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THE ULTIMATE FINISH

ISSUE 21 APRIL 2018

TOUGHER THAN TITANIUM

1951 FX HOLDEN UTE RESTORATION

IN THIS ISSUE

AXALTA JOINS
FORCES WITH
FINIXA

RESTORATION
OF A 1939
DODGE HEARSE

INTRODUCING
SAGOLA'S LATEST
SPRAY GUNS

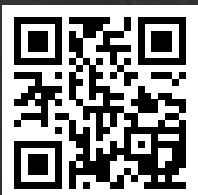
WORLDSKILLS
COMPETITORS SHINE AT
THE REGIONALS



new think big data
research social network
growth inspiring brainstorm
experience global business work motivation
success creative teamwork
connection communication plan
vision innovate
ideas solution performance
information analyzing occupation
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Do you have a great story?

We'd love to hear it!
Email axalta-information@axaltacs.com
or call 1800 292 582.



Message from the **MANAGING DIRECTOR**

Celebrating industry excellence

I'm always encouraged by the excellent work being done in our industry by bodyshop owners, employees and our customers. It shows time and again how, as an industry, we are constantly striving to improve ourselves, the quality of work, and the way our businesses are run.

This issue is a celebration of the outstanding achievements of business owners across Australia, recognising the importance of excellent health and safety, customer service and business sustainability initiatives.

The next generation of car painters are showing incredible talent, and we are proud to support the WorldSkills Australia Regional competitions. These competitions saw great work, as described on Page 5, with four regional winners vying for a place at the National Competition to be held in early June at the 2018 Skills Show in Sydney.

We are always astounded by amazing restorations our clients undertake. The paint work can take your breath away, and just a few are shown here, from a 1951 FX Holden Ute through to a 1939 Super Hot Rod Hearse.

Not to be limited to cars, we also feature in this issue the wide variety of vehicles, from agricultural chaser bins to emergency and Defence vehicles. It showcases how versatile our product portfolio is – but also demonstrates how our clients can count on a reliably high quality finish, no matter the application.

Steven Brett
Managing Director
Axalta Coating Systems



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Published for and on behalf of Axalta Coating Systems by Solutions Outsourced.

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Axalta Supports

**WORLD SKILLS COMPETITORS
EXCEED THEIR SKILLS LIMITS**

Dusti-lee Franchi did us proud at the 44th
WorldSkills International Competition in Abu Dhabi



For more than a decade, Axalta, in collaboration with WorldSkills Australia, has promoted quality training and education in trade related fields in the automotive industry for young people who dream of becoming the 'best of the best'. Training in products, sustainable techniques and problem-solving strategies has led to several young men and women representing first their region, then Australia with the hope of representing their country on the international stage.

Dusti-lee Franchi - An Outstanding Performance in Abu Dhabi

Axalta is incredibly proud of Dusti-lee Franchi for her outstanding performance in car painting at the 44th WorldSkills International Competition in Abu Dhabi, 14–19 October, 2017.

From the beginning of Dusti-lee's WorldSkills Australia journey, Axalta supported her quest to become the best vehicle painter in Australia – and the world. Her superior talent has been nurtured through ongoing mentoring, one-on-one Standoblu product training, and by providing exposure to the latest work practices and techniques. Each step prepared Dusti-lee to become the best in her category.

Dusti-lee consistently showed dedication, commitment and excellence. She won Gold at the Western Australian regionals in 2015, followed by Gold at the 2016 Nationals in Melbourne. Today, Dusti-lee is ranked 10th in the world, and competed against 26 other talented competitors to win the coveted Medallion of Excellence in the category of Car Painting.

"We are extremely proud of Dusti-lee's outstanding achievement in Abu Dhabi," said Paul Polverino, National

Training Manager for Axalta Coating Systems. "It not only signifies the high level of Australia's vocation education, but highlights how important it is for Axalta to continue our efforts in supporting these young professionals. Dusti-lee is an inspiration to all young Australians who are thinking about entering our industry, especially encouraging women to consider this as a career path."

Dusti-lee was part of a formidable team of 'Skillaroos' who represented WorldSkills Australia. WorldSkills Australia's commitment to nurturing the skills of young Australians pursuing a trade, led to the 'Skillaroos' being ranked in the top 10 in the world.

2018

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Show
SYDNEY**

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WWW.SKILLSSHOW.ORG.AU



South Australian Regional Competitors with Luke Alexander, (far right), winning Gold

Competitors Shine at Regionals

As Gold Partner of WorldSkills Australia, Axalta held several regional vehicle painting competitions across Australia in 2017. These competitions provided trainee apprentices the opportunity to test their skills against one another and, for the most talented, to progress to the WorldSkills National Championships. The Championship is Australia's largest vocational education and excellence competition, and will be held at the 2018 Skills Show Australia, 2-4 June at the International Convention Centre in Darling Harbour, Sydney.

Axalta supported several competitions around Australia, including competitions at Adelaide's Motor Trade Association, Axalta's Gold Coast Training Centre in Queensland, and at TAFE NSW's Glendale, Ultimo and Campbelltown campuses.

"Axalta's commitment to supporting events that promote outstanding levels of craftsmanship and the industry's sustainability is incredibly important," explained Paul.

The one-day regionals were fiercely contested and pushed competitors to their technical and professional skills limit.

The competitors used Axalta's premium waterborne range, Standoblue and Standox's Xtreme Clear, which enabled them to be ready for polishing and applying decals in just 20 minutes. Competitors Kaine Corpuz from Queensland, Luke Alexander from South Australia, Andrew Kowalski from Glendale TAFE, Sam Ross from Ultimo TAFE, and Maxine Colligan from Campbelltown TAFE, each won Gold.

"We are very proud to support these exceptional young Australians and provide them with opportunities for growth. Axalta's passion for our industry and desire to secure its future through young professionals is what drives us," says Paul. "We wish the best of luck to each competitor who has their sights on winning the National Championships, with the hope of representing Australia in 2019 at the 45th WorldSkills International Competition in Russia."



