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THE ULTIMATE FINISH

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Your Passion.
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IN THIS ISSUE

SKILLED MIGRATION OPPORTUNITIES
CHEVROLET IMPALA RESTORATION
MOTORONE'S HISTORIC EXPANSION
AXALTA COLOUR OF THE YEAR 2024

TABLE OF CONTENTS

- 3 Point Cook Collision Repairs, VIC
- 4-5 Skilled Migrants Fill Talent Shortages
- 6-7 MotorOne Autobody – Historic Premises
- 8-9 Auto Collision Centre, WA
- 10-11 1964 Chevrolet Impala Restoration
- 12 Coach's Corner
- 13 Harts Automotive Paint Supplies, QLD
- 14 Tech Tips - Static Control
- 15 Axalta Colour of the Year 2024
- 16 Axalta Academy
- 17 John O'Shea - 25 year Milestone
- 18 Masis Bodyworks
- 18 Habib Bros
- 19 Recognition Awards

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Do you have a great story?

We'd love to hear it!
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A MESSAGE FROM THE MANAGING DIRECTOR



Your Passion. Our Coatings.

Starting 2024 strong, we have an exciting issue brimming with restorations, new premises, significant milestones and the latest insights for your bodyshop.

In Australia, and across the globe, the shortage of skilled labour and recruitment challenges are pressing

concerns. In this edition, we feature Australian Skilled Migration (ASM) who currently run programs to help with acquiring skilled migrants and have assisted several Axalta customers in filling crucial roles. To date, the experiences have been very positive and you can read more about this on pages 4-5.

It is great to witness our customers' passions for restoring pre-loved vehicles to their former glory. The restoration of a '64 Chevrolet Impala (pages 10-11) demonstrates the incredible capabilities of our industry.

This edition showcases various products and services, including the newly introduced IONSTAR static control gun, the latest Sontara wipe, an alternative ZP Epoxy Primer colour, and the Axalta Academy - our e-learning training platform.

I find great joy in reading the stories on our long-term Axalta partnerships with Masis Bodyworks and Habib Bros (page 18). We extend our gratitude for your loyalty and trust in us and to all our customers recognised on page 19.

A sincere thank you to our participating customers. We eagerly await your stories and encourage all customers to share your achievements and successes with us to feature in our forthcoming issues. Looking forward to another exceptional year together at Axalta.

Steven Brett
Managing Director
Axalta Coating Systems



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CUTTING-EDGE NEW FACILITY

The Evolution of Point Cook Collision Repairs

With an illustrious legacy in smash repairs spanning 13 years in Hoppers Crossing, Point Cook Collision Repairs based in Victoria has recently relocated and expanded its operations to a brand-new premises in Truganina, in the heart of Melbourne's western suburbs.

Proudly owned and operated by husband-and-wife duo, Darren and Samantha Xuereb, Point Cook Collision Repairs is a true testament to dedication and family-driven commitment, in the pursuit of excellence.

"We want to work more closely with OEMs and insurance companies, which prompted us to make a strategic move to expand our operations and overall service offering," said Samantha.

"We envisioned more than just an expansion - it was a complete transformation - a monumental undertaking to meticulously design and build a new facility from the ground up."

Point Cook Collision Repairs needed a bigger space to accommodate both a panel and paint shop, a vision now realised as they boast an establishment with a paint shop, that is fully integrated with cutting-edge technology.



"In our quest for service excellence and precision, we installed Lowbake spray booths. We used a different paint system when we were operating out of Hoppers Crossing and wanted to reach a standard of excellence to help us attract more OEMs," said Samantha. "So we trialled a few companies, and found that Axalta's Stodex range was a definitive cut above the rest, having everything we were looking for."

Guided by Axalta representative, Heith Snelson and the team, Darren and Samantha were led through each phase of the workshop set-up, from shop arrangement and workflow to paint systems, ensuring processes that could deliver on both quality and efficiency.

The build wasn't without its challenges during the COVID-19 pandemic in late 2021, but finally, after 18 months, the facility was ready to open its doors for business.

In the automotive world's ever-evolving landscape, Point Cook Collision Repairs exemplifies excellence, which is evident in the business' new state-of-the-art facility.

