

Launched to the South Africa market recently by Freeworld Automotive Coatings is Duxone Automotive Paint Systems; a value-line which, figuratively speaking, has “painted” the town red since its first appearance in June 2008. In a very short space of time, Duxone is already proving itself to be a winner in the value line segment making a grand entrance into a market that has many options when it comes to automotive coating brands.

Duxone is being distributed to the refinish sector under license to DuPont Performance Coatings in Germany. And though the market dynamics in both countries are quite obviously different, it seems that it is these very polarities which have contributed to the success of the brand in South Africa.

“already proving itself to be a winner...”

Clive Windvogel, owner of TechnoDent, a body shop based in Roodepoort, Gauteng, recently installed the Duxone automotive paint system. Whilst experiencing drying problems with his previous brand of choice, Clive was advised to explore the option of Duxone. The rest, as they say, is history and Clive only has the highest praise for the brand. Since his installation of the Duxone system, Clive, by his own admission, hasn't looked back.

The Duxone paint system boasts many benefits, one of these being its ease of use. It therefore hasn't taken long for the



TechnoDent, a body shop based in Roodepoort, Gauteng, has recently installed the Duxone automotive paint system.

staff at TechnoDent to get up to speed with the new system. Clive's “appie”, who had been with the business for four months before being introduced to Duxone, took a mere week of formal training to become well acquainted with the system.

In terms of the products, Clive believes that Duxone Topcoats provide excellent

coverage, the colouristics and tinting abilities of the brand are impressive and no special thinners are required for the blending process, traditionally considered problematic.

Clive goes on to add that Duxone is reasonably priced and so easy to use that even a novice “appie” can run the system unassisted. Moreover, the drying times are excellent and the colour-deck includes all local and international formulations.

Clive has been in the panel beating game since 1981 and as such can truly be considered a credible source. It has been 10-years since he took the decision to run his own show and since then, his business has tripled in size. TechnoDent is a family-owned outfit in the truest sense of the word, with Clive's wife, Brenda and 21-year old son, Kirwan playing a significant role in his staff complement of 14-employees.

It seems that the story of TechnoDent has taken a new and exciting turn with the installation of Duxone. The automotive system and the benefits it provides are sure to bring many new successful chapters to this family-owned business, and be that as it may, it seems that the Duxone story has yet to reach its final conclusion with many more interesting chapters still to come.

For further information on the Duxone range of products, contact Freeworld Automotive Coatings on (011) 861-0300 or visit us at www.freeworldauto.co.za.



The Duxone paint system boasts many benefits including the ease of use of the product. Duxone provides excellent coverage, the colouristics and tinting abilities of the brand are impressive.