

Issue:
December
2022



Wisconsin Collision Repair Professionals

The Body Shop Advocate
~ WE ALL DO BETTER TOGETHER ~



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**THANK YOU TO ALL
THE SPONSORS OF
WCRP**



**FROM THE DESK OF OUR
PRESIDENT**

As the year draws to a close, it always seems like this is a good time for reflection. I have been in this industry for well over 50 years so I have had a lot of time to reflect! It seems to me that the biggest problem in our industry over the years has been fragmentation and mistrust of one another. This is exactly why our association is so important and this is why I am still involved in the industry. Working



together is the only way we can accomplish our mutual goals and that is why, more than ever, our association is so critical. It is fair to say that [WCRP](#) would probably not exist today if not for the generous support of our [sponsors](#). They stepped up at a critical time during the pandemic because they also understand the importance of a strong association. Their financial support and the support of their services and products are vital in keeping your association moving forward. As you interact with the sponsors listed below, please take a moment to thank them for their generosity and PLEASE SUPPORT them with your patronage! As a side note, I'd like to personally thank Chris Slack of [Gandrud Parts](#) for the generous support. They stepped up at a time when we needed the help the most. Thanks Chris!

Your association has accomplished a lot this past year, your membership along with sponsor support were crucial in this progress. If you're not a member or sponsor, please consider giving us your support. Together we can do more!

Larry Terrien
President WCRP





PERFORMANCE VEHICLES / PARTS / RACING

Retail Price \$6.00
PP Number 35
P/N 19434231
Supersedes all previous catalogs

2023 CATALOG

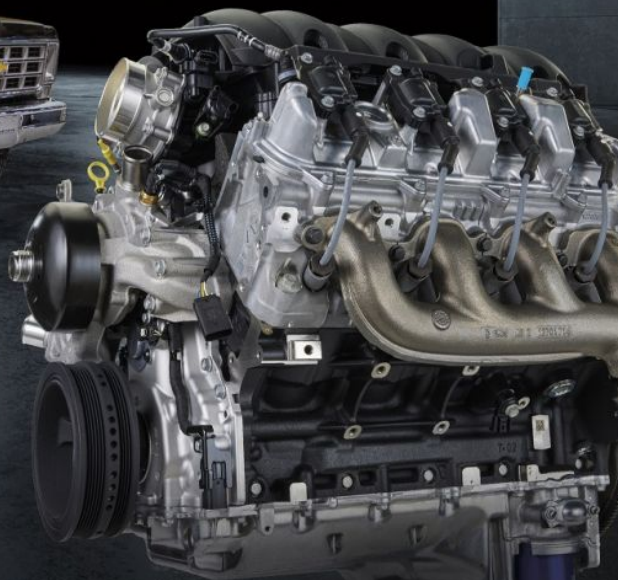
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ALL-NEW L8T CRATE ENGINE

460+ lb.-ft. of heavy-duty torque
for your project! **PAGE 82**



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Crate Engine*



*6L80-E Six-Speed
Automatic Transmission*



***NEW!** LS9 CNC-Ported
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*LT4 Connect & Cruise
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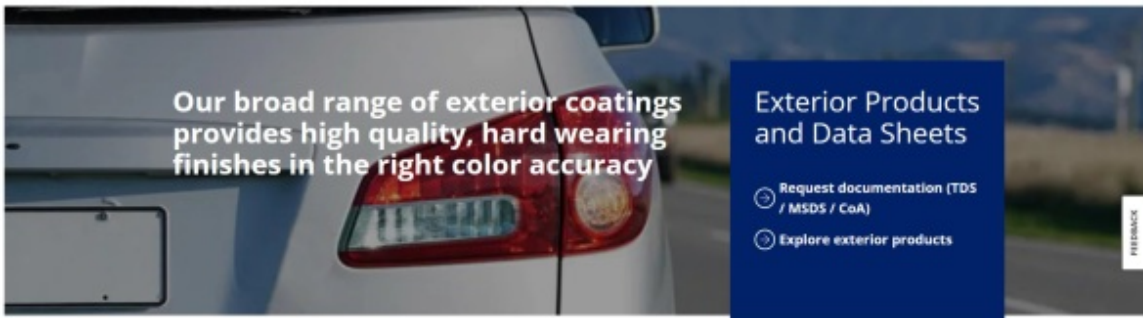
Dodge Chrysler Jeep Ram