Queensland Regional Competitors with Kaine Corpuz, (third from the right), winning Gold



Andrew Kowalski Gold Medal Winner from Glendale TAFE, NSW



Maxine Colligan from Campbelltown TAFE, NSW, wins Gold



Rising Star winner Scott Stephens believes Axalta Services has greatly benefited his business

Monza Smash & SmashTec

AN INDUSTRY STAR

Scott Stephens, winner of the Rising Star Award at the 2017 Paint & Panel Bodyshop Awards, is a forward-thinking industry professional who has recently opened a second shop, SmashTec, down the street from his first award-winning shop, Monza Smash in Marrickville.

With the assistance of the team at Axalta Services, Scott has been able to concentrate on training up his staff, freeing him to work on growing his business.

Axalta Services supports businesses to develop and implement industry best practice.

Axalta Services is a division of Axalta Coating Systems, and it supports customers to reach their business goals through optimising their efficiency, productivity and sustainability. The program's services include personalised consulting and coaching, training courses on best practice procedures using Lean concepts, industry networking opportunities, and access to marketing and management tools.

The results for SmashTec owner Scott Stephens are evident, and he believes the service has greatly assisted his business.

"What I've been working on with Axalta is how we work on the floor right through to the office. Looking at the whole big picture, rather than just the paint," said Scott.

When designing and developing his second shop, Scott drew on the extensive knowledge of Axalta Services' manager Robin Taylor.

"Axalta helped with the layout of SmashTec and helped set it up for workflow, plus they also gave me the opportunity to speak to other panel shop owners that had already set up large facilities and visit them to see it all work," explained Scott. "That gave us the knowledge to be able to set it up right."

The collaborative approach has clearly worked for Scott and his staff – with the operations going from strength to strength while they continue to pick up awards for their outstanding shops.

Territory Business Manager - Anthony Thrift

Technical Consultant - Mark Latham

Distributor - Automotive Colour & Equipment

Paint System - Permahyd Hi-TEC



Rising Star Award winner Scott Stephens (left) with Richard Dudley – CEO of MTA (Motor Trades Association of Australia) (right)



Nick Farago (left) of Paull & Warner, with Steven Brett, Axalta Coating Systems Managing Director (right)

Paull & Warner Accident Repair Centre

SUSTAINABILITY AWARD

Sustainability is growing in importance across the paint industry, and those truly committed to sustainable practices have seen a marked difference not only in how they do business, but also how their business is perceived.

The Axalta Sustainability Award, which is part of the Paint & Panel Bodyshop Awards, recognises environmental and business excellence, regardless of the paint system used or whether you are an Axalta customer or not. While there were several very worthy competitors, Nick Farago and Heath Barber from Paull & Warner Accident Repair Centre took home the prize for their Belmont shop on the Swan River, Western Australia.

The greenfield site offered an opportunity for Nick and Heath to design and build a shop that would exceed environmental and business expectations, rather than trying to retro-fit sustainability initiatives to an existing building.

Being close to the Swan River, the council had concerns about the construction. However, Nick and Heath worked with the council to fully understand their concerns and to reassure them that the new shop would be a benefit to the community. Their approach was a success, with council recently awarding them an environmental award.

The shop is fitted with a solar system, neutralising energy costs during the hot Perth summers. The wash bay is fitted with an oil separator to improve environmental performance and meet the shop's sustainability targets.

"Sustainability starts on the shop floor," explains Nick. "The staff got involved and it was really beneficial for morale."

The Sustainability Award recognises more than environmental sustainability. It also celebrates sustainable business practices, such as becoming a business where people want to work, for quality and to reap the rewards of training.

Nick and Heath offer their staff the option to move between the Belmont shop and their Perth city premises, and they also offer flexi time. Staff enjoy morning tea on a Friday as a thank you for their efforts. The social gathering gives everyone an opportunity to talk as a group and highlight any potential issues and suggest ideas for improvement.

The shop has, from the building design, had sustainability as a driving objective. The outcome is that a traditionally dirty, messy business is smashing environment goals.

"The best thing for us is the support we've received from our staff and that the award has increased our exposure, especially over east, which gives us a point of difference from other shops," concludes Nick.

Do you think your bodyshop has what it takes to be the next winner of the Axalta Sustainability Award then go to www.paintandpanel.com.au/bodyshopawards



The award-winning Belmont site

Austech Wire and Cable

STANDING UP IN ALL CLIMATES AND CONDITIONS

Operating from their Braeside, Victoria location for more than two decades, Austech Wire and Cable offers a range of high-quality copper products. They proudly use Axalta's Voltron® range to coat copper wire and create magnet wire products, as it stands up in all climates and conditions.

As a global coatings company with the resources to coat just about anything, Axalta is proud to work across diverse industry and product types. The length and breadth of our range allows us to partner with businesses such as Austech Wire and Cable, which has been operating since 1997.

Austech uses the latest in cutting-edge Japanese equipment to manufacture magnet wire, and are able to offer their customers wire products of all sizes, from 0.125mm through to 1.80mm in diameter – suitable for any and every electronic and electrical application.

Austech is Australia's first oxygen-free, high conductivity copper rod and wire producer.

They are also Australia's first oxygen-free, high conductivity copper rod and wire producer, manufacturing a wide range of cable products suitable for use in cars, boats, traffic signals and irrigation.

Their world-class manufacturing facility has grown, and today they employ 65 full-time staff members. Their customers include distributors, original equipment manufacturers, electrical repair businesses and motor manufacturers, who purchase their copper magnet wire for a variety of electrical applications.

Being at the cutting edge of technology extends to every corner of their business, as all of their products are

constructed to exceed the minimum Australian and New Zealand standards. They are constantly developing new ways to meet these ever-changing requirements, which is why they're so thrilled with the performance of Axalta's Voltron range.

Austech use the Voltron range to coat copper wire and create magnet wire products, and National Sales Manager Mark Booth says it's a huge asset to their business.

"We've been using the Voltron range for eight years now. It's very good, a real top-quality product. Our customers rave about it, and it lasts a lot longer than a standard varnish," says Mark.