Distributor: Jefferson Paint Supplies
Paint System: Stodex Standoblue



SKILLED MIGRANTS FILL TALENT SHORTAGES

A desperate shortage of skilled panel beaters, spray painters and mechanics is one of the top challenges faced by repair businesses around Australia.

The solution? Skilled migrants from countries such as the Philippines and India, according to specialist recruitment company - Australian Skilled Migration (ASM).

Based in Melbourne, Australian Skilled Migration is the largest skilled recruitment company in Australia, facilitating a high volume of employee placements each month, and has recently partnered with Axalta to provide skilled migrant employees to its customers.

A key difference from the average recruiter is ASM's overseas assessment and training focus, which ensures it can find and nurture high quality talent.

"We have training facilities in the Philippines and India, where we assess and train migrants before they come to Australia in both their vocational skills and their English language," Daniel Zammit of ASM said.

ASM's Philippines training centre includes a spray booth and a Car-O-Liner alignment machine, which lets the business put applicants' skills to the test, bringing benefits that are twofold.

Most importantly, it allows ASM to deliver on its core objective of matching pre-trained, skilled staff to suitable roles with Australian employers, a quality that sets the business apart from less reputable recruitment companies.

"There's little point getting someone into the country if they're not going to work out," Daniel says.

"When our skilled workers come from the Philippines or India, they're already trained which is an advantage for both the employee and the employer."

Having offshore training facilities also means ASM's skilled migrants have addressed the working VISA requirements before they arrive, which streamlines a potentially slow and tedious part of the process.

"It's not an easy process, with the ever-changing entry requirements," Daniel says of the right to work documentation, which ASM handles from end-to-end.

When they arrive in Australia, each spray painter spends a week at Axalta's Marsden Park NSW facility, under trainer Mark Latham, learning about the vehicle repair standard that's expected in Australia, and becoming familiar with the Axalta products they will be working with.

"The standard was developed by Axalta's National Sales Manager, Craig Tonkes, and it's fantastic. It's truly unique within the industry; there's not another standard like it," Daniel explains.

Australian Skilled Migration's long-standing relationship with Craig and the Axalta team is built on their trust in ASM's capability to provide the right person for each and every business and position.



HOW THE PROCESS WORKS



"Our director Glenn Cole builds the relationship with applicants before, during, and after the interview, which is incredibly important."

"He has that recruiter's skillset; he does it every day," said Daniel, who in turn manages ASM's relationships with repair businesses.

By partnering with multinational companies, such as Axalta, Australian Skilled Migration hopes to address the chronic shortfall of skilled staff in Australia and in doing so help to grow an industry it is passionate about.



Above: Scott Stephens, Jonard Decinal, Brayden Lee, Justine Manalang and Yacoub Rezkallah of Motorserve.



Axalta customer Motorserve provides car servicing and vehicle repairs, and has partnered with Australian Skilled Migration (ASM) to staff its growing network, which stands at 48 sites across the East Coast.

"Our goal is to bring additional workforce capacity to areas that have some big capacity restraints," Motorserve's Head of Paint and Panel, Scott Stephens said.

The shortage of labour continues to be a key challenge faced by the industry, so being able to fill roles with skilled migrants is hugely beneficial for the industry and local operators, says Scott, because it means Motorserve is genuinely creating new capacity which is helping to reduce the long repair wait-times for many customers.

"Sponsoring an overseas worker can be challenging for an independent business for a variety of reasons, particularly all the documentation," Scott said. "As a larger corporate, Motorserve, with the assistance of ASM, is in a better position to do so, which should bring benefits for the whole industry in the long term."

"We have brought several workers into the country under the program, and the big benefit is the candidate testing that Australian Skilled Migration does in the prospective employee's country of origin," he said.

"The result is that we've found every single skilled migrant worker who has joined us via ASM so far, has been successful in their move to Australia."



