



## Standex around the world

How Standox bodyshops work in different countries

## Standohyd Plus

A reliable paint system with a new name

## Marketing

Social media – a bodyshop's calling card

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From South Africa to Norway, Japan to America – bodyshops around the world work with Standox. But what is the average working day like in other countries? Four bodyshops introduce themselves. *Page 4*

**Imprint**

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Completely unique: The new Standox VOC Xtreme Clear coat dries in only five minutes with such a smooth and glossy finish that users can see their own reflection. *Page 12*

Customers who share their experiences with the general public can increase your business. Professor Klemens Skibicki explains how bodyshops can use the social web to their advantage. *Page 15*



# Technology made in Germany

There have not been any particularly great advances in paint technology over the last few years. Paint brands have focused on improving existing materials and making them even more efficient. Standox was no exception.

This year, however, we have developed new technologies and can present a whole range of ground-breaking product innovations that will revolutionise the way in which bodyshops work. One example is our new VOC Xtreme clear coat, which dramatically reduces drying requirements. Even at low temperatures it dries within a very short time, forming a smooth, even, glass-like finish with an extremely hard surface. Thanks to this new clear coat technology, bodyshops can save money on drying equipment. They will also be able to work much more energy efficiently, a very relevant topic which will become increasingly important in the future.

We are far ahead of our competitors in energy efficiency. Standox is still the only paint brand to have adapted its paint system to the economical and energy efficient One Visit Application. In many countries, Standox Consulting services have also expanded to include energy advice.

Those who are familiar with Standox know that paint is our passion, which is why we continue to invest in research to develop pioneering ideas and advanced technologies. By doing so, we support our bodyshop partners around the globe and help them stay one step ahead of the competition. Of course, we are also constantly working on improving existing products and services and on extending our product range. Traditional and digital colour tools are continuously revised as well. In fact, we are currently in the process of introducing the new generation of the Standowin colour search programme.

You can therefore expect to see more products and services that will help you be even more successful. We have the answers to the demands of the future.

Yours



Olaf Adamek



Olaf Adamek,  
Brand Manager EMEA Standox GmbH.

# Standex around the world: Bodyshops from across the globe introduce themselves

From South Africa to Norway, from Japan to North America – around the globe, paintshops and bodyshops work together with Standox. But what is the working day like in other countries? Mirosław Makurat from Poland, Nico Higgs from South Africa and František Fošum from the Czech Republic introduce themselves and their businesses.

## “Our customers are our most important partners”

“When I founded my company in 1997, I was the one who spent most of the time in the spray booth. Today, I employ ten people. My team and I continually train to make sure we are always up to speed on the latest technical developments. For me that’s a given if you want to hold your own in today’s market.

Our most important goal is to ensure our customers are always happy with the work we do. I believe it is imperative to foster a close and personal relationship with individual customers, insurance companies with whom we collaborate, and fleet management firms. Our customers are our most important partners. We want to impress them by producing the best results, so we carry out repairs meticulously, professionally and as quickly as possible using state-of-the art technology.

We are particularly proud of the high quality of the results we produce and that is in part due to the products from Standox. We apply Standoblue using the One Visit Application technique.

That saves us time and materials. As the colour accuracy is so high and the application so reliable, we hardly ever have to correct work afterwards – and that helps us be even more efficient.

Our refinishers can rely on Standox advisors any time. We take part in practical seminars at the Standox Training Centre in Bronisze, near Warsaw, to expand our technical know-how. That not only improves our skill level, but also benefits employee motivation and produces a real feeling of belonging to a team.

Without the dedication of my very committed employees, my bodyshop would not be so successful. And I would also like to thank our Standox technical advisor. His support has very much contributed to our success.”

**Mirosław Makurat**

**Company:** Auto Miras  
**Founded:** 1997  
**Owner:** Mirosław Makurat  
**Town:** Pępowo near Danzig, Poland





**Company:** Modern Collision Repair Centre  
**Founded:** 1988  
**Owner:** Nico Higgs  
**Town:** Trichardt, South Africa

## “Teamwork is everything”

“I employ over 70 people in my business and we repair more than 250 vehicles every month. As things stand, we’re currently booked out four months in advance. When you are juggling a workload of that magnitude, it’s incredibly important to maximise efficiencies and work like absolute professionals to produce the perfect repair from the beginning; every mistake slows the operation down.

