

colorexpert

Service • Trends • Training • Management

Products

Hi-TEC

Painting in a new dimension.



Color

Professional color management.

Management

Benefits of "Lean Thinking".

Worldwide

Passion for colors.

2011



Spies Hecker – simply closer.





Thomas Melzer,
Brand Manager
Spies Hecker GmbH.

Equipment and technology.



Dear Reader,

There's no doubt about it: The job of refinishing has changed. Still essential today are craftsmanship, a trained eye and plenty of experience when it comes to color identification and paint application. However, what counts more than ever today are efficient product systems and the use of hypermodern equipment and technologies.

Matching solutions.

Today, technical and technological innovations are capable of creating an all-important competitive edge. And this applies particularly to second-generation waterborne base coat. A good year after the successful introduction of Permahyd® Hi-TEC 480, many countries have long discovered conclusively for themselves that the new product system delivers even greater process security and flexibility and opens up new opportunities.

The development of novel pigments is expanding the spectrum of colors. And only those capable of grasping color in its vast complexity are able to professionally remedy paint damage. It's a question of reconciling highly exacting processes with ever tighter deadlines and the pressure to succeed. The matching solution

is provided here by digital color identification with the ColorDialog spectro, which offers so much more in combination with the formula software CRplus – such as electronic color comparison at the monitor and electronically generated paint quantity suggestions.

To put it succinctly: The demands placed on refinishers are becoming consistently tougher. The keys to success now and in the future include openness to innovation, technical expertise and an uninhibited approach to the latest computerized systems. And we've long geared ourselves to this at Spies Hecker. In our practical training, we offer you the technical knowledge necessary for efficient utilization of innovative products, equipment and technologies in the bodyshop. Seize this chance to give your bodyshop a clear competitive advantage – because we'd like to welcome you to a new dimension!

And now I'd like to wish you plenty of fun reading this new issue!

Welcome to a new dimension.

Spies Hecker Hi-TEC waterborne base coat sets new standards in vehicle refinishing.

Efficient, versatile and easy to apply, Permahyd® Hi-TEC 480 is blazing the trail into the future. Refinishers benefit particularly from short process times and the reliable results facilitated by the innovative system. Specifically, the many advantages for the user can be found in five areas:



1. Simple and quick application.

Thanks to its exceptional surface wetting, Hi-TEC waterborne base coat can be applied quickly and easily in just a single spray pass. A specially developed additive optimizes adjustment of the material's viscosity.

2. Results you can rely on.

The bodyshop can depend on the quality and opacity of the product system. Color reproduction is outstanding – a fact made possible among other things by the uniform effect of all metallic and pearl effect colors. Experience has also shown that different refinishers with entirely different spraying techniques achieve virtually identical paint results with Hi-TEC.



3. Easy to blend in.

Permahyd® Hi-TEC reveals its strengths particularly during blending-in. A special blending additive creates gentle, uniform fade-out zones. This way the refinisher achieves a smooth transition to the original paintwork.

4. Short process times.

Its good flash-off behavior enables refinishers to dust off the repair directly or immediately remedy any defects by sanding. On multicolor finishes, the paint film can be masked and recoated straight after flash-off.

5. Many possible uses.

The new Hi-TEC product generation from Spies Hecker also has all the right answers to current trends on the production line, because interior coatings as well as 3-stage and multicolor finishes can be flexibly applied with just this one system. Optimal hard drying and excellent chemical and mechanical strength are achieved with the aid of a special hardener.

Easy, quick, reliable and flexible – anyone painting with Hi-TEC improves his processes and refinish paint application. The core of the new product system, incidentally, is an innovative hybrid technology that unites the positive properties of different paint components. Spies Hecker is thus setting new standards once again.

Internationally successful!

On the market in many countries since the beginning of 2010, Hi-TEC has firmly established itself in international bodyshops. On the following pages, pilot businesses report on their experience with the new paint system.

“We’re impressed!”

Over a year’s experience with Hi-TEC in Germany.

Senior refinisher Mike Buhl organizes the work processes in the refinishing department at the BMW Müller dealership in Leipzig. Here, damaged paintwork has been refinished with the new Spies Hecker Permahyd® Hi-TEC 480 Base Coat for over a year now. “More than anything else, the new product system has made our processes easier. And this in turn makes the results even more reliable,” the 39-year-old stresses. Each refinisher has his own style of paint application or uses different spray guns – and yet they all achieve the same finish.

The changeover to Hi-TEC 480 in Leipzig was child’s play and was quickly accomplished. “The product blends in well, and the transitions are smooth and free of boundary marks,” is the unanimous analysis. Mike Buhl: “The new water-



Mike Buhl of Autohaus Müller, Hi-TEC pilot bodyshop, Germany.

borne base coat dries hard quickly, can be sanded directly and has flash-off behavior similar to that of solvent-based material.” Color reproducibility, he has found, is very precise. “There’s a perfect match between the sample panel and the painted repair. What’s more, the product is versatile in its application. By adding hardener to the waterborne

base coat, it’s possible to quickly paint such areas as the car interior and engine compartments with the matching color.” His verdict: “We’re impressed!”



“Consistency and speed – good news for the bodyshop!”

“The new Spies Hecker system is good news for the bodyshop,” say the refinishers of Road and Race Restorations Ltd in the United Kingdom.



Dave Yoeman, Bodyshop Manager, Spies Hecker’s Andy Baxter, and owner of CUI member Road and Race Restorations, John Bradshaw.

Talk to John Bradshaw, owner of Road and Race Restorations, and his painters Joe Grant and Dean Snape about their experience with Permahyd® Hi-TEC and they soon run out of superlatives: “Great success, fantastic products – more than we could ever have hoped for!”

The reason for their enthusiasm is that the business specializes in the accident repair of luxury vehicles of Porsche and similar brands. “Application of Permahyd® Hi-TEC 480,” says John, “has proved to be much quicker no matter whether a big or small repair.” And he ought to know, because the race car enthusiast and former karting champion knows all about speed. “Coverage

is excellent requiring just 1.5 coats, and drying times are not ‘fickle’ but exactly as stated,” is his observation.