MotorOne AUTOBODY

Historic New Premises



BEFORE RENOVATION



AFTER RENOVATION

MotorOne Autobody, the flagship of MotorOne Group's rapidly expanding auto repair division, has seen exponential growth over the past few years. They have recently acquired and opened a new cutting-edge premises in Victoria - bringing the total number of locations to 19 across New South Wales, Victoria and Queensland. With over 500 staff including apprentices, this widespread presence allows MotorOne Autobody to cater to a diverse range of customers, reaching car owners and insurers alike, in key regions across the country.

The latest new shop based in Geelong is steeped in automotive history, with a profound connection to heritage, having once been home to one of the biggest automotive brands in the world - car manufacturing giant, Ford. As one of the largest premises in the MotorOne Autobody portfolio, this new location holds more than just promise. Previously used as an assembly plant in the early 1920s, the echoes of automotive history resonate through its walls, creating a unique atmosphere that combines the legacy of the past, with the innovation of the present.

The strategic expansion of MotorOne Autobody can be attributed to the growing demand from insurance companies, who rely heavily on efficient, high-quality services for their customers, making MotorOne Autobody a reliable partner.

"Our focus is to better service insurers and their customers with a 100% commitment to forming long lasting partnerships, whilst we continue to grow our repair network across Australia," said Nick Gillies, Chief Operating Officer of Repairs, MotorOne Group.

The company has proven its capability to handle volume with efficiency, all while placing a strong emphasis on maintaining the highest standards.

In 2020, MotorOne Autobody forged a game-changing partnership with Axalta, a collaboration that started as a trial and quickly evolved into a strategic alliance, rooted in a shared commitment to deliver unparalleled quality and cutting-edge solutions that Axalta is known for within the automotive repair industry.



Former Ford Motors Factory, Geelong, which closed in 2016.
Credit S. Cooke. www.mdpi.com/2571-9408/6/3/162

OLD FORD FACTORY, GEELONG

Back in the 1920s, Henry Ford worked out that if he brought Ford cars into Australia as kits and assembled them locally, the end-product could be sold for a lower, more competitive price. The location, a 40-hectare site in Geelong, was chosen for its proximity to a deep-water port to facilitate the operation in Australia, by ship. From its humble beginnings in an old wool-store in Corio Bay, the very first Australian-assembled Model T rolled off the end of a primitive, 12-metre-long assembly line on 1st July 1925.

Having served as a hub for the production of iconic Ford cars, MotorOne Autobody's new premises are in the recently developed industrial complex that pays homage to this Ford history with its original, charming red brick, while embracing the latest technologies and practices to provide unmatched, quality, automotive repair services.

Spies Hecker Permahyd Hi-TEC waterborne basecoat, along with the Speed-TEC system (of low-energy primers and clears) is predominantly used across the MotorOne Autobody network - a testament to excellence, precision and an elevated standard of finishes with every repair.

"As we embark on the exciting journey of expanding our network to 40-50 locations on the Eastern seaboard, we are actively seeking high-quality panel shops that share our commitment to excellence," said Nick. He went on to say, "We are open to exploring opportunities that align with our values, with a focus on people, who are at the core of what we do - shaping a positive culture within our business."

As the MotorOne Group continues to grow under the leadership of MotorOne Group's founder and Chief Executive Officer, Greg Lewis, MotorOne Autobody remains at the forefront of the automotive repair industry, setting new standards and exceeding expectations. With a strong foundation and an unwavering dedication to excellence, MotorOne Autobody is driving the future of automotive repairs in Australia.



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Chevy Chase

This 1964 Chevrolet Impala is the spectacular result of one man's unwavering pursuit of a dream over more than two decades.

Its owner, heavy vehicle mechanic Adam Torrington (31), says he first saw an Impala at age five or six and fell in love with the shape. He had to have one!

"My dad took me to a car show one afternoon and there were three or four Impalas lined up - '57 model right through to '66 - but the '64 was the one that caught my eye," Adam said. "I've still got photos of me standing next to it from 25 years ago."

Adam had since been chasing down a '64 Impala worth restoring - when he finally saw an opportunity at the start of 2022.

A friend put Adam onto the Chevy, which had been imported from the United States five years earlier: "It's still got the rego sticker on it from New York City," Adam explains.

