Brought to you by Sherwin-Williams Automotive Finishes

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Ask

PROMOTIONAL PRICING INSIDE!
COLLECTOR CAR COLORS REVOLUTIONIZING THE CUSTOM CAR MARKET

A UNIQUE PARTNERSHIP OF CARL’S COLLISION, FACTORY FIVE RACING & SHERWIN-WILLIAMS AUTOMOTIVE FINISHES.

Raging Metallic Red. Venom Yellow. Mystic Midnight Blue. White Lightning. Hot rod colors inspired by the likes of Danny Zuko, J.J. McClure, Cole Trickle, or James Bond even? Not quite. These awesome colors represent a smattering of the new names for the all-new line of custom Factory Five Racing paint colors—17 in all—developed via a triple-crown partnership between Factory Five Racing, Sherwin-Williams Automotive Finishes, and Carl’s Collision. The hues consist of four blues, three whites, three reds, two yellows, and one each of silver, gray, black, orange, and green.

“Lots of folks who visit us at the top auto shows, including SEMA, or come to our South Boston showroom, are always asking us what colors we use to paint our cars,” says Dave Smith, president of Factory Five Racing. “Since our exclusive paint shop, Carl’s Collision, exclusively uses Sherwin-Williams Automotive Finishes, we looked to both of them to create a limited custom line of paints featuring the most popular colors used on our favorite kit cars.”

Selecting proper colors is the number one confusion when it comes to our hot rod customers’ concerns,” says Carl Garcia, president of Carl’s Collision in Fall River, Mass. located in close proximity to Factory Five. “They have hundreds and hundreds of colors to choose from so I enjoyed the challenge of narrowing the color palette down to the most popular colors to recommend to them.”

For more than a year, Smith and Garcia were talking about putting together a selective line of paint colors for the Factory Five kits. Once they pulled Sherwin-Williams Automotive Finishes Marketing Director Steve Spirko, (who also heads up the Rod & Restoration division) into the conversation, it took about two years to debut the colors at the 2014 SEMA show. Factory Five built ten demo cars to hold all the paint colors. Garcia committed personally to performing all the spray outs.

“To have access to the biggest name in kit cars with Factory Five is a great promotion for us,” says Spirko. “Our partnership with Factory Five and Carl’s Collision allows us to keep up with the latest trends in car colors only making our program stronger. It was so important to get the colors right and it took a lot of patience on their part.”

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For more information about Factory Five Racing, please visit the website at www.FactoryFiveRacing.com or call 617-723-9090.

Customers are raving about the final color palette and are pleased with the outcome whenever they use any of these colors on their own vehicles.

READ THE FULL STORY AND VIEW ALL 17 COLORS AT: sherwin-automotive.com/FFR

ORDER ONLINE & FIND GREAT DEALS ON HUNDREDS OF OTHER PRODUCTS
There’s no getting around N Sherwin-Williams Automotive Finishes’ Capital movement/supply, and spray equipment. your facility’s current spray booth, air schedule an in-depth facility assessment. 

The analysis will focus on evaluating Sherwin-Williams Automotive Finishes Representative to Contact your local Sherwin-Williams 

STEP 1 STEP 2 STEP 3

SHERWIN-WILLIAMS AUTOMOTIVE FINISHES WATERBORNE CONVERSION PROCESS.

SHERWIN-WILLIAMS AUTOMOTIVE FINISHES knows it’s not exactly a cakewalk for paint shop operators to convert their paint spraying system. The outlay of new equipment, waste disposal, and adjustment period of the workers are major factors. Sherwin-Williams Automotive Finishes doesn’t want to hinder any shop’s production time, so it developed a process to ease shop owners with the conversion.

THE HEAT IS ON FOR BODY SHOP OWNERS TO QUICKLY CONVERT FROM TRADITIONAL SOLVENT-BASED PAINTS TO NEWER WATER-BASED ONES.

ARE YOU READY FOR WATERBORNE?

require further reductions of VOCs and/or hazardous air pollutants (HAPs),” says Schmidt. Sherwin-Williams Automotive Finishes knows 

THE HEAT IS ON FOR BODY SHOP OWNERS TO QUICKLY CONVERT FROM TRADITIONAL SOLVENT-BASED PAINTS TO NEWER WATER-BASED ONES.

