

Ed's Custom Collision Enhances Efficiencies with Sherwin-Williams' ATX™ Solventborne Refinish System



by **Autobody News Staff**

Steve McCarty, owner of *Ed's Custom Collision Center* in Dinuba, CA, was born into a family of automotive professionals.

When he was 16 years old, he began cleaning the shop and washing vehicles at the dealership collision shop where his brother worked. In 2000, he began working at Ed's Custom Collision Center, where he was trained to manage the shop.

Ten years later, he seized an opportunity to purchase it from **Ed Dean**, who continues to mentor him.

The I-CAR Gold and ASE-certified shop was well-equipped to perform safe and high-quality repairs, yet the business at Ed's Custom Collision Center was stagnant.

"The shop was sitting dormant—there was no progress. The industry has changed so rapidly over the past decade, but we weren't receiving any support from our paint supplier or manufacturer," McCarty said. "I just didn't feel like the shop was evolving, and I knew it would be detrimental if we got left behind."

After doing some research into possible programs for guiding his shop into the future, McCarty found Sherwin-Williams offered the best business plan.

"A few (of Sherwin-Williams') programs have been really beneficial to making my shop more efficient and more successful," McCarty said. "Their team of consultants examined multiple aspects of our business plan and operations to identify our strengths and weaknesses. From there, they helped us create new opportunities for growth."

McCarty said most of Sherwin-Williams' suggestions were simple to implement.

"When you're working in a collision repair shop every day, you can get stuck in that bubble," McCarty said. "The Sherwin-Williams team took me out of the bubble and showed me what worked for others in the industry and how to implement it at Ed's Custom Collision Center. We started utilizing parts carts and reorganized tools and supplies in more intuitive ways—we really focused on small changes that made large enhancements in our efficiencies."

In addition to taking advantage of the business support and development programs offered by Sherwin-Williams, Ed's Custom Collision Center converted to Sher-



Ed's Custom Collision Center noticed a definite increase in productivity when spraying with ATX™ Solventborne Refinish System by Sherwin-Williams Automotive Finishes. "We love seeing vehicles move through the shop so much faster," owner **Steve McCarty** said.

win-Williams' ATX™ Solventborne Refinish System in 2018.

"Sherwin-Williams sent a half dozen representatives to our facility to support us during the transition, providing training to our office staff and body technicians, as well as to our painters," McCarty said.

"Change always presents challenges, but my team understood how badly we needed to re-evaluate some aspects of our business, and they embraced the challenge," McCarty said. "Now, they love spraying with ATX, and all the enhanced efficiencies make their jobs easier."

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"We love seeing vehicles move through the shop so much faster," he said.

While various vehicles and different environments can cause repairers to be concerned about color match, McCarty said ATX has great color match, and the support received when employees encounter struggles is unparalleled.

"ATX has presented minimal obstacles in terms of color match, and in those very few cases, Sherwin-Williams sent someone to the shop to assist us within hours," McCarty said. "The product comes with a lot of support, and any concerns we've had aren't just immediately acknowledged—Sherwin-Williams seeks the cause of the problem and implements a correction."

Ed's Custom Collision Center specializes in custom paint, bed liners, accessories, alignments, suspension lifts and lowering, as well as overall collision repair, and the shop is also certified through GM.

The collision repair facility

employs 15 industry professionals who repair an average of 100 vehicles each month, including work for four insurers with whom the shop has DRP relationships.

The shop is involved with sponsoring local car shows as well as youth sporting activities. McCarty believes it's important for shops to get involved with young people.

"Auto and paint classes in high schools are disappearing, resulting in fewer young skilled workers," McCarty said. "We need to attract more young people to the collision repair industry if we are going to keep up with the increasing demand for technical technicians as vehicles become more advanced. We need to work together to ensure this industry has a future."

According to McCarty, teamwork is what makes his facility stand out compared to other auto body shops.

"We operate on a team system, so there are multiple technicians involved in the repair process on each and every vehicle," he said. "We also perform the majority of our repairs in-house, and we assist with all aspects of the insurance claim for our customers because we want to make the experience as pain-free as possible for them."

McCarty appreciates that same consideration is given to him as Sherwin-Williams' client.

"Sherwin-Williams has excellent customer service, and all of our questions have been rapidly addressed," McCarty said. "They are also great at keeping us informed of changes in the industry and updates to their products, visiting us monthly for training and business development opportunities. Partnering with Sherwin-Williams has allowed the business at Ed's Custom Collision Center to truly evolve."

Ed's Custom Collision

Location: Dinuba, CA

(559) 595-8095

www.edscustoms.com

Company At A Glance...

Type: Collision Repair

Facility Employees: 15

In Business Since: 2010

Number of Locations: One

DRP Programs: Four

Combined Production Space:

1,500 square feet



The 15 collision repair experts at *Ed's Custom Collision Center* enjoy how much easier their jobs have become due to the enhanced efficiencies they've gained through guidance from Sherwin-Williams Automotive Finishes' business development programs.



McCarty believes teamwork is one of the factors that has contributed greatly to his shop's success.

Sherwin-Williams® Automotive Finishes

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