The verdict from the UK: “Consistent application and consistent color means that we as a company can remain in a leading position and meet the needs of our customers and ensure continuing manufacturer approvals and support.”

“Undoubted advantages!”

In Jutland in Denmark, the Sundsholmens bodyshop goes all out for progress.

Sundsholmens Autolakering ApS in Nørresundby has been using the refinish products and service of Danish Spies Hecker distributor Baden-Jensen for many years. However, business owner Ralph Makhholm was initially sceptical about the new Permahyd® Hi-TEC 480 waterborne base coat. “When Baden-Jensen introduced the new Spies Hecker base coat, we thought hard about whether we wanted to change to this new technology,” he recalls. “In the end, however, Baden-Jensen convinced us of the modern waterborne base coat – it was simply more efficient.”

Ralph Makhholm is now more than glad to have taken the plunge in changing to the new technology. “The base coat has undoubted advantages. It is easy to apply and the results are always the same – regardless of the person wielding the spray gun. Outstanding results have been achieved even by our youngest trainee,” the businessman reports with a smile. At the same time, blending-in is much easier with the new system. Minor flaws like runs in the wet paint can now be corrected without touching up. “This saves us both time and money,” says Ralph Makhholm summing up.



Spies Hecker importer Finn Baden-Jensen and Ralph Makhholm of Sundsholmens Autolakering, Denmark.



“The right decision!”

Two Austrian bodyshops and their assessment of the system’s reliable results, flexible application and savings.



Hi-TEC pilot bodyshop IDENTICA Ofer, Austria.

Günter Wernig.



Hi-TEC pilot bodyshop IDENTICA Lietz, Austria.

For over a year now, paint repairs at the Austrian bodyshops of IDENTICA partners Lietz in Wolfers and Ofer in Wachsenberg have been carried out with the Spies Hecker Permahyd® Hi-TEC 480 Base Coat. Robert Lietz is particularly happy with the reliability of the results thanks to the uniformity of the metallic and pearl effects. “Since we’ve been using the new Hi-TEC system, mottling and shading have ceased to be a problem,” the managing director stresses.

Günter Wernig, senior refinisher and old hand at Ofer, emphasizes the reliability of the results too. Also useful is the product’s flexible use for interior, multi-stage and multicolor finishes with added

hardener. And he finds in particular that the silver colors display high opacity. “This is where we can save considerable quantities of material,” he concludes. Robert Lietz is quick to chime in: “With the new product system, we’ve achieved total savings of about ten percent.” Both bodyshops are very happy with their switch to the waterborne base coat: “It was definitely the right decision!”

“Simply better!”

Two trailblazers from the Netherlands give their answers to the question: “Does Hi-TEC really do what it claims to do?”



Hi-TEC pilot bodyshops Schadenet van Leeuwen and Schadenet van Eeden, Netherlands.

Permahyd®
HI-TEC

Mathijs van Leeuwen of Schadenet van Leeuwen in Kesteren says it does. “We completely changed over to Permahyd® Hi-TEC 480 within a day. This was preceded by two days of training – and after this, everything went smoothly from the word go.” Dennis Hulzentop, refinisher at Schadenet van Eeden in Cuijk, confirms the ease of working with Hi-TEC: “Obviously, we had to get used to it on the first day, but since then we’ve got along really well with the new system.”

“Permahyd® Hi-TEC flashes off really quickly,” stresses Mathijs van Leeuwen. “Any paint flaws can be corrected immediately. And blending-in is also quick and easy. In addition, Permahyd® Hi-TEC is excellent for minor repairs as well.” For Dennis Hulzentop, the system’s opacity, corrigibility and flow are the outstanding pluses: “The paint dries very quickly. This way we can remove dust particles earlier and mask the surface straight-away for further processing.”

The two businesses openly agree: “Our previous products from Metalak, our Spies Hecker supplier, were already very good. But this system is simply better!”

“Excellently equipped for the future!”

By launching Hi-TEC 480, Spies Hecker has struck a chord with the trade in Switzerland as well.

Permahyd®
HI-TEC

“What we’ve clearly found is that the new product system makes the process more dependable,” affirms Benno Schütze, in charge of the refinishing department at Carrosserie Zumbrunn in Sissach. The bodyshops in Biel-Benken and Füllinsdorf have also switched to the innovation from Spies Hecker. “We’ve opted for the new system because we, like Spies Hecker, are in favor of technical developments that make processes in the bodyshop easier,” say Angelo Grasso and Erwin Leu explaining their motives for introducing the new paint system. Managing Director Roger Steimann of CS R. Steimann AG in Bachenbülach found familiarization really easy: “The changeover to Hi-TEC 480 went off quickly and without a hitch.”



Erwin Leu, Volker Wistorf, Selcuk Özgül, Roger Steimann and Angelo Grasso.

Like in Baselbiet – as well as at all the bodyshops we questioned, as it happens – the professionals in the Canton of Zurich appreciate the staggeringly uniform paint results. “The process security afforded by the system gives us

greater flexibility than ever in the allocation of jobs to different painters,” is the verdict from Laufental, for instance. In conclusion, the Swiss pilot bodyshops all agree: “Impressive in practice – and we’re excellently equipped for the future!”

A sign of trust.

Manufacturer approvals stand for tested quality and reliable repair solutions.



Recognized repair quality:
Car manufacturers rely on
Spies Hecker.

To obtain a repair approval from a vehicle manufacturer, the products concerned have to satisfy a multitude of criteria and pass numerous tests. The manufacturer tests whether the refinish paints meet the standards of the OEM finish and can be used for warranty work.

Spies Hecker has been cultivating close partnership with the automotive industry for years. Worldwide, the company has been awarded over 100 approvals by 40 vehicle manufacturers. These are an assurance that the various vehicle specifications are complied with when a bodyshop repairs accident damage with Spies Hecker products. Along with the technical requirements, certain services are also a permanent feature of the agreements with the various automobile brands.

Making targeted use of brand approvals.

