

THE EDGE

A PUBLICATION OF LEADING EDGE AUTO REFINISHES, INC.

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www.leadingedge-az.com

Leading Edge and BASF Welcome Coulter Collision to Family

Since 1923, Coulter Collision Center has produced high standard, quality repairs without compromise. This is just one of the many reasons that Leading Edge is proud to wel-

come Coulter Collision Center into their select network of shops. "At Coulter, you can expect to find some of the finest professionals within the industry," said Matt Johnson of Leading Edge. Coulter's philosophy is simple, according to body shop manager, Dick Valentine, "We want to fix your car today, tomorrow and forever. We're about providing a quality repair as cost efficient as possible. We stand for nothing less than getting the job done right."

by their 97% CSI rating. In addition, Coulter maintains a 100% referral rate from their customers. The 38,000 sq. ft. facility has enclosed parking and the latest state-

ment and our product they can expect an increase in their production. BASF's new DC 5100 and DC 5300 CTR clears (Cycle Time Reduction) should increase productivity 30%. "Although there is often some fear of change, Leading Edge followed through on their promise to provide an excellent team of technical advisors during the transition," said body shop foreman, Keith Brening.

Although the BASF Diamont paint system is of superior quality, it was Leading Edge's ability to offer Coulter Collision Center more than just paint. According to Dick, "It's not the two or three thousand dollars a month that I'm going to save on my material bills that made me switch. I was looking for solutions that would meet our business needs. I chose Leading Edge because of their powerful and well established marketing model. They have strong industry relationships at both the local and national level. From industry trends, to the ever changing pulse of the industry, they're always informed."

Coulter Collision Center repairs all makes and models and provides excellent customer service via their exclusive transportation department which includes the pick up and delivery of customer's cars throughout the valley. The comfortable customer waiting area includes a television and snack bar.

The Coulter Collision Center is I-CAR Gold and ASE certified.



Coulter Collision, 1188 East Camelback Road, Phoenix, Az.

of-the-art equipment. "We utilize high end equipment that enables our team to meet specified factory standards. From Celette dedicated benches to our new Saitek inversion welders, we work with the latest technology to achieve our high standard, no compromise repair with even greater efficiency and precision," said Dick.

The BASF Diamont paint system will work to enhance the shop's productivity. Coulter has two down draft heated booths, a baking facility and heated prep stations. According to Leading Edge's technical advisor, Frank Astrain, "With Coulter's expertise, high end equip-

ment and our product they can expect an increase in their production. BASF's new DC 5100 and DC 5300 CTR clears (Cycle Time Reduction) should increase productivity 30%. "Although there is often some fear of change, Leading Edge followed through on their promise to provide an excellent team of technical advisors during the transition," said body shop foreman, Keith Brening.

Larry Miller Body Shop Partners with Leading Edge

Larry Miller Body Shop has partnered with Leading Edge and made the change to BASF's Diamont paint system. With the size of their facility and the volume of work being done, productivity is always a concern. Co-manager, Larry Crouse, knew that even the smallest hiccup would create a nightmare. "Within the first month of using the BASF Diamont paint system we noticed a significant improvement in productivity. From the beginning, Leading Edge got us dialed in and delivered on their promise. We've had fewer problems in the last four months than we have had in the last four years," said Larry.



Larry Miller Body Shop, 17295 North 84th Avenue, Peoria, Az.

With the support of BASF and Leading Edge, the transition was simple. "Larry Miller Body Shop has a highly skilled professional team which made it easy to provide them with the information and the instruction they needed to make a quick and effective transition to the BASF Diamont paint system," said Leading Edge technical solutions specialist, Bob Kennedy. According to co-manager, Steve Mazia, "The paint is quick to dry and the painters love it. The ColorMax system is fast and provides great color matches."

Larry Miller Body Shop is well on its way to becoming the largest body shop in the state. An expansion is currently underway and will be completed by February 2003, doubling the shop's current size to more than 39,000 sq. ft. "We feel that the expansion will create a win win situation for our customers and their insurance companies as we increase productivity with additional space and equipment," said Steve.

