



IOWA COLLISION REPAIR ASSOCIATION | WWW.IOWACRA.COM

TRADE SHOW SPECIAL EDITION

**IOWA COLLISION REPAIR ASSOCIATION PRESENTS THE 2011 SPRING MEETING
& IOWA'S FIRST TRADE SHOW**

STAY ON TARGET IN 2011

WITH THE



IOWA COLLISION REPAIR ASSOCIATION

**TUESDAY - MAY 3RD
2011**

**Collision Industry Day III
Prairie Meadows
ALTOONA, IOWA**

This ICRA Spring Meeting brings industry relevant education, motivation and team building, networking opportunities and the first ICRA Trade Fair



**The Official Rental Car of the
Iowa Collision Repair Association**

Hertz is the world's largest general use airport car rental brand, operating from approximately 8,500 locations in 146 countries worldwide. Hertz is the number one airport car rental brand in the U.S. Hertz is expanding rapidly in the \$10 billion off-airport market, co-locating with body shops, hotels and repair facilities, to serve the needs of local market customers seeking to rent cars for insurance replacement, business trips, vacations and everyday purposes.

Serving the insurance replacement industry for more than 10 years, Hertz currently has more than 1,900 off-airport locations nationwide, the majority of which offer pick up and delivery service, and is a recognized supplier to more than 190 of the largest insurance companies. Hertz Local Edition provides customers with a full range of rental vehicles, including compact through full-size cars and SUVs, and Hertz #1 Club Gold® counter service.

STAY ON TARGET

2011 Iowa Collision Repair Association
Collision Industry Day III

AGENDA

- 8:00 **Networking:** Continental Breakfast
- 9:00 **Opening Session:** DJ Harrington
- 9:30-11:30 **Session A:**
*Grass Roots Marketing,
Ron Whitton Jr., Dentsmart*
- Session B:**
*Introduction To Process
Centered Environment,
Scott Wheeler Akzo Nobel*
- 11:30-1:00 **Luncheon:**
*CRA Lobbyist,
Scott Weiser and DJ Harrington*
- 1:00-2:00 **All Data:** Tom McGee
How Changes In Vehicle Technology
are Impacting the Collision Industry
and Possilby your business.
- FREE PORTION OF TRADE SHOW**
- 2:00-3:00 **Waterborne Refinish Systems:**
Should Your Shop Ride The Wave?
- 3:00-7:00 **FREE ICRA TRADE FAIR**
Booths, Demonstrations,
Hors D'oeuvres, No- Host Bar
The Ultimate 50/50 Drawing

KEY NOTE SPEAKER

DJ HARRINGTON

*"Helping People Develop From Within
So They Never Go Without"*

DJ Harrington addresses today's small business most important asset - people! He is a professional trainer and motivational speaker. He works with people like the PGA (Professional Golf Association) Chevrolet, Automotive



Recyclers Association, and the American Towing Association. DJ Harrington is the "Car-diologist" and brings a positive, team building experience to any meeting." Harrington will facilitate the group meetings and 'manage' the crowd all day long. His style is to participate – hands on, interactive-developing a 'group think' atmosphere. "He brings a smile into the room, wherever he goes."

Scott Wheeler, Services Manager West Region
AkzoNobel Coatings Inc.

"Introduction to Process Centered Environments" Right Time, Right Quality and Right Cost

Since graduating from the Technical College for Auto Body in 1976, Scott has managed to rack up an impressive resume. In addition to 21 years of collision repair management experience, Scott has been a certified I-CAR instructor since 1993 and served as I-CAR Minnesota State Chair from 1994-1998 and was an I-CAR National Advisory Committee member for 4 years. Prior to Joining Akzo Nobel as a Business Development Manager in 2001, Scott held the position of Training Manager for ABRA Auto Body & Glass for five years where he was responsible for developing and implementing SOP's and training over 1000 employees in 70 locations. In 2009 Scott accepted the role of Services Manager West Region for AkzoNobel and oversees 7 Services Consultants covering the Central and Western United States.

