

Tinting Times

AUTOMOTIVE • RESIDENTIAL • COMMERCIAL • PROTECTIVE



SPRING2013



■ Dealer Spotlight



■ CA Code



■ Get With The Program



■ Email Marketing Tips

Tool Special!



Offa Blade Refill Pack
(TT-121)

- 50 Pack
- Offer valid while supplies last
- Limit 6 packs per order

\$14.99 ea.

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The Sun is Up & So Are the Sales

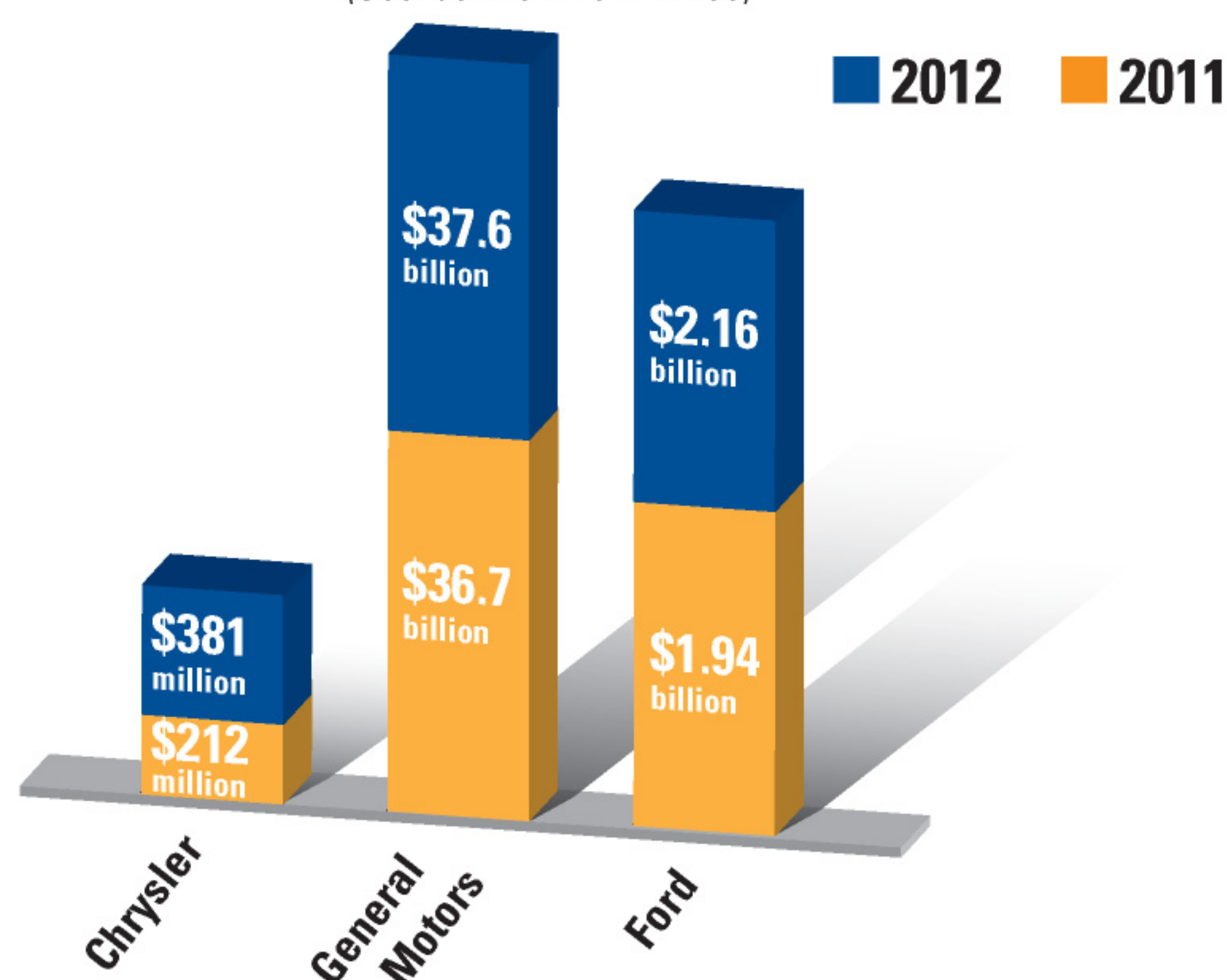


There may be a light at the end of the tunnel for our Johnson Window Films dealers! Domestic car sales were up in 2012.