Consumers are attaching growing importance to manufacturer information and verifications of product quality. In business with private customers, the bodyshop can therefore make targeted use of manufacturer approvals. “This is a convincing argument, particularly for workshops that mainly repair premium brands,” stresses Karsten Jürs, Spies Hecker Marketing Manager. “The bodyshop can thus reinforce the customer’s trust in its work and in the quality of the repair.”

Star effects.

For the painting of rims and add-on parts, new Spies Hecker Permahyd® Silver Star Base Coat conjures superfine silver onto vehicle parts.

Whether used for tuning, rims or accessories, Permahyd® Silver Star Base Coat yields a smooth, aluminum-like gloss with its microscopic metal pigments. Its preferred field of application is the repair and original finishing of rims and add-on parts such as mirror housings. “Such vehicle parts are usually coated in extremely fine shades of silver,” explains Frank Barduna, Technical Manager at Spies Hecker.

Refinishers achieve the brightest effects if they spray a film of clear coat straight onto the surfacer before base coat application and then lightly sand the surface to prevent the effect from being marred by variations in substrate texture. The VOC-compliant base coat can be recoated with any Permasolid® clear coat applied in 1.5 coats.





A fast finish.

New Spies Hecker Permasolid® HS Optimum Plus Clear Coat 8650 permits simple application and extra-fast drying.

With its wide-ranging applications and rapid drying of 10 to 35 minutes at 60°C metal temperature, the new Permasolid® HS Optimum Plus Clear Coat 8650 from Spies Hecker makes a big impression. Varied uses – for everything from standard repairs to Speed Repair. “In the development of the product, we set ourselves the target of making the application process for clear coat even more efficient,” says Jörg Sandner of Technical Service at Spies Hecker. “Thanks to its rapid drying, Permasolid® HS Optimum Plus Clear Coat 8650 can be quickly and easily polished. This boosts bodyshop productivity.” Good results are achieved even in less favorable conditions in the spray booth. This innovative high solids product thus contributes greatly to optimization of the overall work process. The clear coat can be used for partial and full vehicle resprays. The VOC-compliant clear coat from Spies Hecker is best of all for businesses that frequently carry out Speed Repairs to remedy minor damage.

Versatile hardeners.

You can only achieve outstanding painting results if the hardener is adapted correctly to the working environment. A number of points have to be borne in mind. It is always important to consider the prevailing ambient conditions and object size. If, for instance, an excessively fast-drying hardener is used in high summer temperatures, solvent popping or matting may occur. The choice of hardener also depends on whether a complete or partial respray is involved. The Spies Hecker system poster indicates which hardeners should be used in which conditions. The poster is available for downloading free of charge at www.spieshecker.com.

Repaired part.	Temperature range.	Hardeners.
	15-20°C	VHS 3220 fast HS 3307 extra fast HS 3309 fast
	20-30°C	VHS 3225 HS 3309 fast HS 3310
	30-35°C	VHS 3230 slow HS 3312 slow
	20-25°C	VHS 3225 VHS 3230 slow HS 3310 HS 3312 slow
	25-30°C	VHS 3225 VHS 3230 slow VHS 3240 extra slow HS 3310 HS 3312 slow
	30-35°C	VHS 3240 extra slow HS 3315 extra slow
	20-35°C	VHS 3240 extra slow HS 3315 extra slow

Filter out of kilter?

Dust inclusions are a nightmare for any refinisher. So if you want to prevent such paint defects, it's all the more important to change the filters in the spray booth correctly and in good time.

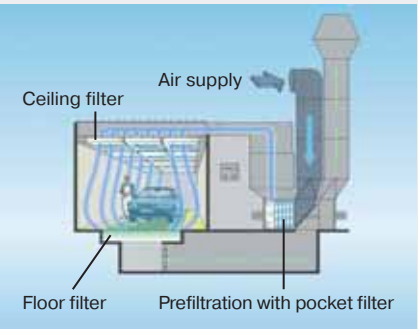


Checklist for filter maintenance.

- Regularly replace floor filters
- Change ceiling filters at least once a year
- Clean holding frames
- Insert cut-to-size elements without folding
- Monitor pressure differences at the filter
- Clean prefilters on the dirty and clean air sides
- Check the airtightness of the fitted filters
- Dispose of filters correctly
- Maintenance work is best carried out at weekends

Punctual filter replacement in the spray booth is something refinishers cannot afford to forget. Often, however, clogged ceiling and floor filters are only noticed when defects, dust inclusions and blisters have already got of hand. “The ceiling filter should be replaced at least once a year,” Jürgen Becker, Head of Filter Service at Freudenberg Filtration Technologies, advises. “And, given a steady flow of work, the floor filters are replaced on a weekly basis.”

Spray booth filtration concept.



Preparation.

Maintenance work should be carried out at the weekend, as it puts the booth out of operation for several hours. “When changing the ceiling filter, the holding

frame has to be thoroughly cleaned,” the expert explains. Vacuuming and wiping it with a damp cloth are indispensable. “What’s more, the new cut-to-size elements have to be carefully inserted without folding.” The right clothing for this is disposable overalls, goggles, gloves and a dust mask.

Ceiling filters.

“The dust and fiber particles responsible for paint defects enter via the air,” Jürgen Becker stresses. This is why efficient filtration of the incoming air involves not only the ceiling filters, but also the prefilters. This is where pocket filters are mostly used. Just how often pocket filters have to be replaced depends ultimately also on the location. “Air contamination in towns is of course much higher than in rural areas. The pressure difference at the filter should be monitored and not exceed 250 Pa.” When changing prefilters, the dirty and clean air sides should be cleaned. Vacuuming is usually sufficient for this. Jürgen Becker: “When fitting the new filter, see to it that the printing is on the downstream side and that there is an airtight seal.”

Floor filters.

If the pressure in the booth rises and extraction performance deteriorates, it’s time for a floor filter change. Care has to be taken particularly when replacing the overspray arrestor. Replacement should not be carried out immediately after spraying, because the separated paint still has a high proportion of solvent in it. After removal, don’t store it in a closed container on any account, because of the serious risk of explosion. “Ensure an unhindered exchange of air so that the residual solvent can evaporate,” is Jürgen Becker’s urgent recommendation. Depending on the paint material applied, the floor filters can usually be finally disposed of with the other commercial waste. In a nutshell, paint defects of all kinds can be minimized with regular filter maintenance. “You then have extremely clean conditions for your work and achieve flawless results.”