"I picked it up as a bare shell; they'd stripped it down and were getting it ready to be repainted, but they either ran out of funds or had other projects in mind."

"It came with everything to put it back together. The seller basically sold the whole new car with stock parts in boxes all sitting there in plastic, ready to go - new bumpers, new lights, new interior pieces."

The unfinished project represented the perfect base for Adam to build it up exactly as he liked, and it was at this point he enlisted the capable hands of Jye Vowles of Scratch Away on the Gold Coast to complete the bodywork.

"Any repair and rust work had already been done by the previous owner," Jye said. "We got it sealed with an epoxy primer and over the course of six months I blocked it back, polyester primed it, blocked it back again to high-fill, and then took it to the paint stage."

Jye used Spies Hecker 3508 polyester and primers, a Cromax 6000 basecoat, and a Cromax clearcoat.

Adam chose Brilliant Blue to set off the two-door's classic lines, a striking former Axalta Colour of the Year featuring turquoise highlights and a unique sparkle effect.

Even before it was completed, images of the gleaming Impala online started drawing attention to Scratch Away, and saw the resto enquiries flooding in, which Jye says is "awesome".



With a broad background in spray painting, panel beating and estimating, Jye started Scratch Away just three years ago as a mobile bumper repair van, and has seen his business grow strongly, with some great help along the way.

"I chatted to Phil Hughes at Oz Trade Supplies distributors, who had been a supplier where I'd worked, and he really helped me with setting up the business," Jye said. "Phil sorted out the paint system for me to get going, and Oz Trade and Axalta have provided everything I've needed since."



Above: Jye Vowles of Scratch Away, Gold Coast.

Phil of Oz Trade said: "It's been terrific to see Jye start as a guy in a van, and get bigger and better to the point he has his own shop and is doing high-end restorations."

Back on Jye's latest restoration, with the paint perfected, owner Adam took the baton, giving the newly blue Chevy a lowrider look and a more modern feel with AirRide airbag suspension and wire wheels, matched to a clean, factory interior.

Drawing on his HMA Mechanical business, Adam bolted together a Chevrolet LS3 for the Impala that's been 'cammed, bored and stroked' with the sights on a healthy 600 to 700 horsepower, which "should be enough to move this boat anchor of a car!" grinned Adam.

"I've got my younger brother's formal later in the year, so I'm aiming to have it all up and running for that."

With that maiden voyage as the finish line, Adam's content to keep putting the finishing touches on his dream machine.





SETTING SIGHTS ON EXPANSION

Auto Collision Centre in Port Kennedy, Western Australia, is the start of fulfilling a dream for business owner Van Ty Lam, who aims to grow his network of repair centres by positioning himself as the go-to hub for insurance-related work, with premises all around Perth.

The large, polished and professional Auto Collision Centre illustrates that Van has come a long way since starting as an apprentice in 1995, working at Perth's Piero's Panel and Paint in his earlier years, before opening Fletcher's Smash Repairs in 2005.

Van first approached an insurance partner for input on choosing a location for his new premises. It was agreed that Port Kennedy was an ideal area that was lacking in repair centres and could ensure enough work to make it viable. The location in the south of Perth would also complement Van's first business, Fletcher's Smash Repairs located in the northern suburb of Malaga.





Van's first challenge was to find a location that was large enough. In the end he settled for two blocks and joined them together, resulting in a 4800sqm lot accommodating a 2200sqm premises and secure parking for 100 cars at the rear.

Despite construction delays, which pushed the opening back by six months, Auto Collision Centre opened in November 2023. It features the highest grade equipment and technology, such as Australian-made Alpha Elite spray booths and prep bays from Melbourne's Lowbake.

The premises is also kitted out with car washing machines, a surgically clean tinting room and the latest Car-O-Liner pulling benches, for precision chassis straightening, which is a must for insurance work.

Similar to Fletcher's Smash Repairs, Auto Collision Centre runs the Spies Hecker Hi-TEC system due to the ease and speed of application which allows a high work volume, along with the terrific service and support from supplier Global Autocoat and Axalta.

"With the water-based Hi-TEC products you just have to apply one-and-a-half coats with no intermediate flash-off and it's covered, so I can get cars in and out quickly. With other products you may have to do three coats before you clear-coat it," Van said.

