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The **AUTO BODY** Monthly

from

D&R AUTO PAINT AND SUPPLY

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Watch for "Special Effect" OEM Colors

D&R Auto Paint and Supply has asked its customers to watch for OEM colors that contain very expensive "Special Effect" toners and pearls. An example is:

2006 Chrysler code PRJ
Inferno Red Crystal Pearlcoat
Contains: VM4205 Vibrance Starfire Flake
& PRLX1 Vibrance Custom Pearl

Quart cost \$244.90

There are currently over 1300 OEM formulas containing similar "Special Effect" toners and pearls. If you are a D&R customer and would like a complete list of these colors and the manufacturers codes, contact your supplying D&R location and we will send you a pocket estimator's guide. Several D&R customers have been using this guide to properly bill for thousands of extra material dollars on vehicles with "Special Effect" toners

Also, please talk to your painters and create a repeatable plan to identify and communicate these colors to management. The popularity of such colors will continue to grow as OEM manufacturers try to make their cars stand out in an attempt to increase vehicle sales. If you would like help in this effort, again contact your supplying D&R location.



Diapers Are Back!!

In today's world, the use of cloth baby diapers is almost non-existent. For this reason, we have had a difficult time finding pre-washed cloth polishing diapers. Well, never fear, we've found them. They are now packaged in a 4 pound easy store box. D&R Auto Paint and Supply has purchased 3 pallets of these hard to find diapers ready to go.

As a final polish towel, diapers are hard to beat. They don't scratch, and are easy to wash and re-use. Paper towel companies have tried to duplicate the properties of a diaper but always come up short. Paper never seems to leave a scratch free finish like diapers.

Call you supplying D&R Auto Paint and Supply Location to get your order in today.

Work Smarter Not Harder

This story takes place in a northern Wisconsin lumber community. In this community there were two teams of lumberjacks cutting trees for the area mill. Both teams had their superstar lumberjacks. The east team had a fiery young lumberjack that could go all day without a break. The west team had a simple older gentleman that consistently had a high production record.

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## Work Smarter Not Harder Cont...

One evening in the local tavern, some of the east team lumberjacks challenged the west team to a bet. The rules to the bet were each team would pick their fastest lumberjack and put them in a one on one dual to see who could cut down the most trees in an eight hour period.

The next day, the east's team fiery young man showed up ready to battle. The west team brought out their older gentleman to be challenged. The east team began to laugh. They said, "you can't be serious putting this old man against our young machine." The west team replied, "We will see who has the last laugh." At eight A.M. the bell rang and the lumberjacks began cutting. They both began to cut furiously. After about an hour, the east team noticed their older competitor sitting down. They again began to laugh. Throughout the eight hour day they noticed the old man sitting on several occasions. The east team thought they had won this hands down. At the end of the day, the bell rang and the tree count began. Low and behold, the old man had cut more trees than the young man. The young man stood up and said, "old man, how is this possible? Every time I looked, you were sitting down." The old man replied, "you just saw me sitting. You didn't notice each time I was sharpening my ax."

There are many products and procedures to help be more productive. If your shop has bottle necks or slow production areas, call you supplying D&R location for help.

## 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!**



## **Don't Kid Yourself! Material "Thresholds" & Paint Labor Reductions Cost You Thousands Per Year**

Some shop owners have said, "We don't see many material "thresholds" in our shop. Yet others say they see them regularly. I would bet the ones that don't see it, don't look as hard. This is the same shop that states they lose money on paint materials.

**The Problem:** To skirt the law, insurance companies impose a maximum paint material "threshold" on jobs where the standard industry wide material calculation from paint labor time exceeds a pre-set number. This "threshold" can be met with as little as 8.3 paint labor hours. Also, reductions in paint labor due to "blend within" or "base coat reduction" negatively affect your ability to be properly compensated for paint materials.

**The Answer:** PMC Logic is an easy to use software program designed to create an accurate, *Job Specific*, invoice that, by law, insurance companies must pay from. It's so fast you can create a complete and professional material invoice in minutes.

**How Can I Learn More:** Thursday, March 15th  
6:00 – 7:00 P.M.  
Omaha Training Center  
8710 "J" Street, Omaha  
*Refreshments will be served.*

**What's The Cost:** The cost of NOT attending is in the **thousands**. Cost to attend: Nothing

### **What Will I Receive:**

- 1) A review of the program.
- 2) Education on the industry material shortfalls.
- 3) A free 7 day trail CD of PMC Logic.

**Please Print and RSVP Fax to (402) 537-9010**

Shop: \_\_\_\_\_

Number Attending: \_\_\_\_\_

### Words to Live By:

"If you can fly, then fly.  
If you can't fly, run.  
If you can't run, walk.  
If you can't walk, crawl.  
But by all means...  
Keep moving forward!"

-Dr. Martin Luther King