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DOW AUTOMOTIVE AFTERMARKET NEWSLETTER

Dow Automotive Systems Announces BETAPRIME™ 5404A and BETAPRIME 5201 Primers Approved For Use In Colder Temperatures

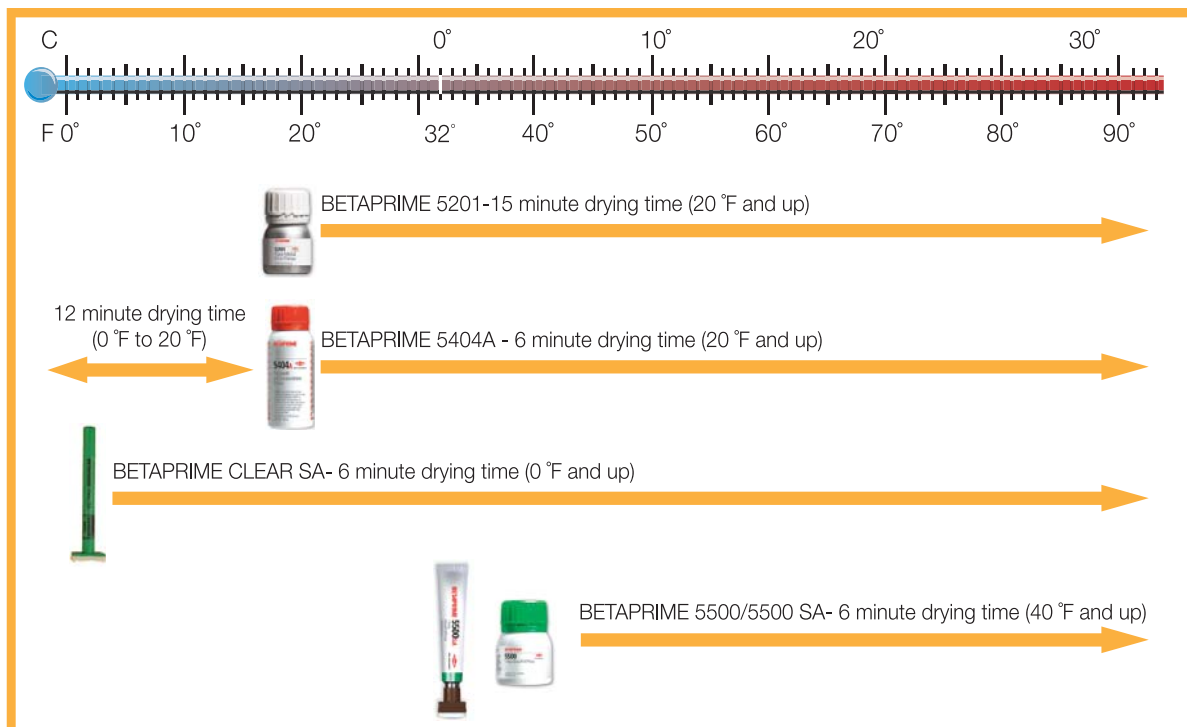
Rigorous testing and ongoing formulation optimization by Dow Automotive Systems have validated the safe use of industry-leading BETAPRIME™ 5404A Pinchweld and Encapsulation Primer down to 0°F (-17.8 degrees Celsius). Aftermarket technicians can use this versatile pinchweld and encapsulation primer at temperatures as low as 20°F (-6.7°C) with a standard drying time of six minutes, and from 20°F down to 0°F with a fixed drying time of only 12 minutes. Previously, Dow Automotive Systems required the bonding surface to be warmed to 40°F or higher before applying BETAPRIME 5404A Primer.

BETAPRIME 5404A Pinchweld and Encapsulation Primer promotes adhesion to the vehicle body and inhibits rust from small nicks and scratches on the pinchweld. It also performs the functions of three separate primers by:

- Activating pre-applied adhesive system (PAAS) beads.
- Promoting adhesion to polyvinyl chloride (PVC) substrates.
- Promoting adhesion to reaction injection molding (RIM) encapsulations.

