Dig Out, Detroit

Automotive Industry Shows Signs of Revival During This Year’s Auto Show

Also Inside:
- The Latest on the AGRSS Standard
- Top Ten Repair Tech Tips
- Auto Glass Week™ Preview

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Inferiority Complex
The OEM versus aftermarket controversy continues.

Detroit Auto Show Review
Check out some of the most exciting—and glass-filled—vehicles on display at this year’s 2011 North American International Auto Show in Detroit.

See You in September
Get a sneak peek at the line-up for Auto Glass Week™ 2011.

Moving Forward
The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. recently took a major step forward when it created the position of business development director and hired industry veteran Dan Mock to fill the role.

Top Ten Tips for Rock Chip Repairs
A Montana windshield repair technician offers tips for succeeding at windshield repair—both technically and when working with customers.

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WE FEATURE A LOOK AT the differences in original-equipment manufactured (OEM) and aftermarket glass on page 18 of our November/December 2010 issue, and the article generated so much response that a follow-up is included in this issue on page 24. However, the article creates as many questions as it does answers. No one really seems to know if, in the end, aftermarket glass can ever reach the same quality level as OEM glass. Industry expert Bob Banek pointed out that there really are no specific standards created for aftermarket glass, as Federal Motor Vehicle Safety Standard 205 really was written specifically for OEM manufacturers to utilize.

The collision repair industry currently is having the same debate. It seems the only thing upon which the automotive glass and the collision repair industries agree is that safety is the biggest issue. No matter who made the windshield or even how; it must be installed properly for the safety of consumers.

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. has devoted years and years of work to the issue of proper windshield installations; in fact, this year is the tenth anniversary of the date when the American National Standards Institute formally approved the Standard. And this year the group made a huge stride when it hired Dan Mock, formerly of Glass Doctor, to serve as business development director and work full-time at promoting the cause of safety inside and outside the industry.

But, it's not just up to the AGRSS Council or Mock to promote this important issue; safety really is an everyday problem (and need), and it lies in each of our hands. Whether you're installing a windshield and are tempted to take a shortcut, or are driving down the road and are tempted to answer an e-mail or text message, or even simply are tempted to exceed the speed limit, please keep safety at the forefront of your mind. I recently saw a headline that read “No Text Message is Worth a Life.” How true. And the same goes for a minute here or there—no shortcut is worth it either.

I'm sure if you're reading this, you care about safety and your customers; but on page 32, in the interview with Mock, you'll notice that he suggests promoting safety to your competitors, too. Make sure everyone in your community knows about the AGRSS Standard—not just your customers, but also your competitors.

Lastly, if you're looking to learn more about ways to promote the Standard or want to learn more about safety, installation and the industry's other crucial issues, be sure to mark your calendars now for the upcoming Auto Glass Week™ event, September 15-17 in Memphis, Tenn. (see related story on page 30).

Penny Stacey is the editor of AGRR™ magazine.
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For vehicle and glass preparation, it is important to refer to AGRSS/ANSI 002-2002 as well as your adhesive manufacturer’s recommendations. Inspect the windshield for defects and any contamination that may compromise the bonding of the adhesive. Honda recommends the removal of the following parts for a safe install: rearview mirror, hood hinge cover, both side windshield mouldings, cowl panel, wipers and both roof mouldings.

To remove the windshield side mouldings, lift up on them at the top and slide them up toward the roof. This will leave the clips still on the car and they can be removed by turning them 90 degrees. The rearview mirror is the normal Honda style and can be removed by turning the base 90 degrees in either direction. To remove the wiper arms, set them to the auto-stop position and start by removing the driver’s side first. Remove the caps and wiper nuts and gently press at the hinge on the wiper to remove them.

To remove the cowl panel, remove the rubber seal along the bottom of the cowl, detach the clips, and disconnect the windshield washer tube.

To remove the roof moulding, use a plastic pry tool and carefully pry the moulding up to release it from the front bracket and from the pin. Lift up on the front of the moulding and pry the rear section to release the rear bracket from the pin. The hood hinge covers are removed easily by releasing the clips.

Any method of removal can be used as long as the technician can perform the removal in a safe manner for the vehicle and him/herself. The factory bead of urethane is small and can be cut easily with proper tool use.

Trim the existing urethane bead to 1/16 of an inch or 1 to 2 millimeters. Use your adhesive manufacturer’s pinchweld primer to cover any areas that were scratched during the removal or trimming of the urethane bead and allow to dry properly.

Dry-fit the new windshield and mark it so it can be placed correctly. Use the dots on the new windshield as a guide for primer if required by your adhesive manufacturer and prepare the new windshield according to the adhesive manufacturer’s specifications. Apply the urethane using the triangle bead per AGRSS methods. Make sure you have the correct deck height and that the marks you applied during the dry-fit align with it and tape the windshield into place.

Install the cowl panel in reverse order (don’t forget to hook up the windshield washer tube) and install the wiper arms, making sure they are aligned correctly, and torque the wiper nuts to 18 Newton meters (Nm) (13 foot pounds). Install the roof mouldings and make sure the pins are held firmly in place. Reinstall the clips for the side mouldings and snap the side windshield moulding back into place. Slide the rearview mirror up onto the bracket and turn 90 degrees to install.

Always wear eye, hand and wrist protection while working on the vehicle. Inform the vehicle owner of the cure time and any other additional precautions before installation. Always return the vehicle to manufacturer’s specifications. Protect all interior and exterior portions of the vehicle to prevent any damage.

Jamie Browning, the winner of the 2009 Pilkington Clear Advantage Auto Glass Technician Olympics, is the owner of Browning Auto Glass in Daniel Island, S.C. He has more than 17 years’ experience in the industry. Mr. Browning’s opinions are solely his own and not necessarily those of this magazine.
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ON FRIDAY, FEBRUARY 11, I had the privilege of attending an auto glass industry summit in Scottsdale, Ariz. Joining the summit were the board of directors of the Independent Glass Association (IGA), a number of respected industry representatives from point-of-sale providers, retailers and others. As many of you have probably heard by now, the IGA is spearheading the initiative to develop technology standards to streamline the insurance claims process, from first notice of loss (FNOL) to closing the claim. The purpose of the summit was to introduce the concept to the industry and to initialize the process. A number of interested professionals already have signed up to be on the committees. Participation is open to any industry professional that has an interest in improving the insurance claims process.

Everybody Wins
The IGA's board of directors strongly believes that technological standards will be a win-win-win for policyholders, glass shops and insurance companies alike. We all are aware that there are a number of issues confronting the industry from customer service to fraud, and I believe that standards incorporating the use of state-of-the-art technology will allow the industry to improve the process, reduce the incidence of fraud, and, most importantly, make the entire process user-friendly for the folks we all want to please—the policyholders.

The best way for me to illustrate how technological standards would be beneficial for all is to discuss some stages of the claims process. Let's examine the FNOL. Under current procedures, a policyholder must report his loss to an agent, a third-party administrator or an insurance company's claims department. We all can agree that the overhead involved in this process is excessive (though it does not need to be). In addition, we know that it is common for a policyholder to be involved in a telephone call that sometimes lasts in excess of 20 minutes, a reality that should not be acceptable to the shop or the insurance company—and certainly not the policyholder.

The Goal
The claims-reporting process should be a pleasurable experience for the policyholder and one with which the insurance companies should be overly concerned. With the use of technology, the policyholder or his representative should be able to report the claim online, delivering the necessary information directly to the insurer or representative, making the initial impression of the insurance company a satisfactory one.

Some insurers have undertaken measures to prevent fraud, especially as some auto glass companies have begun marketing their services directly to consumers. In an effort to combat fraud, insurers sometimes are sending inspectors to confirm reported damage to a windshield, which delays our technicians and certainly not the policyholder.

By introducing technology in the effort to fight fraud, a shop or mobile technician can use digital photography to take photographs of the damaged area and can send these images electronically to their insurance companies or representatives to confirm the damage. The insurer and/or its representative then can verify the damage and validate the claim instantly. Again, it's a win-win-win opportunity for all involved and will drastically improve customer service.

I hope that you all share my excitement, enthusiasm and determination to succeed in the development of technology standards as the best effort to improve customer service and to level the industry's playing field. I can think of no reason why this initiative would not be widely embraced across all industries involved, and I encourage everyone to participate in the process. Standards will streamline the entire insurance claims process, making it both a pleasant and economical experience for all involved.

Alan Epley is president of the Independent Glass Association (IGA). He also serves as president of Southern Glass and Plastic in Columbia, S.C. Mr. Epley's opinions are solely his own and not necessarily those of this magazine.

Using Technology to Service Our Customers

by Alan Epley

“...The claims-reporting process should be a pleasurable experience for the policyholder ...”
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The Complexity of Stocking Parts

by Dino Lanno

Editor’s Note: This column is the first in a series from a variety of manufacturers and distributors who will take a look at the changing supply chain.

In the last decade, the supply chain business for vehicle glass has changed more drastically than ever before. Today, there are more car makers selling a wider variety of makes and models. That means there are more parts to account for in the supply chain, which translates to more SKUs. For example, in 2000, there were just 1,200 different windshield SKUs. In 2010, that number increased to 2,400.

Following is a review of how the growing diversity in parts has impacted the vehicle glass supply chain.

Impact of Global Economy on Ordering

While vehicle glass made in China traditionally has been less costly than glass made domestically, there are other ways that costs can creep in. For instance, the supply chain is faced with longer and less predictable delivery times, impacting an accurate forecast of your available product. Glass from China can take up to 16 weeks to arrive. If there is a delay or issue with delivery, distributors must search to find the needed product from alternative suppliers, usually with a premium price-tag attached.

In addition, the number of glass suppliers has increased. There is no more “one-stop shopping” like there was a decade ago. Distributors must commit more time to working with more suppliers, and spend more effort in coordinating and stocking the right parts.

Finally, with vehicles from around the world continuing to filter into the United States, there has been an increase in low-volume specialty parts, keeping that type of glass in stock is even more challenging. Some manufacturers cannot justify the cost of the investment in tooling to reverse-engineer these low-volume parts, making them difficult to source, and, ultimately, proprietary in nature. And proprietary means costly. The increasingly complex decision-making around choosing to both order and stock these parts impacts the dollar investment for this growing segment of parts.