Creative job.

For refinishers, effect colors mean new challenges and exacting processes.



Dietmar Wegener,
Color Project Manager.

Let's take a look back in time. 20 years ago, solid colors still dominated work in the bodyshop. Since then, the job of the refinisher has undoubtedly become much more sophisticated and varied. Because matt finishes, numerous special effects, tinted clear coat and 3-stage finishes have brought much more diversity into everyday work.

Special effects.

"The huge diversity of colors calls, on the one hand, for greater knowledge from users and, on the other hand, for practical product solutions from paint manufacturers," explains Dietmar Wegener, Spies Hecker coloristic expert. "New cars with some 1,000 new colors come onto the market each year." And, unlike 20 years ago, special finishes now also go into series production. "This confronts the refinisher with two key challenges: firstly, selecting the right refinish color by digital color measurement with the ColorDialog spectro and, secondly, preparing properly for the job in order to achieve immaculate results." This is hardly feasible these days without digital color management, Dietmar Wegener believes.

While Nissan, for example, catches the eye with its KAB Ultimate Metal Silver, Ford pins its faith on a powerful Hot Magenta. Toyota, Porsche, Opel, Renault and other manufacturers, for their part, boost their brand impact with effect paints containing special Colorstream® pigments.

Solutions for paint repairs.

Quick to respond to this trend, Spies Hecker has long been offering repair solutions perfectly attuned to special effects. "For instance, for the repair of numerous special effect finishes, we've got special additives and ready-mix colors," Dietmar Wegener explains. "We can thus supply our customers with a tinted clear coat geared to OEM paintwork. It contains the same pigmentation as the production-line paint material. This makes it possible to re-create the original appearance." Another example: For paint repairs to the Nissan GTR color KAB Ultimate Metal Silver, a ready-mix color of the Permahyd® Base Coat Series 280 and Permahyd® Special Additive 9016 are employed.

Special knowledge is also, of course, demanded. In this case, contrasting with the usual sequence of coats, a clear coat is applied straight onto the sanded surface or sanded original paintwork on completion of substrate pretreatment. You can find out which application-related requirements are important for the various products and effect finishes on the internet at www.spieshecker.com/tds.



Efficient, quick and fast!

The Spies Hecker CRplus formula software not only takes the effort out of color management, but also facilitates more efficient material usage.

Permahyd®
HI-TEC

Progress in paint repairs almost knows no bounds! With the "Result comparison" function in the Spies Hecker CRplus formula software, the refinisher can now view digitally measured colors at the monitor and, if necessary, correct them. The precise quantities of material required can now be calculated at the computer as well.

Result comparison at the monitor.

First of all, the color is measured at the vehicle with the ColorDialog spectro spectrophotometer and transferred to the PC (e.g. ColorTint PC Desktop System). After this, the CRplus software searches for matching colors in the formula database. The measured color and the suggested formula are then displayed side by side on the screen. If desired, the system even automatically suggests a correction to the formula. Once the refinisher is satisfied with the result comparison, the data of the color formula can be transferred to the electronic scales for immediate mixing.

"The formula and proposed formula corrections are immediately visualized and can be checked much better and faster by the refinisher," explains enthusiastic color specialist Dietmar Wegener. This makes the choice of color more accurate even before a sample panel is sprayed.

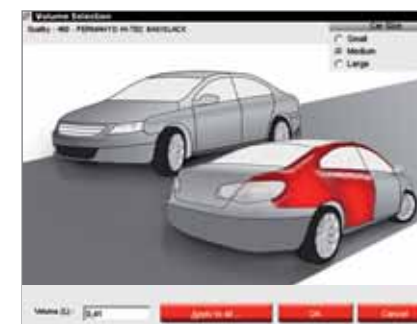
More efficient calculation.

But this is by no means everything the CRplus software can do, as it also calculates the required quantity of paint. "The 'Volume suggestion' tells the user how much base coat he needs for the repair," Dietmar Wegener continues. How does this work? After selecting the matching color, the refinisher selects the repair location on the vehicle and the program suggests the required quantity.



CRplus: comparison of formula and measured data.

The steps in detail: 1. Selecting one of three vehicle sizes (small, medium and large). 2. Marking the damaged parts.



CRplus: volume suggestion.

Dietmar Wegener: "This is where the envisaged process can be entered, e.g. exterior painting, interior painting or blending-in." As a result, the refinisher is told which quantity of color has to be mixed. A useful feature here: "Users can input their own personal experience in the settings, i.e. to the effect that more

or less material tends to be used than suggested. This stored information can then be applied to future suggested quantities."

The two functions optimize material usage in the bodyshop and thus ultimately benefit the environment. "The refinisher is concerned with selecting the matching color and the required quantity of material before the color is mixed," says Dietmar Wegener, summing up the huge advantages.

Professional Color Management.

Absolutely essential for a good refinish is correctly identifying the color.

The future for refinishers involves craftsmanship aided by digital equipment. With the ColorDialog spectro spectrophotometer and the CRplus Spies Hecker formula software, you benefit from professional color management – for reliability throughout the process and efficiency for your business.

1 Job acceptance.



Record and assess the damage.



Find the color code on the type plate or in the vehicle's service booklet.

2 Measuring the color.



Polish and clean the measurement area close to the damage.



Place the ColorDialog spectro on the cleaned surface and carry out three measurements in slightly offset positions.



For effect paintwork, determine the coarseness of the metallic paint with the Effect Index.



With the CRplus formula software, read the measured color data into the PC.

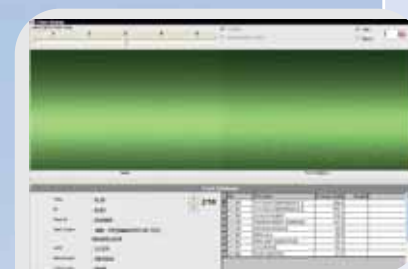
3 Formula search.