Additionally, BETAPRIME™ 5201 Bare Metal Primer can now be applied at temperatures as low as 20 degrees Fahrenheit (-6.7 degrees Celsius) with the same enhanced performance and reduced drying time of 15 minutes announced earlier this year. Designed for windshield-area corrosion treatments of a half-inch square or larger of bare metal, BETAPRIME 5201 Bare Metal Primer enables glass shops to treat corrosion levels 1, 2 and 3. It cures nearly 100 times faster than two-part bare metal etch primers, and is the only bare metal etch primer that requires just one layer to

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Q What is the maximum area I can use BETAPRIME 5201 on?

A There is no maximum area that BETAPRIME 5201 can be used on as long as it is properly applied (see instructions on Product Data Sheet). A general rule of thumb is that you use BETAPRIME 5201 on any area of bare metal greater than 1/2" square (about the size of a dime).

Q How far in advance can I prep and prime a windshield?

A Properly applied, uncontaminated BETAPRIME Clear, 5500 or 5500SA has a 24 hour active life. After 24 hours, apply another coat of the same type of primer originally used to reactivate. If the primed surface has been contaminated during storage, clean with BETACLEAN GC-800 Glass Cleaner prior to re-priming. Glass can only be re-primed one time.

Q What is the best way to prepare a powder coated aluminum/metal backslider?

A The best process is to scuff up the frame with an abrasive pad, and apply BETAPRIME 5404A Pinchweld and Encapsulatin Primer according to the product instructions.

Evaluating the True Cost of Auto Glass Installations

In today's economy, it is more important than ever that business owners understand all costs involved in operating a business. In the auto glass replacement industry, this is especially true when it comes to understanding the true (CPI) cost per auto glass installation.

Think about other companies in the automotive services trade. For example, most auto repair shops, particularly auto dealerships, itemize all the tools, materials and labor used for vehicle repairs on their invoices. Have you ever notice "shop rags" or other ancillary items appearing on your repair invoices? Sometimes the customer doesn't care about such details but business owners should.

Are you or the people you work with conscientious about the waste they generate? Or, do you or they just grab ancillary items to quickly use and discard without giving any thought to cost of each item? Somebody has to pay for these ancillary items.

Dow Automotive System's BETASEAL EZKits were designed by technicians who have a pretty good idea of how much urethane, primers and ancillary items are needed to perform a good, safe and fast auto glass installation. That is why each EZKit includes the following ancillary items in addition to adhesives and primer:

- glass cleaner & cut out lubricant
- encapsulation primer
- long stem daubers
- acid brushes
- uncut nozzles
- abrasive pads

Maybe you've never considered the cost of these items? We think you should and that is why we have made it easy for you to get a grip on your costs. When you divide the price you pay for an EZKit by the number of installations you get from

it, you will quickly see how much each installation is costing you, including the cost of the ancillary items.

Too often the only thing considered when determining your cost is the adhesive and primer. That is just what the other guys want you to do because they don't provide the added value. Get a true picture of where your dollars are being spent, or how much you should charge for the entire installation. Don't be fooled by the other kits out there that may only include adhesive and primer...you still have to pay for the other stuff.

Whether you choose to purchase your auto glass replacement supplies in a kit or a la carte, it is imperative you include all items used for an installation in determining your (CPI) cost per install. For an easy calculator, please contact your local Dow Automotive Sales Representative, or contact our Customer Service Department at 800-453-3779.

Choosing Partners for Your Business

Regardless if you're a young entrepreneur or established business, the key to success is made with partners. A partnership goes beyond the traditional definition of a legal, contractual relationship; rather, think of a partnership as a set of strengths that an individual or business brings combined with your or your companies' dynamic skill set that fills in any gaps forming a powerful bond.

The value of partnerships are seen on a daily basis in our industry from distributors that know your ordering pattern and will arrange special

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Current AGRSS Membership

The Auto Glass Replacement Safety Standard (AGRSS) offers a registration program for retail companies willing to prove they perform auto glass replacement as prescribed in the standard.



Being a registered AGRSS company means the standard is not

only followed, but the company itself is willing and open to third party validation to prove their compliance. That is quite a statement of confidence in one's business.

