

# interstandox 78

the world of vehicle refinishes GB



## When Standoxy smiled for car paints

60 Years of Standox

## A cathedral gets a makeover

A different view of Standox

## Intelligent and functional

OEM paints of the future



Those were the days: In the 1950s Standox used entertaining drawings based on day-to-day life in the bodyshop for its advertising. Towards the end of the 1960s, attractive Standox was the advertising face of the Wuppertal paint brand. A review of 60 years of Standox advertising and marketing.  
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In this issue you will find QR codes next to some articles. If you scan these with a QR code reader on your smartphone you will be taken directly to a website with lots of additional information on the subject.

**impressum**

**Interstandox**  
 The world of vehicle refinishes  
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Doing without a car for days, just because of paint repair? A definite no-no for some customer groups. The 1DayRepair concept from Standox will allow you to attract these specific customers.  
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Alexander Henkemeier has an outstanding reputation as a custom painter on the German biker scene. From mythological and imaginary creatures to sensational colour progressions, the expert shows us his most beautiful creations.  
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# Fast, faster, Standox!

Can you still remember telephone boxes? Or fax machines? That was the era when an estimate for a collision repair still took time. Today, things are a little different. The Internet and mobile phones have made everything much more immediate. And our customers - the vehicle owners - but especially fleet and lease companies and insurers, simply expect more today. Bodyshops not only face enormous price pressure, but also for many customers long waiting times are also unacceptable.

For this reason research and development at Standox has for many years focused on speed and efficiency as key characteristics for new products. We have already set new milestones with our fast drying clearcoat and basecoat system that reduces wet-on-wet flash off times or completely does away with them. And in the not too distant future, there will be other new products that will speed up repairs even more.



*Olaf Adamek,  
Brand Manager Standox EMEA.*

For 60 years, Standox has stood for innovations that have repeatedly given the industry new momentum, and not only in relation to product technologies. In this issue of Interstandox we look back on 60 years of Standox marketing, advertising and service, as these are also areas in which we have broken new ground.

This also applies to the marketing concepts we develop for our customers. These concepts not only help them to work efficiently with our products, but also to convey that to their customers. Standox is one of the first refinishing paint brand to offer the 1DayRepair concept: using fast Standox products, paint repairs of a certain size can be carried out in a single day, between delivery of the car in the morning and collection in the late afternoon. That's of clear benefit to everyone.

With ever faster products and work processes, Standox customers will continue to be able to keep up with the times in a way that benefits their businesses.

Your

A handwritten signature in blue ink, appearing to be 'O. Adamek', written in a cursive style.

Olaf Adamek

## 60 Years of Standox

# When Standoxy smiled for car paints

Standox innovations, which have often given the refinish trade important momentum, have been key to the success of the brand, and that is still true today. “Innovation,” Olaf Adamek, Brand Manager Standox EMEA, confirms, “is at the heart of our brand.” But the willingness of Standox to break new ground was never just limited to technology. Cutting edge strategies were also used in marketing, advertising and service from early on.”

Standox began publishing advertisements in trade media as early as the 1950s. What may be taken as completely normal practice today, was then by no means standard in the refinish industry. That was clearly demonstrated by trendsetter Standox. In its first ads, the brand relied on in-house talent – at the time, sales manager Gerhard Rieger wrote and designed the adverts himself. It was only later that an advertising agency was commissioned.

