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## **Technology to make your business more competitive**

**New technologies and the latest trend setting product lines from local and international suppliers will be showcased at the Collision Repair Expo, to be held at the Sydney Exhibition Centre from 2 to 4 April 2009. With the industry leading international and local companies booked to present their products and services, this Expo will be the most comprehensive collision repair trade show seen in Australia.**

AAAA Executive Director Stuart Charity said that even in these challenging economic times, the fact that the industry is mounting such major exhibition, is a demonstration of the strength and resilience of the sector in Australia.

"The major commitments being made to the 2009 Expo, by both small and large businesses, reflect the robust health of the industry and the confidence that people have in its future. This Expo has been a virtual sell out for months and only a few small stands remain available," said Stuart Charity.

"This makes the 2009 Collision Repair Expo a unique opportunity for body repair shop owners and managers to see all the leading brands and products under one roof. The next opportunity will be in Melbourne in May 2011, and the Expo won't be back in Sydney until 2013.

"These new technologies and trend setting products lines will be a critical path to profits for workshops in coming years. Workshop owners and managers who visit the Expo and learn about these opportunities next April, will position themselves ahead of their competitors.

"The major corporate sponsorship from PPG Industries is welcome, and it is representative of the strong commitment being made to the Collision Repair Expo by the market leaders," said Stuart Charity.

### **Surface coatings star**

Among the new technologies to be launched at the 2009 Collision Repair Expo will be new generation water based and specialist custom paint systems. Many will be demonstrated both in the LowBake portable spray booth, which features a lecture room with a glass panel so the audience can watch the action. In addition, some exhibitors will be demonstrating their surface coating systems virtually using digital imaging computer software.

An environmental theme complete with "jungle bar" will set the scene on the De Beer stand, where new Water Base 900 Series and High Solids 3000 Series paint systems will be launched. In addition to the new products, De Beer will present air brushing demonstrations. General Manager Richard Reneman said the business delivers high quality to Lloyd's Register Quality Assurance certified ISO9001 and ISO14001 standards. "While panel repair workshops are our largest market sector, we have also enjoyed strong growth in fleet and industrial sectors with our Valspar and LIC product ranges," he said.

Another active exhibit will be the House of Kolor stand, which will feature a new Digital Paint Booth program. This enables you to design your paint scheme and special effects on a computer. Sales Manager Owen Webb said top Australian air brush artists will also demonstrate their skills with HOK products in the Lowbake Spray booth. "Custom painters have used HOK for more than 50 years making the product part of the customising culture. We look forward to presenting an exciting and fun exhibit at the Expo, including custom painting a guitar hero gaming console, which we will award to a lucky visitor." he said.

ChemSpec Coatings have been hard at work on their new water based Hydrolux basecoat system and will highlight the new range at the Collision Repair Expo. Director Ryan Erasmus said that breakthrough technologies in Hydrolux eradicate some problems that have plagued other water based brands, such as short shelf life and temperature sensitivity. "The application processes for Hydrolux will require almost no changes to body shop methods. We will also exhibit the internationally renowned colour matching tool Easimatch and the new METALUX 2 range of Australian car colour swatches featuring eight fandecks. The body shop's profit is our profession, and we supply leading edge product to help them generate that profit," he said.

Australian supplier Septone will feature extensions to its specialist paint product range. Pink Engine Enamel is a heat resistant paint designed for touch ups and resprays and formulated to withstand salt spray, solvents, fuels, oils and corrosion. Pink Brake Caliper and Drum is a self priming heat resistant paint

providing a durable finish resistant to corrosion, brake dust, salt and water. National Sales Manager Rob O'Neill said: "These new products are available in a variety of colours to meet the needs of detailers, paint and panel shops, and marine, truck and industrial maintenance workshops." The company's line of hygiene products will also be presented on its Expo stand.

## Countdown to April 2

Enthusiastic exhibitors from the body repair sector attended special briefings held recently in Sydney and Melbourne to help them with plans to maximise the attraction of their stands at the Collision Repair Expo. For example, most exhibitors will be running competitions, sales incentives and special promotions.

Stuart Charity said that with only three months to go before the show, exhibitors are gearing up their stands. "Likewise, workshop owners and managers should start thinking about making arrangements to visit the Expo.

"AAAA has made it as easy as possible to attend the Expo. We have arranged free pick up and drop off bus services from regional centres as well as the free car park at the Harold Park PACEWAY in Glebe, which will be serviced by a Monroe sponsored free Park'n'Ride service to the Expo.

"We have an advance registration service on the Expo website at [www.collisionrepair.com.au](http://www.collisionrepair.com.au), where you can review the list of exhibitors. Once registered, you will receive regular notices about important Expo activities and opportunities to participate in promotions. You will also save time when you visit the show, because you will not have to stand in a queue," said Stuart Charity.

Visitors to the Collision Repair Expo can also attend the Auto Aftermarket Expo, to be held in the adjacent exhibition halls, which will feature 350 leading suppliers to the automotive parts and accessories industry.



*ChemSpec will launch its new Hydrolux water based system at the 2009 Collision Repair Expo.*



*Specialist paint supplier Septone will introduce the Hot Pink range of high heat resistant paint products at the Expo.*

## Further information:

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