



# The journey starts here.

Sherwin-Williams Automotive Finishes is proud to offer our exclusive EcoLean™ collision services and training.



**SHERWIN-WILLIAMS.**  
*Automotive Finishes*



# EcoLean™

## SHERWIN-WILLIAMS AUTOMOTIVE FINISHES EXCLUSIVE ECOLEAN™ SUITE OF COLLISION SERVICES AND TRAINING

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EcoLean™ is all about helping collision repair facilities drive **Productivity** and **Profitability**, while reducing the environmental impact on our **Planet**.

The program combines two of the most powerful forces in today's collision repair market:

**Lean** Production

**Green** Business Solutions – Waste Reduction

This new suite of training courses and services is designed to help shops take advantage of these two powerful disciplines, and combine them into a sustainable program to drive profitability through the reduction of waste.

## Program Elements

The EcoLean™ program consists of three main elements:  
EcoLean™ Training Workshops, EcoLean™ Consulting Services,  
and our EcoLean™ Shop Environmental Assessment.



### ECOLEAN™ WORKSHOPS

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#### **EcoLean™ Training Workshops**

EcoLean™ Level 1 Workshop  
EcoLean™ Level 2 Workshop

### ECOLEAN™ CONSULTING SERVICES

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#### **ECOLEAN™ SHOP ENVIRONMENTAL ASSESSMENT**

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# EcoLean™ Workshops



**Sherwin-Williams™ EcoLean™ Workshops have been developed especially for collision facility owners and managers who are interested in leveraging the power of lean production, as well as business solutions that help reduce environmental waste.**

The EcoLean™ Workshops are offered exclusively through our A-Plus™ Universities, and are structured as high-impact two-day events that will help your business on its journey toward becoming a leaner, less wasteful company.

Sherwin-Williams currently offers two distinct EcoLean™ Workshops in our A-Plus™ University format: the EcoLean™ Level 1 Workshop, and the EcoLean™ Level 2 Workshop. The training is structured like a college curriculum in that attendance in the EcoLean™ Level 1 Workshop is a prerequisite to attend the EcoLean™ Level 2 Workshop. The Level 1 Workshop provides the foundational knowledge that will be needed in Level 2 and beyond.

## ECOLEAN™ LEVEL 1 WORKSHOP

The EcoLean™ Level 1 Workshop consists of the following:

**Introduction to EcoLean™:** Sherwin-Williams Manager of Regulatory Affairs will cover the use of green business solutions to help collision facilities reduce their carbon footprint by driving out environmental waste.

**Improving Workshop Efficiency:** Sherwin-Williams Manager of Business Consulting focuses this course on the theory and mechanics of lean production. He will help participants understand and implement process improvement. The course covers methods to utilize people, space, and equipment for the maximum bottom line impact. This in-depth course will help collision facilities to reduce variation and to identify and fix the root causes of production problems.

**Principles of 5S:** Sherwin-Williams Manager of Collision Repair Design Services will cover the importance of eliminating clutter inside a collision center, and how to leverage the power of a clean, disciplined environment to deliver superior quality and consistency.

**Building a Lean Culture:** Our instructor is the President of one of the industry's premier peer group services. She will discuss how to build a lean culture inside a collision center from the ground up. She has many years of experience in human resources, and has worked with some of the top lean collision repairers throughout the US and Canada.





# EcoLean™ Workshops (con't)

## ECOLEAN™ LEVEL 2 WORKSHOP

The EcoLean™ Level 2 Workshop consists of the following:

**Building an Environmental Management System:** Sherwin-Williams Manager of Regulatory Affairs will teach participants how to build a comprehensive Environmental Management System for their business. Participants will learn how to manage environmental issues, integrating environment oriented thinking into every aspect of business management, while at the same time having a positive impact on a company's bottom line. An Environmental Management System will help collision facilities increase efficiency and focus on customer needs and marketplace conditions, improving both the company's financial and environmental performance.

**Repair Planning for Rapid Throughput:** Sherwin-Williams Manager of Business Consulting will lead this course, covering the importance of a full and accurate repair plan and its role in a lean collision facility. The course will delve deeply into the mechanics of a comprehensive repair plan, with specific steps outlined to ensure that participants learn how to conduct a through damage assessment on vehicles prior to launching them into production.



**Shop Tour / Lean Roundtable:** Sherwin-Williams Manager of Business Consulting will lead a group tour through a collision facility that is embracing lean production principles. The tour will be facilitated by the shop's management team, and will give participants a taste of lean production in a real world production environment. Participants will then join in a lean production "round table" discussion with owners and operators from various collision facilities that are in the midst of lean transformations. The objective of this session is for the participants to gain practical knowledge from their peers who are implementing lean principles inside their businesses.



**Compensation Solutions for a Lean Environment:** Our instructor is the president of an industry leading human resources consulting firm. He will lead this workshop, which focuses on the importance of a compensation model that fits with the core objectives of lean, namely the need for teamwork and continuous improvement. This course will help participants build on the knowledge gained in the "Building a Lean Culture" course in the EcoLean Level 1 workshop. Our instructor has a unique background, having served in a variety of human resource roles throughout the collision repair industry, and having worked inside lean collision facilities throughout the United States.

**EcoLean™ Marketing:** Sherwin-Williams A-Plus™ Network Program Manager will discuss how to build a marketing plan that integrates both eco-friendly and lean competencies. The course will focus on brand identification and provide insight into building a marketing and communication plan that sets your organization apart from your competition.