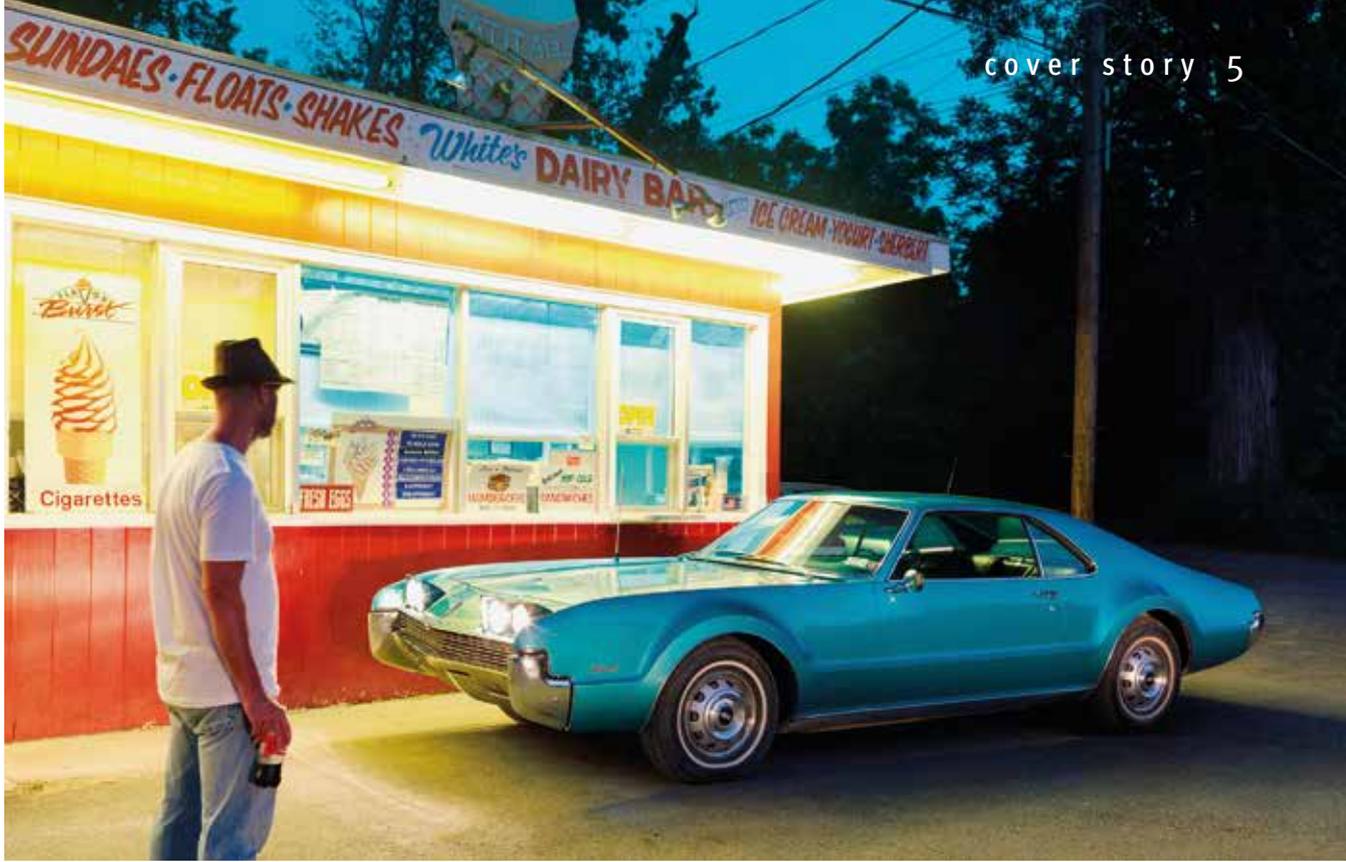
Towards the end of the 1950s and in the early 1960s, Standox had great success with unconventional marketing concepts. Bodyshops were given posters that provided information on current Standox products on the one side but showed amusing illustrations of everyday bodyshop situations on the other. A good example is the bodyshop visit by a very fashion-conscious lady who wants to have her car painted in the new season’s colour of “pheasant eye yellow”. The colour sample she brings with her is a live pheasant. Without batting an eye, the bodyshop manager just refers to the Standox colour book. The humorous and lovingly-drawn visuals, which vividly capture the spirit of the era, went down well with refinishers. In some bodyshops, they ended up hanging on walls for years.



*The face of Standox advertising in the late 1960s: Standoxy not only smiled on posters, but also appeared at events.*



*Standox adverts from the 1950s and 1960s covered many bodyshops' walls for years.*



Every year, Standox commissions a renowned photographer to design an original Standox calendar.

