

C&D Auto Paint Takes the Show on the Road with Mobile Demo Unit

New trailer is equipped with all the tools to demonstrate waterborne paint and more

What's the best way to reach hundreds of collision repair shops in four states to demonstrate environmentally friendly waterborne finishes? Robbie Brinkley, president of C&D Auto Paint, found the perfect solution: take the paint mixing room on the road.

C & D Auto Paint, a wholesale automotive paint and equipment distributor headquartered in Thomasville, Georgia, serves collision repair shops in Georgia, Florida, Alabama, and South Carolina. Since many shops are a half day's drive away from one of C & D's five locations, Brinkley discovered a need to take a demonstration of waterborne paints directly to his customers. The mobile unit will help Brinkley make certain that he and his team have all the proper tools, products, and expertise needed to make a splash at their fingertips.

"It's always a challenge to conduct product demonstrations without being able to mix paint on site. So many things can happen: you may not take enough paint with you, the vehicle may require a variation of the standard formula, or the customer may have another vehicle to paint in the place of the one planned," said Brinkley. The Mobile Demo Unit will ensure a smooth and successful demonstration for the customer.

"With the mobile unit, we have all the products and equipment we need in the way of colors, reducers, clear coats, primers, hardeners, plus any related products or equipment required to get the right finish with the right match at the right time. There's even a computer for instant color retrieval," said Brinkley. C&D will demo automotive refinishing products by AkzoNobel, including Autowave, Autobase Plus, and Lesonal, as well as products by De Beer and Valspar.

Manufactured by Forrest River, the trailer measures a sizeable 14 feet x 8 feet. The exterior makes a colorful splash with the C&D logo and larger-than-life photos of painters in action. "The bold appearance will help increase awareness of C&D Auto Paint and set us apart from our competition," said Brinkley. With the thought, planning and effort that went into this trailer we feel sure our customers will be able to see our commitment to them as well as to the industry.

Brinkley says customers have been quite impressed with the mobile unit and its state-of-the-art mixing room. "We've had several customers and prospects agree to schedule a product demonstration after seeing the trailer. Plus, a lot of our customers are located in towns where we don't have stores, and we hope the mobile trailer will give them a positive impression of how professionally we operate our business."

C & D Auto Paint plans a series of "Introduction to Waterborne" clinics throughout its territory to present the benefits of converting to waterborne paints, and the mobile

unit will allow us to mix and spray waterborne products at the clinics. The trailer features the equipment required to properly and successfully convert to waterborne, including waterborne and solvent-borne gun washers, paint shakers, air dryer, air filtration, spray guns, air line testing equipment, and more. The unit can also be used to demonstrate solvent-borne paints as well.

“There’s growing interest in finding greener and more cost-effective ways to work, and our customers have many questions about waterborne,” said Brinkley. “Now, we’re ready to hit the road with the answers.”

Founded in 1999, C & D Auto Paint supplies collision repair shops with products, training, consulting services, inventory management, and more. The company has five locations in Thomasville, Valdosta, Savannah, Albany, and Milan, Georgia.

“We’re especially appreciative to SATA for providing the air filtration equipment and spray equipment,” said Brinkley.

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