

- 3M Automotive
- AES Industry
- Air Flow Technology
- American Tape
- Auto Arc/Milweld
- Auto Bahn Spot Welder
- Auveco
- Binks
- B-Way Paint Can Company
- Carborundum
- Clean Sheets
- Cowles Molding Products
- Devilbiss
- Dewalt Buffers
- Dominion Sure Seal
- Dow Products/Beta Seal
- DuPont Hot Hues
- DuPont Refinish Products
- DuPont Industrial Coatings
- Durablock
- Duramix
- Dynatron/Bondo
- E-Z Mix
- Dynabrade
- Farecia Compounds
- Ferro
- Fibre Glass/Evercoat
- Finesse
- Fusor
- Gatorguard Kit
- Gerson
- Herkules
- House of Kolor
- Impact
- Infratech Heat Lighting
- Iwata
- Klean-Strip
- Mack Brush
- Meguiars
- Moclamp
- Molnycke/SCA Hygiene
- Motor Guard
- Nason Refinish Products
- Plasti-Kote
- Pop Rivets
- Power Maxx Hand Cleaner
- Preval
- Prevost Couplings
- Prostripe
- RBL Products
- Sata
- Schlegel
- SEM
- Sharpe
- Shoot Suit
- Sontara Surface Prep. Systems
- Spectrum
- Spies Hecker Refinish Products
- Standex Refinish Products
- Stanley Blades
- Steel Wool
- Sunmight
- Taper Tec Lifting Tape
- Trimaco
- Tru-Mask
- US Chemical



Don't Forget to Put ICE in Your Cell Phone

That's right! But not the kind you clink in a glass. In this case, ICE is an acronym for *In Case of Emergency*. A paramedic thought it would be a good idea for everyone who has a cell phone to store ICE as a contact name, along with the number that rescuers or police should call proceeding an accident or emergency. This way, if the injured party is disabled and their cell phone is accessible, rescuers would know exactly who to call. This concept was promoted at the recent Collision Industry Conference in Atlanta and we thought it was a good idea. Pass the word around and be sure to tell your customers and kids not to forget their ICE.

visit our website at www.colormatch.com

NEW PRODUCTS FOR THE COLLISION INDUSTRY

- ◆ **AutoWatch™** is a unique customer service and marketing tool for the body shop industry. It's a system that allows customers to see vehicle work in progress 24/7 via the internet and your interactive website. This product even allows insurance professionals to complete supplement approvals through your website. Interruptions, telephone calls, and cycle time are all greatly reduced. www.AutoWatch.com
- ◆ **Help! I Crashed My Car™** is an internet and wireless based platform for auto body shops to use for marketing and customer service. The service provides an app on a customer's smart phone to directly link them to a selection of choices when an accident occurs, like 'What to Do When You Are in a Car Accident' 'Emergency Services', 'Accident Report', etc. There is even a HELP button that automatically contacts 3 friends/family, insurance company, insurance agent, and preferred body shop. www.helpicrashedmycar.com

This article is strictly informational and is not intended to be a recommendation or solicitation for the products or services described.

Happy Anniversary!

Congratulations to each employee who celebrates their employment anniversary with HCPBE/COLORMATCH in MAY. We appreciate you very much!

NAME	LOCATION	ANNIVERSARIES
Joan Arrington	CM Madison	8 years 5/13
Calvin Barham	HCPBE Warehouse	2 years 5/19
Denise Gobble	HCPBE Office	4 years 5/3
Richard Kelly	CM Pensacola	6 years 5/6
Ken McLeod	CM Pascagoula	4 years 5/9
George Page	CM Bristol	8 years 5/6
Marlie Richardson	HCPBE Office	1 year 5/14
Cindy Tillman	CM Pascagoula	8 years 5/6

COLORMATCH LOCATIONS

Jackson, TN Locations

CORPORATE OFFICE 731-424-7008
RIVERSIDE STORE 731-427-9760

Memphis, TN Stores

AMERICAN WAY 901-362-5601
FLETCHER CREEK 901-382-0585
MILLBRANCH 901-396-7712

Central & East TN Area Stores

BRISTOL 423-968-7009
CLARKSVILLE 931-648-9426
NASHVILLE/FOSTER 615-254-9069
MADISON 615-868-8704

Alabama Store

MOBILE 251-479-9415

Florida Store

PENSACOLA 850-484-7081

Indiana Store

EVANSVILLE 812-425-8266

Kentucky Store

OWENSBORO 270-691-6006

Mississippi Store

PASCAGOULA 228-762-1234

In order to better serve our customers, we have consolidated our Henderson, KY store with our stores in Evansville, IN and Owensboro, KY. Please contact your local sales rep if you have any questions.