Gandrud Nissan



AkzoNobel



Our broad range of exterior coatings provides high quality, hard wearing finishes in the right color accuracy

Exterior Products and Data Sheets

- ① Request documentation (TDS / MSDS / CoA)
- ② Explore exterior products

PREFACE



We work closely with you to find the right solution

Our experienced team work in close partnership with you to understand the traits of your business, enabling us to develop solutions from concept to production.



Color development

Our experts make sure your exterior car colors work together harmoniously by providing a ready-mixed product for you.



A finely-tuned process

By following proven procedures and processes, we ensure that you achieve the quality results you are looking for.



First-class technical service

Our technical service team has the expertise and experience to support you through every step of the process.

3M Science. Applied to Life.™

Automotive Markets

Get the work done right, the first time, every time.

Your reputation ensures repeat business and separates you from your competition. With almost 100 years of automotive industry experience, we know the nooks and crannies of auto design, manufacture and repair—from helping OEMs improve fuel economy with

lightweighting solutions, to helping auto body specialists revolutionize the painting process.

3M Science.
Applied to Life.™



The perks of choosing 3M.

Get rewards for doing what you do every day.

Earn a point for every dollar you spend on qualifying 3M products. Redeem your points for cool swag you can enjoy in your shop.

The Repair Rewards Program is open to Automotive Aftermarket and Marine Aftermarket businesses in the United States and Canada.

- 1 Sign up online at AADRepairRewards.com.
- 2 Upload your invoices of qualified 3M products to earn points.
- 3 Redeem your points for great gear like the items shown here.



*Products may be subject to availability.

**Sign up today at
AADRepairRewards.com.**

Only U.S. and Canada Automotive Aftermarket and Marine Aftermarket end-user customers are eligible to participate in the Program. Limit (1) one account per business location. Duplicates will be canceled. Program is available starting March 16, 2021 (U.S.) and March 1, 2022 (Canada) and ends March 31, 2023. By purchasing Qualifying 3M Product, eligible participants may earn points that can be used towards available prizes, while supplies last. Purchase receipts must be dated within the promotion window to be eligible. A maximum of 10,000 points may be redeemed for prizes each month. Restrictions and limitations apply. 3M reserves the right to modify or cancel this promotion at any time in its sole discretion. See full official rules at www.AADRepairRewards.com.

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We are Sherwin-Williams.

A recognized global leader in coatings. An icon in refinishing.

We deliver advanced paint, coatings and technology solutions engineered to protect assets. Our versatile brand portfolio, time-tested industry expertise and unparalleled service and training programs help customers improve their finishing operations – reducing cycle times and increasing profitability. With more than 180 company-owned stores across North America and Canada, our distribution platform enables customers to seal their reputations as prompt solutions providers.

Why Us



History

We have a rich history in refinishing, dating all the way back to the late 1800s when we were among the first to bring coatings to markets specific to transportation.



Innovation

We are redefining the industry with innovative, results-driven color systems, "powerhouse" primer surfacers/sealers and clears, and intelligent and intuitive business solutions.



Limited Lifetime Warranty and Certified Refinish Facility

We stand behind the performance of our coatings, and we stand behind our network of Certified Refinish Facilities.



Stores

We have more than 180 company-owned stores in the top 55 metropolitan markets to provide our customers—you—with the best, most responsive service, ongoing support and technical training.



Strategic Partnerships

We're leveraging the racetrack and a partnership with the Mercedes-EQ Formula E Team to fast-track technology, innovation, sustainability and equality-for-all in the automotive industry.



