



**THEN, NOW, ALWAYS. A
COMMITMENT
TO BUSINESS SUCCESS.**



AkzoNobel

SIKKENS - THE KEY TO BUSINESS SUSTAINABILITY.

Sikkens brings together a top-quality vehicle repair system, efficient work processes, and superior product performance; it is this combination that helps you make the most of every business opportunity and ultimately helps your business succeed.

A MARKET LEADER OF FIRSTS FOR MORE THAN 225 YEARS

1790s

Painter and decorator Wiert Willem Sikkens starts making Sikkens lacquers in the Dutch town of Groningen.

1900s

Sikkens starts producing Japanese lacquers.

1920s

Introduction of fast drying lacquers.

1930s

Sikkens launches the synthetic lacquer Rubbol® A-Z®.

1940s

Sikkens sets up the artificial resin company Synthese.

1950s

First auto refinish system.

1960s

Sikkens launches its Autoflex® one-day car refinishing system.

1970s

Mixing machines and computerized color documentation.

First Sikkens Car Refinishes Instruction Center opens in Sassenheim.

1980s

Introduces integrated computerized mixing systems.

1990s

Introduces high performan

ce waterbase d and low VOC application s.

2000s

Introduces UV-curable systems

2010s

Introduces self-healing clearcoat, paint film, UV-LED gun.

A COMMITMENT TO LOWER INVENTORY COSTS.

With the Sikkens' system, any repair job can be completed with just 13 products; making it one of the lowest inventory required systems in the industry.

Maintaining lower inventories ultimately results in lower business costs.

PRODUCT HIGHLIGHTS:

AUTOPREP PRETREATMENT WIPES

Chromium-free, ready-to-use / pre-saturated wipes produce a conversion coating forming a chemical bond with metal surfaces; enhancing adhesion and corrosion resistance.

Offering a faster and cleaner corrosion protection that has less waste and cleanup versus traditional sprayed etch primers.

COLORBUILD PLUS 250

Sikkens Colorbuild Plus 250 is a versatile VOC compliant undercoat system that consists of six colored primers, which helps make any repair job faster and easier.

When mixed in proper combinations, primer surfacer or primer sealers closely resembles the most popular OEM underhood primers.

Even for "difficult colors," the unique, versatile color concept helps deliver excellent color accuracy. It can be applied directly to metals, plastics, and OEM electro-coated panels; no additional primer layer is needed.

It is one product that can complete three operations: surfacer, sealer, and OEM underhood color.

AUTOWAVE MM & AUTOBASE PLUS MM

Whether waterborne or solventborne, Sikkens' basecoat offers fast and accurate color match, excellent color coverage and metallic control and sprayability when used to duplicate OEM solid, metallic and pearl color effects.

Each basecoat offers versatility with the ability to convert solid colors to single stage with easy spot repairs and jamming capabilities; delivering a fast and easy solution with unrivaled color accuracy and hiding power.

Easy to blend with no halo effect, providing invisible repairs and delivering productivity. Be more productive, save time while cutting your material usage and costs.

CLEARCOATS

Sikkens' 2-pack clearcoats offer easy application, simplified mixing ratios, excellent sprayability, greater flexibility and consistency.

Offering the option of either hand mixing or dispensing with the Manual Proportioning Unit (MPU). The MPU allows technicians to choose within seconds, a high-gloss clearcoat, an ultra-productive clearcoat or something in between.

MANUAL PROPORTIONING UNIT

With a simple pull of a handle, the Manual Proportioning Unit (MPU) makes it possible to accurately measure any ready-to-spray clearcoat amount in the exact ratio of clear to hardener.

A full cup can be mixed and ready to go in under 5 seconds.

The MPU offers shops additional productivity, while helping to reduce clutter and messes caused by glued on can caps, sloppy pouring, and fighting with measuring sticks.



A COMMITMENT TO PROVEN RESULTS.

The Acoat Selected program is the solution to growing your business and improving your company's day-to-day operations; resulting in business sustainability. Everything we do is about making sure our members thrive in the future, not just survive.

- [Process Improvement](#)
- [Marketing](#)
- [Sales](#)
- [Talent Development](#)
- [Financial](#)
- [Performance Groups](#)

Process Improvement

Repairing crashed vehicles is a long series of sometimes complex steps. The efficiency by which a shop conducts each process step is the key to profitability. The number of process steps, organization of the steps, standardization of steps, and interrelationships between steps all play a part in how efficient the overall body shop machine operates.

