

A NAPA Jobber Speaks Out

"Our Body Shop Customers Know They Can Depend On Us To Have What They Need When They Need It"

Guy Kaplowitz

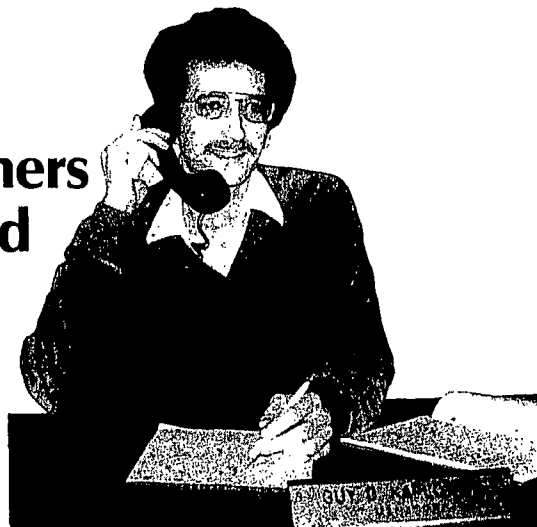
*Manager, Riverside Auto Parts and
Lakeside Automotive Stores*

The payoff has been a 60% increase in sales and profit dollars every year from paint and refinishing products.

Guy Kaplowitz knows the story well. He's been managing NAPA Jobber stores since 1976. Three and a half years ago, he took on the complete Martin-Senour refinishing line. Today, Guy works as manager and outside salesman of two automotive parts stores. His boss, John Hawkinson, owns three successful NAPA stores in Illinois—Hawks Auto Parts of Elgin, Riverside Auto Parts in South Elgin, and Lakeside Automotive in Bartlett.

Sales Depend on Daily Calls

"When I first started out in the parts business, I found that to be successful you have to make calls every day. I also discovered that a surprising number of accounts, such as car dealers, body shops, garages, fleets, and industrial accounts were unhappy with the service they were getting from their paint suppliers. I knew I could give them better service. But I wanted to be certain the market potential was there, so I did a market survey."



Switched to Martin-Senour Line, Business Prospered

"I was pleasantly surprised to learn how much business was available. We had always handled spray cans and a few specialty refinishing items. However, the day we took on the complete Martin-Senour line, our business took off. Since then, our paint and refinishing products have averaged a 60% increase a year in sales and profit dollars."

Martin-Senour Line Now #1 in Sales

"Today, the Martin-Senour line is one of my biggest profit makers, and number one line in sales. Our complete mixing program covers five different finishes: Acrylic Enamel, Acrylic Lacquer, NITRAM, UREGLO, and Vinyl. Martin-Senour quality meets or exceeds anything competition has to offer. Also, our prices are very competitive. Add our good service, and it's easy to see why our paint business is growing by leaps and bounds. Our customers know they can depend on us to have what they need when they need it."

"We are proud of our Martin-Senour line and extremely pleased at the way sales are increasing. Frankly, that's why we are devoting increased floor space to their display."

Good Profits From Easy Sales

"Any NAPA Jobber not selling the Martin-Senour line should seriously consider a market survey to determine his true market potential. And if he sells to car dealers, body shops, fleets, and industrial-type accounts, I strongly recommend that he take on the complete Martin-Senour line. I know from experience that the Martin-Senour line is well accepted in the marketplace. It's easy to sell and very profitable."



Paints, Tapes,
Abrasives, and Adhesives

