

ASSOCIATION NEWS

NWRA Works to Protect Repair

The NWRA is working behind the scenes with an industry consultants to provide input into the resubmission of the ANSI Z26.1 standard for automotive glazing, currently being worked on by the Society of Automotive Engineers (SAE) ANSI Z26 Automotive Safety Glazing Committee. This Z26 standard, as it is called, governs the use of glazing products in vehicles.

In August, the NWRA learned that the new draft standard may require modifications made to vehicle glass—including windshield repairs—be marked in such a way that it is noticeable to the vehicle owner and others who view the car.

It is believed that manufacturers of laminated glass are the most emphatic promoters of the proposed new language in favor of marking windshield repairs.

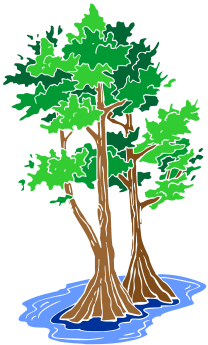
At the time the NWRA leadership learned of the situation, deliberations on the proposed Standard had been closed for the most part, limiting what information could be obtained about what the Standard

would mean for work performed on the windshield. Based on the information that was available, the NWRA board became concerned that even individual windshield repairs would have to be marked—and that mark would need to be made in a visible location and include information about the company making the repair. It doesn't take much to see the threat that presents to the industry. Not many consumers will be receptive to having what we consider routine repairs done if it comes with a noticeable marking on the windshield.

Upon learning of the potential threat to the industry, the NWRA took immediate action that included a letter writing campaign to the SAE and ANSI boards overseeing the process. Those efforts are proving to be successful, drawing more attention to the cause and building momentum, bringing on board industry experts to help further stress the importance of NWRA involvement.

Z26

Are You Keen on Being Green?



Are you using all the tools available to sell windshield repair to the public? Have you tapped the environmentalists? Do you promote the eco-friendly aspect of windshield repair? If you haven't, or just don't know the best way to go about it, NWRA can get you started.

The NWRA is launching a consumer initiative to educate the environmentally concerned about the benefits of windshield repair.

What, exactly, is that benefit? How do companies capitalize on this inherent, feel-good aspect of the industry? What is this NWRA initiative all about? Find out at the NWRA Annual Conference which will take place at the Mandalay Bay Conference Center in Las Vegas, November 1-2. Members of the industry who are already involved in the crusade to save the planet will lead a panel discussion that addresses these questions and more about becoming an environmentally conscious member of the industry and making it work for you.

To register or for more information about the conference, visit www.nwrassn.org. Discounted pre-registration runs through October 12, 2007, at 5 p.m. EST. NWRA has also secured a block of rooms at the Plaza Hotel and Casino. The NWRA group rate is \$65 Wed - Thursday, \$95 Fri - Sat and \$45 for Sun - Mon. To reserve one of these rooms, please call 800/634-6575 and mention you are with the National Windshield Repair Association.

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NWRA Wants You: Volunteers Needed for Association Projects

Are you enamored with the environment? Passionate about preventing pollution? Do your friends call you a "tree-hugger?" Then the NWRA needs your help.

The association is looking for a volunteer to help launch its green initiative aimed at spreading the good word about windshield repair and helping consumers understand just what sets repair apart from replacement. Volunteers would serve on the Green Initiative committee, which will oversee the approval and distribution of initiative information to association membership and the public.

Additionally, the association is looking for volunteers to assist in making the new members feel at home at the annual conference. The peer member will meet with and escort a new member around the annual conference, introducing them to other members of the industry and making sure they don't miss out on a single aspect of the offered fun and information.

NWRA members interested in serving as a peer to new members at the annual show, or anyone interested in serving as the member representative on the Green Initiative Committee can contact Patrick Smith, NWRA director of operations, via email at psmith@nwrassn.org or by phone at 540/720-7484.

**NWRA Conference,
Windshield Repair Olympics
Return to Las Vegas**



**2006 WRO winner
Tee Thompson.**

There's less than six weeks before the NWRA Annual Conference and the Walt Gorman Memorial Windshield Repair Olympics (WRO).

The Conference and WRO will take place at the Mandalay Bay

Conference Center in Las Vegas November 1-2. The Windshield Repair Olympics will take place on the NACE show floor for the second year in a row on Thursday, November 1, the day before the seminars.