The New York Times recently reported that major auto makers' sales grew 19.9 percent over the 2012 summer, despite higher gas prices during the year. Analysts said the wide range of fuel-efficient models on the market, particularly new small cars from the Detroit auto makers, has helped spur demand and accelerate the industry's recovery. One underlying factor for the heavy demand is Americans need to replace older vehicles. The average car or truck on the road is more than 11 years old. In 2012, auto sales in the United States increased 14.7 percent over the same period in 2011.

Chrysler, GM and Ford 3rd Quarter Profits

(Source: New York Times)



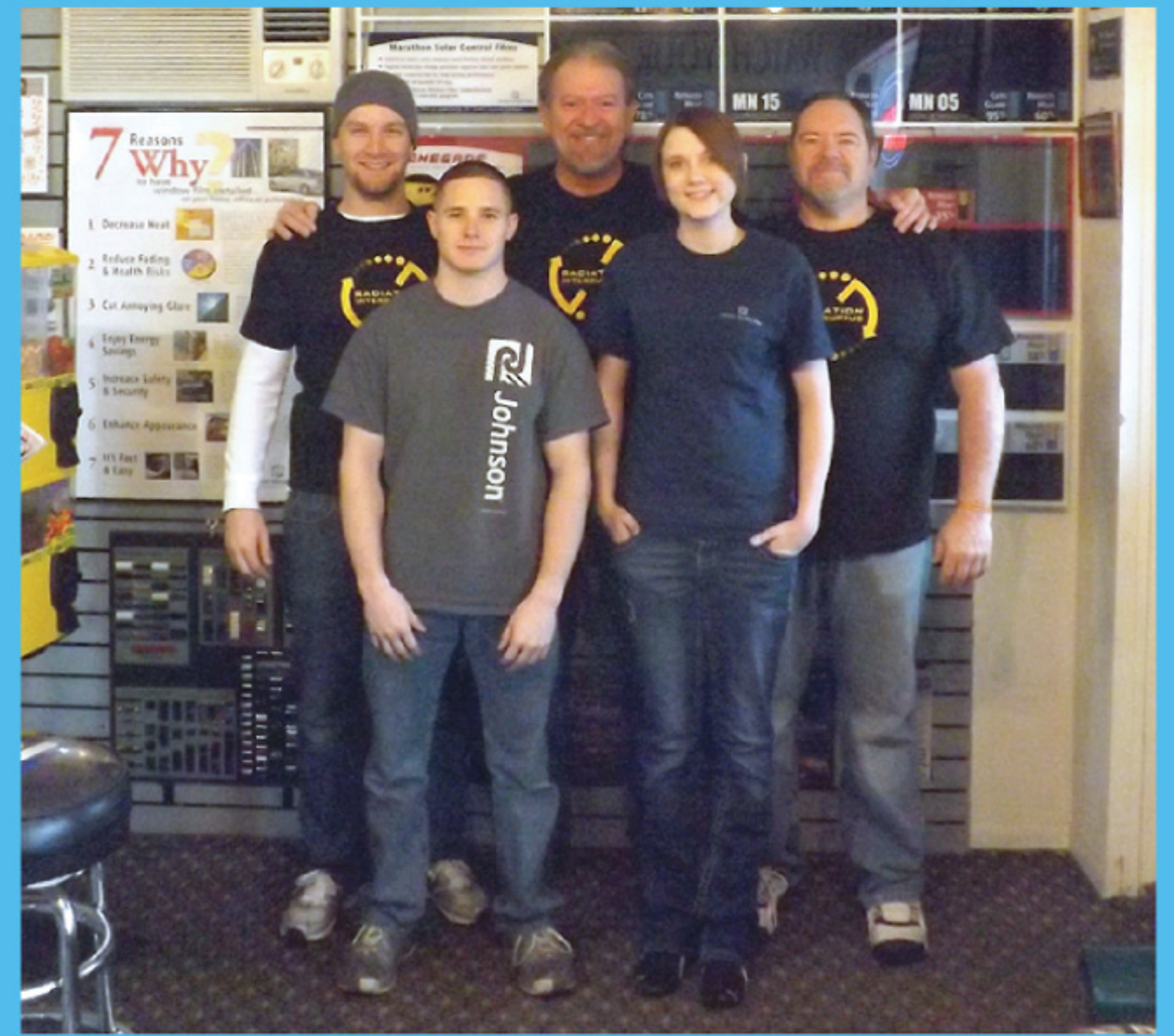
According to Restyling Magazine's November 2012 issue, the automotive aftermarket will expand due to several factors: a reduction in jobless claims, a revived housing market, and a drop in fuel prices to name a few. These indicators forecast the U.S. economy coming back to life as consumers gain financial confidence. As a result, truck fleet sales will rise and truck accessory dealers should anticipate an increase in sales of aftermarket add-ons including automotive window films.

