



# Press Release

**Society of Collision Repair Specialists** • P.O. Box 909, Prosser, WA 99350 • (877) 841-0660 • Fax (877) 851-0660

## FOR IMMEDIATE RELEASE

For Further Information

Contact Dan Risley, SCRS Executive Director

Phone: (708) 598-3384 or Email: drisley7@comcast.net

## Matrix System Automotive Finishes, Inc. Announced as Newest SCRS Member

*Prosser, Washington, March 15, 2006* — The Society of Collision Repair Specialists (SCRS) is pleased to announce its most recent Corporate Member, Matrix System Automotive Finishes, Inc. of Walled Lake, Michigan. Matrix System is a provider of high-quality, reasonably-priced automotive paint and paint-related products including their cornerstone refinish line, the AccuShade® Paint System.

Matrix System, which in 24 years has grown from a family-owned business to a world-class paint company, had been looking to increase their visibility in the collision repair industry. This led them to SCRS and discussions with Corporate Membership Chairman Jeff Hendler and Executive Director Dan Risley.

“After talking to Jeff and Dan about SCRS’ programs, activities and affiliations, we became confident that joining them would provide excellent networking opportunities within a well-respected organization,” states Ginger Gardner, Sales and Marketing Team Leader for Matrix System Automotive Finishes. “Given the rapid growth of our company, we consider Corporate Sponsorship essential in further improving our company’s visibility as a leading paint manufacturer. We look forward to active participation with SCRS and other leading organizations in enhancing the professional image of the collision repair industry.”



“I’ve personally watched how far Matrix System has come in the last quarter century,” says Hendler. “Their ongoing success is a result of the great job they do with their products and their knack for understanding the refinishing needs of the collision repair industry. I’m excited that Ginger and her team will be involved with us; it’s a good match for everyone.”

The Corporate Membership Program founded in 1993, partners SCRS and key corporations serving the collision industry. Corporate Members enable SCRS to maintain and elevate the level of service to its direct and affiliate members while simultaneously working with other associations to better the industry.

“Matrix System brings a unique perspective to the table as a Corporate Member. The founder of their company owned and operated a collision repair facility,” concluded Risley. “Their knowledge on the repairers’ needs is insightful and a valuable asset in maintaining our desire to address the issues most pressing to our membership and the industry. We look forward to building a long term partnership with them, in another key example of how ‘Working Together Is the Most Important Work We Do’.”

Matrix System Automotive Finishes, Inc. is the largest manufacturer and distributor of automotive refinish paint products in the country, outside of the major national paint companies. Matrix paints, primers, clearcoats, hardeners and solvents are used in more than 5,000 body shops on more than 1,000,000 cars per year. Since 1983, the company’s facilities have expanded to over 85,000 square feet that include a modern production facility and a corporate headquarters and warehouse in Walled Lake, Michigan. With a complete research, development, and quality control lab, Matrix products have proven to be exceptional in performance, durability, and application in thousands of shops across the country.

Through its direct members and 31 affiliate associations, SCRS is comprised of 5,000 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](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).

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