



FOCUSING ON THE ENVIRONMENT

Virtually every company today reviews their environmental contribution to our planet. New legislation as well as new environmental initiatives at the federal, provincial and municipal levels makes it necessary for companies to constantly examine both the products they produce and the way they do business.

Krown Rust Control has thought this through very carefully since the very foundation of their existence is based on the principle of reducing waste in the form of vehicles and equipment by making these last longer.

By reducing corrosion, Krown helps to reduce some of the premature “wear and tear” on vehicles that is often caused by corrosion. Krown’s goal is to protect the vehicle with an environmentally-friendly product, therefore extending its life and preventing the need for replacement.

Overall, vehicles that are protected from corrosion last longer and require fewer replacement parts. This results in less scrapped metal and fewer corroded parts that normally end up at the junkyard or land-fill site. This desire to be part of the “pollution solution” has been applied to every operation of Krown’s business and is one of the contributing factors in Krown’s tremendous success in the automotive industry.

For more information visit www.krown.com

FOLDING MONEY

We need bills, not pocket change.

By Sam Piercey

The lion is out there, and he’ll get us if we’re not careful. It seems to me that a lot of collision repair owners are kind of like sheep: placid enough as long as there’s food and shelter. Get them scared and they start to run off in all directions.

Who can blame them? We’ve all seen at least one staff member move on to a

make enough profit to cover it. What if it doesn’t, though? What if they’re still paying off last year’s investment when a new challenge comes along? The answer is pretty simple, again: they close up or go to the bank again.

We all like to complain that there are no apprentices coming into the trade, or that they’ll come in and go back out again. There’s a good reason for this.

A YOUNG KID THESE DAYS HAS GOT TO PAY THE BILLS.

trade or a business that pays better. Not to mention, their new career doesn’t usually require them to constantly upgrade their skills just to stay current. Plumbing doesn’t change much. Electrical doesn’t change much. But bodywork? Oh boy.

When the manufacturers change the models to high-strength steel or aluminum or carbon fibre, who has to pay for new tools and training, again and again and again? It’s us. It’s totally up to us and I’m starting to think it always will be. When we need to upgrade the facility or even build a new one to match the current reality of what we need to do, who pays? It’s up to us again.

The majority of profits from a business should go back into a business. Improving it, upgrading it and making sure it’s ready for the future. That’s just the way it works. The trouble is, what do you do when the profits being returned don’t cover the investment needed to upgrade? A lot of owners over the past 10 years have decided to simply close their doors and sell out. Others bite the bullet and go to the bank. Business owners have been doing this for hundreds of years, in the expectation that the new investment will let them

You need an enormous level of skill to be a body tech these days. You need to be technically minded, good with people and willing to spend your working life learning new techniques. It’s a rare combination. The ones who have it are often tempted by another career path. Unless they absolutely worship cars, they’re probably just going to seek that other career. Why not? A young kid these days has to pay the bills, just like we did, and collision repair may not give them what they need.

Our overhead is getting bigger. Put in all the lean processes you like, you’re still paying more in taxes, paying more for your tools and training and paying more for your business and workplace safety insurance. We’re paying more for our utilities too. Gas, heat, hydro ... it all adds up and the bill is always rising. Paint and materials aren’t free, either.

So what’s the answer? Simple. We need more money, right across the board. CRM



Sam Piercey is the co-owner of Budds’ Collision Services in Oakville, Ont. He is a long-time Coyote member and sits on many boards and committees. Sam can be reached at sam@buddscollision.com.