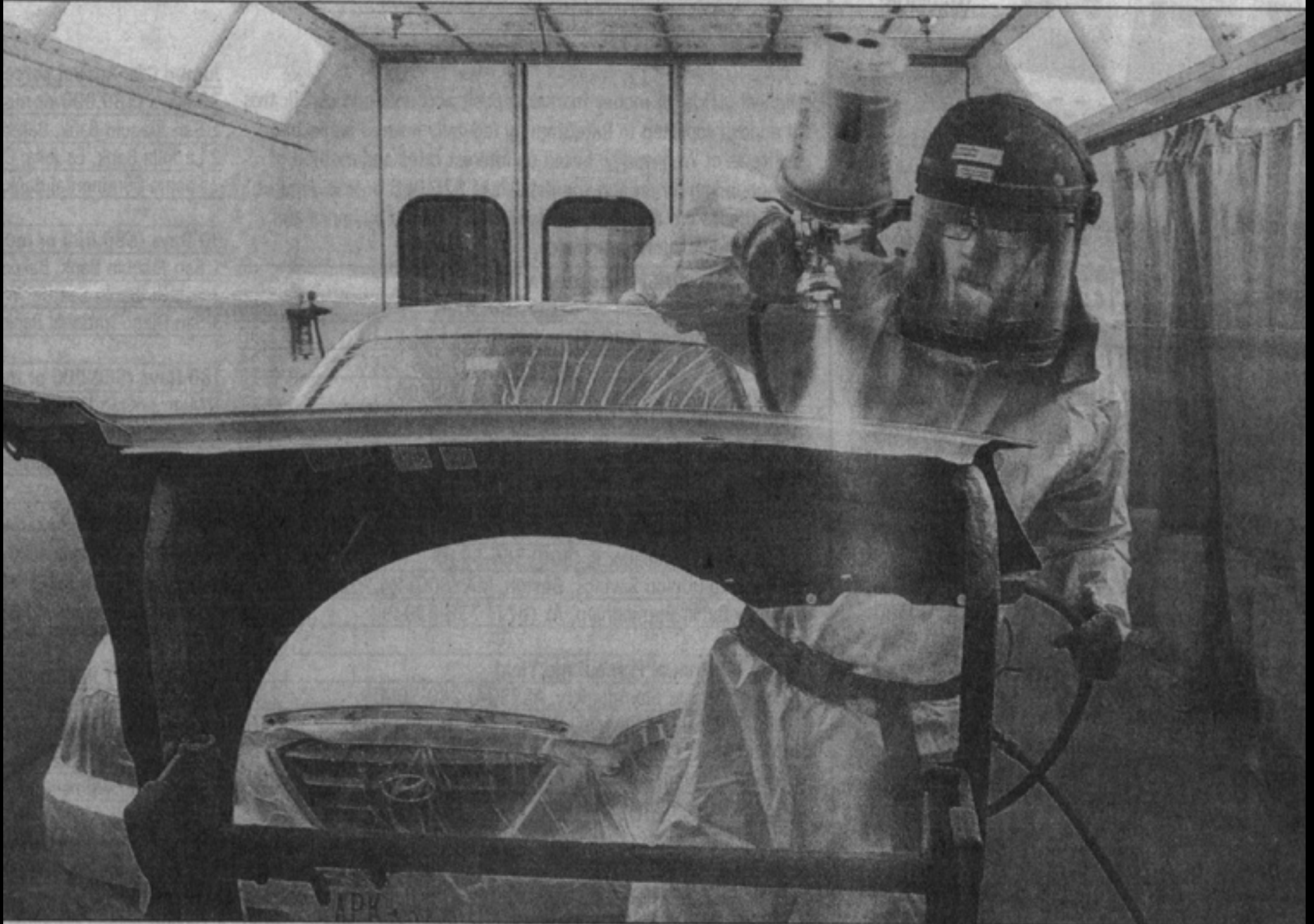


Nu-Look takes car repair a step further



SHAWN DOWD staff photographer

Justin Wilson of Rochester paints a new fender for a repaired car in a painting booth at Nu-Look Collision in Henrietta. The company has increased revenue every year since its founding in 1981.

Local firm uses top technology and customer service to grow its business from 1 shop to 7

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STAFF WRITER

At Nu-Look Collision Centers, where bad weather is good news, March was a relatively slow month.

Mild temperatures and a virtually snow-free climate meant not as many dings or fender benders, and with a tough economy causing budget problems for many drivers, some accident victims were using their insurance checks to pay off bills rather than fix their cars.

But if history is any indicator, Nu-Look should be on its way to a fine 2009. Since Jeff DiFulvio started



SHAWN DOWD staff photographer

Matt Griffin of Conesus does body work on a car in the garage at Nu-Look Collision in Henrietta.

gional brand with 100 employees and seven loca-

place with guys walking around chewing tobacco.

It also installed laser measuring equipment on frame machines and digital imaging for its work with insurance companies.

And recently, the company switched to waterborne paints, where water replaces paint thinner as one of the product's main ingredients. As a result, the paints contain and emit less solvent into the atmosphere and provide a safer work environment for the painters.

Waterborne paint is already mandated in certain parts of California, but it's unlikely that it will become required in New York state.