

# Colors Unlimited International.

Know-how for the future.





## Use your full potential.

As a business owner, you face new challenges every day. Whether you wish to achieve greater efficiency in your bodyshop, better meet the highly technical requirements of professional accident repair or employ solid strategies to win customers, you need the proper know-how to make your business a successful one.

Those who want to be quick off the mark in a changing market need a strong partner. As the world leader in car paint manufacturing, we at Colors Unlimited International (CUI), share our know-how with you. You can benefit from our expert knowledge on successful marketing, efficient management and modern technology.

We support you with practical solutions so your business is perfectly set up for the future. Today, a large number of body and paint shops all over Europe are using CUI's thoughtfully devised methods. The results are clear: businesses that work with us gain themselves a distinct advantage.

Use your full potential with the help of Colors Unlimited International. We offer you distinct strategies with specific concepts for your business. You'll be able to recognize new trends early and react to them flexibly – launch into the future successfully.

We are a strong partner!



## Know today what's happening tomorrow.

The European accident repair market is changing quickly. Fewer and fewer damages make for tighter competition. The growing number of lease vehicles also impacts your business. Accident damage control increases, while cost pressure rises.

It is quite clear that only those who are in the know on market trends can react flexibly to them. Leasing companies, car fleets, private customers and insurers each have special requirements and place great value in repair quality or service.

Colors Unlimited International has therefore developed various building blocks that address the diverse requirements of each of your customers. You are therefore equipped with the effective instruments you need to adapt quickly to changes in the market.

For management, this means using our sound business know-how to optimize the cost structure of your company. With our targeted marketing measures, you will speak the language of your customers and, therefore, more effectively promote your services.

New challenges also result from technical advances. Modern materials, new developments in repair methods or the increase in vehicle electronics – it all comes down to the right technique. With CUI's know-how, your bodyshop will not only remain up-to-date but also be ready for the professional repair market of tomorrow.





## Management



## Successfully managing your business.

As a business owner, your duties are constantly increasing. Personnel management, business management, business strategies or finances, these are just a few of the tasks you are responsible for. No matter what decisions you make for your company, effective management forms the basis of successful business management.

### **Productive processes.**

Those who wish to optimize structure, increase productivity or accurately calculate costs need sound business know-how. Colors Unlimited International helps with that. Our aim: increased efficiency for your business. With our detailed business analysis and customized consultations, your bodyshop operations will run more economically. This will, in turn, boost your ability to compete.

### **Achieve more.**

One more important CUI building block: we provide you with successful strategies for motivating your team. Dedicated employees form the basis for high performance and high quality. The result is enhanced reliability, increased service orientation and more expertise – all things your customers value.

### **Think strategically.**

Colors Unlimited International will also support you with the focus of your business. Insurers, leasing companies, car fleets, private customers – which target groups will make your business stronger? With our sound market analysis, you will be able to find the appropriate strategy for the successful development of your business.

## Marketing for a strong brand.

Each person and target group is different. Because of this individuality, a certain creativity in the marketing of paint and bodyshops is required. A positive image and a strong brand can only be achieved through targeted advertising.

### **Clear concepts.**

The strategic decision to actively further develop business segments is important to successful marketing. Colors Unlimited International supports this with its personal marketing consultations and specific measures geared to each target group.

### **Project your profile.**

Whether it be professionally designed company brochures or advertisements, a strong internet presence or a clearly formulated mailing, marketing activities project your profile. Advertising materials also make a good impression.

### **Success with guarantee.**

Our quality assurance: we exclusively offer our CUI partners a color guarantee, Colorganat. Something the vehicle manufacturing industry discovered long ago to be a successful marketing tool is also now putting the body and paint industry on a new track to customer loyalty.

Build a strong brand via targeted marketing – with Colors Unlimited International.

### Specific advertising measures:

- Internet presence
- Customized advertising measures
- Company brochures
- Offering a guarantee: Colorganat
- Targeted customer acquisition



## Mechanics





## Ideal solutions for operations.

Complex vehicle structures, new materials or the exact identification of color shades: whether it be paint or body work, very specialized know-how is required in professional accident repair. Vehicle technology is constantly evolving.

### State-of-the-art technology.

Repair information and maintenance are different from make to make, from model to model. Colors Unlimited International therefore provides information on the latest technical advances and gives solid support via the experts at Spies Hecker.

### Increased efficiency.

Professional know-how is also needed to carry out repair work cost effectively. Only with technical solutions and the most modern of shop equipment can high-quality repair work be carried out economically. CUI employs the competence and experience of our specialists for this.

### Custom solutions.

Optimize process times – whether via digital color management or stepping up the pace in production. We develop practical concepts with you that will give your business the technical edge.

Technics



## “We are impressed by the flexibility”

“Colors Unlimited International offers flexible building blocks that we adjust to meet our needs. We are at liberty to choose what we need from the professionally designed measures. This clearly saves us time, because we don't have to convert everything ourselves but, instead, can make use of existing concepts.”

The Spies Hecker Program gives me, as a business owner, the professional know-how exactly where I need it. It is customized just for my business. For me this means: I can concentrate on the important aspects of managing my business. This gives me a true advantage in the competition.”

**Andreas Papandreou, Managing Director of the Germany-based body and paint shop PAPANDREOU Karosserie-/Lackier-Fachbetrieb has been using Colors Unlimited International for four years.**



Andreas Papandreou

## Come on board – Become a CUI partner

Many of our partners are enjoying a similar experience to Joachim Hinkel. With the Spies Hecker Know-How Program you will master the challenges of the accident repair business more easily.

Secure the competitive edge Colors Unlimited International has to offer and become a CUI partner. We help our partners in management, marketing and technical operations.

Detailed information is available at [www.cui-online.com](http://www.cui-online.com) or by getting in touch with the contact person in your area.



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