

**MicroRepair.**  
**Making minor damages a major source of profit.**



**The Art of Refinishing.**

# **Content.**

**A powerful concept for better profits.**

**Small scratches, big impact.**

**Know your market – these are your target groups.**

**The right materials for more success.**

**MicroRepair speeds up your sales.**

**MicroRepair – Step by Step.**

**Comprehensive reconditioning services.**

# A powerful concept for better profits.

**Many refinishing shops are ignoring a largely untapped source of revenues – namely the many cars that travel on our roads with paint damages irrespective of their year of construction and value. Unfortunately only a few of these cars are repaired in specialist bodyshops as many motorists prefer cheap solutions. We have the best formula against this kind of “saving in the wrong place” – MicroRepair from Standox.**

Repairs of minor and micro damages are offered under many different names including spot repair, smart repair, and scratch repair, to name but a few. In contrast, the MicroRepair process devised by Standox relies on proven and well-known materials which are immediately available and do not require any special tools.

MicroRepair from Standox is a proven and reliable process which

- allows you to tap new potentials in the market,
- improves the capacity utilisation of your bodyshop,
- can be implemented without major additional investments.

So get started – with a sound concept for a higher bodyshop throughput and the chance to win new customers. On the following pages, you can find out how you can handle minor damages more efficiently and generate new business in the process.

## Small scratches, big impact.

**Minor paint damages are annoying but they happen all the time. A lack of attention while trying to fit into that small parking space, a runaway trolley in the supermarket parking lot - these are no exceptions but everyday incidents.**

This segment of "everyday damages" offers great opportunities for your bodyshop. But more often than not, these minor paint damages are repaired by low-cost repair firms whose quality is as low as the price.

Standex MicroRepair sets new standards as it allows the cost-efficient and professional repair of minor paint damages, scratches, minor dents or stone-chip damages. The major advantage is that you and your customers benefit from proven Standox quality, as the paintwork is repaired using approved materials (Standex currently holds over 40 approvals from car makers). This means that Standox MicroRepair is also suitable for warranty repairs and the Standox Color for Life programme – a clear competitive advantage for your bodyshop.

With minor paint damages accounting for almost one third of the total volume of damages, the market for MicroRepair is huge.

 Suitable damages

 Unsuitable damages



**Where to use.**

To benefit from the MicroRepair procedure, the damage area should be kept as small as possible. The area repaired should not exceed the dimensions of an A4 sheet of paper. This means that MicroRepair will provide for good results

- on the edges of major areas,
- on small areas that are interrupted by other elements such as rear lamps, license plates, window seals, and
- in the sill area.

In contrast, MicroRepair is not suitable for repairing minor damages on larger areas (engine hoods, doors, mudguards). Experience has shown that damages of this kind can be repaired faster and more efficiently using traditional techniques like spot repair.

**Economic advantages.**

The MicroRepair procedure reduces the repair costs for minor damages by 40–50%. This is due to the fact that the area repaired is small, which results in reduced material consumption and clearly shorter labour time.

As you continue to use the familiar Standox products and your existing bodyshop equipment, there is no need for additional investments and you don't have to get used to any special products. You can start immediately, meaning that MicroRepair will be profitable for you from the word go.



# Know your market – these are your target groups:

**It goes without saying that not every damage can be repaired using the MicroRepair procedure. Even so, be sure to tap into the potential of minor damages to increase your profits.**

As a rule of thumb, the MicroRepair procedure is best suited for vehicles that are not older than three years. MicroRepair is an especially interesting element in your cooperation with car dealers. The huge potential ranges from vehicle reconditioning to special campaigns for motorists. Because more often than not, motorists go to a “paint doctor” simply because they are not aware that specialist bodyshops are not necessarily more expensive.

Fleet operators, i.e. companies with large vehicle fleets and car rental companies, are another interesting target market. In general, these cars are quite new and will be replaced after only 1–3 years. Minor paint damages not only detract from a company’s image but also reduce the resale value of the vehicles.

While orders from individual motorists are also lucrative, you will have to spend a lot more on advertising and marketing to win such orders.

