

READY MIX TRUCK REFINISHING INDUSTRY



PRO SHOP PROGRAM

**RESTORATION BODY & PAINT
SHOP CERTIFICATION MANUAL**



**HIGH
PERFORMANCE
COATINGS**



UNITED-STATES MIXER FLEETS MARKET OVERVIEW.

A total of 15,613 concrete mixer trucks are represented in the 2014 survey. In 2013 the survey represented just fewer than 11,000 mixer trucks. The National Ready Mix Concrete Association estimate the number of ready mixed concrete trucks currently operating in the United States to be approximately 65,292. This is compared to an estimated 80,000 just a few years ago. On a national basis the severe recession in the ready mixed concrete industry started in the middle part of 2006 and the rate of decline in production peaked between the third and fourth quarters of 2009. Along with the reduction in production, most companies have retired older mixers, sold off some of their fleet, and have parked and removed tags on other trucks. Based on data submitted, the average number of mixer trucks per company/division is 173 up about 8% from the 2013 report.

This number continues to change every year due to consolidation, mergers, recession and demographics of those who participate in this survey. The average age of a fleet by company and average age of the individual trucks was higher as compared to last year. The average fleet age for the 90 companies/divisions who responded to this question was 9.7 years, while the average age of individual trucks was calculated to be 8.7 years as compared to 8.0 last year. The average age of a fleet of 9.7 years is the highest in the survey's history and continues an upward trend which started in 2007. With an average age of a fleet of 9.7 years means that the market is favorable for refurbishing and refinishing shops and considering the facts that US Government launch a major infrastructures program, business growth will increase for years to come.

GLASS SHIELD PRO SHOP PROGRAM

In North-America, truck and heavy equipment refinishing shops looking to grow their operations, expand their influence and increase their market presence by entering into the Glass Shield Pro Shop Program. The Pro Shop Program is a structured strategic partnership created with specific goals and results in mind.

The Glass Shield Pro Shop Program has the potential to lead to growth and development for all types of refinishing businesses, from small- to medium-sized refinishing businesses to large corporations. Here is an overview of the potential of the Glass Shield Pro Shop benefits.

We will focus specifically on how the Glass Shield Pro Shop Program can be especially advantageous for your business.

It is common for the Glass Shield Pro Shop Program partnership to occur between larger organizations and much younger, smaller businesses. By collaborating with a Glass Shield, smaller businesses gain from more than 40 years expertise one while increasing your credibility. There are also many benefits that are conducive to smaller businesses that seek to “join forces” in order to compete with larger competitors.

PRO SHOP BUSINESS BENEFITS

- Expertise and knowledge gain: Glass Shield bring specialized expertise and knowledge that can be shared among the Glass Shield certified members.
- Product and intellectual property gains: Critical intellectual property, technology or other resources are often difficult to build in-house. Refinishing businesses then enter into the Pro Shop Program who possess these resources in order to share access to such assets.
- Enhanced credibility: Younger refinishing businesses, including startups, as well as small businesses struggle to build market credibility and thus a strong customer base. Joining the Glass Shield Pro Shop Program, well-known brand can lend your refinishing business increased credibility.
- The Glass Shield Pro Shop Program gives you the edge for new market penetration such as, ready mix truck, trailers, heavy equipment and specialized equipment refinishing.
- New revenue streams: Small refinishing shops have limited resources and capital for growth projects. By entering into the Glass Shield Pro Shop Program with a stronger, more established partner, your refinishing business can expand its sales force and customer channels, resulting in larger, more diversified revenue streams.
- Shorter learning curve: Building the knowledge and expertise necessary to operate in key target markets is both time-consuming and costly. Partnering with Glass Shield that has multiple specific domain expertise required for entering target markets can allow our Pro Shop members to reduce the time it would take to develop the expertise otherwise.
- Barriers to competition: Collaborating with Glass Shield to drive market penetration builds barriers to competitors that are effectively difficult to permeate.
- Larger market reach: Refinishing companies with similar or nearly identical products can collaborate via the Pro Shop Program to encompass a larger market reach than they would have previously had access to.

