



# DLT NEWS

December 2012 • Issue 42 • MONTHLY UPHOLSTERY NEWSLETTER

FOR THE UPHOLSTERY & TRIM TRADES

## Big Things Coming in 2013!

Assuming the Mayan Calendar was just out of room for more years, and the world doesn't end on the 21st, we will be headed into the New Year with a lot on the ol' plate!

First, it is the 100th year of DLT Milwaukee, formerly The Upholstery Supply Company! Wow! 100 years old! All of us with DLT offer everyone who has worked for or with TUSCO a heart-felt Thank You for your part in getting us to this amazing milestone. As we go through the year, we will be sure to keep you posted on any events and specials celebrating this epic achievement. Well done everyone!

As we move forward, we will also be highlighting some of our more eco-friendly products and service options. This is an important aspect of the industry to be aware of, and we at DLT feel a responsibility to keep everyone informed about both the most eco-safe products we have, and the changes in the laws and regulations that impact our industry. As we hear about these changes, we will bring them to you, and make sure we are able to answer any questions you might have.



## FREE DELIVERY DECEMBER RETURNS!

We know December is a slow time for us all, so to help out with your costs, we are bringing back to popular free DLT truck runs all December long! That's right, the convenience of having us bring your order direct to you will be free all December! There is still a \$75 minimum order for delivery. Call us today to ask when we will be delivering your goods to you free of charge!

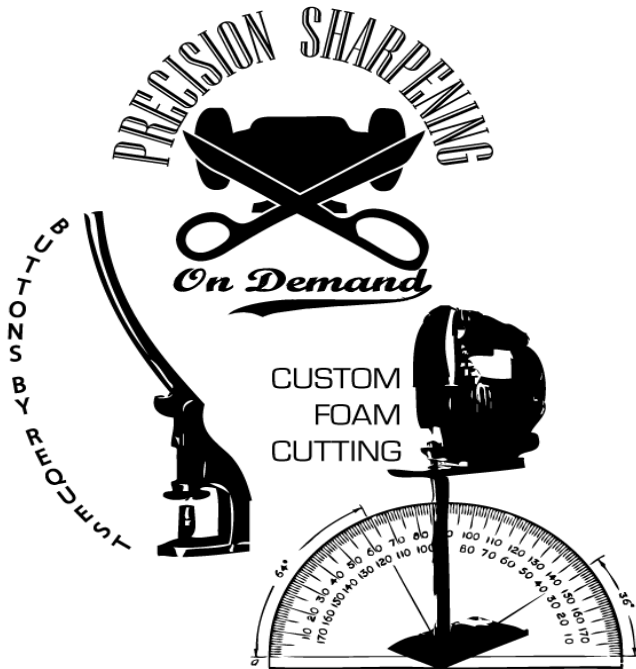


When it comes to UPS and Spee-Dee shipping we don't make an issue of it, but we simply pass along the shipping charge we receive. No more. We invite everyone to go to the UPS site to confirm charges, and confirm for yourself if you have any questions. As Andrew says, deflating yardage cost to inflate shipping and handling cost is just dishonest, and we won't play that game.



# FEATURED PRODUCTS

## DLT ON-SITE 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 **\$2.00** per pair, foam cutting offered at **\$2.00** 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 (we will even send you a UPS label for shipping on request!), shipping charges will apply.

## Rings! (& Pliers...)

Hog rings! We have them in stock, ready to move, flat and bent both, sold by the pound weight. We also carry the pliers needed to use them effectively, and can ship them off to wherever you are, as fast as you like! Call today!

### Hog Rings - Flat & Bent - Wholesale Prices!

<b>&lt;5.00 Lbs</b>	<b>2.49/Lb</b>
<b>5.00 Lbs</b>	<b>2.12/Lb</b>
<b>15.00 Lbs</b>	<b>1.99/Lb</b>
<b>25.00 Lbs</b>	<b>1.87/Lb</b>

### Hog Ring Pliers

<b>Osbourne</b>	
<b>#1440C</b>	<b>33.49</b>
<b>#1440CO</b>	<b>35.99</b>
<b>#1440A</b>	<b>30.99</b>

<b>Economy Tools</b>	
<b>#1440C</b>	<b>19.99</b>
<b>#1440A</b>	<b>19.99</b>

### Stock Numbers:

- 1440C - 30 Degree Bend
- 1440CO - Opening Spring
- 1440A - Flat



For your customer with the expensive European luxury sedan...we can supply the leather or vinyl upholstery, body cloth, headliner, even the fancy carpet!

Thanks to the team at Novatex, this material is no longer out of reach. Supplying OEM and OEM matched leather, vinyl, carpet and cloth is what they do - even the velour carpet and square weave wool.

We have samples available in your local office, and are working at getting the products online as well. Feel free to let us know what you are needing, and we will work with you to provide the perfect material for your customer's car.

Brands served include BMW, Porsche, Rolls Royce, Mercedes, Audi and Jaguar.



# HIGHLIGHTS

## Delivery Changes & Welcome Aboard Gordy!

We have seen some changes here at DLT, and wanted to take a moment to make sure to let you all know what was going on.