"We produce the Voltron coated wire for electrical motor manufacturers, who have been using it in motors for evaporative cooling systems. Over the years there have been a number of recalls of these systems, due to motors failing in the field. But the Voltron coated wire has stopped that. There's no more fails, it stands up to all climates and conditions across Australia."

Austech are always on the lookout for new opportunities, and the Voltron products have helped them gain a competitive edge within the industry.

"We're always working on developing new products," says Mark. "The industry hasn't really been doing a lot in terms of new development, so Voltron has helped us to move into a new area and develop a much larger market for that type of product."



VOLTRON

For more than 70 years, Axalta has been at the forefront of high-quality and high-performance electrical coatings insulation of copper and aluminum conductors, with its Voltron Systems. It has a proven track record with all major manufacturers of electrical equipment across all segments, including energy generation, industrial motors, power tools and automotive components.

Axalta offers tailored Voltron coatings systems that include a basecoat, a topcoat and a primer. Each work together to improve corona resistance of magnet wire dielectrics, as well as the electrical insulation of conductors. In addition, the Voltron system has high storage and thermal stability levels with a temperature index of 220°C, with the added advantage that it does not need to be stirred.

Its coating flexibility and easy-to-apply properties complements the performance profile of this dielectric material, making it ideal for the electrical insulation of conductors, which can be used in high performance transformers, generators and electric motors and modern electrical equipment.

**For more information visit
www.electricalinsulation.com**



Austech moved to their new factory in Braeside, Victoria in early 2018





The Doncaster East shop has been fully refurbished

Symes Accident Repairs

CELEBRATING 25 YEARS WITH STANDOX

Symes Accident Repairs has been around since 1949, first as a truck repair business, before converting to car repairs in the early 1980s. Having used Axalta's Standex paint range for 25 years, they couldn't be happier with the product, or the customer service.

Wayne Puckey, the Managing Director, says they now have 18 employees at their Doncaster East site, which has recently been fully refurbished to add a new office and customer service area.

When it comes to growing the new breed of talent, Wayne says Symes is very proud of their apprenticeship program.

"I've been a panel beater for 47 years, so I've been there, done that, and I find it's getting harder and harder to get decent tradespeople. We like to have a couple of apprentices in our panel shop and a couple in the spray shop, and we give them the opportunity to progress," he says.

"When we have a first year who reaches his second year, we'll employ a new first year so that the second year guy can advance up to the next stage. That way, we can really get him used to our standard of quality and our methods. We want to grow the tradesmen of the future – we grow our own, we always have."

Their approach to fostering the next generation goes beyond the apprenticeship program, as they've just signed on for the School Based Apprenticeships program, Wayne says.

"The kids can finish high school, while also going to trade school and seeing how they like the industry. They spend two days at school, one day at TAFE and two days on the job. It's a win-win situation; they want to finish their VCE and get

some units ticked off at trade school, and if they like the job and they do well, we'll offer them an apprenticeship," says Wayne.

"We also do a fair bit of work with the young kids from the local schools. My wife is a Special Ed teacher, and we get some of her students down here to have a go at detailing cars and helping out. They get some work experience and a sense of what work is all about, and if they love it, we may be able to give them an apprenticeship opportunity."

"We want to grow the tradesmen of the future."

Wayne strives for excellence in everything he does and that includes the paint he chooses, which is why he has remained committed to the Standex brand for the last 25 years.

"We actually started using Standex when it first came out, so we've used it right from the start. The product and the finish is excellent, there's no doubt about it," says Wayne. "But the main thing we love is the backup and the customer service – this support is what really sets Axalta apart from the rest. They jump to action and come out and help with colour matches, or if we have any problems. They provide great customer service."

Territory Business Manager - Michael Kirchner

Technical Consultant - Nathan Boughton

Distributor - All Cars Paint Supplies, Victoria

Paint System - Standex



Darren Myers plans for the future

Len Hollis Repair Facility

THE FUTURE IS HERE

In today's competitive market, it takes more than being "good" to make a lasting impression on discerning customers. It requires excellence in every area – something that the Len Hollis Repair Facility has certainly achieved.

Awarded the Best Medium National, Best Customer Experience and Best Medium NSW Bodyshop in the 2017 Paint & Panel Bodyshop Awards, Darren Myers is a repairer who is clearly thinking of the future. A lot of thought and investment has gone into the bodyshop, resulting in an excellent business that is well-deserving of these awards.

The dedication to all-round excellence has resulted in a shop that stands head and shoulders above its competitors.

Located in Mortlake in Sydney's inner west, the shop caters for clients who are used to the finer things in life. The shop's exterior is modern and eye-catching, reflecting the stunning interior, which is designed and decorated to the highest standard and in the best possible taste – from the designer wallpaper to the iPad bar and marble restrooms. The customer collection inspection bay is outstanding and leads directly out onto the road for the smoothest car collection experience.

The staff are not neglected in Darren's attention to detail, with a sophisticated boardroom and offices upstairs. Darren has made the most of every nook and cranny, and every spare space is utilised for storage.

Darren realises that the key to success is to look to the future, and he is not sitting on his laurels. He is proactive in

his thinking and this approach includes installing an electric car charger in the shop to allow him to cater for the early adopters, which appealed greatly to the judges. It also keeps him a step ahead of the competition and ensures he'll get these vehicles before anyone else.

The shop uses Standoblue and has also achieved an I-CAR Gold status. He's committed and believes in investment in training to provide the best quality service to his customers.



The shop's interior is stunning

Territory Business Manager - Anthony Thrift

Technical Consultant - Jason Nagy

Distributor - Partners in Paint

Paint System - Standoblue



The amazing restoration was 20 years in the making

1951 FX Holden Ute

TOUGHER THAN TITANIUM

A stunning restoration of a 1951 50-2106 FX Holden Ute was made possible with a great partnership between brothers Michael and Matthew Ellard, owners of Image Conversions in Riverstone, and car owner Grahame Barker.

The end result is an award-winning restoration, winning 'Top Judged Elite' at Summernats 31 2018.

