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DLT NEWS

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THE HOG RING

5 Items to Hang on Your Shop's Walls

By Naseem Muaddi, Trimmer & Founder of TheHogRing.com

Most auto upholstery shops have front offices that double as waiting rooms. Some of the most successful shops also use these spaces as sales rooms. They do this by hanging promotional materials on their walls that explain the products and services they offer, as well as feature examples of their best work. What these shop owners are doing is putting their walls to work for them – selling their customers on new ideas while they wait. Below is a list of five promotional items that every auto upholstery shop should hang on its walls. If these aren't already on display in your office/waiting room, hang them up today. They've helped generate more income for my business, and will hopefully do the same for yours.

1. Photographs

Proudly display photographs of your best work. Some shops like to have photo albums, but if you have the space I recommend posting the photos directly on your wall. This way there's no chance that your customers will overlook examples of what you do best. My customers have dubbed my office the "Wall of Fame". Those with pictures of their vehicles posted carry a sense of pride, as if they were awarded a trophy. Others have requested pictures of their interiors to be taken and hung. What's more, photographs also work as great visual aids to help you better explain your design ideas to customers.

2. Awards and Recognitions

Nothing establishes credibility and consumer confidence more than awards that your shop has won; positive articles that have been written about it in newspapers and magazines; and thank you cards and testimonials received from satisfied customers. Hang these items on your office wall. It's nice to feel appreciated, but it's even nicer to parlay that appreciation into sales.



DLT-Du Bois Fabrics

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 Oak Lawn, IL 60453
 (708) 499-2040
 (800) 458-3500

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4330 S. Howell Ave
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 (270) 683-0329
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DLT-Larson Fabrics

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 Livonia, MI 48150
 (734) 522-1080
 (800) 521-3811

Email: info@duboisfabrics.com
www.duboisfabrics.com

3. Inside signs

Inside signs are silent salespeople that do your job for you. People may know you fix seats, but have no clue that you also install convertible tops and pickup-truck bed covers. Hang signs around your office listing all of your services and you'll be surprised by how many times you hear: "Oh, I didn't know you do that!"

4. Product displays

Product displays are marketing materials that describe the products you sell and install. These include posters, banners, brochures and product samples. Best of all, they're free – just request them from manufacturers. Companies like Katzkin, Roadwire, Robbins Tops, and Snap E Top Tonneau Covers are happy to ship them to you.

5. Fabric Swatches

No upholstery shop can operate without fabric swatches. The trick, however, is not only use them as tools for yourself, but also to draw in more business. Display books and sample posters on your walls for customers to browse through and come up with ideas. Being known for your vast selection of materials is great for your reputation. Just be careful not to overwhelm customers with the many options you offer. Instead, ask them what they're looking for and point them in the right direction – ultimately narrowing the selection.

How about your shop? What sorts of promotional items do you hang on your office walls to help boost sales? Visit TheHogRing.com and tell us all about it.

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.

FOR THE UPHOLSTERY & TRIM TRADES

COVER THAT BOAT!

As another boating season comes to a close, it's time to get those storage covers redone. And that means canvas! DLT has the material you need for any cover your customer desires. We stock the best available - Top Gun, Top Notch, Odyssey III, Mustang and Soft Touch. These are the industry standards, and between them can be used to sew any cover you need, for any boat that your customers can bring you.



Here is the DLT line up!

Top Gun

Top Gun marine fabric is a 100% woven polyester fabric that is acrylic coated to be highly water repellent, yet still retain breathability. Top Gun has an extremely high tear strength and has a max stretch/shrinkage less than 1%. Top Gun is mildew and UV resistant and comes in 20 colors. Top Gun is 62" wide and has a weight of 11 oz. per square yard, and is guaranteed for 5 years against excessive loss of color or strength under normal exposure conditions. Priced at **\$15.49** per yard, dropping to **\$11.99** at 10 yards, and again to **\$10.99** at the full 50yd roll! Premium colors slightly higher.

Top Notch

Top Notch marine fabric is a heavy-weight, solution-dyed polyester fabric that has a durable fluorocarbon finish. Top Notch combines the impressive colorfastness, mildew resistance, and soft hand of a marine acrylic while providing the high tear strength and abrasion resistance of a woven polyester. Top Notch is 60" wide and available in 9 colors. Top Notch is guaranteed for 5 years against excessive loss of color or strength under normal exposure conditions. Priced at **\$17.09** per yard, dropping to **\$13.49** at 10 yards, and again to **\$11.99** at the full 50yd roll! Premium colors slightly higher.

Odyssey III

Odyssey III is 100% woven polyester suitable for many indoor and outdoor applications. Odyssey is mildew, abrasion, and UV resistant, has a high tear strength and very good dimensional stability. Odyssey is produced with a clear seal coating to provide a high degree of water resistance, making it perfect for boat covers, canopies, bags, and many more applications. Odyssey is 64" wide and weighs 6.5 oz per square yard. Odyssey is available in 17 colors. Priced to move at **\$9.39** per yard, dropping to **\$7.60** at 10 yards, and again to **\$6.49** at the full 75yd roll! Premium colors slightly higher.