More Complex Stocking Needs

The increase in parts also impacts the warehouse structure and design. Longer lead times are forcing larger safety stocks. Stacking more parts means more racks. And because parts are more varied than before, some existing racking has become obsolete. Many warehouses have had to change racking to accommodate these new sizes and shapes. In some situations, warehouses have depleted building space and now require new locations to handle the volume.

Another factor is that, as parts increase in size for the new breed of SUVs, vans and the dramatically raked windshield part. A decade ago, that would have been different. The ups and downs in the market mean that part numbers within a warehouse need to be moved around much more frequently so that the most used are more easily accessible to be picked and delivered. We find ourselves in a complex world where parts are constantly changing and the interchanges involved make part selection and warehousing ever increasingly difficult.

Economic Forces Affect Distribution

In America, people like choice. There’s a greater need to meet customers’ needs with the right glass, at the right time, at the right place. This increased attention to customer demand means the supply chain has to have available products, closer to the customer.

Another way the distribution of vehicle glass has been affected is the changing economy. The general cost of doing business is higher than ever with the cost pressures of higher gas costs, insurance, vehicles and maintenance. In fact, our fleet has traveled more than 80 million miles within our supply chain delivering products last year.

As you can imagine, these complexities make the supply chain function more difficult to oversee, and we must continually invest in upgrades. It requires more sophisticated computer and IT systems and a more intuitive way of racking. We also must do more to protect the racking so the glass doesn’t break, especially the specialty glass parts.

Ultimately, while some people think glass is almost free, there is so much more to getting the right glass to the right place at the right time.

Dino Lanno is senior vice president of supply chain and manufacturing for the Safelite Group in Columbus, Ohio. Mr. Lanno’s opinions are solely his own and not necessarily those of this magazine.
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Commandments of Successful Businesses

by Carl Tompkins

I am in my 35th year in business and have had the opportunity to learn and experience many dos and don’ts in business. I recently spent some time considering what lies at the real heart of being a great organization—in any industry. I’ve come to find ten specific rules that must be followed to prosper. Companies must:

1. Be goal-oriented and incorporate the use of S.M.A.R.T. goals. There should be no doubt about the critical nature of goals in business. While most claim to set annual goals, few companies achieve them, because they miss any one or all of the five components of a S.M.A.R.T. goal. Goals must be specific enough to be understood by everyone who is involved. Goals also must be measurable so that progress can be monitored on a regular basis. Likewise, goals must be agreeable and realistic to all parties involved or they will never be attained. Finally, goals must be time-bound, with a start and a finish to each goal.

2. Follow the rule of R.E.M.E. in managing people. People are the number-one asset within any organization; however, most employees report feeling treated more as numbers than as people. Employees who are not being managed properly lie at the root of every bad result in business. There are four simple steps to take to ensure that your management of employees is perfect and that they are represented by the above R.E.M.E. acronym, which stands for: Requirements, Education, Measurement and Example. All personnel must have a written job description defining what they are paid to do. Secondly, they must be educated about how the goals within their job descriptions are to be accomplished. Employees must have regular and meaningful feedback (also known as measurement) about their progress. Finally, people must have good leaders to follow and a good example is always the best teacher.

3. Seek and embrace “change.” Businesses are no different than individual people, as both of these parties favor the comfortable. Businesses often do the same things over and over, never advancing. As a result, they need to rely on some luck or positive outside influences to create better results—what a shame! The culture within any organization must challenge itself to improve constantly and this only can be accomplished by changing how business is conducted. As the great saying goes, “Business insanity is expecting different results from doing everything the same way.”

4. Reward the messenger. Most people in corporate America today lack the courage to share ideas, challenge the status quo, report problems and operate well outside the box—all because they fear the penalties they might face for rocking the boat. Yet, many hear the phrase, “We have an open-door policy around here,” ringing through the halls of their headquarters. Others are taught to “never shoot the messenger.” But what does reality show? Locked doors and dead messengers lie everywhere! If companies really are serious about improving, they must build a system that encourages and rewards those who rock the boat.

5. Live a “zero-defect” policy. There is nothing wrong with doing things right the first time, yet businesses lose enormous sums of money each year due to rework. Why? We have created the environment and mindset that making mistakes is part of doing business and that it’s okay. Wrong! Enact policies, procedures and rewards built around a zero-defect tolerance.

6. Serve to save the customer. In conducting business, service is everything! Not one step of the customer cycle should be set on doing anything less than delivering a dazzling experience. The idea behind this is based on choice and attitude, yet, still today, 67 percent of customers don’t return to a company because of a perceived attitude of indifference.

7. Be just and true in all matters. It is important to avoid the traps of politics, egos and pride. Even the Bible declares nothing good in any of these three words and, in the world of business, I’ve witnessed instances in which these subjects cost companies millions of dollars. There are people who will sacrifice what is best for the organization and focus only on what’s best for them, regardless of what unjust actions occur to others. This is the toughest of all commandments to follow since even the worst of violators would argue that they’ve never crossed this line. It’s amazing what greed can cause people to do. The best reason to follow this rule is to understand that there are great, long-term rewards for doing the right thing, being honest and following the Golden Rule.

8. Be reliable in the provision of products and services. Simply put, if your products and/or services don’t provide what was promised, you’re out of business! Even a free product that doesn’t work is too expensive. Studies indicate that there is no substitute for
reliability; it is America’s number-one buying factor.

9. Seek, establish and maintain partnerships with customers. The mindset of building partnerships with customers is one that causes companies to do more than furnish a product at the right price. As long as people run companies, relationships are going to count for a lot in terms of long-term business. While one organization is the supplier and the other is the buyer, both must feel that they operate together, forever, and that this partnership creates mutual success for both organizations. Such relationships are a challenge to create, but are even harder to break.

10. Operate with a spirit of thanksgiving. Humans are made up of three components: body, mind and spirit. Since businesses are merely a collection of individual people working as a team toward common objectives, it is safe and accurate to say that the same notion of body, mind and spirit permeates the organization as well. When it comes to the spiritual aspect within any organization, companies will best succeed when pausing regularly to consider their good fortune and levels of accomplishment. Carrying on with a spirit of thanks for the many things you have (rather than agonizing over the remaining few you don’t allow for a healthy and sustaining business culture.

Carl Tompkins is the global marketing resources manager for Sika Corp. in Madison Heights, Mich. He is based in Spokane, Wash. Mr. Tompkins’ opinions are solely his own and not necessarily those of this magazine.
Mygrant Purchases Auto Replacement Glass Assets of W.A. Wilson

Mygrant Glass Co. has purchased the auto replacement glass assets of W.A. Wilson Glass Plus. Bob Hartong, president of W.A. Wilson, advised AGRR™ magazine that the decision to sell came as a result of the current marketplace.

“The main reason is, as a small independent like W.A. Wilson, it just was getting harder and harder to compete and be profitable in the marketplace, so I felt the right move was to exit that business and focus on our insulated and tempered [products] and architectural aluminum and the value-added side of our business,” says Hartong.

Though the terms of the deal have not been disclosed, Hartong says no facilities were included in the sale.

“It was all just our auto glass assets and really the biggest thing was our customer list,” he says.

Hartong says he detected a downturn for the automotive business several years ago, but has seen a recent acceleration in the last two to three years.

“Really, we’re such a small regional independent, that trying to compete with the PGWs, the Pilkingtons and some of the larger players, we just didn’t have the buying power that they did, so it just made it very difficult,” he says.

Hartong says the decision to sell was both a difficult and simple one. “From a numbers standpoint, it was actually a pretty clear-cut decision of what we needed to do, but from an emotional standpoint—auto glass was such a big part of our business for so many years—it was tough,” he says.

“But when you’re talking about such first-class people like the Mygrants, a family business that kind of has the same core values as we do as a family business, I felt good about that, so it did make it a lot easier.”

W.A. Wilson has locations in Wheeling and Charleston, W.Va., and Canton and Columbus, Ohio. It previously also had a retail auto glass arm, but sold that in 2004.

Sika Opens New Warehousing Operations in Marion, Ohio

Sika Corp. has announced the opening of a new 200,000-square-foot warehousing facility at its Marion, Ohio, location.

Company officials say the new facility will offer a consolidated shipping point and expedited material flow for its multiple business units.

“The Marion warehouse operation serves as one of several centralized distribution centers for nine business units within Sika Corporation,” says senior marketing coordinator Michelle Wojnicki. “This includes automotive and aftermarket (AGR and flat glass) products.”

The transition to the new facility should be concluded by end of April 2011, according to the company. The former warehousing space occupied in the plant will be converted to additional manufacturing capacity.

ABRA Opens Five Repair Centers in Three States

ABRA Auto Body and Glass has opened five new repair centers. Three of the centers are corporate-owned, and two are franchises.

The corporate centers were opened in Tucker, Ga., a suburb of Atlanta; and Glen-dale, Wis.; and Waukesha, Wis., both of which are Milwaukee suburbs.

The new franchise centers are located in Clinton, Iowa, and Wisconsin Rapids, Wis. The Clinton franchise agreement was awarded to John McElney, who has been operating under the name of McElney Collision. McElney also owns Chevrolet, GMC, Buick, and Toyota franchises in Clinton, according to a statement from ABRA.

Allen Taylor has opened the repair center located in Wisconsin Rapids. Taylor previously operated under the name of Rapids Ford Body Shop. He also is the owner of Rapids Ford-Lincoln-Mercury.

NSG Reports Positive Fiscal Third Quarter for Pilkington Automotive

Pilkington parent company NSG Group has released its fiscal third-quarter results, and company officials say cumulative revenues and profits were significantly ahead of the previous year for the automotive business.

The automotive business recorded sales of $2.4 billion and an operating profit of $175 million.

North America represented 21 percent of NSG’s automotive sales. OE revenues were significantly above the previous year, again due to increased
volumes, according to NSG. “Profits also benefited from the continued realization of additional cost savings,” said the company statement. The North American auto glass replacement business also was up slightly from the previous year, though specific numbers were not provided.

