

# interstandox 74

the world of vehicle refinishes GB



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Interactive further training for bodyshops

## Car colour trends

Global trends overcome cultural preferences

## Prototypes in Standox colours

Exciting design objects from the 3D printer

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In this issue for the first time, you will find QR codes alongside certain articles. By scanning these square bar codes with a QR code reader for smartphones, you can directly access a website for an abundance of further information on the subject in question.

Using 3D printers, Materialise in Belgium produces prototypes, many of which are finished with Standox paints. The products also include car components such as control elements, bumpers or entire doors.  
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There's a trend towards white among car colours worldwide – but not everywhere. In China, India and Russia, the spectrum of 2012's most popular car colours looks a little different. Are colour preferences culturally conditioned? We talk to Professor Axel Venn, colour researcher and designer.  
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Using the new Standox e-learning programme, employees can adapt training flexibly to bodyshop schedules. It's an excellent addition to traditional off-site further training.  
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**imprint**

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# The digital future of the refinishing trade

The Carlyle Group has rounded off its acquisition of DuPont Performance Coatings by giving it the new name of “Axalta Coating Systems”. Standox thus also belongs to the new company. As a premium brand, Standox is excellently positioned in the European market. Carlyle has already confirmed its commitment to further growth and the associated investment.

So we’re in good shape and will continue to help you equip yourselves for the increasingly tough challenges of the market. For example, we will help you to organise your core bodyshop processes as efficiently as possible – with ingenious technologies, innovative products and helpful services. Even now, many bodyshops are already benefiting from the Standox technology of applying the Standoblue basecoat system and a multitude of other products in a single spray pass without delays. “One visit application”, as it is known, shortens process times considerably and streamlines the painting process.

The most important new development of the coming years is that Standox products and services will rely increasingly on the Internet. “Standox goes digital” is the accompanying slogan. The aim is that, with the aid of electronic devices and Internet applications, production processes will be simplified and all the key data can be accessed anytime, anywhere, at the press of a button. Standox training is also going digital. In addition to the Standothek series, the video repair guides and the still highly popular traditional training courses. The Standox e-learning programme will soon be available. Comprising eight interactive learning modules, it can be accessed in the bodyshop via the Internet. This issue focuses special attention on this totally new system.

Not so much a revolution, the advent of the digital future in vehicle refinishing is more of an advancing process. It is marked by continuous learning and efficient management of available expertise. We’re happy to do all we can to help you.



*Zvonimir Simunovic,  
Brand Manager Standox GmbH.*

A handwritten signature in blue ink, appearing to read 'Zvonimir Simunovic'. The signature is fluid and cursive, written on a white background.

Zvonimir Simunovic



*During skill assessment, refinishers demonstrate that they are able to put their new skills into practice.*

# Efficient further training with Standox e-learning

A skilled team is a bodyshop's most valuable asset. Only those familiar with the latest equipment and products will be capable of impressing the customer with immaculate results. Regular training is therefore an absolute must. Armed with its comprehensive training programme, Standox helps bodyshops to ready themselves for the new challenges of their work. The paint manufacturer from Wuppertal, Germany, is now adding a new level to its training strategy.

The new Standox e-learning programme is a useful addition to classical training. What makes it special is that it can be accessed directly from the bodyshop via the Internet. All you need is a computer with Internet access, an email address and, against payment, a password.

Refinishers, be they beginners or the experienced, can thus extend their skills on site and in tune with the bodyshop's daily schedule, ensuring that the business does not have to do without skilled staff for any length of time.

