

Providence Lacquer & Supply Centre, Inc.

NEWS

Quarter 1, 2008



Inside:
Investing in Your Most Valuable Asset
A Must Have: A Website
SurfaSolve Wipes
2008 Providence Lacquer Trade Show
DuPont™ ChromaBase® '4 to 1'
DuPont™ Performance Alliance
Providence Lacquer: 60 Years in Business
DuPont™ Cromax Pro
Autotron 3300

About Providence Lacquer & Supply Centre, Inc.

Providence Lacquer is one of the most progressive and respected PBE Jobbers in New England. It is a family business that was started in 1948 by Fredrick (Red) and Silvia Kafrissen. The Kafrissen's owned the company until 1980 when they sold it to Benny DiCaprio, one of the companies long time employees. In 1985, Benny went into semi-retirement and transferred the control of the corporation to Brian Keough and Peter Kilkenny.

Providence Lacquer is unlike any other Jobber. We have a Management team that combines PBE expertise with backgrounds in business disciplines including marketing, advertising, finance and more. We focus on bringing the best new products and programs to our customers.

We continue to upgrade every process so we can add even more value for our customers. We are committed to our business and to yours, and we recognize that our growth will only come from helping your business grow.

Providence Lacquer Is Your #1 Choice For All Your PBE Needs!

- * Over 3,500 Items In Stock
- * Over 75 Manufacturer Lines
- * Full Line of HMG Marine
- * Full Line of DuPont and Standox
- * Full Line of Norton Abrasives
- * Competitive Prices!
- * Free e-mail newsletter and specials
- * Free Delivery*
- * 2 locations
- * Easy access from the highway
- * Informative Website
- * Access Major Manufacturer Websites
- * Dedicated Customer Service

“If you are not already doing business with US, we want YOU as a customer!”

*within our local delivery area

SURFASOLVE WIPES

Surfasolve™ waterless wipes offer an effective cost and time saving method for cleaning hands without having to use hazardous solvents. The dual textured towel quickly traps material being cleaned within pockets on the towel. The biodegradable formula is powerful enough to instantly remove just about anything from hands yet leaves them soft and conditioned. Surfasolve wipes have many other cleaning uses that can offer superior economy over using expensive solvent and rags with much better results.

Benefits:

1. Easy one step time saving cleaning
2. Will not transfer material being cleaned back onto hands.
3. Highly efficient

Removes from hands:

*Resin, Gel-Coats, Adhesives, Putties, Ink, Dyes, Grease, Urethanes, just about anything.

- * Cleaning anything out of carpet.
- * Cleaning work surfaces
- * Removing overspray
- * **Removing & Cleaning 5200**

WOW!



2nd Annual Providence Lacquer Trade Show



The Second Annual Providence Lacquer Trade Show will take place **February 23, 2008** from 10:00 – 3:00 at the Knights of Columbus (1047 Park Ave. Cranston).

This is a trade show focused on **YOU** – the Repair Professional. This show gives you the opportunity to speak with and learn from manufacturer professionals. As well as being able to see some new and innovative products that are on the market.

This show is different from any show in the area because it **only focuses** on the Repair Professional.

Take advantage of this great opportunity to speak with manufacturer representatives and see some new and innovative products.

We hope to see you all at the 2008 Providence Lacquer Trade Show.

Providence Lacquer: 60 Years in Business!

2008 is our 60th year in business. We would like to thank all of our customers that have been with us through the years.

Providence Lacquer is not going anywhere. Do not believe everything you hear.

Over the next 60 years we look forward to bringing our customers the best products on the market backed up with service that is second to none!

At Providence Lacquer we are committed to our business and to yours.

We look forward to helping and serving you. Have a great 2008!



Investing in Your Most Valuable Asset

Where is your money going? To expenses, equipment to stay afloat? Most companies today are constantly striving to improve productivity and profitability so they focus on the process and materials and forget that employees can make or break the bottom line. Employees are the most underutilized resource.

Successful companies are realizing that they cannot afford to invest in their employees, their most valuable asset. According to the ASTD (American Society for Training and Development) leading-edge companies are spending between \$900-\$1,500 per employee, per year on staff development. They use training not as an event, but as an investment in the company and employee's future.

Here are some things to consider before investing in your most valuable asset:

- * Establish development outcomes for the employee. Make sure they know what is expected of them after training.

