

# Repairer news

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## Fuelling the Green Debate...

**With modern vehicles now containing a larger proportion of plastics than any other material, the forecast is that plastic waste is expected to be in the region of 240,000 tonnes in 2014. In 2000, 1.9 million vehicles reached the end of their useful lives and a further 2.2 million were registered.**

By June 2006, the European End of Life Directive will require all plastics and glass to be removed from vehicles, either at the dismantling or final shredding stage. The greatest potential for increasing recycling exists in generating polymer streams from shredder residue and there is considerable development of processes taking place.

Bumpers traditionally have always been difficult to recycle as the material is often reinforced with glass or carbon fibre to provide added strength. Until recently, it was

extremely difficult to separate the fibres from the polypropylene but new research has identified an alternative treatment, which means that both oils and fibres can be recovered.

Recycling of plastics is only economical if high volume can be put through dedicated processing plants and plastics

are shredded at dismantling sites to reduce transport costs.

### Repair or replace?

Over the life cycle of a vehicle, a number of plastic components will be replaced - including bumpers, grilles, headlamp lenses and bodies, dashboards and interior trims and seats.

With new equipment and repair techniques, repairs can be carried out rather than items being replaced and scrapped. Vehicle repairers need an incentive to invest in new technology in order to offer repairs. It is equally important that a new generation of technicians are fully trained in "Smart Repair" so they become an integral part of the automotive repair industry. This is unlikely to be achieved unless repairers are adequately compensated for the investment in equipment and training.

Part of an incentive to repairers is to reduce their cash flow deficit and focus on increasing skills within the industry. This reduces outlay on expensive parts as the body repair industry works on extremely small profit margins.

## WIN £1000 of SMART Repair Equipment with The Repairer of the Year Awards 2005...

**Following the success of Elite Incident Management's 'Repairer of the Year (ROY) Awards' in 2003/04, this years competition promises to be a closer race with the final result due to be announced in the New Year.**

Sponsored by leading SmartRepair specialists Ashford International, the 2004/05 ROY Awards give members of Elite's repairer network an opportunity to win £1000 of Smart Repair equipment and associated training.

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Clive Rolfe(L) & Trevor Cutts(R)  
at the 2003 Awards presentation

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## World Record Wash-Out...

In the summer edition we revealed that Elite Trainee Engineer, Samatha Perkins was attempting to break the blindfolded land speed record on a motorcycle. Sammie had been looking forward to the big event, which had been scheduled for Thursday 30th September at Elvington Airfield in York. Unfortunately, although Sammie was fully prepared and ready for the world record attempt, following a few practice runs by all participants the organisers were forced to postpone the event due to adverse weather conditions. Although disappointed, Sammie remains confident and is now looking forward to making the attempt next year when it is re-scheduled.

## Repairer of the Year Awards 2005

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Throughout the year Elite's repairer facing staff have been reviewing each network repairer's performance levels across a range of criteria that include non compliance issues, effective use of the Elite Portal (formerly known as the Scheduler), speed of repair and customer feedback.

The winner of the **'Best Repairer Service Award'** will be presented with a Smart Repair 'equipment and training' package of their choice, up to the value of £1000 courtesy of Ashford International, plus individual staff rewards from Elite Incident Management.

The winner of the **'Most Advanced Repairer'** award will receive staff prizes and champagne.

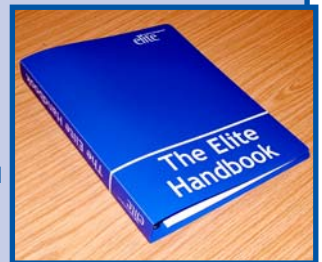
All four finalists (Gold, Silver and Bronze for Best Repairer Service) will be invited to a special Repairer of the Year Awards presentation dinner held by Elite Incident Management.