Membership in 2010 continues to grow and change. Currently there are 411 individual companies who have completed the registration process. Those 411 represent 1066 locations throughout the United States. AGRSS registered

shops are in 49 states, Guam and even in Canada. Yes, it is becoming international. This is all validation that the industry sees the benefits of differentiation by being an AGRSS registered company and the growth continues.

Having national coverage is important; it means consumers in all states can find an AGRSS registered shop. Or at least request an AGRSS registered shop perform their auto glass replacement.

AGRSS registration helps everyone in the glass replacement business. It raises the bar for quality performance and lowers the risk of unsafe auto glass replacement. If your company is not AGRSS registered we urge you to take a serious look at it. For only \$494 plus \$99 for additional locations, your company can be set apart from the pack. To make it more palatable for your bottom line, AGRSS now offers monthly payment options using a credit card.

BETAPRIME 5404A and BETAPRIME 5201 Approved for use in Colder Temperatures contd.

reestablish a structural bond comparable to the original factory e-coating. It is by far the fastest, most durable AGRSS-compliant corrosion treatment process in the aftermarket industry.

"Our meticulous validation testing of cold temperature performance for BETAPRIME 5404A Pinchweld & Encapsulation Primer and BETAPRIME 5201 Bare Metal Primer simplifies wintertime aftermarket shop operations and removes any doubts about effective drying times," said Dale Malcolm, technical manager, Dow Automotive Systems, Aftermarket. "Used in tandem with our glass primers and BETASEAL™ 0°ne and BETASEAL™ Express Advanced Cure Urethane Adhesives, BETAPRIME 5404A and 5201 Primers now offer our customers a complete, proven system for

reliable auto glass replacement during cold weather extremes. Validation of the cold weather performance of the recently enhanced BETAPRIME 5201 Bare Metal Primer makes corrosion treatment an increasingly compelling opportunity for glass shops interested in providing a valuable service while earning additional revenue. This enables glass shops to provide a necessary service quickly, confidently and easily in a wide range of operating temperatures."

Choosing Partners contd.

accommodations that meet your needs, glass installers' relationships with insurance companies, and sundry suppliers that offer products that make your job easier, more accurate and efficient.

When looking for a partner, consider the following criteria requirements:

Strengths: reputation, brand, quality, service, and expertise.

Specialization: service or product provided is their core competency

Solution Orientated: innovation, the products and services offered improve your service, efficiency, and productivity to your customers.

Trust: the key foundation in all partnerships achieved by reliability, integrity, communication, competency, and accountability.

Dow Automotive Systems is committed to partner with our customers meeting multiple needs: providing superior OEM adhesive and primer systems, strong Field Sales support and responsiveness, coupled with comprehensive Fixed Glass Training sessions, AGRSS audit preparation, CE Training, Customer Service program, and BETAPRO assistance programs.

The Aftermarket industry has certainly had it challenges over the past few years, Now more than ever, companies that have built successful partnerships at all levels of the business chain will quickly outpace competitors as the market turns.

Personnel Profile



One of the newer members to the Dow Automotive Systems team, Rob Shier is Site Leader at our Hillsdale, Michigan packaging facility. A thirteen year veteran with Dow, Rob has been with the Aftermarket team for almost four years.

When asked for his comments on being on board with the Dow Automotive Aftermarket group Rob replied, "Since being part of the ARG business the most important thing that I have learned is what a customer intimacy culture looks like from a business team who makes satisfying the customer a clear priority of focus. It's contagious for everyone."

Originally from London, Ontario, Rob holds both a B.S. in Metallurgical Engineering at Fanshawe in London, ON and MBA from Loyolla University in Chicago, IL. Rob has been married to his wife Lynne for 21 years and has two children Mitchell and Katelyn. Rob most enjoys time spent playing hockey with his children and family boating and fishing outings.



Dow Automotive Systems - Aftermarket's offices will be closed December 24th - January 2nd. We will re-open on January 3, 2011.

From all of us, please have a very safe and happy holiday season!

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