



The New Catalog Is Here!

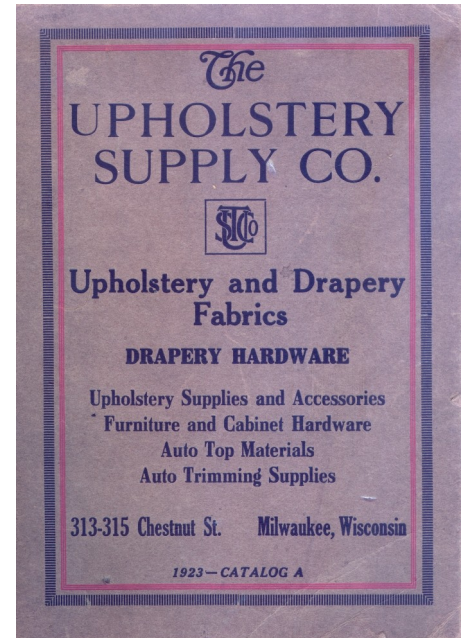
Dancing like Steve Martin is perfectly acceptable.

Almost...the final draft has been sent to the printer for a proof copy, and once we get their layout, it will be printed and out to you in about a month! That's right, if you are have set up an account with DLT, you have one coming! If you want to be sure, call us for an account application today, and we can add you to the mailing list.

The DLT 2013 Supply Catalog offers many new features and real improvements over previous catalogs we have offered, and is, in our estimation (and based on seeing what else is out there), simply the most complete upholstery supply catalog ever offered.

- Full color photos for all items! On every page, the actual color pictures of the materials offered will be sure to impress your customers, making the sale even easier!
- The best possible color matching for all materials!
- Retail pricing on all items! You can show your customer the materials you are considering, with no worry about them seeing your wholesale prices!
- Grain matching chart.
- Time estimation chart to assist in accurate labor time quoting.
- Expanded views of BeA Staplers
- Size charts for buttons, screws, tacks, decorative nails, woven cane, and caster stems.
- Scroll Gimp! Yes, it's back!
- Shipping time charts.
- More leather, more vinyl, more fabrics and more of everything!
- Bios of the DLT team! With pictures!
- Includes care and cleaning charts, measuring guides, general upholstery information and all kinds of great stuff!

The 2013 DLT Catalog is 216 pages of ideas, samples, fact and figures designed to make your job easier, and help your customer see exactly what they are ordering! Coming soon to a mailbox near you!