GLASS SHIELD PRODUCT FEATURES AND BENEFITS

Just like coating products, specialized body and paint shops services differ from one another in having distinctive features and benefits, though these differences may not always be so obvious to your potential customers.

One body and paint shop may use master painters while a second uses laborers to paint. Both will tell you they do painting, but one has master painters (a feature) and produces a better-looking paint job (a definite benefit).

The uniqueness of Glass Shield product can set your business apart from the competition. Features can communicate the capability of a product. Glass Shield features are valuable for your customers. Every specialized body and paint shops want to offer services with features which customers

perceive as valuable benefits. By highlighting benefits in your sales efforts, you'll increase not only your sales but also your profits.

It's important to remember that customers buy products and services because they want to solve a problem or meet a need. Consciously or unconsciously, your customers will always be asking the question, "What's in it for me?" Glass Shield high performance coating and your service offerings will deliver solutions and satisfy your customers needs more than any coatings available on the market.

Given that benefits are ultimately more important to your customers than just a price matter, it is imperative that you understand the benefits of Glass Shield High Performance Coatings and services provide, emphasize these benefits in your sales efforts.



DISCOVER THE SIMPLEST AND MOST ADVANCED HIGH PERFORMANCE COATING SYSTEMS!

EPOXY PRIMERS EP-GUARD 1400 SERIES



- Excellent adhesion, hardness and abrasion resistance.
- High-build, multi-purpose capabilities
- Easy to apply and sandable
- Can be applied with any conventional spraying equipment
- Can be applied with any conventional spraying equipment
- Fast recoatability: 30 minutes
- Formulated specifically to increase productivity on low profile surfaces (1.5Mils)
- Very good recoatability: up to 30 days without sanding



HIGH
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COATINGS

PRO SHOP PROGRAM

EPOXY PRIMERS EP-GUARD 1500 SERIES



- Low V.O.C. (2,8 lb / gal)
- Ideal for immersed or buried substrates
- Perfect for marine industries and fisheries
- Excellent adhesion, flexibility and resistance to impact and abrasion
- High build, multi-purpose capabilities
- Excellent intercoat adhesion with subsequent coatings
- Very good recoatability: up to 30 days without sanding
- Can be applied with any conventional spraying equipment



HIGH
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PRO SHOP PROGRAM

EPOXY PRIMERS EP-GUARD 1700 SERIES



- WET ON WET Primer, High built and fast production
- Low V.O.C (3.5 lb/gal.)
- High sag resistance, ideal for use when covering rough profiles (3.5 Mil)
- Ideal for heavy industry
- Excellent adhesion, hardness and abrasion resistance
- Can be applied with any conventional spraying equipment
- Very good recoatability: up to 30 days without sanding



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PRO SHOP PROGRAM

POLYURETHANE PRIMER PRIME-GUARD 29357



- Best high production Body Shop anti-corrosion polyurethane primer in North America
- Direct to metal application eliminates the need of epoxy or self-etch primers. Apply up to 10 mils in a single coat without any sags problems
- Fast Dry-to-Sand Time and extended pot life improve productivity and reduce your operation costs by eliminating forced drying. Air Dry Ready to Sand in 15 minutes
- High Solids, high build primer that dries with minimal to no surface texture. Reduce sanding time by 75% increasing your productivity
- Tintable up to 10% per volume
- Ideal for truck cabine
- Outstanding adhesion and flexibility
- Can be applied with any conventional spraying equipment
- Very good recoatability: up to 30 days without sanding



HIGH
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PRO SHOP PROGRAM

VINYL WASH PRIMER VINYL-SHIELD 7342



- Excellent surface pre-treatment for aluminum and stainless steel
- Very fast drying times for efficient recoatability
- Outstanding adhesion
- Perfect for truck cab aluminum body parts and aluminum trailers
- Improves adhesion on non-ferrous metals of subsequent coating
- Can be applied with any conventional spraying equipment



