



All too often we hear about the bad experiences customers can have when dealing with large companies. We were most pleased when a customer rung us to describe a story with a real difference. Marcus Ryan is Operations Manager for the Auckland based operation of Ace Heavy Haulage and his call to tell us of the exceptional service he had received from Resene Automotive and Performance Coatings had us most interested.

12 –18 months ago the pride and joy of the Ace fleet, a Mack CH tow truck, was painted with a Resene automotive paint. Unfortunately this paint had faded over the short intervening period and had become decidedly dull. Marcus was understandably disappointed and phoned Resene to see what could be done. Expecting the run around Marcus was stunned that after only a couple of phone calls Resene had agreed that there was a problem and that they would arrange to have the faded yellow resprayed.

The truck was duly dropped off to Terry Lowe and the team at Truck Collision Repairs for a spruce up. Marcus, keen to see how the job was going, called in at various stages to inspect progress. He was amazed that the Truck Collision Repairs' team had not just completed a quick respray by masking off components, but that they had disassembled the cab, removing horns, bullet lights, mirrors, etc before beginning.

They treated his truck as if it were a new job and gave it the full treatment.

Once repainted the truck was reassembled and new sign writing applied to the affected areas, returning the vehicle back to the condition it should have been – all at no cost to Ace. Marcus is totally impressed with the service and support he has received from Resene and Truck Collision Repairs and can not speak highly enough of them both.


Both Resene and Truck Collision Repairs have exceeded his expectations and have stood behind their products. It is a real credit to them both when in today's world it would be so easy to step away from the problem, finding some technical excuse to do nothing. Well done team.

We asked Resene and gained their consent before bringing you this story. We congratulate Resene on their honesty in allowing us to talk about what could have been a difficult problem.

Mr Chris Hill, General Manager, stated that, "Around 98% of painting problems arise from the preparation process, and that is why owners should carefully choose a respectable refinisher. Like any manufacturer, occasionally the paint is genuinely at fault. When we have an issue, we investigate it



Marcus Ryan
Ace Heavy Haulage Operations Manager

professionally and will always stand behind our product. We closely guard our reputation and will support our customer in rectifying the problem to the owners' satisfaction." 

Prepared for Resene Automotive and Performance Coatings