

RESENE APPOINT HEAVY COMMERCIAL SPECIALIST



Imron® Fleet Line
Only by DuPont Refinish

With the strong growth being experienced by Resene Automotive and Performance Coatings (RAPC) and the imminent introduction of

further product improvements and new ranges, the company has appointed Craig Marshall to head up their new Commercial Vehicle Market division. Craig will be responsible for the truck and heavy equipment refinishing products range, and according to Chris Hill, General Manager, Craig will bring a wealth of knowledge and experience to the newly created role.

Craig has worked his way through the whole product use cycle, learning about refinish first hand as an coach painter with Apex Motorbodies back in 1980 and has since accumulated a wealth of experience both locally and overseas. Craig moved into the product sales, promotion and technical arena, taking up a position with DuPont New Zealand as a technical sales representative in 1996. With the transfer of responsibility of distribution for the DuPont refinish range in 1998, Craig moved to the new master distributor RAPC.

During his time at RAPC, Craig has been involved in both the technical sales representation and

product development areas of the business. From the first of August he has assumed the role as Commercial Vehicle Manager and will be working much more closely with the refinish and fleet markets to ensure the ongoing growth of the RAPC range of products.

“The refinish market for commercial vehicles is an important market for us and I am keen to get closer to the industry and focus on delivering real benefits to our fleet business and fleet repairer clients”, said Craig. “We have an extensive range of commercial coatings from New Zealand manufactured epoxy/primer undercoats to technologically advanced high solid topcoats in addition to the excellent DuPont range of refinish products. With the range of new products that we have awaiting release, RAPC and DuPont Refinish are well placed for the future”, he continued. “It is an exciting time.”

Craig sees his role as a challenge and is relishing the opportunity to get out and about, visiting his new clients, establishing their needs and then delivering the best products available for the job. With higher expectations than ever before being placed on the refinish industry, Craig sees that the RAPC and DuPont Refinish products can assist the industry to excel.

RAPC delivers an extensive range of world class products, developed right here in New Zealand to



Commercial Vehicle Manager Craig Marshall

suit local conditions, with such innovative products as Hypersheild, the most resilient and long lasting curtainsider clear coat, and Durepox which is ,used on the majority of the Americas Cup yachts. Additionally, RAPC distribute the impressive DuPont Imron® Fleet Line range of commercial refinish products. Imron® is used by most of the world's leading truck manufacturers. In the USA, DuPont is used by Freightliner, Kenworth, Peterbilt, Volvo, Mack and Sterling with Volvo, Renault, Iveco and DAF using DuPont as their preferred coating in Europe. 