

# CUSTOMER PROGRAM BENEFITS



Dear Valued Customer,

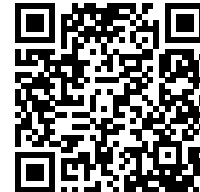
We would like to take a moment and make sure that you are taking full advantage of the many programs WURTH USA has to offer. Programs included in this brochure are:

- **WURTH Online Payment Portal:** an online solution which helps you streamline your operation and be more efficient with approving invoices and printing statements. Make payments with the click of a button
- **Customer Controlled Vendor Inventory System:** A complete system serviced by our highly-trained local sales force providing binning equipment for any shop's needs with our unique ORSY (Organizational Systems) – Bin / Cabinets at no charge for your operation
- **Service Reception:** A Customer-interactive program that compliments your existing "Service Reception" and increases your ROI at the service drive
- **I-CAR Training:** as well as other trainings and certificates
- **Headlight Restoration, Dent Removal, Glass Repair and aftermarket TPMS** (to only name a few) are programs WURTH USA offers to help you capture more revenue for your organization
- All of the above are endeavors to generate a zero cost vendor concept

\*\*To learn more about these programs and how you can save money and generate more revenue for YOUR operation, please contact your local Territory Sales Manager.

Warmest Regards,

The WURTH USA Team



Visit us on the web!

# WURTH USA PROGRAMS AND SERVICES



**WURTH USA Customer Program Benefits** include a full range of services designed to help make it easy to increase profit, improve cycle time, manage inventory and save money. WURTH USA representatives partner with your staff and become part of the team, providing solutions to ensure that your business runs smoothly and more profitably.

- Service Reception Program
- Headlamp Restoration
- Body Shop Repair Kits
- TPMS (Tire Pressure Monitoring System)
- Paintless Dent Repair
- Glass Repair
- Supplemental Invoicing & Inventory Management
- ORSY® Vendor Managed Inventory
- 50 State Compliance
- ADP/Reynolds and Reynolds Data Tapes
- Obsolescence
- WURTH Green Line™
- Lead-Free Wheel Weights
- Online Bill Pay
- Compliance Management/MSDS
- Refillo®mat System



## SERVICE RECEPTION

Increase repair orders and raise CSI with our proven formula that's included in a one-time training fee for WURTH customers.

A WURTH Trainer and Implementation Specialist will handle the initial research, training and program launch and will help you monitor results after the program has started.

### **When the WURTH Service Reception Program is properly implemented, you can expect:**

- Customer Retention
- Improved CSI
- Improved cycle time and workflow optimization
- Quantifiable results for both you and your customers
- Increased profits from customer pay RO's
- A new means by which to compliment your current menu
- Marketing, advertisement and selling aids
- Mobile Service Reception Kit and Personalized Vehicle Checklist

## HEADLAMP RESTORATION

Improve customer safety, increase profit by \$50 per repair order and create a new revenue stream by refinishing instead of replacing headlamps. WURTH Customers can schedule a free consultation with a trained WURTH USA Representative who will demonstrate how to prepare the area for refinish, how to properly protect the surrounding area from polishing material and waste, and proper polishing and finishing procedures.

Headlamp Restoration Kit

Art. # 196450950







## BODY SHOP REPAIR KITS

Recoup material costs with body shop repair kits designed to meet industry-specific billing trends. By providing the proper amount of product needed in roof and door repairs for both foreign and domestic vehicles, use just one SKU in the estimate and reduce waste. Repair Kits include a Domestic Roof Kit Package, a Domestic Door and Panel Kit, an Import & Roof Kit Package and an Import Door & Panel Kit.

### Body Shop Repair Kits



# TPMS

Optimize Cycle Time and Save Money with WURTH diagnostic TPMS tools, sensors, replacement part kits and accessories.

## Tire Pressure Monitoring System

WURTH Universal TPMS Sensors provide over 95% coverage of foreign and domestic vehicles in the marketplace, which saves time for Service Writers and Technicians and saves money through streamlined inventory and eliminating the need to outsource.

TPMS Kits





## **PAINTLESS DENT REPAIR**

Reduce outsourcing and keep revenue in-house with WURTH USA's Paintless Dent Repair Kit. Let the Mini Lifter Kit pay for itself by providing a highly cost-effective dent repair solution to your customers.

Dent Lifter Kit





## GLASS REPAIR

Repair bull's-eyes, star breaks and combination breaks in-house to reduce glass repair costs and increase Customer pay Labor and parts. A free instructional video is included with the purchase of the kit.

Windshield Repair Kit





## WURTH SIS™

The WURTH SIS™ Supplemental Invoicing and Inventory Management System is designed to improve your business processes by making them more efficient while increasing business accountability and profitability by recovering costs and turning them into profit centers.

Supplemental Invoicing and Inventory Management System



## DATA TAPES

Seamlessly integrate WÜRTH product information into your ADP or Reynolds and Reynolds management system. Data tapes that include WÜRTH part numbers and information are available to integrate into your existing system to increase efficiency and ensure proper billing.