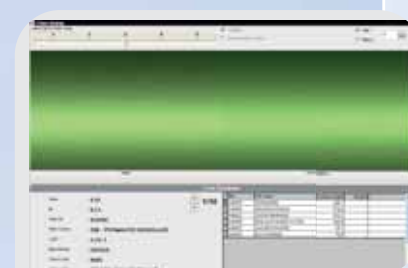
Enter the vehicle manufacturer and color code to narrow down the formula suggestions.



The color formulas with the closest match to the color are listed.



The function "Result comparison" displays the measured color and the formula from the database on the screen.



The function "Shaded effect color" adapts the database formula to the measured color values. Store the corrected formula.

4 Color mixing.



The function "Volume suggestion" calculates the required paint quantity for the repair of vehicle parts in a chosen process, e.g. exterior or interior paintwork or blending-in.



The scale function on the screen aids color mixing and automatically corrects the formula in the event of weighing errors.



Print out the manufacturer and color formula with a barcode on the label and stick it onto the back of the sample panel.

5 Sample panel.



Spray a sample panel.



Compare the panel at the vehicle in daylight or under a daylight lamp.

6 Painting & final tasks.



Apply the mixed paint to the vehicle.



Archive the sample panel.

A legend comes back to life!

Rekindling memories of its glory days, the legendary Audi Sport quattro S1 is back! 25 years on, Volker Gehrt rebuilds a detailed replica of the rally car – with craftsmanship, modern technology and a passion for motor racing.



Technical data Audi Sport quattro S1 replica.

- Engine: five-cylinder, 2100 cc displacement
- Output: 330 kW (560 hp) at 7500 rpm
- Dead weight: 1085-1195 kg
- Top speed: 220 km/h
- Price: priceless and not for sale

“Accurately reconstructing the Audi S1 was a brilliant idea. When I saw the car for the first time, it was like being transported 25 years back in time. The amount of work that goes into building such a replica is incredible.”

(Walter Röhrl, German racing driver who drove to World Championship victory in San Remo on October 4, 1985.)

“A rally car with permanently active four-wheel drive – something that had been previously inconceivable. But the impressive track record speaks volumes. A masterly achievement by the Audi engineers!”

(Stig Blomqvist, Swedish race driver who clinched the World Championship by winning the Rally Ivory Coast in the Sport quattro in 1984.)

The Audi Sport quattro S1 ranks among the most exciting and ground-breaking rally cars of motor racing history. Its drive concept, its primordial power and of course the successes of its drivers – the likes of Walter Röhrl, Stig Blomqvist, Michèle Mouton and Hannu Mikkola – have indelibly imprinted the Audi quattro on the memories of rally fans. From 0 to 100 km/h in only 2.6 seconds. The first rally car with permanently active four-wheel drive. It was an icon. Technology that still inspires today. “I saw the Audi Sport quattro S1 for the first time on television 25 years ago,” a moved 51-year-old bodyshop owner Volker Gehrt tells us. To mark his firm’s 25th anniversary he set himself a thoroughly ambitious goal – that of constructing a replica of this legendary sports car.

A race track mind.

An audacious project, because all traces of the winning car of yore have since vanished. No one knows anything about the Audi’s whereabouts. Undaunted, Volker Gehrt embarked on his endeavor together with Roland Gumpert, former manager of the Audi team. With passion and expertise, the whole team of the paint- and bodyshop in Germany got down to work. Three years of planning and a year of hard graft. “The main challenge involved getting the Audi back on the road as true to the original as possible,” Volker Gehrt stresses. “Numerous components were no longer available – no amount of money or smooth talking made any difference.”

Reliving sporting history.

Instinct, perseverance and good contacts were necessary in tracking down plans and parts. To construct the S1 body, Audi resorted in 1985 to parts from standard production. “We needed three whole Audi quattro bodies from that year. On top of this, we had to machine a whole host of components ourselves entirely from scratch,” Volker Gehrt explains. To rebuild the gearbox, it was right back to the drawing board for former design engineer Werner Kugler.

Retro with Hi-TEC.

The painting of the Audi Sport quattro S1 replica posed an entirely new challenge for Volker Gehrt: Alpine white and HB yellow – how is it possible to replicate the old colors accurately with modern technology? A question to which Spies Hecker had the only fitting answer: “We put together our own special paint history,” explains Dietmar Wegener of Spies Hecker Color Management. After exhaustive searches, the specialist managed to pinpoint the original colors.

“With the digital ColorDialog spectro spectrophotometer and the CRplus formula software, we came up with the colors for the ground color and logo strip in new Permahyd® Hi-TEC quality.” The entire Audi Sport quattro S1 replica was then painted with Hi-TEC water-borne base coat in just two days. “The new system lent itself particularly well to quick and neat application of the multi-color paintwork,” Heiko Pätz, Volker Gehrt’s senior refinisher, confirms.

In short, this is a happy marriage of history and technology. Thanks to modern paint technology, the retro paintwork is virtually indistinguishable from the original. Dietmar Wegener: “By affixing barcodes to the sample panels, the formulas can be quickly read off at any time.” This will facilitate touch-ups on the body. Because the Audi Sport quattro S1 is not destined for the museum. Racing driver Walter Röhrl has already taken it out for a spin on the Sachsenring race circuit. Races at the Nürburgring and in San Marino are scheduled to follow. And then there are Monte Carlo and San Remo. This is a success story that has impressively brought a legend back to life.

Take part ...