## NEW 'Elite Handbook' Ready for Release...

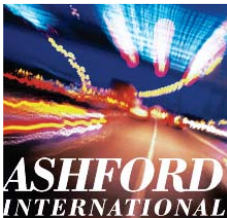
**Repairer News is pleased to announce that the new 'Elite Handbook' has now been completed and will be issued to all members of the Elite Repairer Network in the very near future.**

The new 'Elite Handbook' is a modernised version of the 'Elite bodyshop and Estimating Manuals' and now includes latest information and additional resources. The new manual is comprised of easy to manage loose-leaf inserts contained in a protective plastic ring binder. Future handbook updates can be easily inserted when required.

The Elite Handbook has been produced in full colour and as well as incorporating the revised manuals it has new inclusions covering Fleet Repairs, the use of 'The Elite Portal', a section detailing a Tariff of charges as well as Schedules covering labour rates, total loss charges and discounts etc.



Elite Incident Management believe that the new improved handbook will help to bring Elite's entire network of approved bodyshops up to date with latest working practices and clarify any problem areas.



INTELLIGENT REPAIRS

## Ashford International and Glass's Launch Unique Online Smart Repair Estimating System

**Ashford International, leading manufacturer and distributor of Smart Repair products, has completed an agreement with Glass's to offer labour and parts smart repair estimates online via the Glassmatix and Light Estimator repair estimating solutions.**

The move comes in response to growing demand from organisations across the motor industry - including vehicle manufacturers, dealer groups, insurers, de-fleet organisations, auction houses and bodyshops - which are starting to recognise the significant cost, time and revenue benefits that can result from undertaking Smart Repairs.

"A vital part of moving the repair industry forward will be a structured, independent and auditable smart repair process that is not 'opinion' based," commented Glassmatix Product Manager Bob Frearson. "This initiative allows all parties to remotely access standardised data, specific to appropriate Smart Repair processes. Linking in to the Glassmatix and Light Estimator collision damage estimation programs, users will gain access to menu-driven Smart Repair lines, which can be used separately or included with traditional repairs containing parts, labour and paint."

John Highfield, Managing Director of Ashford International, added, "Continuing pressure on financial returns in the retail and aftersales sectors, coupled with the general need for improved productivity and profitability, has seen a marked increase in the adoption of Smart Repair products and

techniques. We have been working hard with Glass's to provide the sector with a unique easy-to-use, regulated format."

After several years of market education and some degree of reluctance on the part of traditional bodyshops, smart repairs are now moving up UK and European aftermarket agendas. "It has not always been easy to communicate the benefits of Smart Repair products and processes to potential users whose core activity is in the major damage repair sector," adds Highfield. "Even in the UK where the sector is more advanced - arguably 20 years ahead of European counterparts - body and paint shop repair networks have historically focused on the replacement of the part and the associated material to guarantee their own commercial existence.

"Now 'Repair not Replace' is becoming the accepted strategy, with Smart Repairs finally being viewed as the route to additional revenue and increased customer care and therefore retention," Highfield concludes.

**For further information please contact Lex Merrington on 01784 424 720 or email [johnh@intelligent-repairs.co.uk](mailto:johnh@intelligent-repairs.co.uk)**



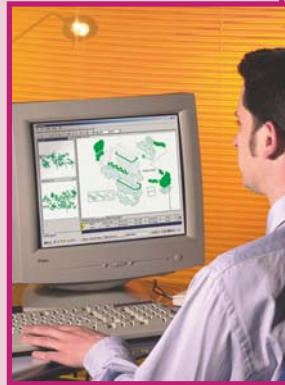
## Elite to Introduce AudaSource for Selected Clients

**An automatic process for sourcing parts of matching quality...**

The sourcing of parts is undertaken while the estimate is being calculated and the parts information, including details of any substituted parts, with prices, is returned to the bodyshop electronically as part of the estimate. A bottom line figure for the saving against the manufacturer's guide price is also shown.

Importantly, this whole process is carried out without the need for the repairer to enter any additional information so no additional workload is placed on the estimator or parts team. The opportunity therefore exists to reduce processing costs, as the system can source, order and deliver on your behalf.

It also eliminates the need for bodyshop staff to remember or refer to complicated procurement channel rules.



## Fuelling the Green Debate...

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The busier the bodyshop, the greater the parts spend and the greater the cash flow deficit.