The ads were eventually replaced by the photos of a pretty blonde, wearing a smart orange overall and holding a spray gun. Introducing: Standoxy. She became the face of Standox for a few years towards the end of the 1960s. She gave the brand a likeable, fresh image. The desired effect did not take long: Standoxy was much loved in bodyshops, particularly as she was not only shown on advertising posters, but also appeared live at events and congratulated winners of competitions and such.

Plain photos of paint tins were not enough for the later advertising visuals of Standox either. Instead, the brand relied on world-class photography and excellent designs that had an eye-catching quality. The brand slogan The art of refinishing, introduced in 1990, was often reflected in the designs of the adverts. Take for example the advertising campaign that began in 2006 in which photos of immaculately refinished car parts were shown as if reflected in a kaleidoscope. These were combined so many times they resulted in amazing shapes reminiscent of a sci-fi film. Car paints had never looked like this before.

The same is true of the oldest of our marketing tools: the Standox calendar. Over the years, a large number of photographers have come up with very original concepts and beautiful high-quality images. Some have even won awards for their photography. One memorable example was the La Habana calendar of 2002, which showed photos Anatol Kotte had taken in Havana of 1950s American classic cars. The images showed visually appealing shots that had an underlying story: the gleaming chrome on these vintage cars with their typical shark-fin fenders had only survived for so long in Cuba because, for decades, the US embargo made it impossible to import any newer models. As a result it was paradoxically the cars of socialist Cuba's "class enemy" that were particularly well cared for and maintained with love.

[www.standox.com/60](http://www.standox.com/60)



**Lackieren Sie mit Herberts, die Großen tun's auch.**

"Bedeutende europäische Automobilhersteller lackieren mit Werkstoffen von Herberts."

... z. B. ein lehrnig-irisches- green-green-grass-of-home.

STANDOX  
Die Kunst des Lackierens.

For the 2014 Standox calendar titled *Pure Colour*, cars were inundated with liquid paint – but only on the computer.



In 2014, Ralph Richter created a completely different concept. He showed cars bombarded with balloons filled with bright paint and covered by enormous waves of colour. That didn't happen live in a studio; it was all digitally produced on a computer with highly-developed software that was used to produce animation films such as *Ice Age*. Tradition dictates that the Standox calendar cannot be purchased. Every year, only a limited print-run is produced and given to customers and friends of the brand. That's what makes it rare and highly in demand. Some editions have already become collectors' items.

Standox was also ahead of its time with regard to service. In the early 1970s, customers were offered further technical training seminars for the first time. This was enthusiastically received and has been continuously expanded over the years. Today, training is no longer limited to mixing room and spray booth processes, but also covers business topics such as bodyshop management, health and environmental protection or the management of claims. Standox training has also long since become internationally available. Today, Standox has more than 60 qualification centres around the world in which refinishers from any country can benefit from German know-how – at the same high standard worldwide.

For Adamek, this development was a logical step. "Ultimately, our consulting concept is based on a very simple premise," he says. "The success of a brand is not only dependent on its technical competency - many other things also come into play, such as good management, the ability to lead employees, marketing, communications and much more. Being good at all these things is not easy, particularly for small and medium-sized businesses. And we want our customers to be the best in the market, so that is why we support them by preparing them to face the competition as well as the challenges of the future."



To mark its 60<sup>th</sup> anniversary, Standox has put together a microsite. It contains many interesting stories about important innovations that Standox contributed to the industry over the years. Photo libraries and videos are also included and bring elements of the last 60 years vividly to life. Take a look. You can find the information at [www.standox.com/60](http://www.standox.com/60).



Standox also led the way with customer communication: the first issue of *Interstandox* dates back to 1973.



