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The **AUTO BODY** Monthly

from

D&R AUTO PAINT AND SUPPLY

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DeWalt Buffer Special - \$199.95



For a limited time receive a free Dewalt Carrying bag and work gloves

With any purchase of a Dewalt model DW 849 variable speed buffer, you will receive a free Dewalt carrying bag and work gloves. List price on this kit is \$329.00. This is a limited supply special. Once our inventory is gone, the special is over. Call your supplying D&R Auto Paint and Supply location to order your buffer special today.

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How Will Petroleum Costs Affect Future Automotive Paint Prices?

This is a more in depth question than one would think. Yes, automotive paint products are petroleum based. Yes, paint manufacturers have seen huge increases in their cost of raw material. But this is just the beginning.

The raw material has to be brought to the manufacturing plant by truck or rail. Both use fuel. Many products require "cooking" to produce. This uses natural gas. The finished product has to be delivered to the points of distribution. More fuel. The distributors have to deliver it to the body shops. Again, more fuel.

Who's to blame for high fuel prices is a debate that will go on for years. What cannot be debated is that the high cost of petroleum products directly affects the manufacturing and distribution costs of millions of products including automotive finishes.

Most automotive paint manufactures have had 2 price increases per year for the last 2 to 3 years. PPG has maintained one of the lowest rates of ongoing price increase of all automotive refinish brands over the last 5 years. In many cases, there is now a 10% + difference in the "Ready To Spray" cost of paint brands.

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## How Will Petroleum Costs Affect Future Automotive Paint Prices Continued...

The simple answer is paint will continue to go up. How much depends on the ever increasing cost of crude oil.

What can the shops do? Using your sandpaper until it is beyond dull or handing out rolls of tape to your techs won't do it. It's all about the estimate. What you pay for anything in life is irrelevant. The difference between what you pay, and what you sell it for is the only thing that matters.

Be sure you charge for every paint hour you can. It directly affects the material sale. You say you can't get paid for something? How do you know? Is the guy down the street getting paid for it? How do you know? You would be amazed at the variance we find in who gets paid for what.

Now may be a good time to invest in updated estimating classes. If you would like to attend an estimating class, please contact your supplying D&R Auto Paint and Supply location for a schedule.

## Do You Print and Distribute This Newsletter To Your Techs?

### Sign Them Up!

Many customers have told us that they distribute the D&R Auto Paint and Supply newsletter to their techs. Thank You! We hope it is a valuable service to your shop. If you would like your techs, managers, office staff, dealer owners, fixed op. managers, or other shop owners to receive the newsletter, simple click on the management site below and fill in the blanks. It's fast, easy, and will be appreciated by your co-workers.

[www.drautopaint.com/newsletter](http://www.drautopaint.com/newsletter)

**Sign up Dealer Owners, Managers, Techs, Office Staff, and Other Shop Owners!**



## Have You Bought a 3M Sun Gun Yet?

Be Sure You Get The Free 2nd Battery Deal! Call D&R Auto Paint and Supply For Details.

Cloudy day, no problem. Poor lighting in the booth, no problem. Can't see if you have full coverage, no problem.

3M's revolutionary new Sun Gun is a battery powered 95% color correct light. With 5 patents on the bulb alone, it is truly unique. The light is computer chip controlled so the light value stays constant. A built in cooling fan lets you use it all day in the hottest conditions.

Use this tool not only to ensure good color match, but also to ensure full coverage, find hidden pinholes, and hunt down any minor defects that would ordinarily be impossible to see.

In the middle of your busiest day, don't let your Sun Gun shut off because your only battery is low. Buy your Sun Gun from D&R Auto Paint and Supply and snap on the spare.

When you purchase a Sun Gun at the below list price of \$349.95 from D&R Auto Paint and Supply, you will receive a second battery at no charge. This is a \$75.00 value and only available at D&R. It could save the day!!

### Words To Live By:

"Blessed is the man who, having nothing to say, abstains from giving his words evidence of the fact."

- GEORGE ELIOT