

(print on body shop letterhead stationary if available)

Date

Dear _____,

We have some good news to share! We are making some major changes to become a more environmentally friendly business. Our community has always been important to us and we feel the need to help protect it. With that in mind, we have switched to a waterborne paint system that is much more eco-friendly. Our company is now using the Sikkens Autowave paint system from AkzoNobel.

The system is water based and contains less VOC emissions, meaning it's less harmful to the environment. Businesses in many parts of the country are being mandated by legislation to make these changes. We are choosing to take this step now. It feels good to be a company that isn't required to make the change, but instead wants to because it's the right thing to do. It's really a win-win situation for us too, because these products offer high quality and performance. After all, we still want our customers to have the best.

We are excited about this change, and hope that other collision repair businesses will follow our example, and help us protect the environment. ____shop name____ is now an "Ecological Ambassador" for Akzo Nobel. This means we will become a model for others. We're available to participate in community activities to inform the public on the steps they can take to help us protect the environment. Together, we can all make a big difference.

Sincerely,

Name
Company