Sikkens is at the forefront of process improvement with our Process Centered Environment (PCE) program. PCE delivers profound process improvement throughout the entire value chain.

From documented processes to reengineering the flow of a collision repair facility with our facility layout & design services, Sikkens helps their Acoat Selected members remove waste from their processes to improve productivity, cycle time, customer satisfaction, and profitability.

Marketing

When you mention marketing, many collision repair owners and managers immediately think of advertising. While advertising is a component, marketing is so much more. Marketing generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and themselves.

Sales

Turning prospects into customers and then finally into raving fans does not automatically happen just because their car was fixed properly and promptly. With a variety of training classes and onsite consulting packages, we help our members turn all their employees into customerfocused selling machines.

Talent Development

People are the most valuable asset any business has. Without those highly trained, motivated, self-directing employees, no amount of management effort will produce a successful business. From employee engagement to coaching techniques, Acoat Selected members learn how to develop their people and manage them effectively.

Financial Services

We understand the importance of measuring the performance of your business to properly manage it. Acoat Selected members have access to a variety of tools, training and consulting packages to help them benchmark their financial performance and identify opportunities for improvement.

Performance Groups

Acoat Selected Performance Group members meet twice a year to share successes, find solutions to problems, and make new relationships with like-minded shop owners.

For more than three decades, we've been organizing member groups and creating specialized tools and systems for measurement of performance. Member businesses have access to comparisons based on group averages, graphic and numeric presentation of results, and AkzoNobel's extensive and refined database of financial and other information. The wealth of knowledge and experience present at these meetings is nothing short of awe-inspiring.

PCE Building Blocks

The process of changing the culture of your business by engaging and empowering your employees to continuously improve the business. PCE concepts help in the reduction of stress and the creation of a selfmanaged workforce.



Over a four-year period, the average results achieved by Acoat Selected members with shops achieving over \$23,000,000* in total gross sales:

BUSINESS FINANCIAL KPIs

49.3% increase in Total Gross Sales

45.9% increase in Total Gross Sales

54.0% increase in Parts Gross Profit

63.4% increase in Net Income

19.7% increase in Sales Per Square Foot

PAINT AND REFINISH KPIs

0.51% decrease in Paint Cost % of Sales

66.9% increase in Materials Gross Profit

*Performance results based on five regional MSOs in North America, with total gross sales over \$23,000,000. Data used was provided to AkzoNobel by the MSO, date range year-over-year; 2012 to 2016.

A COMMITMENT TO COLOR ACCURACY.

In the universe of automotive finishes and refinishing, we've come a long way since Henry Ford famously said about Model T buyers, "They can have any color they want as long as it's black."

In the AkzoNobel car color database there are over 800,000 color formulas.

SCIENCE OF COLOR

Saturation, tint, hue, shade, luminosity, iridescence, pearlescence; capturing color is a complex science. A science that starts with the development of paint.

CAPTURING COLOR

Our partnerships with car manufacturers, data reading at ports of entry and dealerships, and panel collections strengthen the science of capturing color.

We conduct more than 21,000 color measurements each year and collect more than 10,000 panels.



FINDING COLOR

Automatchic Vision not only helps increase business profitability through process optimization, accuracy and speed, it also boosts sustainability by using less paint, reducing waste and saving valuable time. Customers can find the right color up to three times faster when color matching digitally with the Automatchic Vision compared to traditional methods.

In some cases, users report an average reduction in paint use of up to 20% after adopting digital color tooling.



Color Universe

A color documentation system that organizes color the way humans see color, continuously and chromatically, from dark to light and from violet to red.

By de-coupling colors from OEMs, AkzoNobel is also able to link newly released colors from an OEM to an existing color chip so that body shops can access formulas for more colors sooner.