That’s why, since I took over the Modern Collision Repair Centre in 1995, I have chosen to work only with a brand we trust – Standox. We have to be able to rely on the quality of our paint system at all times and Standox products give us the perfect paint results we want. On top of that, this is a particularly environmentally-responsible brand. By using Standox products, we demonstrate our commitment to sustainable paint solutions and that we work to stringent European VOC guidelines. That is an increasingly important factor for our customers.

To make an additional contribution to protecting the environment, we use the Standox One Visit Application for repairs. Filler, basecoat and clear coat are applied in a single step – flash-off times are no longer necessary. This approach not only saves us time, but also energy and materials. And it helps the environment.

What really sets us apart from other bodyshops though is our excellent team. After all, it’s the technical skills of our refinishers and technicians that make our customers happy and our business so tremendously successful. Teamwork is everything.



From our receptionists to our cleaning personnel, everyone does their utmost to make customers feel welcome and, perhaps more importantly, reassured as they entrust their cars to our care.

I am particularly proud of our customer satisfaction rating. We have a complaint rate of only 0.2 percent, and perform above average in customer surveys. And this is being recognised with an award: we are Mercedes-Benz’ best Approved Body Repair Centre (ABRC) for 2013 – wonderful recognition of our work. We are very proud of that.”

Nico Higgs



# Standex around the world: Bodyshops from across the globe introduce themselves



## A one-stop shop for complete restorations

“I’m lucky. My passion is my job. I manage a car mechanic workshop, as well as a paintshop and bodyshop with 15 employees. We mainly focus on restoring vintage cars. Although we carry out conventional vehicle repairs too, classic cars make up 80 per cent of our business, though the owners of the vehicles can differ a good deal. For some, a vintage car of their own is the fulfilment of a lifelong dream. Others have entire collections of the most exotic models. But they all have one thing in common: they love their cars and are very demanding.

What makes our business special is that we have the know-how to carry out the complete restoration from start to finish under one roof, no matter what the marque is, and no matter when it was built. We try to do as much as possible in-house to guarantee the best results. We have even made replacement parts for vintage cars. For example, we recently reproduced the wings of a Rolls-Royce we had to restore. As for paint, we have relied on Standox since 1991, for collision repair work as well as for the

restoration of classic car colours. There was a period when we didn’t work together, but after a short time we went back to Standox, as the quality and colour accuracy of their products are just unbeatable.

We have no real daily routine to our work, as no two jobs are the same. We have just finished restoring a Tatra built in 1927, for example. It was a special case, because it was a rare model that came between the Type 17 and its successor Type 17/31. Only 50 of these cars were ever made. They really are exceptional. Every restoration has its own story to tell. We are currently working on a Škoda Popular, for example, that has been owned by the same family since 1939.

I don’t think there are many businesses in the Czech Republic with our know-how and we’re very proud of that. We even get customers coming from Germany or Austria to entrust us with the repair or restoration of their vintage car!”

František Fošum



**Company:** Fošum Cars s.r.o.  
**Founded:** 1990  
**Owner:** František Fošum  
**Town:** Radčice (Vodňany), Czechia



## Renewed cooperation between BMW and Standox

Car manufacturer BMW and Standox share high quality and performance expectations. The two German companies have worked closely together for many years. This cooperation was recently renewed:

in 2014, BMW AG recommended the use of Standox products by BMW dealers for refinish repairs to its cars. In doing so the Munich-based carmaker confirms the consistent high-quality standards of Standox and demonstrates its trust in the refinish brand's pioneering paint technologies. The agreement now includes 37 countries around the world.

*The agreement applies to Albania, Argentina, Bosnia-Herzegovina, Brazil, Bulgaria, Croatia, Denmark, Egypt, Estonia, Finland, Greece, Hong Kong, Hungary, India, Indonesia, Israel, Jordan, Latvia, Lithuania, Macedonia, Malaysia, Norway, Oman, the Philippines, Russia, Saudi Arabia, Serbia, Slovakia, Slovenia, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, Ukraine, Yemen.*



Enzo Santarsiero, CEO André Koch AG.

