



DLT Requests the Honor of Your Presence...



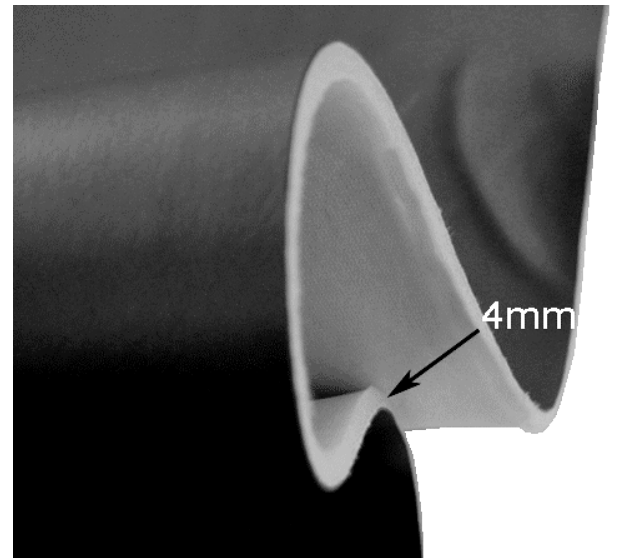
We are pleased to announce that two of our most popular products, Special Black Naugahyde and 4mm (1/8") foam, have joined, and are now ready to get to work on your next project!

An East Coast manufacturing concern's loss is your gain! Because they changed their mind (we wish we understood that one - this is nice stuff!), we were able to snap up nearly 2,000 yards of this specially made material for a song. That's right, these are not seconds, this is first run custom material available for a fraction of the original price!

That's right, we are now offering Foam Backed Special Black! With the quality and name recognition of Naugahyde, adding this pre-foamed material to your workflow is a no-brainer. It removes the need to glue foam to vinyl, and still has the Naugahyde backing to support stitching and provide some stretch.

Like all special offerings, Foam Backed Special Black is only here for a limited time, and once it's gone, we can't be sure it will be back - so it's worth acting fast to make sure you can get as much as you need!

In keeping with our tradition of offering special and promotional items at the lowest prices we can manage, Foam Backed Special Black is offered at **\$7.99/yd**, with breaks at 20 yards (**\$6.99**), 40 yards (**\$5.99**), 80 yards (**\$3.99**)! If you need a whopping 640 yards you will only pay **\$2.49** per yard!



Don't Forget Regular Special Black!

The old familiar is still available! We still have the special black vinyl you have come to know and rely on. While it is a promotional material - and we can't promise it will continue to be available - we will be working to keep as much in stock as we possibly can.

Special Black is a Naugahyde promotional material, roll starts and roll ends - not scraps, just excess first run goods!

Special Black is offered at **\$5.99/yd**, with breaks at 25 yards (**\$5.49**), 50 yards (**\$4.99**), 75 yards (**\$4.25**)! If you need a whopping 600 yards you will only pay **\$2.99** per yard!

FEATURED PRODUCTS



Winter is coming. Time to get ready to for snowmobile seats that need reupholstering. Apollo by Futura is a perfect choice for applications in cold environments and wherever a grippable surface is needed. Unlike other "gripper" vinyl, Apollo does not contain a rubberized topcoat, it is completely rubber all the way through! This means that the gripper topcoat will never wear off! Apollo does not get stiff in the cold, and will survive the harshest of environments!



1-4 yds	5-9 yds	10-24 yds	25 yd Roll
\$16.99/yd	\$16.14/yd	\$15.29/yd	\$13.59/yd



From the name you know, trust, and rely on DLT offers the premier outdoor & winter material. CP-1967 from Naugahyde. With the famed

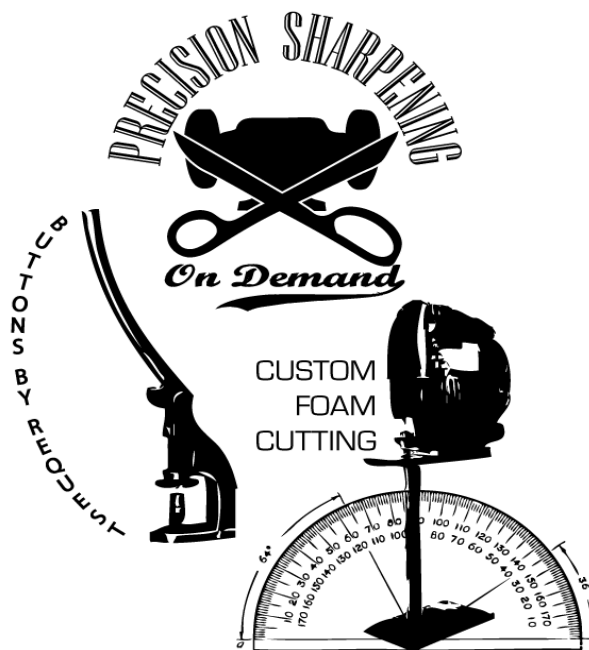
Naugahyde durability, and a -40F cold crack rating, CP-1967 can meet any cold weather needs with ease. CP-1967 boasts a soft and pleasing hand, a stretchable knit backing, exceptional color-fastness, easy soap-and-water cleaning, and the comfort and security of offering your customers Naugahyde.

1-4 yds	5-14 yds	15-29 yds	30 yd Roll
\$20.34/yd	\$19.32/yd	\$18.31/yd	\$16.27/yd

DLT

Upholstery Supply SERVICES

At all of our branches, DLT offers these on-demand services to make your work, and day, easier. Performed by our highly skilled warehouse staff, sharpening, Foam Cutting, Staple Gun Cleaning and Button Making are offered in all four branches, we also offer Cushion Stuffing services exclusively in Owensboro, KY, and Staple Gun Repair in Chicago.



