

IN THE SPOTLIGHT

New Year, New Faces!

Ixell have been busy in the transfer market at the back end of 2007, securing the signatures of three new faces to strengthen the team in the UK for 2008.



Glen Mathews - National Technical Manager

We are delighted to announce the appointment of Glen Mathews to the role of National Technical Manager. Previously based in the Western region, Glen brings 5 years of experience with Ixell during which time he has occupied the roles of Ixell Technician and more recently, Business Development Manager.

He said, "I am very happy to take on the role of National Technical Manager. We have a great team with a lot of experience so with everyone's continued support, I'm confident of a successful 2008 and a bright future for Ixell in the UK".



John Garnett - Ixell Area Manager

We have also strengthened the field team with the addition of John Garnett who takes up his position as Ixell Area Manager for the Southern Region. With over 25 years of experience in the refinishing industry, we are delighted to welcome John to the team and look forward to benefiting from his expertise in the future.



Paul Every - Ixell Product Manager

Paul Every has also joined the team as Ixell Product Manager based at the Ixell head office in Hertfordshire. Paul joined Renault UK in 2005 on the company's graduate scheme and took over the Product Manager's role in December 2007.

We look forward to working with you in the future and wish you all a happy and prosperous 2008.



Colornews

We share your passion and boost your performance.



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New Year,
New Faces!

IXELL AND YOU



Jean-Paul Génnerat, Manager, Parts Marketing

"Ready to listen to you, 365 days a year"

In September 2007, we carried out another telephone survey to assess the reputation of the Ixell brand. The study also enabled us to find out how satisfied you are with our new products and services and analyse the impact of our advertising methods.

This survey, started 6 years ago and deployed in the 14 countries where Ixell is established, gives us the opportunity to collect your views of the brand, the areas in which we have made progress and points we must improve in order to meet your requirements better.

This year, more than 1,200 of you, both existing Ixell customers and potential customers, took part in the survey by answering a set of 20 questions.

The first results are very encouraging: in Turkey, for example, the average score awarded by customers to the Ixell brand image was 9 out of 10 (10 = excellent). All the answers received are being analysed and compared in order to work out the company's advertising strategy for 2008.

We can now tell you that we have already produced a new brand guide and organised a huge advertising campaign in addition to the one carried out on the theme of Ixell's 30th anniversary. We are making a real effort to meet the needs of the market: e.g. plastics repair kit for rapid repairs.

As the first issue of the year goes to press, I would like, on behalf of the whole Ixell team, to wish you a very Happy New Year!

PUBLICATION

At last, Colornews in Romanian

For the past 8 years, Colornews has been keeping you informed about new Ixell products and giving you advice on subjects that really matter to you. This magazine is dedicated entirely to you, both to keep your customers happy and encourage you to go and conquer new markets. Already circulated in France, Germany, Italy, Portugal, Spain, the Netherlands and the UK, last summer Colornews was launched in Romania, when the country changed over to H₂O. We welcome this new milestone in the history of Colornews!



IN BRIEF

EQUIP AUTO 2007

A great success for Ixell

The 2007 Equip Auto Trade Show was held from 15 to 20 October 2007 at the Villepinte Exhibition Centre near Paris. Ixell enjoyed a greater presence than in 2005 with a 165 m² stand which, this year, highlighted the brand's two strong points: the success of Ixell Body Shop and its colour matching expertise. All the Ixell skills were represented on the stand - heads of product marketing, engineering R&D, Ixell technicians - to maximise exchanges

with Ixell customers and answer all their questions. Customers were thus able to find out about the most recent new products, including the very latest Bumper Repair Kit. The numerous customers and potential customers who visited (more than 15,000 brochures and gifts given out in 6 days!) particularly appreciated the spectrophotometer demonstrations. Thanks to Equip Auto, ten more professionals were introduced to the Ixell Body Shop and joined the network. We welcome them and thank all those whom we met at the show.



Insight

HOW TO SUCCEED

The bumper repair stakes



Bumpers are one of the key elements in rapid body repair in today's market. Several things support this observation. Already, composite materials account for 15% of the total weight of a vehicle. This significant proportion is the manufacturers' response to two requirements: reducing fuel consumption and improving safety. Result: cars are lighter and accidents are less violent but minor bumps and scrapes are much more frequent, especially in towns and cities. And they involve bumper parts first and foremost.

