

The Upholstery & Trim News

DLT UPHOLSTERY SUPPLY

OUR 101ST YEAR • DECEMBER 2014 • ISSUE 66 • MONTHLY UPHOLSTERY NEWSLETTER

FOR THE UPHOLSTERY & TRIM TRADES

Happy Holidays & A Happy New Year from DLT!

We wanted to take this opportunity to thank you, one and all, for all that you do, are, and mean to everyone here at DLT. You are the reason we are here, and we can't thank you all enough for that. We hope everyone has a safe and happy Holiday Season, and we all close out 2014 with nothing but positives, and head into 2015 with big plans, and bigger successes!

Thank you from your friends and partners at DLT:

*Andrew, Al, Ben, Diana, Elida, Fabian,
Geoff, Cordy, Cuillermo, Jack, Jamie,
Joe, Julie, Juliet, Kathy,
Michael, Mike,
Nick, Pauli,
Roy, and Sarah*



NEWS & HIGHLIGHTS

PRESENTING ESPRIT

DLT has begun receiving shipments of one of the best Spirit alternatives on the market today, Esprit by Nassimi. Offering a staggering 75 color selections, Esprit has the variety needed to fit into any installation with ease, and the softer hand and greater flexibility demanded by today's furniture and customers.

Esprit is a 30oz weight vinyl, rated for use in everything short of commercial aviation, passes 250,000 double rubs, a superior -20 cold crack, 500 hours UV resistance, and is antimicrobial and antibacterial. Esprit is rated to pass the CAL 133 finished product spec, when used with suitable components.

Esprit retails starting at **\$31.98** per yard, with roll discounts. Call for a sample stack book or to get your roll pre-ordered today!



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DISCONTINUED LINES

Just a reminder on some discontinued lines:

Manufacturer Discontinued:

- Ultra Carbon Fiber
- Ultra Honeycomb
- Ultra Lexxa
- CPT 9405 Dark Blue
- Essence Leather
- Color Key Moulding
- Tonneau Bows (wood)
- Stanley B8 1/2 Staples
- Stanley B8 1/4 Staples
- Stanley B8 9/16 Staples

CLOSEOUT CLOSEOUTS!

SUPER SPECIALS	Price
Dymetrol C-150 41" Wide	\$4.99/ft
White Snap-On	\$0.79/ft
Diamond-Plate Tonneau	\$29.99/yd
Foam Backed Special Black	\$7.99/yd
Lariat Vinyl	\$9.95/yd
Chamea Spruce	\$20.80/yd
Chamea Valley	\$20.80/yd
60" Corsica Med. Parchment	\$18.99/yd
60" Corsica Silver Frost	\$17.99/yd
49" Elk Autumn Maple	\$12.30/yd
Typar - 30" Wide	\$0.98/yd
Typar - 36" Wide	\$1.49/yd



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FEATURED PRODUCTS

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FEATURING THE HOG RING

INTERVIEW: HAARTZ TALKS KNOCKOFF CONVERTIBLE TOPS, PART 2

By Nadeem Muaddi, Trimmer & Founder of TheHogRing.com

The trend of customers buying subpar convertible tops online and asking auto upholstery shops to install them is a problem we've discussed in great length on The Hog Ring. It decreases our sales, disrupts our workflow and – when the product inevitably fails – damages our reputations. Fortunately, we're not alone in the fight against inferior-quality products. Haartz Corporation, the auto industry's leading manufacturer of convertible topping material, has launched a campaign to educate the public on the benefits of having professional auto trimmers install convertible tops – manufactured using quality Haartz material – on their cars. We reached out to Matt Williams, director of business development for Haartz, to ask him about the potential threat of inferior and impostor-brand materials, as well as what we – as an industry of manufacturers, suppliers and auto upholstery shops – can do about it. His answers were informative and insightful, and definitely something every auto trimmer should read:

4. We've noticed that in recent months some of the most reputable convertible top manufacturers have started sending out mailers to auto upholstery shops informing them that they only produce tops using Haartz and not to trust manufacturers that don't. Is this part of an organized campaign to raise awareness about the growing problem of knockoff materials?

Absolutely. The Haartz "Keep it Original...Keep it Haartz" campaign (click here) and our Fortè™ advertisements are targeting the same message that Haartz is pushing to all of our cut & sew and distribution customers. Convertible topping and tops are very technical products which demand this know how. We ultimately believe that the satisfaction of the consumer will be based upon people buying products from manufacturers that know what they're doing. As evidenced by the rich history of Haartz and our cut & sew customers who build tops, there is a limited number of folks out there with the know how to make a quality product.

5. What are the risks – legal or otherwise – of knowingly selling or installing convertible tops that falsely claim to be manufactured using Haartz or OEM material?

Haartz will certainly protect our trademarks and target manufacturers that misrepresent the products they sell as using Haartz toppings when they do not.

For the consumer, the primary risk we've seen as a result of using certain alternative materials is poor fit and finish of the roof (poor appearance, noisy ride, leaking seals, etc.). Long term, some materials have also shown evidence of premature wear, fading, embrittlement, and otherwise failure that would drive the consumer to prematurely replace the top at great cost, frustration and dissatisfaction.

6. Most auto upholstery shops understand that selling or installing subpar convertible tops can damage their reputations and ultimately hurt their bottom line. Still, for struggling shops in a down economy it's hard to turn away business. What can we do as an industry – from manufacturers to suppliers and installers – to promote the benefits of quality convertible topping?

Product and brand awareness at the trim shop and consumer level is key. We sense a very strong "made in the USA" sentiment at the trim shop level and are trying to foster this movement by asking trim shop owners as well as consumers to insist on genuine Haartz convertible topping, perhaps even going so far as to encourage top buyers to have their supplier certify in writing that their top was produced from genuine Haartz convertible topping materials. Additionally trim shops should do whatever possible to discourage consumers from buying tops of unknown origin on internet outlets that don't have a longstanding reputation of delivering high quality tops using high quality topping materials.

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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