*The Stadox stand at Automechanika Dubai*

## Stadox at Automechanika Dubai

This year was the first year that Stadox took part in the Automechanika in Dubai. Amongst others, the stand, which was in the German pavilion in Hall 7, featured the Standohyd Plus VOC-compliant waterborne system, the fast drying Standocryl VOC-Xtreme Clearcoat that adapts flexibly to climatic conditions, as well as the web-based colour retrieval programme Standowin iQ. Together with the electronic Genius iQ spectrophotometer, Standowin iQ makes colour management especially easy. To the great interest of visitors, the interactive

MiKEY training programme, which opens up a host of new options for in-house bodyshop training, was demonstrated live on the stand.

## New partner in Switzerland

André Koch AG, who has been the Stadox sales partner in Switzerland for 60 years, has signed far-reaching cooperation contracts with two of the most prestigious companies in the Swiss automotive industry.

One contract is with Derendinger AG, based in Cham, near Zurich. This is one of the largest service providers in the Swiss bodyshop industry. From now on, Derendinger will recommend that its partner businesses work exclusively with André Koch AG. The second partner is the AMAG Automobil- und Motoren AG in Zurich. With over 5,400 employees it offers a wide range of services from the importing of new cars, to repairing and servicing vehicles, financial services, car insurance and fleet management.



*"And the Oscar goes to ... Stadox!" Enzo Santarsiero, CEO of André Koch AG (on the left), with Werner Sigrist, Vice Director of AMAG.*

*Behind the scenes: the images for the new Standox advertising campaign were meticulously arranged and prepared.*



## Standox has a new advertising campaign

The new Standox image campaign kicked off in early 2015 with images that picked up on the competencies that have contributed to the position that Standox has in the market. They include excellent product systems, outstanding colour competence and strong training and consulting expertise. Short copy texts summarise the benefits to the bodyshops and highlight the provenance of the products, linking them to the brand's Made in Germany quality standard. Olaf Adamek, Brand Manager Standox EMEA, says: "With its modern design and clear imagery, the new advertising campaign supports the positioning of Standox as a premium brand in the refinish industry to great effect."

## Confirmation of outstanding quality management

Standox GmbH in Wuppertal upholds outstanding quality management and that has, once again, been confirmed by an independent certification process. Re-certification, based on the international standard ISO 9001:2008, was recently successfully completed. "We were able to demonstrate that we have

implemented an effective quality management system in research and development, as well as in personnel, training, sales and services," says Olaf Adamek, Brand Manager Standox EMEA. "This re-certification emphasises our philosophy of quality and reliability to achieve great customer satisfaction."

The certificate has awarded by DNV GL Business Assurance Zertifizierung und Umweltgutachter GmbH and is valid until November 2017.



*Harald Klöckner is the new manager of Standox Training Management EMEA.*

## Klöckner heads up international Standox Training Management

In early January 2015, Harald Klöckner was appointed manager of Standox Training Management for the Europe, Middle East and Africa (EMEA) region. Together with his international trainer team, he develops training concepts and conducts training events for Standox country offices and importers all over the world. Klöckner and his team are also involved in the development of new products, paint application techniques and processes, and support product launches in the various countries.



[www.standex.com/standowiniq](http://www.standex.com/standowiniq)



## Standowin iQ Tremendous benefits online

Standex has radically revised its colour retrieval software. The most important news: Standowin iQ is now web-based.

That means refinishers have access to all information wherever they are. Standowin iQ can be run on PCs, but also on mobile devices, such as smart phones or tablets. Its own Cloud makes it possible to back up data online, such as personal formulas.

With Standowin iQ users can retrieve all colour data as well as customised and bodyshop-specific mixing formulas from different PCs, smart phones or tablets even if they are not networked. The formulas can then be sent directly to the

scales or to a fully-automated dosing system. This offers large bodyshops or bodyshop networks in particular a tremendous amount of extra flexibility.

DVD updates are now no longer necessary. The colour database updates itself automatically as soon as it is connected to the Internet. That gives refinishers almost immediate access to the latest products and mixing formulas whenever they are online.

Or course, Standowin iQ can also continue to be used offline. Refinishers can retrieve data stored locally on the PC even when there is no Internet connection.

