

MONTHLY NEWSLETTER

JULY 2023



**ARROW
HYDRO-DIP**

ARROW
GRAPHICS ★ WEB ★ DESIGN ★ MARKETING



From the Experts

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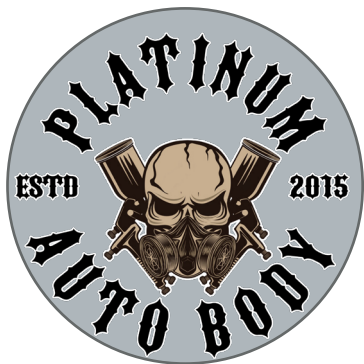


CLASSIC LOVE





Auto body repair is part art, part science and all dedication. It's not just about fixing a car, it's about restoring a journey.



Mike Schrader

ENSURING LONGEVITY AND MAINTAINING AESTHETICS

The aesthetic appeal and structural integrity of your vehicle aren't merely about looking good on the road. It's also about ensuring longevity, maintaining its value, and avoiding unnecessary repair costs down the line. Here at Platinum Auto Body, we're more than just a team of repair specialists; we're a group of automobile enthusiasts dedicated to helping you get the most out of your vehicle. With that in mind, here are some crucial car care tips to ensure your vehicle's longevity and maintain its aesthetic appeal.

Regular Cleaning

First and foremost, regularly cleaning your vehicle isn't just about vanity – it's a critical step in preventing long-term damage. Accumulated dirt and grime can lead to scratches and corrosion over time. Pay special attention to your vehicle's underbody, as it's often the most susceptible to rust from road salts and debris.

Moreover, bird droppings, tree sap, and dead bugs can cause considerable damage to your vehicle's paint job if not promptly removed. Use car cleaning products designed specifically to deal with these substances to ensure they're

thoroughly cleaned off without causing damage to your vehicle's finish.

Consistent Waxing

Waxing isn't just about making your car look shiny and new. It also provides a protective layer between your vehicle's paint job and the harsh elements it encounters daily. By regularly applying quality car wax, you can help prevent sun damage, bird droppings, and tree sap from directly impacting your vehicle's paint, reducing the risk of fading and discoloration.

Timely Repairs

Even with meticulous care, sometimes damage is unavoidable. When this happens, it's crucial to address these issues promptly. Even small scratches and dents can lead to more significant problems if ignored. They can compromise the vehicle's finish, leading to rust development and eventually affecting the car's structural integrity.

If your vehicle is involved in an accident, get it checked immediately, even if the damage seems minimal. Hidden damage often goes unnoticed, leading to more extensive problems down the line.

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FRESH

Protect from Harsh Weather

Exposure to harsh weather can significantly deteriorate your vehicle's aesthetics. If possible, always park your car under a roof or use a car cover, especially during snow or extreme sun. Over time, UV rays can fade your vehicle's paint job, while snow and ice can lead to rusting.

Regular Maintenance

Regular maintenance goes beyond aesthetic care. By keeping the vehicle's mechanical parts in peak condition, you can avoid unnecessary breakdowns and costly repairs. Regular oil changes, brake checks, and tire rotations are just a few of the critical maintenance tasks that help ensure your vehicle's longevity.

Maintaining your vehicle's aesthetics and ensuring its longevity requires a combination of regular cleaning, timely repairs, and preventative measures against harsh weather conditions. At Platinum Auto Body, we're here to help you at every step of your car care journey. Whether you need advice on the best car wax or need a repair service, we're just a phone call away.

Remember, your car is not just a mode of transportation; it's an investment. Treat it well, and it will serve you faithfully for many years to come.

BEHIND THE SCENES

Real Stories from the AUTO BODY REPAIR WORLD

PLATINUM AUTO BODY

If you've ever wondered what goes on behind the bay doors of your local auto body repair shop, brace yourself, because it's time for a whimsical and oil-smearing peek behind the scenes at Platinum Auto Body. We've got tales that might make you laugh, scratch your head, or question the laws of physics. Grab your popcorn, folks, because the repair bay is not just a garage—it's a stage where cars and creativity collide!

The Case of the Mysterious Rattle

The mysterious rattle is a car repair classic. A customer once brought in their car, complaining of a sound like a jar of coins in a tumble dryer every time they hit the road. We checked the usual suspects—loose exhaust, failing wheel bearings, problematic suspension—nothing. We were starting to think the car was haunted by the ghost of a pirate's treasure chest.

Then, as we were about to return the car, our rookie mechanic tripped and fell into the trunk. Lo and behold, he emerged not with a bruised ego but with a mischievous grin and a box of tiny metal screws that the customer had forgotten in the trunk. The culprit was found! Let's just say, we all had a good laugh, and the customer drove away with a quieter ride and a box of screws they never knew they had!

