



Environmental Questions Revisited

Leather. Vinyl. Polyurethane. Each has a specific place in the upholstery and trim trades, and each has an industry behind them, seeking a larger market share. One way to do this is to claim your material is the most 'green', or environmentally friendly. And all three make this claim. Polyurethane, in specific, has a track record of claiming to be the most eco-friendly artificial material out there.

But what is the truth, and what is the ad puffery? For a research course, I took a look at this very question, and found some surprising answers. For starters, they all are damaging to the environment. There is no question about that basic fact. So the focus becomes how damaging they are. And again, the surprise answer is 'about the same'. It is important to note that exact methods, ingredients and processes are closely held corporate secrets, so any information here is generic to the material as a whole, and not specific to any one brand, pattern or product.

I'll spare you the 2000+ word literature review on this and boil it down (and will email you the review on request).

Vinyl

- Energy-expensive to produce.
- Possible source of low-levels of ozone, which may be linked to increased health risks.
- Not a huge problem in landfill, can be recycled, and less toxic than polyurethane when incinerated.

Polyurethane

- Ingredients are more toxic than vinyl, but use less energy
- Inert during use, and no known links to health risks.
- Not a huge problem in landfill, but more toxic than vinyl when incinerated. A South American microbe can eat polyurethane, making disposal more eco-friendly.

Leather

- Animal byproduct
- May involve highly toxic chemicals in tanning (lower end products)
- Safer tanning is very expensive, and the demand for cheap leather is growing - more expensive leather options exist which are fully eco-safe and have no environmental impact.

So the answer is that each material has a degree of environmental damage. Responsibility as an upholsterer or trimmer means choosing the best material for the customer's needs, and being aware that there is a difference in how each will interact with the environment during use.

FEATURED PRODUCTS

The Detroit Books Are Here! The Detroit Books Are Here!

Yes, I will work that 'The Jerk' reference into the ground if it kills me! But it's true, the 2013 Detroit Body books have arrived, and the materials from this model year are available for order.

We do have a limited supply of the books themselves available for purchase. The cost is \$150.00, which is our cost passed through directly. We know the prices have gone up a lot recently, and charging cost to our customers helps keep that down for you, while still making them available for your convenience.



Detroit Body Products

Supplying Fabric Since 1934

Updated Carpet Sample Boards On Their Way!

We have a shipment of updated DLT carpet boards - featuring the whole spectrum of our carpet offerings ordered and on their way!

The new boards measure 18x25, and feature physical samples of our full carpet offering so your customer can see exactly what they will be getting, and feel the differences between the different lines. The new sample board will include the 9000 Series, 9400 Series, AquaTurf, Neon, Mystic, Berber, El Dorado, Detroit Loop, Flexform Backless, Trunkliner, and Hulliner.

We are taking orders for the new boards, and will be shipping your preorder as soon as they come in. Call us at 800-458-3500, fax a request to 708-499-2967 or email to info@dltcorporation.com with your account information, and we'll have you on the list!

Tuuuuubes!

DLT offers two different lengths and diameters of stainless steel tubing, and two diameters of aluminum tubing. Both are favorite staples for marine use. Our steel tubes are made of T304 grade stainless steel, and the aluminum is 6463-T832 alloy, both with a 600 grit polished finish to reduce corrosive elements and provide a long service life.

Aluminum		Stainless Steel	
3/4" diameter	7/8" diameter	7/8" diameter	1" diameter
.058 wall	.058 wall	.049 wall	.065 wall
20' length	20' length	20' length	24' length
\$53.98	\$59.98	\$119.98	\$179.98

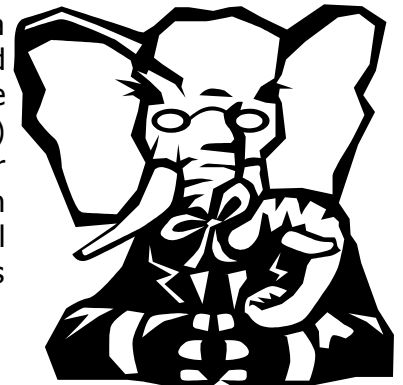
Due to shipping size restrictions, tubes not on our delivery truck will be cut into 8' (UPS) - 10' (SpeedDee) lengths for shipping at **\$2.50/cut**.

Marine Berber & More

I wanted to use a certain copy-protected king of the elephants here, but decided to not get sued, which explains the lower ranking prime minister of the elephants in the corner.

DLT is carrying Berber carpet! We have grey and oatmeal colors, in 6' widths retailing for **\$89.98** per yard! They have a surbac (thick rubber) backing for use in snap-down installations. 25 yards to the roll.

Carpet pad! We have a bunch of thicknesses and styles available, from the classic 1/2" jute (**\$21.98**) to a nibbed matting for floor mats (**\$40.98**) in stock ready to move! Call today to get yours shipped!



HIGHLIGHTS

Open House Schedule Reminder!

