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A Publication of Micro Paint

THE Perfect Blend

## Upcoming Events

### ASA of Michigan

Automotive Service Association of Michigan is sponsoring a Professional Business Management Seminar on Tuesday, April 12, 2005 at Schoolcraft College in Livonia, Michigan. Mr. Bernie Blickenstaff, a nationally recognized authority on the collision repair industry, is the guest speaker and trainer.

Mr. Blickenstaff, in a morning session, will conduct a seminar about Maximizing Your Estimating Performance. In the afternoon session, Mr. Blickenstaff will conduct a seminar about Motivating Employees with Productive Pay Plans. Both seminars are designed for collision center managers, production managers, management support staff and anyone involved in handling payroll functions. If you plan to attend both seminars, there is a lunch scheduled between the seminars. For more information you can go to [www.micropb.com](http://www.micropb.com)

## MICRO Training Schedule

(2nd Quarter 2005)

### Airbrush Techniques & Graphics:

Micro's airbrush and graphics class is now being offered at our training center in Highland Park. The class is designed for experienced automotive painters who want to learn how to paint cool graphics with an airbrush. **Classes are scheduled for April 18th and May 9th.** For more information please go to [www.micropb.com/training.htm](http://www.micropb.com/training.htm)

### Introduction To Carizzma:

Carizzma is a new custom color system. BASF's new Carizzma Dyes are used with BASF clears and toners to make candy colors and other glamour colors. For more information, please go to [www.micropb.com/carizzma.htm](http://www.micropb.com/carizzma.htm) and/or [www.micropb.com/training.htm](http://www.micropb.com/training.htm)

### Carizzma Certification Program:

Unique program designed to help collision centers tap into custom paint market. For more information please go to [www.micropb.com/training.htm](http://www.micropb.com/training.htm)

## Rony's Body Shop Joins Micro's Network

In 1959 Renald Attard open a small auto repair shop in southwest Detroit. At the time, Renald, or Rony as he was known by his friends, did not know that he was establishing a tradition.

Forty six years later, six family members continue to operate Rony's Body Shop. Relocated in 1969 to Taylor, Rony's shop is now Down River's largest collision center. But the traditions started by Rony, of providing a quality collision repair service and the spirit of community support are still at the center of Rony's Body Shop's mission.

Rony's Body Shop is a 40,000 square foot, state of the art, collision repair facility. When you walk into the office, you are welcomed by Rony's staff and it feels like you are at home. The attractive office has a customer lounge and computer work stations for the staff.

Rony's Body Shop is Michigan State Licensed and I-Car Gold Certified. As an Insurance Claims Specialist, Rony's Body Shop accepts all insurance claims and is a Direct Repair Facility for several major insurance companies.



Anthony Attard, Michael Noel, Jennifer Delduco, Robert Attard (Lt/Rt)

The production area is organized into different departments: body repair, undercarriage and alignment repair, frame repair, paint prep, paint application, and vehicle detail prep. Each department is completely outfitted with modern equipment which includes four wheel and two wheel alignment machines, hoists, frame machines with computer measurement systems, two down draft bake spray booths, and the capacity to mix BASF/R-M Diamont's paint.

"We like to give back to the community", commented Mike Noel, Rony's son-n-law and general manager. "Over the years it's hard to count the number of high schools and city sports' leagues that we have sponsored. We are proud to be the longest event ad sponsor for Taylor's Little League World Series".

"Early on, Rony reached out and gave workers with special needs a chance to work in his business", continued Mike. "We have currently six employees who have speech and hearing challenges. They are part of our family at Rony's Body Shop".

Rony's Body Shop changed recently to R-M Diamont Paint. "I am not one to change just for the sake of a change." commented Mike. "Tawnya, Micro Paint's sales representative, convinced me that I could save money with their materials. What really made me change, however, was the paint demonstration. I could immediately see improvement in my vehicle cycle time and in the appearance of my paint work. I also saved money, and that's OK too!"

(Continued on page 2)

**INSIGHT'S Annual Survey  
Spotlights P-Page Payments**

Insight's annual survey of P-Page Frequency Payments provide collision center managers with their best resource to add profit to their collision estimates. The survey focused on the seven leading insurers and 36 of the most common non-included P-page items.

The national survey confirms trends seen in our local markets. Insight recognized several insurers for their service and performance: The Fair Player Award to State Farm (6th year in a row), The Penny Pincher Award to Progressive, and The Most Improved Award to USAA (by 7%).

Individual P-Page procedures where ranked for each insurer into one of three payment categories: Always, Sometimes and Never. The most frequently paid P-page items where refrigerant recover, hazardous waste disposal, cover car exterior, blend color and glass clean-up. The least frequently paid

**P-page Category**

- Rough/Access Pull
- Structural Diagnostic Labor
- Abnormal Test Fitting of Parts
- Body Materials
- Remove Stripes/Decals
- Remove Molding Adhesive
- Remove Wheel/Cover Locks
- Drain and Store Fuel
- Refill Fuel Tank
- Refrigerant Recovery
- Misc. Hardware/Rivets
- Apply Weld-Thru Primer
- Glass & Debris Clean-Up
- Sound Deadening Restoration
- Remove Protective Coatings
- Rust-Proofing
- Remove Undercoating
- Restore Corrosion Protection
- Road Test For Safety/Noise
- Tint Color
- Blend Color
- Cover Car Exterior
- Mask Vehicle Interior
- Mask Attaching Parts
- Color/Sand & Buff
- Brake Fluids
- Check/Fill Fluids
- Reset Electronic Components
- Clean-Up Used/Salvage Parts
- Fit Non-OEM Parts
- Add Prep Non-OEM Parts
- Tire Disposal
- Battery Disposal
- Hazardous Waste Disposal
- Clean For Delivery

P-page items where additional prep non-OEM parts, solid waste disposal, road test time, clean for delivery and fit non-OEM parts.