JWF Dealer Spotlight

We interviewed Sonny Snoderly from Sunbusters in Caldwell, Idaho, and asked him some questions about being a dealer for Johnson Window Films:

Q: What do you like most about JWF?

A: When I first started this business in 1989, I didn't really know much about anything. So I went to a company that everyone knew which was 3M. Eventually I tried JWF, and I really liked the film. When I learned JWF was going factory direct, I called them right away and started buying direct and have not stopped since. There's a difference between a regular business relationship with someone and feeling like you matter.



"I feel like I matter to JWF because of their honesty and great customer service."

- Sonny Snoderly

Q: What products do you use and why?

A: I mainly use Marathon and Renegade. I chose them because both are easy to install, have great workability, and they look great.

Q: Tell us about a time when JWF "pulled you out of a fire"?

A: We tinted a good-size house in the spring. Later that summer, we received a call from the owner stating that one of her windows had cracked. Kevin went to the house to take pictures. A shrub had grown in front of the window that wasn't there when the job was done. This shrub caused partial shading, and the window got all of the afternoon sun. She was very unhappy. JWF paid for the window to be replaced with minimal questions. That was one of those times that I not only appreciated being a customer of yours, but I loved the fact that the home owner spread the word about how good Sunbuster's customer service was, bringing us a lot of referral business."

- Interviewed by JWF Sales Reps Sylvia Meza & Eric Gonyea

Our newest automotive film RAGE is a great entry level product designed to help you stay competitive in the field. Call your sales professional and try it for yourself!



**Dual-Ply Construction • Signal Safe
Non-Reflective**

■ We applied 35% RAGE film on our RAGE car at SEMA 2012!





Johnson Window Films

Window Film is Now in California Code

The state of California has officially updated the building codes to include window film as an energy efficient product and building material. This is a historic moment for the window film industry. Johnson Window Films has supported and helped the IWFA every step of the way to get this legislation approved. The hope is to see all other states follow suit to secure window film's place in the energy savings arena.



The change to the building code voted on May 31, 2012, and effective January 2014, means window film is recognized across California as a building product just like glass or roofing materials, but primarily for retrofit applications. It can significantly reduce energy consumption, glare, harmful UV

exposure to the skin, interior fading of furnishings and the dangerous effects of glass breakage.

"This addition to the code is a major step forward for energy efficiency in California, especially when considering the amount of untreated glass in the state in the majority of buildings," said Darrell Smith, Executive Director of the IWFA.