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PRO SHOP PROGRAM

POLYURETHANE GLASS-GUARD 2800 SERIES



- Best polyurethane topcoat in North America
- Outstanding gloss and color retention when exposed to damaging U.V. rays
- Remarkable resistance to chemical compounds, impact and abrasion
- Custom color matching service available
- Increased corrosion control over Glass Shield moisture cured polyurethane and epoxy primers
- Complies with environmental low V.O.C regulations

POLYURETHANE GLASS-GUARD 2850 SERIES



- Best polyurethane SEMI-GLOSS topcoat in North America
- Outstanding gloss and color retention when exposed to damaging U.V. rays
- Remarkable resistance to chemical compounds, impact and abrasion
- Custom color matching service available
- Increased corrosion control over Glass Shield moisture cured polyurethane and epoxy primers
- Gloss level adjustment available
- Can be applied with any conventional spraying equipment
- Complies with environmental low V.O.C regulations



PRO SHOP PROGRAM

POLYURETHANE PRIME-SHIELD MC 4390



- Anti-corrosive, moisture cured and zinc, aluminum and MIOX enrich primer
- Can be applied in conditions of high humidity
- Excellent abrasion and chemical resistance
- Can be applied and cured at temperatures below freezing down to -4°C , so you can extend your seasonal business operations up to four months
- Can be applied with any conventional spraying equipment



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PRO SHOP PROGRAM

POLYURETHANE INTER-SHIELD MC 46704



- Anti-corrosive, moisture cured and aluminum enriched high build primer
- Excellent adhesion and abrasion resistance
- Excellent inter-coat adhesion with subsequent coatings on any galvanized steel and roof
- Outstanding impact resistance coating
- Can be applied in damp and humid conditions. No dew point restrictions
- Can be applied and cured at temperatures below freezing down to -4°C , so you can extend your seasonal business operations up to four months
- Can be applied with any conventional spraying equipment



PRO SHOP PROGRAM

POLYURETHANE MONO-GLASS MC 4250



- Clear coat with outstanding chemical and solvent resistance
- Scratch and impact resistant
- Anti-graffiti properties
- Added long lasting protection when used over Glass-Shield topcoats
- Can be applied in humid conditions close to dew point.
- Can be use as a non-stick low friction coating for paving equipment and dump box
- No dew point restrictions
- Can be applied with any conventional spraying equipment



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PRO SHOP PROGRAM

POLYURETHANE AMBER-SHIELD MC 4509



- Clear coat with outstanding chemical and solvent resistance
- Superior resistance to impact and abrasion
- Stunning chemical and solvent resistance
- Exceptional protective coating for interior walls of steel tanks and salt spreaders
- Very good curing times
- Ideal for continuous immersion and buried substrates
- Can be applied with any conventional spraying equipment



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PRO SHOP PROGRAM

PROFESSIONAL CLEANING SOLVENT GS T9800S



- GS T9800S is formulated to clean, supply and circulation paint spraying equipment requirements
- Help achieve optimum productivity and quality for cleaning operations
- GS T9800S cleaner is formulated for use in automatic gun cleaners. It can also be used for manual gun cleaning
- Eliminates risks of color to color contamination
- Great for cleaning and removing graffiti

PROFESSIONAL FINAL CLEANER GS 9020S



- Professional pre-paint final non static cleaner. The final step in surface paint preparation
- GS 9020S is the most important product in helping you achieve a high-quality final finish
- Removes silicone, wax, polish, grease and dirt and eliminates static, dust and free particles
- Ideal on sanded surfaces before coating
- Helps promote paint adhesion

PROFESSIONAL WAX & SILICONE GS T9070S REMOVER



- High performance surface preparation specifically formulated for the removal of wax and silicone based mould release agents
- GS T9870S remover is formulated for fiberglass and composite components
- Helps promote paint adhesion



PRO SHOP PROGRAM

PROFESSIONAL RUST CONVERTER GS 202



- Specially formulated pre-paint treatment for rusted steel and iron
- Converts rust into a corrosion resistant coating. Provides excellent adhesion for subsequent primers and topcoats. (Must be pressure washed before painting)
- Packaged in convenient 10 and 20 liters formats

PROFESSIONAL METAL CONDITIONER AGA 2000



- Specially formulated pre-paint treatment, improves paint adhesion
- Removes oil, grease and rust prior to painting
- Applies on aluminum, steel and stainless steel (Must be pressure washed before painting)
- Packaged in convenient 10 and 20 liters formats



PRO SHOP PROGRAM

WHAT DIFFERENTIATES A GOOD JOB FROM A STUNNING ONE?