An additional advantage offered by Standowin iQ is the added data security. Users can back up all their data online so that it won't be lost in case of computer failure, and the data can easily be restored.

"With Standowin iQ," says Olaf Adamek, Brand Manager Standox EMEA, "we provide bodyshops with advanced software that allows them to manage many of the process steps involved in colour management more efficiently." Interested bodyshops can obtain further information from their Standox representative.

- Up to date** The latest formulas and products are automatically updated regularly and frequently, and once online, available immediately. No more updates via DVD.
- Saves times** Storage of the last five colours called up.
- Secure** Data can be backed up online and be restored easily and safely in case of computer failure.
- Flexible** Data can be retrieved wherever you are, even with a tablet or smartphone, and can be used at different work stations. Compatible with various types of hardware – from scales to fully automated mixing and dosing systems.



## „1DayRepair“

### Refinish repairs in just a day

Doing without the car for days because some paint damage needs to be repaired? For many vehicle owners that is not an option. Taxis, hire cars, service, fleet or company cars for example have to be ready to use again as fast as possible. And sales representatives who use their own vehicle day in day out can't afford to lose their car for long.

Even if several car parts show scratches, small dents or stone chips, the repair can be carried out within a day thanks to the new product technology from Standox.

It is with this target group in mind that Standox developed the new 1DayRepair marketing concept. After an initial inspection of the paint damage and booking an appointment, bodyshops promise to carry out the repair with 1DayRepair, so the vehicle owner can get the car back within a day. That does not only apply for minor damage that can be fixed with Micro Repair.

#### Complete 1DayRepair product range

If paint damage needs to be repaired quickly, Standox can offer the full product range starting with substrate preparation right through to the final finish. All the products have excellent properties and are quick to apply using One Visit Application. This speed is key when it comes to implementing the 1DayRepair concept.

Fillers that can be used for 1DayRepair include the Standox VOC Nonstop Primer Surfacer U7580, the VOC Xtra Filler U7560 or the Standoflash UV A Filler U7120. With Standoblue and Standohyd Plus, refinishers have two proven basecoat systems they can rely on for simple, safe and speedy handling. With its extremely fast drying times, Standocryl VOC Xtreme Clearcoat is the ideal finish. Depending on which hardener is used, the clear dries fully in only 15 minutes at an oven temperature of 40°C or in less than an hour at ambient temperatures.

## Standohyd Plus half-litre tins can help cut costs

Standex is meeting the needs of bodyshops by offering more products in smaller tins. For customers that means reduced stock holding and less money tied up in inventory – an important benefit, particularly for smaller businesses. The reduced tin size also makes it possible to cut down on waste and leftover paint residues, which can also positively impact a bodyshop's costs. Sixteen mixing tints, previously only available in one litre tins, from the successful waterborne Standohyd Plus Basecoat range are now available in half-litre containers, including yellow, green, titian red, brilliant red, velour blue, azure blue, black and brilliant silver.

## New effect mixing tints with glass flakes

For its Standohyd Plus and Standoblue basecoat systems, Standox has launched the Basecoat Special Effect Mix 288 Sparkling Crystal, a mixing tint with glass flake pigments. This effect mixing tint makes it possible to match the colour and effect of certain special OEM colours accurately.

The microscopically small, aluminium-coated glass flakes produce a pure, very complex sparkle effect, which is currently used by many passenger car OEMs, including Mercedes, Audi and Fiat, in series production and for current special colours. The Standowin iQ formula database already contains all the relevant colour formulas and application tips for these colours.



## Innovations in the spray can

Standex is expanding its range of spray can products. The SprayMax 1K Primer Filler U3010, which was already on the market in light and dark grey, is now also available in black and white. Another new addition is the SprayMax VOC Nonstop Primer Surfacer U7580 in light grey and black in a practical 250ml 2K spray can. The product is already prepared with the Standox VOC Plastic Additive U7590 and can be applied directly to all common plastic and metal substrates as soon as the hardener has been activated. The Standox SprayMax EP primer surfacer U7200 is also available in the handy 250ml spray can.