## Comprehensive and interactive

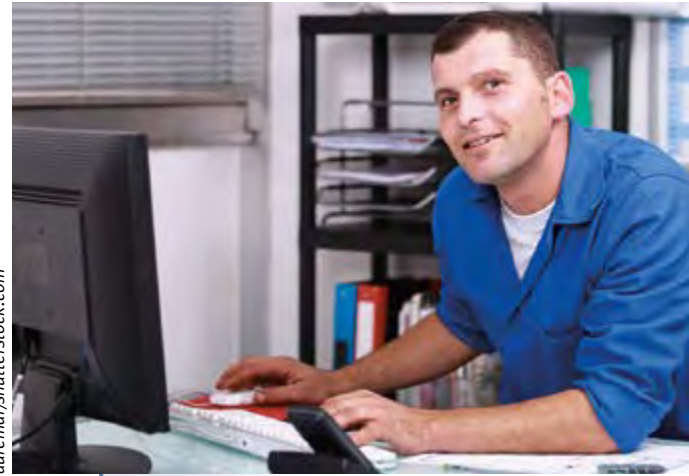
Covering everything from workplace safety to the correction of flawed paintwork, eight interactive modules enable users to learn basic skills for the varied processes of vehicle refinishing and obtain application advice on the latest Standox products. Videos, images and animations bring the content to life. To make sure that you're always abreast of the latest technologies and product trends, the Standox e-learning content is constantly being updated.

### Innovative tool for rapid learning

The various items are broken down into several short chapters, with each taking less than an hour. Learning can therefore be effortlessly adapted to the scarce time available in everyday operations, Standex e-learning is also far less costly than an external training course lasting several days. The business thus saves not only time, but also money – and without compromising on the quality of training. Standex e-learning has been developed by experienced Standex training staff, completely familiar with bodyshop processes. The content has been specially moulded for e-learning and adapted to the needs of refinishers on the shopfloor. The programme accelerates learning and helps each refinisher, whatever his particular task, to work more efficiently and achieve better results from the word go.

### Skill assessment for Standex refinishers

Successful completion of e-learning entitles the refinisher to attend a practical skill assessment at his local Standex Information Center. There he can demonstrate that he is able to correctly apply his theoretical knowledge into practice. The assessment takes place in the presence of Standex trainers and will be available as of mid-2014. Refinishers that pass the assessment receive a Standex certificate. Bodyshops can use



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*Using interactive, flexible and efficient Standex e-learning, bodyshop employees can improve their refinishing knowledge at any computer.*

this Standex certificate to draw customer attention to their skilled staff and set themselves apart from the competition.

Further information on Standex e-learning can be obtained at [www.standex.com](http://www.standex.com) and from your Standex distributor.



# “Theory isn’t everything”



Stephen Naylor,  
Head of Standox  
Training International

**interstandox:** Will e-learning from now on replace traditional Standox training?

**Stephen Naylor:** No, the e-learning programme is supplementary. It is targeted at all Standox customers. It is of course particularly useful for refinishers who, for whatever reason, are unable to attend off-site practical Standox training.

**interstandox:** What are the special benefits of Standox e-learning for refinishers and bodyshops?

**Stephen Naylor:** By using a modern means of communication to contact our customers, we don't disrupt the daily routine of refinishers. They can always study at their own computers when time allows. Another advantage is the focus on the refinement of one's own skills and the acquisition of technical knowledge. At the same time, the use of Standox products remains a central theme.

**interstandox:** Refinisher certification based on the Standox e-learning programme is soon to be launched. What's the idea behind it?

**Stephen Naylor:** Theory isn't everything. That's why the Standox e-learning programme consists of two parts. The first part is the e-learning at the

computer. Once the user has successfully completed the eight modules, he can obtain Standox certification. Certification is the second part of the programme. This involves an assessment of his skills and takes place at our Information .

**interstandox:** What is actually assessed?

**Stephen Naylor:** In various exercises, the Standox trainers check whether the refinisher is able to put into practice the techniques and skills acquired in theory by e-learning at the computer. Once he successfully completes the exercises, he is awarded the Standox refinisher certificate.

