

Mobile Environmental Solutions Portable Paint Booth Keeps Atlanta Auto Color Mobile



by Autobody News Staff

Atlanta Auto Color, Inc. is owned and operated by **Roy Taylor** and **Troy Loupe**. Founded in July 2009 as a one-stop shop for exterior automotive reconditioning, *Atlanta Auto Color* provides an affordable alternative to body shop painting for minor collision repair and paint damage. Taylor said, "anything needed cosmetically, we can do it. We offer a wide range of cosmetic services from interior restoration to painless dent repair. It's like plastic surgery for your car!"

Taylor first became involved with the collision repair industry at a painless dent repair company. Taylor and his partner, Troy Loupe, founded *Atlanta Dent Company* in January 2000. In March 2008, the pair acquired the local franchise for Interior Magic International, and added *Atlanta Auto Color, Inc.* to round out the services they offered clients.

Their operations are unique because the core of their business is actually wholesale. They service more than 300 accounts including dealerships, rental car companies and local body shops. Although Taylor has a downdraft spray booth, the majority of the repairs performed by *Atlanta Auto Color* are completed at the client's location.

Says Taylor, "Most of our business is wholesale. We transport all the equipment necessary to complete cosmetic repairs." Since it's not realistic to transport a downdraft booth to each location where their 50 employees service their clients' needs, Taylor needed an alternative solution for spraying on site. The answer was Mobile Environmental Solutions' inflatable paint booth. "It allows us to perform mobile paint repair. It has a cross-flow filtration system to remove contaminants so it's environmentally friendly and EPA-certified."

After receiving a demonstration from a friend, he decided to



Atlanta Auto Color's vans transport everything the techs need to perform cosmetic repairs remotely so they can service their clients' needs.

"give one a shot. Our employees like it because it's easy to use and it produces a cleaner product. Clients like to see it because it protects the other cars on their lot, plus it shows that we're just as environmentally-conscious as they are. We now have three inflatable booths in operation."

Atlanta Auto Color's business is OSHA and EPA compliant. They also recycle materials, and though they currently use Sherwin-Williams' solvent-based paints, they are planning to transition to waterborne in the near future.

In addition to being a "more economical way to maintain EPA compliance," Mobile Environmental Solutions' inflatable booth is more efficient, according to Taylor. "It gives us a leg up on our competition since they don't all use this type of product—it also shows that we take care of our clients' property as if it were our own. We've also seen improvements in quality; we're able to do it right the first time," he said.

Taylor says that implementing the product was simple. "It took about 3-4 hours to train our techs and get them up and rolling. They need to understand the product and the different process, but now they see it as a benefit. It's also helpful that MES's customer serv-

ice is just a phone call or email away. They are prompt in returning our calls and shipping supplies when needed."

Atlanta Auto Color repairs an average of 200 vehicles monthly. The facility performs all types of automotive cosmetic work, including leather drying, painless dent repair, alloy wheel repair and headlight restoration. Taylor sponsors various charity golf tournaments, local school and recreational sports teams, and Three-Day Cancer walks. Last year, they were a major sponsor for the American Diabetes Association's annual Step Out Walk Al-pha-rette.

As for current trends and the future of the industry, Taylor has noticed increases in "consolidation, especially on the wholesale side. There's a bigger group of big players, but we have good relationships with them. We need to offer more services to be a one-stop shop. People are paying more for cars and keeping them longer, so the retail business is the future. We don't do major collision repairs, just cosmetic work, and most of our retail repairs range from \$750-2000. We are putting a lot of effort into expanding our brand to get a bigger piece of the retail pie."

Atlanta Auto Color, Inc.

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Company At A Glance...

Type: Collision Repair

Facility Employees: 50

In Business Since: 2009

DRP Programs: Two (Atlanta Dent Co)

Number of Locations: One

Production Space: 9,000 square feet



Roy Taylor has found that Mobile Environmental Solutions' Inflatable Paint Booth improves efficiency and quality.



The Inflatable Paint Booth contains a filtration system so it only releases clean air back into the environment, and it is EPA-compliant.

Mobile Environmental Solutions

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