**and with a bit of luck
you can win one of five
Audi Sport quattro S1 model cars:
www.spieshecker.com/hitec-s1**

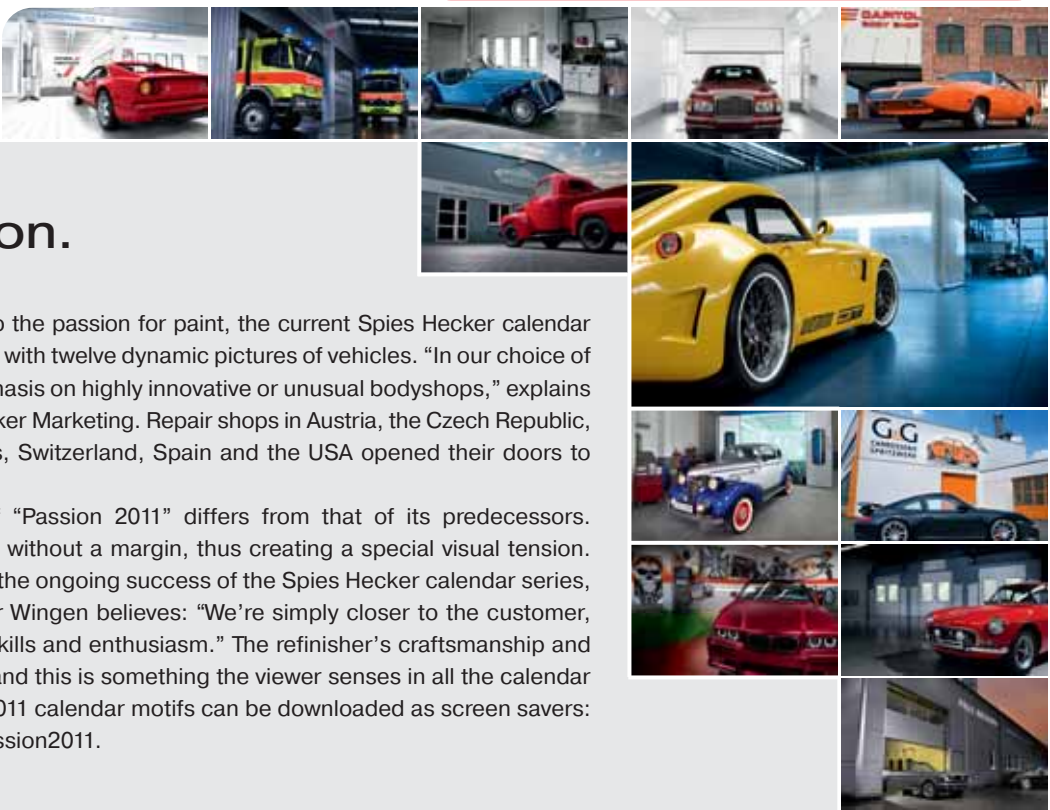
**Permahyd®
HI-TEC**

True-to-original finish with
Permahyd® Hi-TEC 480.



Stig Blomqvist, World Champion 1984.

Worldwide



Pure passion.

"Passion 2011": Devoted to the passion for paint, the current Spies Hecker calendar guides us through the year with twelve dynamic pictures of vehicles. "In our choice of motifs, we've put the emphasis on highly innovative or unusual bodyshops," explains Peter Wingen of Spies Hecker Marketing. Repair shops in Austria, the Czech Republic, Germany, the Netherlands, Switzerland, Spain and the USA opened their doors to Spies Hecker this time.

The pictorial language of "Passion 2011" differs from that of its predecessors. The images are all printed without a margin, thus creating a special visual tension. There's a good reason for the ongoing success of the Spies Hecker calendar series, now in its sixth year, Peter Wingen believes: "We're simply closer to the customer, showcasing him with his skills and enthusiasm." The refinisher's craftsmanship and talent are pure passion – and this is something the viewer senses in all the calendar pictures of the year. The 2011 calendar motifs can be downloaded as screen savers: www.spieshecker.com/passion2011.

Global togetherness.

With its offers of practical training, compact seminars for business owners, supportive marketing measures and face-to-face consultations, Spies Hecker maintains close contacts with its customers at all times. "Simply closer", after all, has long been the paint manufacturer's guiding principle – and one that it also acts on. It's therefore no surprise that the current Spies Hecker advertising campaign is also staying true to this motto and presenting the bodyshop as the central scene of the action.

Not least thanks to this extremely close partnership, the Cologne-based paint manufacturer understands what bodyshops need most. "The new ad motifs take up these close relations and present concrete solutions for processes in the bodyshop," explains Peter Wingen of Spies Hecker Marketing. "The motifs also stress the advantages for Spies Hecker refinishers and, together with the text, generate a strong sense of togetherness. We are, after all, a global team."



Practice

In the fast lane.

Becker Automobildesign has made a name for itself as an international expert in Porsche restoration.



Preparation for the photo shooting at Becker Automobildesign.

With their unusual shape, inimitable sound and superlative quality, Porsches have many admirers – one of them being Heiko Becker. Fascinated by the sports car brand, he has made his passion his profession. Becker Automobildesign in Germany specializes in the repair and restoration of Porsche models.

Formative workshop years.

It all started when the now 40-year-old was still a teenager: "When I was 19, I worked at a repair shop that did up old sports cars," he recalls. "One of the first vehicles that I worked on was a Porsche." His absolute favourite, a 911 2.5 GT, as it happens. He had one of these rare models for repair at his own bodyshop only last year. Heiko Becker has been running his own bodyshop since 2005 – with 14 perma-

nently employed staff, including ten sprayers. Business expansion is in the pipeline. Anyone visiting the business can't help noticing how neat and tidy everything is. "A clean shop for neat work" is his motto. "My team is a blend of young and old, all of them highly skilled." The company owner attaches special importance to teamwork between the refinishers and body repairers. Young and old, experience and enthusiasm – a combination that seems to work well at Becker Automobildesign. Characteristically, the vehicles in the repair shop are a mix of historic and more recent. About 50 percent come from private owners.

Speeding into action.

The sports cars from Becker's bodyshop are in race action all over Europe – at the Nürburgring, in the Rally Trieste-Vienna or in the Trofeo Baleares. "Four

to five meetings take place per year in Germany alone," explains the businessman, who goes to many races himself. "This is an excellent opportunity to cultivate existing contacts and establish new ties." Two 911 3.0 RS cars are constantly on the road in rallies and on race circuits, sporting the Becker company logo.

A brand for booming business.