We'll save you both time and money, with shear sharpening offered at **\$1.00** per pair, foam cutting offered at **\$1.00** per cut, and buttons made with your fabric starting at **\$1.00** per button, with breaks offered starting at only 10 buttons.

Stop in to your local branch today to take advantage of DLT's On-Site Services. We will also ship out custom cut foam, buttons and will sharpen shears and UPS them back to you the same day they are received in our office, shipping charges will apply.



HIGHLIGHTS

Monthly Contest Wrap Up

As we wrap the contest up for now, we want to say Congrats to all our winners!

Our recurring first prize has been a 42 inch flat screen HDTV. We have changed the second prize around each month, with prizes including a 25y roll of Special Black, a 20y roll of knitback scrim foam, even a BeA 71-Series staple gun! Third prizes have been DLT T-shirts, as seen in the branches and on our employees.

We think the contest was a success, and hope you did too. We are pausing for now to consider how we can make it even better, and make sure everyone possible gets to play. Watch this space for updates on it coming back!



November 4, 2012

FALL BEHIND

Daylight Savings Time Ends



DLT Policy Statement

Just a reminder on some of the more frequently asked about sections of our policies.

Returns:

No returns for items purchased over 30 days prior to return. No returns for 5 yards or less, or if any portion is used. There will be a 10% charge for restocking. **The States of Illinois, Wisconsin, Michigan, and Kentucky prohibit us from accepting returns on foam or other bedding materials.**

No returns on special orders or closeouts. There will be a 10% cutting fee on returns for any material that has been cut in addition to the 10% restocking fee. All guarantees, warranties, etc. are handled through their respective manufacturers. DLT Corporation and/or it's subsidiaries are not responsible for any types of guarantees, warranties, etc.

Pricing:

Prices are subject to change without notice per market fluctuations.

Shipping:

UPS is our preferred parcel shipping company. Spee-Dee services are also available in limited areas. We will also be happy to send via LTL freight if order size allows. Orders received before 3:30pm (CST) will be shipped that same day.

Remember to Adjust Glue Pressure!

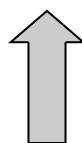
With the onset of winter, adhesive performance can change dramatically. This leads to spray problems, and adhesion problems, which is often seen as the glue failing or just not acting correctly.

But there is a simple solution! As the weather turns cold, dial your air compressor pressure **up** some to overcome the increased viscosity.

TEMP GOES DOWN



PRESSURE GOES UP!





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THE HOG RING

5 Ways Trim Shops Get Paid on Time

By Nadeem Muaddi, Trimmer & Founder of TheHogRing.com

There's nothing more frustrating than a customer who won't pay a bill on time. It's inconsiderate at best and financially stifling at worst. While there's no sure way to avoid tardy customers, you can take steps to limit the problem. Below are five of the best ways auto trim shops can get paid on time.

1. Ask for full payment up front

In the auto trim business, it's customary to ask for a down payment – which covers the cost of ordered materials and ensures that a customer comes back for his scheduled appointment. However, a down payment doesn't ensure that a customer will ever pay the remainder of his bill in full or on time. One way to guarantee both is to ask for full payment up front. While some customers may be hesitant to pay for a service that they have not yet received, a discount and satisfaction guarantee can help ease their concerns.

2. Accept multiple payment methods

Times are tough, so it's understandable that not all customers can afford to pay you in cash. One way to ensure that you get paid on time is to accept multiple methods of payment. Aside from dollars, consider accepting payments in the form checks, credit cards and direct transfers. The more options you provide, the less likely it is that a customer won't be able to pay you on time. Just be sure to take the necessary steps to guard yourself against fraud. For instance, never accept a check from a customer without verifying the address on the check with at least two forms of ID. Also, take down the customer's driver's license number for easy tracking.

3. Bill customers routinely

Not all trim shops bill customers or allow them to pay in installments, but some do – especially those that hold contracts with local dealerships or bus companies. If you're one of these shops, you need to be especially vigilant in ensuring customers pay on time. It's important to follow up with customers the moment a bill is due. Letting the issue slide for a few days (or weeks) gives customers the impression that your payment terms are lax and opens the doors to them taking advantage of you. To avoid this, send paper invoices to customers at the same time each month. This helps establish a consistent payment pattern. It also allows you and customers to track what's been paid or due. If final notices need to be sent, certified mail is the way to go – especially if you anticipate that legal action may be needed.

4. Enforce your terms

Do you charge extra for customers who leave their cars on your lot for extended periods of time? How about late fees or penalties for checks that bounce? If so, always enforce your terms. Customers who are subject to extra charges may complain at first, but you can be sure they'll pay on time the next time around. Don't be afraid that enforcing your payment terms will scare customers into competitors' shops. It's your right to be paid in full and on time for the services that you provide. Besides, if your work is the best in town, you can guarantee customers will keep coming back. The ones that don't were just looking for a free lunch anyway.

5. Consider legal action

Legal action is something that no business owner likes to pursue – but sometimes there's just no avoiding it. If a customer refuses to pay for a service that you've already provided, file a complaint with the police department. If it's another business that refuses to pay, also lodge a complaint with your local chamber of commerce. And, if necessary, don't be afraid to sue. You may never get your money back; and the cost and aggravation of going to court may outweigh anything you stand to win. But at least you'll develop a reputation for being a no-nonsense business – and that can prove invaluable.

How about your shop? What tips, tricks or advice do you have or use to get customers to pay on time? Visit TheHogRing.com and tell us all about it.



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The Hog Ring is the #1 blog and online community for auto upholstery professionals. Here you can read industry news, search jobs and connect with others who share your passion for auto upholstery.