

Classic Paint & Body's Partnership with Kaizen Glass Solutions Elevates Service Quality



by Autobody News Staff

Since acquiring their body shop in 2021, co-owners **Wayne Goff** and **Charlie Ashcraft** have grown *Classic Paint & Body* into a highly respected establishment in Wichita Falls, TX. Originating as a single-location venture, the shop now boasts three locations, including a mechanic shop, screen printing and embroidery services and a used car lot. Their passion for cars and commitment to excellence has been the driving force behind their success.

Their attention to detail and customer-centric approach have earned them numerous accolades within the community. By continuously investing in their staff and facilities, they have managed to stay ahead of industry trends and set new standards in service quality.

A significant milestone in *Classic Paint & Body's* journey was their decision to invest in their team and equipment. A key figure in this strategy was **William Dunkin**, their expert windshield technician, who started with the company in 2022. Recognizing the need for specialized training and top-tier products, Goff and Ashcraft sent Dunkin to Kaizen Glass Solutions for advanced training.

Kaizen Glass Solutions, renowned for its comprehensive glass training programs, provided Dunkin with in-depth knowledge and hands-on experience using the latest auto glass tools. This training enabled *Classic Paint & Body* to stop outsourcing glass repair work, which had been a costly necessity due to a lack of in-house expertise.

The investment in Kaizen Glass Solutions has paid off remarkably. The *Classic Paint & Body* team has significantly improved their workflow by integrating the WRD® Bat Cord Removal Tool, WRD® Scraper Set, and several other tools. Renowned for their efficiency and precision, these tools have enhanced the shop's repair cycle times and overall productivity.



Following Kaizen Glass Solutions training, William Dunkin is applying the points he learned to bring auto glass services in-house to *Classic Paint & Body's* operations.

"Our goal has always been to provide the highest quality of repairs," said Goff. "From the tape we use to the oil in our engines, we ensure every product meets our strict standards. Kaizen's tools and training have helped us uphold this commitment, saving us time and improving customer satisfaction."

By integrating these advanced tools, the team has minimized repair times and reduced the margin for error, which has translated into quicker turnaround times for customers and increased business throughput.

Classic Paint & Body's approach to business is deeply rooted in its commitment to quality and customer care. Despite the competitive landscape in Wichita Falls, with major players like Joe Hudson and Caliber Collision, *Classic Paint and Body* thrives due to its high standards and impeccable reputation.

"We run our shop like a dealership," Goff explained. "We have top-notch technicians, from I-CAR to ASE-certified, and our customer reviews reflect our dedication. We believe in doing the right thing, which sets us apart."

The feedback from the staff about Kaizen Glass Solutions

has been extremely positive. Their training program, support, and the tools they provide have quickly positioned *Classic Paint & Body* ahead of local competitors who are only just beginning to adopt similar technologies.

Moreover, Kaizen's support is vital. The ongoing certifications and technical support have bolstered the shop's confidence in delivering superior repairs. This synergy between *Classic Paint & Body* and Kaizen Glass Solutions exemplifies the benefits of investing in quality products and training.

Goff and Ashcraft are proud of their team and their progress. With plans to expand and further enhance their services, they remain committed to their core values: excellence, reliability and customer satisfaction.

"Our employees are the backbone of our success," Goff said. "We wouldn't be where we are without them, and we'll continue to invest in their growth and the best products to better serve our customers."

With a passion for excellence, commitment to quality and an investment in quality strategic partnerships like Kaizen Glass Solutions, *Classic Paint & Body* has a strong future ahead.

Classic Paint & Body

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Company At A Glance...

- Type:** Collision Repair
- Facility Employees:** Nine
- In Business Since:** 2021
- Number of Locations:** Three
- Combined Production Space:** 4,050 square feet



Jason Horne, left, an instructor at Kaizen Glass Solutions, discusses the benefits of the Meritool PowerPush Urethane Caulking Gun with Dunkin, right, and a fellow student, center.



Dunkin mastered the V-Bead urethane application using the Meritool PowerPush Urethane Caulking Gun during the training.

Kaizen Glass Solutions

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