

# NY Body Shop Says Lusid Technologies' Products Provide Unbelievable Quality at an Affordable Price



by Autobody News Staff

Repairing vehicles to the highest of standards is an important priority for **James Caridi**, owner of *Roland's Auto Body*.

The second-generation body shop owner in White Plains, NY, said that part of providing first-class service is using reliable products such as those he purchases from Lusid Technologies.

Caridi said the state-of-the-art automotive coatings they manufacture are second to none.

"I have been very impressed with their products," said Caridi. "The quality is unbelievable, there is no dieback and my employees love it."

Caridi has worked in the industry since he was 14 years old and spent much of his time helping at his brother's body shop. He always looked up to his brother, **Joseph Caridi**, and learned how to run a successful collision repair business from him.

Caridi opened his first body shop in 1991 when he was 19 years old—*Supreme Collision* in Yonkers, NY. A decade later, he became a partner at Roland's Auto Body, established in the 1940s, in White Plains.

Eventually, he bought out his partner in 2013 and has run the collision repair facility ever since.

"We try to take care of everyone like they are family," said Caridi. "I grew up around this neighborhood and everyone knows me. I try to do the best for everybody that I can."

Today, Roland's prides itself on always being honest, loyal and friendly to customers while providing exceptional workmanship.

The body shop consistently receives high praise from its customers. An essential aspect of producing excellent work is delivering a car with a high-quality paint job. Customers often tell Caridi that the business does an outstanding job on their body work and the paint jobs look like new.

Roland's used another brand of paint for many years. After learning about Lusid Technologies' products from their jobber, Bob's Car Color, Caridi decided to make the switch in 2013. Bob's Car Color was es-



**James Caridi**, owner of *Roland's Auto Body*, depends on Lusid Technologies' products for a reliable and high-quality paint job.

established in 1947 in the Bronx, NY.

"We had never changed our paint line, but when **Rob Jr.** from Bob's Car Color introduced us to Lusid Technologies' products, we found they were really good and well-priced," said Caridi.

Bob's Car Color has provided products to Roland's Auto Body for nearly 30 years. Rob Jr.'s grandfather started the auto supply business in 1947. Located in Poughkeepsie, NY, the company sells paint and supplies to body shops in the surrounding area. Since he first heard about Lusid Technologies' products in 2011, Rob Jr. said he has highly recommended them to the shops he supplies.

He said the paint line is comparable to some of the more expensive lines available on the market today, which equates to significant cost savings on their materials bill.

"The benefit to the shops is that they can increase their bottom line and achieve the same results as using other well-known brands," said Rob. "This offers shops a dependable product at a competitive price."

Caridi uses the company's GenRock / GenMax brand, a complete line of automotive primers, primer surfacers, clears and additives. Since using GenRock / GenMax, Caridi has found the products can be applied on nearly every automotive refinish basecoat. This includes Northstar™ GenRock and Gen20 finishes.

In addition to using the primers and primer surfacers, Caridi is a big fan of the clears. He said they are

easy to apply and polish and offer long-lasting gloss as well as excellent drying. The company offers GenMax 5010 for rapid curing and the GenMax 4010 for a fine overall finish.

Rob said the products are widely known for providing excellent color match and performance.

Caridi agrees. He said the GenRock line is user-friendly and easy to work with. This gives him and his employees the assurance that they will have excellent coverage on every job.

In addition to GenRock, Lusid Technologies manufactures Northstar fleet and industrial products out of their production plant in Salt Lake City, UT. The company's products are custom-manufactured and can be tailored for special applications. They are also available in multiple VOC levels in order to comply with air pollution requirements.

Caridi said that **John Panto**, the Lusid Technologies technical representative, is very responsive to their shop's needs.

"All of our questions and issues are resolved quickly and accurately," he said. "I couldn't be happier with Lusid Technologies, their people and their products."

The employees from Lusid Technologies said they are particularly proud to be associated with Roland's Auto Body.

"Working with a solid family-oriented business that takes care of its customers fits perfectly with the way that we ourselves like to do business," they added.

## Roland's Auto Body

Location: White Plains, NY  
(914) 948-2826

### Company At A Glance...

**Type:** Collision Repair

**Facility Employees:** 10

**In Business Since:** 1940s

**Number of Locations:** One

**DRP Programs:** Two

**Combined Production Space:** 10,000 square feet



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### Lusid Technologies

(801) 966-5300

[www.lusid.biz](http://www.lusid.biz)