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SPORTS
 Joe Paterno to be inducted
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 Fame today.

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Body shop switches
 to 'eco-friendly' brand

BY JUSTIN STRAWSER
 STAFF WRITER
justin_s@newsitem.com

ATLAS — Customers who want their vehicles painted at Taddeo Body Works are now given just one option: green.

Not the color green, but environmentally friendly green.

Owner Steve Taddeo has given up solvent-based paint for "greener" water-based paint.

"You have to stay ahead of the game or you're going to get run over," said Taddeo, of Kulpmont.



TADDEO

"You're always learning something new in the business. This is

just the next step."

The new paint, called Glasurit 90 Line, is from BASF The Chemical Company. Taddeo was introduced to the concept when he was invited to a

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Paint

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conference the company sponsored.

"They nut-and-bolted it down, took it apart, explained it, and I said, 'Wow,'" said Taddeo. "I never sprayed it before, but they were that professional about it that I knew this was the company I was going to go with."

He said his shop, along Route 61, has become the first auto body repair shop in the region to offer the eco-friendly "waterborne" collision repair paint.

"I've been pleased with it from day one," said Taddeo, who noted the paint is also better to work around for himself and his employees. "The first car we painted in here, we had smiles on our faces."

Chris Yagodzinski, of Coal Township, who has been working with Taddeo for 14 years, said he is impressed with the new paint.

"We use less product than before," he Yagodzinski in noting another benefit. "I like it a lot. It looks so much better than the other stuff. Crisper." Since he was 7 years old, Taddeo has been working in the shop his father built and owned. When he was 11, he was already doing full paint



JULIE NICOLOV/Staff Photo

Chris Yagodzinski, of Coal Township, sprays environmentally safe paint on a Kia Sportage at Taddeo Body Works in Atlas.

jobs. Since he took over the business in 1974, he has always prided himself in being progressive. Over the years, he has invested in plenty of new machines and systems, he said.

"Anything that comes out that will help with business, we will go after," he said.

Since the new paint is healthier for the environment and employees, he is proud to have invested in it. Whereas it

might take longer to dry, the benefits are abundant, Taddeo said.

"You might put four coats of a solvent-based on where you might put one and a half of waterborne," he explained.

Taddeo has children of his own and he wants there to be something left for them.

"I wouldn't call myself a tree hugger or a radical," he said, "but we always look to help wherever we could."