Ron Whitton Jr., DentSmart

"Grass Roots Marketing" "Success is when Preparation meets Opportunity"

(Marketing is Preparation, damaged vehicles are Opportunity)

Ron Whitton Jr. graduated from P.C.H.S. and received a B.S. in Business Administration and a partial degree in Accounting from Illinois State University. He began his career working for a food broker based out of Chicago. Whitton's entrepreneurial spirit led him to buying and managing Spring Green Lawn Care in Peoria and the restaurant, Jimbo's Jumbo in Pekin, Illinois. In addition to these two small businesses, Whitton Jr. and Dave Haxton started Dentsmart Paintfree Dent Removal in the year 2000. In 2003, Dentsmart expanded to other states through license agreements. In 2005, Whitton Jr. sold his two other small businesses to concentrate on Dentsmart. The path of success for Dentsmart has been steadily moving forward. Debbie Haxton was brought into the business as the 3rd partner and in 2010 Dentsmart moved into a franchise system and is now operating in 12 states. Run currently serves as a Director in these State Body Shop Associations: Iowa Collision Repair Association, Indian Head Body Shop Association, Wisconsin and Central Wisconsin Body Shop Association.

Tom McGee

ALLDATA

"How Changes in Vehicle Technology are Impacting the Collision Industry and Possibly Your Business"

Prior to joining ALLDATA as the Collision Field Sales Manager, Tom McGee was on the I-CAR® staff for more than 18 years holding the positions of I-CAR President & CEO, Director of Industry Relations and Product Operations, and Technical Director. Tom is an ASE® certified Master Collision Repair/Refinish Technician and also has the ASE Damage Analysis and Estimating certification. An Automotive Collision Repair graduate of Ferris State College, Big Rapids, Michigan, Tom has a wide range of experience in the collision industry, including operating a collision repair facility. He also has experience as a career and technical school instructor, training manager and instructional designer.

Waterborne Refinish Systems:

Should Your Shop Ride the Wave?

Join us for a lively and informative panel discussion and question/answer session as representatives from Sikkens, DuPont, PPG and Sherwin Williams.....along with Iowa Shop Owners already using Waterborne lead us through a discussion regarding whether Waterborne or Non-Waterborne 6H compliant refinish systems are "right" for your shop.

"Should Your Shop Ride The Wave"

A Panel Discussion of Industry Experts Will Explore Waterborne Refinishes and the 6H Law

The 6H law is here.....and here to stay. For repair facilities, there are two ways to comply: with or without waterborne finishes. Which is the best option for your specific situation? This multi-faceted question has numerous correct answers and all of them are complex. Please join the Iowa Collision Repair Association in participating in a panel discussion to address these issues, and more:

- Compliance Overview using solvent based or waterborne finishes.
- Solvent versus water:
 - o Short term/long term advantages/disadvantages.
 - o Equipment quandaries:
 - Mixing machines.
 - Mixing software/hardware.
 - Gun cleaning methods/equipment.
 - o Compressed air & Filtration.
 - o Drying Requirements.
 - o Personal Protective Equipment.
 - o Waste generation/disposal.
 - o Anticipated expenditures/investment/savings.
- Project Overview: Planning, Inception, Adjustment & Efficiency.

THE IOWA COLLISION REPAIR ASSOCIATION WELCOMES THIS PANEL OF INDUSTRY EXPERTS:

- *Mark Martin, Ankeny Auto Body-BODYPROS*
- *Michael Lanza, BASF Corporation*
- *Jim Olson, Iowa Waste Reduction Center*
- *Scott Finnerty, PPG Corporation*
- *Mike Ross, Sherwin-Williams*
- *Don Shearer, AKZO Nobel*
- *Spence Stegall, DuPont Performance Coatings*
- *Sue Schauls, CCAR*

*This Important Discussion will be from 2:00 pm -3:00 pm and will be NO CHARGE
TRADE FAIR FOLLOWS THIS PANEL DISCUSSION*

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NATIONAL COATINGS & SUPPLIES

is a national full-service distributor offering the industries most complete line of high quality Paint, Body, and Equipment (PBE) products in the Collision, Fleet and Commercial industries.

With a growing national foot print, National Coatings & Supplies is focused on continued growth into the major markets across the US. Our stores bring the highest level of service and product offerings available to an ever growing customer base. We distribute the top names in automotive paint with inventories of PPG, DuPont and BASF & Akzo Nobel products along with all the top names in sundries lines.

People and training are at the core of everything we do. With an industry that is changing at a rapid rate, we realize that technical training is one of the most important aspects in being a premiere PBE distributor. We are committed to having the best trained people in the industry to serve our customers changing needs.

Look to National Coatings & Supplies trained professionals as your partner in achieve productivity and profitability goals. We have 19 highly trained technicians serving our customers, bringing hands on training directly to the refinishers in their own working environment. This approach to training has delivered excellent results for our customers while keeping productivity at its highest level.