## **Untapped potential.**

Often times, you don’t have to make major efforts to drum up MicroRepair business. Once a car is in your bodyshop for a major repair, it makes sense for the owner to have minor damages repaired in the process at a little extra cost. Needless to say, those minor damages need to be spotted as soon as the car is brought in.

## **Immediate damage assessment counts.**

As not all minor damages are suitable for MicroRepair, it is important to categorise all damages right away when the car is brought in. With the right organisation of your bodyshop throughput, the time-saving MicroRepair method enables you to

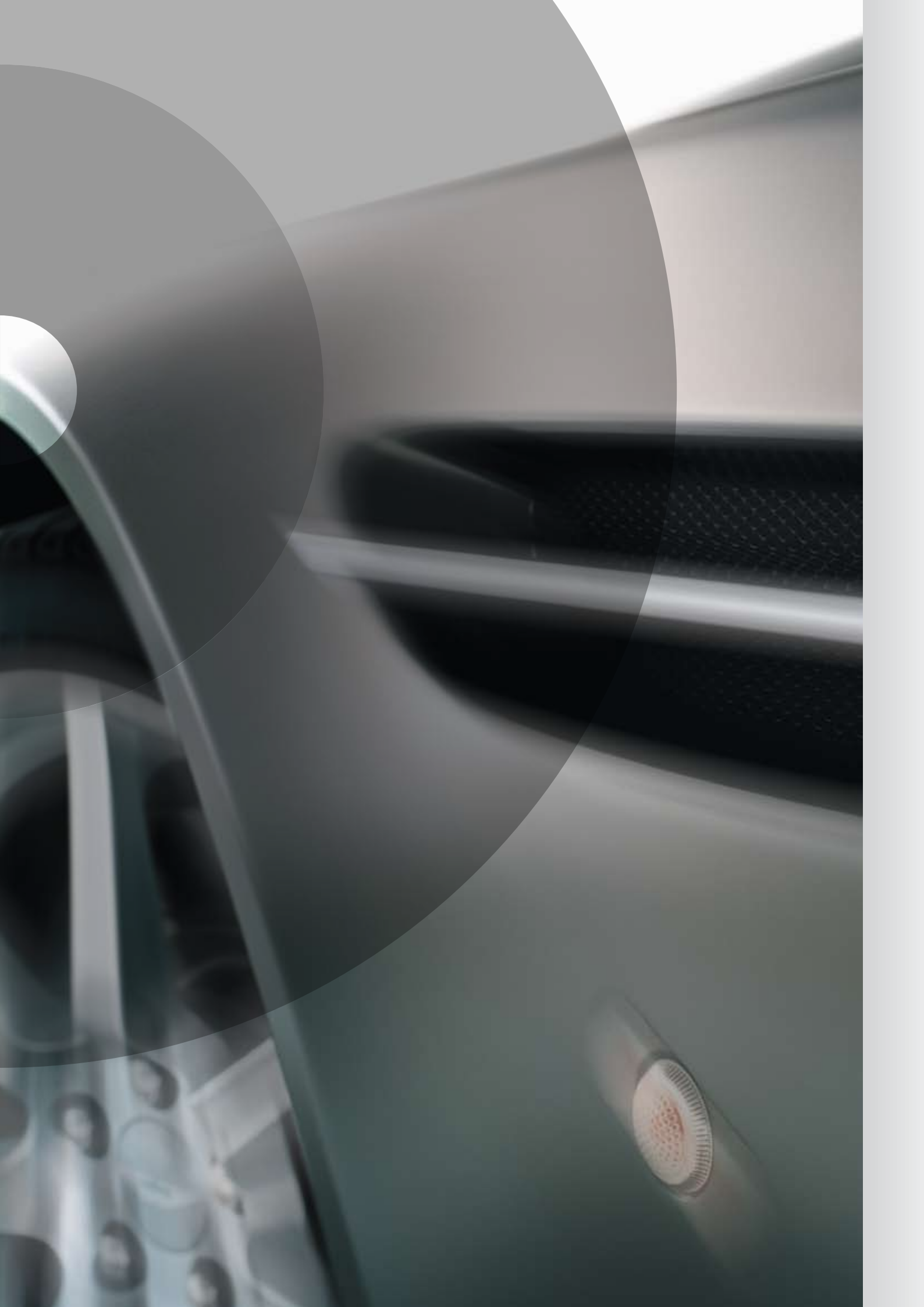
- handle more minor damages in the same time or
- free capacity for other damages.