The car was originally purchased 20 years ago as a first car for Grahame's son, who was 16 at the time. The intention was basic modifications and paintwork.

Grahame explains, "I've always been interested in cars, but never modified one before. The project started and things got seriously out of hand. Summernats was a dream realised."

"When we got the car, it was a bare shell," said Michael. The car had been in a couple of workshops before it arrived at Image Conversions in January 2017.

"There were a number of challenges. Modifications were necessary to upgrade technology, as the car had been started twenty years ago, particularly the bonnet and hard lid driven by linear actuators. The bumper bar, grille and surrounding panel work needed a lot of work to achieve the result we wanted. Grahame kept telling us he wanted an understated, stylish car – we quite often heard 'less is sometimes more'."

"He wanted a colour that wasn't going to date," explained Michael. The final choice being Titanium, a classic-looking colour from the Spies Hecker range.

Axalta rep Steve Bulman took a personal interest in the project, supporting his good friends Michael and Matthew, helping them at every stage.

"He helped us through the process," said Michael. "He helped with the prep work and the painting and supplied the technical data on the paintwork as well. He was at the shop weeknights and weekends working on the car with us."

After the body work was complete, it was time to start on the interior.

"The interior has Commodore bucket seats with centre armrest, in taupe leather with suede trim. Again, a couple of trim workshops had worked on the car, with Hytone at Riverstone finalising the trim," Michael said. "We fabricated the centre console and made a single piece fibreglass headlining, which sets the interior apart from others."

The FX runs a Holden L67 3.8-litre V6 motor mounted in a fully smoothed engine bay with concealed bolts fixing the guards with a custom-made engine cover.

"The team took the car beyond what we ever thought was possible – the boys from Image took the car to the next level and exceeded all expectations," finished Grahame.



The attention to detail makes this restoration sing



An excellent shop providing outstanding customer service

Sommerville Smash Repairs

A GOLD STANDARD SHOP

Sommerville Smash Repairs brings over two decades of business acumen and quality services to their customers, which has deservedly resulted in the shop and owners, brothers Carl and Chris Agnew, being awarded the Best Large Shop Queensland in the 2017 Paint & Panel Bodyshop Awards.

Originally located in Southport, the brothers moved the shop to Nerang in 1999 to operate the only large shop in the area.

“From here, we evolved every year and the business got bigger and bigger while our relationships with our customers – mostly insurance companies – grew stronger,” explained Chris.

It’s clear that maintaining relationships with their main contracts is a driver that keeps Chris and Carl constantly striving to improve their service – from quality to turnaround.

The shop’s ability to process remarkable numbers – 75 cars per week with just 27 staff members – has been a key to their success and a clear indicator of the reason they won the 2017 award for Queensland. The passion and obvious dedication is evident at every stage.

Processes are the key to perfection for this busy shop.

“We have excellent cycle time through the shop due to the fact the shop is heavily processed,” says Chris. “From customer drop off to pick up, our excellent customer service is the result of processes from the front of the shop to the back that the staff must follow.”

Carl and Chris pride themselves on the excellent working environment, a result of the procedures they have in place.

“The place is run on procedures,” says Chris. “Despite the high turnover of vehicles, the workshop is calm and the tradesmen left to do their jobs properly and do it well.”

Such excellent management and a passion for training makes Sommerville Smash Repairs a sought-after workplace for those in the trade.

“The business has a good reputation and we don’t have a high staff turnover. We’ve had five employees take long-service leave and two staff members have been with us for over a decade,” explains Chris.

Carl and Chris are also helping to support the future of the industry and although there is a chronic shortage of apprentices, they currently have five. They also ensure their tradesmen receive ongoing training – including paint courses with Axalta.

The shop also takes advantage of Axalta Services to support their business goals.

Axalta provides opportunities for staff training, and whether on site or off site, are most valuable and a must in today’s insurance contracts,” says Chris. “Axalta Services’ business council meetings are also extremely beneficial to keep our staff and management up to date with current trends, technologies and general trade direction.”

Not content to sit back, Carl and Chris have plans to grow their business in 2018 by continually improving their quality control procedures, building their staff’s skills with additional training and solidifying their reputation even more.

Territory Business Manager - Stephen Morris

Technical Consultant - Jason Farrow

Distributor - Oz Trade Supplies

Paint System - Permahyd Hi-TEC

New Alliance

AXALTA JOINS FORCES WITH FINIXA

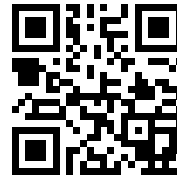
In late 2017, Axalta announced a new alliance in Australia with automotive consumables giant Finixa, which will make Finixa products more readily available through Axalta's network of distributors.

Belgium-based Finixa design and manufacture an extensive range of quality products aimed specifically at the collision repair sector. This includes panel and paint preparation products, paint consumables, personal protection equipment (PPE), spray booth products and more.

And, like Axalta, Finixa continuously evolves to meet the ever-changing demands of the automotive industry through extensive research and development which focuses on product innovation and improvement.

"Through our alliance with Finixa, Axalta is able to provide our customers with an extensive range of non-paint products designed to speed up process times for greater throughput, which will translate into more revenue for the bodyshop," explained Paul Wake, Axalta Coatings Systems' Sales Director.

With increased pressure on pushing jobs through, it's important to use products that can provide quick and efficient repair solutions. The consistent quality of Finixa products ensures there's no product failure during the job. Repairs are done right the first time, every time with the right consumables.



Scan QR code to view Finixa catalogue.

Finixa products are available through Axalta's distributor network.

AND THE WINNER IS...



Earlier this year, Axalta launched its 'Reel Experts Can Tackle Anything with Axalta and Finixa' promotion to celebrate its new alliance with Finixa. Up for grabs was a Quintrex 450 Fishabout Boat valued at \$26,500 including a trailer, safety equipment, registration and dealer delivery.

We are excited to announce that the winner of this brilliant prize was John Spetiri of Buraneer Smash Repairs, Caringbah North, NSW, who purchased his promotional kit from Axalta distributor Pinnacle Paint Supplies.