Technology is ever changing in the collision industry and National Coatings & Supplies is committed to being the leader in bringing new and innovative technology to our customers. With our new "Automated Inventory Management" software (AIM) as just one example, we can take the management of your shops inventory and profitability to a whole new level.

Count on National Coatings & Supplies for all of your Paint, Body and Equipment needs



The miracles of science™

Stop by the **DuPont** booth to receive valuable information about DuPont waterborne products. Upgrade to waterborne without skipping a beat with Dupont Cromax Pro and Spies Hecker Permahyd Hi-TEC. Waterborne paints are good for business and of course even better for the environment. Our goal is to work **WITH** you to implement the strategy best suited to your needs.

DuPont Performance Services – Proven Solutions. Personalized Implementation.



Sue Schauls from the Iowa Automotive Recyclers & the CCAR-GreenLink Compliance Assistance Center is excited about attending the first ICRA Vendor show and meeting the great technicians of the Iowa collision repair industry!

As the Executive Director of the Iowa Auto Recyclers and the Technical Advisor for CCAR-GreenLink, Sue will be available to "talk shop" concerning environmental & safety regulations. Bring your questions and concerns and have a confidential consultation on regulatory compliance. Interested in gaining national recognition through the GreenLink Shop program? Sue can help there too. Stop at the booth and see what the program for collision repair experts has to offer.

Review the Iowa – Certified Auto Recyclers Environmental (I-CARE) Program too. IAR members are certified compliant with Iowa environmental health & safety rules. So CLOSE-THE-LOOP and buy recycled parts from certified shops and help make the Iowa environment and economy strong!



As an established distributor of a complete line of collision repair equipment since 1992, Wakeman Equipment Sales has developed a solid reputation for assuring *customer satisfaction* in providing many opportunities to *increase profits* and *reduce costs* in all areas of your shop production.

Wakeman Equipment is the exclusive factory distributor for GARMAT spray booths and prep stations, AcceleCURE fan systems (for waterborne paints), Car-O-Liner benches, electronic measuring and SQUEEZE TYPE RESISTANCE welders, Eurovac Central Vac Systems, solvent recyclers, and paint gun washers (solvent and waterborne).

After the sale and installation, Wakeman Equipment prides itself on offering complete GARMAT service, filters, and annual inspections from our own GARMAT authorized technicians. Our Car-O-Liner technician is I-Car certified for GOLD STAR points.

Owner Don Wakeman, an expert in all of these equipment lines, will be answering questions at the Wakeman Equipment booth.



AkzoNobel

Tomorrow's Answers Today

Plain and simple, we are the largest coatings manufacturer in the world.

Sikkens, Lesonal and U-Tech

Our waterborne technology is second to none. We are a leading innovator of product, color technology and state-of-the-art customer services. Our product range includes solutions to meet the needs of various segments in the vehicle refinishes market, as well as the OEM commercial vehicles, Automotive Plastic Coatings and Aerospace Coatings markets. Our world's leading brands include Lesonal®, Dynacoat®, Sikkens®, Eclipse®,

Aviox®, Alumigrip®, and Aerodur®. We deliver innovative solutions to bodyshop owners and repair professionals; car, bus and truck manufacturers; fleet owners; automotive suppliers; and aircraft manufacturers. It's not just the excellence of our products that sets us apart. Our customers choose us because we treat them as partners.

Providing Tomorrow's Answers Today means constantly finding new and better products and processes, and better ways to deliver them to our customers. That is the essence of innovation.

We have developed a fine-tuned approach to key account management. We have unrivalled in-house knowledge and exploit the most advanced technologies to maintain our lead in color and product development. Finally, we have adopted management practices and business strategies that are designed to deliver sustainable business success to our customer, and in so doing, secure our own business success for many more years to come.



sikkens

At Automotive & Aerospace Coatings, we appreciate the importance of true partnership. That is why, in more than 60 countries around the world, you can count on us for outstanding customer service and reliable deliveries. We also offer top-notch training, full technical and logistical support, and take great pride in our deep understanding of the local markets where we are active anywhere in the world.



