



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Assembles Panel of Experts to Discuss Dynamics of Adapting a Waterborne Paint System

“Waterborne: How to Stay Afloat” offered as part of SCRS’ Repairer Driven Education series.

Prosser, Washington, October 8, 2010 — The Society of Collision Repair Specialists (SCRS) is bringing together a half-dozen experts on waterborne paint for an informative, essential panel discussion on adapting a collision repair operation to a water-based refinishing system.

The seminar, titled, “Waterborne: How to Stay Afloat,” is part of SCRS’ Repairer Driven Education (RDE) series taking place at this year’s SEMA Show. The discussion, moderated by Vice President Sales and Marketing for Painters Supply and Equipment Guy Bargnes, will provide businesses adopting a water-based paint department a first-hand look at what to expect.

Waterborne systems have gained increased prominence in the marketplace as paint manufacturers create robust variations of their products in response to increasingly mandated use. “There is little question more repairers are facing waterborne implementation than before,” notes Bargnes. “This presents a wonderful opportunity to the repairer—if he or she understands what it takes to adapt successfully. This discussion was developed to promote that kind of understanding.”

The panel is composed of shop owners that have implemented waterborne. They will explore the challenges and benefits of their experience, share how they successfully made the switch, discuss pitfalls they would avoid now based on their experience, and offer considerations one should take into account when contemplating conversion. A Q&A session will follow, allowing panelists to specifically address concerns from shops thinking about making the move to the new paints.

“Beyond compliance requirements, there are a variety of reasons that a shop owner may want to consider in making the change to waterborne products,” adds Bargnes. “Our panelists will address their motivations for considering a change, and discuss their rationale and strategies for implementing successful conversions.”

Panel participants include:

Doug Albin
Body Works Collision Center
Murrieta, CA

Aaron Clark
Collision Solutions, Inc.
Indianapolis, IN

Craig Griffin
Laney’s Collision Centre
El Dorado, AR

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Tom Deacon
Deacon's Collision Center, LLC
Mayfield Heights, OH

Jim Fitzgerald
Fitzgerald Body Shop, Inc.
Monroeville, OH

“This is a rare chance to get real world insight about the process of converting to waterborne,” states panelist Clark. “It’s an exciting opportunity for shop owners to take away thoughts on what to do, how to do it, what to avoid, and what to expect. I encourage repairers to attend—waterborne is more than a trend; it’s here to stay.”

Early registration discounts on both the SEMA Show and RDE are available until October 17th. Please visit www.semashow.com/scrs to register today and take advantage of the amazing educational opportunities being offered by SCRS.

About Repairer Driven Education (RDE): The RDE series at SEMA will feature over 21 seminar offerings offered as a package to be delivered between the hours of 8:00 a.m. and 3:00 p.m. on the Thursday and Friday of the show. Content will be specifically focused on information relevant to collision repair professionals, with appeal to the diverse array of marketplace perspectives that exist within the collision repair industry. Much of the material to be presented is uniquely designed and being offered for the first time. For more information, please visit www.semashow.com/scrs or contact SCRS at info@scrs.com.

About SCRS: Through its direct members and 38 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: www.scrs.com. You can e-mail SCRS at the following address: info@scrs.com.

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