First, we want to welcome our new salesman, Mike "Gordy" Goins aboard. He has been working closely with Joe O'Connor on getting up to speed with our customers in Indiana and Michigan, and expanding our sales program into Ohio. Many of you may have worked with Gordy before, he has been in the industry for over 20 years with another major distributor, and we are pleased he had come aboard.

In a related note, Joe has been promoted out of the field to be our Sales Manager. He won't be running his regular delivery routes any more, but will still be in touch, and will be making sure to keep up with his customers, and making sure you are well taken care of.

The biggest change to our sales program will be the addition, in the new year, of a team of sales drivers who will take over the delivery routes currently served by Joe O'Connor & Jack Doyle. These drivers will be making the deliveries on the same schedule Joe & Jack used, and may even be able to get there more often!

Based on the success of our pilot program in the Owensboro branch, our sales drivers will have supplies in the truck that can be purchased directly from the driver. We are planning to have glue, tools, even some fiberfill available in case the need arises. As an added bonus, if our sales driver is in your area, we can send him to you on the fly!

DLT is working hard to make sure you can get the supplies you need in the fastest, most hassle-free way possible. We know that shipping costs are often an almost hidden expense, and want to lower that cost as much as we can. Give us a call today, and we can give you an idea of how much we could save you in shipping costs.

## Looking Back, Moving Forward

It has been a little over a year since I took over the DLT Newsletter, and it's been a blast. I look forward to many more issues and editions as we head into the coming years.

But this is, above all, your newsletter. It is for you, and intended to showcase items we hope you will be interested in, so that you're better informed and able to pass that information on to your customer. In that regard, I hope you know I welcome your feedback at any time!

Feel free to email me directly at [gstrayer@dltcorporation.com](mailto:gstrayer@dltcorporation.com), fax at 708-499-2967, or call at 708-499-2040. I look forward to hearing your thoughts and suggestions, and taking the DLT News into the future together, making improvements along the way to best serve your needs. Thanks!

--Geoff

## *From Nauga-Claus to You & Yours*



*Best Holiday Wishes from DLT:*

*Al, Amanda, Andrew, Ben, Bob, Curt, Dave, Geoff, Gordy, Guillermo, Jack, Jamie, Joe, Julie, Juliet, Louey, Matt, Michael, Rob, Roy, Sarah D., Sarah O., & Tim*





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# THE HOG RING

## 3 Ways Auto Upholstery Shops Can Avoid The Slow Season

*By Nadeem Muaddi, Trimmer & Founder of TheHogRing.com*

For many auto upholstery shops, winter is a slow season. Cold weather keeps customers away and the added expenses of Christmas limit their ability to splurge on cosmetic fixes to their cars. Still, there are ways to ensure that your auto trim business doesn't grind to a halt – but you'll need to plan ahead (like right now!)

### 1. Develop a Winter Schedule

In most states, car show season runs from spring until fall (with the majority taking place during the summer). Given the nice weather and lack of any major gift-giving holidays, this period also tends to be most trim shops' busy season. While smart business owners are already working the [car show](#) circuit to boost business, the savviest of the bunch are also scheduling the most time-consuming jobs that they pick up (like full interior overhauls) for the slow season. This way, they can spend their busy season handling walk-in convertible tops and headliners, and have enough time to take care of the bigger, harder jobs when things slow down.

### 2. Provide Winter Services

Here's some not-so-shocking news: most drivers complain that their cars get too cold during winter. However, few consider what an auto upholstery shop can do to keep them warm. By shifting your shop's advertising focus from convertible tops, headliners and carpets to more winter-appropriate services – like seat heaters, wool seat covers and snow tarps – you can attract a whole new customer base. Skeptical? A 2011 J.D. Power and Associates study on seat quality and satisfaction, revealed that 70 percent of vehicle owners said that they wanted seat-related amenities, such as seat heaters, installed in their cars.

### 3. Turn Upholstery into a Christmas Gift

Your customers spend hundreds, if not thousands, of dollars every year on Christmas presents – which leaves little money to spend on fixing their cars (especially on upholstery, which isn't as vital to a vehicle's operation as – say, its transmission). Why not get in on the action by marketing your upholstery services as a possible Christmas gift? There are, after all, loads of car buffs that would love custom embroidered headrests or new door panels for Christmas. The easiest way to do this is to sell holiday gift certificates. Package them correctly, market them to the right people and watch how much folks – looking to give something unique this year – go nuts over the idea.

If all else fails and business still stays slow, consider using the downtime to make improvements to your shop, get your office paperwork in order and attend conferences and seminars where you can network with other industry professionals. After all, it's called "slow season" not "unproductive season".



#### **DLT-Du Bois Fabrics**

5520 W. 111<sup>th</sup> Street  
Oak Lawn, IL 60453  
(708) 499-2040  
(800) 458-3500

#### **DLT-Milwaukee**

4330 S. Howell Ave  
Milwaukee, WI 53207  
(414) 483-1002  
(800) 984-7954

#### **DLT-Ohio Valley**

1619 Breckenridge St.  
Owensboro, KY 42303  
(270) 683-0329  
(800) 258-0717

#### **DLT-Larson Fabrics**

11820 Mayfield St.  
Livonia, MI 48150  
(734) 522-1080  
(800) 521-3811

Email: [info@duboisfabrics.com](mailto:info@duboisfabrics.com)  
[www.duboisfabrics.com](http://www.duboisfabrics.com)

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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.**