Dentsmart Paint Free Dent Removal was founded in the year 2000 by Ron Whitton Jr. and Dave Haxton as a company that specializes in automotive hail damage repair. The company goal is to deliver high end retail quality repairs in an industry that has minimal standards of excellence. This goal is being achieved in 12 states by over 100 ARC Certified professional technicians throughout the Midwest. Dentsmart utilizes its insurance company relationships along with body shop partners to maximize and deliver the highest quality finished product on every repair. Dentsmart also utilizes its insurance relationships to generate new customers to our shop partners during a storm situation.

Dentsmart is offering a free drawing for a \$250 Bass Pro Shop gift card and a \$250 Mac Tool gift card. Entries will be accepted during Trade Show operating hours only. Dentsmart will also offer free Dentsmart Diameter Magnets used in estimating hail damage size to assist your insurance partners.



2011 is the 50th anniversary of the family owned Bob Brown Auto Dealerships. Bob Brown not only sells GM Factory Authorized Parts, they are also Service for Saturn, Daewoo and Isuzu. Bob Brown Auto has just 'broken the ground' for their new dealership at the S.E. Corner of 180 and Douglas. Stop by the Bob Brown Booth and meet your parts people.





Anyone can deliver a product. **Kent Automotive** delivers performance. Our Relationships go beyond the product. We get to know your business, understand your product usage, anticipate your needs and maximize your bottom line. It's what we do every day.

We show you how to boost your productivity — and profitability — at every turn. We do this by providing profit-enhancing tools, a wide product offering and effective training...everything your business needs to accelerate performance.

Kent Automotive supplies over 23,000 products to collision and mechanical repair shops as well as automotive OEM's. Key product lines include adhesives, seam sealers, fasteners, cutting tools, body hardware, brake products, plastic repair products, electrical repair products and much more. These products are used in the repair and maintenance of all types of vehicles such as automobiles, light trucks, recreational vehicles, marine and more.

Visit our booth to learn more about what Kent Automotive has to offer!



Audatex North America, Inc. provides insurance, collision repair and recyclers the tools, information and knowledge to compete and succeed in today's fast-changing automotive industry. Through proprietary technology, Audatex develops and delivers products featuring built-in intelligence. From a smart database to powerful analytics, and the industry's leading estimatics platform, Audatex solutions are engineered to help customers grow. As part of the Solera portfolio of companies, we draw on our broad global claims market experience to identify and implement best practices that drive continuous improvement for our local customers and their trading partners.

Our core products and service include: Automotive Collision Estimating Database and Software Solutions; Automotive Insurance Claims and Independent Insurance Appraiser Software and Analytics Solutions; and Automotive Recycling Software and eCommerce Solutions.



SATA Spray Equipment is a manufacturer of top quality HVLP and RP technology spray guns that are compliant with today's EPA rule 40 part 63 subpart HHHHHH. We also manufacture NIOSH approved supplied air respiration, air filtration which cleans and removes particulates and contamination down to 0.01 microns for perfect quality breathing and spraying air. We also supply SATA RPS single use cups, air blowing-drying equipment and a wide range of accessories all suitable for waterborne and solvent borne paints. Stop by our booth to check it all out, or to arrange a demonstration in your shop.

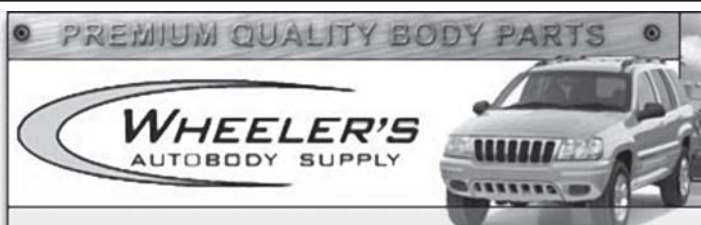


Automotive Parts Solutions is a customer driven auto recycler started in 1999 with one goal in mind. "To provide customers with an exceptional experience!" Built on a foundation of integrity, trust and respect for others, the company has prospered and become a multimillion dollar auto recycler that serves the great people of Iowa, Illinois, Nebraska, Wisconsin, South Dakota, North Dakota, Minnesota and around the world.

By focusing on the customer, the APS Team has built an organization that delivers quality recycled parts within 24 to 48 hours of ordering. If you see an APS part on your electronic estimation program or insurance company's estimate you can be assured that it's a quality recycled part backed by a company who cares.

When you order from APS you are ordering from a professional Team you can trust. Our entire team is working hard to provide **YOU** with an exceptional experience before, during and after the order. The next time you need quality recycled parts give your friends at APS a call. 1-888-517-7214 Toll-Free (320) 685-5557 Local (320) 685-7198 Fax.

