Training is the opportunity to expand your knowledge and skills so you can improve your capability, productivity and performance. And training never stops. By continually updating your knowledge and skills you can advance your career and be a valuable asset to your bodyshop. So, with all this going for it, why do some people overlook training as part of their professional development?

Improving and maintaining skills is essential to stay competitive, so training should be a part of every refinisher’s professional development. Add to this the fact that technologies are evolving and new products are constantly being introduced, and you quickly realise that for those of you who want to be at the top of your game, training mustn't be overlooked.

And this is clearly understood by bodyshops if our attendance numbers at our Cromax Training Centre in Mechelen, Belgium, are anything to go by. From 2015 to 2018 we have seen a nearly 50% increase in refinishers attending courses. And 2019 is set to see a further increase.

But you don’t always have to find time to spend a day or two away from the bodyshop on a training course. Our series of training videos entitled Let’s get to Work focus on everyday repair methods and guidelines, and are carried out by one of our technical experts. They show the correct use of Cromax paint products and application processes, acting as a valuable refresher tool for refinishers who have attended face-to-face training courses.

No one is more passionate about training than our very own Koen Silverans, Training and Technical Leader for Cromax in Europe, the Middle East and Africa. In fact, in 2019 he celebrates five years in this role. He says, “At Cromax we live by our ethos of delivering more than just paint to our customers. And our Let’s get to Work videos, with simple, accurate and highly accessible application instructions direct from the experts, support that. They form part of our arsenal of training tools to help everyone who uses our products and services do so in the best and most productive way possible.”

So what are you waiting for? Make training part of your agenda and stay at the top of your game!

Check out all the videos via the Cromax website or on the Cromax YouTube channel. And they are free of charge, of course!