



### "Clear Concise & to the point"

Our desire has always been to provide quality convertible products, sell at a fair price and maintain a good reputation while doing so. We sell specifically to Upholstery shops, full stocking distributors and our special interest distributors; as long as they are able to meet our criteria for distributorship. Some of you have voiced concerns towards our special interest distributors whom sell directly to individuals. We want to address these concerns.

### "Conversation prevents litigation"

The criteria for special interest distributorships was set up by our Dad, Fred, back in the 1970's. Dad's desire was to support the specialty companies that manufacture and distribute parts for vehicles that may have otherwise become obsolete. This idealism would continue to provide upholstery work for Trimmers for years following. WE continue with Dads vision and whole heartily agree with it. These Distributorships are not subsidiaries or affiliated with Electron Top and have done a great service to us all for many years. Unfortunately with so many business' clamoring to sell on the internet, price has become the focus of competition.

### "What has changed?"

"Our Auto Trim industry had maintained a unity amongst one another (manufacturers, distributors and upholstery shops) which provided an opportunity for us all to flourish and be successful. That "unity" has been broken by manufacturers whom choose to sell outside our industry by venturing into direct retail sales either directly or through their own subsidiary companies. Some of you have voiced your concerns regarding convertible tops being "Bought and Brought" by retail customers and you have responded appropriately by raising your labor rates, not extending your warranty on items you do not furnish, refusing to install products you do not supply or insisting on open end labor times to insure you stay profitable when dealing with unfamiliar-sub quality-no name-brown box convertible tops. Our response has been to continue being loyal to those whom have always supported us which includes our Distributors. Like the majority of you we are a small family owned business. WE have dug our heels in the ground by refusing to sell over the internet, which has not come without consequences.

"WE would prefer that every one of our customers charged our list price to retail customers but that is a moot venture also."

As always WE are grateful for your business and loyalty.  
Kimmy 2015



### Just a Thought

"A monkey can sell a product based on price."



# "Keep in Touch!"

## March 2015

### "Happy St. Patricks Day"

## Nissan 350 z \*SPECIAL NOTES\*



WE include the following **\*WARNING\*** with all our 2004-09 Nissan 350Z tops (NS5410). It is imperative that the instructions WE provide are adhered to or the new top can tear.

### **\*Attention\***

The clip holding the glass defroster cables bends upward and/or the X-mas tree plug which holds the wire against the car is too long (pictured below), and can wear a hole or puncture the top in the lower sail panel. This damage can also occur when a Trimmer stretches the top to install it in the rear. We have made adjustments to our top around the back. Be sure to trace back the defroster leads to the rear, find this clip and either bend the clip downward or shorten the plug.

WE highly suggest that you advise your customer about this issue and try to leave the rear section of this top a bit looser than usual to allow for the vinyl to stretch. In addition, WE always recommend leaving the top up for a two week minimum to form to the frame. With colder temperatures this time frame should be increased.

**WE cannot be responsible  
for ANY damages to the top  
caused by the clip or plug.**



## Electron Top Mfg.

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# "Keep in Touch!"

## "WE DO NOT SELL RETAIL"

As most of you may know WE are a family owned business that has been operating in the Automotive Industry since 1920 when our Grandfather, Henry Yudt, immigrated from Europe to the United States. Throughout the past 91 years WE; (our Grandfather and Father included), have seen many obstacles that have affected the structure of our business; the ramifications of the great depression, World War II, with the lack of available raw goods and the 1970's, when GM rolled the last convertible off the assembly line. Our present concerns may be viewed in the future as our suffering economy, O.E.M. backing off from the convertible market and most disturbing, the deterioration of the selling structure in our industry "Our Unity". In other words, tops being sold online to retail customers at costs just above or even equal to wholesale.

Our industry had maintained a unity amongst one another (manufacturers, distributors and upholstery shops) that provided an opportunity for all of us to flourish and be successful. That "Unity" has slowly been broken by some whom are selling outside our industry and have ventured into direct sales. Most likely being driven by a financial catalyst other than survival and preservation of our "Auto Trim Industry" and singularly the "Bottom Line". WE know, as with ourselves, that our Grandfather and Father were concerned about earning enough to provide for their families but included, was also the desire to perpetuate their knowledge and preservation of their craftsmanship within their offspring and sharing a part of them was of equal importance as making money, that's why WE are still here.

WE manufacture convertible tops and rely on the Automotive Trim Industry for our sustenance. WE sell to upholstery shops, full stocking distributors and special interest distributors, (those who specialize in specific models). That is the extent of our customer base. Our support comes directly from you and our dedication is reserved for our industry and "Our Unity".

Buddha once said, "All things appear and disappear because of the concurrence of causes and conditions. Nothing ever exists entirely alone; everything is in relation to everything else."

"In other words our actions are responsible for our success or demise and not by oneself."

Kimmy Strauss 2011

All of us at *Electron Top*

*Electron Top Mfg.*

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# Electron Top Mfg. Co.

## "Our Reputation is Tops!"

WE are America's oldest family-owned Convertible Top Manufacturer. Our long and proud heritage carries on today as a testimony to the hard work and attention to detail of three generations of our family whom dedicated themselves to the perpetuation of our company and our Automotive Trim Industry. Give us a call and let us prove to you that "Business should be more than a cold transaction".

(800) 221-4476

