

Strong partnership

Excellent solutions for bodyshops – efficient and practical. Spies Hecker identifies itself in the international refinishing sector.

Trends in the accident repair market in Europe vary quite considerably from one country to another. The bodyshop's hourly rate, the number of claims, and developments in customer groups – the Refinish business is strongly affected by regional conditions. Nevertheless, definite trends are clearly identifiable in Europe, and these are having a growing impact on Refinish and Bodyshop businesses.

"Experts believe the number of vehicles will continue to grow, while accident frequency will fall in the long term," says Georg Tautz, Spies Hecker's Managing Director, explaining the key features of the market. "Increasingly complex vehicle technology and a growing number of OEM colours will call for even greater expertise and advanced equipment in the Bodyshop." The target groups for vehicle refinishers are also changing, for example, leasing: Over the past three years, the market for leased vehicles in Europe has recorded a growth of about 30%. And the trend continues.

Growing importance of workshop efficiency

These developments are having their effect on the Refinish business. Georg Tautz continues, "The cost of accident repair is growing in virtually all European countries, leasing and insurance companies are enforcing claim management, and the pressure on margins for the refinish business has already increased". The automotive industry is also trying to claim its sector of lucrative after-sales business with special insurance policies, leasing and full-service packages. This is putting extra competitive pressure on refinish businesses.

At the same time, there is a growing need to invest in the latest workshop equipment and technical knowledge. A genuine economic challenge for the entire repair sector. Spies Hecker, one of the world's leading paint manufacturers, is therefore convinced that the only way forward for the refinish business to achieve its maximum earning capacity in this competitive market, is to boost their workshop efficiency.

Strong support, greater success

The trend towards consistent improvement in efficiency is therefore the focus of Spies Hecker GmbH. "We offer our customers first class solutions so that they can adapt themselves to changes in the marketplace," states Thomas Melzer, Managing Director. "This means in particular that we support refinishers and bodyshops with effective integrated product systems, advanced colour matching, hands-on training and workshop management. This way the workshop can adapt to specific requirements in all areas." The aim of this support is to maximise all the repair-related and business processes in the company.

Along with the global high-performance service network, a key element here is the new Spies Hecker Training Center. The view taken by Spies Hecker GmbH is that our experts have already familiarised themselves with trends in international markets. The capacity of the advanced Training Center, where refinishers from all over the world can perfect their skills, has been almost doubled. The workshop equipment meets the technical needs of refinishers today and into the future. Thomas Melzer and Georg Tautz strongly feel that this is the way to satisfy the growing demand for specialist training and teach the practical knowledge that puts refinish businesses in a position to maximise their output.

With high-grade paint product systems, efficient working methods and expert advice, Spies Hecker offers its customers worldwide the best possible solutions for eco-friendly refinishing. This commitment has been marked by a close relationship with the vehicle refinishing trade for 125 years. Today, this Cologne-based company is one of the world's leading manufacturers of refinishing paints. Spies Hecker assists its customers in over 60 countries with state-of-the-art paint technology and hands-on training.