--- CONTINUED INSIDE ---

FEATURED PRODUCTS

HIGHLIGHTS

Cover That Boat!

continued

Soft Touch

Soft Touch is the perfect fabric for those looking for protection while avoiding even the risk of damaging sensitive painted, gel coated, fiberglass or other surfaces. While regular fabrics can scratch, Soft Touch will not, due to its soft backing. Utilizing our Odyssey III fabric laminated to a soft non-woven backing, Soft Touch provides the ultimate non-abrasive surface to cover and protect your possessions. Soft Touch is 60" wide, 11 ounces per square yard, with a non-woven underside. It provides unrivaled protection from the elements with a non-scratching underside. Priced at **\$15.39** per yard, dropping to **\$10.79** at 10 yards, and again to **\$10.29** at the full 50yd roll! Premium colors slightly higher.

Mustang

Mustang is an acrylic coated 100% woven polyester fabric characterized by excellent strength, durability, tear and abrasion resistance, dimensional stability, & UV and mildew resistance. Mustang is a medium weight fabric that provides long lasting durability without the higher cost and weight of heavier fabrics. Mustang can be used for many outdoor applications such as marine tops, trailer covers, bimini tops, gazebos, canopies, tarps, playground equipment covers, BBQ grill covers, patio furniture covers and many other applications. Mustang is 62" wide, 9.0 ounces per square yard. It is a great fabric for those looking for high performance without a heavy fabric. It is available in many popular colors. Priced at **\$12.99** per yard, dropping to **\$9.99** at 10 yards, and again to **\$9.49** at the full 50yd roll! Premium colors slightly higher. Special order product, please allow time to ship.



59" or 70" Mooring Poles
\$12.99 ea
\$8.88 ea for 10!



4.25" Boat Vent
\$7.99 ea
12 for \$6.88 ea

You Want WHAT!?!?

One of our goals is to expand the DLT News into more than a large ad flyer, and make it into a resource for the community of upholsters, trimmers, and tradesmen. Our news features last month are one of those changes, and that section will return as we find more news items of concern to us all.

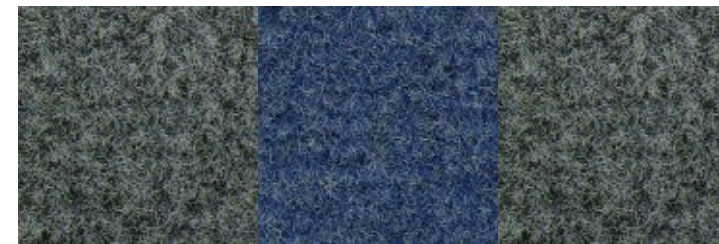
But we want to have fun too. Every company I have ever worked for has 'those' stories. Customers with requests that make you question...well, everything. Perhaps they wanted a car redone with carpeted seats. Or a sofa reupholstered with cambric. Those stories. I'm convinced they are out there, and want to share them.



So send them my way! Email these gems to gstrayer@dltcorporation.com, or fax to 708-499-2967. Let's have some fun with this, and share a laugh.

AquaTurf Marine Carpet

- Marine and Automotive Carpet
- 100% Olefin Pile
- 6' (**\$17.49**) & 8' (**\$23.49**) widths available!
- Water - Gas - Oil Resistant Backing
- Low Water Retention
- No Fuzzing or Pilling
- UV Light Stabilized
- Mildew and Moisture Resistant
- Superior Surface Coverage
- Low Maintenance



BeA 71/16-421 Stapler

The BeA 71/14-451 stapler was designed as a dedicated automatic stapler and due to this requires very little service. The light but powerful stapler takes type 71 staples (3/8" crown). It has a maximum cycle speed of 1600 cycles per minute. The suggested uses include furniture upholstery, attaching fabric to box spring frames, loudspeakers, wicker and rattan furniture and the automotive industry. The BeA 71 is priced to move at **\$149.99!** Long nose model available on request only, and sells for **\$249.95.**



DuGrip ADVANCED Has Arrived!

Long-time customer favorite DuGrip 301a Aerosol Foam & Fabric Adhesive has become the go-to glue for any foam-based applications. Building on the success of the 301a program, DLT has developed the next generation of foam and fabric glue - **Dugrip 301 Advanced.**

We kept all the features of DuGrip 301a that makes it the best selling product we carry, including the familiar web spray pattern that offers low soak-in, a high solids count to enhance the hold, and the bright yellow can that makes it easy to see.

To this we added the ability to form an instant tack, kept it clear, and formulated **DuGrip 301 Advanced** to develop flexible bonds that are either temporary or permanent.

DuGrip 301 Advanced Upholstery Adhesive is fast tack adhesive specially formulated to bond foam-to-foam, as well as foam-to-fabric, wood, particle board, cardboard, metal and fiberglass.

DuGrip Advanced meets 21 CFR 175.105 standards, making it useable as a food packaging adhesive in accordance with the rules and limitations listed in the regulation.

The best part? We have held the line on pricing! Yes, that's right, **DuGrip 301 Advanced** is the same price as the original! We sell it for only **\$4.99** per can wholesale, and discount it to **\$4.49** per can for a full 12 can case!

Call us today to give it a go!

