

True or false, **road paint** cannot be removed.

The answer is FALSE! The myth that traffic or road paint cannot be removed from an automobile's finish has gone on long enough. The question you are probably asking is "if you can, then how?" right? While road paint removal is not a new concept, the cost effectiveness of the removal



Road paint CAN be removed!

procedure is. For most detail shops, removing road paint is time consuming, expensive and somewhat damaging to the vehicle if the 'remover' is careless with his or her removal methods.

A breakthrough with a new product and a specialized process makes road paint removal cost effective!

Scenario

An Infiniti FX35 is brought to a detail shop with road paint overspray inside the wheel wells, along the sides of both rocker panels, both fenders and the lower edges of the doors. The driver explains that he mistakenly drove over a portion of the road that apparently had been coned off. The estimate is written for over \$2500 to remove the paint. The owner is shocked at the price and asks 'why so high?'. The detail manager explains the process may not remove all of the paint and it may need to be wet sanded or refinished depending on severity. The high price comes from the amount of labor and products involved with the removal process. The owner leaves with his multicolored FX35 and decides to do it himself. Sound familiar?

Put yourself in the owner's shoes. How much does this hurt the vehicle's value? Does it hurt the original finish if left on? If you were trying to sell this vehicle, would you lower the price due to the road paint problem?

Road Paint Removal



Road paint is a unique paint with small pieces of glass in it. The glass reflects light for safer stripe visibility for darker conditions. The paint itself is typically water based with excellent adhesion properties. The paint will stick to the same areas on a vehicle that road grime, mud etc. will typically adhere to as well. Along with painted surfaces (fenders, doors, rocker panels, bumper etc), the moldings and trim (non-



Road paint contains glass beads

type) will collect paint as well. While one method may be safe enough for metal, it may not be safe for plastic (Ex. Paint thinner or mineral spirits). Razor blades tend to be a popular tool to remove excess debris from surfaces but can be destructive to plastic and painted surfaces. Scrubbing pads (commonly sold at grocery stores) may be too aggressive and while it may remove the road paint, it scratches the original paint as well. Rubbing compounds and heat may damage the original finish to the point where a body shop may need to refinish the panel. Graffiti removal sprays are costly and may work on the paint but damage other areas (Ex. Molding adhesive).

While cleaning the road paint does require more time and effort from a detail technician. The road paint itself is removed using a process developed by Manheim that is faster and safe (for all surfaces) than the other ‘processes’. The Clean Team process is



Road paint removal is part of the Clean Team services!

available at all of the Manheim Auctions with detail reconditioning facilities. The road paint cleaning service known as “Clean Team Traffic-Road Paint Removal”.

How much is this worth to you as a buyer or seller in the auction lanes? Are you discouraged to bid due to the additional time and money that may be spent on re-cleaning? Detailing vehicles is and has always been a value-added investment. The road paint removal service is a cost effective solution as well. Road paint removal along with many other cost effective products and services are available at all Manheim Auctions that offer Clean Team Detail Services or the Manheim Technical Center. Visit www.manheim.com for a complete list of Manheim’s auctions.