

# THE EDGE

A PUBLICATION OF LEADING EDGE AUTO REFINISHES, INC.

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## Karl's Collision Repair is welcomed into the Leading Edge & BASF Family

In 1988, at the age of 28, Bob Karl opened the doors to his own business, Karl's Collision Repair Inc. The facility was located in a 5,000 square-foot building near downtown Glendale. Since then, Karl's Collision has steadily grown as it cultivated a reputation for being an industry leader in service, innovation, and quality. Bob was able to build his reputation by diligently maintaining a state-of-the-art facility and a staff of highly-trained and certified professionals. An experienced management staff and Bob's leadership complete this finely-tuned team. Now, with more than 16,000 square feet, Bob has built his business and is on the move. Karl's Collision has a unique feature—plenty of parking! Most shops lack sufficient parking space to handle storage and customer vehicles.

It takes commitment and investment to keep a shop state-of-the-art. Karl's is fully outfitted with all the latest equipment including a downdraft paint booth, a Celette dedicated fixture bench, and a Brewco frame rack.

Bob understands the value of training. Karl's Collision has been an I-CAR certified facility from the very beginning and is now I-CAR Gold certified. He has expanded his facility's DRP program and is now working with five major insurance companies.

At the heart of productivity is "product." Bob knew that using the right products and getting those products from a full-service supplier would impact his profitability. With that in mind, he decided to change to BASF

paint—and not just because of the quality of the paint. Bob is very excited about BASF's ColorMax™ system. "Before I switched and let my other painters use the paint, I sprayed it myself for two weeks and fell in love with the ColorMax™ system," said

body shop. Now that I have been working with Leading Edge, I have found that the personalized service is everything they promised."

Steve Balsley of Leading Edge said, "Karl's Collision's great people made the switch to BASF easy. We're



Karl's Collision Repair, Inc. - 6725 North 56th Street, Glendale, AZ

Bob. "ColorMax™ saves more material than any other paint product on the market. I don't know why someone didn't do this before," said Bob.

We asked Bob why he changed from the paint company he used for fifteen years. He said, "Leading Edge offers more marketing services than any other company in the valley and is giving a true vision for the independent

happy to have them on board."

In the future, Karl's Collision will be making many changes to improve customer service with increased hours resulting in lower car rental costs and faster cycle times. Bob said, "In this business you're either growing or you're dying, you can't sit still."

As Bob Karl says, "Customer service to the max."

# Painter's Edge Continues to Grow

The Painter's Edge, located adjacent to the BASF training center in Phoenix, has seen steady growth since opening in September of 2002. According to Tim Walsh, "We will continue to establish ourselves as the best place in town for technicians and hobbyists to purchase products and get the correct technical advice. We are also identifying a few body shops we feel are compatible with our growth plans. This combination will give us a nice balance of business and allow us to grow within our business plan."

According to Leading Edge owner, John Rang, "When we opened Leading Edge, we had a specific business model that never included selling paint to individuals or hobbyists. Tim felt we were missing a great business opportunity by failing to service this market segment and some of the shops that would not normally fit the original Leading Edge model. We told Tim to put his money where his mouth is—he did. As it turned out, Tim was right. The Painter's Edge compliments Leading Edge and fills a niche market virtually ignored by other paint jobbers. Tim is adding about two shops every month to his customer base. We are glad to assist Tim in his venture."

Walsh added, "When I originally went to work for Leading Edge I told John I would eventually like to go back into business for myself and I was just waiting for the right opportunity. When this opportunity came knocking, everyone at Leading Edge got behind me and assisted in making it become a reality."

"But the best thing of all is my customers have BASF and Leading Edge resources available when needed. And believe me, that is a ton of resources. We will create a new standard of support and service that until now has not been available to some shops. Our program enables more collision shop owners to see first hand what many of the largest shops

in Phoenix have known for years: the combination of BASF products and our proactive, forward thinking approach to conducting business is a combination that cannot be equalled."

When asked about how much of a factor the training center being next door was in choosing the location Walsh replied, "It was huge. It has enabled us to develop additional training topics and deliver that training to an entire new audience. We have already done several special classes on custom painting, airbrushing and will continue to provide additional classes on a variety of subjects in the future. We

ries are all on display in a clean, bright display showroom.