The 5 Star Panels shop is always clean as a whistle

5 Star Panels

FIVE-STAR QUALITY

5 Star Panels has grown and grown over the last six years, from 500m² in its original location to its current address near Tullamarine Airport two years ago, where it expanded again to 2,000m² just eight months ago.

Owner Fred Sleman knows that the best businesses are built – and grow – on their reputations, and he is dedicated to being the best in the business. The expansion was ambitious, but Fred admits he's a bit of a risk taker.

“Axalta is the only water-based product we use and it's a process that works - you can implement it in the workshop hassle-free.”

“The very first thing I wanted was a good reputation for high quality of work,” Fred explains. “Everything we do has always had to be of a high standard and I think we do have a good reputation for our work. People want to come to us, that's one of our major pluses.”

In addition, the modern shop is clean as a whistle, enhancing the customer's experience of the business.

“We have a big focus on customer experience,” says Fred. “No-one likes to have a bingle, but we make the process after that as easy as we can. We keep the customer up to date with SMS or phone calls, the method of contact is up to them. They'll also get a courtesy car, even if they only have a small scratch. We can upload images to their insurer and we're looking into a program that we can keep all customers up to date with pictures, regardless of which insurer they're with.

“The workshop is new and we clean it every day. I don't like seeing things on the floor! If you walk in on a Monday morning, the shop shouldn't look any different than it does on a Wednesday afternoon.”

The processes Fred has put in place has seen turnover increase from 10 to 12 cars a week to close to 40 - all while keeping the quality top-notch.

“My manager and I oversee everything,” says Fred. “We check every job before it leaves – a car doesn't leave our shop without one of us checking it first.”

Quality assurance and processes are all part of the package, but Fred insists that it's his staff that make the shop special.

“My staff, my core group of guys, are loyal and have a great standard of work and, in all honesty, I couldn't achieve the quality I do without them.”

Territory Business Manager - Michael Kirchner

Technical Consultant - Martin Steyn

Distributor - Jefferson Paint Supplies

Paint System - Cromax Pro



A brilliant 5 Star Panel car



Superformance

SUPER RESTORATIONS SHINE BRIGHT

Grant Malseed and his team at Superformance have been serving car enthusiasts in Brisbane for more than three decades, providing performance products and working on vehicle restorations and rebuilds using the Cromax paint range. Their latest restorations are testament to their incredible attention to detail and craftsmanship.

1939 Super Hot Rod Hearse

Superformance has been working on automotive projects for car enthusiasts for the past 36 years. They currently have 15 staff, including some second-generation employees.

“Our customers are car guys and gals who own street rods, muscle cars, pick-up trucks, street machines, drag cars, motorbikes and boats,” says owner and director Grant Malseed.

The team has recently completed a rebuild of a 1939 Dodge Hearse, using the Cromax paint range, a product Grant says they love due to the superior tech support and ease of use.

“The Dodge started its life as a hearse, and then turned into a utility-type farm vehicle. The owner literally chopped the roof off, to use it as a farm ute!” says Grant.

“As it was used less and less, the owner drove it into a barn and left it there. As the years rolled on, so did the red dust collecting on the vehicle. The seats were original, filled with hessian, and you can imagine the vermin that made it their home! However, the interior wooden frame under the metal body was in exceptional original condition,” he explains.

“This Hearse has a full steel body, with a little rust – but not enough to show its age,” he adds. Luckily, the farmer had stored the roof, glass and chrome rails carefully, which kept them in great condition.

“We wanted to transform this old girl into something that any rev head would love as the final ride.”

Grant says the plan was to rebuild the vehicle into a functional Hearse, but Hot-Rodded-up. “We wanted to transform this old girl into something that any rev head would love as the final ride,” he says.

For the rebuild, the team installed a 350 Chev engine and Turbo 700 transmission, fully modified the chassis and worked on the interior to ensure it was a full replica of the original, with all the timber removed. They wanted it to look as close as possible to the original, with the addition of huge wheels and tyres and an ultra-low stance. All the original chrome items still take pride of place on the vehicle, and the sensational Cromax gloss black paint brought it back to its former glory.



1939 Dodge Hearse



1939 Hot Rod Interior

Destined for the International Stage

Las Vegas is calling the team at Superformance, whose latest project, a 1980s Chevy C10 truck, is set to be showcased at an international vehicle event!

The truck has already been featured on the Australian TV show *Rides Down Under: Workshop Wars*, which aired on Channel One in late 2017.

The team essentially rebuilt the 40-year-old vehicle, which was looking a little tired and sporting a few dents after many years as the workshop's delivery truck.

They had just three months to complete the project and have the vehicle ready for the show's final episode, where they faced off against other teams from workshops in New South Wales and Victoria at Calder Park Raceway, just outside Melbourne.

"We knew the timeframe was always going to be very tight," says Grant, "especially as we elected to do a proper build with lots of custom touches."

Using Cromax, they were able to achieve their refinishing goals in the timeframe, though it required a lot of hard work and long hours along the way.

"The guys were working into the early hours for weeks, and 2,270 man-hours went into the project."

"The guys were working into the early hours for weeks, and 2,270 man-hours went into the project," Grant adds, praising the dedication of his hardworking team.

With new suspension, a custom-built chassis and amazing cockpit-inspired cabin, the truck is almost unrecognisable, and Grant is extremely proud that his team managed to turn out such a terrific result almost entirely in-house. The only element they outsourced were the seat trims.

They hope to appear on the next season of *Workshop Wars* for a repeat performance, as well as possibly taking the Chevy to the SEMA automotive show in Las Vegas later in 2018 to show it off on the international stage.



Chevy C10 Truck

Territory Business Manager - Stephen Morris
Technical Consultant - Michael Barrie
Distributor - Harts Automotive Paint Supplies, Brisbane
Paint System - Cromax

Capital Bodyworks

MANUFACTURING VEHICLE BODIES

Delivering excellent results and productivity, Imron Fleet Line is Cromax's advanced product system for commercial vehicles, trucks, buses and trailers – something Capital Bodyworks is leveraging to their advantage.