# EcoLean™ Consulting Services

Sherwin-Williams™ EcoLean™ Consulting Service is a program wherein a Sherwin-Williams staff member conducts a two-day onsite analysis of the overall process inside a collision facility, and customizes specific recommendations for improvement based on the shop's individual needs.

## WHY DO WE LOOK AT THE OVERALL PROCESS?

Financial Control	To make sure a profit is made from the work performed
Operational Efficiency	To free up capacity in order to do more work
Business Development	To increase market share

## WHAT DO WE MEAN BY "PROCESS"?

A set of defined procedures to maximize productivity and quality, using the available resources to their full potential.

The Sherwin-Williams consultants are automotive industry professionals with expertise in OEMs, dealerships, independent body shops, and insurance companies. Our representatives provide custom-tailored solutions for dealerships and independent collision facilities. We work closely with our clients to analyze their business operations and to recommend areas for improvement. We pinpoint the inefficiencies and non-value-added tasks in your current system and help you revise your operations to realize improved performance and savings!



Our two-day facility analysis includes a comprehensive assessment of the shop's financial and operational performance. We provide an executive report of our findings, recommendations, and action plan for improving the shop's efficiency, profitability, and customer satisfaction.

## THE FIVE PRIMARY AREAS OF OUR ASSESSMENT:

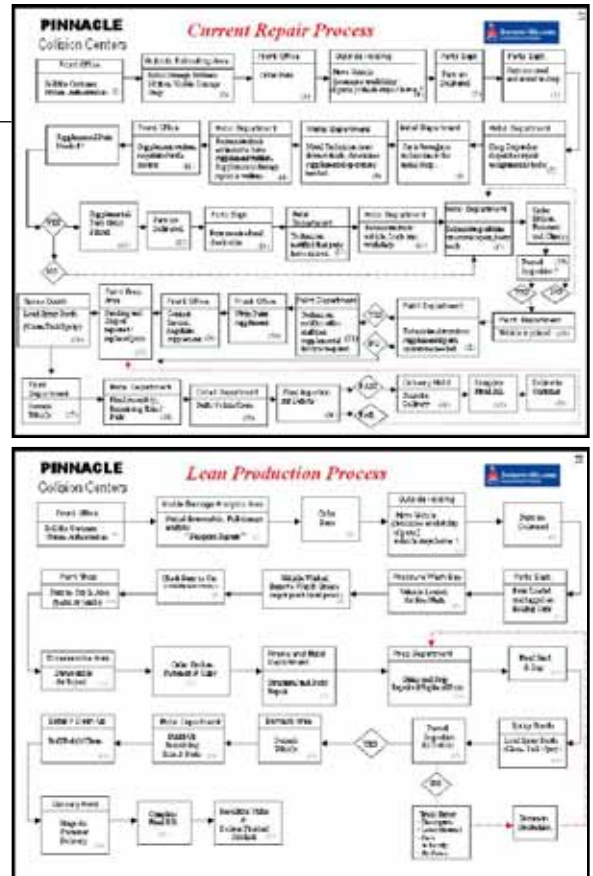
Processes	standard operating procedures, quality management, shop loading, value stream, estimating
People	recruitment, staff motivation, reward system, culture, training
Product	speed, cost, quality
Equipment	selection, maintenance
Shop Layout	workshop flow, body shop design



# EcoLean™ Consulting Services (con't)

## VALUE STREAM MAPPING

Our consultants will analyze your company's entire value stream, from customer repair request to completed product, and provide you with a detailed process map documenting your current process, as well as a recommended "lean" production process.



## ROAD MAP TO CHANGE

The final component of the EcoLean™ Consulting Service is a specific "Road Map to Change," which is a custom-tailored set of suggested improvements for your business. This shop-specific improvement plan comes complete with a step-by-step guide to business improvement, with specific action steps and a suggested timeline for implementation.

*“ Steve Feltovich’s knowledge on ‘lean’ is immeasurable. He is a soft spoken individual whose words are so powerful, when he is speaking he has my undivided attention. He is a great resource that Sherwin-Williams shares with their clients. Every visit he has made to our facility has added profitability to our business.”*

— DeLee Powell, President  
Bakers Collision Repair | Mansfield, Ohio



# EcoLean™ Shop Environmental Assessment



The EcoLean™ Shop Environmental Assessment is a service whereby a Sherwin-Williams staff member conducts a shop-specific assessment of major measurable energy sources consumed, and generates a custom-tailored improvement plan designed to reduce energy consumption throughout the business.

The assessment is designed to help your business reduce its energy consumption in several key areas, and to help drive increased shop profits by reducing environmental waste and unnecessary costs.

The EcoLean™ Shop Environmental Assessment looks at the following major areas of energy consumption:

- Electricity
- Gas
- Paint Usage

Once the shop's current baseline consumption levels are determined, the Sherwin-Williams team member will determine an improvement plan specific to the shop that is designed to lower consumption (and cost) of all the key environmental outputs listed above.

The EcoLean™ Environmental Assessment will include recommended changes and / or improvements to include the following:

- Equipment Solutions
- Innovative Product Solutions
- High Efficiency Lighting Solutions

Once the recommended improvements are identified, you will receive a printed report with specific recommendations for improvements in each area, along with the projected cost of each improvement, and the projected payback time frame for each.



# Contacts

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# Locations



- ★ Training Centers
- ★ Canadian Training Centre
- Canadian Branches
- Branches



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