## International Standox Training

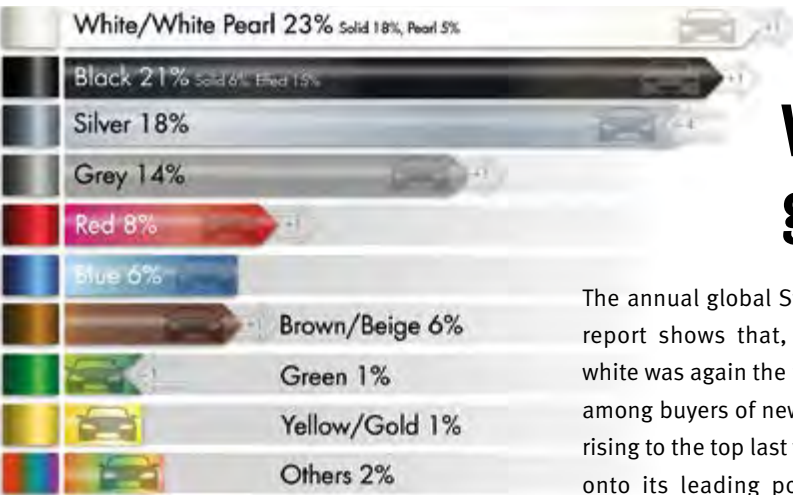
Learning at the computer cannot replace practical training. This is why Standox will continue to provide a diversified range of courses worldwide.

Standox operates 54 Information Centers with state-of-the-art equipment in 35 countries where experienced trainers, staff and applications specialists can pass on their knowledge to course participants. Refinishers, be they trainees or professionals, can improve their knowledge and skills in accordance with their needs. Standox training also encompasses business seminars on such subjects as labour law, management skills and obtaining work

through insurance claims. Standox training thus supports all bodyshop employees.

Further information on the training available can be found at [www.standox.com/training](http://www.standox.com/training).





## White still tops the global popularity charts

The annual global Standox colour trend report shows that, around the world, white was again the most popular colour among buyers of new cars in 2012. After rising to the top last year, white has held onto its leading position. But classic black is rallying, just behind white in second place. Silver and grey occupy positions three and four. Motorists are displaying a lasting preference for neutral colours. Considered an expression of timeless elegance, they promise a high resale value. In view of our economically

uncertain times, they are perhaps an obvious choice. Brown and beige are the possible top colours of tomorrow. These natural shades suit the image of cars with electric, gas or hybrid drives, which look to have a bright future, and have the potential to depose white as a colour symbolising environmental awareness and purity.

## Standex Camp for young refinishers

The training of young refinishers is an investment in the future for bodyshops. Since May 2013, Standox Germany has been supporting its partner bodyshops with a new strategy – the Standox Camp – for broadening the skills of their trainees. For one week per year during their three-year apprenticeships, selected youngsters come to the Information Center in Wuppertal for training. Originally, a group of 12 was planned for its launch, but Standox responded to the larger-than-expected demand by expanding its capacity. In the two groups of 15 trainees, the Standox Camp will be concerned not only with painting, but also with such soft skills as confidence, focus and teamwork. Trainees should not only master their



craft, but also be capable of looking beyond their immediate horizons and displaying enterprise. They are, after all, tomorrow's leaders. Instruction is given by people skilled in their fields, such as public speaking experts and business specialists, and by experienced Standox refinishing trainers.



## New Information Center in Prague

It is Standox's stated aim to provide its customers with high-quality training so that they can consistently enhance their skills. To this end, the company has its own training centers equipped with the latest technology all over the world, where practical technical training can take place along with seminars on business management topics. Covering 850 square metres, the new Information Center in Prague operated by Standox distributor Servind ranks among the most advanced

and biggest training centers for vehicle refinishers in Central Europe. It has three fully equipped preparation stations with dust extractors, a spacious colour-mixing room and two combined spray and drying booths. There is also space for a generously dimensioned classroom.



## Flexible approach at the Information Center in Tver

In Russia, the areas served by the training centers are huge and the customers differ accordingly. Some use the Standox Standohyd or Standoblue systems, while others stick to conventional basecoat or clearcoat. The courses at the new, highly advanced IC in Tver are therefore adapted to customers' specific needs. They are also broken down into modules calling for different standards of prior knowledge. Everyone, from the beginner to the proficient, can acquire skills in accordance with his or her needs.