Specialising in manufacturing and refurbishing vehicle bodies, Capital Bodyworks chooses to work with Imron Fleet Line to service customers across two facilities in regional New South Wales.

It's the ability of the coating systems, which provide a full colour offering and a comprehensive undercoat package, to deliver longevity and durability that impresses the team at Capital Bodyworks. Since 2002, they have been manufacturing vehicle bodies for government agencies, dealerships, fleet owners and the general public.

Their customers demand optimal results, as all their vehicle bodies are custom built to meet their customers' specific needs and this means they also require a superior finish.

“We’ve been using the Imron Fleet Line paints for two-and-a-half years ... it’s a great product [and] it gives a good finish.”

“As a truck body manufacturer, our typical customers vary, but the major ones are our fleet partners. We do a lot of work for Roads and Maritime Services, Hunter Water, surrounding councils and local truck dealers,” says manager Dwayne Schalk.

“We’ve been using the Imron Fleet Line paints for two-and-a-half years now. Axalta came and put the system in for us and after we tried it, we found it was a better system to use. It’s a great product – it gives a good finish for the trucks, and it’s suitable for industrial vehicles.”

Capital Bodyworks currently have two workshops, one in Tamworth and one in Tomago, and the 26 staff employed across the two sites have a collective experience of more than 100 years in the vehicle body industry.

Territory Business Manager - Anthony Thrift

Technical Consultant - Steve Viney

Distributor - Southern Cross Paint Supplies

Paint System - Imron Fleet Line



Imron Fleet Line gives a great finish on trucks



The finish is suitable for trucks and industrial vehicles



Customers demand optimal results



The J1 Bedford truck was restored for Temuka's 50th anniversary

Elite Transport Refinishers

TRUCKS, HELICOPTERS AND EVERYTHING IN BETWEEN

Redruth Paint and Panel started out as a small, suburban smash repair shop. Forty years later, Grant Goodall's modest business has evolved into a diverse and thriving commercial vehicle repair facility – complete with its own helipad!

Now known as Elite Transport Refinishers (ETR), located in Timaru, around 160km south of Christchurch, the business counts a number of the South Island's biggest transport companies as its customers: the Dynes Group, Hilton Haulage, Delta Stockcrate and Temuka Transport.

Grant's desire to do the very best for his clients sees ETR working closely with a variety of local suppliers including engineers, metal polishers and signwriters. Grant says Andrew Geddes at Timaru Signs & Graphix ensures the finished product exceeds customer expectations. Going the extra mile means ETR has even installed two 16m paint booths and stationed a staff member at Delta Stock Crates, an aluminium stock crate manufacturer.

Their relationship with Temuka Transport, meanwhile, extends back three decades. "We were honoured to recently celebrate their 50 year anniversary, which we marked by restoring a J1 Bedford truck," Grant says.

"A big part of our business is helicopters, which we began working on in 1986," he adds. "We do a lot of rescue helicopters and we have a certified landing pad at our workshop, which allows us to refurbish and refinish copters to any degree."

Having been with New Zealand paint distributors Resene Automotive & Light Industrial (RALI) for 25 years, the business uses Imron Fleet Line because it adapts to a wide range of uses. With so many different clients with evolving needs, this versatility is crucial to their success.

"Imron Fleet Line is so universal, and it's not an over-complicated system. It's user friendly and you can apply it today, and get the same result tomorrow, and the next day, and the next. The consistency of quality is there, and we won't be swayed by anything," Grant says.

"In terms of the backup service, you couldn't ask for better. Stuart Walker is our local RALI rep ... the service could never be faulted, we have a great relationship from when we met many years ago, right up to this day."

With a strong diversification strategy in place to ensure the growth and success of their business, Grant is now semi-retired, with long-term staff member Aaron Henderson stepping up to run the business.

"He has been with me 25 years; he came straight from school and ran through his apprenticeship with us, and he's now leading the way," Grant concluded.



Grant Goodall (left) and long-time employee Aaron Henderson (right)



Coolamon Steelworks receive a lot of positive feedback about the quality finish

Coolamon Steelworks

BEST BY A COUNTRY MILE

Coolamon Steelworks design and manufacture Australia's largest Chaser bins, from 18 tonne to 60 tonne in size. Chaser bins are agricultural bins that are used by farmers across Australia. They are trusted by the agricultural industry for their reliability and durability, and Coolamon Steelworks trust Nason Industrial to provide a lasting, superior finish to their products.

Located in rural NSW, 40 kilometres outside of Wagga Wagga in Coolamon, the family-owned steelworks is one of the areas largest employers. Coolamon Steelworks employs over 50 people, from marketing through to manufacturing, and training staff is an important part of their employment strategy.

“Many of our customers believe the bins are powder-coated, the finish is just that good.”

“We have always found it easier to train our own to get the right skill set we are after – this includes apprentices and in-house training,” explains Heath Hutcheon, General Manager. “We also encourage in-house progression through the company. We think that’s very important.”

Part of the ongoing training for staff, and to ensure their chaser bins remain the highest quality, Coolamon Steelworks regularly has Axalta visit the factory to ensure the factory manager and painters are comfortable with the product and to keep them up-to-date on any new developments, says Heath.

“Also, if we hire a new painter, we always have the Axalta guys visit to run over the product, and this ensures that the paint system performs from person to person the way it is designed.”

It’s certainly working for them. Coolamon Steelworks receive a lot of positive feedback from their customers about the finish of their bins – with many believing the bins are powder coated, the finish is just that good.

With that kind of result, it’s no surprise that Coolamon Steelworks is so happy with Axalta – from the paint system to the support of the Axalta reps.

“The level of support we receive from Axalta is fantastic and it makes us comfortable to use the product knowing the backing from them is there,” concludes Heath.

Territory Business Manager - Anthony Thrift

Technical Consultant - Steve Viney

Distributor - Illawarra Toyota

Paint System - Nason Industrial



Coolamon Steelworks manufacture Australia's largest Chaser bins



NEW GUNS FROM SAGOLA

We have recently launched two new Sagola guns into the Australian market that suits today's industry professional. The Sagola 3300 GTO CAR and Sagola 4100 Xtreme Suction Spray Guns.

