

Dead-On Color Matches Help Father/Son Shop to Grow While Being Green



by **Autobody News Staff**

Head Painter/General Manager **Austin Loynes** and his father, **Jim Loynes**, at *Complete Color Auto Collision* aren't afraid to invest in the best tools, products and equipment they can find to fix cars to OE standards and exceed customers' expectations.

To continually hit their numbers and serve their ever-growing customer base at a high level, the Loyneses recently purchased a new drive-through downdraft spray booth and switched to PPG's ENVIROBASE® High Performance waterborne paint system.

Austin is only 25, but he's already running the show at Complete Color, and Jim is totally OK with it. In fact, he's thrilled.

At first it didn't look like Austin would even be working in the collision repair industry, primarily because his father tried to steer him in another direction.

"We told him to go to work in any other industry but collision repair," Jim said. "I didn't want him to get a career where it could beat up his body. So, I told him to go to college and get a desk job to use his brain and avoid the wear and tear. But he didn't listen, and now we can't get rid of him."

As a car nut, Austin studied to be a mechanical engineer initially, so he could design tomorrow's vehicles, but the body shop life was calling and pretty soon he answered the call.

"I talked to a professor at Lansing Community College and he said I should enter their collision repair program before it no longer existed," he said. "I fell in love with the program and consumed as much information as I could to use here at the shop. My professor was right because in 2018 when I completed the program, it went belly up."

Upon graduation, Austin began working full-time at the shop under the tutelage of his father.

"Dad is like the head coach, our techs are the offensive line and I'm like the quarterback as the head painter/manager," he said. "The QB usually wins the MVP if they perform well but they also get the heat if they make a mistake."



Jim Loynes, left, and his son **Austin** switched to PPG's ENVIROBASE® High Performance waterborne paint system and are loving every minute of it.

Austin loves every aspect of body shop life, but decided fairly early that painting was going to play a big role in his future.

"I work hard to be a better painter every day and I am really proud of what I do. I tell people that there are two groups out there—applicators and painters—and I'm a painter."

To stay on top of their game and keep winning with every vehicle they repair, the Loyneses at Complete Color Auto Collision decided to switch to PPG's ENVIROBASE® waterborne product in 2019. Around the same time, they connected their two buildings with a drive-through paint booth and were ready to enter a new and exciting period in their history.

Before integrating the new paint line into their production, Austin and the rest of his paint crew traveled to PPG's Business Development Center.

"Before we made the transition, we went down there with the people from Painters Supply and sprayed all morning long," Austin said. "We looked at the clears, sealers and basecoats, and had an opportunity to play around with them a little bit. At the end of the day, we signed a deal. We couldn't be happier."

Becoming a greener business by saying hello to a waterborne paint after spraying solvent for 22 years was a major part of the decision.

"We were always thinking about waterborne because we no-

ticed that all of other shops around here are shooting solvent," Austin said. "We want to be known as an environmentally responsible company, and the PPG ENVIROBASE® helps us to do that. We want our customers to know that we are using it, so we post about it on our social media all the time, and the feedback we've been getting is awesome."

One major obstacle with their former paint system was related to color matches, Austin said, a problem he doesn't have anymore.

"We got tired of always having to rely on the camera that our former paint supplier provided. In order to dial in the right colors, we were often blindly searching to find that acceptable variance. PPG's system is very straightforward and easy to use. The other system we were using required too many steps, but now we are getting dead-on color matches and saving a ton of time."

Now that the Loyneses are sitting pretty with their new PPG ENVIROBASE® waterborne system that's performing like an all-star and consistently achieving precise color matches, it's time to give much respect to those who helped them to get to the next level.

"Our PPG territory managers **Brian Shelley** and **Aaron Rogers** are incredible. **Ron Miner** at Painters Supply and Equipment is really knowledgeable. Whenever we ask anything from any of them, they are always right there with the answer, and the overall support from this team is the best."

Complete Color Auto Collision

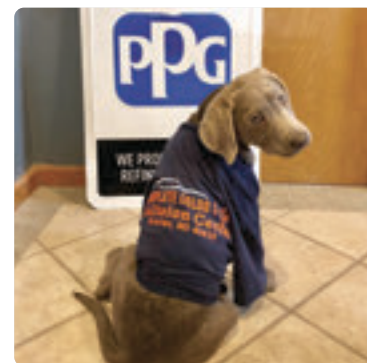
Location: Fowler, MI
(989) 593-4110

Company At A Glance...

Type: Collision Repair Facility
Facility Employees: Five
In Business Since: 1999
Number of Locations: One
Production Space: 8,000 square feet



Complete Color Auto Collision is proud to say it's the only body shop in its area spraying a waterborne product.



Even the shop dog **Jax** is all-in with PPG.

PPG

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