

8710 J Street
Omaha, NE 68127
(402) 537-9009



The **AUTO BODY** Monthly

from

D&R AUTO PAINT AND SUPPLY

1607 Avenue I
Council Bluffs, IA 51501
(712) 322-7217

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Cut Your Buff Time Clean Up Your Paint Jobs

*Buy 4 gallons of 3M 6837 dust control spray
at \$33.78 per gallon*



and receive a free application sprayer!



Dust is held down and doesn't float when you sweep. It's an inexpensive way to cut the biggest time killer, buffing.

Offer good while supply lasts. Exclusive to D&R Auto Paint and Supply.

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Shop Line

What is it?

When should I use it?

As the collision repair industry evolves and changes, PPG and its distributors must answer the needs of the shops. As vehicles can now mechanically last longer than ever before, car owners find themselves wanting to freshen up the appearance with plans to keep the vehicle 3 to 5 more years. Also, the customer pay collision is an ever increasing segment of repair. In either repair, many times the customer isn't worried about a long term warranty. Their main concern is cost.

From a material stand point, the answer is PPG's Shop-Line. Shop-Line is a high quality economically priced complete product line. Unlike most other products in the category, Shop-Line is a complete system. From primer to sealer, from color to clear, Shop-Line has it all. You also get daily delivery from a local inventory and local technical support.

Whether you are a PPG user or not, Shop-Line is the answer to jobs that require you to be a little more competitive. If you would like to see the outstanding performance of Shop-Line, please contact your supplying D&R Auto Paint and Supply location.

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## Black Isn't Black Anymore

The old saying that black is the only color that doesn't need blending isn't true anymore. We have seen a huge increase in vehicles that have a regular black listed as their color code, but the DBU, DBC, and Global standard blacks don't match. We have seen this trend from almost all manufacturers. GM, Ford, Honda, Toyota, and even BMW and Mercedes. We recently matched a brand new Corvette that was more gray than black.

Why this trend? In order to control cost and meet EPA daily VOC regulations, manufacturers are putting fewer coats of color on some vehicles. It's evident when we do spot checks with a digital mill gauge. The color of the sealer will many times determine the color "shift" of the topcoat.

When a customer purchases one of these vehicles, it looks black until you hold a true black sample panel next to it. Only then does the gray or brown cast show to the human eye.

What can painters do? Do a black sprayout and keep it accessible. Anytime a black vehicle comes into the shop, check it immediately. Be sure to check it outside or use a 3M Sun Gun. If you encounter an off-black vehicle, use the PPG black variants to determine what direction you need to go. Last but not least, don't be scared to blend. I know this is a mindset change from the past, but it is becoming a more common necessary procedure. We at D&R Auto Paint and Supply are always a phone call away. Let us know if you get a black eye from this type of color problem.

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

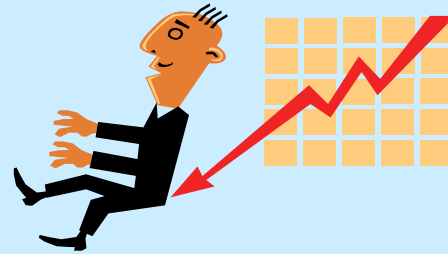
### Sign Them Up!

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!**

## Claims Frequency Down



According to the Insurance Journal, claim frequency is down anywhere from 3%-to 5% in 2006 as compared to 2005. It also said that claims severity which includes medical care as well as property damage is up only 2% to 4% in 2006 compared to 2005. The frequency claim drop is most likely due to today's accident avoidance systems on newer vehicles, tougher traffic laws, and higher deductibles among consumers.

## I-CAR Class Schedule

To see the latest I-CAR classes and information, go to [www.i-car.com](http://www.i-car.com) and enter your zip code in the "Quick Search" box. There are 4 classes being held in February. If you other questions about I-CAR call 1-800-422-7872.

## Words To Live By:

How much we enjoy what we have is more important than how much we have. Life is full of people who have more than they know what to do with, but cannot be content. It's the capacity to enjoy life that brings contentment.