The Vintage Restoration Rollercoaster

There's nothing more exciting and terrifying than being handed the keys to a classic car and being asked to restore it to its former glory. It's like being given an ancient artifact and being told not to break it—no pressure, right?

One time, we received a 1967 Mustang that had seen better days. Rust was its primary color, and it had more dents than a golf ball. But where others saw a pile of scrap, we saw potential.

Our team worked on it tirelessly, sometimes even arguing whether the original color was blue or green—it was that badly faded! It took hundreds of hours of blood (not literal, thank goodness), sweat (lots of it), and tears (mostly from laughing so hard at our shop jokes). But when we finally revealed the restored beauty to the owner, their tears of joy made it all worth it. We learned two things that day: first, cars, like people, deserve second chances. And second, the original color was indeed blue!

The 'MacGyver' Quick Fix

We've all heard of band-aid solutions, but one time, we saw something that took the cake! A car was towed in, duct tape artfully wrapped around the bumper, and the side mirror was held in place by a combination of chewed gum and hope. It was a sight to be-



hold! The owner had been using DIY solutions to keep their vehicle running, citing MacGyver as their inspiration.

Although we admired their creativity and tenacity, we had to explain why duct tape and gum aren't exactly standard auto repair materials. We fixed them up properly, and when they left, we gave them a complimentary roll of duct tape—for memories, not repairs!

So, there you have it—a sneak peek into the life behind the scenes at an auto body repair shop. Our world is full of laughter, learning, and a love for cars that keep us rolling, no matter what surprises roll into our garage. Whether you have a box of screws causing a ruckus or a vintage car needing a new lease on life, Platinum Auto Body is here to help—and have a good laugh while we're at it!



**MAKING A
DIFFERENCE**

SINCE

2005



WHY BRANDING MATTERS: A LOOK AT STANDING OUT IN THE CROWD!

Ladies and gents, imagine this: You walk into a party where everyone is wearing the same black suit. Suddenly, someone walks in dressed like Elvis Presley, complete with the iconic sideburns and rhinestone jumpsuit. Who are you going to remember? If you guessed Elvis, you're right. And folks, in the world of business, you want to be Elvis.

Now let's swap party-goers for businesses and outfits for logos. Still with me? Great. Welcome to the world of branding, the secret sauce to making your business the King of Rock and Roll in a sea of suit-wearing imitators.

1. Branding is Your Business's Personality

Your branding is like your business's outfit at that hypothetical party—it's what people see first. Logos, color schemes, typography, they're all elements of your business's personality. Your branding needs to tell a story, make a statement. No one remembers the party-goer who talked about the weather, but they'll remember the one who reenacted the entire Star Wars Trilogy using nothing but sock puppets.

Humor aside, your branding is your chance to communicate your business's values, ethos, and unique selling proposition. Make it count!

2. It Helps You Stand Out in the Crowd

The marketplace is crowded, and everybody's yelling about how great their products are. Imagine being in a crowded room where everyone is shouting about the same thing—it's like a seagull convention at a chip factory.

Branding helps you stand out, be different. It gives you a megaphone in that shouting match, amplifying your voice above the rest. Good branding means that when customers see your logo or hear your business's name, they think of you and not the thousand others selling similar products or services.

3. It Builds Trust

Ever wondered why people prefer brand-name products over generic ones? That's the magic of branding. When customers recognize and trust your brand, they're more likely to choose you over competitors.

Let's go back to the party scenario. Would you trust a random party-goer to hold your drink or the

Elvis impersonator who just performed a killer rendition of "Jailhouse Rock"? I'm betting on Elvis. Branding builds credibility, which in turn encourages customer loyalty.

4. It Attracts Your Tribe

In business, you're not trying to attract everyone—you're trying to attract your tribe, your ideal customers. They're the ones who align with your values, love your products, and will sing your praises from the rooftops (or on social media, same thing).

In the party of businesses, your branding is the beacon, the Bat-Signal, if you will, that attracts your tribe to you. It's like having a secret handshake or a club banner—people who resonate with your brand will naturally gravitate towards you.

In the end, if you want your business to be remembered, noticed, trusted, and loved, you need solid branding. It's not just about looking cool or professional (though that doesn't hurt)—it's about making sure your business isn't just another suit at the party.

So, are you ready to ditch the suit and be Elvis? If so, Arrow Graphics & Design is ready to be your rhinestone jumpsuit tailor. Because in the business world, baby, you gotta be a hound dog.

5

EXPERT TIPS To Prevent Rust on Your Vehicles!