In the European original-equipment (OE) sector, which comprises 46 percent of the company’s automotive sales, “local currency revenues increased strongly from last year’s levels, due to robust volumes, with a consequent improvement in profits,” according to a company statement. NSG officials say in Europe, its third-quarter automotive replacement results were similar to 2009.

In Japan, representing 18 percent of the company’s automotive sales, revenues were ahead of last year, “due to improved levels of demand, despite the reduced demand in the third quarter,” writes NSG.

Boyd Group Reports Record Third Quarter, 32.1 Percent Sales Increase Over 2009

The Boyd Group, which owns Boyd Autobody and Glass and Gerber Collision and Glass, achieved a record third quarter for 2010—with sales up 32.1 percent from the third-quarter 2009. According to the report, the company achieved sales of $69.0 million for the third quarter of 2010, compared with $52.2 million for the third quarter of 2009. The company attributes the increase to its acquisition of True2Form Collision Repair Centers in July 2010.

The company’s same-store sales increased 4.9 percent, excluding the impact of foreign exchange translation, according to the report, and its gross margin was 45.7 percent (compared with 44.9 percent in 2009).

Boyd’s EBITDA totaled $5.0 million compared with adjusted EBITDA of $3.8 million in the third quarter of 2009—a difference of 24 percent. The company’s net earnings for the quarter were $3.2 million, or 4.6 percent of sales, compared with $2.2 million, or 4.3 percent of sales, in the third quarter of 2009.
Advertising Standards Authority Upholds Complaint Against Belron UK

The United Kingdom (UK)-based Advertising Standards Authority (ASA) recently upheld one consumer complaint of misleading advertisements against Belron UK and dismissed two others. The complaints concerned two Autoglass radio and television ads. (Autoglass is Belron’s UK brand.)

The original complaints, made by both consumers and representatives of competitor UK-based Glass Doctors, alleged that the ads led the customer to believe that any windshield chip would result in a failure of the customer’s Ministry of Transport test (MOT), which is a UK test to determine if a vehicle is safe and ready to be driven on public roads.

The radio ad featured the following language:

“If there’s a chip on your windscreen, it could be the difference between your car passing its MOT and failing...”

In addition to the claims that the ads were misleading regarding the MOT, complaints also alleged that the ad was misleading by not stating that neither the size of chips nor the position on the windshield would determine whether it was repairable.

The television ad said the following:

“...a customer last week had left a little chip because he thought nothing of it, but when he put his car in for his MOT, fail. That little chip stopped the car passing...”

Autoglass responded to complaints by saying that it was only trying to “draw motorists attention to the potential hazards in ignoring windscreen damage” and that it only had limited time to get its message across and could not include an explanation of chip sizes.

ASA upheld the MOT complaint regarding the radio ad, but neither of the others; the group also ruled that the radio ad should not run again in its current form.

According to Samantha Day-Tillotson, public relations manager for Autoglass, the radio ad had not undergone the company’s normal approval process.

“...All Autoglass adverts go through a stringent approval process, but due to an oversight on this occasion this...”

Company News

Insurer Group Purchases Auto Windscreens’ Assets

Trifords Limited, a part of the United Kingdom-based Markerstudy Group, an insurance organization, purchased both the Auto Windscreens brand name and several of its assets in February, nearly two weeks after the company had been placed into administration.

Trifords says the purchase will create 350 jobs at the revived company. Nigel Davies, who previously served as sales and marketing director for Auto Windscreens, will manage the new business.

“It is fantastic news that the Auto Windscreens brand will continue, and from the ashes the phoenix will rise again,” says Davies. “Auto Windscreens is a highly recognized brand and therefore the name is being retained. Our intention is to provide a premier service, attracting fleet, insur...
radio advert did not and the way the message was phrased was misinterpreted,” says Day-Tillotson. “As soon as the advert was broadcast we realized our mistake and we decided to withdraw it.”

She adds, “Autoglass apologizes for this error and as a result has tightened its approval processes.”

The ASA is an independent UK-based organization that “monitors advertising and ensures that consumers can trust what they see in advertisements.”

Belron Recalls Windshield Replacement Clips for Renault Megane Cabriolet V2

In other news at Belron, the company issued a recall for its windshield replacement clips made for the Renault Megane Cabriolet V2 in late February. The recall pertains to vehicles manufactured between October 2003 and July 2005, according to information from the European Commission (EC), and the parts carry the model number 7261AKCC1F.

“The product poses a risk of injuries because the outer trims on the left and right sides of the windscreen may detach from the car body when driven at high speed,” reads the official recall report from the EC. “The clips used to attach the trim to the car body are not sufficiently strong to hold the trim securely in position. In some cases, the trim may become detached and swing back, breaking the glass roof and/or side window and/or rear window.”

Renault is a France-based manufacturer, and its vehicles currently are not available in the United States. The clips were manufactured in Spain, according to the report, and seven incidents have been reported. The recall was issued voluntarily by Belron, according to the EC.

Belron sales and marketing director Jeff Boekstein says three of the incidents with the clips occurred in Germany, three in Belgium and one in The Netherlands.

“... No serious injuries were sustained by any of the customers,” he adds.

What EVERYONE should know about Auto Glass Crash Testing and Safe-Drive-Away-Time (SDAT).

Visit www.noshortcutstosafety.com to learn what Mike & his brother David discovered when Mike needed to have his damaged windshield replaced.

(800) 688-7452 • www.sikaindustry.com • www.noshortcutstosafety.com
Allstate Sues Washington Auto Glass Shop and Its Owners for Insurance Fraud

Allstate Insurance has filed a suit against Auto Glass Express and Premier Auto Glass in Burien, Wash., along with company owners Michael and Trena Perkins, alleging that in multiple cases they billed (and were paid for) OEM glass, while actually "purchasing and installing aftermarket windshields," according to court documents. Previously, the Washington state insurance commissioner's office had filed criminal charges against Michael Perkins for related allegations involving Allstate, State Farm and MetLife.

"Despite the fact that defendants installed an inferior product that defendants had acquired at a lower price, defendants continued to bill and collect funds from Allstate based upon its representations to Allstate that it was installing original manufactured glass in all instances," writes the company in its January 4 complaint. "At no time did defendants ever advise Allstate of the true nature of the work it was performing on subject Allstate insured vehicles. Moreover, defendants never advised Allstate of the fact that it was acquiring the inferior glass products at a reduced rate as opposed to the higher rates being charged to Allstate in the direct billings."

Allstate officials say that when the state's Office of the Insurance Commissioner launched its January 2010 investigation, it "identified a number of specific Allstate customers who had obtained fraudulent services from Premier." These totaled 2,572 Allstate customers serviced by the companies, according to court documents.

The insurer claims the amounts charged for the services for all of these "was fraudulent and deceptive" and that the company has been overcharged a total of $585,946.08 by Premier and Auto Glass Express.

Allstate is seeking a jury trial in the case. At press time, neither the Perkins nor their companies had responded to the complaint.

In addition, a criminal case against Michael Perkins is still under the review of the King County Superior Court. Trena Perkins declined to comment on the case.

Florida CFO Awards Three “Witnesses” Total of $25,000 for Providing Info in Lee and Cates Fraud Case

The office of Florida chief financial officer Jeff Atwater has awarded a total of $25,000 to three “witnesses” who allegedly provided information in the insurance fraud case filed against Lee and Cates Glass Co. in Jacksonville, Fla., in early 2009.

According to state officials, one of the witnesses will be paid $15,000, one will receive $8,750 and the other $1,250; none of the three was identified. The awards were calculated based on the amount of assistance each provided, according to Nina Ashley Banister, communications coordinator for the Department of Financial Services.

"The anti-fraud reward program is promulgated by statute s. 626.9892, FS, Administrative Rule 69D-1 and DIF..."
policy 218,” says Banister. “These govern the criteria and requirements of the program. The rule sets the guidelines for the reward amounts, which are based on the amount of the potential or actual loss…”

Banister advised she could not reveal the identity of those rewarded in the Lee and Cates case, but did say they were not employees of an insurance company.

The funds come from “annual legislative allocation,” according to Banister.

The state claims that Lee and Cates Glass Co. filed 2,245 fraudulent claims totaling more than $1.2 million, and that it “allegedly overbilled windshields and associated parts by billing insurance companies for a dealer windshield but using a less expensive, aftermarket item.”
AGRSS Board of Directors Adds New Members

During the recent Auto Glass Replacement Safety Standards (AGRSS) Council Inc.’s Board of Directors meeting in Chicago, Ill., several board members announced their retirement and several new members were elected.

The following board members expressed that they would be retiring from their positions:
- **Bob Birkhauser**, president, AEGIS Tools International, Madison, Wis.;
- **Jeff Bull**, president, J Bull Associates, Dayton, Ohio; and
- **Joel Timmons**, Profitable Glass Solutions, Dayton, Ohio.

The board also added two new members:
- **Bob Rosenfield**, president, JN Phillips Auto Glass, Woburn, Mass.; and
- **Paul Heinauer**, president, Glasspro, Charleston, S.C.

Rosenfield has been in the industry for 25 years, having joined JN Phillips in the 1980s. He has helped grow the New England-based JN Phillips to a regional chain, which now has 40 locations and more than 140 mobile service vans.

Heinauer got his start in the glass industry in 1979 as a management trainee with PPG Industries, and left the company in 1986 to help launch Coast Glass Distributors in Charleston, S.C. In 1995, he sold the wholesale glass segment of the business to a long-time friend and founded Glasspro Inc.

Both will serve a three-year term.

In addition, **Debra Levy**, publisher of AGRRTM magazine/glassBYTEs.comTM was re-elected vice president, both of which are volunteer positions.

AGRSS Council Hires Dan Mock as Business Development Director

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. has hired Dan Mock as its new business development director.

In this newly created position, Mock is responsible for growing the number of AGRSS-registered companies and educating insurers about the AGRSS Standard and the AGRSS-registered company program, according to a release from the AGRSS Council.

Mock has more than 36 years of experience in the glass industry, including the last nine years with Glass Doctor, where he most recently served as vice president of franchise relations and training. He also is a long-time member of the AGRSS Board of Directors, but has stepped down from that role to take this position. Mock reports directly to the AGRSS Board of Directors.