Standex supports you by offering a special MicroRepair training for your staff.

## **Increased sales with MicroRepair.**

The MicroRepair process can be used in many ways:

- Handle more jobs in the same time by means of efficient damage repair.
- Use MicroRepair as a door-opener to win new customers.
- Establish MicroRepair as an additional profit center.



# The right materials for more success.

**The MicroRepair procedure is efficient and profitable as long as the damage area is small.**

When minor damages are repaired, it is important to use the right materials and suitable tools to ensure that the area remains small enough to ensure the efficiency of the MicroRepair process.

## Paint materials

### Standex products.

The proven Standex product range contains everything you need to handle the MicroRepair process. That saves precious working time and gives you the certainty you are accustomed to.

### Standohyd Basecoat.

The efficient waterborne basecoat system features good opacity and high yield.

### Standex Smart Blend Plus.

Makes easy spot repair and provides a good transition and optimum adhesion in the fade-out zone.

### Standoflash UV System.

The revolutionary Standoflash UV System saves even more time. Send for special information or ask your Standex technical advisor.







## Tools

### **Spot sanders.**

Small orbital sanders with a sanding area diameter of 32–50 or 75 mm or keep the damage as small as possible. Even areas that are hard to access can easily be handled using the soft foam head.

### **Mini manual sanding block.**

Small blocks for manual sanding work lined with the same sanding material as the spot sanders. Manual sanding blocks are ideal for selective retouching.

### **Mini-HVLP spray guns.**

High-quality spray guns for refinishing small areas are offered by all renowned manufacturers. All paint materials – including waterborne materials – can be sprayed using small guns.

### **Sanding and polishing tools.**

With a disk diameter of 75–80 mm, the eccentric sanding machine for sanding and finishing is ideal for minor repairs. It is easy to handle and maintains its power even at low speeds. In most cases converting the sanding machine into a polishing machine is no problem at all. Simply attach the correct pad and you are ready to go.

### **Spot polishing tools.**

Small and lightweight polishing tools with a diameter of 75–80 mm allow the refinisher to reach areas that cannot be reached with normal polishing machines. This means that the time-consuming manual polishing procedure is no longer necessary.



# MicroRepair speeds up your sales.



## UV lamp.

Placed over the repair area, the lamp produces sets of 10 flashes each time it is triggered. Two or more cycles of flashes are all that are needed to fully cure Standoflash materials.

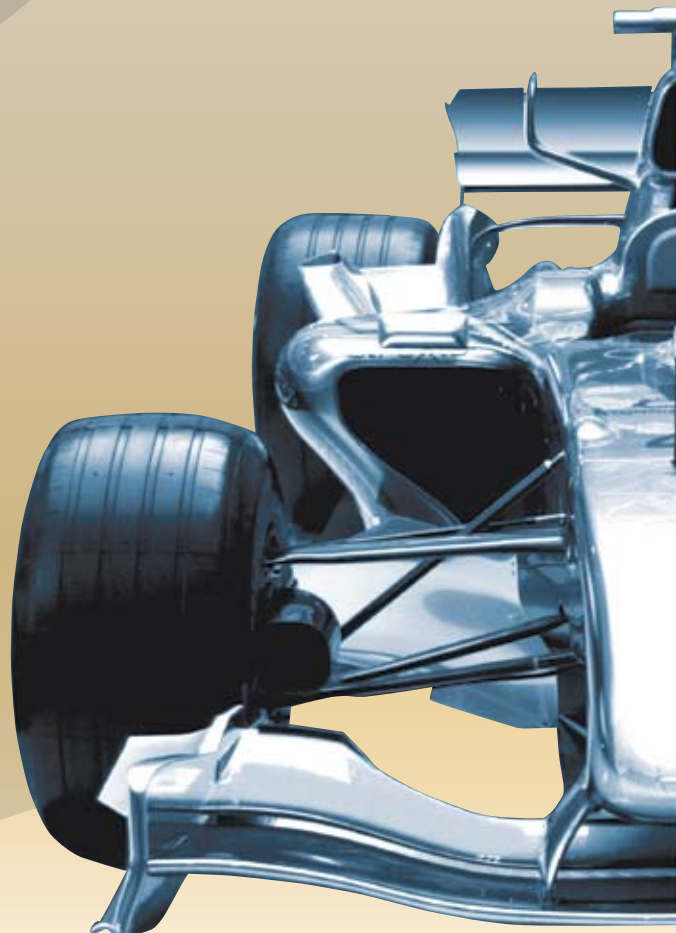
**The Standoflash system uses the innovative UV drying process to help you cut down labour costs in preparation and clearcoating. Rely on Standoflash to bring your efficiency up to speed.**

