

# Auto Body Supply, Inc.



TRAINING at  
SCC MILFORD

**April 15<sup>th</sup>** - Deltron Recertification  
**April 16<sup>th</sup>** - Envirobase Recertification

Check with our staff if you would like to attend. RSVP soon. Space is limited.

## PPG Application Process Ford Code RR / Ruby Red

Ford paint code RR / Ruby Red uses a special pigment in the clearcoat to produce a very clean candy apple red effect. This color is currently available on several Ford manufactured vehicles including cars, SUV's and light trucks. This repair process utilizes a tinted mid-coat layer that is applied over DELTRON DBC, ENVIROBASE High Performance basecoat color. The tinted clear mid-coat layer is made by combining VM4350 Vivid Ruby Tinter with many of PPG's popular express, production or glamour clearcoats. This refinish repair consists of a tri-coat process made up of a red metallic ground coat layer, a tinted clear mid-coat layer followed by a final clearcoat layer.

**VM4350 is a limited use toner. Please check available stock prior to mixing.**

- **When you see a RR code vehicle come into your shop please ask for assistance from Auto Body Supply to help you through the process.**
- This is a tri-coat color so contact the insurance company to supplement for payment.



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## HOW WELL DO YOU COMMUNICATE WITH YOUR CUSTOMERS?

In a JD Power and Associates study, the number 2 reason for a dissatisfied collision repair customer is no one communicated with them throughout the repair. They dropped the vehicle off on Monday and got a call eight days later saying the vehicle is done and needs picked up. They don't know anything about how the repair went or why it took longer than they think it should have. ALL customers should be contacted at least every other day while their vehicle is on the shops property. In today's day of telephone, text, and email, it's easier than ever before to communicate with your customers.

### Tech Tip #3

**Don't apply etch primer too thick.**

If an etch primer is applied too thick, it could delaminate from itself. More is not always better.



PPG AUTOMOTIVE REFINISH