“My mission is to grow AGRSS into a more recognized brand by providing benefits and promotion of the Standard not only to the driving public, technicians and shop owners, but by a cooperative effort involving vendors, third-party administrators and the insurance industry as well,” says Mock. “My ultimate vision has always been to leave a legacy of a better industry. I firmly believe that AGRSS is in the position today to lead the industry in a new direction. I trust others in our industry share my vision.”

“We’re really excited about this new chapter in the history of the AGRSS Council,” adds AGRSS Council president Debra Levy.

See page 32 for a full interview with Mock about his goals in the new position.

Bob Rosenfield of JN Phillips Auto Glass (left) and Paul Heinauer of Glasspro (center) are the AGRSS Board of Directors’ two newest members. Glass America president David Rohlfing (right) also was re-elected vice president.

AGRSS Council Debuts Insurance Video Featuring Jon Fransway

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. has produced a 12-minute video featuring auto glass safety advocate and insurance agent Jon Fransway discussing the importance of proper windshield installations completed in accordance with the AGRSS Standard. The video was unveiled during the annual International Auto Glass Safety Conference in Chicago in October 2010.

Fransway lost his sister, Jeanne, in 1999, due to an improper windshield installation, and also was featured in the 2000 20/20 expose. In the video, he explains why insurers should refer their customers to AGRSS-registered shops and how crucial a safe auto glass installation is to a vehicle’s occupants.

[www.agrss.org](http://www.agrss.org)
When the Urethane Gets Tough …

Officials from Equalizer® Industries say the company’s Express® XRP is designed to cut through the toughest urethane. The tool is powered by a heavy-duty 18-volt motor and doesn't require an electrical outlet or extension cords.

www.equalizerfusion.com

The Latest in the Extractor Line

The Extractor PROV28 Milwaukee from Crystal Glass is the newest option for those looking for rugged performance and strength, according to the company. With 40 to 50 percent more power than the 18-volt tool, company officials say the PROV28’s battery will run twice as long as its predecessor. The tool also is equipped with a battery fuel gauge so technicians can monitor the battery while out in the field.

www.extractortools.com

Provide VIN Etching to Customers

The patented INSTAetch professional glass-etching system is a digital, handheld VIN etch device specifically designed for mobile glass technicians. INSTAetch kits allow any installer to produce VIN security marks for the car’s owner or glass company logos and/or phone numbers for brand recognition, all while in the field.

The wireless system provides a permanent etch using a proprietary process that takes less than ten minutes, according to the company.

www.instaetch.com

Glass Technology Offers BluWave™ UV Cure

Glass Technology now offers its Diamond BluWave™ high-intensity ultraviolet (UV) curing process, designed to ensure proper cross linking and cross hatching, according to the company—along with a strong, fast, cure. The Diamond BluWave incorporates the use of high-intensity LED UV technology to cure the resin while the windshield repair equipment is still on the glass. The company also offers its Diamond Clear Resin™ to be used with the system.

www.gtglass.com

Be Prepared with Ultra Bond

The Ultra Bond windshield repair system prepares a tech for everything, according to the company. It includes an injector with a heating port to keep resin warm; a Star Flexor to flex the legs of a break; rain-resistant resin and a rain-resistant additive to make your resin resistant to moisture; X-Phobic Additive to remove Rain-X and any other contaminates in the break; and Xtra Bond Additive to etch the glass.

www.ultrabond.com

GlasWeld Provides Range of Kits

Bend, Ore.-based GlasWeld offers several different kits, which company officials say meet the needs of every technician level and budget, from its mini-kits to its professional-grade windshield repair kits. The company also has available its ProCure™ ultraviolet curing lamp, which officials say provide fast curing times. Each system includes online training from GlasWeld.

www.glasweld.com

www.agrrmag.com
Dear AGRR,

As a person who has been working with insurance companies since 1975 for the waiver of deductible for windshield repairs, I would like to respond to the recent article written by National Windshield Repair Association president Kerry Wanstrath (see January/February 2011 AGRR, page 36). This is a time when we need more support for the repair of windshields and less “discouragement” toward windshield repair.

In 1975, I was asked to do a windshield repair demonstration for Allstate, where Charles Goodhue, a regional claims manager in Detroit, educated me about why the company had instated a deductible for comprehensive coverage. Prior to 1975, all comprehensive policies carried a $0 deductible; windshield replacements had been free to clients and were billed accordingly to insurers by auto glass shops.

But, since comprehensive coverage covered all glass on a vehicle, claims could come in for as little as $2 to $3; for example, headlights are made of glass and were therefore covered on the policy.

What most people didn’t realize, however, is it cost Allstate $35 per claim to process and write a check to pay each claim; Mr. Goodhue had suggested the company add the $50 deductible, so that covered claims would be more than the cost of processing a claim. Allstate agreed, and instated this for renewals only.

Many policyholders were upset by
A windshield does more than protect occupants from the wind and the elements. It provides up to 40 percent of the vehicle’s roof-crush protection in a rollover—helping prevent drivers and passengers from being thrown in the event of a crash. That’s why glass replacement jobs require a strong adhesive that lasts. The use of OEM-quality products—like BETASEAL™ glass bonding adhesives—ensures repairs won’t compromise safety. Strong and flexible to withstand the sudden and violent forces of a crash, BETASEAL adhesives are the only glass adhesives approved by all major vehicle manufacturers.

- Crash-proven according to Federal Motor Vehicle Safety Standards (FMVSS)
- Apply in temperatures as low as 0°F (-17.7°C)
- Safe drive-away times as fast as one hour
- Heated and non-heated applications
- Compatible with most vehicles

Learn more at www.dowautomotiveaftermarket.com, where you can also view our webinar discussing the AGRSS validation process.

Kerry Soat
Chief Executive Officer
Fas-Break Inc.
Phoenix, Ariz.

This, as they now had to pay for a windshield replacement, and the company’s own agents were frustrated that other insurers still offered a $0 deductible. Mr. Goodhue had a simple idea—offering a free repair by waiving the deductible for windshield repairs. The agents would pay for the repairs out of the small claims fund in their offices, and a claim would not need to be filed, thereby saving Allstate $35 for processing the claim. Soon, other companies followed suit.

Insurance companies offer glass coverage for the windshield because it is part of the vehicle’s safety features. A broken windshield makes for an unsafe vehicle, and an insurance company aims to keep your vehicle in a safe operating condition. Why do you think it is against the law to drive a car with a chip in the windshield in many states? Because it is unsafe. Why is it against the law to drive a vehicle with a cracked windshield? Because it is unsafe. Windshield repair technicians are not just repairing chips to make the windshield look better. Windshield repair is the most economical and the safest way to restore a windshield to a safe, usable condition.

We all should be promoting the safety aspects of windshield repair to the insurance industry, along with getting State Farm to reverse their decision regarding waiving deductibles for repairs, rather than trying to avoid dealing with the issues at hand.

Kerry Soat
Chief Executive Officer
Fas-Break Inc.
Phoenix, Ariz.
Inferiority Complex

The OEM-Aftermarket Debate Continues

by Penny Stacey

Editor’s Note: This is the second part in a series of articles about the controversy surrounding differences in original-equipment manufactured (OEM) and aftermarket auto glass parts. See November/December 2010 AGRR™ magazine, page 18 for the first installment.

The debate surrounding OEM and aftermarket parts is not a new one—but in recent months it has continued to intensify in light of several new developments. Just this January, Allstate Insurance filed a suit against a Washington auto glass shop and its owners for insurance fraud, and in the documents of the suit, accused the shop of installing aftermarket parts, while charging for OEM parts.

While that charge has been seen before, in the cases of shops such as Lee and Cates Glass in Jacksonville, Fla., and the nationwide suit filed against Glass Emporium owner Mehrdad Hakimian, the wording of the complaint is what surprised some.

“Defendants never advised Allstate of the fact that it was acquiring the inferior glass products at a reduced rate as opposed to the higher rates being charged to Allstate in the direct billings,” writes Allstate in its complaint. (See related story on page 18.)

Merriam-Webster defines “inferior” as “of poor quality.” So is Allstate saying aftermarket glass is inferior in quality to an OEM part? AGRR sought the opinions of several industry representatives on the quality issue.

“It kind of depends on what you define quality as,” says industry expert Bob Beranek of Automotive Glass Consultants in Sun Prairie, Wis. “If you define quality as fit and appearance, there are definitely differences. If you look at [Federal] Motor Vehicle Safety Standard (FMVSS) 205, which is the glazing standard, it talks about the construction of the glass … You need to have a lamination interlayer that withstands the impact of outward obstacles from entering the passenger compartment, and from people inside the vehicle from being thrown out.”

However, FMVSS 205 doesn’t address all of the specifics that might be incorporated into an aftermarket part, Beranek says.

“There’s nothing in the Standard that defines added parts like moulding, or the frit—nothing is added there. Nor is fit, curvature, or any of that is attached to the design of the vehicle. Those are plain to see and easily measured. Reverse-engineered parts made by aftermarket glass manufacturers are going to take the specifics they see in the glass, reverse-engineer it and make it work with their procedures and their manufacturing procedures. That sometimes has a little bit of a change. It might be cosmetics, it could be fit, it could be curvature—it could be a lot of different things.”

Sometimes it’s difficult for an auto glass shop to determine whether or not the quality is truly inferior.

“As far as the [aftermarket] glass itself being safe or whatever, I haven’t a
Installation Issues

So how should an auto glass shop, or a technician out in the field, handle this issue? The first key, some say, is for auto glass shop owners to familiarize themselves with its suppliers and the various manufacturers.

“There are high-quality aftermarket glass parts and there are inferior ones,” says Brian Kittrell of Kittrell Glass in Birmingham, Ala. “We try to research when we can. More often than not we have primary sources that we know can supply OEM-quality glass.”

Industry consultant Russ Corsi, who worked for PPG for many years in the auto glass arena, points out that even if a shop finds a quality supplier, the aftermarket part still may not be made to the exact tolerance of the OEM part.

“Let’s say the off bend for the original-equipment windshield is 2 mm off the fixture, but the [aftermarket manufacturer] might discover that 4 mm off works just fine,” he says. “Aftermarket manufacturers operate in a different realm of specifications that will still work with the installation.”

It’s up to the installer to work with this difference.