- Automated Inventory Tracking
- Charge out small parts for all repairs (accurately track departmental P and L while eliminating cost and creating profit centers)
- Repair charges become billable parts (less likely to be disputed by customers and insurance companies)
- No need for a scanner or software
- Capability to create invoices on the Parts Department side
- Ease of uploading part numbers (matching part number to invoice)
- Cross reference to OEM part
- Works within your existing ADP or Reynolds & Reynolds System - no additional programs required





## **OBSOLESCENCE**

Eliminate overstock with the WURTH Obsolescence Program. WURTH USA will buy back obsolete products purchased from previous suppliers to ensure that your shop is only stocked with the products you want in the quantities you need.

We will provide a written estimate of the old inventory and, for a period of 12 months after the date, credit for that amount will be given towards future WURTH purchases.

## GREEN CHEMICALS & CLEANERS

Help the Environment and Improve Your Bottom Line.

WURTH Green Line™ includes powerful, affordable green cleaning solutions such as aluminum wheel cleaner, eco car wash, and metal polish. Keep your facility clean with our earth-friendly janitorial product line that includes carpet cleaners, industrial degreasers and other general-purpose cleaners. All of our WURTH Green Line™ chemicals and cleaners meet the certification of the EcoLogo program, North America's most respected environmental standard and certification mark.







## REFILLO® MAT SYSTEM

Same Power, Less Money, Less Carbon Footprint.

A REFILLO®mat can has the same look and power as an ordinary aerosol can. The difference is it gets refilled with a tool that charges it with 400ml of product (active ingredient), and propellant (compressed air) in 7 seconds flat. There are no cans to dispose of when you need more product - you simply re-fill the can. With REFILLO®mat, you pay far less for product, save space, eliminate waste and cut back on greenhouse gases emitted by aerosols.

## LEAD-FREE WHEEL WEIGHTS

### Quality Coating and Retention Without the Lead.

WURTH USA offers a full line of steel and zinc wheel weights that include rounded clip ends for scratchless installation, a superior coating for corrosion resistance, and an exact fit to rim contours for the best retention. In August 2012, WURTH USA became the first major aftermarket distributor to stop selling lead wheel weights for cars and trucks.





## **LEAD WHEEL WEIGHT RECYCLING PROGRAM**

WURTH USA complies with the EPA-approved lead wheel weight disposal methods for your shop, in addition to supplying collection boxes and return stickers to handle your used wheel weight disposal needs.

## **ONLINE BILL PAYMENTS**

Manage your account finances online 24/7 with the WUSA Invoice Gateway online bill payment service. Register for free to view, print, email and download invoices, credits and statements in several available file formats to accommodate your accounting software. Accounts are credited immediately when online bill payments are submitted.





## **E-COMMERCE**

Shop the WURTH USA catalog online 24/7. Create shopping lists, view special features and save on clearance items online.



# MSDS

WURTH provides 24-hour access to MSDS sheets for all of the chemicals we sell either as a download or as a fax. All MSDS sheets are available via toll-free fax number for your convenience, 1-888-WURTH-FAX (1-888-987-8432).





## **50-STATE COMPLIANT PRODUCTS**

WURTH USA offers a variety low and zero VOC products in addition to Eco-Logo certified green chemicals and cleaners.

## **WURTH ORSY® ORganization SYstem**

With a signature and a commitment to use WURTH products, WURTH Customers can work with a WURTH Representative to design a customized ORSY® storage system with a complete line of racks, bins, drawers, dispensers and tower units completely free of charge.

### **Some of the benefits of the ORSY® system include:**

- An easy inventory and re-ordering system
- Customized storage solutions for all WURTH parts and products
- Time-saving labels, dispensers, tower units, racks, bins, and more



The WURTH logo is positioned at the top of the advertisement.  
A photograph of a young child with blonde hair, wearing a blue and white striped shirt, sitting in a car seat and smiling. The background shows a blurred view of trees through the car window.  
**FRESH AIR FEELS GOOD**  
Especially when it's cool, clean,  
and odor-free.  
Ask for a complete check of your  
A/C system today.

## MARKETING & SALES SUPPORT

WURTH USA offers marketing materials catered towards numerous job functions, making it easy to run specific promotions for your shop.

## I-CAR TRAINING

The WURTH Academy USA is approved for inclusion in the I-CAR Industry Training Alliance for the Corrosion Protection Program, "Understanding Corrosion & HVLP Systems", which enables WURTH to offer this training to your technicians.







Intertek



Accredited Training Provider



## AFFILIATIONS

WURTH USA, Inc. is committed to offering a wide variety of programs that span across multiple market segments. As an experienced solutions provider to the automotive, collision and CARGO/Truck sectors we work with you and your team to develop custom-tailored programs to help you drive your business to where you want it to go. Our team provides support for national and regional partners in all 50 states.

