

Axalta's Hi-TEC Waterborne Paint System Helps Fuel Growth for Loop 250 Collision Center



by Autobody News Staff

When **Luis Olivas** opened *Loop 250 Collision Center* in Midland, TX, in 2009, it was a three-person operation: Olivas, his wife in the office, and his father on the shop floor. "During the day I was the estimator," Olivas said. "At night, I was the painter." The shop, just 7,200 square feet at the time, was rooted in family and built from the ground up with determination.

Olivas' entry into the industry was shaped by necessity. As a teenager, the only job available to him was working at a local body shop where his father was employed. "I started when I was about 14, just cleaning the shop," he recalled. "By the time I was 17, I had painted my first full vehicle."

Today, Loop 250 is a standout operation in West Texas, with a 30,000-square-foot facility and a staff of 38. The shop repairs approximately 120 vehicles per month and handles everything in-house, from alignments and glass replacement to calibrations and mechanical repairs. Word of mouth has been the company's most powerful marketing tool. "I don't advertise much," Olivas said. "People come here because they know we do the best work in Midland."

Helping him maintain that standard — and scale it — is Axalta's Spies Hecker® Permahyd® Hi-TEC waterborne paint system. "I had heard really good things about Axalta, and I always want to use the best-performing product," Olivas said. "When you deliver a paint job with a lot of gloss and excellent finish, customers notice. It really sells the job."

Hi-TEC delivers in both appearance and efficiency. Its one-and-a-half base coat significantly reduces both material use and application time compared to previous systems Olivas has used. "Before, we needed three coats," he said. "Now, we're cutting the time in half, and the results look better."

Axalta's system has also had a measurable impact on shop productivity. "Since switching, we've seen a 10% increase in sales," Olivas said. "The flow of



Since 2009, Loop 250 Collision Center in Midland, TX, has grown from a three-person operation to a thriving business that employs 38.

work has improved, and our techs are producing more hours." That's especially meaningful in a commission-based environment where efficient materials directly impact paychecks. "Our painters love the system. It helps them be more productive, and the quality is excellent."

Color match is another area where Axalta shines. The Hi-TEC system boasts high color accuracy and optimal coating results, including for special colors and effects. "Any product can have issues, but with Axalta, we have far fewer problems," Olivas said. "The accuracy helps reduce rework, so we're painting cars once, not twice."

This level of reliability is also essential for maintaining compliance with OEM standards. Loop 250 holds multiple I-CAR certifications, and staying current with manufacturer repair procedures is a top priority. "Today, the majority of factory paint jobs use waterborne systems," Olivas said. "Axalta helps us stay compliant and deliver OEM-quality results."

Support and training have been consistent strengths of the Axalta partnership. Olivas and his team receive on-site training at their facility, and Axalta also provides regional sessions in Dallas and other cities. "They've come to our shop for demonstrations and training," he said. "They're always just a phone call away. If we need something, they're here the next day."

One clear example is Olivas'

20-year-old painter, who is thriving in a high-volume environment. "He's doing great, and part of that is because of the help Axalta brings," Olivas said. This responsiveness was a key selling point when Olivas considered making the switch. "My local Axalta manager promised that if we changed products, he'd make sure we had the support we needed," Olivas said. "And he's kept that promise."

Loop 250's partnership with Axalta is also helping prepare the next generation of collision repair professionals. Olivas has launched a technician development program in collaboration with Midland College to train high school graduates. "It's an investment, but we've already had several students complete the program and go on to become full-time techs," he said. "Training our own team is how we're going to grow."

That growth is well underway. With a second shop already established, Olivas is positioning Loop 250 to remain competitive in a market dominated by national MSOs. "I know I'm going up against some big names, but I'm ready to give them a good fight," he said. "We're doing excellent repairs and offering better service."

Next on his expansion plan is a location in nearby Odessa. Bringing things full circle, he has recently purchased the shop where he got his first job. "That's our next goal," he said. "We have to keep growing to stay competitive, and Axalta is a partner in that."

Loop 250 Collision Center

Midland, TX

432-682-6262

loop250collisioncenter.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 38

In Business Since: 2009

Number of Locations: Two

Combined Production Space:

30,000 square feet



Loop 250's technicians appreciate the training and support they receive from Axalta.



Owner Luis Olivas says Axalta's Spies Hecker® Permahyd® Hi-TEC waterborne paint system delivers in both appearance and efficiency.

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