Our First Catalog, 1923



Our Newest Catalog, 2013

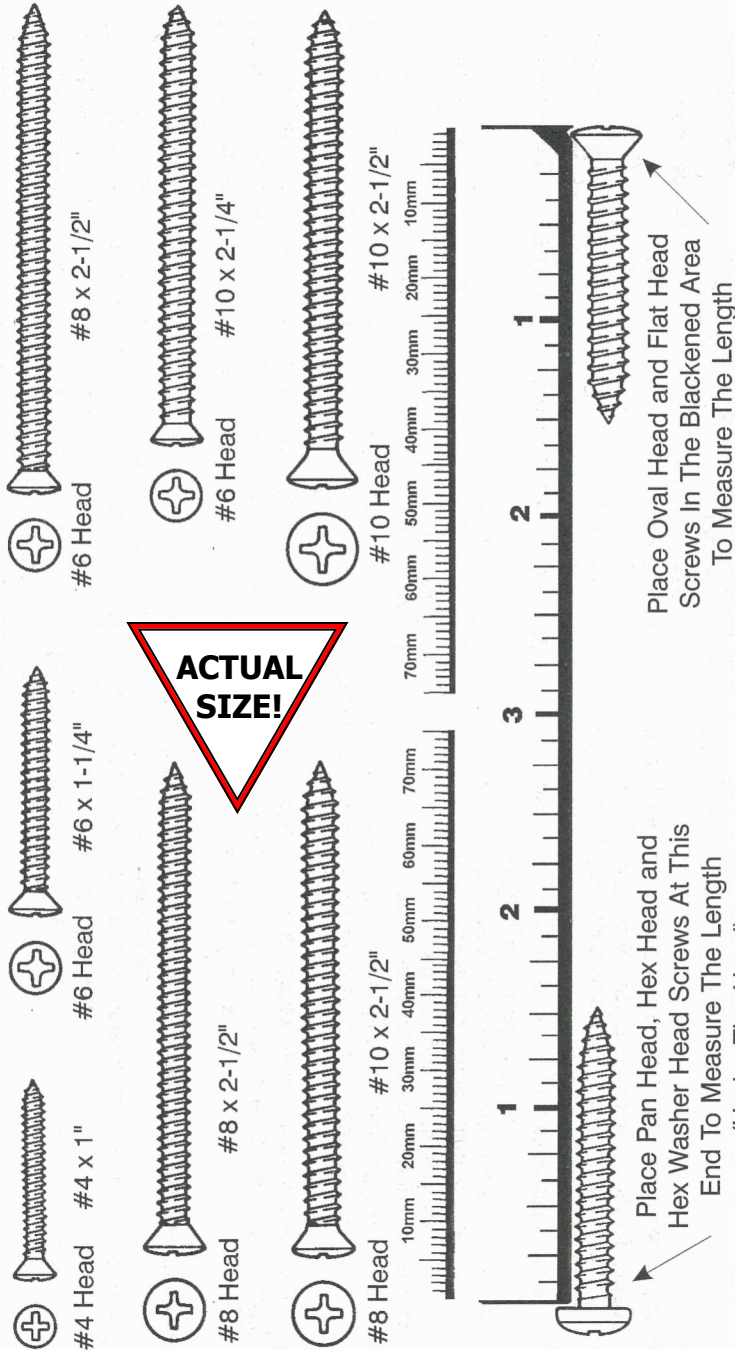
FEATURED PRODUCTS

Still Screwy After All These Years!

We have committed to carrying as much Auveco as we can stock, and that's a whole lot! If you haven't seen the Auveco catalog, it's about two inches thick, with phone-book thin pages.

Since we want to keep you in the know, here is a sample of the Auveco product, and the variety of items available.

We have listed the flat, oval head, Phillips self-tapping screws below. They come in boxes of 100, and are made to cut their own mating thread in an untapped hole. They are available, as shown, in **black oxide** (interior use), **zinc** (excellent anti-corrosive, good rust resistance) and **chrome** (best anti-corrosive) finishes. Call for your pricing today!



ACTUAL SIZE!

100/box Starting At \$8.00

Retail Pricing - Standard In Trade Discount Applies

Size	Black Oxide	Chrome	Zinc
#4 x 3/8"	12893		3062
#4 x 1/2"	12894	3068	3063
#4 x 5/8"	12895	5604	
#4 x 3/4"	12896	3069	
#4 x 1"	12897		3065
#6 x 1/2"	12795	2698	2571
#6 x 5/8"		1793	2699
#6 x 3/4"	12796	1794	2700
#6 x 7/8"			2572
#6 x 1"	12797	1796	2702
#8 x 3/8", #6 head		2024	2705
#8 x 3/8"			3484
#8 x 1/2", #6 head	10162	2027	2706
#8 x 1/2"	10163	2707	2358
#8 x 5/8", #6 head		1421	2708
#8 x 5/8"		2709	2574
#8 x 3/4", #6 head	10164	1799	1798
#8 x 3/4"	10165	2710	2359
#8 x 1", #6 head	10166	1483	1801
#8 x 1"	10167	2713	2360
#10 x 1/2", #6 head		2656	2720
#10 x 1/2" #8 head	11085	2657	
#10 x 1/2"	11084	2722	2579
#10 x 3/4", #6 head			2726
#10 x 3/4" #8 head	11087	1717	2727
#10 x 3/4"	11086	2728	2581
#10 x 1", #6 head		1804	2729
#10 x 1" #8 head	11089	2730	2578
#10 x 1"	11088	2731	2582



HIGHLIGHTS

Staple Information

Different staple coatings can be confusing. Galvanized, liquored, stainless...what to use in what application can be confusing. But using the correct staple for the correct application is important, both for the customer and for you. Using the wrong staple can be expensive - both because of the large price differences, but also in having to redo a project. We don't carry liquored staples, so here is a quick bit on galvanized vs. stainless.