Visit our booth to become eligible for our digital camera give-away!



Wheeler's Autobody Supply is a Waterloo, IA family owned business that the Johnson family purchased in 1993. At that time the company had 8 employees and 3 delivery vehicles. The first branch store was opened in Rochester, MN in 1997. Soon after in 1998 the 2nd branch was opened in Lansing, IA servicing southwest Wisconsin. 1999 we added a new service to our offering which is Express Parts, a delivery service catering to Collision Centers, Salvage Yards and new car Dealerships. In 2003 another store was opened in the Minneapolis, MN market. Since then Wheeler's has opened a store in the Ottumwa, IA market in 2004 to service Southern Iowa and northern Missouri.

Wheeler's has now grown to having a fleet of over 30 delivery vehicles and employs 68 people throughout our company. We have been able to focus on growing our company through family values with our employees and our customers. We offer Insurance quality parts, timely credits, prompt deliveries, courteous staff, and expert training to our collision centers. In addition Wheeler's is a full Collision Center supplier offering quality automotive and industrial paints as well as a broad inventory of associated products, tools and equipment.

Wheeler's has always supported Body Shop Associations on the State level and we also concentrate our efforts at the local levels throughout Iowa, Minnesota, and Wisconsin.



Sherwin-Williams Automotive is a leader in Coating Technology, we strive to develop innovative solutions to meet the dynamic needs of the vehicle refinish industry. Everyday, our top chemists are building new innovations to improve your ability to efficiently repair automobiles. A successful transition into Waterborne finishes requires utilizing the most Advance Waterborne Technology on the market - AWX. Technology alone does not guarantee success. The right combination of support, information, training and the right shop equipment complete the success story.

At Sherwin-Williams, we understand the impact the transition into Waterborne technology will have on your business. Now, more than ever, equipment decisions will leave a long lasting impression on the quality, productivity and profitability of your collision center. You have our commitment to assist and guide you, as you prepare your shop for Waterborne Technology, stop by and discuss how we can help you make this move into the future



The goal of Industrial Paint Solutions is built upon the concept of increasing sales and profits through training, marketing, and improving the operational efficiencies of our customers. Because people still buy from people, we strive to set our team apart from those of our competition. We continually make an investment in our team members so that they are the best that they can be.

Auto Refinish Solutions: What started as an opportunity to represent a company that specialized in auto body repair tools has expanded to be an important part of the Arnold Group of Companies team. Auto Refinish Solutions was formed to sell and service spray booths to body shops and manufacturers in the three-state area around Sioux City. The division was started in the backroom of the Arnold Motor Supply auto parts store in Sioux City. The business has now been moved to our new building in Spencer, Iowa. Our manufacturer authorized techs can install and maintain GFS Spray booths as well as other brands. We distribute Air Flow Technology filtration media to the automotive, industrial, and aerospace industries. We also offer a full-range of dust and fume extractions systems. See us for lifting equipment, gun washers, and solvent recyclers as well as equipment to meet all of your compressed air needs.

Paint Body Equipment: Our growth as the Arnold Group of Companies continued when the partnership purchased Automotive Paint and Equipment (APE), a stand-alone paint and body supply store in Illinois. APE supplies body shops in and around the Quad City area and has fostered a reputation that has set standards for quality and service.

BODYPROS

COLLISION REPAIR

515-BODYPROS • www.BODYPROS-USA.com

BODYPROS Collision Repair is the greater Des Moines area's only collision repair network, linking industry-leading automobile collision repair centers through a 24-hour phone assistance hotline.

BODYPROS member centers are top-notch collision repair facilities providing superior craftsmanship, cutting-edge repair techniques and outstanding customer service in the Des Moines area

www.BODYPROS-USA.com



OEM Recycled • Aftermarket by Keystone

We will see you at the **LKQ/KEYSTONE** booth. Team members representing nine facilities will be there to meet and greet our customers and visitors to the FIRST ICRA Trade Show.

Make sure to **sign up for the 42" Flat Screen Television** that we are giving to a lucky winner who stops by to talk with us. We expect this to be the first of many successful Trade Shows. Hope to see you Tuesday, May 3.



