

# colorexpert

## Global Training Skills



The latest technology, practical seminars and experienced trainers:

Since 1981, the Spies Hecker Training Centre has been the focal point for refinishing professionals all around the world. In 2007, the new Training Centre opened in Cologne. Every year, up to 4,000 visitors attend events and practical refinish seminars in Cologne.

When planning the Training Centre, Spies Hecker's aim was to reinforce its close partnerships with bodyshops and to continue to improve the technical refinish knowledge of its customers. To achieve this, the 1,600 m<sup>2</sup> technical area was fitted out with cutting-edge bodyshop equipment, and a similar amount of space was devoted to classrooms and offices. All common bodyshop scenarios can be replicated in the training area devoted to practical skills.

### **Modern and environmentally friendly**

With its cutting-edge and sustainable facilities, the Training Centre is ideally equipped for the future. The energy-optimised operation of all equipment, in particular the spray booths, ensures CO<sub>2</sub> emissions are up to 80 per cent lower. The innovative energy recovery system of the spray booths and the industrial spray unit makes it possible to reduce energy consumption by approximately 50 per cent. Over the last few years, the mixing room and its associated technology have been transformed so that seminar participants can now carry out the process of colour finding digitally and interactively. In addition, investments have been made in the latest presentation media so that content can be shared in an even better way.

## Worldwide training

Training, seminars and international conferences with customers and sales partners take place in the Cologne Training Centre on over 200 days a year. The training courses cover the entire range of refinish skills needed for paint repairs to passenger cars and to commercial vehicles, as well as industrial paint jobs. This includes, for example, training on special refinish processes for special colours or training on how to use new filler and clear finishing technology. Attendees come from a variety of countries – from Germany as well as North America, Japan, South Korea, Scandinavia or Russia. “We welcome refinishers and bodyshop owners from all over the world and convey not only practical know-how but also a bit of the Cologne lifestyle in a relaxed atmosphere,” explains Joachim Hinz, Spies Hecker Brand Manager for Europe, the Middle East and Africa (EMEA). Attendees react very positively to this. “We always develop our training courses so they are solution-oriented. For example, there are special VIP training sessions which are tailored to the needs of special customers or individual countries,” Hinz states. “We also ensure they take into account the specific needs of the participants, so that they can really benefit from it in their everyday work.”

## Practical topics

“Digital colour matching is of increasing importance in our training in order to keep abreast of the new effect paints car manufacturers introduce on a regular basis,” explains Evgeny Khmelev, Spies Hecker Training Leader EMEA. “With the ColorDialog and ColorDialog Delta-Scan spectrophotometers and our web-based colour software, our customers are able to identify and to match these colours quickly and accurately.”

With its pioneering training concept, the Cologne Training Centre provides the blueprint for the brand's refinish seminars in other countries: Around the world, Spies Hecker customers can use a total of 59 training centres to develop their skills. Of those, 35 are in the EMEA region. In order to offer customers the same high standard at all training centres, Spies Hecker works with a Train the Trainer principle. International trainers are regularly schooled in Cologne so they can share their newly acquired expertise about products, paint application and colours with customers in other countries.



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