The NWRA is preparing a strong line-up of seminars for attendees, as well as access to additional auto glass events taking place in the same venue as part of Auto Glass Week™. The conference begins on Friday, November 2, with the official event opening and welcome and will continue with seminars covering topics such as "Ten Great Advantages of Repair over Replacement" (see box).

To register, visit www.nwrassn.org. Pre-registration ends October 12.

**Good Association PR Leads
to Increased RV Work**

Have you been getting calls from RV owners lately? The NWRA office has. A repair-friendly article was published in the September 2007 issue of *Highways magazine*, which caters to the RV-ing crowd. It recommends using NWRA members for repairs.

"A single pit can require windshield replacement, and this isn't cheap. Motorhome windshields can easily run upward of \$2,000, and tow-vehicle windshields aren't much cheaper. The typical RV-insurance policy covers glass replacement, but you'll still be stuck with the deductible. The good news is, there is an alternative: windshield repair," the article reads.

The article went on to provide basic information about different kinds of wind-

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NWRA 2007 Conference

Thursday, November 1

8:00AM – 4:00PM

Walt Gorman Memorial Windshield Repair Olympics: *Co-sponsored by the NWRA and AGRR Magazine* – The Walt Gorman Memorial Windshield Repair Olympics (WRO), now in its second year, was created to provide a venue for repair technicians to showcase and learn the finest repair techniques from one another.

Friday, November 2

7:30AM – 6:00PM

Conference Registration Open

8:00AM – 8:30AM

Welcoming & Opening

Speaker: Paul Syfko – NWRA president

8:30 AM – 9:00 AM

ROLAGS update – The NWRA Board of directors will report to the membership on the passage of ROLAGS and the next steps the association will take in relation to the standard.

9:00AM – 9:45AM

NWRA Green Initiative: Selling Windshield Repair as Environmentally Friendly – The repair industry is doing its part to preserve our planet for decades by repairing damaged windshields instead of sending them to landfills. The NWRA is launching an initiative to educate consumers about the benefits of windshield repair.

Speaker(s): Dave Casey – SuperGlass Windshield Repair; Mike Boyle – GlasWeld, Inc.

9:45AM – 10:00AM

Break

10:00AM – 10:45AM

NWRA Green Initiative: Selling Windshield Repair as Environmentally Friendly, Part II – The NWRA will show attendees how to turn the environmental benefits of repair into more repair jobs and provide them with the tools to do it.

10:45AM – 11:00AM

Break

11:00AM – 12Noon

Angels in the Parking Lot: Ethics in Windshield Repair – A panel of repair industry experts meets to discuss how shop owners can compete and maintain their integrity in a sometimes morally corrupt industry.

Moderator: Paul Gross – Harmon Solutions Group; Panelists: Matt Larson – Delta Kits, Gerry Zwart - Clearview Windshields Inc.,

12Noon – 1:00PM

Lunch on Your Own

1:00PM – 1:30PM

Stretch Your Legs @ the NACE Show – The International Autobody Congress & Exposition presents the NACE Show. Visit the Auto Glass Expo @ NACE and see the latest and greatest the auto repair industry has to offer. Your conference badge gives you complimentary admission to the show.

1:30PM – 2:30PM

Get Digital Cash: Internet Marketing – Keeping your doors open in the 21st century requires proper marketing and branding on the internet. Maximize your profits by maximizing your internet presence. Our industry experts will show you how.

Speaker(s): Gary Hart - eDirectGlass

2:30PM – 3:45PM

Ten Great New Advantages of Repair Over Replacement – Why repair a windshield when your insurance company will give you a new one for free? We will give you ten great reasons that will help you sell more repair business.

Speaker(s): Troy Mason - TechnaGlass

3:45PM – 4:00PM

Break

4:00PM – 5:00PM

World's Best Customer Service Representative: Proper CSR Training – Did you know that 80% of sales are made over the phone by your business' customer service representative (CSR). We'll show you how to find and train the world's best CSR.

Speaker(s): Dan Molloy of Molloy Sales Institute

6:00PM – 8:00PM

NWRA Member Cocktail Party

shield breaks, what happens during a repair and discusses the benefit of repair that seems to hook consumers the most: the cost difference between repair and replacement.