Comprised of stopper, filler and clear, the Standoflash system from Standox sets new standards in productivity and efficiency.

The drying stage typically represents the biggest bottleneck in bodyshops handling both small and large repairs. Thanks to the innovative UV technology this is now a thing of the past. Instead of drying the vehicle over night or for specified periods in the oven, Standoflash products are formulated to harden in just a few seconds by means of a special UV light.

This lightning-fast UV technology is perfectly suited for shops handling large numbers of minor paint repairs.

Apart from expensive labour time, you will also be saving on your energy bills. Be sure not to miss out on these benefits.



### **Standoflash UV Stopper.**

Standoflash UV Stopper is a low-odour 1K stopper that is easy to apply. Simply squeeze the required quantity from the tube onto the stopping knife and apply.

Coats up to 1000 µm are dried easily; for thicker coats, the procedure must be repeated.

The UV stopper can be applied to almost all sanded and cleaned substrates which makes it ideal for all kinds of minor repair work.

- 1K stopper for MicroRepair
- transparent stopper
- unlimited potlife
- dries in less than 45 seconds
- VOC content < 3%
- for universal use
- excellent gloss and flow

### **Standoflash UV-Filler.**

Standoflash UV Filler is ready to apply straight from the tin. Just mix well and spray.

It is easy to use on bare metal or on top of a primer; even application on plastic primer is possible. There is no need for hardeners or thinners.

The perfect match of the filler and the UV light leaves no residues. You can immediately sand and paint the area.

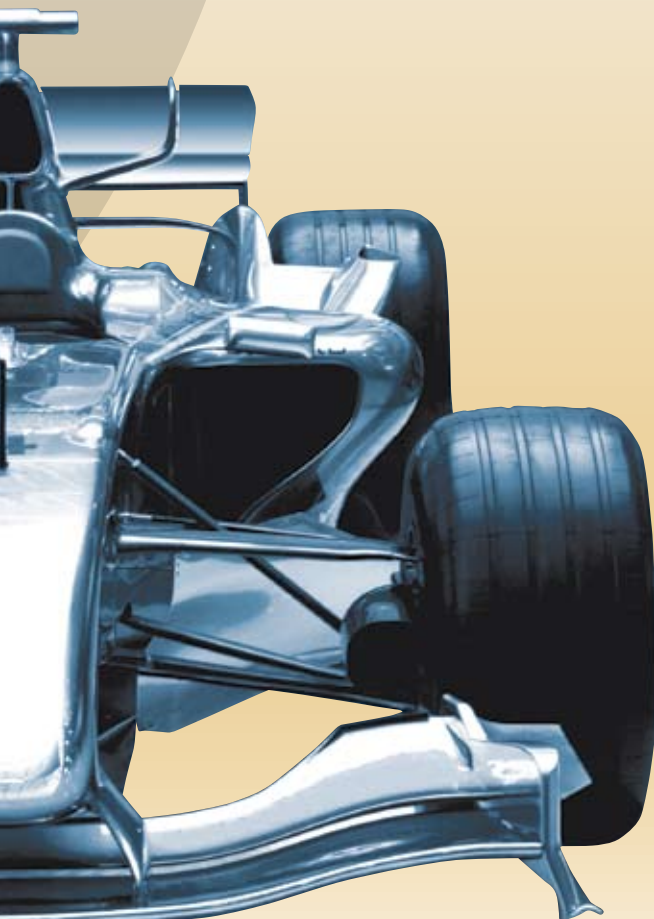
- 1K primer filler for MicroRepair
- VOC content < 1%
- unlimited potlife
- excellent gloss and flow
- transparent filler
- dries in less than 30 seconds