MIXING COLOR

MIXIT™

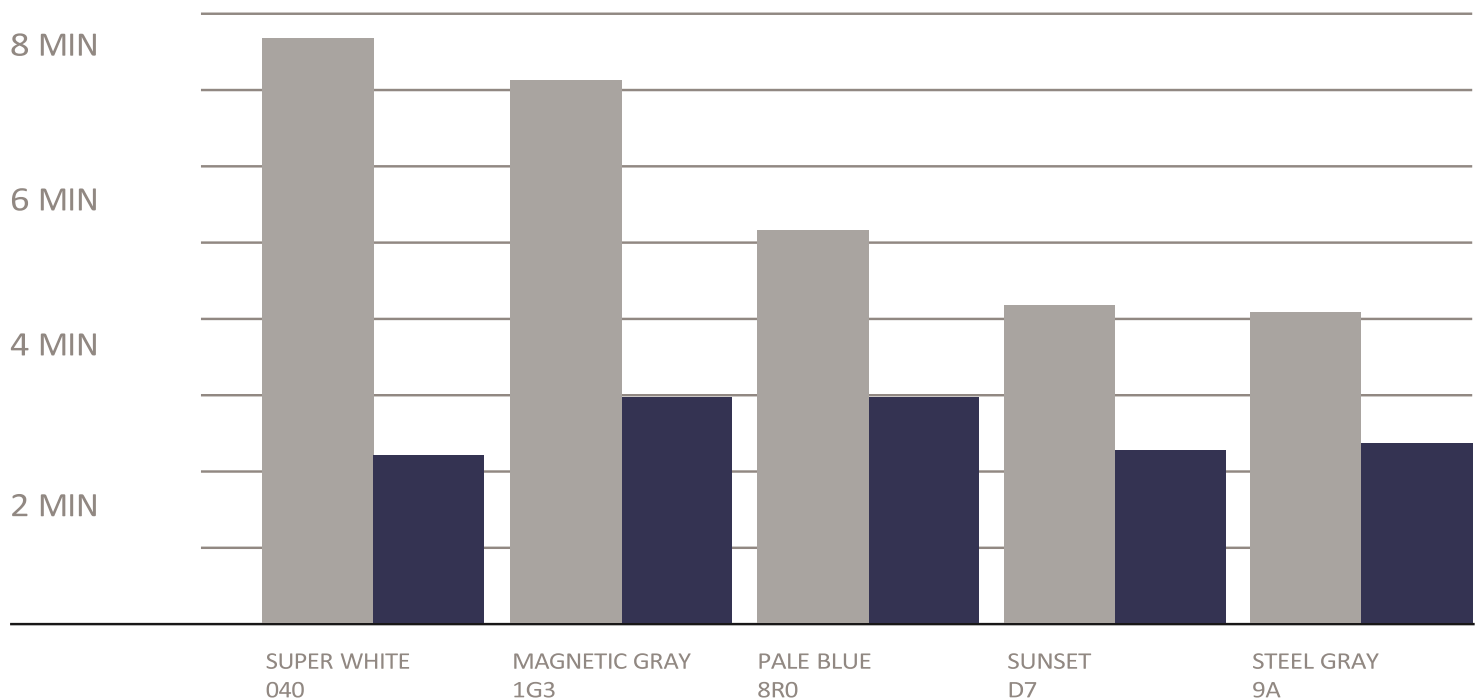
MIXIT is ultra-fast, user-friendly and can be used seamlessly across multiple devices thanks to its revolutionary cloud-based system. MIXIT™ also offers instant updates, in real time. To use MIXIT, go to www.mixitcloud.com.

Mixit Pro

Mixit Pro offers fast and efficient color management. It supports a range of reporting functions; including consumption analyses, access to recalculated mixes and reporting of materials costs per job.

SEARCH TIME RESULTS

■ VISUAL SEARCH
■ DIGITAL SEARCH



Source: AkzoNobel Vehicle Refinishing, United Kingdom ATC, March 2016. Time data reflects the average time it took from visual search using ColorScala Pro versus digital verification using Automatchic Vision.

A COMMITMENT TO OEM APPROVALS.

MEETING VEHICLE OWNER EXPECTATIONS

An approval helps guarantee to your customer that their vehicle will be returned to pre-accident condition; it can be compared to repairing with original equipment parts.

Providing your customers the confidence that they selected the best-in-class collision center to repair their vehicle.

Acura	Land Rover
AutoVAZ	Lexus
Audi	Lifan
BMW*	Lincoln
Buick	Mahindra
Cadillac	Maple
Chery	Maruti
Chevrolet	Mazda
Chrysler	Mercedes-Benz
Daihatsu	Mitsubishi
Dodge	Nissan
Emgrand	Opel
Fiat	Peugeot
Ford	Porsche
Geely	RAM
Gleagie	Renault
GM	Saab
GM Korea	Scion
Great Wall	SEAT
Haima	Shanghai Englon
Hindustan	Skoda
Motors	Subaru
Holden	Suzuki
Honda	Tata
Hyundai	Tesla
Infi niti	Toyota
Isuzu	Vauxhall
Jaguar	Volkswagen
Jeep	Volvo
Kia	

*Canada, Greece, Thailand.



AkzoNobel