## The Swiss lead the way

All Standox bodyshop partners in Switzerland will shortly be working with the high performance basecoat system Standoblue. Conversion to the easy-to-use system is currently underway. Thanks to its innovative technology, Standoblue not only saves time and material in application, but also produces excellent results. "With their very high expectations of quality, our bodyshops always choose the best, most innovative product," Enzo Santarsiero, CEO of the Swiss general importer André Koch AG, says. "In 2013, 40 Swiss paintshops and bodyshops alone have switched to Standoblue."

## New training centre in Houston

In early May, Axalta Coating Systems (the Standox parent company) opened a brand new training centre in Houston, Texas. Paint- and bodyshop employees will be able to take advantage of further training here under perfect conditions with state-of-the-art equipment.

Axalta has a dozen training centres in North America – from Vancouver, British Columbia in Canada, to Pomona, California and Jacksonville, Florida in the US. Standox uses these training

centres for training and further education of our customers' employees, as do the other global refinish brands from Axalta. The centres and courses are regularly reviewed to ensure the quality of the service consistently remains at the same high level.



## “Colore puro” – a meeting in Italy

With the aim of looking back on joint achievements, discussing current challenges and presenting new products, Standox Italy recently invited its dealers to the Colore Puro event in Milan. The focus of the stimulating presentations on the first day of the meeting was on improving customer relationships. On the second day, Standox presented its colour strategy, as well as new products, processes and services. Marco Brioschi, Standox

country business manager for Italy, drew attention to the positive developments made since the last meeting: around 2,000 people have taken part in training and many bodyshops have switched to the Standox paint system Standoblue.

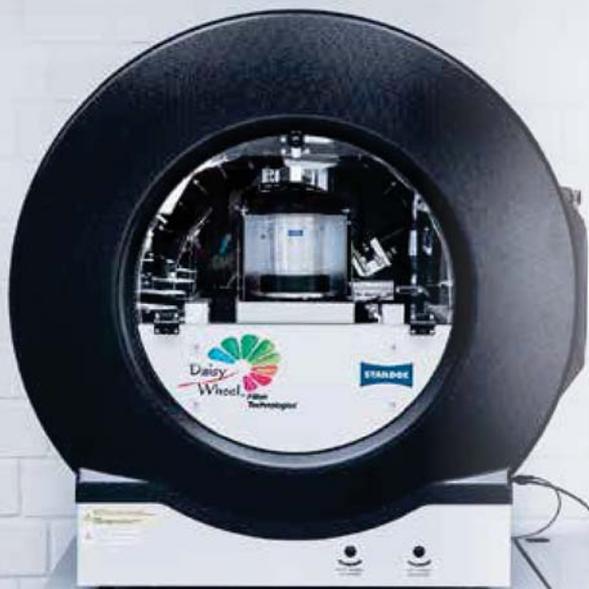
One of the highlights of the event, which lasted several days, was an exclusive invitation to visit an impressive Andy Warhol exhibition. The outcome of the event can be summarised by Henry Ford’s motto: “Coming together is a beginning; keeping together is progress; working together is success.”



## Training centre on wheels

An entire bodyshop in the back of a Ford Transit: that’s what the Standomobile from Poland has to offer. Equipped with a Standoblue mixing machine, Standox colour tools, spray guns and a polishing machine, the Standomobil visits an average 100 customers a year, covering around 80,000 kilometres. Standox trainer Grzegorz Kotliński demonstrates the latest Standox products to local refinishers and supports them with their work on vehicles that have just been brought into their bodyshops for repair. This practical approach is the perfect way for professional refinishers to test Standox products thoroughly in real-life situations.





## Colour mixing at the touch of a button

Finding the right colour quickly and accurately is of increasing importance to the success of a bodyshop.

Standex offers its professional partners a comprehensive package of proven colour tools. The fully automated Daisy Wheel dosing system by French manufacturer Fillon Technologies is an innovative new addition to this range.



Daisy Wheel enables colour dosing at the touch of a button. Refinishers simply select the desired colour formula and enter the amount required. The machine automatically does the rest. "Daisy Wheel simplifies bodyshop processes," says Olaf Adamek, Standex Brand Manager EMEA. "It eliminates dosing errors and allows users to carry out other jobs during the dosing process. That's of undoubted benefit from a time-management and cost perspective."



