

# KLINNE'S auto inc.

## Crown Auto Body gets the jump on new paint regulations

Crown Auto Body of Ventura, Calif. is ready to meet new restrictions on the use of solventborne paint imposed by the state's South Coast Air District that will go into effect in January 2009. Since April, Crown Auto Body has been using BASF's Glasurit 90-Line waterborne paint, enabling the shop to comply with the new regulations, which are aimed at reducing the levels of volatile organic compounds (VOCs) in the atmosphere to help limit ozone depletion and global warming.

"We're 100% in compliance even though the law hasn't come into effect yet," notes Bert Rodriguez, body shop manager for Crown Auto Body.

The move has provided other benefits as well. "Seventy per cent of car manufacturers use waterborne paint, so our color matching is better," says Rodriguez. "It's more environmentally responsible and safer for our employees. Toxic material is not airborne as with other types of paint."

The conversion to waterborne paint was easy for Crown Auto Body. The only new equipment required was a blower to improve the airflow in the company's downdraft and cross-draft spray booths. Although Crown Auto Body's painter lets the waterborne paint air dry, that process doesn't take any longer than the force-drying method the company used previously for solventborne paint.

Overall, it doesn't take any longer or cost any more to paint a car using waterborne paint-and cleaning up painting equipment is faster when waterborne paint is used, Crown Auto Body has found. "With conventional paint, we used lacquer thinner," explains Rodriguez. "Now we wash with water and it's easier to clean the water out of the gun than the lacquer."

Another benefit of Glasurit 90-Line is its long pot life. "Conventional paint only lasts for a certain amount of time because of the reducers that dry out or harden," Rodriguez says. "With water-based paint, you don't have a pot life problem."

Crown Auto Body has been in business for 36 years and backs its work with a lifetime warranty--as long as the original owner owns the car. The shop, which does about 30 paint jobs a week, had no hesitation about extending the lifetime warranty to paint jobs done with Glasurit 90-Line. "With water-based paint, you actually have less problems because it doesn't attack the previous paint," Rodriguez says.

When Crown Auto Body converted to Glasurit 90-Line, Rodriguez sent a letter to insurance companies to advise them that the company was in compliance with the new regulations, which are expected to be adopted in other parts of the U.S. as well. The response was very positive, Rodriguez says.

Customers also are impressed. "By being in compliance, we're able to advertise that Crown Auto Body has gone green," Rodriguez says. "Customers like the fact that we're trying to reduce pollution and do our part to help the environment."



### WORLD CLASS FINISHES

BASF's Glasurit 90-Line waterborne system is the refinish paint of choice for its highly-concentrated, quick and efficient coverage. It is an easy-to-use product that delivers cost advantages to body shops as well as on target color-matching, quick-hiding and fast-drying. Glasurit 90-Line is a proven technology that meets the country's most stringent VOC requirements. Also, unlike with other waterborne systems, with 90-Line bases, you don't have to worry about shelf-life or special shipping to prevent freezing. And, add to this the fact that waterborne technology is not only environmentally more responsible, but also much safer for your employees.

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