



PAINT SERVICE ANNOUNCEMENT

THE DANGERS OF RELYING ON ONLINE FORUMS FOR COLLISION REPAIR ADVICE

Paul Ireland - Business Development Manager NCS/SSI Western Region

I recently spoke with a highly frustrated Territory Sales Manager from a city in the west region who is a seasoned veteran of the collision repair community. Having been in the industry since the 1990s, he knows the ins and outs of the field. Not every sales professional can claim to be a skilled painter, but he's one of the rare exceptions. When new products, colors, or techniques emerge, he and his team are out in the shops, getting their hands dirty. He not only talks the talk but also walks the walk.

One particular conversation that stuck with me involved a distressed call from a shop manager about a car that had been repainted three times. Our TSM immediately visited the shop to investigate. The vehicle in question? Mazda 46V—wait, your aren't shocked? Its like you have heard this one before. *He then began his inquiry.*

TSM: "What did you try so far?"

Painter: "Well, the first time I used the redder ground, lighter mid. Then I tried this formula (handwritten) and this mid (screenshot from his phone). Then..."

TSM: "Hold on. You didn't call me, Sean, or Paul? Anyone on our team?"

Painter: "No."

TSM: "Did you contact the help line or the paint manufacturer's team?"

Painter: "No, I got everything off an online forum."

It was in that moment our TSM made it clear how he felt about relying on online forums for advice. He tastefully and professionally, rebuked the painter for not reaching out to his local jobber or paint line partners before taking advice from anonymous, unverified sources. Then he shared a formula from the VIN he had used just the day before with great success. He emphasized the risks of trusting advice from faceless forum contributors, whose

qualifications, experience, and work quality remain unknown.

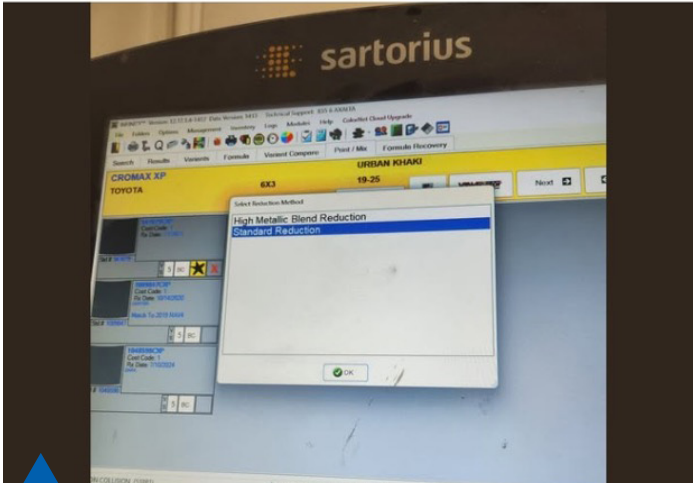
The painter, humbled, apologized and got back to work in the booth so he could actually flag something for the week. The result? A great match.

In the office when the shop manager asked who would cover the cost of the three failed attempts, our TSM's response was clear. "Call Mark Zuckerberg. Your painter followed advice from an online forum instead of contacting us or the paint company for support." The manager was taken aback, then closed his mouth, nodded, and assured our TSM that it wouldn't happen again.

This incident highlights a critical point, online forums are a mixed bag. Anyone can post anything, regardless of their expertise. It could be a rival shop, a competitor in the paint industry, or just someone with an agenda—who knows? It's even possible that a body guy could be spreading advice (kidding, kind of). But ignorance, paired with a lack of guidance, leads to situations like this.

While there are certainly some helpful insights on these forums, here are a few examples of ignorance on the next page:

This isn't even a metallic color



Right, it's not, however many of the solid colors require more opacity to blend. Ask a rep. After this post I'm sure he felt smug, then fought the blend all afternoon.

What tricks or what would you guys do to remove overspray from primer from this hood.



Must happen a lot if you need a good way to remove it. Mask it next time? We will get our tech in here to work with your team? Or, just keep running at the wall with your eyes closed. Hate to break it to you but you are painting that hood, blending the fenders...

This is ford m7 axalta cromax pro.. the new wb formula.. anyone getting better results



New black toner replacing the old one has been in the field less than a year. Your chip is from 2023 with the old toner. Hence, new formula with the new toner, chip is null and void. Your rep would have explained that and helped you get a good color.

The bottom line: online advice, while well-intentioned, can be more damaging than helpful. As I'm sure you can tell, I'm not a fan of blindly trusting online forums (unless you are reading THIS on a forum). Before spending three days or multiple paint jobs chasing your tail, reach out to your local jobber, paint manufacturer, or industry partner. They have the knowledge and experience to get you the right answer and prevent costly mistakes. Spread the word and let others know: when in doubt, ask the pros. After all, they're the ones who have a vested interest in your success.