As the Daisy Wheel technology is new, the machine underwent rigorous tests at Standex and at selected bodyshops. "We wanted to be sure that Daisy Wheel would withstand long-term daily use in the bodyshop," Adamek explains. Results so far show that the automated dosing machine works reliably with Standex paints. Now the tests have been successfully completed, the German refinish brand offers the new technology to its customers this summer.

## Simple, clear, precise New product codes

Standex is introducing new product codes for the majority of its products. The short codes are intended to make the information displayed on electronic colour tools clearer. They consist of an abbreviation indicating the product category in combination with a four-digit number to improve differentiation between individual products. The codes distinguish between

three categories: Substrate (U), Clear Coat (K) and Clear Coat Additive (KA). The new codes will appear under the product names on Standex labels. The codes for mixing tints remain unchanged.





## Easier colour management

# In future, Standoxin iQ will be web-based

The Standox developers in Wuppertal, Germany, have created a software solution to make colour management even easier for bodyshops: Standoxin iQ. This new generation of software ensures color identification reaches its full potential in conjunction with Internet access.

Having the Standoxin iQ together with Internet access has numerous advantages for bodyshops. Take for example automatic updates to the colour database. As soon as new products or formulas come onto the market, users of Standoxin iQ will be able to access them. Time-consuming and laborious manual updates by DVD are a thing of the past.

In addition, Standox customers can securely store their data. This feature is invaluable in case of computer failure; data can easily be restored. A further benefit of the new Standoxin iQ is that it is possible to access formulas generated by individual refinishers or bodyshops from different computers. This makes work in large bodyshops and networks of bodyshops much simpler. And the selection of different performance modules can be tailored to the individual needs of each bodyshop. Standox is working on expanding the range of modules.

smartphone to the scales. And, last but not least, Standoxin iQ has benefited from a fresh design that is more user-friendly.

Even bodyshops that do not want to use the software with Internet access will reap benefits from the new Standoxin iQ. It makes administration of networks so simple that no special IT skills are necessary.

The final field tests for Standoxin iQ are underway and will be completed shortly.

Standexin iQ can furthermore be controlled by PC, Smartphone and tablet, so it functions regardless of location. Formulas can be sent directly from the

## VOC Nonstop Filler

# The multi-talented for perfect priming

The new Standox VOC Nonstop Filler U7580 is a real all rounder. It can be applied directly to steel, zinc and aluminium substrates. Adding the right additive also makes it suitable for all common plastic substrates. For bodyshops that means they only need a single filler for all substrates. The

Nonstop Filler is a quick solution for time-sensitive paint repairs and also offers good corrosion protection.

Thanks to improved product technology, flash-off times are reduced to 15–20 minutes when coated with Standox basecoats. That translates into more streamlined work processes for bodyshops. The new filler can be applied wet-on-wet onto new metal replacement parts that are coated with a factory primer. This completely elimi-

nates intermediate flash-off times and still leads to perfect results. The VOC Nonstop Filler is available in black and light grey. For further information, please contact your Standox partner.



## Standohyd becomes Standohyd Plus

A new name, a professional look, a proven product. Standox from Wuppertal, Germany, has updated its waterborne basecoat system.

At the Automechanika fair in Frankfurt, Germany, in 1994, industry professionals witnessed the unveiling of the environmentally-friendly waterborne basecoat system by Standox: Standohyd Basecoat. That was the beginning of a

very special success story. Today, Standohyd can look back on 20 successful years on the market.

To ensure that Standohyd remained one of the most efficient basecoat systems, Standox has continuously adapted it to current requirements. That is why it still fulfils all the expectations that bodyshops have of a modern waterborne basecoat system. It offers excellent coverage, good blending characteristics and is particularly economical in use. It can also be applied in a single work step without flash-off times, known as One Visit Application. This significantly speeds up work processes in the spray booth and the entire bodyshop.

To ensure all these features are communicated successfully, the proven product has received a new name and a fresh look. Standohyd is now called Standohyd Plus. Standox EMEA brand manager Olaf Adamek says: "We have adapted the basecoat system to the increasing requirements of the refinish market. With Standohyd Plus, our customers can be certain they have one of the best waterborne basecoat systems on the market and that it will stay that way for many years to come." The first Standohyd Plus mixing tints will come onto the market from mid-2014.



