complete. Holmes Bodyshop Group in southern California recently finished making the transition to Sikkens Autowave in all eight of its locations. The company began with its Riverside location a year ago, then made the decision to convert the other sites ahead of schedule as well. All California body shops in the South Coast and San Joaquin Valley are required to implement waterborne paint technology by the end of 2009.

"We were very pleased with the process and the results," said Steve Morris, COO for Holmes Bodyshop Group. "The technical team from Akzo Nobel really prepared us well and that made a huge difference. We were a little nervous, not knowing what to expect, but it was really uneventful. The process was complete and it was business as usual."

Holmes Bodyshop Group has been in business for more than 30 years. The company is headquartered in Pasadena with seven other shops in the San Gabriel and San Fernando Valleys.

Akzo Nobel has a technical staff assisting all of its customers during the entire conversion process — everything from identifying specific equipment needs to the actual installation and follow-up training. "We understand that this is a big change for them," said Akzo Nobel's Director of Marketing Tim Loden. "It's something different. We want to make it as easy and seamless as possible. So far, our customers seem



very pleased with both the process and the products." "It's something all body shops in California are going to have to do eventually," Loden says. "It's great to see owners taking action now, rather than waiting. It could be difficult to get everyone done if they wait until the last minute." Akzo Nobel is offering special promotions for those companies who make the switch to the more environmentally friendly products now.

Why Superior 250 Clearcoat?

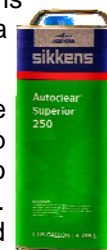


Dave Bly
Global Product
Manager, Sikkens

Changes in VOC legislation have been the latest buzz in the Automotive refinishes market for the past year. With all of these changes, it stands to reason that products will be changing in our markets to meet these new and stricter limits. Our California and Canadian markets have currently adopted this new legislation with additional areas considering the change. The most significant change is from solvent-borne basecoats to waterborne. In the past, all of the paint companies have looked to produce clearcoats which will work on both styles of basecoat. This approach, while valid, lends itself to finishes that work, while at the same time may not be optimal.

For this reason, **Sikkens Autoclear® Superior 250** was the logical next step in Akzo Nobel Car Refinishes waterborne technology. This state-of-the-art clearcoat has been specifically designed for enhanced properties and performance over Autowave. It is VOC-compliant, contains fewer solvents, and is less harmful to the environment. It is also extremely versatile and can be used for all types of repairs in a wide range of temperatures.

The performance of Autoclear Superior 250 allows the collision shop complete control over the speed of the painting process. Drying speed can be adjusted between 15 and 30 minutes at 140°F (60°C) based on shop production requirements. This large application window means that fewer errors are made. It all adds up to faster throughput. With excellent flow and gloss levels, 250 delivers a superior finish at all drying speeds. The high gloss finish is easy to polish and highly scratch resistant. And the new low molecular weight and high solids resin mean usage per-job can go down from 15 to 30% based on the application.



A wide range of speed is still available through a very compact assortment. The assortment of reducers affords you control of the curing speed of the clear coat, while at the same time controls the flash-off speed. So depending on the job size, curing speed, and the flash-off time you want, you only need to pick one of three reducers. The new Autoclear Superior 250 is so easy to apply that minimal training is required, even if your staff has never used VOC-compliant clear coats. Two words sum it up – **versatile** and **robust**. Customer response to the introduction of this new and innovative clearcoat has been tremendous. We believe that Autoclear Superior 250 puts Akzo Nobel Sikkens in a leading role in this new and changing legislation environment.



15.5% superior,
Sikkens Autowave System... the clear choice.



Our Focus — your success.

Find out how others are preparing for the future. Contact your local Sikkens representative or call 1-877-FOR-AKZO to receive a FREE copy of "The Future is Water" DVD.



Akzo Nobel Coatings Inc.
5555 Spalding Drive
Norcross, GA 30092



Printed on recycled paper