Discriminating ready mix truck owners and fleet managers understand that, when it comes to coating quality, it is counter-productive to cut corners. The reality of the fast decay of equipment, due to the effect of the harsh environment of the concrete industry on an inadequate paint job, costs much more than the cost difference between a good paint job and an excellent one. The additional cost investment required for an excellent job is justified. The refurbished equipment will last much longer, and will look great doing it!

Quality pays...every step of the way.

The secret of an excellent paint job is a careful surface preparation, and the choice of a superior coating system. To achieve the very best in appearance and durability when recoating a ready mix truck, here are the steps to be taken....

STEP 1

Remove all fenders, rims, lights, water tanks, motor covers, steps, and any other small parts that can be unbolted. This will insure that all possible rust will be removed during the sandblasting process. To protect truck windows, u-joints, radiator, air cleaner, air dryer, oil, water pumps, etc... use rubber sheets secured with 3M Pro Grade tape.

STEP 2

Sandblast the cab and any thin sheet metal at low pressure to prevent metal distortion. Sandblast the rest of the mixer and parts at 125 psi with a 650 CFM. air compressor. Sandblast to a white metal finish (SSPC-SP5). Obtain a surface profile of 1 to 1.5 mils.(commercial blast). Carefully light blast to brush off blast around airlines and wiring harnesses.(SSPC.SP7)

STEP 3

Blow off the mixer to remove residual sand. Remove all rubber sheets and tape, and blow off once more. Inspect carefully to insure that all traces of sand have been removed. At this point, mixer motor covers and other parts may require light fiberglass work.

STEP 4

Before applying a primer, wipe all metal surfaces : mixer and parts, with GLASS SHIELD GS9020S final cleaner with a clean, soft, lint free cloth. Tape off all windows, air bags, tires, wet lines, air dryer, etc....

Prime with GLASS SHIELD EP-GUARD 1500 series epoxy primer. This is our famous 2 component, polyamide cured, high build epoxy primer, available in white, black, grey, red or yellow. Mix, dilute, and spray according to directions on the technical data sheet. Apply GLASS SHIELD 1500 epoxy primer to the ready mix truck and all parts to obtain a dry film thickness of 3 to 4 mils.Allow to dry a minimum of 3 hours, if the regular epoxy catalyst (161- 49C) was used, and 60 minutes if the fast cure catalyst (161-80C) was used.

STEP 5

Topcoat with GLASS SHIELD GLASS-GUARD 2800 series Polyurethane . This is our best 2 component, high gloss, light-fast aliphatic polyurethane topcoat. A wide color range is available. If you need a specific corporate color, ask for it. Our GLASS SHIELD colorimetry laboratory service will be glad to formulate it! Mix, dilute and spray according to directions on the technical data sheet. Apply GLASS-GUARD 2800 Polyurethane to the primed mixer and parts, to obtain a minimal dry film thickness of 3 mils. Allow to dry overnight.

STEP 6

For normal transport vehicles the above primer/topcoat system is adequate. However, in the concrete industry, where additional protection is required due to extra physical abuse, and frequent washes using muriatic (hydrochloric) acid or sodium hydroxide, we strongly recommend applying an additional clear coat: GLASS SHIELD MONOGLASS MC 4250. This is a one component, high gloss, moisture cure polyurethane, specifically formulated to give excellent long-term gloss, excellent chemical resistance and outstanding durability. Dilute and spray according to the technical data sheet. Apply a very thin mist coat, wait 30 minutes, and apply a full wet coat to obtain a total dry film thickness of 2 mils. Allow to dry overnight. Reassemble the ready mix truck.