“If you ask ‘is [aftermarket] exactly like OEM?’ No, it’s not,” adds Beranek. “But can it be dealt with? Yes, it can, if you buy a windshield that says ‘this is the thickness of the laminate in the windshield and this is the thickness of the laminate in that one.’”

Insurer Allowances

While a representative of State Farm Insurance recently testified at a meeting of the National Conference of Insurance Legislators (NCOIL) that the company only specifies OEM parts for autobody repairs (see related sidebar on page 24), glass does not always follow the same pattern in insurance claims. The Boston auto glass shop owner told AGRR magazine that he works with some insurers that will pay for OEM glass only in certain cases.

“If there’s a car that has more than 24,000 miles on it, it doesn’t qualify [for OEM glass with some insurers], so obviously I can’t put [OEM] on,” he says. “It puts me between a rock and a hard place.”

Even when insurers won’t pay the full amount, Kittrell offers the consumer a choice—and educates him accordingly. “So many people are price-sensitive, but educating the consumer is important, and being sure they know why I’m $20 higher than the guy down the street is important,” he says. “… If people are truly concerned about quality and safety, they’ll listen.”

Solutions

While many auto glass technicians and shop owners are dealing effectively with the OEM versus aftermarket issue, some say more is needed than simply expertise among installers. Independent Glass Association (IGA) executive director Mike Russo says he believes aftermarket auto glass manufacturers should be called upon to present proof of like fit and quality.

“We should have the proof that aftermarket windshields are as good and as safe as OEM,” he says.

Kittrell thinks data-tracking is the answer. “I have some databases and a binder we keep here at the office, so I can see, ‘okay, that customer is driving a 2007 Honda Ridgeline,’ and I know who made the glass that went into the vehicle in the factory,” he says.

Russo points out that, in the end, consumer safety is the key factor in this great debate. “Aftermarket windshields may be as good as OEM,” he says. “Again, we are dealing in the business of consumer safety and words do not save lives. Performance saves lives.”

“Installing auto glass manufacturers, including Safelite, whose Enfield, N.C., windshield assembly line is shown here, often reverse-engineer parts—so their tolerances and specifications may differ slightly from the OEM design.

www.agrrmag.com

March/April 2011 | AGRR 25
Detroit Delivers

Automotive Industry Shows Returning Spark in Detroit

by Scott Mason
A SENSE OF REVIVAL AND excitement was in the air earlier this year at the 2011 North American International Auto Show in Detroit. Revamped vehicle designs to return the industry to profitability, while keeping pace with the speed of changing world dynamics, were seen throughout the show. Vehicle sales are up, styling is improved, fuel economy remains a priority, and comforts that were once held for premium brands now are being seen in all vehicle segments. I’m not ready to say the good-old days are back, but it seems as though the storm has passed. Being a Michigan native, I say, let the Renaissance begin.

The show’s opulence has not returned to those of years’ past, nor has the outrageous styling of the concept cars. However, the show remains grounded with what consumers are demanding: environmental friendliness, sustainable forms of transportation, and connectedness.

The Race to Build Hybrids

Green is no longer a concept on paper; it’s the next evolutionary track. All major OEMs either have a hybrid in their offerings or will introduce a hybrid by the 2012 calendar year. The goal has changed from simply offering a hybrid solution to providing a hybrid with stunning design.

On the home front, the Chevy Volt received three accolades: Car of the Year, 2011 Motor Trend Car of the Year, and Green Car of the Year, beating out the Nissan Leaf and Hyundai Sonata (see related story in September/October 2010 AGRR, page 28).

The Volt’s lithium ion battery can charge in 10 to 12 hours with a 120-volt outlet or in four hours when a 240-volt electrical charging outlet is installed. With an average cost of $1.50 per day to charge, the car boasts a range of 35 miles on pure electric continued on page 28

www.agrrmag.com
and 380 miles when factoring the total power package.

One innovative feature for individuals who love their smartphones is the Volt’s mobile app. It allows the owner to check battery charge level, available range, tire pressure, remote lock/unlock, and activate the remote start to heat or cool the interior. This is just one more thing to impress your family and friends.

Porsche has integrated what it’s calling “Porsche Intelligent Performance” into its 918 RSR. The vehicle stores power when in a braking position and distributes it to optimize performance.

Li-ion Motor, based in Mooresville, N.C., has a 100 percent electric super car that can go from speeds of 0 to 60 mph in 3.4 seconds.

Walking around the body, you would not guess it was an electric vehicle, but rather a morphed version of a Ferrari with an extended wheel base.

Bringing a “cool green attitude” was a small French manufacturer, Venturi, which debuted its Venturi America. The company prefers to call its creation an electric cart, but the styling suggests an aggressive, two-seat sports car.

Chinese Automaker Build Your Dreams (BYD) was on display on the main level of the hall. Its concept is interesting, yet the message to consumers was confusing and sometimes dark. One thing is certain, this company intends on changing the industry with its core message, called Green Dreams. In true vertical integration, BYD intends to own the manufacturing and supply grid, including its offering of renewable energy creation (wind, solar and hydro), an environmentally energy storage power grid, and its consumption by efficient electric vehicles.

Solar panels in the vehicle’s roof allow it to charge continuously. The vehicle design is an odd mix of vehicles of the past from multiple OEMs. With the backing of Warren Buffet and with test vehicles already on the road in Southern California, I wouldn’t bet against this company.

All That’s Glass

Panoramic roofs in which the windshield, roof and backlight appear as one, maximizing the amount of light entering the passenger cabin, are becoming the identifying marks of the high-end segment.

Mercedes displayed a high-end concept in which the separation between glass sections is mere millimeters. The glass is affixed to the roof bow with a high-performing adhesive. Bring these cars into cold-weather states or areas that experience hail, and watch our industry grow!

Hyundai introduced its Crub concept car. The vehicle is loaded with technology and feature designs that starts with the glass spilling into the

“**The show remains grounded with what consumers are demanding:**
**environmental friendliness, sustainable forms of transportation, and connectedness.”**

Porsche displayed the 918 RSR, which stores power when braked and distributes it.
hood and wrapping around the cowl, covering the A-pillars. The A-pillar’s strength is not compromised, though; metal is shaped to resemble a double-helix DNA to provide strength and rigidity.

The Dance is Over

The 2011 NAIAS is officially in the books, which means the anticipation is growing for the automakers to put everything that was shown into production. This year’s show was critical for the domestic OEMs, as it was the first real look into their post-bankruptcy—and they delivered.

Scott Mason is a senior account manager for Dow Automotive – Aftermarket. He is based in Detroit.

This vehicle from China-based “Build Your Dreams” is equipped with solar panels that allow it to continuously charge.

GOLD GLASS GROUP PUTS SAFETY FIRST

Variable rain channel mouldings catch and move water over the top of the vehicle. This safety feature improves the visibility when looking out the door glass.

Make sure to use Gold Glass Group’s new Variable Extrusion or Rain Channel mouldings when the application calls for it. Look for the “V” at the end of our part number. GGG has one of the largest selections of part specific mouldings in the industry.

GGG has what you need.
Have you struggled in the past to choose an auto glass event to attend? Has the question “Vegas or Florida?” weighed on your mind for the last few years? Well, this year, the choice is simple—as all of the major auto glass groups have agreed to hold one joint event and that event is Auto Glass Week™ this September in Memphis, Tenn.

Auto Glass Week 2011 will bring together the Auto Glass Replacement Safety Standards (AGRSS) Council Inc., the Independent Glass Association, the National Glass Association and the National Windshield Repair Association—all in one spot at the same time. In addition, AGRR™ magazine’s Pilkington Clear Advantage Auto Glass Technician Olympics (AGTO) and the Walt Gorman Memorial Windshield Repair Olympics (WRO) also will be held. The International Window Film Tint-Off and Conference™ also will be held concurrently. The event is managed by AGRR® magazine.

All of the groups will meet September 15-17 at the Memphis Cook County Convention Center.

Book Your Hotel Room—Today!

Discounted rooms for Auto Glass Week are available at the Memphis Marriott Downtown, which is connected to the Memphis Cook County Convention Center via a covered walkway. The discounted room rate is $99 plus tax per night. Rooms can be booked by calling 888/557-8740 and mentioning that you are with Auto Glass Week. If you’d rather book online, visit www.autoglassweek.com and click on the hotel tab.

What to Expect

The event not only has a new location (it’s been held in Las Vegas for the last several years), but also a new format. It will begin on Wednesday, September 14, with AGRSS Council committee meetings and a board meeting, along with preliminary meetings for WRO and tint-off participants.

On Thursday, September 15, an informative line-up of educational seminars for the entire auto glass industry will be held throughout the day. The tint-off will be held in the afternoon, along with the first heats of the WRO, while attendees will have a chance to visit with sponsors and view their latest offerings. The annual AGRSS Charity Auction and Cocktail Party will top off the day; take this chance to mingle with industry colleagues and bid on some fun items in support of a good cause. AGTO participants also will get started with their preliminary meeting.

Attendees will have the opportunity to attend several more hours of educational sessions on Friday, September 16, and will have a chance to mingle with one another and suppliers from 4 p.m. to 6 p.m. during a cocktail party on the show floor. The AGTO will kick off during the afternoon as well, while the WRO will wrap up with finals.

The last day of the event, Saturday, September 17, also will be filled with...
more educational sessions designed for the auto glass industry, and the final hours of the AGTO competition. Exhibits will be open from 9 a.m. to noon as well, and afterwards the winners of all three competitions—the AGTO, WRO and tint-off—will be revealed during a special luncheon.

Among the seminars already lined up for Auto Glass Week is a session by renowned speaker Kelly McDonald who will conduct a session called “Who is Your Customer? Understanding the Customer of the Future.”

McDonald is a recognized expert on multicultural marketing and business trends and has spoken to many major groups including Toyota, Sherwin-Williams, Harley-Davidson, State Farm Insurance, Mattel, AAA Travel, and BlueCross BlueShield.

The Pilkington Clear Advantage Auto Glass Technician Olympics will be part of the Memphis event.

In addition, Lauren Fix, “The Car Coach,” will provide a session called “All the Automotive Information You Need to Know.” Fix is considered an automotive industry expert and will discuss trends in marketing, production, promotion and delivery of vehicles—and how these affect the industry on a daily basis.