This state-of-the-art facility is equipped with four downdraft-heated spraybooths, prep stations, and frame machines. Larry Miller incorporates computerized technology throughout the facility, including the use of high-speed DSL and T1 lines. Newly designed offices for estimators, work areas for insurance adjusters, and a lobby including a children's play area are all part of the package.

Larry Miller Body Shop's "customers for life" business philosophy, makes their partnership with Leading Edge a perfect match. According to Larry, "We don't have to worry about anything. Leading Edge is phenomenal. It's the real deal. Whenever we have questions or need assistance, they are quick to take care of the situation. Now that I have experienced what Leading Edge is all about, I have high expectations. Leading Edge does a fantastic job. They don't just deliver paint."

Welcome Back West Glenn

West Glenn Body Shop, a well respected independent collision shop in Glendale, has rejoined the Leading Edge BASF family.

According to West Glenn Body Shop owner, Don Anderson, "When my previous jobber offered me a \$50,000 cash bonus and assured me that all of the service issues I had experienced before joining Leading Edge had been resolved, I switched. But, what they offered me didn't happen. They made promises they didn't keep."

Since returning to Leading Edge, West Glenn has increased productivity. "We made the switch back to Diamont because our paint department was horrible," said Don. "We'd spend half a day matching. Diamont is easier to use, and the color match is great. I can get a color match in five minutes with the ColorMax system. No more spraying out. Our costs are down by 30%. Our paint department doesn't slow us down anymore. We get the cars in and out and are able to produce the top quality repairs that we are proud to deliver."

Bob Kennedy, Leading Edge's technical advisor, worked with the shop during the installation, and reaffirms that at West Glenn they are truly concerned about the quality of work that comes out of their facility. "West Glenn is home to a highly qualified team whose number one goal is to produce a top quality repair. Don abides by his no compromise philosophy. He goes above and beyond what it takes to do a repair," said Bob.

"With Bob's help, I don't have to worry. As long as a painter can spray paint and follow directions they are set for life. It's not like that using other systems. If someone doesn't like Diamont then they're not spraying it right. The quality of the paint, the ease of use, and the training that Leading Edge provides is the best package around," said Don.



Bob Kennedy

Bob's Corner

BASF has recently released two new clears, DC 5100 and DC 5300. They both contain technology never before seen in the automotive industry. These clears are called CTR clears, or Cycle Time Reduction clears, and here is how they work.

DC 5100 and DC 5300 are designed to cure from the outer surface down to the bottom of the film build making the surface the first part of the clear to cure. Chemically, it was not possible to paint a car and buff for delivery on the same day, but with these two new clears it can now be done. This new curing process allows a paint job to be buffed within one hour of paint application. A car can now be wet-sanded, buffed, and delivered before the paint job is totally cured with absolutely no risk of dieback.

In addition, these new clears have the ability to quickly change viscosity several times throughout the spraying process. This is advantageous because there's a limited amount of time for the clear to flow on the panel making the set up faster. With less time for the clear to flow on the panel, a painter can eliminate runs and sags, making the clear easier to buff. Feedback received tells us that using DC 5100 and DC 5300 reduces the cut and buff time by 50%.

The cost savings that DC 5100 and DC 5300 make possible is evident in the ability to reduce cycle time by about a day per car. Eliminating one day of rental service serves as a win-win situation for everyone; the shop, the customer, and the insurance company.

Leading Edge provides valuable marketing support



Karina Mesa, Marketing Director

At Leading Edge, we understand the importance of marketing and have made it possible for our customers to acquire the assistance they need to meet their business needs. We know creating marketing tools can be time consuming and costly. However, because Leading Edge is devoted to offering quality service, we have worked to alleviate these issues by creating strong working relationships with a design team and print companies to make cost effective printing available to our customers. We also have a well

established database reflecting industry relationships both locally and nationally. This database makes it possible to effectively address a select group of individuals within the industry.