Van is proud of his latest shop and excited by what the future holds, with his ultimate goal to open two more shops - one further north and one in Perth's eastern suburbs.

"Longer-established shops may not want to make the investment, whereas I'm relatively young and want to invest as well as shift perceptions away from the industry being a 'dirty' trade, by presenting as a clean and well-organised showroom," concluded Van.

Distributor: Global Autocoat

Paint System: Spies Hecker Permahyd Hi-TEC





COACH'S CORNER WITH ROBIN TAYLOR

HOW EFFICIENT IS YOUR PAINT SHOP?

The efficiency of a Paint Shop is closely tied to its booth takt time, a key metric in gauging productivity. Before delving into the detail, let's establish what takt time entails: it is the pace at which a product or service must be completed to meet customer demand. This is often likened to a drumbeat or cycle time.

In an optimal scenario with the right workforce and sufficient workload, the target for a repair facility is to maintain an average drumbeat of two hours, aiming for four cycles or five jobs per day using conventional products.

However, in many shops this differs, with only three cycles achieved per day.

This gap between what is expected and actual performance prompts a closer look at Paint Shop efficiency.

When we begin reviewing why shops fall short of their goal, there are a long list of causes. Issues range from mismatched colours before loading the job into the booth to excessive masking, seam sealing, and inadequate preparation like parts not being appropriately loaded onto stands for painting or even missing parts altogether.

A critical issue is the spraybooth sitting idle without a job ready to load. When the Paint Shop runs as a collection of individuals and not as a team, the booth is often idle or used as a masking bay (the painter "claims" the booth to ensure their job gets painted next).

By working as a cohesive team and creating a continuous flow from Prep and Prime, Sand and Mask, and Painting, cycle times can be reduced and throughput increased. The focus here is on keeping the booth running throughout the entire shift.

Identifying the reasons for failing to meet the cycle time target becomes crucial, along with directing attention to solutions. By reducing booth takt time, we are improving the shop's efficiency. However not all issues lie within the Paint Shop and it's important to look at the processes feeding into the paint department.



Once the internal processes are working well, and additional throughput is still needed, a review of the products and their usage comes into play.

Axalta have a range of low-energy products that are designed to work well at lower temperatures, and can even be air-dried. By using this range of products the bake times can be reduced significantly, by up to 20 minutes, which means an extra cycle per day while reducing energy costs.

However, ultimately paintshop efficiency it is not just about how long it takes to paint the car, but how well the processes that feed the spray booth work. Better processes lead to better booth takt time!

If you'd like more information on Booth Takt time, contact your local Axalta Drivus consultant.

MASTERING SKILLS, MATCHING HUES

Harts Automotive Paint Supplies, located in Slacks Creek, Queensland, has been serving its clientele since the 1980s. Over 17 years ago, Michael and Tricia Beach assumed ownership from Alan Hart. Now, as a family-run business, their son, Steven Beach, has joined the team. Harts has recently expanded their service offering by opening a Training Centre and Colour Lab.

"It's not just about providing top-quality paint and refinish supplies, but also about the all-encompassing commitment to support our clients when it comes to the speed and efficiency of service delivery, without compromising on quality," said Steven Beach.

He went on to say, "An opportunity presented itself not far from our distribution centre - an old panel shop that we acquired and revamped into a dedicated Training Facility and Colour Lab."



With a base of over 300 trade and retail customers who specialise in automotive restorations, smash, marine repairs and industrial industries, Steven acknowledges the evolving demands of customers. By placing an increased emphasis on product training and fast, precise colour matching, he foresees the ability to not only meet these changing demands but also to propel the business towards further growth.

Harts Automotive Paint Supplies has had a long-standing distribution partner to Axalta spanning many years, and primarily stock Cromax products and some other Axalta lines. "When we acquired the new premises, there was already a spray booth there. With the guidance of the Axalta team, we are now able to formulate all colours, undertake precision colour matches and offer product and 3M training to retail, trade and apprentices, within a safe environment - and all in-house," concluded Steven.



