

# STEERING GROWTH



**MVP Business Solutions has helped an Italian Ford dealership to increase the profitability of its bodyshop by almost 20% within two years.**

It was the added value and support provided by PPG MVP Business Solutions (MVP) that originally convinced Nuova Assauto in Biella to implement PPG Refinish products – and this has by far surpassed their expectations.

**THE ROAD TOWARDS DYNAMIC AND PROFITABLE GROWTH**

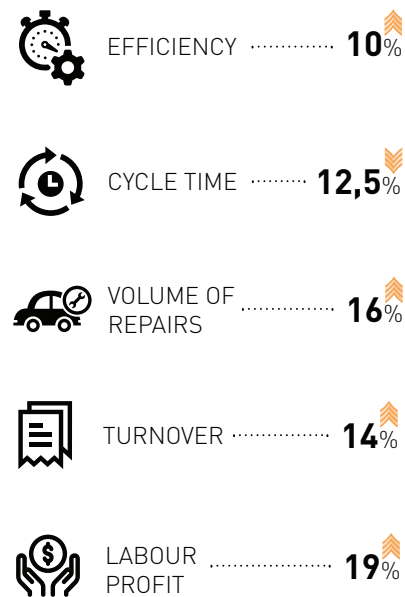
MVP's Business Solutions' commitment goes above and beyond providing customers like Nuova Assauto with products of guaranteed quality. Our endeavours are geared towards maximising the productive value of the bodyshop and to this end we have designed a unique and comprehensive programme.

This encompasses a series of services that you can use according to your needs, offering you the chance to gain an advantage over your competitors. These services include management reports on the current situation of your bodyshop, comparison of key performance indicators in your market and, most importantly, action plans geared towards increasing the profitability of your business.

**MVP ACTION PLAN: FORD NUOVA ASSAUTO**

Our Italian team helped the bodyshop owner and managers to define their goals and create a bespoke action plan. The first stage was to implement a new Workplace Organisation model using Lean for Collision methodology and the 5'S approach (Sort, Simplify, Systematic Clean, Standardise and Sustain). Walter Vilella, Business Solutions Manager at PPG Refinish Italy, com-

**THE RESULTS: 2015 VERSUS 2016**



ments: "The most difficult activity was identifying the correct flow and capacity for the bodyshop and how to encourage employees to truly buy-in to this new approach and way of working."

"Following an audit and value stream mapping exercise, we provided initial training to the bodyshop owner and manager. Then, with the support and contribution of Nuova Assauto employees we helped to reorganise the workplace and implement a series of MVP tools and processes. Bodyshop employees have since completed a number of our MVP activities that have been geared towards increasing throughput and eliminating waste in the repair cycle."

The bodyshop has also implemented the PPG INVENTORY automatic stock

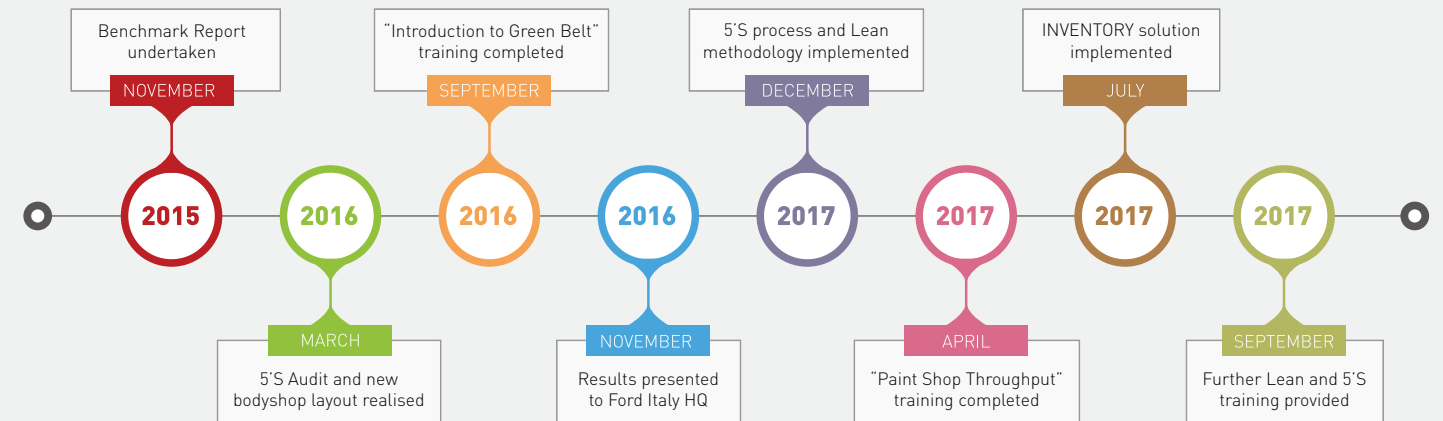
management solution. This uses an innovative barcode scanner system to check-in, check-out and re-order PPG refinish products, saving employees even more time.

The amazing results were yet to be analysed as we went to press, but build on the success of the year above one results, which were presented to senior members of Ford Italy at the manufacturer's headquarters in Rome in November 2016.

Gery Virgadamo, MSX consultant at Sales Parts Ford Italy, and Valentina Pozzi DFS Analyst from Ford Italy, comment: "We regularly receive proposals from other refinish coating suppliers, but none of them offer our bodyshops a similar level of added value services."

Both the owner of Ford Nuova Assauto, Giorgio Marchesi, and the responsible manager, Luca Belardo, conclude: "We are very happy with the transformation and results that the MVP programme has so far helped our bodyshop to achieve. The Introduction to Green Belt and Paint Shop Throughput training have been particularly useful in helping our employees to make the shift to Lean mentality and culture."

This story is a leading example of the profitability and competitive advantage that can be achieved by implementing PPG's MVP Business Solutions programme. For more information, please contact your local PPG Refinish representative.



**The 2017 results were yet to be analysed as we went to press, but build on the success of the above year one results, which were presented to senior members of Ford Italy at the manufacturer's headquarters in Rome in November 2016.**