# PRODUCTS

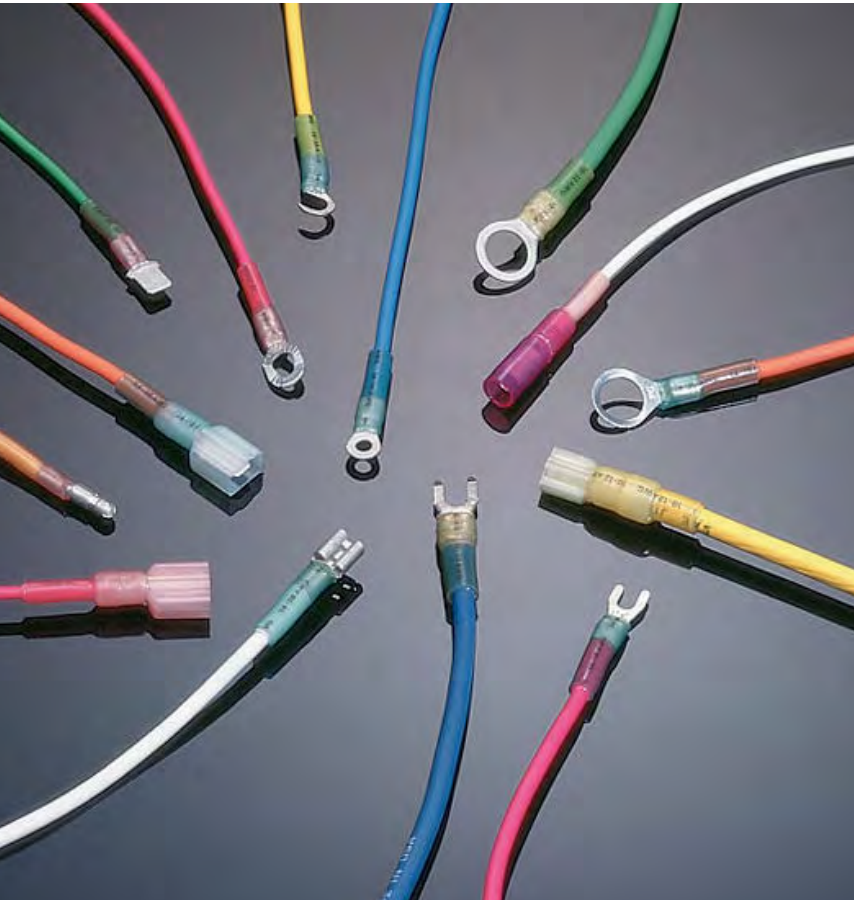




## CLEANING & MAINTENANCE

- HHS-K Lubricant
- Rost Off Penetrant
- Silicone Spray
- Multi Lube
- Brake & Parts Cleaner
- Carb & Choke Cleaner
- Hand Cleaner
- Contact Cleaners
- Fuel Injection Cleaner
- Rubber & Vinyl Care
- Upholstery Cleaner
- Cockpit Cleaner
- Wheel Cleaner
- Glass Cleaner
- Odor Neutralizer
- Super Spray All
- Car Shampoo
- Eco Graffiti Remover





## ELECTRICAL

- Nylon Connectors
- Crimp/Solder/Seal Connectors
- Non-Insulated Connectors
- Bulbs
- ATO Fuses
- Glass Fuses
- Work Lights
- Contact Cleaners
- Inline Fuse Holders
- Shrink Tubing
- Assorted Wire
- Tape
- Battery Terminals
- Battery Cleaner
- Cable Ties/Wire Loom
- Cutter/Strippers



## FASTENERS

- Grade 10.9 Hardware
- Grade 8 Hardware
- Grade 5 Hardware
- Body Clips
- Bolts: Hex, Allen, Flange
- Cotter Pins
- Rivets
- Nuts: Hex, Flange, Copper
- Nutserts
- Brass Fittings
- Dome Nuts
- Specialty Hardware
- Washers: Lock, Spring, Flat
- Sheet Metal Screws
- Machine Screws
- Body Bolts/Nuts





## SERVICE & REPAIR

- Cutting Discs
- Grinding Discs
- Flex Sanders
- Drill Bits
- Emery Cloth
- Rust Removal
- Decal Removal
- Razor Blades
- Additives
- Clamps
- Cleaners
- Wheel Weights
- Time Sert®
- Lubricants/Penetrants
- Sealing Rings
- Threadlockers
- Tire Repair
- Windshield Wipers

## SHOP SUPPLIES

- Couplers & Nipples
- Tape
- Work Lights
- Gloves
- Razor Blades
- Seat Covers
- Safety Glasses
- Air Hose Repair
- Sorbent Pads
- Dust Masks
- Oil Spill Kits
- Ear Plugs
- Hand Cleaner
- Tools



# CUSTOMER PROGRAM BENEFITS

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