## Dry in just five minutes: The new clear coat with wow factor

It dries in five minutes at 60 °C object temperature, - and in less than an hour at normal room temperature – yet still achieves an exceptional quality finish. The new Standocryl VOC-Xtreme Clear Coat K9580 is setting new standards in bodyshops.

Due to a unique and innovative binder technology, the new Standox clear coat forms an extremely hard, highly brilliant surface at lightning speed. “Five minutes at 60 °C object temperature – there is currently no other clear coat on the market that dries so quickly and achieves comparable results,” says Olaf Adamek, Standox EMEA brand manager. “The Standocryl VOC-Xtreme Clear Coat will revolutionise bodyshop work processes.” The new clear coat is designed to work in conjunction with the Standoblue basecoat system.

Standocryl VOC-Xtreme Clear Coat from Standox signifies a quantum leap in clear coat technology and translates into significant benefits for bodyshops. With the help of two special hardeners, refinishers will in future have the flexibility to adjust drying times to the individual requirements of the bodyshop. If necessary, they can even dispense with heating the spray booth. The Standox VOC-Xtreme Hardener supports faster, high-temperature drying, subject to the spray booth’s heating system. With the Standox VOC-Xtreme Air-drying Hardener, the Standocryl VOC-Xtreme Clear Coat will dry at a temperature of 20 °C in less than an hour; there is no need to heat the spray booth and that cuts energy consumption.

Adamek continues: “These rapid drying times are absolutely incredible, particularly when you see the results! Even when dried at room temperature, the surface flow of the clear coat is

even, the finish is extremely hard with a lasting, brilliant gloss. The surface can be polished within just 90 minutes. Nothing comparable has previously appeared on the market.”

For bodyshops, this new clear coat not only means a reduction in idle spraybooth times, but also an optimisation of work processes. “Our new clear coat technology supports our partners and offers them a way to address ever-rising energy costs,” says Adamek. “By cutting out high-temperature drying, bodyshops are doing something to benefit their bottom line, and act responsibly in relation to energy consumption. And thanks to the reliable high quality offered by Standox, they do so with perfect results.”

These perfect results are also due to the top quality finish offered by the new Standox clear coat. “Topcoat hold-out is truly exceptional,” Adamek confirms. “Combined with first-class depth, an almost mirror-like gloss and an extremely hard surface, this clear coat is in unrivalled pole position. Customers in seven countries who have tested it have been very impressed.”





# PercoTop®: The flexible paint system for every eventuality

An increasing number of paintshops and bodyshops are discovering the relevance of the industrial paint sector to their business. Smaller bodyshops in particular have to expand the services they offer to be prepared for an ever-more competitive market. Standex supports these businesses with PercoTop, an extremely flexible industrial paint system, which is the solution to many different application requirements.

From spectacle frames, bicycles, and furniture to steel girders, pipework and enormous agricultural machines, a tremendous range of things find their way into bodyshop spray booths. Many not only carry out collision and vehicle paintwork repairs, but also paint other objects in smaller volumes.

“If you want to achieve a perfect result, no matter what the object is, you need a truly flexible system that can easily adapt to different substrates and requirements,” says Arno Steyns, product manager at Standex International. By including the PercoTop industrial paint system from parent company Axalta Coating Systems in its product offering, Standex can now provide a paint system that can fulfil such high expectations. “The different PercoTop products offer a solution for

practically every application: stone-chip protection, excellent chemical and mechanical resistance, direct application on steel and high UV stability. These are just a few of the benefits PercoTop has to offer,” Steyn continues. “This system can do almost anything!”

PercoTop is based on standardised high-performance tints. These make it possible to mix almost all commercial vehicle and industrial colours easily. The Colorfinder colour software for PercoTop is available too for perfect colour management and it can be used in combination with the Standofleet Color Box or the Genius spectrophotometer. In addition, Standex can supply a special fandeck, called PercoTop Gloss & Texture, which indicates the different gloss levels and effect surface structures.

With the help of two universal primers, which are also available, PercoTop adheres to an impressively large number of materials, from wood to concrete and steel. In addition, Standex can offer special additives to produce a variety of structured effects and gloss levels. Please contact your Standex representative for further information.

# An eye-catching classic in stunning yellow



René Sahli and his employees at his Swiss bodyshop are specialists in painting very exclusive vehicles. Approximately 20 per cent of Sahli's turnover comes from the restoration of vintage and modern classic cars. Recently, the bodyshop had a 1971 Lamborghini Miura S in for refinishing.

