

product profile

**SPIES HECKER
PERMAHYD
WATERBORNE**

Spies Hecker's national road show kicked off during August and got off to a great start in the Mother City, Cape Town.

The primary reason for the promotional tour was to launch Permahyd to Spies Hecker's loyal customer base.

The brand's waterborne technology solution, the venue for the Cape Town crowd proved most appropriate - the Two Oceans Aquarium located in the tourist hub of the V & A Waterfront. Permahyd aside, it also provided the visiting team the opportunity to touch base and network with customers from around South Africa.

"The objective of the road show was to ensure that our customers countrywide are aware that Spies Hecker has a waterborne system in place and that it is one of the easiest and most productive and efficient systems available worldwide," explains Claire Bowen, Senior Brand Manager for Spies Hecker.

"Our first system was installed at Auto Umhlanga in KwaZulu-Natal during June and it has proven a great success with paint shop staff giving the technology top marks."

From Cape Town, the road show team moved eastwards, with Port Elizabeth, the next stop.

Customers from as far afield as Grahamstown travelled to the Windy City for the launch. Once again, the venue was waterworld-theme related and, in addition to getting to grips with what Permahyd has to offer, guests also took time out to view the marine life and exhibits.

Following on from East London and Queenstown, the road show's grand finale took place at the Indaba Hotel in Fourways and was well attended by Spies Hecker customers from Johannesburg, Pretoria and surrounding areas.

"Countrywide, customer response to the Permahyd system has been overwhelming and as one customer commented - it's good to know that Spies Hecker has this system available," says Bowen.



The Cape Town crowd taking time out at the V&A Waterfront after the Spies Hecker Permahyd Waterborne system presentation.



Barlworld Refinish Director, Warren Gillman (far right) chatting with customers at the road show in East London.

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