His commitment to Porsche has paid off – business is flourishing. By specializing, the firm has made itself independent of insurers, dealerships and the state of the economy. Because classic cars and motor racing are two crisis-resistant sources of business. As far as attracting new customers is concerned, Heiko has been relying for some time now on others to spread the word. "Almost all of our customers come to us on the strength of personal recommendation from friends and acquaintances," he proudly tells us.

Heiko Becker's bodyshop certainly isn't wary of new technologies – neither of the internet, nor of innovative products like Spies Hecker Permahyd® Hi-TEC 480 Base Coat.

And paint supplier Spies Hecker has long shown an interest in Becker's success story and has showcased the business in a large-scale advertising and calendar shoot.



Heiko Becker, Becker Automobildesign.

Products

The all-important binder.

Industrial coating is a multifaceted field of business with constantly growing demands on the refinisher. With the Spies Hecker Permaflex® paint system, a broad range of surface finishes, effects and degrees of gloss can be achieved. And it is the selected Permaflex® binder that determines the special properties of the product in its mixed state. For advice on specific applications, Spies Hecker experts are always willing to help.



Industrial coating.

PUR Top Coat Series 570.
PUR Matt Top Coat Series 555.
PUR Textured Top Coat Series 560.

PUR

- High mechanical and chemical resistance
- For indoor and outdoor applications
- Suitable on primed substrates

Acrylic Plus Top Coat Series 575.

Acrylic Plus

- High UV stability
- Special system for window frames

Acrylic Top Coat Series 550.

Acrylic

- For 1-coat application / without primer
- Apply direct onto steel, aluminum and zinc
- For indoor and outdoor applications

Stone Chip Top Coat Series 515.

Stone Chip

- High mechanical strength
- Improved for pump application

Iron Mica Top Coat Series 510.

Iron Mica

- High mechanical and chemical strength
- Typical iron mica gloss and effect
- High weather resistance

Alkyd KH Top Coat Series 530.

Alkyd

- Suitable for indoors and outdoors
- Also suitable for rolling and brushing
- Accelerator 9011 improves complete drying and permits faster recoating

Epoxy EP Top Coat Series 540.

Epoxy

- Suitable for special applications in interiors
- For objects with extreme surface hardness and high mechanical and chemical resistance, e.g. floors, machines

Nitrocellulose NC Top Coat Series 520.

Nitrocellulose

- Suitable for indoors
- Quick air drying



Flexible uses.

Damage to bumpers, scratches on doors and accident damage – the types of possible damage are many. Anyone who wants to repair damaged paintwork professionally has to be flexible – a precondition satisfied by the new Permasolid® HS Clear Coat 8055. Suitable for any kind of repair, it is easy to apply and creates process security. “The VOC-compliant high solids clear coat is ideal for all kinds of repair – for anything from spot repairs through to partial and full resprays in the spray booth,” explains Frank Barduna of Technical Service International. “What’s more, the new clear coat strikes a perfect balance between fast drying and gloss.”

The new clear coat from Spies Hecker has been designed for the waterborne Permahyd® Hi-TEC 480 and Permahyd® Base Coat 280/285 systems. The clear coat is applied in 1.5 or 2 coats. The mixing ratio is 3:1 with Permasolid® VHS Hardeners plus Permasolid® HS Clear Coat Additive 9034. “The additive optimizes the clear coat’s flow characteristics. For spot repairs, Accelerator 9025 or Additive 9026 can be used instead of Additive 9034. This way, small areas can be efficiently processed,” the expert points out.

Optimal CV surfacer.



If extra-high productivity is called for in the bodyshop, refinishers can now resort to Permafleet® VHS Wet-on-Wet Surfacers 5620 from Spies Hecker. “What makes the new Surfacers 5620 special are its simple application, excellent sprayability and outstanding gloss and flow,” stresses Arno Steyns, Spies Hecker commercial vehicle painting expert. “What’s more, its broad range of processing conditions and long pot life create greater leeway during application.” These two factors are of special importance on commercial vehicles, as Surfacers 5620 makes the coating of large surfaces like those on trailers and buses possible. Permafleet® VHS Wet-on-Wet Surfacers 5620 is approved for all Permahyd® Waterborne Base Coat systems and Permafleet® 2K Top Coat systems. The product is available in dark grey and white in 3.5-liter cans. Sure and fast processing, high quality, and results on large surfaces you can count on: New Spies Hecker Permafleet® VHS Wet-on-Wet Surfacers 5620 yields high-grade paint finishes and boosts the efficiency of bodyshop operations.





Lean thinking.

Boosting profitability: Bodyshops in the UK focus on value and efficiency in cooperation with Colors Unlimited International.



Gary Steele,
Muradi's Lean expert.

There's growing demand for processes that improve efficiency. The Spies Hecker expertise programme Colors Unlimited International (CUI) has responded to this with the Lean Thinking business strategy. Together with British CUI members, a Lean Academy has been established by drawing on the lean knowledge and experience of UK program partner Muradi LLP. "This is where bodyshop employees find out how to focus on value for customers and make work processes better – and how to effectively combine the two," explains Gary Steele from Muradi.

Staying competitive.

So that businesses stay competitive, the CUI partners subject all processes to close scrutiny. Commercial and entrepreneurial specifics are studied, analyzed and assessed with the goal of achieving better use of staff, reducing touching-up, preventing unnecessary vehicle maneuvering, and managing materials and spare parts efficiently. The basic idea is that, in a lean business, work flows from one value-generating activity to the next proceeds steadily – without interruptions and without round-about routes.

Optimizing processes.

"Disruptions to the work process and the incorrect use of materials can be found in every facet of the organization and in odd places you might not think of," says Charles Williams, owner of CUI partner C&P Panelcraft. Sometimes it's the poorly organized workplace where important tools are missing because they are scattered about the bodyshop. All searching and wasted effort then means extra – and absolutely avoidable – cost.

Or polishing a whole vehicle although only the newly painted parts ought to be polished. The office is also often enough the scene of redundant activity – for instance, when far too many office supplies have been ordered or a price quote has to be repeatedly revised.

Transparency on all levels.

