

# Newsletter



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**AkzoNobel**  
Tomorrow's Answers Today

## Message from the Managing Director

Happy New Year to all our readers.

In our second year of the Quarterly Newsletter, we hope to give our readers even more information on our products and services than in the initial year of this document.

Key to our development this year is: Bringing our products and services closer to the customer and creating more distributorship across the country.

We will continue to work closely with the car importers and motor firm clients and develop together programs to increase efficiency in their workshops. We shall provide them with the necessary knowledge and tools that are indispensable to run ultra modern workshops these days.

We shall also continue to update our own organisation by continuous learning programs as well as upgrade our training centers and bodyshops, both in Accra and Kumasi, creating the bench mark for all other workshops nationwide.

Let us Create Together.

Wishing everyone a successful year.

**Mr. Kwame Ofofu Bamfo**



## Shop Upgrade

As part of our vision of modernizing our own branches and creating the right ambience for our customers, Bamson has initiated the upgrade of all their branches. Our Adabraka shop is the first that has been renovated; given it the ultra modern look with all the necessary tools (Automatchic#3 and latest colour documentation) and features like an open shop plan and LCD TV showing application instructions.

The shop also has a dedicated section for clients interested in car refinishes as well as for those looking for decorative and construction paints.

Bamson is the local representative for Crown Paints/Sandtex Paints, UK.

For more information, visit our branch today or contact: 0302.224817.



## Training Program 2012

During the month of January, we organized our first training program for the year, which was conducted by Mr. Nico Ouwehand, the technician from AkzoNobel Car Refinishes in Holland. Highlights of his visit included the following:

### Training Sales Staff

Training was conducted for counter sales staff of Bamson's own branches. This lecture focused on colour, the use of colour documentation and tools how to solve questions on colour in general.

### Training in Kumasi

This training was organized for the senior sprayers and garage owners with substantial purchase volumes. The aim of this training was to assist them in moving towards a higher technology level. Main focus was put on bodyshop management and the repair process, aiming at improvement of efficiency and profitability of their workshops.

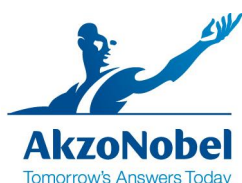
Participants really showed interest on how to improve their workshops and which measures need to be taken to achieve a new level in the repair process.

### Visit to Car Dealers

The AkzoNobel technician Mr. Nico Ouwehand and the Bamson sales team paid visits to the following motor firms: Japan Motors, Silver Star and CFAO. The current repair process was discussed with their management and service managers and recommendations for improvement have been given.



**For more information, please contact Bamson Company Limited**



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