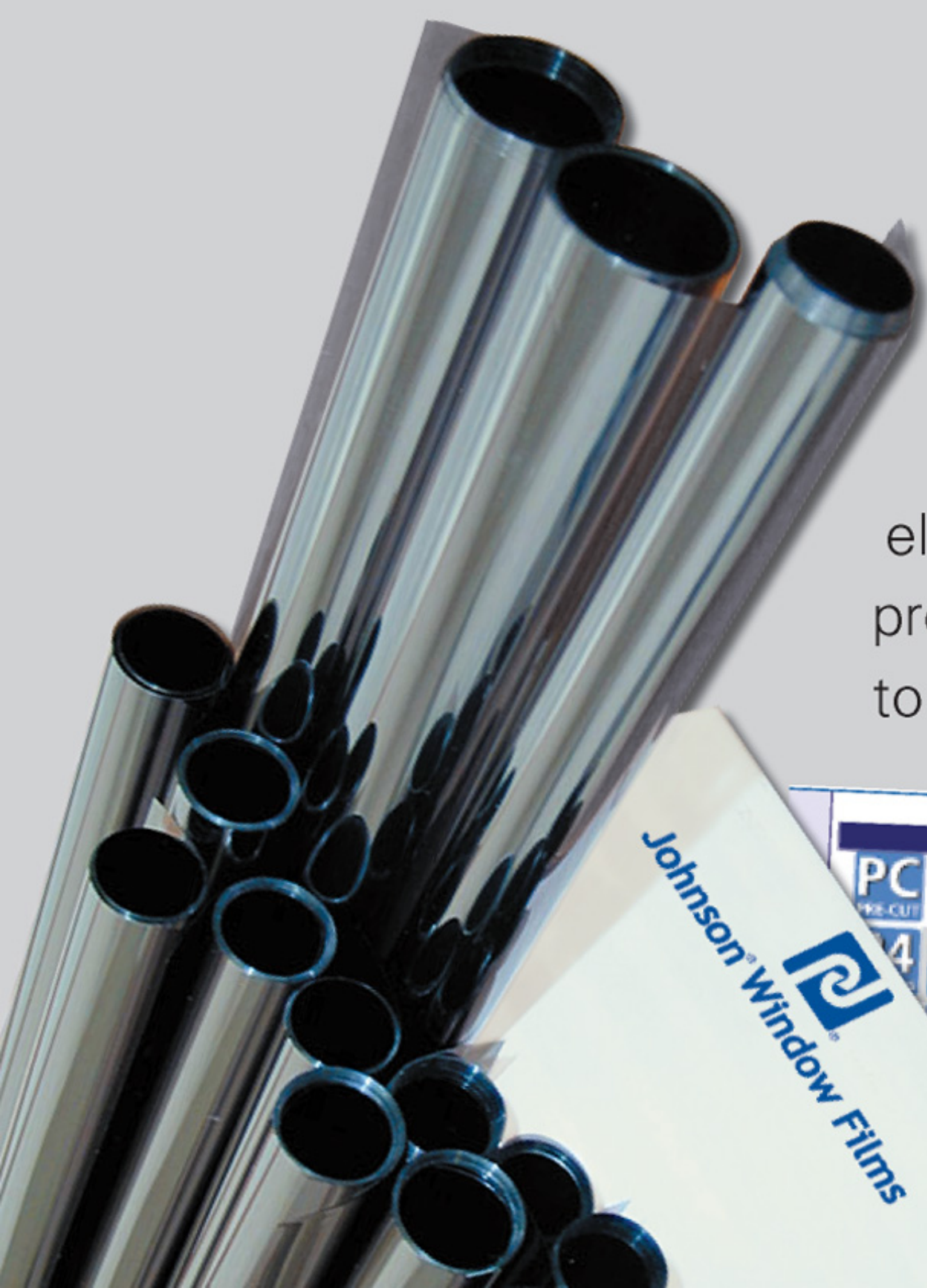
Contact IWFA to see what is happening in your state. Get involved!

www.iwfa.com

GET WITH THE PROGRAM

RESIDENTIAL & COMMERCIAL PROS –

Tired of paying "roll down" fees? Try our Pre-Cut Program. Pre-cut is a service where the rough-cut dimensions are done for you by JWF. You can install faster because we have eliminated the rough-cut step. The Pre-Cut Program increases profit by eliminating left over film and helps to reduce the need to maintain "on the shelf" inventory.



Part Number	Description
PC-DN15	Pre Cut 15% Daylight Natural Sold per Square Foot
DN1524	15% Daylight Natural DA 24" X 100' Rolls
DN1524-25	15% Daylight Natural DA 24" X 25' Rolls
DN1524-50	15% Daylight Natural DA 24" X 50' Rolls
DN1524-75	15% Daylight Natural DA 24" X 75' Rolls
DN1536	15% Daylight Natural DA

- Avoid "roll down" fees
- Effectively manage inventory
- Reduce film waste
- Save time during installations



Getting the word out about who you are and what your company does is the key to gaining new customers. Diligently building and maintaining your email database is a

cost effective way to reach your audience and deliver relevant content with customized offers that can help you grow your business. It is important to learn some of the best email practices and methods that the top email marketers use today. There are many campaign management companies available for little to no cost to help you get started. Are you taking advantage of this valuable business tool?