Lastly, the industry’s own Carl Tompkins, global marketing resources manager for the Sika Corp. and long-time AGRR columnist, will present a session called “The Ten Commandments for a Successful Business.” Tompkins, who has consulted for a number of businesses on topics such as growing profits, diversifying and more, also will unveil his own business management book for the first time during the event. Be sure to visit www.autoglassweek.com for more details as they become available.

**Schedule at a Glance***

**Wednesday, September 14, 2011**
- 8:00 a.m. - 3:00 p.m. AGRSS Committee Meetings
- 3:00 p.m. - 5:00 p.m. AGRSS Board Meeting
- 5:00 p.m. - 7:00 p.m. WRO Mandatory Contestant Meeting
- 7:00 p.m. - 8:00 p.m. Tint-Off Mandatory Contestant Meeting

**Thursday, September 15, 2011**
- 7:30 a.m. - 8:00 p.m. Registration
- 8:00 a.m. - 8:30 a.m. Event Welcome and Opening
- 8:30 a.m. - 12:00 p.m. Joint Auto Glass Educational Sessions
- 12:00 p.m. - 1:00 p.m. Lunch Break
- 1:00 p.m. - 4:00 p.m. Joint Auto Glass Educational Sessions
- 1:00 p.m. - 4:00 p.m. Sponsors’ Set-Up
- 4:00 p.m. - 6:00 p.m. Window Film Tint-Off Preliminaries
- 4:00 p.m. - 8:00 p.m. Auto Glass Week™ Exhibition/Extravaganza
- 4:15 p.m. - 7:15 p.m. Repair Competition Preliminary Heats
- 6:00 p.m. - 8:00 p.m. Window Film Tint-Off Finals
- 6:30 p.m. - 8:00 p.m. AGRSS Charity Auction/Cocktail Party

**Friday, September 16, 2011**
- 7:30 a.m. - 7:00 p.m. Registration
- 8:00 a.m. - 10:30 a.m. Joint Auto Glass Educational Sessions
- 8:00 a.m. - 10:00 a.m. AGTO Mandatory Contestant Meeting
- 10:30 a.m. - 12:00 p.m. Joint Keynote Speaker
- 12:00 p.m. - 1:30 p.m. Lunch Break
- 1:30 p.m. - 3:00 p.m. Joint Auto Glass Educational Sessions
- 3:00 p.m. - 7:00 p.m. Auto Glass Week Exhibition/Extravaganza
- 3:00 p.m. - 7:00 p.m. AGTO Preliminary Heats
- 3:15 p.m. - 5:15 p.m. Repair Competition Finals
- 4:00 p.m. - 6:00 p.m. Cocktail Party on Show Floor

**Saturday, September 17, 2011**
- 8:30 a.m. - 12:00 p.m. Registration
- 9:00 a.m. - 12:00 p.m. Joint Auto Glass Educational Sessions
- 9:00 a.m. - 12:00 p.m. AGTO Finals
- 9:00 a.m. - 12:00 p.m. Auto Glass Week Exhibition/Extravaganza
- 12:00 p.m. - 1:30 p.m. Awards Luncheon

* Schedule is tentative and subject to change. For the most up-to-date schedule visit www.autoglassweek.com.
Moving Forward

Newly Hired AGRSS Business Development Director Dan Mock Offers Insight to Future

by Penny Stacey

This year marks the tenth anniversary of the original release of the Auto Glass Replacement Safety Standard (AGRSS) by the American National Standards Institute (ANSI)—along with its official approval that same year. The creation of a uniform standard for auto glass aftermarket installations has been one of the greatest achievements the industry has ever seen, and, just in the last two years, the AGRSS Council Inc.’s work has grown even further.

In late 2009, the group inaugurated its own third-party validation program, allowing independent auditors to come into registered shops and review their practices. This year, the organization has hired a business development director to increase the acceptance of the Standard throughout North America. Dan Mock (DM), who has more than 36 years of experience in the glass industry, was pegged for the role in early-January. Mock, who previously served as vice president of franchise relations and training for Waco, Texas-based Glass Doctor franchise. He was a long-time member of the AGRSS Board of Directors. Mock recently took the time to talk with AGRR™ magazine about his hopes and goals for the future.

AGRR: What are your goals as business development director?

DM: Well, I look at the position of business development director really

Lessons Learned

Inside the AGRSS Third-Party Validation Program

A recent panel featuring Dale Malcolm of Dow Automotive, chair of the AGRSS education committee, Jeff Olive of Glasspro, Penny Ouellette of Orion Registrar Inc., and Jean Pero of Mygrant Glass, chair of the AGRSS accreditation committee, offered an insight into what has been learned through the most recent rounds of validations.

Malcolm launched the session by stressing that a business’s entire environment has to be safety-minded in order for the effort to trickle throughout the company.

“Technician commitment clearly comes from the shop,” said Malcolm. “You can’t tell your people they have to care about AGRSS if you don’t.”

And Olive pointed out that technicians need to be given the proper tools to be able to be compliant. “[You should] provide a timer to that technician so he can time how long he shakes that cleaner,” he suggested. “When you have to time something for a minute or five minutes, that time is a lot longer than you think.”

Binders also might be helpful, said Olive, as one noncompliance that’s come up in some situations is that an improper safe drive-away time has been given. A binder, prepared with a technician’s certifications and all the necessary information he might need, would be helpful in this case, said Olive.

Record-keeping also has been an issue in some cases. In some cases, while lot numbers have been recorded, they haven’t been tracked properly, Malcolm said.

“It’s important to ensure that the lot numbers being recorded are the lot numbers actually being used,” he added. “It not about just having a number; it’s about having the right numbers.”

Ouellette discussed what happens when a noncompliance is found. “If there’s a noncompliance, that doesn’t mean you have to leave AGRSS,” she said. “If there’s a problem, you work at it you fix it, you prove you fix it, and you move along.”

Olive agreed. “If you fail, it’s not the end of the world,” he said. “All you’ve got to do is put in a place a process to change it.”

And Pero added that the program is still in the early stages and continually is being updated to meet registered shops’ needs. “It’s crucially important for you guys that are being validated to let us know if there are things that aren’t working,” she said.

Malcolm ended with some words of advice.

“I think repetition is the key,” he said. “You don’t want to cram for the exam the night before. You want to live it everyday.”
as having two different goals. One is to promote and inform the insurance industry about the AGRSS Standard and the other is to make AGRSS an attractive organization for glass shops to belong to. I am trying to make AGRSS-registered companies irresistible to consumers and insurers.

AGRR: I understand one of your goals also is to market the Standard to insurance companies. How do you plan to accomplish that?

DM: Well, the board actually voted to develop the validation video, which is an important part of the message that we need to get to the insurance industry. Right now I'm researching basically the different insurance associations, their conventions and that type of thing to promote AGRSS and familiarize the insurance industry with AGRSS.

AGRR: What type of response have you seen so far among insurers?

DM: The people I've talked to have been very open to it. One person with whom I spoke was with a very major insurance company and I asked her if she knew about AGRSS, and she said 'yes, but really I don't know enough.' She was familiar with it, but wasn't comfortable with it.

AGRR: I've heard that one of the goals of the validation program was to help give the AGRSS Registration Program “teeth.” Have you found that insurers are responding favorably to the validation program?

DM: I think that's one piece of the puzzle. There needs to be multiple benefits and I am working on several. Just like any other customer, if I went to buy a car and it only had one headlight, you know, I might not buy that car, but if it came with all the headlights and all the bells and whistles, I'd probably buy the car. I think validation is one of multiple reasons why insurance companies would want to use AGRSS-registered shops. It's an important piece—don't get me wrong—but if you talk to most one working in their individual markets with some grassroots marketing, we can build the AGRSS brand. I'm putting together a marketing budget, so people can figure out how much they can spend to promote themselves and to promote AGRSS Registration.

AGRR: What types of marketing efforts would you recommend?

DM: AGRSS has a lot of marketing tools available, very inexpensive marketing tools; the brochures are great. When you're making a sales call to an insurance agency, it's always nice to have something new to talk about. If you can go in with something in your hand to hand to the agent, it's a great tool to have and it's great to show people.

AGRR: Is there anything else you've observed in speaking with industry representatives as you've taken on this role?

DM: One of the things that I'm seeing is interest from manufacturers and distributors in the Standard itself as being an integral part of what they do. I think they're finally starting to come around. I think there's going to be some major news this year on what manufacturers are doing ... I really think there's going to be some positive movement in the industry this year.

www.agrrmag.com

Read All About It
Want to hear more of AGRSS Council Inc. business development director Dan Mock's thoughts on the industry and its future? Visit www.agrss.org to read his blog, “AGRSS-ive Updates,” or click on his photo at www.agrrmag.com. Scan the tag at left to view blog. Get the free mobile tag reader at http://gettag.mobi.

“I am trying to make AGRSS-registered companies irresistible to consumers and insurers.”
—Dan Mock, AGRSS Council Inc.

Validation Views
Have you seen the validation video developed by the AGRSS Council Inc. for the insurance industry? Scan the tag at right to view. (Download the free Microsoft Tag reader at http://gettag.mobi.)
Top Ten TIPS
for Rock Chip Repairs
by Loren Buettner

To drill or not to drill: that is the question. Well, that’s one of the questions. What about moisture? And does windshield temperature really matter? There’s so much to learn and so many windshields to repair.

While the technique of rock chip repair can be taught rather quickly, mastery of the subject does not happen overnight. The art behind the science is learned only from experience. For instance, have you ever wanted to pull your hair out because a rock chip didn’t fill, even though you did everything right? Or have you ever worked on a long crack that seemed possessed by a catch-me-if-you-can windshield imp?

In my quest for more knowledge, I sought out the best minds in the industry and probed their ultraviolet-enlightened brains for answers. What I was able to pry from the lips of these seasoned veterans I am sure is only a fraction of their expertise. Following are the top ten tips I’ve heard.

1. **Beware of moisture.** Of all the comments I received, this one was repeated most often. “The chip needs to be clean of debris and moisture,” says Andy Mitchell of Andy’s Glass in Belgrade, Mont.

