

Deano's Collision Enjoys Easy Color Matching With Axalta's Acquire and Spies Hecker Permahyd Hi-TEC Paint



by Autobody News Staff

Color-matching is often one of the most challenging aspects of the repair process due to the multitude of variables impacting the results.

"We pride ourselves on color-matching, but it's not always a simple task," said **Tom Wistrom**, owner of *Deano's Collision and Mechanical Specialists* in Elk River, MN. "Lots of research and education are required to ensure we are utilizing the best procedures, technology and tools. Our customers are trusting us to return their vehicle to pre-accident condition and beyond."

Brandon Wistrom, general manager, added, "The variations we're seeing within the OEM colors tend to be a nonstop battle, so color-matching is incredibly important for us. Color-matching became much easier when we started using the Acquire™ Quantum EFX by Axalta Coating Systems because it gives us a better starting point. Using the Acquire, along with Axalta's coatings, provides us with a superior product, and when we deliver the repaired vehicle, we know it's done and it's done right."

Randy Porter, production manager at Deano's, said, "Using the Acquire is much more efficient. We get to our color match quicker. The Acquire is able to look at different angles, resulting in a closer flake value. When the technology came out in the early 1990s, the first time I used the camera, I was amazed at the results and thought this might be the thing we're going to use from now on ... Each camera generation has been a step in the right direction. When the Quantum EFX came out, I was taken back at the size. The window is smaller, allowing access into tighter spaces. The color-match system is very convenient—you can see results right in front of you. If the match doesn't look right on the color-proofing screen, you can easily go back and choose another alternate. By adjusting the paint formula before we mix, we're not over-tinting and wasting product. The reduced time spent on color-matching has also improved our booth throughput, which has a great impact on the bottom line."



Deano's Collision & Mechanical Specialists praises Axalta's Acquire™ Quantum EFX and Spies Hecker Permahyd Hi-TEC paint for their color-matching abilities.

Established in 1984 by **Thomas** and **Cheryl Wistrom**, Deano's is proud to be celebrating its 35th year in business. What began as a husband-and-wife team has expanded to 23 employees, including their son **Brandon**, general manager, and daughter **Angie**, office manager. Throughout the years, continued growth and expansions have led the shop to its present-day location, which contains 24,000 square feet of production space. On average, Deano's repairs 175 vehicles each month and attributes its success to repeat customers spanning multiple generations.

Since Deano's opened its doors, the shop has used paints from Axalta because "we have always prided ourselves on having the highest quality repairs," Brandon explained. "In order to do so, it's important to use cutting-edge products with the latest technologies. We've grown with Axalta and used different products from them along the way."

Deano's converted to Cromax Pro waterborne paint in 2006 as soon as it hit the market as part of the shop's ongoing efforts to preserve the environment. The shop also puts a large focus on using quality products to reduce waste and materials used.

In 2017, Deano's began using Spies Hecker Permahyd Hi-TEC because "it requires fewer products and has some very unique advantages as far as colored sealer and paint," Tom said. "It's an enhanced

version of Cromax Pro. We felt it was the superior paint line, and we want to ensure we're always using the best products available."

Brandon shared, "Axalta has an extensive color library and color-matching tools. It puts us a step ahead of the competition. Our employees love Permahyd and the Acquire because it makes their jobs easier, plus they receive great support and training from Axalta. If we have a concern, Axalta is very good about taking care of it, so our technicians don't feel like they're on their own."

Transitioning from one Axalta paint line to another has been very easy, and though the biggest challenge was converting to waterborne, that transition was much easier than anticipated for Tom.

He said, "Switching to waterborne sped up productivity, and Spies Hecker Permahyd Hi-TEC definitely reduces repair time since there are fewer steps involved. Any time you can repair cars faster, you're going to be more profitable, and using less product also helps keep costs down."

"Having Axalta as a paint partner is an excellent relationship, and I can't imagine a day where we could go back to not using the Acquire. The technology is so superior, it just makes our job easier. Without a partner like Axalta, you don't know what's out there that you could be missing. They bring things to the table that help you succeed."

Deano's Collision & Mechanical Specialists

Location: Elk River, MN

(763) 441-4646

www.deanoscollision.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 23

In Business Since: 1984

Number of Locations: One

DRP Programs: 13

Combined Production Space:

24,000 square feet



In addition to being an I-CAR Gold shop, *Deano's* is OEM-certified by eight vehicle manufacturers, certified aluminum-repair-capable, and employs I-CAR & ASE-trained employees.



Tom and Cheryl Wistrom founded *Deano's Collision*, and their children, **Brandon and Angie**, now also help ensure the high-quality repairs that customers have come to expect from the shop.

Axalta Coating Systems

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