



DLT IS 100 YEARS OLD!

In 1913, Anton Oestreicher of Milwaukee sold his small upholstery company, which had a side business selling springs and webbing to his fellow upholsterers, to William Blersch and Frank Krohn, and they renamed it The Upholstery Supply Company, soon known as TUSCO. Starting on January 1 1913 at 317 Prairie Street, TUSCO then moved to 313-315 Chestnut Street, which was renamed and renumbered to 301-303 Fourth Street, and finally became 1033 N. Fourth Street. They later built and moved to Brookfield at 12530 W. Burleigh, and in 2007 finally settled on the present location at 4330 S. Howell.

Today, TUSCO the 'T' in DLT, is one of the founding cornerstones of the company. We are proud to usher in our 100th year in service to the upholstery trade, and have some great things planned for the celebration!

But in this DLT News, I want to focus on time - how things have changed, and how they have stayed the same. The most obvious change is, of course, pricing. In 1916, the first year we have pricing information, full hides of leather started at \$0.18 per square foot, and vinyl ('Artificial Leather') started at \$0.55 per yard. Retail. There was no foam, and furniture was stuffed with moss. There was also available a 'high grade' moss. Meaning without dirt and twigs. Should anyone want to give an antique chair a real restoration, let us know, and we will see what kinds of moss are out there!

What hasn't changed is the focus on providing the best quality and service possible. Same-day shipping was the policy as far back as 1923 (the oldest catalog we have). We have also been focused on product quality since the beginnings. As one catalog states, savings from lower quality products today will cost more in replacements later.

It's been an interesting century, and we are looking forward to continuing to serve you for another 100 years. Thank you, one and all, and welcome to our centennial year!



FEATURED PRODUCTS

DO Tread On Me...I'm Carpet!

Or at least wipe your feet. This month we wanted to feature our automotive carpet lines, since (we hope) it is getting snowy out there, and between the melting snow and road salt your customer's automotive carpets are taking a beating. Soon it will be time to get those replaced, and DLT has the materials you need to get the job done.

9000 Series - 72" Wide			
<ul style="list-style-type: none"> Meets MVSS-302 Fire Code Mildew Resistant 120 hr UV Rating Low Maintenance 100% Olefin - Latex Backing Available In 14 Colors 36 yards to the roll 			
Cuts	5-15	15-35	Roll
\$38.68	\$34.82	\$31.92	\$29.98

9400 Series - 72" Wide			
<ul style="list-style-type: none"> Meets MVSS-302 Fire Code Mildew Resistant 120 hr UV Rating Low Maintenance 100% Olefin - Latex Backing Available In 8 Colors 36 yards to the roll 			
Cuts	5-24	Roll	2 Rolls
\$68.20	\$61.38	\$56.26	\$52.86

AquaTurf - 6 & 8 Foot Wide!			
<ul style="list-style-type: none"> Low Water Retention Mildew & Moisture Resistant UV Stabilized Low Maintenance 100% Olefin Pile Available In 21 Colors 33 yards to the roll 			
6' Cuts	6' Roll	8' Cuts	8' Roll
\$34.98	\$29.74	\$46.98	\$39.94

ALL PRICES RETAIL - IN TRADE DEALER'S DISCOUNTS APPLY

Automotive Cut Pile - 40" Wide			
<ul style="list-style-type: none"> Classic Restoration Carpet Made in America 100% Nylon - Latex Backing Available In 29 Colors 50 yards to the roll 			
Cuts	10-24	25-49	Roll
\$25.98	\$24.68	\$23.38	\$22.08

Automotive Loop - 40" Wide			
<ul style="list-style-type: none"> Classic Restoration Carpet Made in America 100% Nylon - Latex Backing Available In 12 Colors 50 yards to the roll 			
Cuts	10-24	25-49	Roll
\$24.98	\$23.74	\$22.48	\$21.24

Backless Carpet - 80" Wide			
<ul style="list-style-type: none"> Flexform - Made in America UV Resistant 100% Polypropylene Pile Available In 15 Colors 50 yards to the roll 			
Cuts	10-24	25-49	Roll
\$24.50	\$22.06	\$20.82	\$19.60

Quality Carpet Needs Quality Padding



**NEW SIZES!
PRICES
REDUCED**

If the padding is bad, then the best carpet in the world won't last. We carry the 1/2" Foss style, and have found a new source for the 1/4" thickness Foss recently dropped! We even added the 3/8" to give you more options. All padding is **72" wide**, and sold in a 15 yard roll.

Carpet Padding (Retail Prices Listed)		15yd Roll
Jute Style 1/4"	\$11.98/yd	\$10.78/yd
Jute Style 1/2"	\$21.98/yd	\$19.78/yd
Jute Style 3/8" <small>COMING SOON</small>	\$23.98/yd	\$21.58/yd
Rebonded Foam 1/2"	\$10.00/yd	\$10.00/yd



HIGHLIGHTS

Mobile Delivery Service

We have expanded our DLT Mobile service to include the Chicago routes! Based on the successful program operating out of Owensboro, KY, now all customers in the DLT delivery zones around Chicago will have the chance to buy last-minute supplies right off the truck!