According to Tim, "I have been fortunate to have made some incredible friendships with many fine people over the past 20 years, and I am building this business based on my experiences. I have said all along, The Painter's Edge will be different."

As you walk through the front door, there is a nice selection of products, a display of vintage RM memorabilia, a viewing area so customers can watch their paint being mixed, and always a special interest vehicle inside the store showroom. We've had



*The Painter's Edge Showroom*

want local car clubs to contact us about doing special classes for their members, and a number of manufacturer reps have indicated they would like to conduct classes on their respective product lines. We will keep the training center busy with these new classes."

Along with BASF paint, The Painter's Edge stocks an extensive inventory of custom finishes, pearls, kandies and BASF "Extreme" colors as well. Additionally, abrasives, fillers, tools, guns and all types of accesso-

a variety of special interest vehicles so far, all with interesting paint jobs".

So, just what type of vehicles will be on display next? "You'll just have to come in and find out" was all he would say. The Painter's Edge is located one block North of Camelback Road on 27th Avenue.

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# Leading Edge Welcomes New Owner at Campus Body Salon

With over twelve years of experience in the industry, Leo Petruzzella is the new owner of Campus Body Salon, a 22,000 sq. ft. repair facility, that has produced quality repairs for over thirty years. Positioned with a highly skilled staff and state of the art equipment, Leo has one mission, "First and foremost, that we provide excellent service, that we exceed the expectations of our customers, and that we foster an environment where employees can succeed."

With four Celette benches, a Brewco Legend frame rack, two cross flow paint booths, one down-draft heated paint booth, a universal measuring system, and the BASF paint system, Campus Body Salon is equipped to produce high quality repairs with precision. "BASF paint does an excellent job for us. We haven't had any issues," said Leo. According to Leading Edge's technical solutions specialist, Frank Astrain, "Campus has a great team. They are extremely knowledgeable, they demand quality and, in turn, work hard to exceed the expectations of their customers."

Leo said, "Campus has provided custom-paint work for clients such as sporting personalities Tony Clark, Manny Ramirez, Adam Archuleta, Randy Johnson, Emmitt Smith, Danny Bautista, and Brian Jennings."

Campus Body Salon is an I-Car Gold Class certified repair facility and employs a full time ASE master certified technician to complete in house mechanical repairs. Campus Body Salon is also a Mercedes-Benz certified collision repair facility.



*Leo Petruzzella - Owner of Campus Body Salon*

# Renew Paint and Body Specializes in Small Damage Repair

Sonny New and Terry Lane have opened a new collision repair facility, Renew Paint and Body, located in Chandler, specializing in small damage repair.

"For us, small damage repair is our primary focus. We have a large number of insurance agents who use us because our prices are generally less than the average deductible and the turn around time is typically the next day, reducing the cost of a rental car. We average 500 vehicles a month and have not yet reached our capacity level. We're able to take very good care of our customers. It is a win-win situation for everyone," said Sonny.

This premiere 15,000 sq. ft. facility is equipped with the latest technology necessary to repair vehicles to meet specified factory standards. "We know what we are good at and we focus on it. We aim to exceed the expectations of our customers," said Terry Lane.

Along with a professional team and top-of-the-line equipment, Renew Paint and Body utilizes BASF's paint system. "With the speed of the clears it helps us to turn the cars quickly. The colors of the paint are great and versatile which is very important in small damage repair. It is a perfect fit," said Sonny. According to Frank Astrain, a Leading Edge technical solution specialist, "With the Color Max™ system and quick drying BASF products, Renew Paint and Body gets the job done quickly and efficiently."



*Renew Paint and Body - 7061 West Galveston, Chandler AZ*



## Bob's Corner with Bob Kennedy

BASF has done it again. Over the years BASF has introduced new products that continue to revolutionize the RM system. From the development of the Color Max™ as well as the DC5100 and DC5300 clears, BASF has gone beyond just giving its customers new products, they have raised the bar in the area of paint technology and productivity.

The newest addition to the RM system is Power Fill. This is a series of undercoats that has three different colors (white, grey and black). This product can be used as a primer surfacer or a wet on wet sealer. As a primer surfacer, Power Fill has the capabilities of being applied directly to all metal surfaces (i.e. steel, aluminum, galvanized metals, etc.), eliminating the need for etch primers. Power Fill has unbelievable filling characteristics and is easy to sand.

