

Collision Repair Facility Improves Efficiency, Accuracy with New Evercoat Repair Process Products

EVERCOAT

by **Autobody News Staff**

Thanks to ongoing innovation, there could always be a new product ready to improve a body shop's efficiency and performance. That has proven to be the case at *Hall Buick GMC's Collision Center* in Tyler, TX, which recently switched to Evercoat's Rage OPTEx® 440 Express™ repair process.

Mark Smith, collision center director, said the shop has been a longtime user of Evercoat's Rage line of products, at least since he joined it as director 11 years ago.

Smith said he was sold on the new body filler and primer pre-treatment in the Rage OPTEx 440 Express repair process after seeing them in action, when Evercoat representative **Tom Lowry** brought them around for a demonstration in 2019, before they were available for sale. As soon as they became available a couple months later, the collision center started using the product.

"We were looking for something more productive," Smith said. "We felt it would be beneficial, and it really has been."

The first product in the process, Evercoat Rage OPTEx premium body filler, features color-changing technology—it goes on pink, then turns green when it's properly catalyzed and ready for sanding. The body filler has excellent adhesion to a variety of surfaces, including steel, stainless steel, galvanized steel, aluminum, SMC, fiberglass and silicon bronze welds, and can be directly applied to sanded OEM clearcoat.

It also uses Evercoat's ECORESIN technology, which is both environmentally friendly and provides superior sanding capabilities. The product even won SEMA's 2018 New Product Award in the best new collision repair and refinish category.

Smith said Rage OPTEx is easy to use and saves employees' time.

"The tech can be working on other things, glance over and see when it's ready," he said.

"It's also led to better repairs," he added. "From time to time, we had pinholes with other products.



The collision center at *Hall Buick GMC* in Tyler, TX, services all makes and models.

This process has mostly eliminated pinholes, and eliminated micro-porosity all together."

Rage OPTEx is also more economical in the long run, because the shop needs fewer products to complete repairs.

"In the past, we were using a putty over top of body filler," Smith said. "Now that's not required, because it leaves a fine enough finished product, we don't feel it requires a putty."

The second product in the process is Evercoat's 440 Express, a one-step primer pre-treatment that doesn't require sanding. Smith said switching to the new primer pre-treatment also contributed to eliminating micro-pinholes, saving the shop time and money on repainting.

"On occasion, micro-pinholes would show up after paint, and that is a very expensive redo."

Smith said he's been happy with the switch as it's been beneficial in making their shop more productive.

He also commented on the great support from Evercoat his shop has always enjoyed, and the new product information and training he and his employees have always taken advantage of, offered by Evercoat and Lowry, its local representative.

"Here at the repair (shop) level, we don't see the new products coming out, like the manufacturer reps do," Smith said. "Having someone like (Lowry) to make us

aware of new products is a big plus. Tom may be aware of a new product today, and it could be a year before I find out it exists (without him.)"

"Training on a new product provided by the manufacturer also makes a big difference," Smith continued. "If guys aren't trained on it, we're not as successful with it."

Smith noted Hall Buick GMC has had a collision center since the dealership was founded 16 years ago, but it has grown. The original collision center was 8,000 square feet. About three years ago, a new collision center was needed, more than doubling in size to 18,000 square feet.

It now employs 14 people, who repair about 125 vehicles a month. Its technicians are I-CAR certified and trained by GM, though they work on all makes and models.

Smith, who has been with Hall Buick GMC for 11 years, has a total of 26 years of experience in the industry, and a degree in auto collision repair from Texas State Technical College.

"I've always enjoyed working with something that was damaged and being able to make it whole again," Smith said.

He also commented on the best part of his career: "The people around me, the team I've been able to assemble in the area and the relationships with the other employees."

Hall Buick GMC Collision Center

Location: Tyler, TX
(903) 771-2886
hallhasitall.com

Company At A Glance...

Type: Collision Repair
Facility Employees: 14
In Business Since: 2004
Number of Locations: One
DRP Programs: 10
Combined Production Space: 18,000 square feet



Hall Buick GMC Collision Center Technician **James Saverio** uses Evercoat products to repair a pickup truck.



Hall Buick GMC Collision Center Technician Tony Hopson uses Evercoat Rage OPTEx premium body filler.

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