"We have a marketing package that includes a fully integrated laptop complete with the latest software and a Kodak digital camera enabling us to provide marketing support to our customers on the go. We have the ability to help customer's visually conceptualize custom brochures right from their own office," said Leading Edge's Marketing Director, Karina Mesa.

"Providing marketing assistance to our customers is just one of the many value added services we offer that provides an invaluable return. Knowing our customers produce quality repairs and have excellent reputations, makes it easy for us to choose to assist them in moving forward with marketing strategies purposed to provide them with the positive attention they deserve," said Karina.



The Painter's Edge is a full line BASF distributor. It has opened adjacent to the BASF training center in Phoenix. Managing partner, Tim Walsh, said timing was everything. "Our customers had been searching for a convenient store to purchase mixed paint and materials for their personal needs for a long time, so we started looking at our options for locations over a year ago." This new store is located at 5154 N. 27th Avenue, just off the I-17 freeway and Camelback.

In addition to BASF, the Painter's Edge has an extensive inventory of *House of Kolor* products, abrasives, fillers, tools, and everything needed for the expert technician to complete a personal project, or touch up paint for the average consumer. According to Walsh, The Painter's Edge will provide quality service by assisting individuals with their projects and providing them with technical advice.

For more information, call 602-544-EDGE (3343).

Se habla español.

The Tucson Connection

Dan's Paint & Body Completes Expansion

Since 1973, Dan's Paint and Body has produced high standard quality repairs. With a reputation for excellence, Dan's is known for their no compromise approach and, as a result, are serving three generations of customers. "Business had grown to such an extent I could no longer meet my customer's needs without expanding," said Dan Hunsaker, owner of Dan's Paint & Body.

Dan's premiere auto body shop is now a 23,000 sq. ft. facility. The expansion included separating the paint shop from the collision repair process.

The new layout of the shop has proved to control the work flow and keep the environment cleaner for the refinishing process. "The expansion has dramatically improved our turn around time by alleviating the congestion we were experiencing. We also have the paint shop located di-



Dan's Paint & Body, 3810 East 22nd Street, Tucson Az.

rectly behind the customer waiting area allowing us to have the calm environment necessary to provide optimal customer service," said Dan.

Dan has used BASF products for 25 years. "Over the years, A-1 Automotive Refinish Supply has pro-

vided me with all of the products and quality service that I've needed. Why would I go anywhere else," said Dan.

With an outstanding 98% CSI, it's clear that Dan's Paint & Body is dedicated to providing top quality repairs and excellent customer service.

Coronado's Collision is Expanding



Coronado Collision, 3841 East 38th Street Tucson Az.

Coronado's Collision, a family owned and operated collision center, has been serving the Tucson area since 1980. Dedicated to providing a high quality repair in a timely fashion has been a top priority.

According to Carlos Coronado, manager of Coronado's Collision, "Cutting corners in this business is not an option. The customer deserves a quality repair which we give them by having our technicians totally trained on all the equipment and car manufacturer's procedures. Our employees have made Coronado's what it is today. They perform quality standard repairs that continue to build our reputation for excellence."

For unibody repairs, a Celette fixture bench is used. A LaserMate measuring system and frame rack

round out the pulling systems. According to Carlos, "We purchased the Celette system several years ago to address specific types of repairs on unibody vehicles. It ensures that our customer's vehicles are being returned to the same condition as before the accident."

"The business relationship with Coronado's has been mutually beneficial. They are honest people and have worked hard to take care of their customers," says Ruth Phillips of A-1 Automotive Refinish Supply. "It makes sense for us to use BASF paint. It's a great product with a lifetime warranty and no other paint company can match the 25% sprayable cost savings that we enjoy by using Diamond," said Carlos.