OEM Recycled • Aftermarket by Keystone

Michigan Pneumatic Tool, Inc. is the master distributor in North America for an advanced compressed air pipe system for body shops – one that is easy and affordable to install, and delivering cleaner and dryer compressed air than any other system available. In addition – Michigan Pneumatic Tool offers an advanced compressed air system that recycles compressed air used in the facility – eliminating noise, airborne dust and debris, and saving up to 40% on the energy costs of compressed air.

Learn more about these systems in our booth and we will introduce you to shop owners in Iowa who have the system up and running for a peer-to-peer conversation.



Increase your bottom line by putting your trust in the professionals from **Karl Chevrolet Auto Parts**. Take advantage of tremendous pricing opportunities on quality products from one of the largest GM dealerships in the Nation. Plus, find out how our huge inventory and same-day shipping will help you get your customer back on the road fast! With hundreds of years of combined parts experience, let our parts professionals help take your collision repair business to the next level.





CARS Cooperative is a member-shareholder based National Organization serving the Collision Industry since 1992. Our members represent the best Automotive Collision Shops and related

businesses throughout the United States, working together as a cooperative.

Our goal is to operate for the mutual benefit of the member-shareholders. This includes providing the best programs, services, and purchasing opportunities.

Our purpose is to provide whatever goods and services are required by the member-shareholders of the cooperative that are lawful as set forth in the articles of incorporation.

Our Vision is for CARS to be recognized globally as the premier cooperative of Collision Repair Operators and related businesses. We strive to provide the highest quality and effective products, services and resources in the Collision Repair Industry.

Our CARS management team is highly motivated, customer oriented, and empowered to achieve service excellence. So whether you are a Collision Repair Shop owner, industry vendor, jobber or supplier, your organization will benefit from becoming involved with CARS.

Collision Repair Shop/Owners, please take a few moments and fill out our online registration form for membership.

http://www.cars.coop/member_sign_up.php

Vendors and Jobbers can contact us at

http://www.cars.coop/contact_CARS.php

and a CARS representative will follow-up with you.



Mid-West Airflow and Collision Technologies is a privately-owned company founded by Gene Teslow in 2007, I started in the collision repair business in 1974, working part time for a small independent body shop in Waukon, Iowa. After managing several shops and owning a repair facility of his own, in April, 1988, Teslow became a District manager for Chief Automotive Systems. In 2007, when Chief decided that factory direct was no longer economically feasible, they offered me a distributor franchise. I took the offer and expanded the business with a complete line of quality collision repair equipment.

“The most valuable lesson I learned while working for Chief Automotive,” said Teslow, “was that if I provided my customers with quality equipment and followed it up with quality training, they would have few problems, keeping me free of problems. I have carried this philosophy into my own business.”



QRP Central is a group of 19 Auto Recyclers who have joined together to better serve repair shops, body

shops and insurance companies. We are independent, family-owned businesses that have made a commitment to provide high quality recycled auto parts “on time, as described.” All of our parts are inspected multiple times before they are delivered or shipped. Everything we sell is covered by our industry leading warranty.

Every member of QRP Central is a member of the Automotive Recyclers Association on both the state and national level. In addition they are all I-CARE certified which means they have met very high standards for hazardous waste disposal, storm water run-off and many other environmental measures.

Community involvement doesn't stop there. Many of our members are involved in things like donating a repairable car and the repairs to a needy family, setting up a junker for a high school fund raiser, or simply sponsoring a little league team.

When you do business with companies in your own area, you not only support those local businesses but you also keep the money here to help pay for things like schools and highways through the taxes these companies pay. In addition QRP Central Members employ hundreds of people who in turn live and spend money right here in your local area. Visit our booth, our website, **call 888-491-6671** or contact any of our members for fast, courteous service.

The Body Parts Store

Central Iowa's Complete Body Shop Supply Warehouse

If you are in the collision repair business and looking to grow, look no further than Body Parts Store. We are the automotive paint supplier with a proven track record of achieving customer growth.

We effectively combine the most advanced products on the market with programs that address every aspect of our customers business.

By partnering with Akzo Nobel, the leader in new paint technology, educational programs and networking opportunities, The Body Parts Store has the formula for success that matches our customers needs every time.

LESONAL





PPG is the only one with a Proven "Game Changer" Waterborne Technology:

- **# 1 Globally** with over 27,000 Waterborne shops.
- **# 1 in North America** with over 3,800 Waterborne shops.
- **Blind studies ranked Aquabase Plus/Envirobase High Performance #1** in all four core categories of Color, Speed, Ease of Use, and Appearance. Rated easier to blend than solvents as well as better metallic control.
- **Only Waterborne with patented 4 year Anti-settle technology** – No mix bank means better color on panel. No time-wasting agitation with a paint shaker / mix bank. Easier to pour small amounts.
- **Waterborne Sprayed Variant Deck dedicated to just Waterborne** is rated best paint to chip match. Water in Gun, Water on Chip, and Water on Vehicle from the OEM. Simply aligned!