Looking at the 14-year life span of an average vehicle sold in 2003 requiring the renewal of just one bumper and headlamp during its lifetime; if a quarter of those parts could be repaired, this would equate to 1,287,260 plastic items that wouldn't need to be manufactured or disposed of.

The Southside accident repair centre in Woolwich, London, is a prime example of what can be done with the right philosophy on recycling. Colin Cooper, managing director, explains: "Our repair business has been established as being as environmental as possible. All our plastics are collected and recycled in bulk through a local agent. We distil 90% of our solvent waste in-house and this can be re-used. All metal parts are sold on to a scrap merchant and used tyres go to Kwik Fit, who supply, collect and recycle on our behalf.

"We are currently considering collecting water from the roof gutters for green water usage and in the next two years, plan to have three wind turbines - subject to local planning permission - to generate our own electricity supply and sell the over-spill back to the National Grid," says Colin. "The whole area is undergoing regeneration and we are fortunate that this is attracting Government funding which benefits us directly and indirectly. We have also found the Energy Savings Trust a useful source on information and we hope to source additional funding and grants through them."

**The Energy Savings Trust can be contacted on:  
Tel. 0845 727 7200  
or visit the website: [www.est.org.uk](http://www.est.org.uk)**

## networkREVIEW Taking a trip to the Southside...

**As bodyshops go, Southside is just a little different. Tucked away in a 14,000 square foot brick building in the corner of a Woolwich factory estate, this bodyshop is set change the way that traditional bodyshops operate.**

Colin Cooper has been in the business for 23 years, most recently with Toyota and his partner Denise has a degree in Environmental Management - skills that she used in her job at Sainsbury.

But a year spent travelling the world together changed their outlook on life and refocused the mindset. The outcome has been significant, resulting in a brand new way of working and managing a bodyshop.

From the outset, Southside has been created to be environmentally friendly - not something you would expect from a bodyshop - and created in under three months by Colin and Denise plus a little help from their relations and friends.

The environmental trigger was matched only by the sea change of insurance and loss of many bodyshops. Furthermore, Colin felt much could be done to improve customer service.

Having spent three months revamping an old factory building with new electric's, power, lighting and heating, Southside opened its doors to the public in May 2004, and has made a good start with the majority of work coming from insurers and recommendations.

A brand new specially made oven with 3 metre high doors has been installed to take light commercial vehicles up to 5 tons in weight and runs particularly efficiently on an economical mix of gas and electricity.

Additionally, Colin favours their water cooled spot welding equipment which is used on a daily basis and believes that his computerised wheel alignment system offers the best value for money by financing itself many times over. He is a great fan of Nexa paints, which are totally solvent free and has installed

an in-house distilling tank which cuts down solvent waste by up to 90% and means that solvents can be re-used.

With an average three or four day turnaround of vehicles, all customers are kept in touch with the repair progress by SMS text messaging - something Colin says is really appreciated by the customers, who are more likely to respond to that than the traditional phone call. And whilst his courtesy cars are currently of the traditional "A" grade type, he is now considering introducing Smart cars instead, as part of his ongoing environmental programme.

A long term fan of the Audatex estimating system, he currently uses his own management systems although this is another area under review.

Denise handles all the accounts and book-keeping, in-between keeping the

customers happy.

Other areas under consideration include expanding into the motorcycle market, which Colin believes to be very cost effective, takes up minimal space and has very little competition in his locality. Southside can already handle up to 30 cars and light commercial vehicles a week and could easily expand that number.



## Competition Corner...

For your chance to win a bottle of bubbly all you need to do is correctly identify this vehicle...

To help you on your way, we can tell you that it was built in the 1950's and that the manufacturer later underwent a name change. This brand of vehicle is now a common make found on UK roads.



To register your entry call the hotline on 01273 798020 the first correct answer wins a bottle of Champagne!

## Fred Smith is a Champion Outlaw!

Company director of Coachwork Renovations Ltd - Fred Smith - has achieved a lifetime ambition by becoming the winner of the Outlaw Hot Rod British Open Championship 2004. The championship which was based on a number of oval races in different leagues over the season, started in March and culminated in late August.