Insight also recognized which Insurers' Average Paid ranking was either Always or Never. Insurers with Above Average Always Paid were State Farm and USAA. Insurers with Above Average Never Paid were Progressive, Nationwide, Farmers and Allstate.

**Insured Overall Satisfaction**

All State	51%
Farmers	58%
GEICO	57%
Nationwide	50%
Progressive	35%
State Farm	93%
USAA	74%
Overall/Average	60%

To see the Overall P-page Scores go to [www.micropb.com/inthenews](http://www.micropb.com/inthenews). To review the scores for all the insurers, you can order a Reprint of Insight by calling (800) 860-2744 (Ref. Volume15/ Issue2 February 2005).

**Rony's Body Shop**

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"The UV Primer is a huge plus", commented Tom Sucharski, head painter at Rony's. "Ultra Violet curing primer lets me paint more cars each day. And Diamont's base coat covers faster too. From start to finish, the BASF system is faster. And I love the overall look of my paint work".

Rony's Body Shop  
11650 Allen Rd., Taylor, MI 48180  
(734) 287-3910  
Shop Photos At [www.micropb.com/rony](http://www.micropb.com/rony)

**Group Responds To  
Market Trend**

Today, fewer new car dealerships have collision centers. Starting in 1970, we have seen a 30% decline. For DCR Systems, this trend represented an opportunity to introduce a new business model, to outsource collision services to new car dealerships.

DCR Systems is the vision of Michael Giarrizzo, his son and a group of former associates from Sterling Collision Centers who shared the Giarrizzo's vision. The DCR Systems' program provides a way for dealers to recoup lost repair dollars through the re-establishment of an on-site body shop.

Dealers provide the site and promote the service as their own operation to customers. Meanwhile, DCR handles all remaining responsibilities and then shares the revenue with the dealer partners.

DCR Systems also see this as an opportunity to introduce innovative quality metrics, production procedures and enhance customer services. The heart of the DCR Systems is their patent-pending production system. It relies on "process-focused design" and is an extension of the proven lean manufacturing principles.

In a typical DCR facility, many technicians work on one vehicle, the tools are owed by DCR and are easily moved from bay-to-bay, vehicles move within the shop on a rail system and a computer tracking system monitors production.

More Info: [www.micropb.com/inthenews](http://www.micropb.com/inthenews)

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[cliffbelleau@sbcglobal.net](mailto:cliffbelleau@sbcglobal.net)



**IN THE NEWS**

**Australian Insurers Continue To Innovate  
While Advocate For Insured Cries Foul**

As we continue to follow stories coming out of Australia, in two separate articles, the interest of the insured and insurer are clearly contrasted. Insurer's Australia Group (IAG) announced a new plan to allow Preferred Repair Shops (i.e. the DRP shops) to quote available work through an online bidding system. The scope and nature of the required repairs will first be determined at specially designated smash repair assessing centers before being put out for bid. (more at [www.micropb.com/inthenews](http://www.micropb.com/inthenews))

In response to changes in Australia's smash repair sector, Victorian Automobile Chamber of Commerce Executive Director David Purchase said, "Insurers are skinning consumers of their rights to the best and safest repair in the event of a claim." Mr. Purchase continued, "The profit-above-all attitude of insurers short-changes consumers by forcing compromises on crash repairs to damaged vehicles, and short-changes the industry through unrealistic labor rates and endemic bullying practices." (more at [www.micropb.com/inthenews](http://www.micropb.com/inthenews))

**BASF Recognized as America's Most Admired**

In Fortune Magazine's annual survey of America's Most Admired Companies for 2005, BASF was ranked number one as the best chemical company. In all, 10,000 executives, directors, and securities analysts rated the companies on eight attributes: innovation, people management, financial soundness, quality of management, use of corporate assets, social responsibility, long-term investment, and quality of products and services.

Micro is proud to be associated with BASF and congratulates BASF for their leadership in our industry.

**Quality and Trust Top Consumers' Repair Choice**

As reported by Automotive Aftermarket Industry Association, when consumers select a collision center, quality and trust are the most important factors that influence the consumers' selection process. It may surprise many, that the cost of service ranked seventh in factors that influence the consumers' selection decision.

AAIA stated that convenience, speed of service and their past experience with a service provider are more important than cost of service to consumers.

Sources of Business	DRP Shops	Non DRP Shops
DRP	38%	---
Word of Mouth	34%	65%
Insurance Referral	9%	8%
Advertising	6%	9%
Dealer	6%	5%
Fleet	5%	5%
Other	2%	8%