

Family-Owned CARSTAR Fitchburg Loves Equalizer Cobra Glass Removal System for Ease of Use



by Autobody News Staff

CARSTAR Fitchburg Auto Body Repair Experts in Fitchburg, MA, is one of two CARSTAR franchise locations owned by the Blaisdell family, who also owns CARSTAR Atlantic in Lowell, MA.

Performing safe and proper repairs per OE recommendations is a top priority for CARSTAR Fitchburg, and keeping up-to-date on the industry's best technology and equipment helps the shop achieve that goal.

CARSTAR Fitchburg has been using Equalizer products for more than a decade, so the shop invested in the Equalizer Cobra Glass Removal System as soon as it hit the market.

Corey Blaisdell, who co-owns the shops with his brothers **Justin** and **Randy**, shared, "We bought the new Cobra tool as soon as it was available and had the unit with the serial number '2.' We love Equalizer's products for their ease of use, training and being way less likely to cause the damage to the glass or vehicle that some of the traditional glass cut-out tools would cause."

Introducing Equalizer's Cobra was very easy for CARSTAR Fitchburg. Before implementing this product, the shop's technicians were using cold knife techniques and pneumatic bladed tools.

"As soon as we brought the tool in and showed the techs once, they were hooked, and we all loved it because we immediately saw a larger number of technicians capable of doing glass work without issue or damage," Blaisdell stated. "The employees love it because it makes glass removal less of a burden and easier for everyone."

Although set-up takes a bit longer with the Cobra than a cold pull knife or pneumatic blade might for a seasoned glass tech, the benefits far outweigh the set-up time.

Blaisdell listed its positive impacts on the shop: "Not breaking windshields and back glasses or causing damage to these cars during the removal process is a big gain overall. We've also benefited from the Equalizer Cobra Glass Removal System due to less downtime spent waiting for parts, more people being



CARSTAR Fitchburg praises the Equalizer Cobra Glass Removal System for its ease of use and easy training process that prevents damage during the repair process.

capable of doing the work correctly and a much easier training process to get a tech up and running with this tool. The ability to train all our techs with this tool, even the newer ones to the industry, without having them cause damage is one of the biggest gains this product provides."

The Blaisdell brothers are second-generation shop owners. Their father, **Gary**, began repairing vehicles more than 40 years ago for his brother's used car lot after attending a local technical high school. Before long, he and his wife, **Angel**, rented a two-bay garage with a wood stove and payphone. While Angel helped with the bookkeeping and kept the family life running smoothly, Gary worked his way towards bigger and better facilities.

In 1989, Gary invested in his first CARSTAR franchise when a friend presented "a vision he could feel good about," Blaisdell recalled. "With the successes and a committed staff, Gary began to build what we have today. With guidance from our parents, my two brothers and I are now leading the family business with 46 employees between the two locations."

Having acquired I-CAR Gold Class status, ASE certification and Honda/Acura ProFirst designation, CARSTAR Fitchburg is dedicated to providing customers with the best possible experience.

Blaisdell said, "Our commitment to customer service and making sure our customers, vendors, insurance partners and employees are happy with the work we provide has contributed largely to our successes.

We invest in the best and newest equipment and always keep up with repair techniques the way the OE manufacturer recommends for proper and safe repairs every time, plus we provide a warranty like no other."

Blaisdell expects the products he invests in to come with comparable customer service.

In regards to his experiences with Equalizer's customer service department, he noted, "We had our Cobra sent in for warranty repair after about a year of use. They sent me a loaner tool for the time they had mine, communicated effectively throughout the process and got the tool back to me in a timely manner. When we had a different problem six months later with the charging port, Equalizer replaced the whole unit for us. From my experience, they offer great customer service with no room for complaints."

As a family-owned operation, CARSTAR Fitchburg also knows it has a stake in the planet's future, which is why it invests in equipment that will preserve the environment for future generations.

Blaisdell shared, "Always keeping up with the newest technology and innovations in the industry keeps us working cleaner and healthier for our employees and the environment. Air recyclers and vacuum systems come to mind; however, our approach to the method of repair, such as repairing more bumpers, and investment in equipment like the Equalizer Cobra Glass tool allows us to reuse more original product, rather than put it in a landfill."

CARSTAR Collision Centers, Inc.

Location: Fitchburg, MA

(978) 342-3428

www.carstarcollision.com

Company At A Glance...

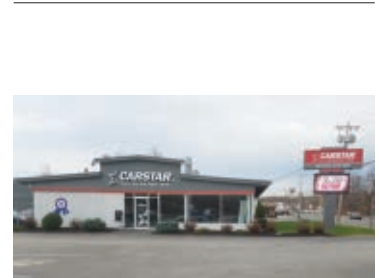
Type: Collision Repair

Facility Employees: 15

In Business Since: 1979

Number of Locations: Two

Combined Production Space: 20,000 square feet



CARSTAR Fitchburg Collision Center in Fitchburg, MA, is one of two CARSTAR franchise locations owned by brothers **Corey**, **Justin** and **Randy Blaisdell**.



Boasting I-CAR Gold Class, ASE certification and Honda/Acura ProFirst designation, CARSTAR Fitchburg is dedicated to providing customers with the best possible repair according to OE specifications.

Equalizer

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