



CELEBRATING OUR 100th YEAR

NOT Wanted: UV Light!

UV light is the last thing you want to deal with - it is the cause of solar fade or bleaching, and degrades materials that are exposed to it's rays. DLT has some great options to combat the thread degradation UV causes.

"SUNGUARD" UVR BONDED POLYESTER THREAD

Sunguard is formed through a state-of-the-art bonding and dyeing process, to ensure the highest quality of colorfastness and thread performance. Every Sunguard color is carefully manufactured to meet anti-wick standards, which reduces seam leakage.

Sunguard, DLT's Q92, retails for only **\$28.80** for a 4oz spool, and **\$52.60** for 8oz!

Sunguard is made in the USA.



MATCHING

Oyster	Khaki
Sand	Antique Beige
Bay Brown	Kona
Cardinal	China Red
Burgundy	Burgundy
Blue Wave	Light Blue
Pacific Blue	Pacific Blue
Navy	Royal Navy
Forest Green	Forest Green
Pearl Grey	Spa
Shark Grey	Cadet Grey
Mediterranean	Classic Royal Blue
Black	Black
Taupe	Taupe
Beaver	Stone



Helios PTFE is a high performance, UV resistant sewing thread, made from 100% virgin polytetrafluoroethylene (PTFE), offering excellent chemical, heat and UV-resistance. Helios is suitable for use in the production of outdoor goods like awnings, boat covers, etc. which are exposed to the harsh environment (ultraviolet rays, rain, salt water etc.). Helios' unique properties also make it an excellent solution for demanding filtration applications.

Helios has been designed with strength in mind. It is the strongest PTFE sewing thread made to date.

Helios is available in black and white, and retails for only **\$159.80** for a 4oz spool.



- Helios is guaranteed to totally inert against chemical attack It is guaranteed to totally be resistant to degradation by UV.
- Helios has high tenacity and has excellent sewing performance
- Resistant to most mineral acids
- High resistance to alkalis
- Unaffected by organic solvents
- Excellent resistance to oxidizing agents
- Unaffected by insects, micro-organisms, mildew, rot, etc.

Does not degrade in sunlight

FEATURED PRODUCTS

Automill Leather

Once upon a time, we marveled at the luxury of 'rich Corinthian leather' in the 1974 Imperial and 1975 Cordoba. Of course, there was no such thing, it was made up to sound impressive.

Automill Italian automotive leather needs no such trickery. Produced of high quality European hides, Automill comes in Milled Pebble, Longitude, Sutton and Classic Colors. The leather is nice and thick, but still supple and good for seating use in your automotive products. The leather thickness changes, with Milled Pebble and Classic Colors being the least thick, then Longitude, finally Sutton as the thickest.

The colors are all traditional automotive interior colors, heavy on the tans and beiges, with some gray and black offered in each line. The Classic Colors goes a step further, with a bright red (Carmine), maroon, dark green, blue-gray and navy blue as well.

Automill is sold by the full hide only, averaging 45-55 square feet each. Retail prices start at around **\$567** per hide (**\$612** for Classic Colors Brown, Maroon & Dark Green), with breaks at 5 and 10 hide orders. Prices are approximate, and based on actual square footage.

As with all leather products, simple cleaning with non-alkaline soap is suggested. No saddle soap needed.



LEATHER/FABRIC CONVERSION TABLE —BASED ON 54" FABRIC—			
1	Yard	-	17 Square Feet
2	Yards	-	34 Square Feet
3	Yards	-	51 Square Feet
4	Yards	-	68 Square Feet
5	Yards	-	85 Square Feet
6	Yards	-	102 Square Feet
7	Yards	-	119 Square Feet
8	Yards	-	136 Square Feet
9	Yards	-	153 Square Feet
10	Yards	-	170 Square Feet

Grain	Color	Automill #	Integrity #
Milled Pebble	Ebony	AML - 7397	MPS - 7397
Milled Pebble	Medium Parchment	AML - 7398	MPS - 7398
Milled Pebble	Pebble	AML - 7443	MPS - 7443
Milled Pebble	Light Parchment	AML - 7360	MPS - 7360
Milled Pebble	Medium Flint	AML - 7444	MPS - 7444
Milled Pebble	Midnight Black	AML - 7400	MPS - 7400
G-Grain	Dark Graphite	AML - 7222	GGs - 7222
Corinthian	Medium Grey	AML - 7376	COS - 7376
Corinthian	Cappuccino Cream	AML - 6984	COS - 6984
Monticello	Medium Dark Pewter	AML - 7179	MTS - 7179
Monticello	Medium Neutral	AML - 7043	MTS - 7043

MATCHING

Many of the Automill Leather colors and lines cross over with the Integrity Soft collection from Futura. We can match most of the Milled Pebble, as well as some of the Sutton and Classic Colors leathers.

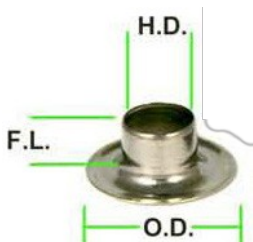
This matching allows you flexibility in how you bid for jobs, as you can place a matched vinyl in non-critical locations, as a trim or edging option. You have more flexibility and can save both you and the customer some money doing parts of the job in vinyl.

Give us a call, and we can get you out a sample of the Integrity vinyl to match up to your Automill project!



HIGHLIGHTS

Grommets: The Hole Story



Grommets are used to reinforce holes in leather, cloth, shoes, canvas and other fabrics. DLT carries nickel and brass grommets, as well as spur grommets.