   “When in doubt, dry it out,” says Bruce McDonald of Delta Kits Inc. in Eugene, Ore. Mark Gleason of Visions Auto Glass in Fort Dodge, Iowa, takes it a step further. “I won’t do one if it’s wet. Let it dry overnight and do it tomorrow,” says Gleason. (See related story on methods for drying a chip in the September/October 2009 issue of AGRR™, page 37.)

2. **Make sure the windshield is warm.** “It has to be above 40 degrees,” says Jason Fassler of Jack’s Glass in Dry Ridge, Ky. “If the glass isn’t warm enough, the resin won’t flow properly and the chip won’t fill.”

3. **But be sure the windshield is not too warm.** “Be careful of a hot windshield or those suckers will run to the edge,” warns Gerald Zwart of Clearview Windshields in Inwood, Iowa. “Use a thicker resin when the glass is hot and be careful of using too much pressure, otherwise you might damage the laminate and end up with a daisy.”

4. **To drill or not to drill?** Maybe. McDonald says the need to drill is rare. “In most cases, there is no need to drill,” he says.

To determine whether a chip should be drilled, you should look at the legs of the chip; if the legs of the chip have a black, green, or shiny look to them, that means there is air inside the chip, and therefore there is a path for the resin, according to information from Delta Kits. Drilling just adds to the damaged area and leaves a more noticeable scar.

However, Zwart disagrees. “Drill and tap everything,” he says. “Drilling and tapping is the secret to getting a good repair. The breaks will fill easier and every leg will fill completely.”

Confused about drilling? One expert told me that it all depends on how a person was trained. If a technician was trained to drill, then he/she will be partial to drilling; if he was trained not to drill, then he will drill only in those cases where it’s absolutely necessary—to anchor a long crack, to cap a pit (see No. 7), or if the resin doesn’t flow smoothly.
5. Fill those long cracks. Long-crack repair pioneer Rich Campfield of UltraBond in Durango, Colo., says the proper technique for repairing long cracks is to “drill in front of the crack and tap a bulls-eye.” Then fill in the bulls-eye with resin, and cure it. If this is followed, Campfield suggests the crack should not spread.

6. Cap a pit. If the impacted area is larger than the seal on your injector, cover the area with pit filler and cure it. Then drill through the cured pit filler and treat it like a normal chip.

7. Repair the chip as soon as possible. “The main thing is to get them sooner than later,” says Kent Solomon of Stockton Auto Glass in Stockton, Calif. This helps keep dirt and moisture out of the chip, and the chip can be repaired before it has a chance to spread.

8. Practice good customer service. “The number-one thing is dealing with customers,” says Brian Forcier of JN Phillips Auto Glass in Newburyport, Mass. “The customer’s expectations are sky-high.” Forcier trains his company’s technicians to ask customers what their expectations are, and to advise them upfront that the chip is not going to disappear completely.

9. Exercise patience. “Be patient,” says Robert Dent of Smail Auto Glass in Greensburg, Pa. Every rock chip is different and environmental conditions can vary dramatically. There are so many variables to rock chip repair that, “it can take up to five years to learn,” he adds. With time, your knowledge will grow.

10. Be professional. “Try and promote professionalism,” suggests Joe Frazee of Glass Technology in Durango, Colo. “Take pride in your appearance, clean and maintain your repair equipment, treat your customers with respect, get National Windshield Repair Association (NWRA)-certified, and back it all up by performing quality repairs. This will have a huge impact on the success of your business.”

There you have it—everything (almost) a person needs to know to have 100 percent success with rock chip and crack repairs. If you’re having problems, contact a repair kit supplier or visit one of their websites. Many of them have instructional videos and other information that is very helpful. If you’re still having problems, keep your eyes open for imps.

Loren Buettner is the director of operations for Andy’s Glass in Belgrade, Mont. Mr. Buettner’s opinions are solely his own and not necessarily those of this magazine.
The Weak Spot

by Rich Campfield

“The outer layers contract faster than the interior, creating a pulling effect on the interior, resulting in residual stress—and creating the weakest area of the windshield.”

OEM versus Aftermarket Glass

So how does the weak spot differ in OEM and aftermarket auto replacement glass (ARG)? The major difference in the costs to manufacture OEM glass versus ARG is time and heat; time is money, and so is heat. The OEM is annealed more slowly (100 degrees Fahrenheit per minute), taking more time and using more BTUs. Under the contract with the vehicle manufacturer, the specs and tolerance required for an OEM must keep the “weak spot” around the perimeter edge under 1,000 psi with an average not over 750 psi. Vehicle manufacturers do not want the non-OE windshield to crack at the edge before the vehicle is sold. There is no contract to keep the weak spot (residual stress) down, so they are annealed faster using less time and BTUs, and the residual stress can be much higher and sporadic around the entire perimeter. It can be 1,000 psi on a spot on the side and 1,500 at the lower corner; some have more than others.

How Does It Happen?

What makes the “weak spot”? During the molding process, the cut flat glass for the windshield is placed on a metal mold and placed into an oven. The glass softens and then sags into the mold. When it comes out of the oven, temperatures clash at the edge area; at the extreme edge, part of the glass is near the still-hot frame, while the glass cools from the outer surface inward. The outer layers contract faster than the interior, creating a pulling effect on the interior, resulting in residual stress—and creating the weakest area of the windshield.

I’ve found that the weakest area of the windshield also is the area in which it is glued to the vehicle, increasing the residual stress and adding its own installation stress. The residual stress causes this area to fracture two to three and a half times more easily than the rest of the windshield, and the installation stress will cause the fracture to crack immediately (resulting in an edge crack) to relieve the installation stress, which is usually at about 8 to 12 inches.

Richard Campfield is the founder and president of Ultra Bond Inc. in Grand Junction, Colo. Mr. Campfield’s opinions are solely his own and not necessarily those of this magazine.

Richard Campfield
rich@ultrabond.com
The Insurance Equation: Round 2

by Kerry Wanstrath

It seems my last article about insurance companies being encouraged to exit the auto glass market didn’t set too well with a few individuals (see related story in January/February 2011 AGRR™ magazine, page 36). That was no real surprise to me; I fully anticipated a barrage of e-mails informing me that I had lost my mind.

Instead, I received two responses, and from the same fine state of Arizona no less. I respect both of these two individuals’ opinions. In fact, I agree with almost everything they have to say, with one small difference. I’m not convinced that the average independent shop would not be better off dealing directly with the customer on a cash basis.

Did TPAs Change Things?

Here is some food for thought. Prior to the advent of the third-party administrators (TPAs), some 15 years ago, were you making more or less per job? Were you actually quoting more jobs? Was every detail of the nature of the actual work itself so carefully inspected and controlled? The need for meticulous records and details about everything—from the location of damage to rust in the pinchweld, to the location and type of repairable damage, electronic billing, etc.—all is a result of an insurance company’s effort to control and lower the per-claim dollar amount spent. These duties are expected and performed at no cost to insurers, and these requirements came about at the request of the insurer—not the TPA.

Most of us are inclined to blame the TPA for all the hoops we must jump through, but who is telling them what they must do to maintain their exclusive relationship/partnership? Insurance companies are the TPAs’ customers, and the automobile owner is second in line. Therefore, a TPA is just following orders, right? In fact, most of us, if given the opportunity to have such a sweetheart business relationship, would jump at the chance. It is the combination of the two partners that continues to squeeze margins; one is promising the volume so that it can require better pricing from its partner, and this is a continuous, never-ending cycle.

So back to my original point, I believe our industry will never be able to change the major TPAs’ operational model. But I do think because of insurance vulnerability to public opinion and governmental regulation, we have a better chance of influencing the TPAs’ insurance partners.

A Scary Thought

Yes, I admit it is somewhat scary to think about what would happen if insurance companies ceased paying for windshield services. But, with insurance paying now, have your profit margins grown? I doubt it. Without some interruption in the circuit, the light will continue to dim for small auto glass shops.

Consumers will continue to have their windshields repaired and replaced regardless of whether they have insurance.

Calling All Readers

What do you think about the idea that insurance policies should not include glass coverage? One response to the January/February 2011 article appears on page 22 of this issue. Do you think National Windshield Repair Association (NWRA) president Kerry Wanstrath presents a valid argument? Do you think this would help the industry? Please e-mail your thoughts to pstacey@glass.com.

Kerry Wanstrath is the president of the National Windshield Repair Association. In addition, he serves as president of Glass Technology in Durango, Colo. Mr. Wanstrath’s opinions are solely his own and not necessarily those of this magazine.
USAA Joins Ranks of Insurers That May Require Windshield Inspections

USAA announced early this year that it may now require inspections of windshields involved in glass claims prior to authorizing work on the vehicle.

The inspections are conducted by representatives of Safelite Solutions, which administers the company’s glass claims program, according to USAA spokesperson Rebecca Hirsch. “We’ve already heard from a couple members that they did not have to submit a claim after the inspection process because there was no damage,” says Hirsch.

USAA is not the first company to enact such a program. GEICO made a similar announcement last January and American Family also has been reported to require inspections prior to work authorization. Rich Campfield, owner of Ultra Bond in Grand Junction, Colo., says he also has encountered requests for inspections a few times with claims involving The Hartford in recent months. Some have suggested that the inspections could be opening the door for a new method of steering.

Campfield has encountered requests for inspections several times in his shop when calling insurers to set up claims with customers. One auto glass shop owner who requested to remain unidentified says that portion of the claim is key when it comes to inspections. “If another glass shop calls for the insured it gets flagged for inspection,” he says. “There is no direction or approval for repair given to these inspectors,” says Hirsch. “Once [the] inspection is completed, the member then has a conversation with a representative at Safelite Solutions to actually schedule the work and have it completed. If there is damage, the member chooses who does the repair.”

However, one Arizona auto glass shop owner who requested to remain unidentified says he’s lost jobs to inspections. “A Safelite installer went out to do the ‘random inspection’ and conveniently had the glass for that vehicle on his truck,” he says. “The customer said the installer told him this, ‘the insurance company sent me out to inspect the vehicle’s damage and I have your windshield on my truck if you would like me to install it right now.’ Unfortunately it was a new customer to us and she had it done right then due to her busy schedule.”