5520 W. 111th Street
Oak Lawn, IL 60453

Friday, June 7
2:00PM - 5:00 PM

- **2:00-2:30 SEM Products Presentation**
- **2:30-3:00 Spradling Vinyl Presentation**
- **3:00-3:30 Leggett & Platt Padding Presentation**
- **3:30-4:00 Quality Thread Presentation**
- **4:00-4:30 UPS Presentation**
- **5:30-7:30 Customer Appreciation Dinner**

Saturday, June 8
9:00AM - 3:00PM

- **8:30 Breakfast**
- **10:00-10:30 The Hog Ring Presentation "Do's & Don'ts of Facebook Marketing"**
- **10:30-11:30 Upholsterer Round Table Discussion - Share Ideas & Practices**
- **9:00 - 3:00 The Main Event Featuring:**
 - **Manufacturer & Displays!**
 - **Prize Giveaways & Hourly Super Sales!**
 - **Small Business Specialists Featuring: US Bank Small Business & Merchant Services, Health Insurance, and Chiropractic Wellness Checks**
- **Lunch Served 12:00 - 2:00 (Owensboro style BBQ Burgers & Dog Bar featuring Chicago style, Detroit Coney Island Dogs & Milwaukee Beer Brats)**
- **Bounce House for the Kids!**
- **Free Staple Gun Tune-Ups**
- **\$5.00 Staple Gun O-Ring Replacement!**

Symphony Classic Coming For July

Nassimi's premier line collection, The Symphony Collection is an exclusive offering of faux leathers and faux suede that are specially crafted to perform to the rigorous demands of hospitality, healthcare and contract seating applications. Symphony materials are recognized for their innovative design, authentic appearance, and soft and supple texture.

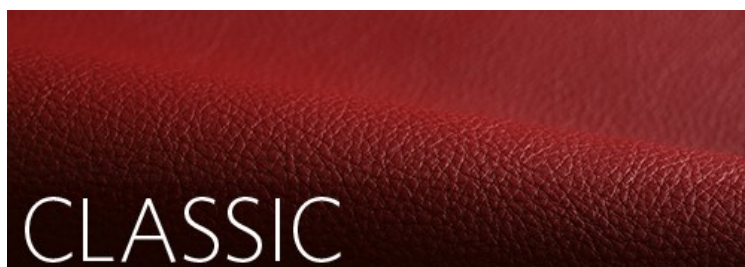
DLT's newest addition comes from this quality source. Symphony Classic is 49 colors of supple, pebble grain vinyl suitable for any use you can imagine - automotive, contract, education, healthcare, outdoor, marine, hospitality, residential, and RV.



Classic scores 500,000 double rubs, and features 500 hours of UV resistance, an advanced stain and mildew resistance as well as being both anti-bacterial and anti-microbial. Classic is good in any weather, boasting a -20 cold crack rating.

Classic also meets CAL 117, UFAC Class I, BIFMA, MVSS 302, Boston Fire Code, and NY/NJ Port Authority ratings.

We have the sample books in stock now, and the collection will arrive by the end of the month! Classic can be expected to retail at **\$45.00** per yard, and comes in a 40 yard roll.





Offering over 300 years combined experience in supplying the upholstery business

THE HOG RING

10 Questions for Sue of 'Fast N Loud' - Part 3

By Nadeem Muaddi, Trimmer & Founder of TheHogRing.com

Thanks to a regular appearance on Discovery Channel's hit TV show Fast N' Loud, Yu-Lan Haiso Martin – known as "Sue" – has become the most recognizable figure in auto upholstery. Fans of the show tune in each week to revel in her witty humor and relentless bashing of costars Richard and Aaron of Gas Monkey Garage. However, it's not just her highly charismatic personality that keeps viewers coming back for more. Sue is, in fact, a talented trimmer who always manages to breathe new life into the "junk" interiors that customers bring her.

7. Your role on Fast N' Loud has cast ASM Auto Upholstery into the spotlight. Has the show impacted your business? And if so, how?

Since we are already a busy upholstery company before the show, with our accounts with many car dealerships, the business side hasn't changed with the show, but we now have a lot of fans from across the world.

8. There aren't many auto upholstery shops that receive as much international attention as yours does right now. Do you feel a sense of duty to the craft to represent it in any particular way?

I think since it's a reality show, you don't see what the craft is really about. We do a lot of different things that aren't on the show. It would be nice to redo only hot rods and be able to make a living at my shop, but that's not the way it is. We work all day every-day on variety of projects from furniture to marine and even airplane upholstery.



9. If there's one thing that you'd like car enthusiasts to know about our industry, what would it be?

One man's junk can be turned into another man's treasure.

10. It seems that you started off as a guest character on Fast N' Loud, but because of your funny and outgoing personality you've been highlighted a lot more. Is this a sign of you taking on a more regular or leading role in the show?

You'll just have to watch the show and see. But yes, Richard, Aaron and I have been filming more together. It's been a lot of fun.



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.

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