## Checking colours with the daylight lamp

Good light conditions are critical for assessing the quality of paint repairs. This is best done by daylight, as colours can appear different under different light sources, which is commonly known as metamerism. Tiny paint defects such as dust inclusion are also only visible in the very best light conditions. Standox is now launching a new LED daylight lamp called StandoluxiQ, which will make it easier to assess paint surfaces. This wireless, handy lamp can be set to two different colour temperatures – from very bright,

which equates to sunlight at midday, to a warm white light, mimicking evening sun. The intensity of light can be set to three different levels, too. Thanks to energy-saving LEDs, the battery will last for an entire working day. It can then be fully re-charged within two and a half hours using the charger supplied.



## Making a cathedral look like new

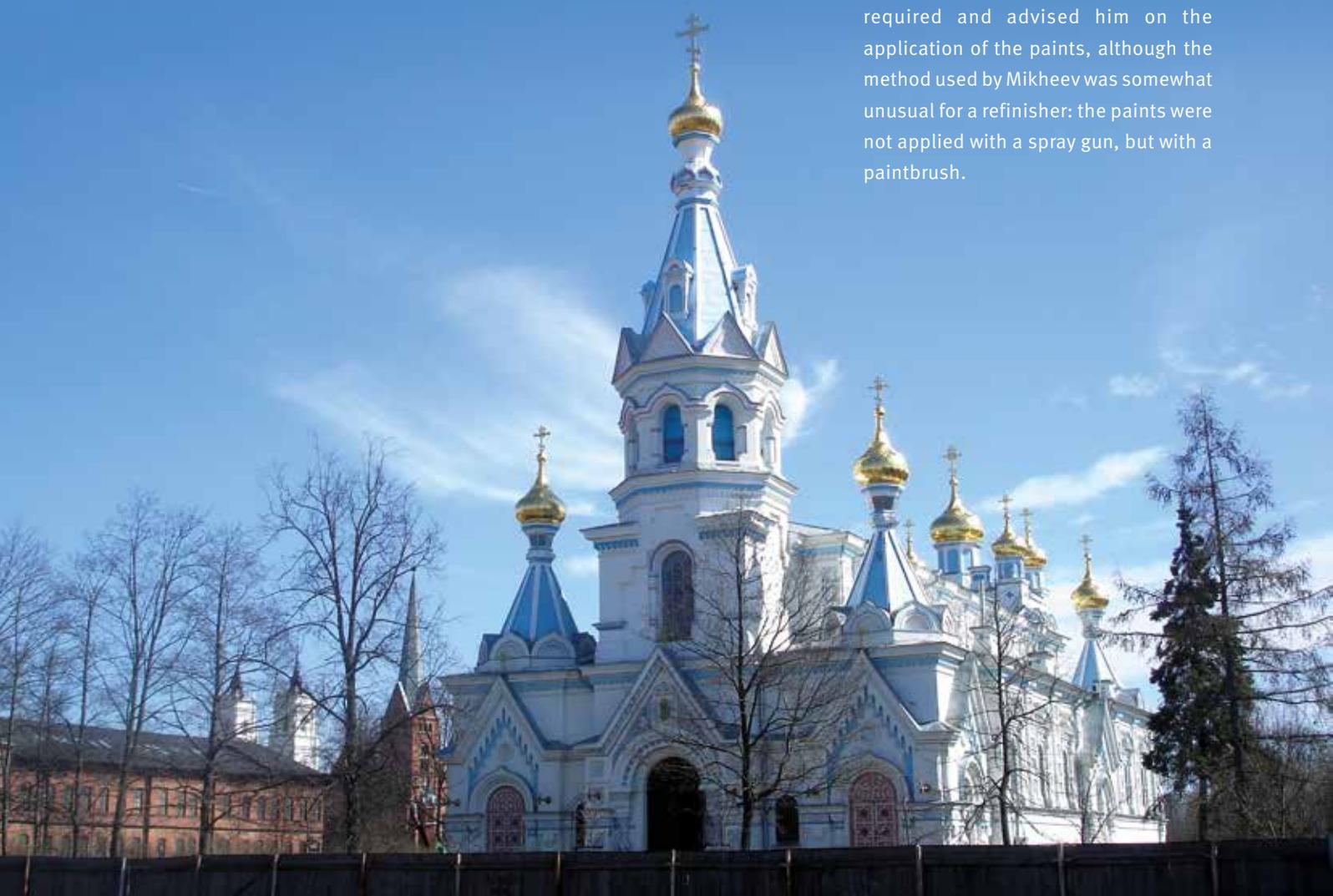
It's not news that Standox products are sometimes used for purposes other than refinishing cars. Some artists like to use intensely coloured car paints for their artwork, for example. But that the façade of a church was restored with car paints is probably pretty unique.