This situation, which no body repairer can ignore, adds to the increasing pressure from insurance companies in France and other countries (80% of the body repair market) in favour of repair. Why? Because repairing the bumper is in line with the principle of cost control and the development of proper "service contracts" with approved service providers. **These parallel changes in car construction and in the insurance industry therefore place bumper repair at the centre of a major expansion issue for body repair shops.** What do they stand to gain? A great deal. An increase in their work-flow based on the principle of "more repairs, more replacements." But also the acquisition of new - and now indispensable - skills for repairing composite materials. The chance to be listed by an insurance network means a guaranteed steady stream of customers who need to be satisfied. And, finally, the opportunity to contribute to the global environmental effort because a replaced bumper has to be dismantled and then transported to a recycling site, and all these processes are sources of pollution. With new high-performance products, appropriate training and technical expertise, Ixell advisers assist body repair shops as needed, to expand the potentially highly profitable bumper repair business.

TOOL

Colorbook on line



Colorbook, the ultimate reference source for the colour codes of all the models from 56 manufacturers, can now be consulted on line at the new version of the Ixell site (www.ixell.co.uk).

As accurate and reliable as the "manual" version, this virtual reference system can be updated faster and more often. A colour matching tool just waiting to be explored... if you have not already done so!

THE IXELL INDICATOR

1,160,093

litres of base colour sold
in the past 12 months





To replace is good. To repair is better.

More complicated but nevertheless, easier to repair than ten years ago, the bumper and its accessories constitute a lever for strong growth for insurance companies and body repairers. The advantages of bumper repair are numerous. It is much less expensive than a replacement but of equal quality and appearance. It is also faster and therefore more efficient in terms of productivity for the professionals, represents less of a problem for the customer (the vehicle is immobilised for half a day at most) and can be a source of economies of scale and of customer loyalty for the insurance companies. The benefits of bumper repair clearly add up. Why not do it!

> Bumper repair: Ixell enters the arena

- Network analysis of bumper repairs by Ixell teams
- New product in October 2007
- Calculation of the number of repairs and replacements
- Monitoring the change in the average cost of a repair
- Setting attractive prices

1 What is bumper repair?

It covers all the parts of the bumper and its accessories which have no crumple zones (safety sections for which replacement is compulsory). Splits of less than 10 cm, scratches and grazes on composite materials and plastic parts can be repaired. Bumper repair takes no longer than two hours, but requires the body repairer to have special know-how as well as quality high-tech products to keep the immobilisation of the vehicle to a minimum. Regardless of which part is damaged, the repair method is the same: once the part has been washed with soapy water and rinsed with clean water, polyurethane resin is injected (special procedure), it is left to dry, rubbed down and then the finish is applied. The quality of the repair is perfect if all the operations listed above are carried out thoroughly.

To improve the efficiency and speed of bumper repair, Ixell has developed a new product: the plastics repair kit (bumpers and composite materials) which replaces the MC Kit 2.

Its three main advantages are:

- 1 - simplicity of use means better consistency of the resin during application (no porosity),
- 2 - new grey catalyst facilitates repairs,

3 - faster drying resin (20 minutes in the open air, 5 minutes with an infrared dryer) for rapid sanding.

With excellent adhesion to polypropylene (PP), polypropylene/polyethylene (PP/PE), all modified polypropylenes (PP/MDPE) and composite materials, this new repair kit meets the needs of body repairers and the requirements of insurance companies.

2 Insurance companies expect a lot from repair professionals

The insurance business is a crowded marketplace in which the main players tend to redistribute sales contracts to networks (manufacturers and independent companies) in order to control costs and ensure a consistently high level of service. This is why agreements develop into "service contracts" (MAIF repair partner, AXA service garage, Auto Presto Groupama, etc.). And special services such as for example Accelis (home service) or "15-minute removal" (at AXA).

In this particular situation created by market trends, what do insurance companies expect from Ixell customers?

- 1 - that body shops control the average cost



of repair better, so that customers will not look for cheaper repairers,

2 - that they have the technical and logistical capabilities to encourage repair when it is possible and can manage the resulting increase in work volumes at local and national level,

3 - that they can keep customers loyal to their insurance company by providing quality service.

This constant pressure from the insurance companies in favour of bumper repair is of course in response to the strategy to expand their sector but is also necessary as a result of the change in the type and frequency of accidents: **approximately 80% of impacts involve the bumpers of which about 20% are repairable.** Knowing that a repair is, for equivalent quality, on average half the cost of a replacement, it is understandable that it is in the interests of everyone, insurance companies, body repairers and end customers, to promote the expansion of bumper repair.

3 Why and how to launch this activity?

More repairs, more replacements. This formula, tested with other body repair business

(such as windscreens), is also valid for the bumper and its accessories. So, by accepting to repair more, body shops are not going to waste parts but win customers! Not only due to the natural increase in their throughput due to agreements negotiated with the insurance companies but also by winning the loyalty of their customers, satisfied with the service quality and the cost of repair (for the 20% of end customers). **Moreover, these additional customers resulting from the "bumper repair" business constitute a credible potential for body shops to make additional sales of products and services.**

In order to start or expand bumper repair, we recommend you ask your Ixell contacts for more information and training so that you can benefit fully from the plastic repair kit and to guarantee consistent quality service. Once the training has been completed, you

"Ixell offers its customers products which have undergone very rigorous technical tests. The new repair kit for plastics therefore combines ease of use, quality results and much better performance in terms of drying than the conventional MC Kit 2".