- * Follow-up. You have to determine if the employee is actually applying the knowledge and skills that were learned.

Employees want to be invested in, just ask them. They want to feel valued, have challenging & exciting work, a great boss & fair compensation.

Keep the good employees that you have and attract the ones you want. Show that you really consider them an asset by investing in their personal and overall development. You will be surprised by the payback in efficiency, moral and your bottom line.

A Must Have: A Website

How often do you catch yourself saying, "No, I don't have a website." Maybe you are thinking about making a website but just haven't had the time to get around to it. Here are the 6 reasons why you **MUST** have a website.

1. Your competition hopes that you don't have one - A website can really make a difference in a tight market. Think for a minute: would you rather do business with a company that has a website or a one-dimensional yellow-page ad?
2. Improve your professional image – Even if you are a one-man shop a website builds credibility and can make you look like a bigger company.
3. Your prospects assume you have one – Customers expect businesses that are serious to be on the web. A website is a convenient source of information, contact information, business hours and more right at your potential customers' fingertips.
4. 24/7 office – A website never takes a break or sleeps. It is always working for you.
5. Expand your Market – It doesn't matter where your customers live anymore.
6. It's affordable – A website doesn't cost an arm and a leg.

If you want an easier, faster way for you and your customers to send and receive information then you **MUST** have a website.

Even if you do not already have a website everyone **NEEDS** to have an e-mail address. They are very easy to set-up and are free. You can go right on yahoo.com and sign-up for a free e-mail account.

Coming in the Future: WATERBORNE

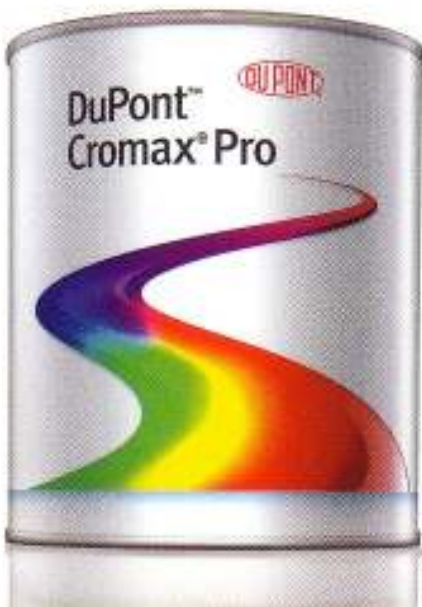
As you all know, new and impending laws mean affected shops will soon be required to switch to waterborne basecoats. It's a critical business decision for shop owners and one that raises a lot of questions. That's why DuPont has developed comprehensive support materials to help you. DuPont™ Cromax® Pro – the most productive, easiest-to-use waterborne basecoat collision repair system available.

DuPont™ Cromax® Pro is an advanced waterborne paint repair system. This is more than a new formula to meet new VOC requirements this is a high performance system that delivers exceptional results.

DuPont™ Cromax® Pro is the most productive, easiest-to-use waterborne basecoat collision repair system available. With superior coverage, no flash time between coats and faster drying times, Cromax® Pro makes it possible to refinish more cars, faster than before.

With the support of DuPont, the transition to the Cromax® Pro waterborne basecoat system is an easy one, usually requiring very little adjustment to your everyday proves and minor equipment changes. With similar prep, better hiding coverage and faster drying, Cromax® Pro helps you paint more cars in less time.

Catch the wave with Cromax® Pro.



If you are interested in attending a Waterborne Seminar please let your Providence Lacquer salesman know or call us at 401.943.1700



DuPont™ ChromaBase® “4 to 1”: Winning over Shops with Reduced Inventory, Costs

New ChromaBase® “4 to 1” is winning over collision repair shop owners & managers throughout the country – owners and managers who are looking for reduced paint inventory cost and a simplified system for their painters. In some shops, “4 to 1” is replacing generics.

DuPont™ ChromaBase® “4 to 1” is the simplest, fully integrated collision refinish system available today. ChromaBase® “4 to 1” **is the only collision refinish system that shares activators with primers, sealers, and clearcoats.** What’s more, ChromaBase® “4 to 1” is a **two-component system with a common 4:1 mix ratio** (Patent Pending) for primers, sealers and clearcoats. The clearcoat customization feature allows refinishers to pre-mix the Snap Dry and Multi Panel clearcoats before activation to meet an individual needs.