Daugavpils is the second largest city in Latvia, although it is less well known than the capital Riga. Tourists rarely visit the town in the extreme south-east of the country, but in Daugavpils they are trying hard to change that. Among the visitor attractions is a large citadel and the Baznīckalns hill, which translates as "church hill". The obvious reason for the name is that there are four churches on the hill that are only a few metres apart – a protestant, an orthodox, a catholic and a so-called old orthodox one. With their very different styles of construction, they form a unique architectural ensemble.

The most magnificent of the four churches is without a doubt the orthodox cathedral dedicated to the two Slavonic saints Boris and Gleb. It was built in 1905 for the Russian soldiers that were stationed there at the time - the military didn't skimp when it came to building their garrison church. With ten gilded domes and a snow-white façade, the church, which has three naves, is literally dazzling to behold. A few years ago, the cathedral was lavishly refurbished, and restorer Grigory Mikheev employed a possibly unique

technique to do so. He used Standocryl 2K paints for the restoration of the exterior façade including a large icon showing Jesus carrying the cross. The paints provide outstanding colour accuracy and, most notably, excellent mechanical and chemical resistant. The latter was particularly important to Mikheev. "I am certain," he later explained, "that the cathedral won't require another restoration in my lifetime."

To obtain the materials he required, Mikheev contacted the local branch of Standox importer Auto Palete SIA. They were delighted to accept the unusual order. Branch manager Peteris Vanags, who is a first-class colourist in his own right, mixed all the colours Mikheev required and advised him on the application of the paints, although the method used by Mikheev was somewhat unusual for a refinisher: the paints were not applied with a spray gun, but with a paintbrush.





*This year the Lackierertag was arranged by Standox in Wuppertal.*



*Lutz Poncelet,  
Business Director Standox GmbH,  
welcoming the participants.*

## The German refinish industry pays Standox a visit

To celebrate the 60th anniversary of the Standox brand, one of the most important events of the German refinish industry, the Deutscher Lackierertag, was this year held in Wuppertal. In May, representatives from the refinish trade ranging from associations to manufacturers and service providers met over two days in the Forum next to the Standox Information Center.

High calibre experts gave presentations on a range of topics. One of the subjects discussed was the changes that driver assist systems will mean for the industry, the correct calculation of hourly rates and ways in which inefficient bodyshop processes could be optimised. One presenter forecast that bodyshops would face new competition. His theory is that car manufacturers are discovering the aftersales market for themselves and, thanks to modern technology, have access to up-to-date customer data. The highlight of the event though was a panel discussion on a topic that is hotly debated in the industry: who decides whether spot repairs are indicated for a refinish job or not? A lively debate between representatives from the refinish and estimator industries ensued.

A trade fair took place concurrently/at the same time in the Standox Center. Here, bodyshop outfitters, suppliers and service providers were able to present their offerings. Standox invited its guests to the Wuppertaler Brauhaus, an unusual location – a former public baths built in the late 19th century that has been transformed into an event venue.