The resulting finish is as durable as it is beautiful. This 3 coat system has proven itself for many fleet and concrete companies for more than 40 years.



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GROW YOUR BUSINESS THROUGH THE GLASS SHIELD PRO SHOP PROGRAM

There are certainly many considerations to keep in mind when deciding whether to join the Glass Shield Pro Shop Program. We understand that prior to establish a partnership via the Pro Shop Program, the agreement is crucial, and Glass Shield offer you the best agreement . Taking the time to fully understand the process, evaluating potential outcomes and conducting due

diligence on potential partnership are three great first steps in moving forward with the Pro Shop Program. While all of this may seem overwhelming for your refinishing business, The Glass Shield Pro Shop Program, if executed thoughtfully and correctly, can lead to new revenue streams, shared resources and incredible results.

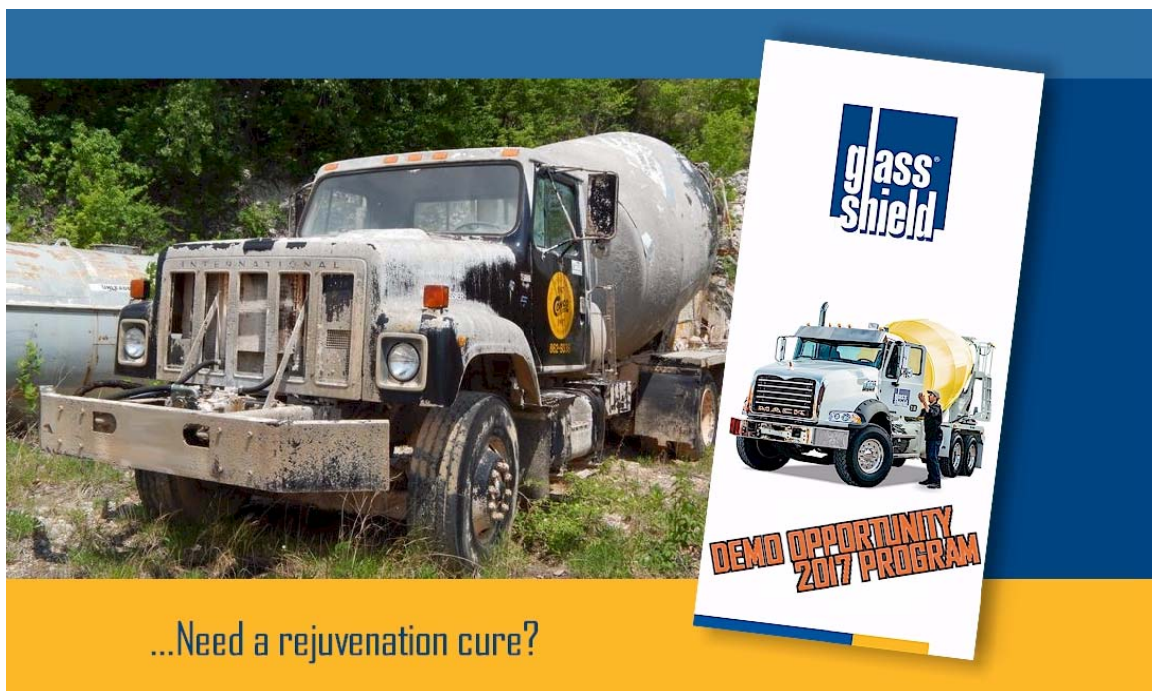
25 GOOD REASONS TO JOIN THE GLASS SHIELD PRO SHOP PROGRAM

1. You can build long lasting business relationships.
2. You can increase your credibility by teaming up with Glass Shield reputable, brand.
3. You can get free products and services for demos and gain new leads and customers.
4. You can get discounts on products and services.
5. You can save money on your business operating costs.
6. You can gain referrals from other businesses.
7. You can save valuable time and labor cost.
8. You can get free and low cost advertising.
9. You can offer your customers new high-end products and services.
10. You can survive a slow economy.
11. You can save money by sharing advertising and marketing costs.
12. You can target other potential markets.
13. You can expand and grow your business quickly.
14. You can gain valuable technical information, or skills.
15. You can increase and protect your cash flow.
16. You can find new profit outlets.
17. You can afford to sell your refinishing services at a lower price.
18. You can find hidden income streams such as product distribution.
19. You can increase your sales and profits.
20. You can build profitable alliances with other businesses.
21. You can learn insider information from other experts at no cost.
22. You can offer more incentives to buy.
23. You can get highly credible endorsements and testimonials from other experts.
24. You can offer your services and superior products at lower prices than your competition.
25. You can easily find new up sell.

