

# ZARA'S COLLISION CENTER

**Behind every great bodyshop owner  
stands a great paint brand**

**Go Smart, Go Profitable, Go PCE.** When Brad Zara decided his shop, Zara's Collision Center, needed an effective approach to building a business model that was more sustainable; he had options, but only one good choice. He chose the Process Centered Environment (PCE) approach from AkzoNobel. PCE is the only process centric solution that focuses on the needs and unique issues found in the collision repair industry. Each practice... each procedure... is designed to reduce waste, enable efficiency and generate results that provide sustainable and profitable business.

So make the next PCE success story your own. Visit us on the web at [www.paintitwithwater.com](http://www.paintitwithwater.com).



**CREATING TOGETHER**

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