## Classic Color Documentation extended

Standox Classic Color Documentation makes it possible for lovers of classic cars – anything from Auto Union to Volvo – to gain a virtual impression of how their favourite classic vehicles must have looked in their original colours. To this end, Standox has digitalised its own documentation on historic colours. The online archive has now been extended to include the car colours of a further 23 brands. The new additions include, among others, the original colours that the Mini from Innocenti sported in the Sixties. The extended documentation also for the first time includes the colour codes of non-European classic cars from Daihatsu and Lada. For each of the historic car colours, the colour formulations for the

Standoblue paint system is given as well. The formulations can be retrieved via the online colour search at [www.standox.com](http://www.standox.com), with the Standowin colour search software or via the Standox Colour Service hotline. In this way the Wuppertal paint manufacturer helps bodyshop professionals to achieve a perfect colour match even when refinishing precious classic vehicles. The documentation can be downloaded at [www.standox.com/classic](http://www.standox.com/classic).





# Standex provides refinishing training for new, brilliant effect colours



A glance at OEM paintwork shows that tinted clearcoat is growing in popularity because of its greater colour brilliance and special effect of depth. For bodyshops, this is a challenge, because special skills are required to refinish these special colours.

Responding swiftly, Standox has developed specific refinish training for three new, extremely challenging special colours. These are “Rouge Flamme metallic” (Renault), “Rosso Competizione metallic” (Alfa Romeo) and “Blue Candy metallic” (Ford). At the Standox Information Centers, Standox trainers impart the required knowledge and refinishers practice these elaborate repairs under professional guidance on site.

In view of the complexity of the repair processes, this practical training is a great help. On the new Renault Clio in Rouge Flamme metallic, for instance, two coats of clear are applied on the basecoat (Standoblue or Standohyd) – with only the first being tinted with red additive. When repairing special colours, skilful colour matching is highly important. The use of sprayed sample panels with one, two and three translucent effect coats adds to the reliability and speed of repair. By using a highly intricate blending-in

method, an outstanding match with the original colour is achieved.

The refinishing training takes place at the Standox Information Centers. Your Standox contact will be happy to inform you of the next training session.



## Standoblue: Climate Guide for the right additive

Temperature and humidity are parameters that refinishers must always take account of if they want to achieve impeccable finishes. At low temperatures, paints and hardeners become more viscous and are more difficult to apply. Humidity also has its effects. Extra high or low humidity can affect paint viscosity, making it difficult to achieve flawless results.

A special advantage of the Standox Standoblue basecoat system is its broad application window. This is achieved with additives added to the paint before application. But which additive is the right one in which climatic conditions? As a quick and reliable aid to bodyshops, Standox has developed its practical Standoblue Climate Guide.

The choice of viscosity adjuster depends primarily on humidity and to a lesser extent on the temperature and size of the painted surface. At moderate temperatures between 20 and 30 degrees Celsius and humidity over 30 per cent, the standard viscosity adjuster is added. Viscosity adjuster slow is employed for a combination of low relative humidity (less than 30 per

cent) and temperatures of over 30 degrees. Demineralised water can also be added. With the Climate Guide in the spray booth, choosing the right additive for Standoblue couldn't be simpler: a measurement with the hygrometer, a glance at the thermometer – and on the chart you can tell at a glance which additive is the right one.

Further information on the Climate Guide can be found at [www.standox.nl](http://www.standox.nl). How to use it correctly is also shown in a short video under “Climate Guide” on the Standox YouTube channel ([www.youtube.com/standoxonline](http://www.youtube.com/standoxonline)).





