

# 3M Helps Advanced Collision Shops Stay Competitive with OEM-Approved Solutions



by Autobody News Staff

Since 2015, **Aaron Parker** has leveraged more than 30 years of management experience to drive profitability and efficiency at two Advanced Collision repair shops in Cleveland, TN, keeping them competitive in a demanding industry.

It's an essential function since the businesses have strong competition in the area, with both corporate and independent shops vying for the same customers. The two Advanced Collision-owned body shops currently repair around 200 vehicles each month, and Parker attributes their success to their focus on performing quality repairs, relying primarily on customers to spread the word.

"Our body shops stand out for our quality and customer service. In a smaller town, word of mouth brings us more business than advertising," Parker said.

However, Parker noted that performing quality repairs has become increasingly challenging as vehicles grow more complex.

"Things have changed a lot over the past decade," Parker said. "There are more factors to consider — calibrations, following OEM guidelines. If something goes wrong, we're liable, so OEM certifications have become even more critical to ensuring proper repairs."

Parker knows that, for example, an improperly sealed seam can easily lead to rust and corrosion, compromising the integrity of the vehicle. And because the reputation of his shops is on the line, he makes OEM compliance a top priority. He emphasizes that 3M products have been instrumental in helping both shops achieve their business goals.

According to Parker, "3M's RepairStack™ Performance Solutions helped both my shops increase overall sales and profitability. Then, when 3M introduced the OEM Match products (seam sealers and tips) to help reproduce the OEM seams, it allowed us to do everything just like they do at the factory."



**Advanced Collision DBA Gilbert's Collision thrives by prioritizing customer service and OEM-compliance.**

Parker said using the 3M™ OEM Match family of seam sealers and tips gives them peace of mind that they are repairing the vehicle properly and in compliance with the specifications laid out by that vehicle's engineers.

"By using OEM specs, we know how much product we're supposed to use and where to place the product," he said. "And with the 3M™ OEM Match products we know that it's been formulated to adhere to the vehicle to make the vehicle safe. It allows us to repair it to as close to factory specifications as we can as an auto body repair facility."

In addition to peace of mind, another added benefit to using 3M™ OEM Match products is a monetary one, Parker said.

"With 3M™ OEM Match, not only are we confident that we are repairing the vehicle as closely as possible to its pre-accident condition, but we can recoup our costs from insurance companies. Those costs used to be considered the cost of doing business, but now we are recouping both materials and the labor to replicate the OEM seam."

Transitioning to new products always involves learning new processes and some inevitable hiccups, but Parker said when the Advanced Collision shops brought in the OEM Match products, the training 3M provided was second to none.

"Our local sales rep came in and did hands-on training — so it's not just a video or a pamphlet. They came out and showed us how to

use the product and then watched us use it to ensure that we could replicate the proper procedure," said Parker.

Parker's employees have also appreciated the ongoing support from 3M, which continued beyond the initial training.

"Our techs like the product itself because they know it's high quality, but if we have a question, all we have to do is make a phone call and someone will be here in the shop either the same day or next day. 3M is very dedicated to making sure we understand, and they are here to support the shop," said Parker.

Overall, Parker said Advanced Collision's experience with the 3M™ RepairStack™ and the OEM Match Seam Sealers and Tips has been overwhelmingly positive.

"From making sure products are within their expiration dates, helping us follow guidelines on humidity and temperature, keeping up with technology, and constantly putting out new information and training that helps us do the best repairs possible, 3M's attention to detail is outstanding," he said.

Parker credits 3M with helping his shops increase productivity while maintaining the highest bar for quality repairs.

"3M stands out because they stand behind their product better than other companies. It's as simple as that," says Parker.

"Please reference OEM Repair Procedures: Collision repair shops should follow OEM recommendations. Always follow the OEM repair procedure."

## Advanced Collision DBA Gilbert's Collision

Cleveland, TN

**423-473-9455**

[www.advancedcollision.org](http://www.advancedcollision.org)

### Company At A Glance...

**Type:** Collision Repair

**Facility Employees:** 143

**In Business Since:** 2000

**Number of Locations:** Nine

**Combined Production Space:** 110,000 square feet



**Employees at Advanced Collision appreciate the hands-on training and ongoing support they have received from 3M.**



**Aaron Parker said that using 3M™ OEM Match products provides confidence that vehicles are being properly repaired.**

**3M**

**877-666-2277**

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