A. Food for the brain

1. Every dollar spent on email advertising will bring an average ROI (Return On Investment) of \$57.25
2. 1 out of every 4 sales are triggered from a marketing effort
3. Sending email is a low cost solution

B. Top five things you must do to succeed

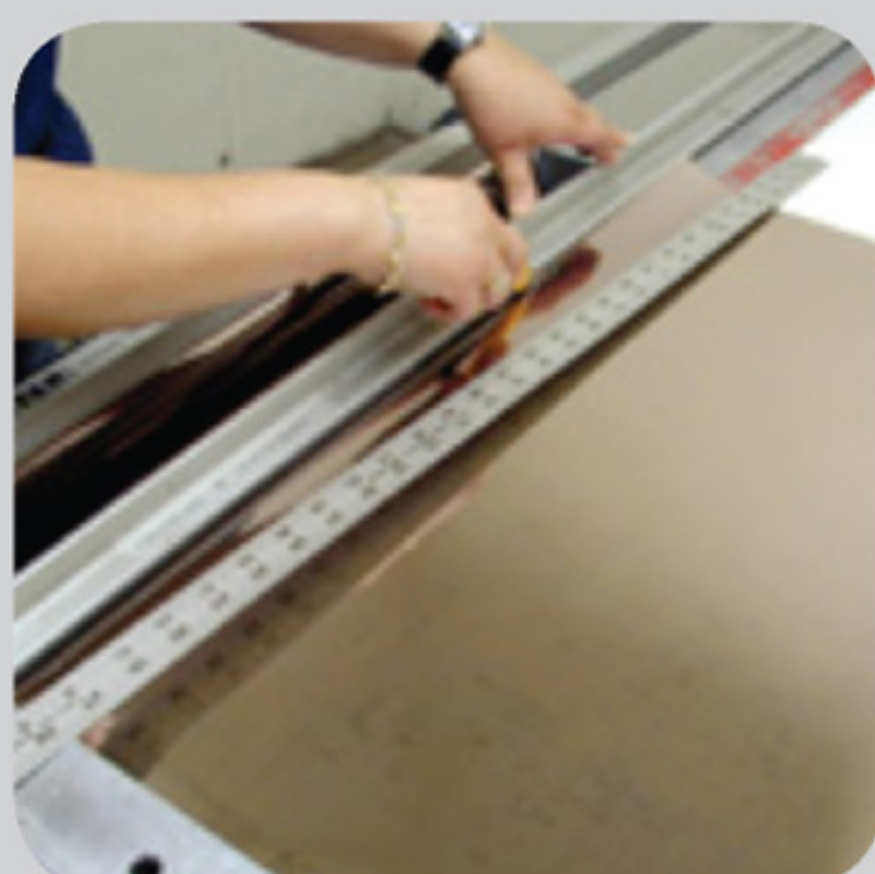
1. Give them what they want (content)
2. When they want it (frequency)
3. In the format they choose (text or HTML)
4. Delivered to the platform they want (text message, mobile, email)
5. Be relevant (send to people who have signed up & address a current need with your offer)

C. Subject lines-your first impression

- Tell them what to expect (10% off, buy one get one, etc)
- What is in it for them (VIP service, upgrade)
- What should they do (act now, offer expires in 3 days)
- Personalize whenever possible (Dear Anna)
 - *Example subject line: Anna, get 10% off your purchase today, just for VIP's*

D. In the subject line

- Do not use all CAPS
- Do not use explanation points
- Never use the word "Free" as the first word



Ask your sales professional about our Pre-Cut Program and:

- Dealer resource center
- Web store specials
- Solution packs

■ **Call 800.448.8468**

■ **Fax (310) 631-6628 or order online now!**

www.johnsonwindowfilms.com



Johnson® Window Films

QUALITY • INNOVATION • CARE



A trusted name for over 35 years.

Located in Carson, California, we are a family owned and operated business that has grown over the years providing outstanding window film products and services throughout the world. We offer window films for a variety of markets including automotive, residential, commercial, protective and anti-graffiti surface protection.

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