### **Standoflash UV-Clear.**

The UV Clear can be applied as usual and is suitable for the application on conventional and waterborne basecoats. Just add the UV Clear Hardener 4:1 and the clear is ready to spray.

The UV Clear has an excellent gloss and flow. Polish immediately after drying, as no cooling off time is required after UV drying. This makes the UV Clear particularly efficient.

- 2K UV Clear for MicroRepair
- very good through-drying
- perfect gloss and flow
- very good adhesion
- can be polished immediately after hardening through without cooling off time
- VOC < 420 g/l



# MicroRepair – Step by Step.

This example shows you how to completely repair a typical minor damage within a short space of time using the conventional MicroRepair method.



**1.**

## Assess the damage.

Typical damage:  
A stone chip or a small scratch.



**2.**

## Clean.

Cleaning with Standohyd Cleaner. Polish the area if necessary.



**5.**

## Sand.

Sand the damaged area with a sanding tool suitable for MicroRepair, then clean again.



**6.**

## Apply filler.

Mask and apply Standox 2K Filler.



**9.**

## Apply topcoat.

Apply Standohyd Basecoat in thin layers until sufficient opacity is reached.



**10.**

## Flash off.

Accelerated topcoat drying by blowing.

**13.**

## Polishing and Finish.

Polish repair area and transitions.





**3.**

**Measure the color shade.**

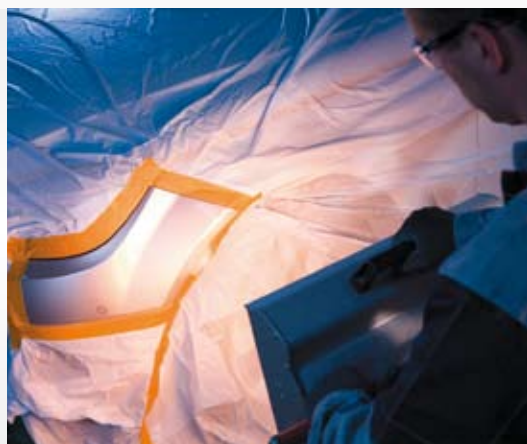
Use the Genius spectrophotometer to find the right color shade.



**4.**

**Check the color shade.**

Visual check of the color shade using a sample fan or a painted sample.



**7.**

**Dry.**

IR drying of the filler.



**8.**

**Sand.**

Sand filler lightly.



**11.**

**Apply clearcoat.**

Blend in clearcoat. For transitions fade out Standox Smart Blend Plus.



**12.**

**Dry.**

IR drying of the repair area.



**14.**

**The result:**

a perfect repair.