INFRATECH® SPEED DRY SYSTEM AND MEDIUM WAVE HEAT LAMP

The InfraTech® Speed Dry System (IF151015) combines Speed Dry with an infrared heater for faster drying times. Units can be plugged into 15-amp outlet and can be operated together or separately. The InfraTech® Medium Wave Heat Lamp is a 20 

ORDER ONLINE & FIND GREAT DEALS ON HUNDREDS OF OTHER PRODUCTS

TheFinishSW.com

Traction is safe traffic. TRAFFIC MAT® PolyBacked

PIG® Grippy® Leak & Drip Mat

NP25800 – $89.10

NP25820 – $17.09

was $22.22

NP3323 – $222.72

was $273.33

NP25620 – $17.09

was $22.22

NP25641 – $111.67

was $242.22

NP25610 – $668.93

was $968.93

NP141000 – $185.49

was $281.60

NP151015 – $478.49

was $613.46

NP141015 – $613.46

was $668.93

NP45300 – $46.12

was $61.50

NP45300 – $46.12

was $61.50

NP141000 – $185.49

was $281.60
FASTLINE® Body Fillers

FASTLINE® body fillers and glazes are designed for a variety of applications that meet performance quality expectations at a desirable price.

For more information on FASTLINE® products, visit PBE.Sherwin-Automotive.com

FAST LIGHT® Lightweight Body Filler

FF101 – $17.49 was $27.30
FF104 – $6.99 was $9.68
F-GRIP® Performance Light Weight Body Filler
FF301 – $33.49 was $44.62
FF303 – $129.49 was $150.21

FAST GLASS® Reinforced Body Filler

FF401 – $42.49 was $59.40
FF414 – $16.59 was $25.85

FAST PUTTY™ Red Lacquer Putty

FP199 – $7.49 was $9.88

FAST GOLD® Premium Body Filler

FF501 – $42.49 was $63.35
FF503 – $169.99 was $205.50

FAST GLAZE™ Finishing Glaze

FG524 – $20.99 was $31.38
FG530 – $27.99 was $41.82

Body Filler Hardener

FF100 – $1.99 was $2.55
FF275 – $3.49 was $4.76

FASTLINE™ Masking Tapes

FASTLINE™ Masking Tapes have been specifically developed to meet the needs of today’s professional body shop. The Commercial Masking Tape provides excellent adhesion to a wide variety of substrates with medium crepe paper backing for conformability with sharp paint lines. The Performance Masking Tape also provides excellent adhesion to pre-painted substrates while maintaining a clean removal in either hot or cold condition. The fine crepe paper backing delivers great conformability with sharp paint lines.

FASTLINE™ Commercial Masking Tape

SMTC18 – 18 mm – $1.99 was $2.08
SMTC36 – 36 mm – $3.49 was $4.16
SMTC48 – 48 mm – $4.99 was $5.54

FASTLINE™ Performance Masking Tape

SMTP18 – 18 mm – $2.49 was $3.10
SMTP36 – 36 mm – $4.49 was $6.16
SMTP48 – 48 mm – $6.99 was $8.25

WhiteSHIELD™ Polycoated Masking Paper

This polycoated masking paper provides superior bleed resistance and is ideal for use with modern urethane and waterborne paints. It also has is a 248 basis weight paper with a 44 packing 750 ft roll.

P706WRL – 146 mm – $6.49 was $10.00
P712WRL – 292 mm – $13.49 was $19.72
P718WRL – 438 mm – $20.99 was $29.46
P736W – 876 mm – $42.99 was $60.78

The Roush Fenway Racing team is on pace in the NASCAR environmental initiatives race, thanks in part to Sherwin-Williams Automotive Finishes AWX Performance Plus™ waterborne refinish system, which is used on each of its six race cars.

“We are the official automotive paint of NASCAR and partners with more than a dozen other NASCAR teams that currently use Sherwin-Williams Automotive Finishes,” says Bobby Ray Moody, Director of Motorsports for Sherwin-Williams Automotive Finishes. “And because Roush Fenway Racing is one of the largest and most successful racing teams competing in NASCAR they have shown a commitment to balancing environmental protection, social responsibility, and economic progress without impacting on-track performance.”

Sherwin-Williams has a long history of collaboration and teamwork with Roush Fenway Racing. Whether it’s working together on the NASCAR circuit through their strong sponsorship relationships, or testing paint and appearance opportunities behind-the-scenes in the shop, the two organizations work extremely well together.

Roush Fenway found the AWX Performance Plus™ system from Sherwin-Williams Automotive Finishes not only more than met their expectations when it came to being environmentally sound, but also didn’t slow production time. It’s because AWX Performance Plus™ features an easy application, fast drying basecoat for superior color match while at the same time meeting the strictest volatile organic compounds (VOC) limits in North America.