*A lively panel discussion at the Deutscher Lackierertag.*





## Unique artworks for bikers

In the German biker scene Alexander Henkemeier has the reputation as an excellent custom painter. His designs are characterised by mythological and imaginary figures, plastic images and sensational colour progressions, and by the finest of lines, which he applies with a paintbrush using the challenging pinstripe technique. In addition to the skilled quality of his work, another of his trademarks is the masterly mixing using several different methods. Henkemeier uses a range of airbrush, watercolour and hatching techniques.

He began his career as a refinisher, but right from the start had a particular soft spot for unusual and special paint jobs. Henkemeier has always worked with Standox paints. "With Standox products," he says, "I know that the quality is

reliable. And I always get quick and straightforward technical advice if I have an exceptional order. This service is really important for me."

Around 90 per cent of the customers for Henkemeier's Bielefeld, Germany, company AHA.! Design are Harley Davidson owners, and that comes as no surprise to Henkemeier. "A Harley is not just any motorbike, but an attitude towards life," he explains. "An individual design for the bike is practically a given."



# Revolutionary OEM developments

When they are working on developing car paints for OEM production, researchers in the labs are always looking for entirely new methods and effects. The latest trend is to create paints that can do more than just look good. What does the future of OEM paint have in store? And what will those developments mean for bodyshops? An interview with Peter Minko, Research Supervisor and Manager at Axalta Coating Systems.



*Peter Minko, Research Supervisor and Manager Process & Application, Axalta Coating Systems, focuses on new paint systems.*

**interstandox:** There's a lot going on in paint developments for OEM production. Which research developments do you find particularly interesting?

**Peter Minko:** The most exciting thing, in my opinion, are surfaces whose colour changes at the push of a button. They work with films that are electrically activated and then change their appearance. However, the great drawback is that they are not very weather resistant and after about three years you lose the effect. We still have a lot of research to do in this area. Another fascinating development concerns the so-called self-repairing paints. They are already in use today, although not on cars but on wind turbines. If their paint is scratched, the micro-capsules contained in the paint burst thereby filling and sealing the scratch.

**interstandox:** Self-repairing paints? Does that herald the end of bodyshops?

**Peter Minko:** They don't pose a serious threat to refinishing. This technology only protects surfaces against corrosion.

**interstandox:** There is also a certain amount of research into electricity generating paints and heat or dirt repellent functional paints.

**Peter Minko:** Yes, that's correct. Such functional paints, that can do more than just look good, are a definite future trend. However, it takes at least five years to go from concept to readiness for OEM production. During this process we are in constant contact with our OEM partners and work closely with research institutes. But as far as the heat repellent paints go, we're already quite far down the road.

**interstandox:** How do the heat repellent paints actually work?

**Peter Minko:** The basecoat contains pigments that reflect infrared rays so that barely any heat-producing infrared rays can penetrate the paint. Today, the interior of a white car standing in the sun can heat up to 35°C. A black car will get up to 50°C in the same time. If a car is painted with a reflecting black paint this difference is eliminated.

**interstandox:** What other developments can bodyshops expect to see in the near future?

**Peter Minko:** Most recently, car manufacturers and their customers have demanded ever-smoother paints whose gloss and depth of colour is very brilliant. This trend has already hit the bodyshops. OEM paints will also increasingly include bright special colours with effect pigments. As we have already seen, that poses quite a challenge when it comes to repairing them. Cue: tinted clearcoats or multi-layered paint systems.

**interstandox:** But are there developments that are also beneficial to bodyshops?

**Peter Minko:** Yes, luckily there are. OEM production is increasingly using robots to paint vehicles. Soon we can expect to see fully automated production lines. As a result, paint application is becoming more consistent, particularly the thickness of each layer. This even paint application leads to greater colour stability. And that makes it easier to match colours when repairing cars.

**“Car manufacturers are always introducing new special effect colours. To match these, I need a reliable paint partner who can give me the most innovative product systems.”**

## **COMPLEXITY AND SIMPLICITY.**

Colour accuracy is what Standox is all about. We supply digital and conventional colour retrieval systems in combination with a comprehensive consulting and training offer for outstandingly accurate colour matching. **Superior colour tools from Germany.**



**STANDOX**

**The Art of Refinishing.**