

Training Issue

LORD Fusor
Automotive Repair Adhesives



Build your business with the right training

Even with the most state-of-the-art products, if your processes aren't just right, you can lose valuable time and money that can drain profits from the job. That is why LORD Corporation, maker of Fusor® Automotive Repair Adhesives -- the leading metal and composite bonding solution for automotive body repair -- has included in-shop training in their latest product promotions.

"Training has always been a focus for LORD Corporation," said Carl Lechner, Market Manager, LORD Corporation. "Our experience in working with the car manufacturers has made us very familiar with the operations and processes used by the most sophisticated OEMs around the world. We are taking that same

know-how to the collision shop by building these proven best practices into our latest in-shop training programs. We have also seen that incorporating the principles of lean manufacturing can improve profits for any operation."

One lean manufacturing best practice that is often overlooked is making sure all the materials needed for a repair are in one place. That's why LORD Corporation's unique mobile bumper repair system includes the easy-to-use Fusor products needed for a repair plus a free in-shop clinic. The system is designed to ensure shops use proven best practices and processes that will help them make a profit repairing plastic bumper covers. And, according to Ed Staquet, LORD Senior Technical Support Manager, Fusor products reduce the number of products required to do the job right the first time.

"We've integrated our product capabilities and the efficiencies in our best practices procedures to show the shop how to maximize the profit opportunity in repairs using adhesives, sealers and foams," said Staquet.

To this end, LORD is responding to the marketplace, and the weather, with yet another product special. As summer approaches and shops must deal with higher heat conditions,

it can be difficult and time-consuming to make certain repairs. In response to this challenge, LORD has introduced several products that perform under these conditions. This summer's "Beat the Heat" campaign includes four products that allow repairs for metal bonding, seam sealing and plastic repair that will be featured in an in-shop training program and special summer promotion.

In addition to OEM-recognized products, LORD has long been a leader in industry training. LORD Corporation's Fusor 001 Metal and Plastic Bonding/Repair Curriculum is approved by I-CAR as part of its Industry Training Alliance Program. Formed by I-CAR in 2000, the Industry Training Alliance brings together technical training providers to optimize the educational efforts of the collision industry. Technicians who complete the "hands on" Fusor 001 Bonding/Repair Curriculum qualify to earn I-CAR Gold Class Points, while learning valuable skills which improve quality and reduce cycle times in the repair process. In addition, Automotive Service Excellence (ASE) certified LORD as a Corporate Training Provider. The first adhesive company to achieve this status with both training associations, LORD currently has certified instructors across the country.

Courtesy of LORD Fusor

www.lord.com/fusor