Sagola 3300 GTO CAR

The new distinct "Red and Black" Sagola 3300 GTO CAR is a fusion of two of the most renowned products: 3300 PRO and 4100 GTO. It tackles modern refinishing challenges head-on to deliver the highest levels of quality finish and user comfort at an affordable price. The current 4100 GTO and 3300 Pro will be phased out.

The new design of this high-performance gun combines both lightness and robustness. The 3300 GTO CAR is forged from a highly resistant red aluminium body and black regulators, with high transference TECH and EPA air caps, efficiency nozzles, plus a RC2 air flow regulator gauge as standard on TECH models. Such features enable the 3300 GTO CAR to meet the most demanding applications of clear coats and waterborne paints, for greater uniformity and product savings.

Product Special Features

- » Single shaft system
- » Body in highly resistant anodized forged aluminium
- » Stainless steel nozzle and needle
- » No gaskets between air and paint
- » Single piece automatic paint packing gland
- » Ergonomic stainless steel trigger
- » New air caps, ultra-fine atomisation and larger fans
- » Three-year warranty



SAGOLA 4100 Xtreme Suction Spraygun

The 4100 Xtreme Suction Spray Gun is a high quality suction feed spray gun available in both 1.6 and 1.8 variants. The gun is designed for large surface areas, making it ideal for commercial and industrial applications, without the quality of the final finish being sacrificed.

Product Special Features

- » 1L Aluminium Pot
- » Double watertight gasket system and anti-drip lid
- » Body in highly resistant anodized forged aluminium
- » Stainless steel nozzle and needle
- » No gaskets between air and paint
- » Single piece automatic paint packing gland
- » Three-year warranty



SAGOLA 

WIN A TRIP TO GERMANY

Be in the running to win the 2018 Axalta European Excursion Package to Germany.

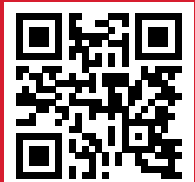
There are two prizes to be won, valued at \$14,000 each.

Entries close 30 June 2018

NSW Permit No. LTPS/18/22486, ACT Permit No. TP 18/00419, SA Permit No. Permit Pending

Competition opens 1 April 2018
and closes 30 June 2018.

For more information visit
axaltapromotions.com.au



Varley Group

EXTREME DURABILITY IN ALL CONDITIONS

Established in 1886, Varley Group is one of Australia's oldest and most advanced engineering and manufacturing companies. One of their many projects is an ongoing collaboration with the Australian Defence Force, which sees them using Axalta's hard-wearing military range.

More than 130 years after it was established, Varley Group employs over 1,000 staff across three countries, 15 business units and 20 facilities, and provide a comprehensive range of first-class products and services to various industries.

Its diverse customer base includes individuals, governments and global corporations, within Australia and across the globe. Some of their current manufacturing projects include custom emergency services, health and rescue vehicles, Defence ambulances and arms storage facilities. They use Axalta's military range, as approved by Defence.

Varley Group's Marketing Coordinator Dean Wiggins says they began using Axalta's range after first sampling it during a small vehicle production run. "The Varley team were so impressed with the quality of finish that the paints were soon adopted across many different vehicle manufacture projects," says Dean. When asked what they like best about the range, Dean said "The reliable high-quality finish and extreme coat durability offer an unsurpassed level of excellence across all applications."

Dean adds that Varley Group is committed to using the very best quality products from local suppliers in order to deliver the uniquely superior final products their customers expect, keeping them a step ahead of the competition.

"Varley Group's ability to transform customer ideas into reality has earned the company a competitive reputation as a provider of innovative turnkey solutions," says Dean, adding that Varley provide "unsurpassed service, on local, national and international stages."

"The Varley team was so impressed with the quality of finish that the paints were soon adopted across many different vehicle manufacture projects."



Varley Group manufacture vehicles for the Australian Defence Force



The Varley team service a range of industries, including Defence and Emergency Services

RECOGNITION AWARDS

25
YEARS

SPIES HECKER

Forsyth Crash Repairs PORT AUGUSTA, SA
Pottsville Beach Smash Repairs MOOBALL, NSW
Wayne Marschall Crash Repairs NURIOOTPA, SA

CROMAX

Clayton's Auto Refinishers WHYALLA, SA
K R Geary Auto Repairs MASCOT, NSW

20
YEARS

STANDOX

AutoNexus ALTONA, VIC
Northpoint Motor Body Repairs HORNSBY, NSW
Sunset Auto Repairs SHERWOOD, QLD

SPIES HECKER

Car Experts Ballina BALLINA, NSW
Careys Accident Repair Centre SEAFORD, VIC
Carlin & Gazzard MT GAMBIER, SA
Mt Waverley Body Repairs MT WAVERLEY, VIC
Silver City Crash Repairs BROKEN HILL, NSW

CROMAX

Penske Commercial Vehicles WACOL, QLD

15
YEARS

SPIES HECKER

Hepburn Body Works HEPBURN SPRINGS, VIC
Higgins Panels & Paint SWAN HILL, VIC
Michael Lukich Auto Body Works BALLARAT, VIC
Toorak Accident Repair Centre PRAHRAN, VIC

CROMAX

Frankston Accident Repair Centre SEAFORD, VIC
Maroubra Bay Garage MAROUBRA, NSW

10
YEARS

STANDOX

Central Districts Smash Repairs WEST RYDE, NSW

SPIES HECKER

B&L Smash Repairs EAST HILLS, NSW
Brisbane City Council TOOWONG, QLD
McNeil Smash Repairs TAREE, NSW
PNT Panels CAMPBELLFIELD, VIC
Wollongong Collision Repairs CONISTON, NSW

CROMAX

Auto Zeal PORT MORESBY, PNG
Autobuilders J&S WATERLOO, NSW
Bundaberg Kitchen Refinishers EAST BUNDABERG, QLD
Gerrards Smash Repairs LAMBTON, NSW
Performance Crash Repairs SALISBURY PLAIN, SA
Wollongong Accident Repair Centre NORTH WOLLONGONG, NSW

25
YEARS

FORSYTH CRASH REPAIRS STRIVING FOR QUALITY

Servicing residents in Port Augusta for 45 years, Forsyth Crash Repairs uses Spies Hecker for top quality results, every time.