COLORMATCH

ISSUE 0510

Prices Effective May 1 - JUNE 15, 2010

ALL ITEMS WHILE SUPPLIES LAST

FIB2470
Fast Repair Kit
(6) 100470—Small Repairs Fast
(1) 100830—26:1 Manual Caulking Gun
(1) 100472—12 Mixing Tips
(1) XL T-shirt **\$92.18**

FIB100475
Small Repair
24 oz Pouch
\$28.44

FIB100457
BPO Catalyst
Low Temp 2.8 oz
Below 80°F **\$4.38**

FIB2490
Large Repair Kit
(2) 100490—Large Repair
(4) 100457 Fast BPO Catalyst
(4) 100458 Slow BPO Catalyst
(1) Pack Coster Metal Spreaders
(1) XL T-shirt **\$50.09**

FIB100458
BPO Catalyst
High Temp 2.8 oz
80°F+ **\$4.38**

FIB100470
Small Repair Fast
275ml Cartridge
\$14.40

FIB100490
Large Repair
1/2 Gallon
\$20.79

FIB2492
Small & Large Repair Kit
(1) 100475—Small Repair
(1) 100490—Large Repair
(3) 100457 Fast BPO Catalyst
(3) 100458 Slow BPO Catalyst
(1) Pack Coster Metal Spreaders
(1) XL T-shirt **\$49.23**

FIB100495
Large Repair Gallon
\$41.57

COLORMATCH —BEST PRACTICES MATCHED WITH THE BEST PRODUCTS

COLORMATCH
TONY'S TIPS



Sales & Marketing: Try introducing a special program for students. Offer free car inspections for people purchasing automobiles for their kids who are in school or going off to college. If you are located in a college town, set up an account with parents to handle minor service work for students. Then, whenever the family needs body work, you will be their first choice.

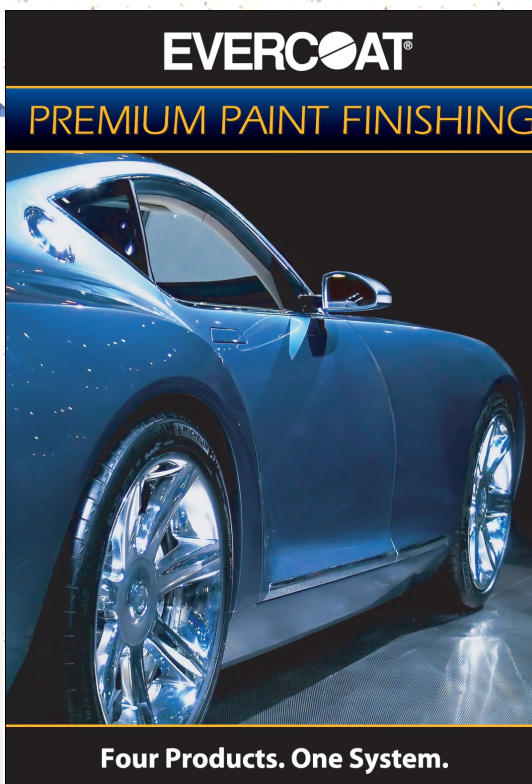
Profitability & Management: Involve employees in improving production. Help them understand the whole process and give them some say. They need to buy into procedures, since they are ones doing the work. For example, a common problem is getting body techs & painters to agree on timing vehicle hand-off to the paint department. Reduce arguments and wasted time by allowing those involved to come up with the process—then there's no point of contention.