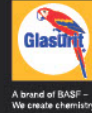
Sustainability

We are committed to bringing products to market that minimize our footprint and yours—reducing waste and emissions.

 **BASF**

We create chemistry

Speed. Efficiency. Perfection.



The new 100 Line paint system. Reduces process time and complexity.



100 Line offers the fastest and easiest process on the market – it's that simple. Start using it today and watch efficiency increase, complexity decrease and discover new ways to streamline your whole operation.

Upgrade today: basfrefinish.com/glasurit

In 2020, BASF introduced Glasurit 100 line, the most advanced waterborne basecoat system on the market. In addition to being a cutting edge product line, 100 Line is a comprehensive solution that optimizes collision repair processes at all levels. The innovative 100 Line helps customers become more competitive and increase net profits, improve their environmental footprint and drive overall performance. Glasurit 100 Line is the first basecoat line on the market with a VOC value of 250 g/l, a 40% reduction from traditional waterborne basecoats, and far lower than any global VOC requirements.



FREE TRAINING:

CRUSHING IT IN COLLISION 2023

with Dave Luehr

DECEMBER 8, 2022
1 PM CDT





PRESS ADVISORY – NOVEMBER 23, 2022 FOR IMMEDIATE RELEASE

Contact: Dave Luehr, Founder, Elite Body Shop Solutions
Phone: 615-802-3283
Email: info@elitebodyshopsolutions.com

Dave Luehr's Elite Body Shop Solutions Presents: "Crushing It in Collision 2023!"

Nashville, TN, November 23, 2022 – Dave Luehr's Elite Body Shop Solutions announces a special 90-minute free Elite training event: "Crushing It in Collision 2023". This free workshop, taught by collision industry consultant and author of *The Secrets of America's Greatest Body Shops*, Dave Luehr, will be held on Thursday, December 8th, at 1 PM CDT.

To register, visit: <https://event.webinarjam.com/channel/crushingit-2023>. Those who are unable to attend the live event are still encouraged to register; a link to the replay will be sent out a few hours after the training concludes.

As the year comes to an end, savvy business owners are thinking ahead to their goals and what they want to accomplish in 2023. Dave Luehr challenges collision owners to go beyond the standard S.M.A.R.T. goals and envision what they truly want from their business.

"The first step to success is knowing the desired destination," said Luehr. "'Crushing It in Collision 2023' is about helping collision repairers develop a strategy for their next steps to get from where they are now to where they want to be by the end of next year."

For some, success means financial growth. For others, it means being able to step back a bit because their team has things under control or opening a new location / ADAS business. Whether it's time to start building an exit strategy or plan a worry-free vacation on a tropical island, Luehr will help business leaders move forward to not only know what they want but also how to get there.

Key takeaways from this special 90-minute event include:

- ✓ Understanding which financial 'prosperity' metrics to look at daily.
- ✓ What is standing in the way of finding and retaining the best employees.
- ✓ How to make customers the best source for organic business growth.
- ✓ What operational systems allow business owners find the freedom they seek.
- ✓ Much, much more.

About Elite Body Shop Solutions

Established in 2014, Elite Body Shop Solutions seeks to serve the independent collision repairer through providing a unique and inspirational portfolio of educational services designed to help them consistently reach their business goals while helping the individuals involved move closer to their true personal potential. For more information about Elite Body Shop Solutions, visit www.elitebodyshopsolutions.com.



Services & Programs

From the paint booth to the office, Martin Senour is your full service partner.



Color Tools

Retrieve, match, and spray color with speed and confidence



Hands-on Classroom Training

Martin Senour® automotive paint training courses are designed to provide hands-on knowledge in a variety of areas that are of direct interest to the automotive painting professional.



Products and Systems

Martin Senour offers a product solution for all markets



Are you interested in being a sponsor? Our Body Shop Advocate e-newsletter is sent out every month to 500 addresses.

YOUR TARGET MARKET!

Please consider being a sponsor for WCRP.

[Click here for information!](#)



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