Galvanized

- Uses a zinc coat to protect the steel
- Not intended for salt water environments
- Painting or shielding from rain will vastly extend life
- Corrodes after several years if left continually exposed

Stainless

- Composed of steel alloyed with chromium
- Ideal & intended for salt water environments.
- Painting can, ironically, shorten lifespan.
- Won't corrode under normal usage conditions - the chromium is part of the steel, preventing rust.

Maestri Electric Stapler

The Maestri 71 series is the ultimate electric upholstery stapler. It fires the industry standard 71 series (3/8") upholstery staples from 3/10" up to 3/5" in length. The Maestri 71 comes with an industrial carry case & 2 year manufacturer's warranty.

Specifications

- Maestri ME3G/71
- Weight - 2.6lbs
- 8.25" x 2" x 7.5"
- 240 Volt
- Uses 71 Series Staples
- Retail for \$358.00, the standard in-trade discounts apply!



Aqua-Tite Green

Aqua-Tite Green is a premium grade water repellent that also provides stain protection. Unlike most other available water repellents, Aqua-Tite Green has a very low VOC level, meeting all known country, region, state and area regulations.

Even though it is the most environmentally friendly water repellent on the market, you don't give up performance. Aqua-Tite Green outperforms its leading competitors, making it the go-to choice for eco-friendly waterproofing application. DLT carries Aqua-Tite Green in quart bottles for a retail price of **\$54.00**, and in 1 gallon jugs for **\$137.98**.



DLT Open House Update

Planning continues! We are working on hammering out the details, but here is what we have so far...

- **Date will be June 7 & 8!**
- We have invited several vendors to come and display their products, and answer YOUR questions!
- We are planning seminars to help make your business more profitable!
- Food and refreshments provided!
- Warehouse tours - see where it all happens!
- Prizes & Insane sales!
- **CONFIRMED: Futura!**
- More to come as we get closer.

We'll be sending out RSVP cards to everyone so we can get an estimate on food & such - I'll be keeping you posted here as we get closer!





Offering over 300 years combined experience in supplying the upholstery business

THE HOG RING

10 Tips to Facebook Market Your Shop - Part 2

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 tips (6-10) will show you how.

6. Provide Incentive - Give customers a reason to follow your trim shop on Facebook. Giveaways and discounts usually do the trick. By offering customers promotions that are exclusive to Facebook, you ensure that they’ll add you and tell their friends. These promotions don’t have to cost a lot. Offering 10% off here or a free bottle of upholstery cleaner there can go a long way in building customer loyalty.

7. Become a Shutterbug - Upload photos of your finest work – and tag your customers in the pictures. The photos create an online portfolio that potential customers can browse through before bringing you their projects. Tagging a customer in a picture of a job that you completed for him makes the photo available for his friends to see. And since car enthusiasts tend to hang out with other car enthusiasts, it also increases the likelihood that you’ll get more jobs.

8. Target Market - Promote your auto upholstery shop with targeted Facebook ads. These don’t cost much and can be tailored to appear on the computer screens of folks who meet your criteria. Say, for instance, you want every 18 to 60-year-old male living in the state of Delaware who’s interested in cars to know about your business. You can do that with Facebook.

9. Modernize - Upgrade your business cards and other materials to reflect the changing times. Long gone are the days when the only contact information you displayed was a phone number and address. Today, you should also include your website, email address and – yes – Facebook page. What’s more, quit saying “Thanks and come again.” It’s nice, but not as effective as “Thanks and check us out on Facebook!”

10. Have Patience - To grow a Facebook community you need patience. The process can be extremely slow moving, especially the first year. While at first it may not seem worth your time, you’ll start to sing a different tune once more people “like” your page and start giving you their business because of it.



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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

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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.