The sight of rust on a vehicle is enough to make any car enthusiast shudder. More than just an eyesore, rust can also pose a serious threat to the structural integrity of your vehicle over time. But don't despair, fellow car lovers, for we at Platinum Auto Body have compiled a list of five expert tips to help prevent the dreaded 'car cancer' and keep your vehicle in top-notch condition.

Regular Cleaning

Keeping your car clean isn't just about aesthetics; it's also about rust prevention. Dirt, dust, and road salt can accumulate on your vehicle and contribute to rust formation, especially in those hidden nooks and crannies. Make it a habit to wash your car regularly, paying extra attention to the undercarriage, wheel wells, and other areas that are most exposed to the elements. A good, thorough clean will remove corrosive substances and stop rust before it even starts.

Wax and Protect

If car cleaning is your first line of defense, then waxing is your fortified castle wall. Regularly waxing your vehicle creates a protective barrier against harmful elements. It's like a superhero's shield, warding off the evil Rust Monster. Not to mention, it gives your car that coveted showroom shine.

Timely Repairs

We've all been there - a small scratch or chip appears on your car, but it seems so minor that you let it slide. However, these little blemishes are like an open invitation to rust. They expose your car's bare metal, allowing water to sneak in and start the rusting process. Address paint chips and scratches promptly to keep rust at bay.

Use Rust-Proofing Products

If you live in an area with harsh weather or where road salts are used frequently, you may want to consider rust-proofing products. There are plenty of options available, such as sprays and protective coatings, designed to provide an extra layer of defense against rust. Think of it as adding an elite force of knights to guard your fortified castle wall.

Store Your Vehicle Properly

How and where you store your vehicle can have a significant impact on rust formation. If possible, park your car indoors and away from the elements. When indoor parking isn't an option, using a car cover can help. It won't just keep your car cozy; it'll shield it from water, snow, and other rust-inducing elements. At the end of the day rust prevention is all about regular care and maintenance. Stay vigilant, keep your vehicle clean, attend to repairs promptly, and don't be afraid to seek out additional protection if necessary. Just remember, at Platinum Auto Body, we're always here to help you keep the Rust Monster at bay and your car in its prime.





ARROW GRAPHICS & DESIGN

Customer Data IS YOUR DATABASE GOLD?

WHY IT'S CRUCIAL TO PAY ATTENTION TO YOUR DATABASE

Picture this: You're a pirate, you've found the legendary treasure chest you've been hunting for years. You eagerly open it up, expecting to find heaps of gold and precious gems. Instead, you're met with countless slips of paper, all scribbled with information about various other pirates—names, ship names, favorite brand of rum. Not quite the treasure you were expecting, is it?

But wait a minute! This is an analogy, and you're not really a pirate (unless you are, in which case, cool!). You're a business owner, and that treasure chest is your database. It might not be filled with glittering gold, but believe it or not, that information about your customers is just as valuable, if not more. So let's set sail on the good ship Arrow Graphics & Design and find out why it's crucial to pay attention to your database.

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Your Database is a Treasure Map. Alright, so your database isn't shiny, and it doesn't clink when you shake it (unless there's something seriously wrong with your computer). But it is a treasure map. A well-maintained database can guide you to the goldmine of customer satisfaction and improved sales.

With it, you can track customer habits and preferences, tailor your marketing strategies, and offer personalized services that make your customers feel like they're not just another faceless name in a sea of data. They're the star of the show, the Captain of the Jolly Roger!

Not All Treasure is Silver and Gold

Just like our pirate friends, business owners often fall into the trap of thinking that the only valuable treasure is the shiny kind. In reality, data is the new gold.

Your database holds crucial information about your customers – their preferences, their purchase histories, their feedback. It's a goldmine of insights that can help you enhance your services and products, streamline your operations, and ultimately, boost your bottom line. So, it may not be shiny, but it's definitely precious!

A Clean Ship is a Happy Ship

If you've seen any pirate movie ever, you know that a dirty, disorganized ship is a recipe for disaster. The same goes for your database. A cluttered database with outdated or incorrect information is about as useful as a chocolate teapot.