Luc Dolino

Head of Body Shop & Painting Engineering Department



should advise insurance companies and customers of your expertise (the improved "look" will make the difference on a day-to-day basis, and when selling). Ask the insurance companies for a contract, a guarantee of increased turnover and of quality for the end customer.

EXPERT

“Repairs on composite materials are now as good as those on metal”



Although bumper repair is unavoidable these days, some body repairers are not comfortable with it. José Barbosa, Head of technical deployment at Ixell, provides some answers which should convince everyone in the network, even the most cautious!

What are the advantages of bumper repair products and technologies from a quality point of view?

In other words, is it possible to repair a part made of composite materials as well as a metal part? The answer is yes. In the last 10 years, there have been major changes in products and technologies. Nowadays, in most

cases the bumper and its accessories can be repaired, provided that the break is not larger than 10 cm and the parts do not contain any crumple zones. Not only is the quality up to standard but also the speed of application and completion of the repair are now the same as for metal. A few years ago that would have been unimaginable, especially in view of the dozens of different kinds of plastics. Ixell has greatly contributed to this development in the market with its innovative high-tech products. The new plastic repair kit meets all these requirements and helps to improve the profitability of the bumper repair business.

"In the last 10 years, there have been major changes in products and technologies."

Does it also meet the requirements of the insurance companies?

The insurance companies are putting pressure on body repairers to speed up their repairs. With the Ixell kit, bumpers have never been repaired so fast or so well. The insurance companies will therefore be doubly satisfied:

they will control their costs better, keep their customers happy and strengthen ties with their body repairers through service contracts which provide good quality.

What type of assistance does Ixell offer its customers?

Ixell wants to give them the know how to master the methods for using our new plastics repair kit, and to enable our customers to work fast and get it right first time! Therefore, our Ixell Technical Advisers are out in the field to train bumper repair specialists. The objective is to assist our customers so that they can work alone and be competitive. The Technical Advisers are there to help, in terms of training and supplying products.

Product focus

Repair kit for plastics: distribution in Europe

Since Ixell never markets a new product without its customers first being trained by the company's Technical Advisers, the distribution of the repair kit for plastics will take place according to local marketing programmes. By the end of the first quarter of 2008, all of the European countries in the network should have launched the new product.

IN PRACTICE

faster

Wipes: the new degreasing method

Gone are the days when you wasted time degreasing with paper and used large quantities of degreaser. Gone also are the days of fluffy paper which was full of dust and tore easily. With the new method of water-based and solvent-based degreasing consisting of 3 different types of wipes, you will be able to work faster (the wipes are pre-impregnated and pre-cut) giving a better quality final result (the right amount of degreaser, no risk of dust or scratches).

Part numbers: wipes with solvent-based degreaser (50 wipes) 77 11 423 098
wipes with H₂O-based degreaser (50 wipes) 77 11 423 097
dry wipes (100 wipes) 77 11 423 099



lighter

Excellence + filler

Designed for post-sanding operations for filling dents, Excellence + filler can cope perfectly with the problems of repairing plastics and composite materials. Ultra-light (0.85 kg/l), this clever polyester repairs all types of scratches and scrapes and dries to a surface finish that looks better to the naked eye. Its main advantage is its ease of sanding, which produces savings in time and abrasives. And finally, it is fully compatible with the Ixell Repair kit for plastics.

Part numbers: cartridge 77 11 423 539
tin 77 11 423 540

handier

What an improvement in sanding by hand!

For awkward areas (inside the bonnet, wings, etc.) and finishing operations, Ixell offers a new range of products for sanding by hand. These sheets of superior quality abrasive paper can be used dry, wet or with a combination of the two. Stronger, easier to handle, with better thermal performance (less heat generation), with reduced clogging due to the use of zinc stearate (= lubricating function), these new hand sanding solutions satisfy the body repairers' quality and performance criteria. The cardboard box/dispenser which makes using the product easier and stores it better is very practical too. The range contains various grit sizes, including three new grades: P1500, P2000, P2500.



more practical

Personal paint trolley

For the first time, Ixell offers you a compact, mobile and practical personal trolley especially for paint technicians. Designed to withstand solvents, it improves productivity by grouping together in one place all the work tools and Ixell products. What are its plus points? Anti-scratch rubber side protections and a locking system to keep the contents secure. A must-have!

Part number: 77 11 423 455