Cleaning up *the mess!*

Introducing the latest addition to the Sontara collection - the Cleanup Wipe.

This cost-effective solution is perfect for all-encompassing workshop cleaning needs, be it mechanical, collision repair, or detailing. It excels at cleansing hands, managing spills, and tidying up equipment, while also proving effective on windows without the risk of streaks due to its additive-free composition.

This lightweight wipe boasts remarkable absorbency, exceptional strength, and durability, making it an ideal choice for various tasks in your workshop.

Discover Sontara, the superior line of wipes designed specifically for the automotive repair industry. Available through your Axalta distributor or visit axalta.au/sontara



WHITE PERFORATED WIPE.
23CM X 38CM. 400 WIPES PER BOX.





TECH TIPS STATIC SMACKDOWN

Static electricity is a common phenomenon that occurs when an imbalance of electric charges builds up on the surface of an object. While it is often associated with friction between two materials, static electricity can also manifest in the air.

For vehicle refinishers, the presence of static charge on panels, particularly plastic, means that those panels are far more susceptible to attracting dust and lint particles, as well as leading to poor orientation of metallics in basecoat colours. This can be problematic when blending or trying to achieve a perfect colour match.

Axalta has two excellent products it recommends for fighting static when refinishing:

SONTARA STATIC CONTROL WIPE

Mainly used in the preparation of new plastic parts, the static wipe cleans and helps eliminate static from the plastic before priming. Each wipe is pre-saturated with a 70/30 blend of isopropyl alcohol/de-ionised water and comes individually packed. Simply wipe over the area prior to primer application.

NEW IONSTAR ANTI-STATIC GUN

Using the IONSTAR gun before basecoat application eliminates static from the substrate and helps provide a defect-free finish. The use of the IONSTAR can also be beneficial with special colours like Mazda 46G where multiple light coats are sprayed to create a special effect to match the OEM colour. Using the anti-static gun between coats will eliminate static and assists with the correct orientation of fine metallic particles. The IONSTAR anti-static gun will soon be available from Axalta distributors.



HOW DOES IONSTAR WORK?

The IONSTAR needs no batteries, power cables or recharging of any kind; instead, it generates its own power inside the device during use.

In this process, IONSTAR uses compressed air to drive an integrated turbine generator and produce electrical energy. This energy is then used to power an ionisation process which provides a range of benefits for the vehicle or industrial painter including reduced re-work and improved process reliability.

- Surfaces no longer attract dust and lint
- Dust inclusions in the paintwork are drastically reduced
- Easier colour matching of metallic-effect paints

For more information, contact your local Axalta distributor or scan the QR code.





AXALTA'S GLOBAL AUTOMOTIVE COLOUR OF THE YEAR 2024

STARRY NIGHT

Dynamic black shade evokes depths of our universe and space exploration.

Starry Night is a strong, contemporary colour with light blue and silver flakes that evokes the depths of our universe and space exploration. The black shade represents bold imaginations and the drive to reach new heights.

As a dynamic hue, Starry Night transcends classic and modern design styles and harmonises with other colours, finishes, patterns, and textures.

"Black is the second most popular automotive colour globally and we're excited to feature a black shade as our 2024 Global Automotive Colour of the Year," said Dan Benton, Global Colour Marketing Director at Axalta.

"Starry Night is a hue where black is bright, and dark is distinguished. This year's colour is part cosmic and part classic, but all Axalta."

Axalta first introduced its Global Automotive Colour of the Year in 2015 with Radiant Red. Since then, the company's global team of colour experts have collaborated annually to introduce a trending and up-and-coming shade for the automotive industry. The latest edition marks the 10th year Axalta has introduced its automotive colour of the year and the first time it has featured a black shade.

You too can have Starry Night.
See the below paint codes:

Standex: 1208004

Spies Hecker: 2000148

Cromax: 1042080



SCAN THE QR CODE FOR
MORE ON STARRY NIGHT

ZP EPOXY NOW IN GREY!

Coming soon to the Nason Industrial product range is the 2K ZP Epoxy Primer (650-05) in a mid-grey colour. 650-05 is a 2K zinc phosphate polyamide cured epoxy primer, which can be applied up to 140 microns in two coats. The popular mid-grey colour assists with better topcoat coverage for darker colours.

