

# Bronco Restoration Shop Uses SHIELD Bedliner from TCI Products to Earn its Badass Name



by **Autobody News Staff**

People who drive restored vehicles love the adulation and attention they get when they cruise on the avenue or hit the highway for an epic road trip.

If you own a classic car that turns heads and elicits praise, you will often hear adjectives like “sweet”, “cherry” or “pristine”. But if you get a Bronco restored by *Badass Broncos*, a company in Texas, your vehicle will forever be known as “badass.”

Opened in 2017, *Badass Broncos* in New Braunfels, TX, is owned and operated by **Woody Ferree** and his wife, **Colleen**. Over the years, they’ve created a brand well-known amongst Bronco lovers all over the world due to their ability to translate their passion into the finished product each and every time.

Ferree has a long relationship with Broncos that goes back to his early childhood.

“My dad must have owned 10 to 15 Broncos over the years and he had his own body shop,” he said. “After a stint in the military and working as a contractor overseas (Special Forces in Afghanistan and Dubai), I came home and looked for the next thing for me to do. I saw that the Bronco market was hot, and I just had a hunch, so we started *Badass Broncos*.”

“It’s been a great business and it keeps growing. Right now, we have a waiting list and there are currently 30 to 35 Broncos in the shop at any given time.”

To make sure every restored Bronco that *Badass Broncos* touches is at an award-winning level, Ferree and his crew always use the finest tools, products and equipment he can find.

One of his go-to products is SHIELD, a 2K spray-on bedliner that uses a protective tough and durable urethane coating to provide a protective barrier that won’t degrade or crack.

Cracking and chipping were an issue Ferree encountered with another spray-on bedliner he used previously, so he was delighted when the people at his jobber, *Tasco Auto Color*, suggested SHIELD.

“The SHIELD bedliner suffers



By using cutting-edge products like SHIELD, **Woody** and **Colleen Ferree** at *Badass Broncos* create amazing vehicles for Bronco lovers nationwide.

from far less shrinking as opposed to some of the other leading brands we tried,” he said. “We’re really happy with the SHIELD product. We used another brand for many years but we discovered that it was brittle with a lot of shrinkage. They have their special nozzle system for the Schutz gun that are disposable, which is good.”

The application process is easy and the crew at *Badass Broncos* took to it quickly, Ferree said. First, mix the activator into the bedliner container, shaking it vigorously for three minutes, and then spray it at 30-65 psi after attaching the Schutz gun. Different textures can be achieved by varying distance and air pressure. Always spray test a test panel first to achieve desired results.

The old Broncos were essentially paint on metal, so Ferree and his crew need a product like SHIELD to protect the vehicle’s bed as part of any restoration.

They also spray the complete underside of the body for any typical build. “We take the entire body down to bare metal, acid treat it, epoxy it, paint it and then SHIELD it. It keeps rocks from damaging the bed and if someone throws some tools back there, it won’t scratch the paint because it’s quite durable.”

“If people want the original color to match, all we have to do is tint it using the tintable version, and we’re good to go.”

If you compare SHIELD to the competition, there really is no comparison. According to data provided by TCI Products, SHIELD

is tougher because they use the highest quality resins available on the market today that provide a much-needed dense crosslink. They also use Kevlar for maximum strength.

SHIELD also blows away the competition in every other important category. It features the shortest flash times in the industry, 20 minutes at 70 degrees. For heavy use, it can take up to 48 hours. If you’re using one of SHIELD’s competing brands, you better be ready to wait and wait because its flash time is an hour, and if it’s a big job, you might have to be patient for a full seven days for heavy duty use.

In addition, SHIELD shrinks 15-17% and the competition shrinks upwards of 37%.

Ferree loves his SHIELD Bedliner and Protective Coating and is also enamored with TCI Products in St. Louis, MO, where the product is manufactured, as well as his jobber, *Tasco Auto Color*.

“TCI Products is an amazing company,” he said. “They provide us with all of the training we need, and if there are any issues with the product, they are right there to help us. That enables us to get working and still produce a five-star job. And *Tasco* gets us everything we need, from sandpaper to paint and all paint supplies.”

Ferree will undoubtedly succeed because he has great relationships with both TCI Products and *Tasco Auto Color*, providing awesome products backed with customer service that is also *badass*.

## Badass Broncos

Location: New Braunfels, TX  
(830) 358-1002  
[www.badassbronzos.com](http://www.badassbronzos.com)

## Company At A Glance...

Type: Vehicle Restoration

Facility Employees: 12

In Business Since: 2017

Number of Locations: One

Production Space:

15,000 square feet



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## TCI Products

420 De Soto Ave.  
St. Louis, MO 63147  
(888) 824-5060  
[www.tciproducts.com](http://www.tciproducts.com)  
Facebook: @tciproducts  
Instagram: @tci\_product