With a transversely mounted V12 mid-engine, the Miura was one of the fastest sports cars of its time. This model was named after Eduardo Miura, a breeder of fighting bulls, and it was the start of Lamborghini's tradition to give its cars bull-fighting names. Sahli's job? To repaint the sports car completely in the colour requested by the customer – a vibrant yellow.

In doing so, he and his team had to take into account a few specific features of the vehicle. "The Miura S is of a complex construction with a tubular frame and countless corners, edges and cavities," Sahli explains. "We primed these with a

cavity spray gun to ensure good corrosion protection and then painted them black to achieve the best possible final appearance. The bonnet and rear section were also a challenge to paint because of their size and shape. And there were the many matt-black areas on the interior and exterior!"

Sahli worked on the Miura with the Standoblue paint system from Standox. Getting the exact yellow the customer wanted was tough despite the refinisher's experience and range of Standox colour tools. "I discussed countless tones of yellow with the customer," Sahli says. "In the end we achieved the desired colour and the customer was really excited when he saw the completed car. For me, that is always the best moment: when happy customers collect their cars once they have been repainted."





*Professor Klemens Skibicki has been teaching marketing and market research at Cologne Business School since 2004. As co-founder of the management consulting firm Convidera, he advises companies on their approach to the digital age.*

## Word of mouth publicity 2.0

When your customers share their experiences with other members of the public on social media sites, they can win or lose business for you. Professor Klemens Skibicki explains how bodyshops can use the social web to their advantage.

**interstandox:** Professor Skibicki, will social media in the long term make adverts and websites obsolete?

**Prof. Dr. Klemens Skibicki:** No, but they complement it and are a very valuable addition to the marketing mix. But it is important to remember that although a company convince is a key first introduction, there is one thing it cannot do: convince someone.

**interstandox:** Can you tell us more?

**Skibicki:** Here's an example: A new restaurant opens in your hometown. You like the look of it. You may take a look at its website. Everything gives you a good impression and you decide to visit it. Just before going, you meet a friend who has been to that restaurant. And he warns you that the food, in his opinion, is bad, the hygiene standards are poor and the service unfriendly. What do you do?

**interstandox:** I would probably not go there.

**Skibicki:** Right, and that's because you trust your friend's judgement more than the restaurant's self-portrayal on its website, however perfect that may be. Social networks work in the same way. People exchange views and that includes views on products, services and companies. What does this mean for Standox customers? Before deciding on a particular bodyshop, people ask around in the online community. Recommendations have a far greater influence on consumer behaviour than advertising or websites.

**interstandox:** In other words when someone says something positive about a bodyshop on social media that is the best form of advertising?

**Skibicki:** Exactly. Just like the well-known benefits of word-of-mouth publicity. However, with social media, customers can increase your business. After all, they don't just share their experience with one person, but with all their Facebook friends or Twitter followers in one go.

**interstandox:** But how can businesses influence what is said about them?

**Skibicki:** First, they have to work to achieve those customer recommendations. That means impressing customers with a top quality result, impeccable service and a friendly atmosphere. Happy customers are more likely to recommend

a bodyshop to friends. Customers may even leave the bodyshop and post something very specific and positive on social media. Secondly, companies have to themselves have a presence on social media. So think about setting up a Facebook page, have a look at Twitter and enter into a dialogue with your customers.

**interstandox:** Many bodyshop owners and managers will now say: that sounds like a good idea, but I just don't have the time.

**Skibicki:** If you're in business but don't want to take the time to talk to your customers, then there's a fundamental problem. I would counter: spend less time on adverts, brochures and newsletters. Give this new form of customer communication a chance. It is more effective than you may think.

 Find us on  
**Facebook**

### Concrete tips for your Facebook presence

Maintain your page regularly and react to feedback promptly. The Internet is open 24 hours a day.

Position yourself as an expert. You are more likely to receive a recommendation if you demonstrate professional expertise and are friendly to boot.

Be aware that Facebook is not an advertising platform! People who just talk about themselves, their job and their latest offers, are unpopular.

Entertain your followers. Tell them something exciting, funny, interesting. Let them take a peak behind the scenes. Show some videos or photos of your employees or premises.

**YOU KNOW IT WILL BE GOOD.**



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