Impact Auto Body Relocates to East Valley

A new East Valley location has enabled Impact Auto Body to accommodate the growth that stems



Impact Auto Body, 5035 East McKellips, Mesa, Az.

from producing top quality repairs for over twenty years. Impact's new premiere facility is equipped to service double the volume.

Owner, Bob Schubert, general manager, Tom Butka, and customer service manager, Chris Marks oversee the daily operation of the facility and ensure that Impact is a place where customers are greeted promptly and professionally. Impact has a comfortable customer waiting

area and the latest computer technology office wide. "We like to take the pain out of the repair process," said Bob. Impact's excellent CSI reflects dedication to providing top quality repairs and customer service.

Impact has a large enclosed parking area and utilizes state-of-the-art equipment to repair vehicles to their pre-accident condition. At Impact, a Celette dedicated bench is used to repair vehicles according to factory specifications. Additional equipment including a Spraybake booth and measuring systems ensure that factory specifications are being met.

"Bob, Tom, and Chris are class act guys, and we are happy to see them in this new building. They have a highly trained team and hold high standards," said Leading Edge's customer service representative, Steve Balsley.

Impact committed to Leading Edge seven years ago. "I can't say enough about Leading Edge. There's nothing we ask that they don't do for us. They do things before we even ask. They provide us with excellent technical support and advice. I love



the BASF Diamont paint system. It's cost competitive and we've experienced good profit margins," said Bob.

Impact, an I-CAR Gold certified shop, will soon take on the program, *Mentors at Work*. The program will aid in developing teams and reducing cycle time.

Kustom Koachworks Looks to the Future

Kustom Koachworks, owned by Eric and Debbie Muilenberg, has been in operation since 1980. Over twenty years ago, it was Debbie's faith and support that pushed Eric to fulfill his dream of starting an auto body repair shop.

Researching and attending seminars has always been important to the Muilenbergs. A continued effort to remain informed about changing technology and advancements within the industry has kept this facility up to date.

At Kustom Koachworks, they're dedicated to producing high quality repairs and providing excellent customer service which is reflected by their 99% CSI rating.

According to Eric, "when seeking business partners I want my business to be earned. Leading Edge proved to me that the business solutions I was looking for were available and already a part of Leading Edge's

service package.

Since, Kustom Koachworks made the change to the BASF Diamont paint system, they have



Kustom Koachworks, 1841 East 3rd Street, Tempe, AZ

experienced positive results. "We have seen an increase in our productivity and have come a long way. Leading Edge was a life-blood to us at the beginning and it's nice to know that if changes are to come they can meet our needs with their training and support. The support that is in place is tenfold greater than anyone else out there. We take our relationships

very seriously. We look at them, as our ultimate solution to making our customers happy. Leading Edge works really hard to make sure that we are satisfied 110%," said Eric.

According to Leading Edge's customer service representative, Brenda Wilkins, "The team of people at Kustom Koachworks are outstanding individuals and reflect great leadership and integrity from the top down."

With I-CAR certified employees, high end equipment, and a spacious facility Kustom Koachworks is prepared for an increase in growth. Eric plans to create a second shift which will enable his team to reduce cycle time.

According to Eric, producing quality repairs and providing exceptional customer service is all part of his simple philosophy, "When you can go home at night and you know you have fixed a car the right way, you have nothing to worry about."

BASF

Leading Edge is committed to training!
2002 Graduates

RM Certification.....72 graduates
Glasurit Certification..... 6 graduates
Colormatch..... 7 graduates
Painter's Apprentice.....11 graduates

Training schedule for first quarter of 2003

January 18-19	RM Certification
February 1-2	RM Certification
February 22	Painter's Apprentice
March 8-9	RM Certification
March 12	Vision Plus Workshop "Measuring & Improving Performance"
March 22	Color Match Training



This year's
Customer Appreciation Day
at the Bank One Ballpark
Picnic Area is

Sunday, May 18th

1:35 p.m.

Be there when our
D-Backs take on the Pittsburgh
Pirates.



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