## New clearcoat technology for commercial vehicles

Standofleet 2K-HS-Plus Clearcoat from Standox is an innovative clearcoat technology for the commercial vehicle segment. The paint is distinguished by its high resistance to mechanical and chemical aggression and retains its gloss for longer. Applied in a special mixing ratio, the new Standofleet clearcoat also helps to combat graffiti. Commercially available chemical graffiti cleaners applied straight to the paint leave no traces on the paint film, and graffiti can be easily removed in its entirety. Owing

to its very high vertical stability, the successor to Standofleet 2K-HS Clearcoat is also ideal for the painting of commercial vehicle superstructures with rivets and edges such as box bodies. On such objects, the paint's vertical stability has a huge bearing on the quality of the paintwork. Standofleet 2K-HS-Plus Clearcoat can be applied in two coats as well as in a single pass, or one visit. One visit application not only renders flash-off between coats superfluous, but also helps to boost bodyshop efficiency and

reduce material usage. Commercial vehicle manufacturers, including Mercedes-Benz, have approved this new Standofleet clearcoat from Standox.

## VOC Xtra package for enhanced bodyshop efficiency

VOC Xtra Filler, VOC Xtra Clearcoat and VOC Xtra Hardener from Standox make up a package that improves bodyshop efficiency. All three components stand for high economy and simple and flexible application. VOC Xtra Filler is a sanding filler for high productivity that combines dependable processing and extremely fast and reliable drying with flexible application for all refinishing needs. It shows its superiority when it comes to meeting the special paint system requirements of OEMs, particularly in combination with new VOC Xtra Hardener. Standocryl VOC Xtra Clearcoat represents the new benchmark in clearcoat technology and shows both excellent vertical stability and very low material usage, as it is designed for both one visit and two-coat application. This makes it extremely versatile in its application, while also being suitable for part and full resprays.

VOC Xtra products are a milestone within the Standox product range, as they complete the line of Standox components for saving time, material and money in a one visit application. Standox is the first paint manufacturer to supply a complete system for this.



The combination of VOC Xtra Filler with Standoblue basecoat and VOC Xtra Clearcoat make it possible to apply all three components in a single pass. This means there is no need for the usual flash-off between coats. The bodyshop thus not only saves time, but also material. The clearcoat savings come to an average of 25 to 30 per cent over products that require two or more coats.

## Restoring a Formula One driver's classic car

The restoration of old Porsches of the Fifties and Sixties is part of the daily round for Bernd Aberle. But recently he had a particularly rare model in his workshop – with its celebrated owner.

The word “Porsche” automatically conjures up images of the 911, although the Porsche legend was in fact launched by its predecessor, the 356. This had the classic Porsche silhouette, but with the slightly more voluptuous forms of the Fifties. It is estimated that only about 900 356s are still registered in Germany. And the few remaining 356 A Carreras of 1955 – the very first Porsche to bear this illustrious name, incidentally – can be counted literally on the fingers of one hand.

Classic car expert Bernd Aberle regularly has old Porsches at his specialist repair shop in Winnenden. “But, for me, a 356 A Carrera,” he says, “has always been something special. All the more so, when I heard the name of this one’s owner.” Hardly surprising, because for those familiar with motor racing the name of John Watson automatically rings a bell. The Briton, now 67, was a force to be reckoned with in Formula One in the Seventies and Eighties. He took part in over 150 grands prix, won five and made it to the victory rostrum countless times.

Watson asked Bernd Aberle to restore his Porsche 356. While Porsche specialist Wolfgang Reile in nearby Haubersbronn took care of the mechanics and the engine, a four-cylinder, 1.5 litre boxer, the bodywork was entrusted to Aberle. And he very soon realised that time had taken its toll and rust was eating its way into the coachwork.



*Bernd Aberle (right) with his colleague Wolfgang Reile by the restored Porsche. At the wheel is Formula One veteran John Watson.*

Aberle first repaired the entire body and replaced damaged panels. Then he treated the entire body with Standox EP Primer Filler and applied a blue basecoat. “To get as close as possible to the original finish, I used a conventional paint,” Aberle explains. “For historic vehicles that’s OK.” To identify the colour, he asked Standox expert Marco König for help. Using the Genius IQ spectrophotometer, he identified the Porsche “Adriatic Blue” of 1955 and also promptly supplied the precise paint mixing formula. For the clearcoat Aberle made use of a technique rarely applied today. He applied a coat, lightly sanded it and then polished it. “Pretty time-consuming,” he says. “But with this method you get a thin, elastic paint coat and gloss that doesn’t look the slightest bit greasy.”