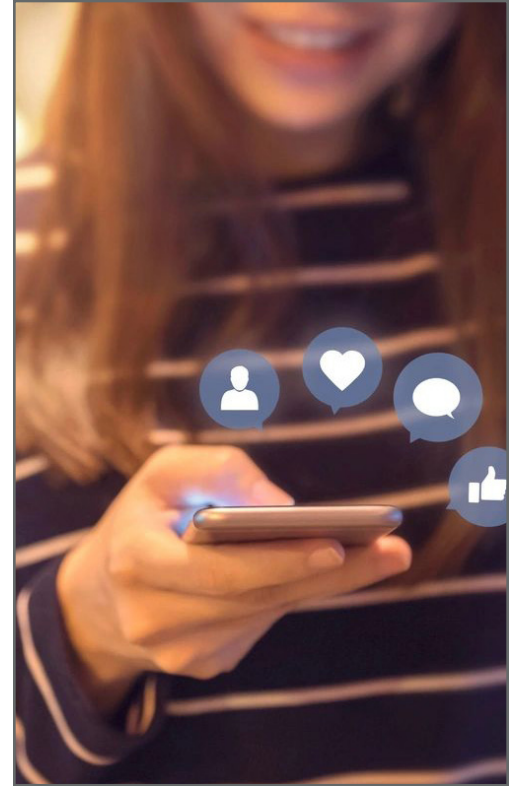
Regularly updating and cleaning your database ensures that your marketing efforts aren't wasted on bounced emails or disconnected phone numbers. Plus, it helps you avoid embarrassing situations like addressing Mr. John Smith as Ms. Jane Doe.

Beware of Database Mutiny

Just like a ship's crew, if neglected, your database can mutiny against you. In this case, a database mutiny could mean inaccurate insights, ineffective marketing strategies, or even breaches of privacy laws.

Protecting and maintaining your database isn't just good business practice; it's also a way to ensure compliance with data protection regulations. Because the last thing you want is to walk the plank over a preventable data breach.

So, is your database gold? It certainly can be if you treat it with the care, attention, and respect it deserves. Remember, the treasure isn't always a chest of gold—it's the valuable information that helps you navigate the tumultuous seas of the business world. Now, raise the anchor, set the sails, and let's go treasure hunting!



"A Clean Ship is a Happy Ship!"

HYDRODIPPING

AN ARTFUL DANCE BETWEEN WATER, PAINT AND PATIENCE

Imagine trying to create a masterpiece on a canvas that just won't sit still, using paint that's floating on water, and having to dip your object into the mix just right to achieve the desired effect. Sounds tricky, doesn't it? Welcome to the world of hydrodipping.

Hydrodipping, also known as water transfer printing, is a process of applying printed designs to three-dimensional surfaces. It's a popular method in the auto industry for adding unique and eye-catching designs to car parts. However, it's also a task that demands patience, precision, and a solid understanding of paint. Let's dive into why.

The Dance of Preparation

The first steps in hydrodipping involve prepping the item to be dipped, which can be an intricate dance in itself. This includes cleaning, sanding, and priming the surface. Any errors or oversights during this stage can lead to a poor-quality finish, or even cause the film to not adhere correctly.

Understanding the Paint and Film

One of the reasons it's essential to have paint knowledge is to understand how the hydrographic film and paint will interact. Not all paints will work with all films. The paint must be compatible with the polyvinic alcohol film and the activator used. If the wrong paint is chosen, the film may not bond to the object correctly, leading to a disaster rather than a masterpiece.

The Water Temperature Ballet

Hydrodipping isn't just about the paint and the object—it's also about the water. The water in the hydrographic tank must be at the correct temperature. Too hot, and the film might dissolve too quickly. Too cold, and the film might not adhere properly. It's a delicate ballet of temperatures, and knowing how to control it comes with experience and understanding of the process.

The Submersion Symphony

When it comes to the actual dipping, things get even more complicated. The object has to be submerged into the water at the right angle and speed. Too fast, and air bubbles may form, causing defects in the print. Too slow, and the film may over-activate and become

unworkable. This step is less of a dip and more of a careful, controlled submersion—an orchestra of movements that require a steady hand and a keen eye.

The Finishing Serenade

After the item has been dipped, it needs to be rinsed to remove any residue, then dried and given a protective clear coat. Again, the type of clear coat used needs to be compatible with the underlying paint and film. If the wrong type is used, it can ruin the look or durability of the final product.

Hydrodipping is an intricate, multi-step process that requires patience, precision, and a deep understanding of the materials involved. It's a testament to the blend of art and science that auto body work entails. While it's a challenging process, the results—when done correctly—are truly a sight to behold. A car part transformed into a work of art, thanks to a process as intricate as the designs it creates. That's the magic of hydrodipping.

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MIKE SCHRADER

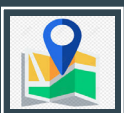
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IMPORTANT UPDATES:

We will be launching a group page for easy access to all of our services. Stay tuned!

We have some exciting news that we will announce in the upcoming month. A new service just may be around the corner!

If you have any topics, suggestions or would like to know more about, contact us and we will start researching and write about it for our next newsletter!