

Loid's Collision Center Finds Incredible Value in Relationship With Robaina Direct

robaina1.com

by Autobody News Staff

Chris Loidolt, owner of *Loid's Collision Center* in Albuquerque, NM, first became familiar with Robaina Direct in 2015 when BMW announced its intention of requiring certified shops to use Robaina's Eco Repair System kit for steel and aluminum panel repair.

Loidolt said, "Although the BMW requirement didn't go into effect until 2017, we started buying products from **Bryan** at Robaina Direct in 2016 for the BMW CRCC program. We purchased the EcoRepairSystem.com steel and aluminum systems, and since then, the quality and speed of our repairs have increased significantly.

"Robaina's panel repair tools made an incredible difference in our business. It allows us to fix parts we would have needed to replace in the past. Using the Eco Repair System kit allowed us to speed up our technician stall throughput, reducing cycle time and touch time while increasing overall gross profit. From 2015 to 2016, our revenue increased by \$400,000, and much of that increase can be attributed to Robaina's product."

Loidolt feels that BMW made a wise decision when the manufacturer decided to require the use of Robaina Direct's Eco Repair System kit.

"The Robaina Direct Eco Repair System panel repair program has definitely helped our business in tremendous ways," he said. "It has influenced production workflow very positively, and we've seen an incredible increase in vehicle fast-tracking on small and medium damage repairs, especially with the use of PDR tools to push things out faster. It allows us to keep our repairs smaller while also speeding them up."

In addition to offering high-quality products, Robaina Direct delivers outstanding service to its valued customers.

"Robaina's knowledge and customer service is incredible. When we purchased the EcoRepairSystem.com kits, Robaina sent a trainer to our shop for three days to train our technicians on the use of the equipment, and once the tech-



Robaina Direct's Eco Repair System steel and aluminum systems have increased productivity, throughput and profitability at *Loid's Collision Center*.

nicians spent some time working with the machine, they loved it," Loidolt recalled. "Robaina's follow-up and follow-through after the sales process is great as well. Our rep at Robaina is excellent. Any time I reach out with a question, I get a response within minutes."

Loidolt said he has observed "a definite growth in the vendor/client relationship. I'm trying to convince them to open a location out here. Customer service is a huge deal, and when you have a vendor that takes care of you the way Robaina Direct does, they have won my business for life!"

Loidolt and his wife, **Christine**, founded Loid's Collision Center in 2006, but Loidolt began his career in the collision repair industry as a painter in 1986.

"I was 16 years old and wrecked my VW," Loidolt said. "It had to be fixed, so I convinced a restoration shop to give me a job, and I just stuck with it through college and afterwards. When the need to look for a new job arose in 2006, my wife encouraged me to open our business. She has been very supportive over the years, and our son, **Chris**, now manages the front office since he graduated college with a degree in business."

Since opening his shop just over a decade ago, Loidolt has seen an amazing amount of growth, starting with \$300,000 in sales his first year and ending 2017 with nearly \$2.2 million in sales. The increase in business led to the decision to expand his shop, a two-year project that is now nearing fruition with a grand opening date planned for May

9, 2018.

Loidolt said, "We could easily double our capacity at our new location, and there's a lot of room for growth."

As Loidolt prepares to move into his new facility, he has also expanded his ownership of equipment from Robaina Direct.

"We purchased seven work stations so all our technicians have the same station," he said. "We also bought the WRDSpider.com tool for cutting glass and HotboxPDR.com products, and just two weeks ago, I ordered two more of Robaina's newest steel machines for the new shop so the techs don't have to wait to use it. Robaina's newest MWMtools.com panel repair systems are even more affordable, which means a higher return on the investment.

"The collision repair industry is coming out of the 'dark ages of backyard body shops,' which requires highly qualified technicians and specialized tooling to repair the ever-increasingly technologically advanced automobiles.

"That's why we use Robaina's products. Vehicles need to be repaired precisely, and Robaina's cutting-edge technology speeds up our ability to perform high-quality repairs. Robaina's knowledge of what's going on in the industry and what we need to be successful enhances the value of our relationship immeasurably. I would highly recommend that other collision repair centers, both independent and OEM-certified, consider Robaina Direct as their first choice for their preferred equipment supplier."

Loid's Collision Center

Location: Albuquerque, NM
(505) 345-5643
Loidscollisioncenter.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 18

In Business Since: 2006

Number of Locations: One

Combined Production Space: 17,000 square feet



Robaina Direct's Eco Repair System steel and aluminum systems have increased productivity, throughput and profitability at *Loid's Collision Center*.



In addition to offering high-quality products, Robaina Direct provides the best customer service imaginable and has earned Loidolt's "business for life."

Robaina Direct LLC / robaina1.com

949-945-2163

Email: sales@robainadirect.com

online store www.robaina.direct