John Watson was able to collect his restored vehicle after three months. He was delighted when he saw the car, but wanted to give it a test drive first. “You could see what skills a former professional racing driver has up his sleeve,” Aberle enthuses. “The control that he had over his car was truly impressive.”

*The elaborate complete restoration of the Carrera took a good three months.*





### One visit application

## Lower paint costs and improved painting results

The Carrosserie Erni AG bodyshop in Switzerland has had 44 years of experience of skilfully repairing damaged bodywork in compliance with the toughest quality and environmental standards. A year ago, company owner Achim Loth tested paint from different suppliers. He was impressed most by the Standoblue basecoat system from Standox and its one visit application.

Carrosserie Erni lives up to its slogan of a passion for quality results. “And when it comes to vehicle refinishes, we want to be among the best,” says owner Achim Loth. A year ago, he therefore decided to test paint from different suppliers. In the end, he chose André Koch AG, the Swiss importer for leading paint brand Standox. The dealer scored highly with the Standoblue basecoat system, because it can be applied in a single pass (one visit application). The otherwise necessary flash-off between coats is no longer necessary. The result is in no way inferior to conventional application in three coats, while

offering the bodyshop advantages: “I was particularly impressed by the outstanding opacity of Standoblue,” Loth confirms. “It also turned out that, in addition to a better paint finish and faster paint application, we managed to cut the effective paint costs by 10 to 15 per cent – even though the number of painted vehicles has actually risen.”

## Rüttchen chooses the Classic Color Partner programme

Rüttchen Auto World is one of the biggest car dealers in the Netherlands. The company has eight dealerships and sells Mercedes-Benz, Smart and Mitsubishi. Repairing classic cars old and new has always been a speciality of Rüttchen. And this is why this company in Breda participates in the Standox Classic Color Partner programme.

“Our company has a department devoted to the repair, overhaul and servicing of old and new classic cars. Our goal is always to restore classic Mercedes-Benz cars to their former glory,” explains Jerry Verwater, Team Leader in the Claims Department of the Rüttchen dealership in Breda. Standox products are the perfect choice for the exclusive car brand, says Verwater, and he also sees many benefits of the Standox marketing strategies. He is particularly enthusiastic about the Classic Color Partner programme. “The Classic Color Partner programme goes perfectly with our company vision. It provides us with useful marketing tools enabling us to appeal to the segment of choosy



*Jerry Verwater, Team Leader of the Claims Department at Rüttchen Auto World.*

classic car owners.” The material available runs from the Classic Color Partner logo in different file formats and door nameplates, banners, displays and flags through to professional advertisement artwork and sample letters for appealing directly to potential customers. Each partner bodyshop also receives a video and brochure specially developed to present the complexities of the professional repair process to the non-technical customer.



*The Sintesi concept car from Pininfarina.*

# 3D-printing: exciting prototypes in Standox colours

The Belgian company Materialise specialises in 3D printing, a technology in which a 3D design produced on the computer is converted into a real object. 3D printing is used above all for the production of prototypes. Materialise paints many of these design objects with Standox products.

Bottles, storage boxes, furniture or entire car parts – whatever product designers dream up, prototypes are fabricated first in order to identify scope for improvements to the object's design or function. 3D printing technology offers many advantages here: the demo models can be quickly produced, as no moulds are required. Complex shapes are no problem either. "The software first divides the 3D object programmed

on the computer into wafer-thin slices. The special printer then prints them layer by layer," explains Jurgen Laudus, Director AMS at Materialise. The lion's share of Materialise's work comes from the automotive industry. "Developing new car models is a highly elaborate and protracted process and nothing can be allowed to go wrong in production. This is why the fabrication of prototypes is so important in this sector," says Laudus. For the prototypes of new car models, so-called concept cars, Materialise produces such parts as control elements,

bumpers and entire doors. Materialise's employees finish many of the prototypes with Standox paints. Laudus: "The quality of the Standox paints has completely convinced us. Whenever our customers ask for special colours, we contact Standox dealer De Bruyn Professional Coatings and have the colour mixed there."