Driving a purpose built, space framed vehicle based on a Citroen Saxo with a tuned 2 litre Vauxhall engine, and a Kevlar (special light weight panel) body shell weighing just over 700kg, Fred's efforts were well rewarded when he accumulated maximum points for pole position at the final 30 lap race held at Arena Essex resulting in one of biggest successes in his remarkable oval racing life.



Fred's association with oval racing has spanned five decades, beginning with a number of Banger outings back in 1968. Since Arena Essex opened its doors in 1978, Fred has competed in almost all the formulas raced at the venue, including Anglia Rods, Group A Hot Rods, Lightning Rods & Formula 1200. Fred took a 8 year break whilst his children were growing up before taking the plunge and returning to the sport just three seasons ago.

Most weekends and early mornings are spent rebuilding and fine tuning the car and Fred admits it's an expensive hobby to maintain (*any sponsors out there?*); "The car alone has cost more than £20,000 and tyres come in at £100 each but only last 2 meetings."

As Fred explains: "This is a great sport and it's really nice to collect the trophies but the winnings will never meet the running costs! It has taken me three seasons to finely tune the car for the optimum running but it's been worthwhile. I am fortunate to have all the facilities and space I need to work on the car and an area to keep all the parts plus of course the support from my family, staff and customers to keep me on track."



Fred still runs the bodyshop at Gravesend based Coachwork Renovations Ltd, who were winners of last year's Elite Repairer of the Year Bronze award.

## The Insider... ...the lowdown on who's who @ Elite

David Wilson  
Repair Network Manager



**How long have you been working with Elite Incident Management?**

Since 20th May 2002.

**What is the most rewarding part of your job?**

For the most part being able to settle a dispute or problem.

**How long have you been working in the industry?**

Ever since 1st September 1966.

**What was your first job after education?**

Apprentice Panel Beater.

**What did you do before joining Elite?**

Chief Engineer @ F.E Wheeler Ltd / Clive James Assessors / Philip Jones Assessors Ltd.

**What do you consider your greatest skills/attributes to be?**

The ability to be able to influence others to my point of view.

**Which sports do you play and what are your hobbies/interests?**

**Sports:** Angling/Badminton/Swimming and in an earlier life weights, which is why I have Arthritis and should be a warning to others to avoid overdoing it.

**Interests:** Currently Woodworking and as a matter of necessity Gardening and House Maintenance. Previously restoring MGB's and Midgets.

**What has been your greatest achievement in life?**

The making and steaming of new gunnels for my boat, or did I get out of that argument with credos, currently a Zander in excess of 10lbs might come close.

**If you won the lottery, what would be the first thing you would do?**

Move to the sun and go fishing for the rest of my life.

**Its 8am on a Monday morning, what's on your mind?**

Where am I going, what's the state of the M25, will I make my first appointment on time.

**Its 5pm on a Friday evening, what's on your mind?**

If I'm at home feed the dog, followed by thoughts of what's going down at the weekend.

**What was your first car/motorcycle?**

1959 Lambretta LD125 / 1957 MG ZA

**From all the cars/motorcycles you have owned, which would you say was your favourite?**

In my younger days an MGB Roadster that I used on the job for two years and put 60,000 miles on it, latterly a Skoda Octavia Estate TD which was fast, economical and not dissimilar to the Tardis having a massive carrying capacity.

**Have you ever attempted to repair your own car/motorcycle?**

When I provided my own vehicle to do the job, I frequently needed to repair it following work to make sure that I could go out the following day.

## Elite Contacts...

**Repair Issues** - Stacey Lindfield - 01273 797916

**Network Repairer Issues** - Paul Dewey - 01273 797994

**Fleet Issues** - Kate Kershaw - 01273 797970  
or Katrina Scaife - 01273 797946

## Repairer News Feedback Hotline: 01273 798020

**Engineering Issues** - Tim Pretty - 01273 797976

**Accounts Issues** - Patricia Wrightson - 01273 798049

**General Information** - David Wilson - 01273 797925  
or Gavin Park - 01273 797932

