

Mastering Customer Service Options

Spray Gun Repair offers distributors and jobbers a customer service alternative to paint gun replacement.

by Kristine Giammattei

Paul Masters, owner of Spray Gun Repair, has been repairing and rebuilding spray guns for nearly 11 years ... and counting. Masters began this journey after spending his early years providing custom paint jobs on vans and motorcycles, as well as in spending time at the family-owned business, Masters Auto Body Supplies. It was here that he gained a first-hand knowledge of paint, paint-related products and, more specifically, proper techniques for rebuilding spray guns.

Armed with this knowledge, Master's opened his own business in 1995. Starting with a modest number of customers, Spray Gun Repair has experienced growth to where its current customer base resides at over one thousand. In addition to cleaning and repairing these tools, the company also serves as an authorized warranty repair center for a number of leading brands, including:

- Accuspray.
- Anest Iwata.
- Binks.
- DeVilbiss.
- Mattson.
- Optima.
- Sata.
- Sharpe.
- Walcom/Geo.

The Old Fashioned Way

Master's primary focus is refurbishing old spray guns that have endured years of wear and tear. So instead of discarding them, jobbers and distributors can have the guns cleaned up and repaired. The benefits are not limited to providing a valuable customer service, but also in having guns that are exchanged or traded rebuilt for future sale.

Spray Gun Repair feels they're unique in that most services are performed by hand, without a machine, except for the polishing aspect of the cleaning process. "Call me old fashioned but I still believe in hand brushing each piece and inspecting it myself, rather than using an automated process," states Masters. "So not only does your spray gun work like new, it looks that way too."

Much like the successful jobber, a large portion of Masters' success can be attributed to an emphasis on customer service. "The only difference between the competition and myself is that we'll always go the extra mile for our customers. None of them are treated like just another number. Everyone is treated the same way that I would want to be treated myself," he states.

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A side by side comparison of a spray gun before (right) and after (left) helps demonstrate how Masters and Spray Gun Repair can revitalize an older piece of equipment.

Spray Gun Repair handles a myriad of requests every day. "We work to process every order with an attention to detail, professionalism and most of all, respect," says Masters. He goes on to state that Spray Gun Repair is equipped with the most advanced computer and diagnostic equipment for enhanced performance, and to help get every spray gun back in the owner's hand as soon as possible.

To keep every tool inventoried and tracked as efficiently as possible, each one that comes into the shop is assigned a numbered tag. This allows its progress to be tracked, and if the need should arise, Masters, or any of his employees, can determine where in the repair process a specific gun is, when it was repaired, where it was shipped and what parts were used in the process.

Accompanying customer growth has been the addition of employees to handle increasing demand. So multiple workstations

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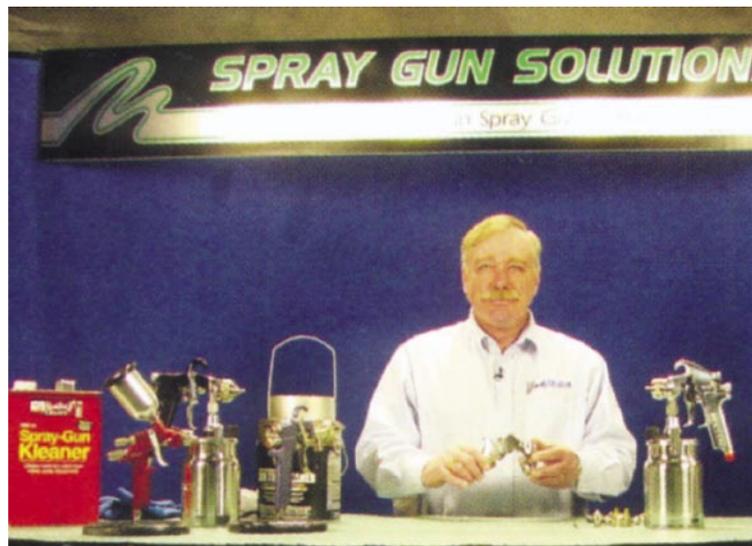
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Paul Masters has worked hard to build his business, which includes exhibiting at the annual NACE show.

are used to insure that attention to detail is maintained while the spray guns make their way through the shop. An extensive inventory also ensures that any repair can be accommodated in a timely manner.

A Friend In Deed

Recently, Masters also teamed up with long time friend Tom Sullivan in designing a line of cleaning kits similar to the ones used at Spray Gun Repair. This has led to the development of kits made available exclusively for DeVilbiss, Binks, Anest Iwata, Mattson, Optima, Sata and Sharpe spray guns, available through Spray Gun Solutions. These kits provide brushes and other devices tailored to fit a specific manufacturer's equipment. The two have also joined forces in producing a video for spray gun maintenance and repair, titled *How to Master Your Spray Gun*. Additionally, Masters can be found speaking on proper techniques for keeping a spray gun in peak operating condition.

Just like the smart jobber keeps their customers informed, Master's says he likes to "help people help themselves." To that end, he offers the following plan on keeping spray guns at their best.

- Daily lubrication.
- Periodic maintenance (best if performed at the end of each work week).
- Thorough cleaning (if the periodic maintenance doesn't solve the problem).
- Rebuilding the spray gun (replacing all seal gaskets and packing). This should be left to those with the necessary experience.
- Fluid nozzles and air caps can often be switched out to improve gun quality and efficiency.

But if this is not enough to validate Masters and his company, let's hear from one of his customers, Larry Moskowitz from A & M Automotive. "Paul Masters is the spray gun god. I was referred to Paul and his services by a supplier of mine

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A commitment to "hands-on" service has been key to Spray Guns Solutions' success. Here you can see Masters himself tightening a fluid tip.

and sent him a spray gun for repair.

"I was skeptical at first, but when I got my repaired gun back, in no time at all, I was sincerely impressed. Paul's knowledge and information about spray guns is endless, and I would recommend him to anybody," states Moskowitz.

Spray Gun Repair has been running strong for over a decade. And although he hasn't been completely spared from recent economic downturns, Masters sees his company and services still going strong. Due to his reputation, customer service record and quick service turn-around times, there doesn't appear to be a lack of customers or opportunities.

It's a familiar story, but one that many still don't completely understand how to execute. But providing a quality service in a timely manner, and always putting the customer first, seems to have gone a long way in building a successful operation for Paul Masters and Spray Gun Repair. **B**



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