

## **FOR IMMEDIATE RELEASE**

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### **Nu-Look Collision Centers is Helping Save the Environment with Water!**

ROCHESTER, NEW YORK – Nu-Look Collision Centers is helping save the environment with water! With the new line of waterborne re-finishing paints just being rolled out across its 7 centers in the Greater Rochester area, Nu-Look is leading the way towards environmentally responsible business practices.

#### **Preserving Our Future**

Partnered with PPG Industries, world leaders in automotive finishes, Nu-Look Collision Centers' efforts to go green stem from a pro-active effort to create a safer environment for our community and workplace:

“Implementing PPG’s Envirobase high performance paint system across our 7 centers is simply the right thing to do”, says Vice-President Todd Zigrossi.

With lower solvents, the new waterborne re-finishing paints will help reduce pollutants and waste – all with high performance finishing results! The Envirobase high performance paint system is the same technology used by major North American and Northern European car manufacturers.

#### **About Envirobase High Performance Automotive Refinish Coatings**

- . Reduces volatile emissions by up to 80%
- . Improves air quality for the work environment and community
- . Reduces hazardous waste
- . Aligns closely with original manufacturer waterborne paint technology for superb color match

As always, Nu-Look stands by its work and guarantees a lifetime warranty on all paint work.

#### **Long-time Community Ties**

Going ‘green’ with its new waterborne line of refinishing paints is one of many ways in which Nu-Look Collision Centers believes in helping out the community. Its ‘I Blew It’ DWI Awareness & Prevention Program is going on its fourth year, with breathalyzers available at its tent manned by employees at each East End Fest. From its involvement with Ronald MacDonald House and Golisano Children’s Hospital at Strong, to rallying employees around a company-wide holiday food-drive to help out The Foodlink, or employees teaming up to re-build vehicles to donate to recipients from area organizations such as ABW, Wilson Commencement Park, and Blessed Sacrament Church – Nu-Look Collision hopes to make a difference in our community.

**About Nu-Look Collision Centers**

Voted best Auto Collision Repair shop for the last 7 consecutive years by the Democrat & Chronicle's Rochester Choice Awards, Nu-Look Collision started in 1981 with one location. To date, Nu-Look has grown to 7 convenient locations in and around the Greater Rochester area, as well as a satellite location at Bob Johnson Chevrolet in Greece. The most recently opened center located in Canandaigua on Rte. 332, was selected to capitalize on the positive population growth in the Finger Lakes region. The company has grown each year since it opened in 1981, with double-digit growth in terms of revenues in 2008, and is on track to grow 6% in 2009. Employing over 100 people, the company performs collision repairs on over 9,000 vehicles a year. Nu-Look Collision Centers' CSI rating (Customer Service Index) consistently places in the mid-high 90's out of 100%

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