Power Fill can also be used as a wet on wet sealer and can be tinted with any color to achieve faster coverage from the basecoat. With the option of a tintable sealer you will use less topcoat color, cutting down on the monthly paint bill. This product will also help utilize some of the left over colors of paint that seem to build up on shelves in a paint room. The new sealer sprays out very smooth and flat as to not add texture that will show in some of the lighter metallic paint jobs. In addition to the sealer laying down flat, one of the biggest improvement is the dry time. This product flashes fast enough to dry sand in about 5-10 minutes, the improved flash time will also help in the paints final gloss level. Typically, painters will rush the sealer and paint color before the sealer has time to flash (or solvent evaporates) resulting in potential dieback in the paint job.

BASF's new Power Fill, gives the shop a huge improvement over the current undercoats by saving both time and money. Power Fill also adds the ability to streamline inventory, replacing the sealer, primer, etch and hardeners cutting the amount of material needed in inventory by 50%.

## Providence Auto Collision Joins Leading Edge

Joe Watson, his wife Jackie and partner Kerry Nalls took the giant step of starting Providence Auto Collision in 1999. Joe began his career in the collision industry at age 18 working as a detailer for Phoenix Motor Company where he made the switch to the body shop. In 1995, he left for Scott Toyota Body Shop where he worked with Kerry Nalls and remained until opening his own repair facility, Providence Auto Collision. Shortly after opening Providence, Kerry came aboard as Joe's partner. Their combined experience makes for the perfect business relationship.

According to Joe, "We started at ground zero and have worked at it every single day since then, investing countless hours and resources. Kerry and I have enjoyed seeing the shop grow to where it is today. This business is definitely changing. You have to be flexible enough yet still be able to manage your business effectively. We've learned that insurance companies want relationships with independent shops; they want to deal directly with an owner. Insurance companies need good shop partnerships as much as a body shop needs their customers. We've focused on developing a few major insurance relationships,



*Providence Auto Collision - 22223 North 21st Avenue, Phoenix AZ*

and worked hard at exceeding their customers expectations. It's about being 110% focused and dedicated. Now we're looking to develop another relationship with a smaller insurance company to supplement our capacity."

Recently, Providence joined the Leading Edge team. According to Matt Johnson, Leading Edge Operations Manager, "We've been watching Providence for some time. They are young, ambitious and will do whatever it takes to get the job done. They are an excellent fit for our family." According to Kerry, "During their presentation, they hardly talked about paint; it was all about their vision of the industry, where the industry would be in three years, and how to position our business for the future. Their vision runs parallel to ours. Leading Edge proposed a two-way partnership. We looked at their staff, training programs, marketing knowledge, database of contacts, Internet capabilities, networking concepts, and the BASF products. Even though we were happy with our existing jobber, Leading Edge helped us see this was the right decision for our business. Now that we've switched, I can say the conversion went exactly as promised and we are looking forward to a successful relationship."

# Jan's Spectrum Collision Center

In 1980, Jan Vesely founded Jan's European Auto Body, Inc. in Phoenix. In 1991, the business relocated to the new facility in Tempe and the name was changed to Jan's Spectrum Collision Center. He began his career in Prague, Czechoslovakia almost forty years ago and believes his original training "the European way" has benefited him. He truly believes in the European craftsmanship and endeavors to consistently operate his business with this thought in mind.

In 1968, Jan and his wife, Hana, immigrated to the United States and made their first home in California. They then traded in the sunny weather for a three year stay in Chicago where Jan and Hana became American citizens. In 1974, they settled in Phoenix. Jan was working for an insurance company when he was offered the opportunity to manage a



*Jan's Spectrum Collision Center, Inc. - 640 South Smith Road, Tempe AZ*

local body shop for a dealership. Then, in 1980, he opened the doors to his own business. Jan's beliefs are old fashioned; providing quality service is his top priority. Jan's Spectrum Collision has been working with Leading Edge for more than ten years. He has the full complement of equipment, Celette bench, Hunter alignment, Brewco Frame rack, Car-o-liner, Car-o-matic measuring system and a downdraft paint booth. Jan's Spectrum Collision Center is I-Car Gold Certified and has an excellent 97% CSI rating.

