

Celebrating 20 Years

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# MOBILE-TECH NEWS

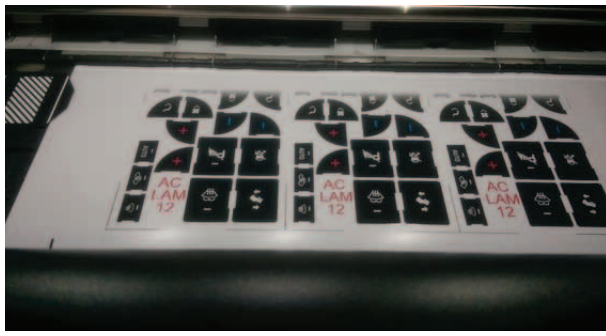
A Bi-Monthly Publication Serving the Shop On Wheels & VIEWS

FOR THE APPEARANCE REPAIR & RECONDITIONING PRO!

SECTION  
TWO

## New Heat Cured Button Laminate

New Heat Cured Button Laminate System! We can also make different colors, matte, satin and high gloss finishes! NO MORE WEEDING!



We will be adding even more types of vehicles in 2016.

Our new high quality graphic laminates install in less than

one minute after surface prep. They are fully UV protected. No weeding is necessary. They are 1.5 Mil thinner than before. Additional colors will now be available (Browns, Beiges and Grays) for MBZ, BMW, Honda, GM, Cadillac, GMC and more. These are color matched for selected units. Graphics look identical to the existing buttons. Install is a breeze. Just remove peeling hot stamp material from the button and clean the surface, paying attention to the edges, pick graphic from sheet and apply with transfer tape. Use heat to finish edges. You are done! (an instructional DVD is being made)

We also have some ideas to develop a laminate for making faux wood trim replacements for some of the yukons and suburbans that fade.

For more info Visit [www.superior-restoration.com](http://www.superior-restoration.com) today!

SUPERIOR RESTORATION is pleased to announce a new and improved button graphic laminate! A heat cured laminate that lets you guarantee your work, as these are designed to last in excess of 8 years without peeling, color shift or fading.

SUPERIOR RESTORATION introduced and developed our Graphic Laminate System in 2007 as we saw the need for replacing peeling buttons all over GM vehicles. We started with 10 GM stereos and now have over 175 units are available for stereos, climate control units, door panels, start buttons, steering wheels and many other automotive buttons. Since we started we have added MBZ, BMW, VW, Honda, Ford, Audi, and many more units for GM, GMC and Cadillac. As in all our product lines, we are constantly developing and improving our repair techniques and applications.

## New & Improved Boom Mat

Boom Mat now offers a premium peel and stick 2mm automotive Damping Material that offers a more effective way to reduce unwanted vehicle interior noise. Boom Mat's original damping material has been used for years to



improve cabin acoustics. The new and improved 2mm damping material is designed to more effectively reduce low frequency noise typical of structure borne vibrations with less material coverage - reducing weight, material cost and installation time. Road, engine and vibration noise is reduced dramatically

when applied to floorboards, firewalls, door skins and overhead interior roof panels.

Constructed of a viscoelastic polymer layer with an aluminum panel-stiffening skin this completely odorless peel and stick damping material is flexible,

easy to trim and is backed by a strong adhesive. It applies easily to most horizontal, vertical and inverted automotive surfaces without sagging or separation, and is recommended for use in any area with contours or bends that could bene-

## Automotive Paint Chip Repair By Dr. Colorchip Is A Profitable Add-On Service



Car dealerships and automotive service providers are looking for ways to write fewer checks for contractor services. Mobile technicians, PDR specialists, detailers, bumper and windshield repair techs, and interior repair professionals can help their clients meet this goal while increasing their own profitability by expanding their services to include automotive paint chip repair from Dr. Colorchip.

"Dr. Colorchip has been in business for fourteen years and we have had a strong Internet presence for a long time as well," says Tony Pando, Director of Global Business Development. "Our Dr. Colorchip Do-it-Yourself (DIY) Paint Chip Repair Kits get rave reviews and glowing testimonials because it is so easy and affordable for the retail customer to choose the year, make, and model of their car; select the color from a menu; and we pre-mix the color and ship it to them with straight forward applications instructions.

"Now we are ready to grow our Dr. Colorchip commercial paint chip repair kits to mobile technicians, carwash owners, PDR and hail specialists, and detailers," he continues. "Having paint chip repair as an add-on service helps increase your value with your customer on both the retail and wholesale side."

Designed with 30, 80, or 160 colors, Dr. Colorchip's commercial rock chip repair kits do not require messy mixing by color code, but instead, contain the most popular OEM colors with eight or nine shades of each that the

technician can easily match according to the painted color bottle cap.

"The application is fast, affordable, and gets the job done," Pando says. "Car dealerships, carwashes, body shops, and automotive service centers are contracting out more work than ever, but if their PDR or detailing contractor can also effectively fix road rash and repair rock chips, that is one less check the client has to write and one less competitor the mobile tech has to worry about."

Pando says current Dr. Colorchip customers are wowed by how easy the application is and how accurate the color matches are.

"Until the past couple of years, our commercial kits were only about 25 percent of our business, but we have noticed a significant increase in demand since we got aggressive about demoing our kits on the hood of a car in our booth at shows like the Mobile Tech Expo and at SEMA." Pando says they have also added a variety of carwash and car dealership shows, and are hitting automotive aftermarket shows here and in Europe, Russia, and Australia as well.

"There are some knock-off products out there that are little more than painted wax systems that last a few days and then wear off," Pando says. "When we get our kits into the hands of professionals, they see how an effective paint chip repair service like Dr. Colorchip brings in easy money, provides a permanent solution to the problem, and it works!"

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