

Shop Owner Calls Upon Dominion Sure Seal Multiple Times Daily



by Autobody News Staff

While some fathers are proud to have their children following in their footsteps, **Carl Garcia's** dad wasn't crazy about the idea of his son working at *Carl's Collision*, the family body shop. In fact, after high school, he literally pushed him out the door and insisted that he go to college.

"I grew up in the body shop and my mother would drop me off there after school," Garcia said. "But education was important to my father and he wasn't offering me any options, so I went to college. It was a wonderful experience and I use a lot of what I learned in school every day here on the job."

After attending college, Garcia went back to his dad and convinced him that the collision repair industry was well-suited for him and would be a smart career move.

"Let's just say he didn't exactly welcome me with open arms," Garcia explained. "I had to start at the bottom, making six bucks an hour and after a while, I was asking myself, 'Is this the dumbest decision I've ever made?' I started out sanding cars and did all of the entry-level jobs that exist in a body shop. I found out that I am a lousy body man, so I took some estimating classes and learned everything I could about running a shop. I've been here ever since!"

Today, Carl's Collision employs 50 people and repairs approximately 150 cars weekly out of two buildings totaling 40,000 sq. ft. By stressing quality and garnering top reviews for providing over-the-top customer service, Garcia is thriving by embracing things such as OE certifications and is always looking around for better tools and products to improve his business.

"We are an I-CAR Gold facility and have 15 certifications, including Tesla," he said. "In any business, it all comes down to cheaper, faster and better, and people say to pick two. But my theory is this: Why not give them all that they want and deserve—all of it!"

To keep his customer base happy, Garcia and his crew need world-class products to stay on top. So when he finds companies such as Dominion Sure Seal that will positively impact his production, he isn't



Technician **Aaron Ferreira** at *Carl's Collision* uses a wide range of Dominion Sure Seal products literally every day.

afraid to give them a shot. Established in 1972, Dominion Sure Seal Ltd. is a leading manufacturer of sealants, protective coatings and adhesives primarily for the automotive paint, body and equipment industry. Dominion Sure Seal is headquartered in Ontario, Canada and has a strong presence in the U.S. Its products can be found in shops from LA to NYC and everywhere in between.

Garcia painstakingly researches any product prior to using it, he said.

"I am a research fanatic and always talking with other body shop owners to find out about the most cutting-edge stuff out there," he said. "About one year ago, we started trying the Dominion Sure Seal line after being introduced to it by one of our jobber's reps. We've added more and more of their products to our weekly orders and each one has proven itself to be the real thing. We love their panel prep products, spray gun cleaner, seam sealers, primers, rust removal/anti-corrosion products, double-sided tape—you name it. We now order at least 20 different things from them and are always trying out new items to see if they will help us."

One of Garcia's go-to Dominion Sure Seal products is its 3-in-1 Primers, which are perfect for metal, aluminum, SMC, plastics and fiberglass.

"It works well over body filler and other sanded areas prior to painting without sacrificing flexibility, and our guys are using it more and more all

the time," he said.

Another Dominion Sure Seal product that Garcia and his painters are enamored with is its Spray Gun Paint Remover, which quickly dissolves paint to keep paint guns running smoothly, saving time, labor and material.

"It goes directly into the gun and when it comes out, the gun is clean. It's that easy," he said. "It's so simple to use and so effective that we're not using anything else."

By calling upon all of his Dominion Sure Seal products over and over and watching them perform well in every situation, Garcia is now able to rely on these products and is always looking for new applications for them.

"We get our money's worth out of anything we use here, and if they can pass that test, they become a part of our production," he said. "With every company we work with, we also need them to be highly responsive and provide us with exemplary customer service, and Dominion Sure Seal has surely done exactly that."

Even though Garcia's father is pleased about his son's success in the collision repair industry while continuing his family's legacy, Garcia is always looking to be better.

"We want to always be forward-looking and continually improving every aspect of this business," he said. "This is a very exciting time to be in this industry, and the shops that embrace these changes will flourish and be rewarded as a result."

Carl's Collision

Location: Fall River, MA

(610) 446-4744

www.carlscollision.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 50

In Business Since: 1961

Number of Locations: One

Combined Production Space: 40,000 square feet



Carl's Collision repairs approximately 150 cars weekly out of two buildings totaling 40,000 sq. ft.



Painter **Kevin Daluz** loves Dominion Sure Seal's Spray Gun Paint Remover.

Dominion Sure Seal

6175 Danville Road

Mississauga, ON, Canada L5T 2H7

Toll Free: (800) 265-0790

(905) 670-5411

Fax: (905) 670 5174

www.dominionsureseal.com