# Comprehensive reconditioning services.

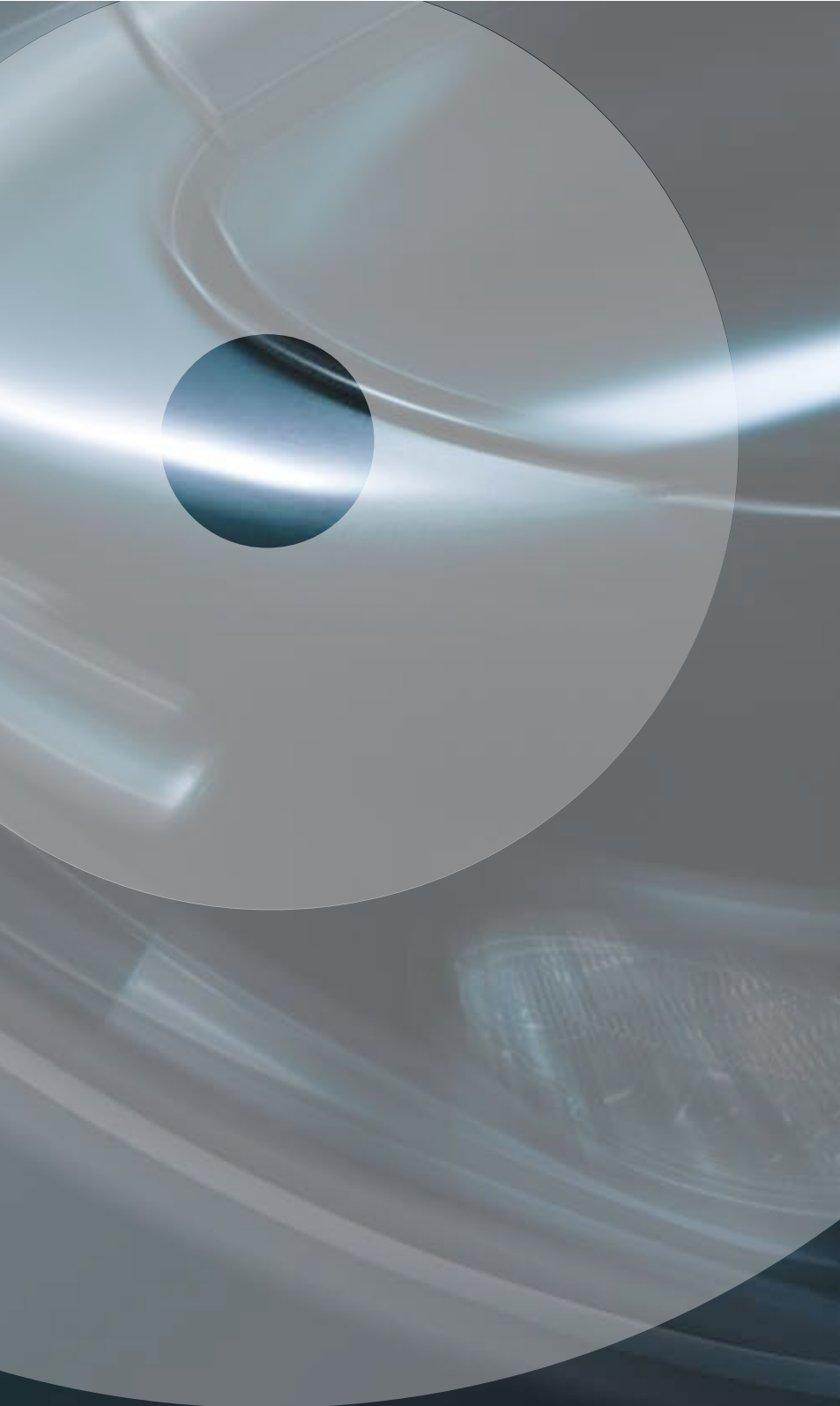
**If you want to establish an image as a full-service provider of vehicle maintenance and repair services, you should be able to repair other minor damages, too.**

In addition to minor paint damages, there is a high demand for low-cost repair of other minor damages on vehicles, including:

- Paintless dent removal,
- Cracks in plastic add-on parts,
- Stone chip damage in windshields,
- Drilled holes in dashboards,
- Burn holes in carpeting and seats covers,
- Ozone treatment of "smokers' cars"
- etc.

There are low-cost repair systems available on the market for almost all kinds of damages today.

Many manufacturers of so-called "smart repair systems" offer complete repair packages for a large number of damages from a single source. When looking for the right supplier, make sure that the products are of high quality and are backed by effective training.



## **A little helper.**

**This little tool is to help you assess a MicroRepair damage correctly.**

Simply take it out and put it on the damaged area. If the damage is smaller than the inner circle and in an area suitable for MicroRepair, it is suitable for the MicroRepair process.

Test it.



Standex GmbH · Postfach · D-42271 Wuppertal · Germany