Even better, if you give us a call, we will try to route the truck to you! Give us a call for delivery schedules and inventory today!



Let's Get Acquainted

One of the recurring themes in the archived catalogs is the idea of getting to know the customer better, in order to serve their needs as completely as humanly possible. Be it understanding the business better, anticipating needs, or simply having the right material for the work at hand, providing the best service has been a staple of DLT from the very beginning.



To refocus on that, we are bringing back our fist slogan, and making it our customer service focus. It will be the defining phrase of our business, and we hope you will see the impact from the first order of the year through to the last.

It's 2013, and at DLT we are saying, **Let's Get Acquainted!**

Everyone Loves A Party!

Especially when they don't have to cook!

So let us do the cooking! We are currently planning the first ever DLT Customer Meet-Up & BBQ. And are working on the name too.

What we have planned is a couple of days of food, a chance to meet the DLT team, some amazing prizes, and teams from the manufacturers to showcase products and answer your questions.

More than anything will be a chance to network, swap ideas, tell tales of successes and horror stories (duct tape convertible tops anyone?), and generally get a chance to meet some new people in the business, and pick up some inspiration.

We are hammering out the exact date, but are thinking spring - before the busy season, but with enough time to get your hands on new products in time to wow your customers. Did I mention prizes, samples and special prices for attendees? That's our gift to you for attending - likely the lowest prices you have ever seen on the materials you use every day!

We look forward to seeing you there!





Shop online 24 hours a day at www.dltcorporation.com

Same Day Shipment On All In Stock Items!



Offering over 300 years combined experience in supplying the upholstery business

THE HOG RING

10 Tips to Facebook Market Your Shop - Part 1

By Nadeem Muaddi, Trimmer & Founder of TheHogRing.com

So you set up a Facebook page for your auto upholstery shop – now what? The good news is that you’re on the right track. While word-of-mouth is still the preferred method of marketing for small businesses, many are becoming increasingly more reliant on social media. According to a recent study by AT&T, 41% of small businesses have a Facebook page. In 2010, only 27% of businesses reported using Facebook – that’s a 52% increase in just one year. What’s more, 41% of all small businesses using social media said they’ve seen measurable success – in terms of better communication with new and/or existing customers. The trick is how to translate that better communication into more business for your shop. The following 10 tips will show you how.

1. Complete Your Profile - The whole point of making a Facebook page for your auto trim shop is to stay in touch with current and potential customers. You can’t do that with an incomplete profile. Be sure to fill in all the details as accurately and completely as possible. That includes a proper industry categorization, public settings and a custom Facebook URL (like www.facebook.com/TheHogRing). That way people can easily find your profile.

2. Seek Quality Friends - Don’t be shy about asking Facebook users to “like” your page. However, don’t ask everyone. As a small business, you should be focusing on the quality, not quantity, of your Facebook fans. Having a thousand fans from all over the world is really cool, but local car enthusiasts, car clubs, dealers and body shops from your area is much better. While they may not number in the thousands (or even hundreds), they’re the group most likely to give you business – so concentrate on building relationships with them.



3. Focus! Focus! Focus! - When posting on your Facebook wall, stay on topic. Users “like” your page because they admire your craft, not because they want to hear about your wild night out or frustrations with traffic. Narrow your focus to auto upholstery, but also don’t be afraid to have a little fun. In addition to keeping friends updated on your shop’s latest news, feel free to share interesting pictures, videos and articles – so long as they’re related to your craft.

4. Stay Active - Don’t let your Facebook wall collect dust. Posting frequently not only reminds friends that you exist, but that you’re on top of your game. Don’t, however, become a chatterbox. No one likes having their Facebook news feed inundated with too many status updates – especially from a single person. Updating once or twice a day is fine. Any more than that and people may start un-liking you.

5. Play Nice, Make Friends - Interact with your Facebook friends. After all, the whole point of social media is to build community – which you can’t do by having a one-way conversation with cyberspace. Comment on people’s statuses, offer feedback and advice on their auto projects, and be available to answer questions. Wishing folks a happy birthday isn’t a bad idea either. By forging friendships, you’re also building clientele...but never post anything offensive or treat someone rudely on Facebook – everyone can see it.

We'll post numbers 6-10 next month! There is a lot of good information here, and adding a Facebook presence is rapidly becoming necessary for businesses of all sizes. Facebook has, as of October, 1 billion active users - one in 7 people in the WORLD has a Facebook account... -ed.

DLT-Du Bois Fabrics

5520 W. 111th 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
www.duboisfabrics.com

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.