GLASS SHIELD ADVERTISING SALES TOOLS

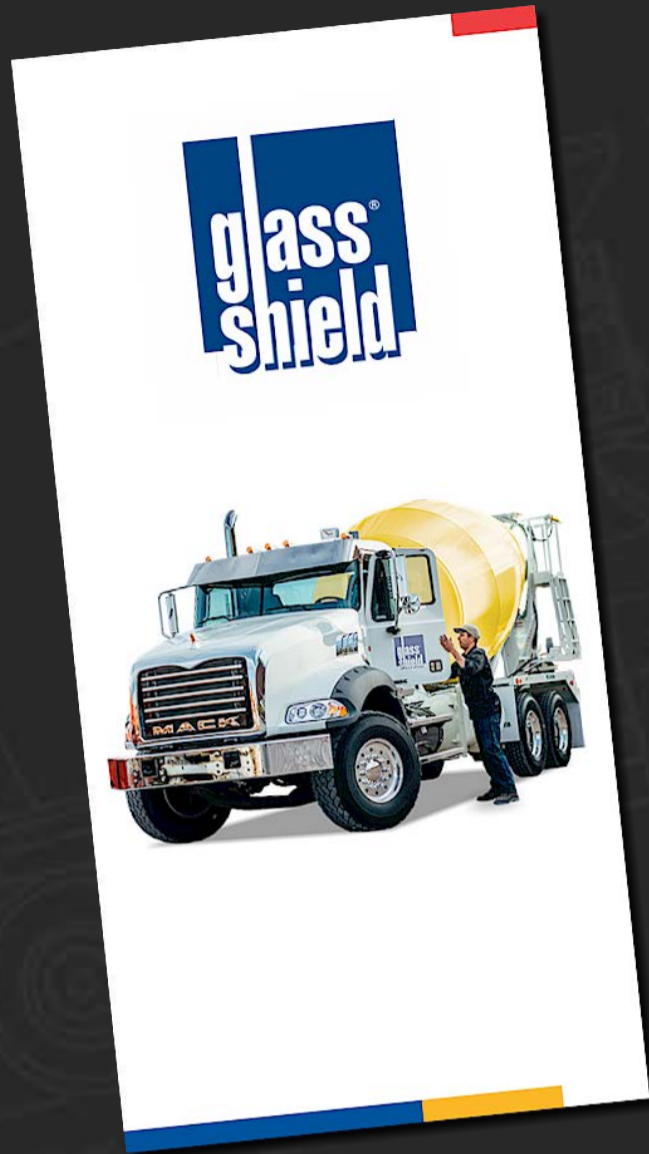
Advertising refers to the process of actually promoting Glass Shield product and your service to the marketplace. Ensuring that you are effectively getting Glass Shield product known to your target customers and emphasizing the benefits to them is important when it So where marketing involves the ground work of branding and researching the needs of your target market, advertising is the process whereby you actually communicate with your target market.

Advertising campaigns can be communicated through online campaign, email and onsite. For many target customers social media is becoming an ever more popular focus for advertising campaign as it can be a very inexpensive way to reach many potential customers.



...Need a rejuvenation cure?

Glass Shield can provide you top advertising tools to promote and increase your business volume. eBrochure, eBooklet, eCard and printed advertising material such as product technical brochure and more.



WE ARE JUST A PHONE CALL AWAY!

To learn more about the Glass Shield Pro Shop Program business opportunity, our services and our demo session, please feel free to call us!

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