ChromaBase® “4 to 1” Highlights

- New Primer, Sealer & Clearcoats with a common, easy mix ratio of 4:1.
- Shares activators across Primers, Sealers & Clearcoats.
- Multi-Mix™ Clearcoats customizable to meet a refinishers unique requirements.
- Two-Component system with no reducers
- Adaptable to varied weather & workflow conditions
- Flexible & adjustable to meet the tough process demands of customers.
- Affordable & priced for customer profitability – exceptional value

ChromaBase® “4 to 1” Line-Up

- ChromaClear® 7779S™ Multi-Mix™ Panel Overall Clearcoat
- ChromaClear® HC7776S™ Multi-Mix™ Snap Dry Clearcoat
- ChromaBase® Basecoat & ChromaOne® Single-Stage
- ChromaSeal® 7710S™/7740S™/7770S™ Value Shade® Sealer
- ChromaSurfacer™ 7704S™ Primer-Filler

ChromaSystem™ Basemaker®: Key to a Successful Repair

Sticking with the system is a tried and true maxim in top body shops. It assures the best color matches and maximum productivity. Unfortunately, some shops try to cut corners by going with lower priced generics. That almost always proves to be short-sighted, because going outside the system can cost the shop in terms of compromised quality and bad color matches. That, in turn, results in comebacks and poor productivity.

SEM Scratch Patch

36012 SCRATCH PATCH is a black, solid paint stick that is great for quickly repairing small to medium sized scratches on automotive, marine and industrial type finishes. The air activated formulation and no drip applicator makes 36012 a must have for touching up sprayed on truckbed liners, bumpers and blacked out accessories.





The DuPont Performance Alliance™ provides innovative tools that will enable shops to gain more business. The Alliance focuses attention of all industry partners – DPC representatives, Jobbers, Shops and Insurers – on the continuous improvement of business processes.

DuPont Performance Alliance™ is a network of certified collision repair centers that vehicle owners and insurers can trust to deliver top-notch auto body repair and the highest levels of customer satisfaction. Member shops drive confidence by utilizing the latest equipment, processes and technologies and providing a lifetime warranty on every repair.

Performance Alliance addresses key issues that collision repair shop owners and managers face everyday. Have you ever...

- Been told by an Insurance Agent that their company doesn't refer work to body shops?
- Wanted to create Standard Operating Procedures (SOPs) for your shop, but couldn't find the time?
- Had a customer come back claiming that pre-existing damage to their car occurred at your shop?
- Wanted to produce top quality marketing, promotional advertising materials on a limited budget?

Join the Performance Alliance team to get answers to these concerns – and much more.

Autotron 3300: Induction Heating System

The Autotron is the most powerful, safe, versatile and complete induction heating system available to collision repair, automotive recycling facilities, and other automotive professionals.

- Heat nuts and bolts cherry red in seconds without flame.
- R & I side moldings in less than 6 minutes.
- R & I quarter glass in less than 12 minutes.
 - No wire, knives or damage
 - Perfectly clean pinch welds
- R & I core support labels and manufacturing data labels in seconds

AUTOTRON 3300 INDUCTION HEATING SYSTEM

**Now available from
H&S Autoshot!**

Fast, flameless, electromagnetic heating system for R & I of adhesive-bonded auto parts such as encapsulated windows, SMC panels, side mouldings, after market parts like plastic vent shades and fender flares, as well as hundreds of other applications.





At Providence Lacquer we are committed to your business. We are here to help your business grow. If there are any products that you are interested in please let us know and we will do everything that we can to get it for you.

Also at Providence Lacquer we take education in our industry very serious. Let us know if there are any classes that you would be interested in attending. We can also come right to your shop and certify your employees in HMG Marine, Norton Abrasives, SEM, DeVilbiss, Presta, etc.

For more information contact us:

1155 Park Ave	485 North Main St.
Cranston, RI 02910	Norwich, CT 06360
401-943-1700	860-885-0700
www.providencelacquer.com	

Coming in the Next Issue:

- News & Events
- 4th Annual Providence Lacquer Charity Golf Tournament
- more

***"Successful people do the things
others don't like to do" - Harvey Mackay***