



A Match Made in Heaven

Tropical Ford is an independently owned, full service dealership in Orlando, Florida that has been in business since 1983. In December 2010 a new Body Shop Manager, Joe Shepherd, was brought in with the task/goal of improving profitability within the department. In addition to increasing sales, Joe took a hard look at the cost of materials and realized they were too high relative to his sales. He soon learned that the shop had a lot of re-do's based on color match issues.

Enter Matrix System

Two years ago when Joe lived in Tampa he needed to repaint his son's car. He went to his local jobber and asked for paint that was "inexpensive but good." They recommended Matrix System. He sprayed it and loved it! So, when he decided to look at alternative paint lines for the dealership body shop, he wanted to look at Matrix. Joe called John Coates of JCES (John Coates Equipment & Supplies) a sales person he has known for over 20 years. John called his local Matrix rep and set up the demos using the full line of Matrix products.

Quality and Value that Can't be Beat

By March 2011 Tropical Ford Collision Center had converted to using Matrix System products. According to Shepherd, "In the five months we've used Matrix; we've had zero vehicles come back for rework. The product is easy to use, has quick dry times and exceptional color match. Matrix System is a high quality product for a low price." Using the complete Matrix System product line, Shepherd says he has already improved his profit margin by approximately 20%.

How Long Can You Afford Not to Use Matrix?

Tropical Ford Collision Center is just one of thousands of customers that have put Matrix System to the test with resounding success. We challenge you to switch to Matrix System and start saving 20% - 40% on a paint line featuring terrific color match, a lifetime guarantee, and superior quality. Call today to locate a Matrix System Jobber near you.

1.800.735.0303



Location: 9900 South Orange Blossom Trail, Orlando, FL

Square Footage of Shop: 29,000 square feet

Number of Employees: 10 employees

Number of Repairs Weekly: 10-12 repairs

Projected Annual Sales: \$1.7 - 2.0 million

Web Address: www.tropicalford.com

Testimonial

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www.matrixsystem.com