*Convert with Confidence with
PPG Waterborne Technology*



The Iowa Waste Reduction Center, began operation in 1988. IWRC was established at the University of Northern Iowa as a result of the 1987 Groundwater Protection Act. IWRC has assisted Iowa small business and industries (with less than 200 employees for over 22 years. IWRS environmental specialists have over 110 years of combined experience in order to provide the most complete information to clients. IWRC services are free, confidential and non-regulatory assistance, and are specifically designed to assist Iowa small companies in understanding the complexity of governmental regulations, waste reduction and technology.

The Chemical Company

Learn More About BASF at www.basrefinish.com

The wave of the future of our industry is water and BASF has been riding that wave since 1992. That's right – almost 20 years ago BASF had the innovative breakthrough of bringing to market the first waterborne refinish system, Glasurit 90-Line.

Today BASF continues to bring new innovations to the collision repair industry. This includes ongoing research into new products and technologies, and improving the way we do business and helping our customers do the same. When you join the BASF team, you gain access to eTools and training that are the best in the business. You work with a company that has a true leadership position in waterborne technology. You get color-matching technology that is second to none.

Most importantly, you get a business partner who is always ready to work with you to improve the collision repair experience.

Take the Glasurit® 90-Line and R-M® Onyx HD waterborne systems. Leading collisions repair shops across North America continue to make the switch to these very systems because waterborne paint meets regulations and is better for the environment, uses a better, more efficient technology, and is better for their bottom line. Converting to a BASF waterborne paint also differentiates you from the competition; and doing it now, not later, puts you on the cutting edge of the industry.

In addition, when you convert to waterborne, BASF Automotive Refinish will be right by your side helping you make a smooth transition. Then we'll stay by your side to show you how to use your new products and services to get more business.

Are you ready to get your feet wet? Read on to learn directly from our waterborne customers exactly how BASF is making a difference for them every day.



Mitchell International, Inc. empowers clients to achieve measurably better outcomes.

Providing unparalleled breadth of technology, connectivity and information solutions to the Collision Repair industries, Mitchell is uniquely able to simplify and accelerate the claims management and collision repair processes.



Order Online

www.collisionservices.com



or

Call us at

1-800-367-6575



“The sophistication of technology used in the manufacturing of today's vehicles, has led to a much more complex repair for the collision industry. As this technology continues to change at a rapid pace, it is imperative that the collision industry as a whole stand together to leverage our knowledge and experience, helping us all stay educated and ahead of the technology curve. I feel the ICRA and its members are vital to the success of our industry in Iowa.”



Woodhouse Auto Family is a group of OEM dealers out of Omaha, Nebraska, and is making its presence known in Iowa. There is a store in Missouri Valley and wholesale delivery has been expanded into Iowa. Woodhouse is excited to be providing OE parts to even more body shops. Stop by and say hello. See what Woodhouse can do for you.

ALLDATA®

ALLDATA® Collision is your single source for comprehensive factory-correct collision information. It is specifically designed to help collision shops large and small increase productivity, improve customer satisfaction and enhance relationships with insurers.

ALLDATA Collision was created at the request of the Collision Industry, which has long needed a single source for fast, convenient and accurate information. ALLDATA Collision eliminates the need to search multiple sources.

ALLDATA Collision provides up-to-date OEM procedures, diagrams, exact measurements and precise specifications for:

- Sectioning and other structural repairs
 - Body panel replacement procedures
 - Alternative metals
 - Electronic monitoring systems
 - Restraint systems
 - Hybrid technology
 - All mechanical repairs
- ...and more!

Our estimate integration product make it easy to access required repair procedures from ALL THREE major estimating systems to offer you a new level of convenience and efficiency.

ALLDATA Market, specifically designed for the automotive collision industry, includes features designed to help you attract and retain customers:

- Personalized URL
- Personalized email addresses
- Personalized car care pages
- Online appointment scheduling
- Customer newsletters
- Website listing in the nationwide 'Find-a-Shop' directory, so potential customers can find you

ALLDATA®

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