

COMMERCIAL COATINGS

WE GO THE DISTANCE FOR COMMERCIAL TRUCK DEALERS





MILE AFTER MILE, YOUR REPUTATION IS ON THE LINE.

The trucks you sell and service are vehicles for delivering more than goods—they deliver a brand message with every mile they make. They also carry your dealership's reputation from town to town and from coast to coast. That's why it's important you choose a paint supplier that understands the world you live in: fast pace, demanding customers and high stakes.

When it comes to commercial finishes and repair, no one offers a more comprehensive array of proven technologies, total color solutions and best-in-class service than PPG:

- Products with decades of proven ability to meet the quality and performance demands of the commercial truck, bus and body builder repair/refinish segments
- Advanced color matching tools combined with compact mixing schemes
- Expertise in enhancing productivity and creating specifications
- Extensive training and support
- PPG's ADJUSTRITE® online commercial estimating system for heavy-duty trucks

When it's your reputation on the line, make the smart move to PPG.



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PRODUCTS THAT WORK HARD, TOOLS THAT MAKE IT EASY.

DEL FLEET ONE®

This next generation, premium paint system is engineered to offer unparalleled color capability, excellent durability and painter-friendly application, while offering the industry's lowest VOC ratings.

- Low-inventory system for direct gloss, basecoat and matte colors
- Easy to mix and apply
- Exclusive color selector includes thousands of OEM prime and variant chips
- Ultra-low, 1.5 VOC ratings for topcoats
- 5- and 7-year warranties available

OEM APPROVAL

For more than two decades, a PPG commercial topcoat system has been used successfully in PACCAR, Mack/Volvo Group, Hino and Freightliner/Western Star dealer locations across the U.S. and Canada to meet stringent color match and performance requirements. PPG is also approved globally as an authorized Commercial Vehicle Warranty Paint Supplier to Freightliner, LLC. As such, the *Delfleet One* system may be used for all warranty repair work regardless of the vehicle's manufacturing plant and for normal repair work as well.

DEL FLEET ESSENTIAL®

For an economical, yet quality finish that is easy to use, choose the *Delfleet Essential* compact mixing system. This compliant system offers both 2.8 VOC single-stage and a 3.5 VOC basecoat options and is the logical choice for overall refurbishing and rebranding paint jobs.

- Good gloss and durability
- Reliable color match to OEM standards
- 2- and 3-year warranties available
- Factory-packaged color available for convenience
- Compact mixing scheme
- Low VOC color and primer options

COLOR MATCH EASE

PPG takes the mystery out of matching colors with an array of real-world tools.

- Color selector with more than 3,500 selections, organized by color group
- Fleet color selector for commonly used colors
- Visual tint guides
- Online color formulations
- Dedicated fleet color matching laboratory
- PAINTMANAGER® XI program software to manage paint mixing operations
- TOUCHMIX® XI all-in-one computer certified for the mixing room
- PPG DIGIMATCH™ spectrophotometer with electronic formula retrieval

WARRANTY-BACKED PERFORMANCE

You can give your customers added peace of mind by becoming a PPG Certified Commercial Finishing Center. This enables you to offer the PPG Commercial Vehicle Paint Performance Warranty that sets you apart from others in your segment or region.

- Certification program sets your dealership apart; exclusive signage and professionally-designed marketing materials are available
- Commercial Vehicle Paint Performance Warranty is a tangible symbol of your dealership's commitment to quality
- Certification ensures your painters receive in-depth training in PPG products to support your paint facility's high quality standards



MAXIMIZE YOUR BUSINESS POTENTIAL...

WITH PPG'S BEST-IN-CLASS SERVICE AND SUPPORT.

When you partner with PPG, you get more than cans of paint. You gain access to a world of resources, training and programs that are designed to help your business maximize its potential and compete with the best.

TECHNICAL TRAINING

- 9 Business Development Center locations
- *Delfleet One* Certification Training (2 days)—learn about product characteristics, application techniques, color matching and color tools.
- *Delfleet Essential* Product Training (1 day)—course familiarizes students with products and technologies, safety, surface preparation and color tools.
- Spot Repair and Color Tinting (2 days)
- Fundamentals of Commercial Truck Estimating (2 days) - an introductory estimating class covering estimating language, preparing a better estimate, and insurance company acceptance.

COMMERCIAL TRUCK GROUP

PPG understands the importance of networks, and facilitates them—on a voluntary basis—through its Commercial Truck Group. Membership is comprised of non-competing peers that meet periodically to exchange knowledge for the betterment of all, based on mutually established goals and priorities.

- Learn best practices and methods to improve your business
- Discuss industry issues and challenges
- Unlock the power of benchmarking

THE MVP TREATMENT

MVP Business Solutions, a comprehensive business management program developed by PPG, is your secret weapon against complacency. When you tap into PPG, you'll discover ways to re-engineer

your processes, redesign the layout of your facility, manage production and cycle times and much more.

ADJUSTRITE ONLINE ESTIMATING

Designed and programmed specifically for the heavy duty truck segment, the *AdjustRite* online estimating system can put cutting edge technology to work for your business. Featuring a simple, point-and-click interface, *AdjustRite* helps create detailed, accurate repair estimates with time-saving efficiency.

- Provides estimate process standardization and consistency
 - Uses state-of-the-art proprietary procedural logic
 - Extensive database of truck makes and models
 - Create parts lists, work orders and other reports
 - Store key customer data for ease of retrieval
 - Available by subscription (unlimited) or pay as you go
- www.adjustrite.com

PPG TRUCK SHOP LOCATOR

A special website helps truck owners, fleets and insurance companies find shops in your locale for service and repair work—as well as those offering the PPG Commercial Vehicle Paint Performance Warranty. This not only can be a direct source of new business, but it can improve the search engine visibility of your business on the Internet.

www.truckshoplocator.com



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