Sherwin-Williams Automotive Finishes proudly participated in the second annual NASCAR Race To Green initiative last Spring when the No. 51 HScott Motorsports Chevrolet driven by Justin Allgaier ran a special Sherwin-Williams Automotive Finishes paint scheme featuring the NASCAR Green logo.

“We aim to help teams cross the finish line and ensure that their cars and their sponsors always look good circling the track,” says Moody. “Roush Fenway and our other NASCAR team partners rely on the shine, gloss, and durability of our paints to withstand intense heat and grueling speeds on the track.”
HP Express Repair: Allowing shops to go Lean... One Bite at a Time

No one knows better than Lee V. Rush just how challenging it is to implement Lean Manufacturing in auto body shops. As Manager of Business Development for Sherwin-Williams Automotive Finishes, he prefers a more real world, shop floor “boots to the ground” approach when it comes to improving the operational process of a collision repair facility and coming up with a strategy to execute.

"After 15 years of ‘Lean,’ we continue to struggle with damage analysis/ blueprinting, parts correctness/mirror matching, in-process quality assurance, and the list goes on and on," says Rush. The experts say “If you go Lean you must go all in!” But, isn’t a little lean better than no lean?"

Rush believes it’s time for shops to take a different approach. That’s why he advocates “Sherwin-Williams HP Express Repair Process (ERP)," a system that allows shops to become Lean “One Bite at a Time."

ERP allows the “process” to manage both the urgency and the vehicle repair with little oversight, while allowing shops to become “Lean” in this revenue segment. The ERP workshop is designed to help collision facilities take advantage of cycle time absolutes and strategically formulate them into a sustainable program to drive cycle time improvements through CAT 1 vehicles.

ERP as a repair process provides a safe, clean, and complete repair of CAT 1 damaged vehicles within 0-2 days. “Today, most shops are accomplishing this, however it is not consistent, predictable, nor with little effort,” says Rush. “Our intent is to identify and define all the critical procedures and requirements to process a repair through the ERP in the most manageable and cost effective manner.”

By identifying the “absolutes” of the shops, shops can begin to develop their strategic plans.

“First, we must identify the opportunities (CAT 1 repairs),” says Rush. “As we write estimates, schedule repair, and receive vehicles in our shop, we must identify the ERP vehicles. This is not hard to do with our simple definition of CAT 1s and a check-in process."

To learn more about how to implement ERP in your shop: Scan - QR CODE. Text SWERP to 75309. Visit: Sherwin-Automotive.com/ERP

One of the most challenging jobs in any body shop is color matching—the number one major concern of customers when pulling into and out of a body repair shop. Sure, you can punch in factory paint codes to match the color—that will get you most of the way there—but we all know there are more critical steps that need to be followed by technicians who really know what they’re doing.

Variables such as manufacturing locations, metallic color applications, temperature, paint film thickness, flash off time between coats, fluid tip sizes, speed of the spray gun, sanding type and humidity and drying time can all add changes to the color of the same paint.

Brian Stebbins, Manager of Sherwin-Williams Automotive Finishes Atlanta Regional Training Center, has been around long enough to know what trips up technicians when it comes to color matching. The most common mishaps include: automatically choosing the standard formula which can lead to unnecessary stirring and time wasted; waiting to verify the color of the vehicle in the spray booth because the vehicle is too far into the repair process to make the best decisions on color; using solvent cleaners on vehicles or gray outs to obtain gloss; over changes tones and moving to the next without reevaluating; and over wetting the film coat of metallic and pearl formulas.

“There is a process for doing everything in this business," says Stebbins. “Cutting corners is not going to work. And doing everything in a consistent fashion is key."

The process and consistent steps are brought to the forefront in a multitude of training classes available throughout the year from Sherwin-Williams Automotive Finishes. One of the most popular and important classes involves the Color Verification Process with Xactimate Performance Plus™. This training is approved for I-CAR Gold Class certified technicians through the I-CAR Industry Training Alliance Program and qualifies such participants to apply for I-CAR Gold Class points.

8" Foam Compounding Pad
3M5706 – $29.99 was $34.78
8" Foam Polishing Quick Connect Pad
3M5707 – $25.49 was $35.28
8" Ultrafine Foam Polishing Pad
3M5708 – $28.49 was $39.68
9" Wool Compounding Pad
3M5753 – $27.99 was $37.98
3M® Perfect-it™ Compounding & Polishing Pads
3M® Perfect-it™ Foam Compounding & Polishing Pads are double-sided and specifically designed for unique applications. The 8" Foam Compounding Pad (3M05706) removes sand scratches and the 9" 100% Wool Compounding Pad (3M05709) is used to refine 1,200 grade sanding scratches or finer. The 8" Foam Polishing Pad (3M05707) polishing pad provides a nice, high-gloss shine. The 8" Ultra-Fine Foam Polishing Pad (3M05708) provides a swirl-free finish. All pads require the Quick-Connect Adapter (3M05752) which makes it easy to change between compound and polishing pad.
Partnering up for Worker Safety

3M™ recommends a basic method for body shops to choose the right kind of safety equipment and respirators for its workers in a 5-Step process:

1. **IDENTIFY** the hazards (dusts, metal fumes, vapors, gases) and types of contaminants for which the respirator is being selected and exposure time.