*The painting of the prototype of the RBM Noor chair from Scandinavian Business Solutions.*



*Rimac's Concept\_One, one of Materialise's latest car projects.*



*Materialise has produced parts for the interior of the Concept\_One.*



Professor Axel Venn,  
colour researcher and  
designer, Berlin



# Are tastes coloured by culture?

With less white, greater diversity and different preferences, the spectrum of 2012's most popular car colours differs a little in China, India and Russia from everywhere else. Are colour preferences culturally conditioned? We talk to Professor Axel Venn, colour researcher and designer.

**interstandox:** What role does culture play in the development of colour trends?

**Professor Axel Venn:** Traditionally, colours have different significances in different cultures. Red in Western civilisation, for instance, is traditionally associated with love and passion, while in China it is a colour of good luck and in Russia symbolises wealth and prestige. However, such cultural influences have little effect on car colour trends. This is where the Western world clearly sets the tone. The traditional colour preferences of other cultures are brushed over, as it were. At the moment, the dominant trend towards white is unmistakable and has established itself almost worldwide.

**interstandox:** But not quite. China is the only one of the twelve regions investigated by Standox in which this trend hasn't asserted itself. Does this have anything to do with the traditional, culturally conditioned interpretation of white in China?

**Venn:** You can't really say that. Certainly, white tends traditionally to have negative connotations in China and is associated with death and mourning. But in other areas, white stands for such positive attributes as nobility and purity. Bleaching agents for a light complexion, for instance, are the best-selling cosmetic products in China. In the car sector, however, white simply isn't as highly esteemed.

**interstandox:** So there's absolutely no relationship between the traditional significances of colours in a culture and the local colour trends?

**Venn:** Such reciprocal relations play at most a subordinate role. Nevertheless, a colour trend can arise, for example, as a reaction to traditional colour interpretations.

**interstandox:** Do you have an example?

**Venn:** : Yes. Let us take black, which in the Western world is traditionally the colour of mourning. Black used to be reserved for hearses and a little later for taxis. No one would have bought a black car and no one would have expected

black to develop into a long-term colour trend. But this is precisely what has happened. What is really exciting is when colours confined to certain semantic contexts are suddenly used in new, entirely different connections. Trends usually of course arise as a radical break with the status quo.

**interstandox:** Does that mean that psychology is a stronger factor for new colour trends?

**Venn:** Very much so. Anyone following a brand-new trend is really saying: "I'm different from the crowd, I'm special." This is also associated with a sense of a new departure.

**interstandox:** And which new international trends do you see on the advance?

**Venn:** I can see a revival of heavy so-called English racing colours. Bright, unambiguous white will be superseded by muted, stronger colours: deep-blue ocean shades with a metallic shimmer, restful greyish-brown earthy tones and indeterminate in-between colours with a promise of high value. Unlike aggressive, eye-catching white, such elegant colours stand for deliberate understatement and mystery. You can see that this has more to do with psychology and the effects of colours than with traditional interpretations of colours.



**IMPROVING SKILLS IN COLOUR.**

Lutz Mense Design



**Knowledge needs refreshing** - just think of new materials or innovative techniques. If you want to be the best tomorrow, you have to invest in more training today. Being the European leader in automotive repair technology, Standox is best placed to support your improving skills. Our courses teach you everything you need to know about the best product application, efficient colour identification as well as health and safety. When it comes to brushing up your skills, Standox delivers the best results. For more information visit [www.standox.com/training](http://www.standox.com/training)



**The Art of Refinishing.**