Cycle Time: Know & follow the FORMULA—*THE WORK IN PROCESS = THE DAILY SALES GOAL X YOUR DESIRED CYCLE TIME*—For example, target sales of \$100,000/mo translates to a daily sales goal of \$5,000 (20 business days). Multiply this times a desired cycle time of 3 days and your WORK IN PROCESS equals \$15,000. When you take on additional business, changing the WORK IN PROCESS, something has to give, namely the cycle time. Instead of not hitting cycle time and having dissatisfied customers and insurers—try this—secure the job, get the repair authorization, order parts, and schedule ahead accurately.

Safety & Green: If you change to another brand of paint and/or chemicals, and get any new or updated MSDS, do not throw out the old MSDS. According to OSHA regulations, MSDS for products you have used in the past need to be kept for 30 years. Old MSDS can be stored remotely, if necessary. Just make sure you can get to them.

Estimation: Improve the quality of your sheet and write more accurate, complete & profitable estimates by using the DEG, a free industry database that provides valuable feedback on missing, unclear, or potentially inaccurate information. Check them out if you're not sure about a procedure or something that just doesn't make sense. Data Enhancement Gateway/DEG—Advocates for Accurate Collision Data—www.degweb.org

Technical - The safety standard has doubled on ROOF CRUSH TESTS. Since A & B pillars are reinforced with high strength steel, they are less likely to be sectioned. Make sure there's an OEM procedure before proceeding.



Four Products. One System.



FIB102019
Paint Finishing Pro Kit
\$80.96

- Includes:
- (1) 100019 Triple Cut
 - (1) 100030 Triple Glaze
 - (1) 100032 Triple Gloss
 - (1) 100035 Triple Mist
 - (3) Compound Bottles
 - (3) Microfiber Towels
 - (1) Buffing Apron

This sales flyer is prepared in advance. Quantities of some items may be limited due to demand. Designated prices are effective only for the term stated in the flyer and for quantities currently in inventory. Graphics are for illustrative purposes only. We are not responsible for misprints, or errors in descriptions and/or illustrations.

New Products



1

FIB100019
Triple Cut Compound
Quart
\$34.10

Designed for buffing high-tech clear coats with minimal product.



2

FIB100030
Triple Glaze
Quart
\$20.22

Formulated to remove 3000-4000 grit wet sand scratches. Produces a high-gloss, swirl-free finish.



3

FIB100032
Triple Gloss
Quart
\$24.40

Fills micro-fine scratches and provides paint protection with exceptional gloss. Easy-to-use for ultimate wet-look finish.



4

FIB100035 Triple Mist 22 oz \$11.71

Optional step for final wipe down to achieve brilliant show car appearance.



FIB100828
Multi-Purpose Repair Panels
30.5 cm square
\$32.18



FIB100830
26:1 Manual Caulking Gun
\$53.99



FIB100822
Bead Type Seam Sealer
250 ml
\$34.17



FIB100823
Control Flow Seam Sealer
\$25.35



FIB100817
Mix Tip for Adhesives
\$1.95 ea
\$23.37 pk 12



FIB100813
Medium Set Adhesive
250 ml
\$30.85



FIB100815
Panel Bonding Adhesive
250 ml
\$40.50



FIB100898
Multi-Fix Plastic Repair
280 ml
\$29.34

Advantage Through Education

Best Practices Seminar
2nd Quarter 2010



Impact your bottom line by maximizing the tools available to you. Join us for dinner and learn how to manage your materials in a way that increases profits. Parts prices are fixed and labor rates are determined by insurers. The only controllable profit center is paint & material costs.

Kyle Hurt, body shop manager at Trickett Honda in Nashville, recently attended this seminar and said that it was the best one he had been to. He wished that more people from his shop had attended. Make reservations now and don't be sorry that you missed this seminar!

DATE	LOCATION
May 6	Henderson, KY
May 11	Jackson, TN
May 20	Bristol, TN
June 3	Mobile, AL
June 17	Clarksville, TN

Call your local store or sales rep for reservations, or email us at:

solutions@colormatch.com

See the back page for a listing of COLORMATCH vendors. Contact us today to supply your collision repair needs.

SOME ITEMS IN THIS PROMOTION MAY REQUIRE 3 DAY DELIVERY
PLEASE ALLOW 5-7 DAYS FOR CUSTOM ORDERS