

# British Columbia

## Four Factors of Success for Maximum Collision

**W**arren Jensen, owner and general manager of Maximum Collision, started the business in 1992 after working in the industry as a bodyman/journeyman for many years. "All of our managers are qualified bodyman/journeyman, and I believe that makes a difference when dealing with our customers. Knowing exactly what you are talking about because you have done it makes a world of difference when explaining things to those not as familiar with collision repair procedures."

Maximum Collision has two locations in British Columbia, one in Surrey, and one in Abbotsford. The Surrey location currently does approximately 50 jobs each week. The shop's staff

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of 20 works to maintain accuracy in a timely manner; they work with all makes and models of vehicles, and having the shop's painting booth work seven days a week keeps individual repair times to a minimum. Most repair shops only run their painting booths five days a week.

"Maximum Collision did 3.2 million dollars in business last year, and I expect that number to grow for 2004. I contribute that to four factors; 1) highly trained staff, 2) systems in place to expedite jobs and maintain consistency, 3) management, and 4) equipment," says Warren Jensen. "The equipment, such as Wedge Clamp, is a big factor towards jobs being done more accurately and allowing us to perform a repair in a more timely manner."

While Maximum Collision uses other equipment in their shop, including computer laser machines, they are like a showroom to Wedge Clamp. "Each of our technicians has their own Wedge Clamp System bay. This maximizes vehicle output and prevents staff from running over each other or waiting to share equipment," says Jensen.

One of the key ingredients to a successful Collision Repair shop is to greatly improve the efficiency of repairs and body shop productivity. In 1982 the Wedge Clamp System was developed in a collision repair facility in Vancouver to assist collision technicians in these areas. The system was easier to use than existing systems, less expensive, and would guarantee that repairs were made to original make and model specifications.

Wedge Clamp is a four-point anchor and measuring system used to hold the vehicle in place while pulling back the frame after a collision. It uses a three dimensional measuring device to assist in accuracy when doing bodywork. For body straightening the base bolts to the car and to the rails on the ground to prevent



**Warren Jensen, owner and general manager of Maximum Collision**



**A Wedge Clamp in use.**

frame movement and to lift the vehicle up to working height. The pulling tower is used to pull on the damaged body to regain the correct frame dimensions.

Wedge Clamp has been successful due to its adaptability in working height, and fitting to all makes and models of vehicles. The system takes up less space than previously used equipment and adjusts to work on a variety of damage.

The Wedge Clamp systems can be made up of a variety of components and costs generally start in the neighbourhood of \$10,000 making it a large investment for most collision repair shops. But the benefits seem to outweigh the cost.

*By Khyia Fellingham*