Jan said, "We have been using Diamont paint for more than eight years with the Color Max system, and are very happy with the product and Leading Edge. We are a full service mechanical shop. One of our specialties is our web site, [www.jansspectrum.com](http://www.jansspectrum.com). If you are a customer or an insurance company, you can log on type in your phone number and see the progress of your car. You can also receive email updates. This is one more service we provide to keep up with the industry." According to Leading Edge customer service representative, Brenda Wilkins, "Jan's Spectrum Collision Center's attention to detail is unsurpassed."

# Michael's Collision Now in Two Locations

Michael's Collision Technicians, located in North Phoenix on Cave Creek Road, has been in operation since 1994. The owner, Michael Meives, looks back at the last twenty years in the auto industry with great satisfaction. With an excellent reputation, Michael's Collision continues to see growth. Michael is dedicated to delivering top quality repairs and remains involved in the daily operation of his business. In August 2001, Michael opened his second location on West Bell Road.

Michael's Collision teamed up with Leading Edge and began using the BASF Glasurit paint system resulting in positive outcomes. "The Color Max™ system is great. Now we have the best of everything. The painters love it far better than other paint we have used in the past. We look at them, as our ultimate solution to making our customers happy," said Michael.

Attending seminars has allowed this team to stay on top of changing technology and advancements within the industry. According to Michael, "Leading Edge covers so many areas, they always have niches that can help you out. It's not all about paint."

According to Leading Edge's customer service representative, Steve Balsley, "The team of people at Michael's Collision are outstanding individuals."

With highly trained employees, high-end equipment, and two spacious facilities, Michael's Collision is prepared to handle even more growth. Michael's Collision's 98% CSI rating reflects their amazing service. Providing excellent service and high quality repairs is the result of Michael's philosophy.



*Michaels's Collision Technicians - 6250 West Bell Road, Glendale AZ*

# The Tucson Connection

## Spectrum Auto Paint and Collision: 13 Years and growing

Spectrum Auto Paint and Collision on Ina Road has provided outstanding service to the Tucson community for over 13 years. Owner, Javier Avalos started Spectrum with just 1,300 square feet and added additional space to best meet the needs of his customers. "Customer service comes first. Our business totally revolves around the needs of our community. Our goal is to exceed our customer's expectations," said Javier.

Today, with more than 19,000 square feet, Spectrum is complete with a comfortable waiting area, work space for estimators, and state of the art equipment necessary for repairing vehicles with precision. Spectrum's team of highly



*Spectrum Auto Paint and Collision - 4425 West Ina Road, Tucson AZ*

trained professionals utilize top of the line equipment including a Celette bench, a downdraft paint booth, two frame racks, a new high speed Brewco Legend frame rack and a Laser Mate measuring system. Spectrum has belonged to the A-1/Leading Edge family for over six years. According to Javier, "All I have to do is pick up the phone and A-1 and their staff are there. I can't ask for anything better than that...It's a great partnership and things work. As for BASF, the product speaks for itself. The Color Max™ system is great, my painters live by it. When you call for technical support one of the three technical support specialists respond immediately. Plus, the technical reps keep us up to date on new products. The new sealer is great because it increases production. We can't ask for more."

At Spectrum their professionalism and quality repairs speak for themselves with excellent CSI ratings and DRP relationships. "It is a peace of mind. I work with great DRP's that enable me to produce top quality repairs," said Javier.

Spectrum is an I-Car Gold certified repair facility and offers many additional quality services including customer pick up and delivery and/or courtesy shuttle transportation. "At Spectrum, we pride ourselves on our work and customer satisfaction. We do not compromise on the quality of the repair ensuring our customer's peace of mind. We have adapted our schedules to meet the needs of our customers. Some of our staff arrive as early as four in the morning," said Javier.

According to Danny Bryant, the account representative for A-1 Auto Refinishes, "This is such an easy customer to service because they are well organized. I make sure they have the right balance of products and they do the rest."

# The Tucson Connection

## The Golden Rule in Award Winning Auto Repair

by Karen Gavender

*Treat others as you would want to be treated.* It is a simple rule taught to many of us as children but often forgotten as we move into adulthood. So how did this Golden Rule end up as the driving force behind Tucson-based 911 Collision Centers?