"Lean thinking is a slow burning process which benefits the whole organization and carries a real potential to significantly increase profits," says a confident Charles Williams. This is why Lean Management involves critically examining and rethinking each work area and each step in the process. Clearly defined tasks and responsibilities and a quick response to mistakes yield more stable processes in the end – and ultimately greater customer satisfaction as well as a thoroughly balanced working atmosphere.

Now you're talking!

Communication expert Thomas Wetzel explains how to achieve greater success in dealings with customers.



Thomas Wetzel,
communication expert.



Mr Wetzel, what's the best approach for the employee at customer reception?

He should pay close attention to how the customer comes across. What's he really trying to say? If he only mentions the damage and asks for a repair straight off, a matter-of-fact reaction is absolutely appropriate. If, on the other hand, the customer is upset and vents his feelings, his primary need is for a sympathetic response before you get down to business. More advice or less, comprehensive support or simply a specific, quick solution – in customer service, a good deal of intuition is called for. Openness, an ability to listen and say the right thing at the right time – a difficult task, although dealing with people is something you can learn. In addition, the after-sales service employee is of course also a seller. Offering extra services is therefore involved.

Is it true that negotiations with insurers or claims managers differ from the usual meetings in after-sales service?

Yes, because it is here that the onus is on the business owner and particularly on careful preparation for the meeting. This is the way to avoid any uncertainty that the other side will immediately sense. Probably the most difficult meetings are price negotiations. It is important here to accurately calculate prices, feel free to quote them, justify them and explain them – without becoming defensive. My advice is to run through price negotiations in advance and try to put yourself in your opposite number's position. This way you can develop successful strategies and respond smartly to whatever comes up.

Let's move on to complaints. How can negative incidents be turned into positive encounters?

First of all, the customer must be allowed to let off steam before you discuss the matter in hand. If you can then show sympathy for the customer's response, you can pick up useful points. Which of course shouldn't mean making excuses for the problem itself. Once a constructive conversational atmosphere has been established, it should be utilized for making a good impression with a swift, unbureaucratic handling of the complaint. This also gives you an excellent opportunity to present your after-sales service in its best light. However, avoid admissions of guilt and always propose concrete solutions.

Can greater success be achieved with communication training?

Professional communication certainly also needs a certain degree of professional training. With sufficient practice, you gain self-assurance and proficiency – and thus achieve greater success. The results will manifest themselves in an improvement in the order situation, a fall in the rate of complaints and growing customer satisfaction. In other words, if you can communicate effectively, you can improve your competitive position.

Mr Wetzel, thank you very much for the interview.



Photo courtesy of Geza Lorincze owl.hu

Golden age.

Nine bridges in Budapest link Buda on one side of the Danube to Pest on the other. A century after its construction, the Liberty Bridge in the Hungarian capital has recently undergone complete renovation. Involved in this project was Alami Kft., the distributor for Spies Hecker paints in Hungary.

The job involved repainting the two golden crowns and the four golden balls adorning the iron bridge gateways. The substrates were first prepared with an epoxy etch primer so that the gold-colored Spies Hecker base coat would be able to suitably embellish the bridge for decades to come. To achieve the best-possible UV stability and outstanding gloss, the painters also used Spies Hecker Permasolid® HS Optimum Clear Coat 8600. The golden crowns and balls are now back in place, high up on the time-honored structure.



Reflections.

Using paint to provoke thought: Spies Hecker has supported one of the spectacular projects of Slovakian artist Stanislav Stankoci.

The Slovak recently built a sculpture entitled "Pig". This one-off work of art made of glass-reinforced plastic was coated with Permasolid® Premium Sur-facer 5310, Permahyd® Base Coat 285 and Permasolid® Clear Coat 8600.

"The purpose of my sculpture is to draw attention to the causes and effects of the global social crisis – focusing particularly on conditions in Slovakia," Stanislav Stankoci explains.

In his home country, Stanislav Stankoci has a reputation for using his own brand of sarcasm to open the public's eyes. The sculpture was on show in a gallery in Bratislava. "I'm planning further projects in the near future, and Spies Hecker vehicle refinishes will amplify their message," the artist reports.



Devilishly good!

Just what the refinishing trade is capable of was recently demonstrated by the Drews IDENTICA bodyshop in Hannover on a special occasion. Taking part in the "Design Your Car" competition organized by the pan-European Spies Hecker IDENTICA bodyshop system, the bodyshop beat all comers with a remarkable devil design created by the vehicle's owner.

Business owner Harri Luze and his team invested over 60 hours of consummate craftsmanship in the paint finish. "Bringing customer dreams to life always has its own special appeal," enthuses the manager who, in his everyday work, is mainly concerned with accident repairs, eliminating minor damage and cleaning up vehicles.



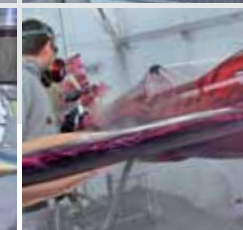
High-wire act.

Architecture and design combined with Austria's breathtaking Alpine panorama – and right in the middle, all the way to the top, Spies Hecker. Two of Austria's architecturally most spectacular and technically advanced cable cars have been in operation to the Gaislachkogel at 3,058 m since December 2010. The total of 107 gondolas were painted in Switzerland with "Atlantic Sunset", one of the Permahyd® Fascination Colors, by a customer of Spies Hecker distributor CH COATINGS AG.

Flights of fancy.

Creativity, a sure hand, a delicate touch and fervor – airbrushing is a real challenge for the refinisher. And this is a view endorsed by Michal Slánský, technician of the Czech Spies Hecker distributor Interaction s.r.o. Airbrush art has been his all-consuming pursuit for over ten years now.

This time he's given a 16.5 kg model airplane with a 3.2 m wing span a spectacular color scheme. However, no less important than the unique design and the quality of the materials is the final weight, for anything that flies mustn't be too heavy.



Our refinishers can match any paint effect.



With the ColorDialog spectro and CR*plus* color software, you can identify even sophisticated effect colors in a matter of moments. The Spies Hecker formula database with its weekly updates is available to you online. This way, you can match the latest effect colors with the same accuracy as standard colors. www.spieshecker.com/colorfinder.

Spies Hecker – simply closer.