



## Case Study

# AkzoNobel

March 2021

## MIXIT™ helps Golden Car Center to keep paint usage in check

### Golden Car Center

<http://www.gcc.co.id/>

**Location:** . . . . . Bogor, Indonesia

**Type:** . . . . . Independent automotive bodyshop

**Facility employees:** . . . . . 5

**In Business since:** . . . . . 2015

**No. of locations:** . . . . . 1

**Facility space:** . . . . . 1200m<sup>2</sup>

**70%**

improvement in accuracy of paint material cost calculation

**>80%**

increase in color retrieval accuracy

**>50%**

reduction in bodyshop process time

### Challenge:

#### Time-consuming color matching process and inaccurate paint consumption measurement

##### Achieving quick and accurate color match

The process of color identification and retrieval can have a significant impact on a bodyshop's cycle times as well as paint and material profitability. With increased evolving consumer color preferences e.g. xyrallic, pearl colors, and special color effects, it is even more challenging to achieve fast and first-time right color match these days.

In order to earn customer satisfaction at the time of delivery, it often comes down to the appearance of the vehicle repair. Rustandi, owner of Golden Car Center Bodyshop understands that nothing sticks out more than a poor color match in the finish. He also knows that getting the right color match will help the bodyshop avoid bottlenecks and any delays in time-sensitive repairs.

##### Keeping paint material consumption in check

Tracking paint material usage and cost accurately was also particularly important to Anie – Bodyshop Manager, in her efforts to improve the overall profitability of Golden Car Center. Anie needed a solution that could measure exactly how much paint material they were using for every repair. After all, if you can't measure it, you can't improve it.



“MIXIT has not only saved us a lot of time but also helped Golden Car Center reduce significant costs. All our paint consumption – from primers to clearcoats – are calculated automatically in MIXIT, and we can easily monitor the paint usage in each repair stage for every issued Work Order.”

**Rustandi**

**Owner of Golden Car Center Bodyshop**

## Solution:

### Quick color retrieval and real-time insights to material consumption

AkzoNobel's MIXIT provided the perfect solution for Golden Car Center's needs.

The cloud-based web application allows the bodyshop to gain immediate access to a database of more than 2 million formulas updated with new colors and variants, in real-time. Using MIXIT, Golden Car Center is able to save a color or create a custom color from scratch and retrieve it almost instantly. All Golden Car Center's own color formulas are safely stored in MIXIT and can be accessed by any user in the shop from any device.

Paint usage consumption and costs are also updated automatically in MIXIT, allowing Anie to extract reports at any time. Not only can Anie calculate the cost per panel for every Work Order, but she is also able to retrieve summary reports – something that helps her monitor the paint processing operations in the bodyshop.

## Results:

### Accurate overall paint cost calculation and increased operational productivity

After using MIXIT, the process of color identification and retrieval has become much quicker and easier for Golden Car Center. Staff experienced improved first-time right results that were more accurate i.e. more than 80% increase in color accuracy.

Overall paint material cost calculation and operational productivity have also improved. Prior to MIXIT, calculation was manual and based on estimation, resulting in inaccurate measurements. Now with the reports readily available in MIXIT, Anie is able to examine and optimise the amount of material used for every repair. It is now possible for Golden Car Center to process and paint more cars with less material wastage.

Besides tracking costs, MIXIT has also eliminated the need for manual color updates as all data and software updates are done instantly. The staff of Golden Car Center can also get the right color with no lag time – a huge time-saver as compared to the past. This has helped the bodyshop reduce more than 50% of their process time (from color measurement to spray).

With MIXIT in place, color matching no longer poses an issue to Golden Car Center as they now have the confidence to focus on improving overall bodyshop business performance.



“MIXIT Reporting has helped me calculate paint usage accurately, and this has allowed me to evaluate the overall profitability of Golden Car Center faster.”

**Anie**  
Manager of Golden Car Center Bodyshop



[www.akzonobel.com](http://www.akzonobel.com)

We've been pioneering a world of possibilities to bring surfaces to life for well over 200 years. As experts in making coatings, there's a good chance you're only ever a few meters away from one of our products. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and have set our sights on becoming the global industry leader. It's what you'd expect from the most sustainable paints company, which has been inventing the future for more than two centuries.

For more information please visit [www.akzonobel.com](http://www.akzonobel.com).

© 2021 Akzo Nobel N.V. All rights reserved.



Your digital color solution

MIXIT is AkzoNobel's leading digital color identification and retrieval application. It is the fastest and easiest way to find your right color online.

[www.mixitcloud.com](http://www.mixitcloud.com)