2. **ASSESS** the risks (asses the hazardous levels against safety standards and consider other protection—skin, eye, body).

3. **SELECT** the right respirator and cartridge filter. 3M offers Respirator Selection Software and Respirator Selection Guide that assists with determining which respirator is suggested for a given exposure situation including data on 800+ chemicals, including vapors and particulates.

4. **TRAIN** in fitting and use to optimize respiratory protection.

5. **DEVELOP** a cartridge/replacement plan: The cartridge and filter replacement plan implements a process that helps employees prevent a good seal between the face and the sealing surface of the respirator.

The cartridge and filter replacement plan processes a method that helps employees replace their cartridges and filters at the appropriate time. To help establish how frequently cartridges should be replaced, visit 3M™ Service Life Software.

3M™ Professional Series Half Facepiece Respirators

Breathe a little easier with the 3M™ Professional Series Half Facepiece Respirators. They’re all about respirator comfort, durability, and stability in order to protect you from airborne contaminants in the workplace.

**FASTLINE™ Disposable Spray Suits**

These disposable paint suits feature a covered full upper front, velcro sleeve fasteners, a full hood, and an elastic waist and rear pocket to fit any painter’s needs.

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**SAS® Raven Powder-Free Nitrile Gloves**

With superior puncture and abrasion resistance, these powder and latex-free gloves provide a textured grip for all of your body shop needs.

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**SAS® Dyna Grip® Powder Free Latex Gloves**

These examination grade latex gloves are easy to slip on and feature a fully textured grip with a beaded cuff.

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**SAS® Thickster Latex Gloves**

These tear resistant gloves feature a thicker material that contains maximum strength, extended length up the arm, and a textured grip for all of your body shop needs.

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**Uni-Ram® Dual Solvent-Water Spray Gun Cleaner**

Two cleaning systems in one. This spray gun washer features both a water-based and solvent-based cleaning solvent. The manual, water-based cleaner cleans guns using a high-pressure wash gun that removes water-based paint from the inside passageways and a flow-through cleaning brush to remove paint contamination. The solvent side can clean two spray guns automatically or manually.

**3M™ PPS™ Kit**

Increase your efficiencies: mixing less paint and drastically reducing the amount of solvents and technician time—by as much as 75%! This system eliminates mixing cups and paint stirrers in your shop because the paint is mixed and sprayed out of the same liner with a lid and built-in filter. Painters have the ability to spray at any angle, even when it’s upside down.

Now in a comprehensive range of size options allowing precise, accurate coverage.

---

*Text TheFinish to 75309*  
*Scan QR Code*  
*Visit TheFinishSW.com*
3M™ Scotch® 233+ Masking Tape
This highly conformable tape performs consistently under a variety of conditions and offers improved transfer resistance on rubber and painted surfaces.

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3M™ Body Tools
3M™ Body Tools are specifically designed for the best results. The Belt Sander Tool (3M28366) is ideally suited for use with 3M™ Abrasive Belts and Scotch-Brite™ Belts for a variety of metalworking applications. The Cut-Off Wheel Tool (3M20233) delivers fast, smooth performance with the power to cut through carbon steel, stainless steel, and other materials. The Sun Gun™ II Light Kit (3M16550) replicates natural sunlight helping to reduce the chance of costly re-work or comebacks related to color mismatch, lack of coverage, uneven metallic layout, and prepaint imperfections.

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Astro Parts Cart
For shop, office, warehouse or medical facility use Trays are 3-1/2-inch deep and can hold up to 300-pound. Cart can be pushed or pulled from either side 4-inch swivel heavy duty casters with tread that will not mark floors Size: 16-inch(W) by 30-inch(L) by 31-inch(H), Weight: 22 lbs.

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Astro 55600 2-in-1 Workbench & Scaffold
When on scaffold mode, it can be used as a sturdy standing surface for painting, remodeling, sanding and other tasks. When in storage mode, the work bench reduces to a thickness of 4” (10cm). Recommended storage position: vertically on the bumpers or laid flat on the plastic decking.

<table>
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