



Pickering Smash

takes the opportunity to expand

IT'S GREAT TO FINISH SUCH A CHALLENGING YEAR WITH THIS GOOD-NEWS STORY FROM ROB ELBORNE, WHO NOT ONLY SAW AN OPPORTUNITY TO EXPAND BUT HAD THE COURAGE OF HIS CONVICTIONS TO SEE IT THROUGH.

Rob Elborne is the proud owner of Pickering Smash Repairs in Enoggera on the Northside of Brisbane CBD and personally oversees the daily operation to ensure the quality and customer service aspects are achieved for every single vehicle being repaired.

Rob has hand-picked his team of qualified technicians and offers a complete one stop shop, from the estimate, to the repair process and managing the entire claim with the customer's insurer.

According to Rob, "Our core value is to ensure each vehicle is repaired to pre-accident quality in a productive and safe manner, protecting both your family and your second biggest investment."

The Pickering process is exemplified by their professional panel beaters who have well-rounded skills and exceptional attention to detail. Precision is optimised through the state-of-the-art working facilities and their safe and ergonomic working environment. At Pickering, nothing is overlooked or left to chance, and they

constantly look for ways to improve their processes or streamline repair cycle time.

Each of their dedicated spray painters has an uncompromising desire for quality paint finishes. Their specialised spray equipment and prestige spray booth allow their paint technicians, who are highly trained in colour matching, to ensure the finished result is undetectable from the factory finish. They use and recommend only Glasurit Refinish products in the refinishing of your vehicle.

Pickering creates a streamlined and transparent repair process for their customers, including liaison with their insurer. The administration team is fully trained in the claims process and regularly updates the customers on the status of their repairs and estimated completion time.

Rob is clearly a man who stands behind what he says and what he believes, which is demonstrated by his commitment to excellence. Pickering Smash makes the following guarantee to all their customers:

- Lifetime guarantee on repairs
- Lifetime guarantee on paintwork
- Only use genuine parts
- Your vehicle is repaired to manufacturer specifications
- Deliver on time
- Your vehicle will be restored to pre-accident condition
- Satisfaction guaranteed
- Only quality repair products, such as 3M and BASF Glasurit refinish products, are used in the process of repairing your vehicle.

In addition, Rob seeks feedback from every customer through an online survey. "We listen to our customers and by doing so we are consistently improving our service levels."

At the end of 2019, Rob had the option to acquire the adjoining building and jumped at the opportunity to expand the business. He continued with the project undeterred by the impact of the coronavirus. The expansion, which has doubled the floor space in the workshop and includes a beautiful



All new signage.



Great street appeal.

café style waiting room for customers, is now ready for business.

The project further enhances their value proposition with an increased area for technicians to work on individual vehicles in a more productive and safe manner, greater floor space for the specialised repair process, which includes minor dents, small repair and small paint defects.

In addition, each work bay has its own vehicle lift, allowing technicians to perform tasks with ease and inspect/repair damage more proficiently. The inspection areas improve quality assurance and final checking and include vehicle pick up and drop off areas.

A new accessory fitting area for 4x4 bull-bars, driving lights, and related accessories, a larger reserve parking capacity to allow for future growth also includes space for vehicles that cannot be driven due to collision damage.

“We have also installed the long-overdue fast track repair system, incorporating UV priming methods for spot repairs, allowing smaller work to be processed quicker. This means getting your policy holder back on the road faster. We also have express estimating and job planning for smaller repairs, resulting in shorter wait times to commence the repairs,” says Rob.

To ensure seamless transition in the new paint shop, from the outset Rob engaged his (very) long term coatings supplier to assist with the new layout and design, including establishing a standalone Fast Track

Paint Shop to effectively and efficiently service the small repairs that were becoming a key part of the business.

Rob was most complimentary of the input from BASF and its distributor partners: “David Hancock, Business Development Manager, Queensland at BASF, provided exceptional support during the process. We now have two Glasurit 90 Line waterborne systems in the facility, and I would have no hesitation in recommending the Glasurit waterborne range.”

Rob went on to say that Pickering Smash has been supported locally by Prestige Paints for as long as he can

remember and that since they have been part of the SAPE Group, they have taken their service and support to a new level.

Rob sums it all up: “We are very proud of the completed project which will enable Pickering Smash to continue to offer a level of comfort for customers at what is always a difficult and often stressful time for the driver.”

Editor: With such a challenging environment in 2020, it's truly great to see someone with such an optimistic outlook for the industry grab an opportunity and maintain the commitment to position the business for a stronger 2021 and beyond.



Rob Elborne in the fully renovated reception.



The original Pan Spraybooths.



Inside the mixing room.