Current owner-operator Terry Forsyth inherited the business from his father, Colin, and they now have six staff members who undertake a variety of both private jobs and insurance work.

Operating in a country town means the business relies on word-of-mouth and repeat customers, so quality is their priority. "Quality is what gives us our good name," says Terry.

They have been using Spies Hecker since it was launched, and enjoy how easy the paints are to use.

"As a small business that has been family owned and operated for such a long time, we really strive for quality, and the finish is of utmost importance," Terry says. "Using quality paints like Spies Hecker, which gives a great finish, is a big part of that."



Servicing Port Augusta for 45 years

25
YEARS

LOYALTY AND LONGEVITY

Wayne Marschall Crash Repairs have been loyal users of Spies Hecker since 1993.

"We know the product inside and out, the back-up service is good, as are the reps," says owner Wayne Marschall. "If we need to know anything, the Axalta reps will always come and do a dummy run for us."

The country shop, with its staff of 10, don't need to advertise much – except on the jerseys of the local sporting teams. Good service results in good referrals, and their customers are happy to pass on the recommendation.

Longevity of business is reflected in the satisfaction of the staff. Long-service is common, with three employees clocking up 19, 18 and 10 years' employment. It looks like the shop, its owner and its staff will be around in another 25 years.

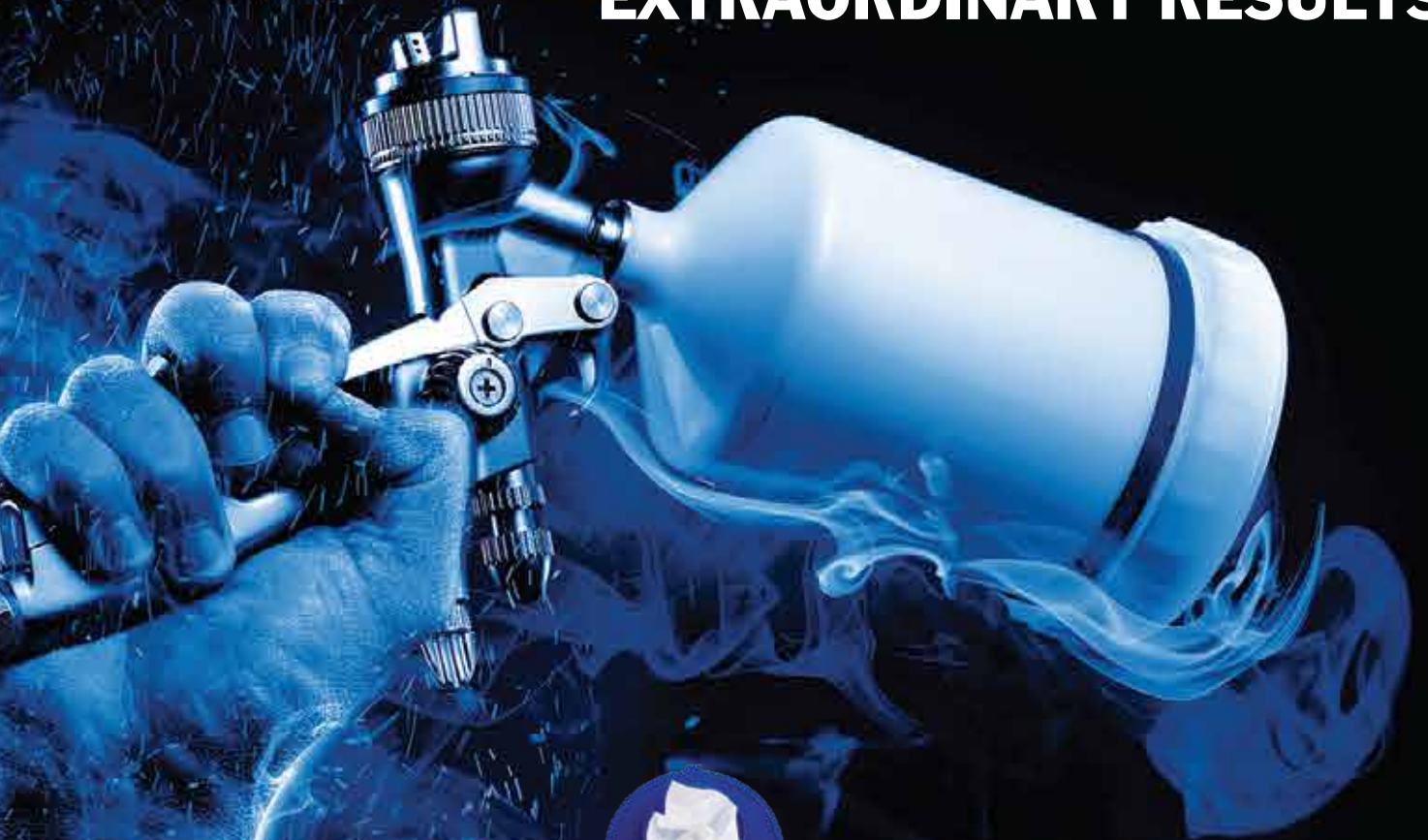


This quality shop receives great referrals

STANDOX

The Art of Refinishing.

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EXTRAORDINARY RESULTS.**



Introducing the NEW Standox VOC Xtreme Filler U7600. Applied in just one visit (without flash-off), the VOC Xtreme Filler U7600 delivers very impressive air-drying performance and can be sanded after only 20-40 mins air-drying.

For even more dramatic results and a sensational mirror gloss, combine VOC Xtreme Filler and Standox Express Prep Wipes with Standoblue Basecoat, followed by Standocryl VOC Xtreme Clear K9580.

An Axalta Coating Systems Brand

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