Common uses include strengthening holes for boot and shoe laces, corsets and other laced clothing, as well as curtains and other household items that require hanging from hooks. The grommet prevents the cord from tearing through the hole, providing added structural integrity.

Spur grommets are of heavier metal with spurs all around the inside rim of the washer that lock into a rolled edge on the barrel part of the grommet. As a result, they will not easily pull out of the fabric, and are commonly used in higher-stress applications, such as sails.

Grommet Size Chart

Size Code	Hole (HD)	Overall (OD)	Flange (FL)	Retail Pricing (Brass) Per Gross	Retail Pricing (Nickel) Per Gross
00	3/16"	.459"	.134"	\$7.98	\$15.98
0	1/4"	.547"	.174"	\$13.50	\$15.98
1	9/32"	.699"	.186"	\$17.98	\$21.98
2	3/8"	.836"	.214"	\$23.98	\$31.98
3	7/16"	.956"	.296"	\$41.98	\$51.98
4	1/2"	1.061"	.375"	\$50.98	\$63.98
5	5/8"	1.204"	.329"	\$49.98	-
6	13/16"	1.829"	.233"	-	-
7	29/32"	1.726"	.445"	-	-
8	1 3/32"	1.909"	.464"	-	-
10	1.5"	2.359"	.354"	-	-
12	1 9/16"	2.455"	.359"	-	-
15	2"	3.136"	.419"	-	-

NOTE: Total flange length does not determine the total thickness of material that the grommet can be set in. In order to set properly, at least 50% of the grommet flange must extend above the materials the grommet is being set into; otherwise it is advisable to use a larger sized grommet to ensure proper setting. DLT carries sizes 00 - 5. Other sizes provided for reference only. Call for special orders. Gromit © Aardman Animations Ltd, no endorsement or representation of endorsement implied.

DLT Open House Update!

We are looking forward to seeing everyone June 7 & 8 for the first DLT Open House! So far we have confirmed Futura, Nassimi, Rontex and Vicar will be there, and are waiting to hear back from more vendors.

Now we would like to hear from YOU. We will be mailing RSVP cards to get an idea of food and drinks, but this is an event for you, our customers! What do you want to see happen? What can we do to make this event stand out in your mind, and make sure we all have a good time? It will be family-friendly, and kids are more than welcome to attend. What else would you want to see?





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THE HOG RING

5 Ways To Make Your Shop Convenient

By Naseem Muaddi, Trimmer & Founder of TheHogRing.com

Customers base their purchase decisions on three primary factors: price, quality and convenience. While most auto upholstery shops already compete on price and quality, convenience is a factor that's all-too-often overlooked. Cunning business owners know that the easier you are to purchase from, the more money you'll make. Below are five easy ways your auto upholstery shop can make itself more convenient.

1. Offer Free Pickup and Delivery

Offering free pickup and delivery service is a great way to secure contract accounts with fleet services and dealerships – especially those that are too busy or understaffed to deliver vehicles on their own. It could also help distinguish your auto upholstery shop from the competition, and even justify slightly higher prices. Just be sure to properly cover your liabilities. Securing a "repair/towing" or "transporter" license plate will ensure that your shop's liability insurance transfers to vehicles that you pickup and deliver.

2. Accept Credit Card Payments

Accepting credit cards simplifies the buying process for customers who may not have access to cash. A leaky convertible top, for instance, requires immediate attention. But if a customer doesn't have cash on hand, he'll likely search for an auto upholstery shop that accepts credit cards. By not offering this payment option, you're basically leaving money on the table. Aside from the traditional credit card machine, consider offering online payments through services like Paypal. Upholstery shops that offer pickup and delivery service may also want to checkout mobile credit card machines and smart phone apps that allow you to accept payments on the go.

3. Extend Your Business Hours

Most auto upholstery shops operate during regular business hours – Monday through Friday from 9:00 am to 5:00 pm, and possibly a half-day on Saturday too. Unfortunately, most customers also work during those hours, making it difficult for them to stop by for an estimate. Opening an hour earlier, staying an hour later or increasing the number of weekend hours you work will make it more convenient for customers to give you their business. Shops that are unable to extend their business hours should consider a secure afterhours drop box. This way, customers can leave their cars on your lot and drop off their keys when they have free time.

4. Give Customers Something to Do

Customers who are unable to arrange for a ride back home tend to procrastinate in having repairs done. However, some jobs – like headliners and cigarette burns – can bring in quick money if these customers can be convinced to wait while you work. To secure quick jobs, you'll need to make customers' hours-long wait convenient. One way to do this is by offering free Wi-Fi so that they can work or play online while you get down to business. Another great idea is to give them a print-out of nearby stores they can shop at while they wait. After all, what can be more convenient than knocking out a few errands while you get your car fixed?

5. Offer Email Estimates

It's always better to give estimates in person, rather than over the phone or online. But sometimes there's just no way around it. Customers are busy people too – so refusing to give them ballpark figures of what jobs cost can ultimately cost you jobs. Over-the-phone estimates are always hard to give because it's difficult to visualize the type of repairs or customizations customers want. However, giving them the option to email you high-quality photos and a clear description of the services they require can make giving estimates to busy customers easy for you and convenient for them. Just be sure they know that an exact quote can't be given until you see the job in person.

Remember: price and quality will always play an important role in purchase decisions, but they're not always the deciding factor. Distinguish your auto upholstery shop from the competition by making it more convenient for customers to give you their business.



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DLT-Larson Fabrics

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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.