2K ZP Epoxy Primer can be used in a wide range of industrial environments. It is ideal where a higher level of corrosion protection and/or chemical resistance is required, including on structural steel, galvanised steel, stainless steel, aluminium and fibreglass.

ZP Epoxy Primer (650-05) in mid-grey is available in 16L. An off-white version (650-04) is also available in 4L & 16L.



PRODUCT HIGHLIGHTS

- High film builds, with excellent coverage and finish.
- Highly productive, with reduced time to topcoat.
- Excellent corrosion resistance over steel.
- Sandable to achieve a high-quality finish.
- Long term film integrity and protection.
- Ideal for improving coverage on sharp edges.



If you haven't already checked out Axalta's online Training Academy, then make it a priority for 2024!

Our recently launched e-learning platform allows students access to a range of online training modules on demand.

From introductory apprenticeship courses including health & safety, basic paint chemistry and substrate preparation, to high level I-CAR accredited training including matt clears and matching more complex colour trends, there's something for every painter! All aspects of training in these modules are based on the latest Axalta waterborne technologies - Standoblu, PermaHyd Hi-TEC, and Cromax Pro.

Axalta Academy provides the flexibility that customers are looking for, with courses accessible from a PC, laptop, tablet or phone.



If you're not already registered, visit axalta.au/academy or scan the QR code and follow the steps to start your online learning journey!

CLICK, CONNECT, CONQUER!



25
YEARS

THE QUARTER-CENTURY MILESTONE

For Geoff Ashdown and John O'Shea at Park Automotive Western Australia, a close friendship formed through employer and employee has led to a 25-year long career for General Manager, John.

John embarked on his career as a Panel Beater apprentice, later transitioning to car rental management. After 10 years, a dream ignited to get out on the road where he ended up at Park Automotive as a sales rep and progressively moved into the exciting position of General Manager alongside owner Geoff Ashdown.

The two have worked side-by-side for a quarter-century, building a strong relationship. "After 25 years, he is more than an employee, he is a friend, we work closely together in the office, we're always chatting and he has played a big role in the growth of the company", says Geoff.

Park Automotive boasts a commendable track record of retaining dedicated and experienced staff over the years. John stands as testament, attributing his long stay to "having a good crew of people and an opportunity to always try to improve. A lot of the people at Park have been here for a long time, it's an enjoyable workplace and I've made a lot of friends over the years. And I'm too old and tired to do anything else - haha!"



Above: John O'Shea, hard at work.



Above: Geoff awarding John with a TAG Heuer watch.

Throughout his career, John has noted the changing repair landscape. Panel shops 25 years ago were a different business. Technology has caught up a long way, shifts in the way the paint systems work and a major push in productivity where pressure wasn't seen back then.

Geoff expresses gratitude for John's invaluable contributions, presenting him with a TAG Heuer watch as a token of appreciation. In response, John expresses thanks "to Geoff and April, for the opportunities they've given me and for a great 25-year career."

In a light-hearted remark, John affirms his dedication to Park Automotive, humorously stating he envisions continuing to work until the age of 108.

45
YEARS

Celebrating 45 YEARS OF SHARED SUCCESS AS MASIS BODYWORKS

Second-generation, family owned and operated business Masis Bodyworks, has built its reputation on a solid foundation of quality and service excellence. Having opened its doors for the first time in the Sydney suburb of Paddington back in the 1970s by brothers George and Greg Tachjian, Masis Bodyworks has incredibly, over the past 45 years, continued to deliver quality repairs and refinishing work. Throughout its decades-long journey, the business has managed to forge and maintain solid partnerships - one of which has stood the test of time, having been an integral part in the business from the very start.

In its infancy, Masis Bodyworks quickly became a pioneering force as one of the first to integrate cutting-edge technology into its operations. The Tachjian brothers trailblazed the way by installing the revolutionary Standox Paint System, when it was still a novelty back then. As soon as Standox was introduced into Australia, the brothers immediately seized the opportunity and stocked the product. They didn't stop there. With great foresight, they went on to become early adopters of the downdraught Saima Spray Booth, that had local repairers queuing to hire.