INDUSTRY STATS

2006 Kia Sedona

AGRR™ magazine surveyed five cities in the United States for the price of a windshield repair on a 2006 Kia Sedona. As usual, the companies were told that insurance will not be involved and the customer wishes to pay for the repair out of pocket. We also advised shops that the damage was a small rock chip on the passenger side of the windshield (see “Price Points” on page 44 for replacement pricing statistics).

Windshield Repair Prices

Augusta, Maine

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National Average $45.72
National Median $49.48
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F RANK ARCHINACO, WHO SPENT many years with PPG Industries’ auto glass business (now Pittsburgh Glass Works), passed away on February 17 at his home in Sewickley, Pa. He was 67.

Archinaco joined PPG’s glass contract and supply department in 1965 as a management trainee in Newark, N.J. He subsequently held a series of management posts in Pennsylvania, Rhode Island, Puerto Rico and Illinois. He became director of marketing and development for PPG’s automotive and aircraft glass business in 1979, general manager of auto replacement glass products in 1981, and general manager of European glass operations in 1984.

Archinaco returned to the United States as vice president of automotive original equipment glass products in 1986. Five years later, he was named vice president of automotive and aircraft glass. He was made vice president, glass, in 1994, and a year later was promoted to senior vice president, glass. In 1997, Archinaco was elected corporate executive vice president for glass and chemicals, prior to his retirement on July 1, 2002.

In February 2008, Frank Archinaco rejoined PPG as president and CEO of PPG’s automotive glass and services business, a position he held until PPG divested the business to Kohlberg and Co. in September 2008.

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Information Sources

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1. Please check the ONE category that BEST describes the business activity of your company:

1. Retailer/dealer of auto glass &/or related products (repair &/or replacement).
2. Distributor/wholesaler of auto glass &/or related products (repair &/or replacement).
3. Manufacturer/fabricator of OE auto glass &/or related products.
4. Manufacturer/fabricator of AGR glass &/or related products (repair &/or replacement).

2. Please check the ONE below that best describes your title and function:

A. Owner, president or other managers
B. Repair technicians/Auto glass installer
C. Technical engineers
D. Claims adjuster, agent or other insurance official
E. Others allied to the field (please specify):

3. Number of employees:

A. 1-4
B. 5-9
C. 10-19
D. 20-49
E. 50-99
F. 100+

4. Please check all organizations you are a part of:

1. IGA
2. NWRA
3. NGA
4. None

5. My business is engaged in the auto glass repair, replacement or OEM industry:

6. Other AGR-related companies such as auto body, collision repair, fleet management or insurance companies.

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FOR ITS RECURRING PRICE POINTS DEPARTMENT, AGRR™ surveyed five major cities in the United States for the windshield replacement on a 2006 Kia Sedona (with heated windshield and rain sensor). As usual, the companies were told that insurance will not be involved and the customer wishes to pay for the windshield out of pocket.

AGRR also asked shops to break out parts and labor. When available, this is noted below. In some cases, shops were not willing to provide the breakdown—or would only include a portion of it—and this is noted accordingly.

### 2006 Kia Sedona

**For its Recurring Price Points Department,** AGRR™ surveyed five major cities in the United States for the windshield replacement on a 2006 Kia Sedona (with heated windshield and rain sensor). As usual, the companies were told that insurance will not be involved and the customer wishes to pay for the windshield out of pocket.

AGRR also asked shops to break out parts and labor. When available, this is noted below. In some cases, shops were not willing to provide the breakdown—or would only include a portion of it—and this is noted accordingly.

### National Results

<table>
<thead>
<tr>
<th>Total Price</th>
<th>Glass Price</th>
<th>Glass Percentage off NAGS</th>
<th>Percentage off NAGS Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Average</td>
<td>$458.17</td>
<td>$282.36</td>
<td>-61.3</td>
</tr>
<tr>
<td>National Median</td>
<td>$391.94</td>
<td>$276.27</td>
<td>-61.3</td>
</tr>
</tbody>
</table>

*For columns with N/As included, only the data available was averaged.*

### Augusta, Maine

<table>
<thead>
<tr>
<th>Total Price</th>
<th>Glass Price</th>
<th>Labor</th>
<th>Urethane Kit</th>
<th>Glass Percentage off NAGS</th>
<th>Percentage off NAGS Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop #1</td>
<td>$702.62</td>
<td>$350.00</td>
<td>$91.60</td>
<td>$25.00</td>
<td>-30.5</td>
</tr>
<tr>
<td>Shop #2</td>
<td>$504.12</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>-42.8</td>
</tr>
<tr>
<td>Shop #3</td>
<td>$325.00</td>
<td>$225.00</td>
<td>$75.00</td>
<td>$25.00</td>
<td>-70.8</td>
</tr>
<tr>
<td>Shop #4</td>
<td>$735.55</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>-16.5</td>
</tr>
<tr>
<td>Average</td>
<td>$566.82</td>
<td>$380.00</td>
<td>$83.30</td>
<td>$25.00</td>
<td>-50.6</td>
</tr>
<tr>
<td>Median</td>
<td>$603.37</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>-31.5</td>
</tr>
</tbody>
</table>

### Des Moines, Iowa

<table>
<thead>
<tr>
<th>Total Price</th>
<th>Glass Price</th>
<th>Labor</th>
<th>Urethane Kit</th>
<th>Glass Percentage off NAGS</th>
<th>Percentage off NAGS Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop #1</td>
<td>$769.40</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Shop #2</td>
<td>$550.00</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Shop #3</td>
<td>$755.47</td>
<td>$250.00</td>
<td>$75.00</td>
<td>$25.00</td>
<td>-70.8</td>
</tr>
<tr>
<td>Shop #4</td>
<td>$735.55</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Average</td>
<td>$702.61</td>
<td>$380.00</td>
<td>$83.30</td>
<td>$25.00</td>
<td>-50.6</td>
</tr>
<tr>
<td>Median</td>
<td>$745.50</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Memphis, Tenn.

<table>
<thead>
<tr>
<th>Total Price</th>
<th>Glass Price</th>
<th>Labor</th>
<th>Glass Percentage off NAGS</th>
<th>Percentage off NAGS Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop #1</td>
<td>$205.00</td>
<td>N/A</td>
<td>N/A</td>
<td>-76.7</td>
</tr>
<tr>
<td>Shop #2</td>
<td>$410.00</td>
<td>$276.27</td>
<td>$60.00</td>
<td>-64.1</td>
</tr>
<tr>
<td>Shop #3</td>
<td>$175.00</td>
<td>N/A</td>
<td>N/A</td>
<td>-80.1</td>
</tr>
<tr>
<td>Shop #4</td>
<td>$355.00</td>
<td>$325.00</td>
<td>$30.00</td>
<td>-57.8</td>
</tr>
<tr>
<td>Average</td>
<td>$286.25</td>
<td>$300.64</td>
<td>$35.00</td>
<td>-60.9</td>
</tr>
<tr>
<td>Median</td>
<td>$280.00</td>
<td>N/A</td>
<td>N/A</td>
<td>-68.2</td>
</tr>
</tbody>
</table>

### Phoenix, Ariz.

<table>
<thead>
<tr>
<th>Total Price</th>
<th>Glass Price</th>
<th>Labor</th>
<th>Glass Percentage off NAGS</th>
<th>Percentage off NAGS Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop #1</td>
<td>$393.88</td>
<td>$210.00</td>
<td>$133.88</td>
<td>-72.7</td>
</tr>
<tr>
<td>Shop #2</td>
<td>$500.00</td>
<td>N/A</td>
<td>N/A</td>
<td>-43.3</td>
</tr>
<tr>
<td>Shop #3</td>
<td>$390.00</td>
<td>$320.00</td>
<td>$70.00</td>
<td>-58.4</td>
</tr>
<tr>
<td>Shop #4</td>
<td>$343.99</td>
<td>N/A</td>
<td>N/A</td>
<td>-70.0</td>
</tr>
<tr>
<td>Average</td>
<td>$406.97</td>
<td>$265.00</td>
<td>$101.94</td>
<td>-65.6</td>
</tr>
<tr>
<td>Median</td>
<td>$391.94</td>
<td>N/A</td>
<td>N/A</td>
<td>-55.5</td>
</tr>
</tbody>
</table>

### Spokane, Wash.

<table>
<thead>
<tr>
<th>Total Price</th>
<th>Glass Price</th>
<th>Labor</th>
<th>Glass Percentage off NAGS</th>
<th>Percentage off NAGS Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop #1</td>
<td>$205.00</td>
<td>N/A</td>
<td>N/A</td>
<td>-76.7</td>
</tr>
<tr>
<td>Shop #2</td>
<td>$205.00</td>
<td>$145.00</td>
<td>$60.00</td>
<td>-81.2</td>
</tr>
<tr>
<td>Shop #3</td>
<td>$454.00</td>
<td>$360.00</td>
<td>$94.00</td>
<td>-53.2</td>
</tr>
<tr>
<td>Shop #4</td>
<td>$195.00</td>
<td>$145.00</td>
<td>N/A</td>
<td>-81.2</td>
</tr>
<tr>
<td>Average</td>
<td>$264.75</td>
<td>$216.67</td>
<td>$77.00</td>
<td>-71.8</td>
</tr>
<tr>
<td>Median</td>
<td>$200.00</td>
<td>N/A</td>
<td>N/A</td>
<td>-77.3</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRP1775</td>
<td>17mm x 75ft Spool</td>
</tr>
<tr>
<td>PRP1775TL</td>
<td>17mm x 75ft Spool</td>
</tr>
<tr>
<td>PRP2175</td>
<td>21mm x 75ft Spool</td>
</tr>
<tr>
<td>PRP2175TL</td>
<td>21mm x 75ft Spool</td>
</tr>
<tr>
<td>PRP2675</td>
<td>26mm x 75ft Spool</td>
</tr>
<tr>
<td>PRP1375USM</td>
<td>13mm x 100ft Spool</td>
</tr>
<tr>
<td>PRP1575USM</td>
<td>15mm x 75ft Spool</td>
</tr>
<tr>
<td>PRP1375CAV</td>
<td>13mm x 75ft Spool</td>
</tr>
<tr>
<td>PRP1675CAV</td>
<td>16mm x 75ft Spool</td>
</tr>
</tbody>
</table>

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