"Customers deserve to be treated with respect in every business transaction, even more so when they've had a traumatic experience (an auto accident). We ask our staff to treat every customer as if they were their mother, sister or brother," says 911 Collision Centers co-owner Michael Quinn. Quinn and his business partner Patrick O'Neill made that promise of commitment to their customers, insurers and the community when they started the company.

911 Collision Centers has a proven track record, with three locations and a fourth on the way. Today, 911 Collision Centers is #1 among Pima County independent collision repair facilities in sales volume. 911 Collision Centers stays on track by using their "12-point Customer Commitment Plan." The plan makes it clear what the customer can expect before, during and after the repair. That includes everything from frequent contact with the customer and insurer, to a sparkling clean vehicle with a lifetime written warranty at the time of pickup.

911 Collision Centers also offers customers delicious homemade cookies made by Quinn's wife, Bonnie, who is the company's well-known mascot 'The Cookie Lady.' "The cookies give comfort in an uncomfortable situation," says Quinn. "We truly care about our customers. We ask specific questions to find out their needs to ensure their satisfaction. That's what sets us apart from our competitors."

In December 2002, 911 Collision Centers was one of only two companies honored by the Better Business

Bureau (BBB) with its Business Ethics Award. Quinn says this was a huge honor because of the stringent criteria required of the applicants. One reporter stated to Quinn, "You usually don't hear the words "ethics" and "body shops" in the same sentence." Quinn responded, "That's what the leaders in our industry are trying to change. We have an ethical and moral commitment to this community. Just like all of our customers, I live here with my family too. We feel good when we leave each day knowing we're doing the right thing."

In May 2003, AAA of Arizona's "Approved Auto Repair Program" awarded 911 Collision Centers with its 'Top Shop' Award. Phil Ferrang with AAA's Public Relations Department says, "911 Collision Centers is the first auto body repair facility to receive this designation in the state of Arizona."

AAA Arizona 'Top Shop' facilities must meet more than twenty specific standards and demonstrate exemplary business and community reputation and commitment to philanthropy.

Commitment to the community is evident by the company's many involvements. Currently, 911 Collision Centers supports Big Brothers Big Sisters, The Ronald McDonald House, Camp-Mak-A-Dream, the Muscular Dystrophy Association and the Tucson Police Officers Association.

Just last Christmas, co-owner O'Neill who is a member of the Southern AZ DUI Task Force kicked off a holiday project in an effort to reduce drunk driving. Heavily damaged automobiles were placed throughout town with yellow police tape around them and large signs reading "Drive Hammered, Get Nailed." This sent the message to holiday partygoers to ease off. Plans for this year's campaign are under way. (Insurers are asked to help with temporary donations of vehicles)

With our fourth shop, at 5200 E. Speedway, opening July 1<sup>st</sup> and two distinguished awards in the last year alone, living the Golden Rule is the key to 911 Collision Centers' success.



Michael Quinn

# BASF Named a GM Supplier of the Year

BASF has been named a General Motors Supplier of the Year for exceptional performance as a global supplier of automotive OEM coatings.

The award, which was presented to BASF during recognition ceremonies Saturday, April 12, in Miami, Florida, marks the first time that an automotive coatings supplier has been named by General Motors as a Supplier of the Year.



"We are extremely pleased to be recognized by General Motors as one of its most valued global suppliers. We view this award as a reflection of the shared commitment of General Motors and BASF to the highest quality products and services," said Klaus Peter Loebbe, the member of the BASF AG Board of Executive Directors with responsibility for BASF's Coatings business. Loebbe is also Chairman and CEO of BASF Corporation in North America.

"This recognition is a tribute to BASF employees worldwide who serve GM and reflects their unwavering commitment to quality and customer satisfaction," said Jean- Pierre Monteny, President of BASF Group's Coatings Division and CEO of BASF Coatings AG.

According to Bo Andersson, Vice President, GM Worldwide Purchasing Production Control & Logistics, BASF is representative of the select companies that GM expects will grow with it as the automaker seeks to increase market share.

"BASF's performance and contributions have been critical in helping GM to become the industry's low-cost producer of high-quality vehicles, and the BASF serves as a role model for other suppliers," said Andersson.

The GM Supplier of the Year award began as a global program in 1992. Award winners are selected by a global team of General Motor's executives from purchasing, engineering, manufacturing and logistics, who base their decisions on supplier performance in quality, service, technology and price.



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