In the mid to late 1990s, the business underwent a transition, when George and Greg handed the reigns over, welcoming the second generation Tachjian family into the Masis Bodyworks fold. With Alan, Raffi, Harry, Ara and Nora Tachjian now firmly at the helm, a new era, expertise and knowledge was ushered in to continue the legacy, and steer the business towards future success.

Throughout their journey, Masis Bodyworks has counted on the support of Axalta, who has contributed to their shared success from the very beginning.

"When it comes to quality, we don't compromise by substituting with cheaper brands," said Harry Tachjian. "Since the 70s, Axalta has been our preferred supplier, and here we are, 45 years later, celebrating a remarkable partnership - one we've never looked back on."

Having relocated its premises to Crows Nest, Sydney in 2005, a pivotal moment arose in 2019, which saw the business embrace and transition to Syrox water-based paints, aligning their operations with eco-friendly practices, while maintaining their commitment to superior quality.

30
YEARS

HABIB BROS TRUCK

Established in 1975 in Austral NSW, Habib Bros Truck & Car Smash Repairs is a family-owned business built on quality workmanship and outstanding service.

Recent years have seen the business expand its expertise beyond traditional repairs, working on notable public art projects like the "Dreamhome" model at Sydney Modern Project and metal bullet monuments in Hyde Park.

Despite the recent sad loss of eldest brother Salim Habib, the owners Carl and Harry have continued to drive the business forward, overseeing the repair of approximately 20-25 cars and trucks weekly. Success is a result of the team's hard work and at the helm is Wayne Hughes, the manager with over three decades of experience in smash repairs, ensuring the highest standards of workmanship from his team of 20 skilled professionals. They are also fortunate enough to be located on an expansive 4.5-acre premises that houses various facilities, from mechanical shop, to auto electrical, tyre services and wash bays that provides a one-stop solution for truck owners.

Top Right: Carl Habib, Harry Habib and Wayne Hughes.

Recognition Awards

45
YEARS

AXALTA

Masis Bodyworks CROWS NEST NSW

35
YEARS

AXALTA

Pattons Panel & Paint NORTHAM WA

30
YEARS

STANDOX

Perth Panel & Paint OSBORNE PARK WA

SPIES HECKER

Ace Smash Repairs LEETON NSW

AXALTA

Habib Bros Truck & Car Smash Repairs AUSTRAL NSW

20
YEARS

SPIES HECKER

Hudson Panel Beaters PITTSWORTH QLD

T&J Smash Repairs YENNORA NSW

CROMAX

Aeropaint Australia HORSHAM VIC

Kawana Panel & Paint NORTH ROCKHAMPTON QLD

15
YEARS

SPIES HECKER

Condell Park Smash Repairs BANKSTOWN NSW

Fleet Spray Painting MIRANDA NSW

CROMAX

Affordable Restorations ROCKHAMPTON QLD

Farrace Customs & Classic Restoration MALAGA WA

Hawchar's Panel & Paint MADDINGTON WA

RPM Panel and Paint BIBRA LAKE WA

AXALTA

Cleary Bros BOMBO NSW

Northern Star Truck & Trailer Repairs VIRGINIA QLD

10
YEARS

SPIES HECKER

Pooraka Collision Repair Centre POORAKA SA

CROMAX

Springfield Lakes Panel & Paint GOODNA QLD

Uneeda Tyre & Smash Repairs CANNINGTON WA



Above: The Masis Family celebrating together.

& CAR SMASH REPAIRS



With a 30-year loyalty to Axalta, Habib Bros utilise Imron Fleet Line and Nason Industrial products, transitioning to Spies Hecker's waterborne basecoat, PermaHyd Hi-TEC, showcasing a commitment to sustainable practices. Long-term Axalta technical consultant Steve Viney has been instrumental in guiding the team through challenges, contributing to their enduring success in the automotive industry.

Distributor: McGrath Parts & Paint

Paint System: Spies Hecker PermaHyd Hi-TEC,

Imron Fleet Line, Nason Industrial

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