Quoting two members of the repair industry on those points, the article referred readers to the NWRA and its website for additional information, prompting a recent influx of calls to the association from RV drivers and readers of the magazine, most of them seeking information on finding a windshield repair technician. NWRA staff members have been forwarding inquiries for RV owners to the nearest NWRA member.

REGULAR MEMBERS

Clearview Windshield Repair Named Best Local Windshield Repair Company



The Zwarts

NWRA member Gerald “Gerry” Zwart—a.k.a. Dr. Chip—and his company Clearview Windshield Repair were voted the number-one provider of windshield repair in the Sioux Falls, S.D. In doing so, Clearview Windshield Repair beat out the local Safelite Auto Glass shop for

the honor, as well as ranking higher than Norm Feldman’s Glass, ABRA Auto Body & Glass and Autoglass Center.

The “Local Best” list, compiled by LocalBest.com, is a Sioux Falls-based website that conducts controlled surveys of area residents, ranking local businesses. The Zwarts have been members of NWRA since the beginning.

While 2007 is not the first time Clearview has been in the top five of the list, it is the first time that the survey company has published the actual order in which companies have finished.

“Other years they just informed the businesses that they finished in the top five but this year they told us who is number-one, number-three, number-four and number-five,” he says. “In the automotive windshield glass repair section, Clearview Windshields finished in the number-one spot.”

Zwart attributes much of his company’s success to its employees.

“To earn the number-one spot just doesn’t happen,” he says. “Our customer service reps, repair and replacement technicians know and understand what customer service is all about and do a great job of it.”

According to the LocalBest.com website, more than 2,100 Sioux Falls residents participated in the survey. Survey participants were asked to name their favorite local companies in a variety of categories and subcategories and were not given options from which to choose. Clearview was named on the automotive list, which includes subcategories for windshield and glass repair, auto dealers (new), auto service and repair, auto body repair and painting, auto parts and supplies, tires, auto cleaning and detailing, boat dealers and motorcycle dealers. Within each sub-category, five companies were chosen as “The Local Best.”

SUPPLIER MEMBERS

Glass Technology Brings Windshield Repair to Malaysia, Introduces Windshield Repair Assurance Program

Kerry Wanstrath, president of Glass Technology, headquartered in Durango, Colo., ventured to Malaysia for a 10-day trip designed to train future technicians in windshield repair. In a recent press release, the



company announced it has partnered with what it calls a “successful company” that distributes to most of Malaysia’s 300 body shops.

Glass Technology’s new distributor is being encouraged by the country’s insurance companies that want to cut costs by repairing windshields when possible.

“This [technology] is all new to [that] part of the world,” Wanstrath says. “They are where we were 25 years ago.”

Wanstrath trained more than 30 body shops while he was visiting the country as part of his multi-national trip. Wanstrath says the insurance people were so impressed they have made it mandatory the preferred shops perform the repair service. “Interesting enough is the fact that despite repair just being introduced to them they already recognized the environmental benefits repair brings to their country,” said Wanstrath. “Now who’s 25 years behind?”

Meanwhile, the company has also announced the launch of its nationally-based windshield repair guarantee program, the Windshield Repair Assurance Program or W.R.A.P.

Created on the heels—and as a result of—the ROLAGS standard being recognized and accepted by ANSI, Glass Technology’s program warrants “the GT network repairs with technicians using the ROLAGS standard as a guideline for all chip repairs,” according to a company press release.

“By utilizing the ROLAGS standard and Glass Technology’s equipment, this network will be able to achieve the results that will help prevent the windshield from future crack-out damage and integrity loss. This program is designed to increase the standard by which repairs are currently being offered resulting in higher protection, quality, and safety to the consumer,” the press release says.

Members of Glass Technology’s network will be able to offer “lifetime” guarantees for all repairs made in accordance with the ROLAGS standard, backed by a warranty provided by Glass Technology.

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Ghost Cracks

By Gayle Goode

There was a question recently in a discussion forum about the term “ghost crack.” A repair tech was attempting a repair and barely touched it when it cracked out. The break probably just split out; it happens to the best of us. Conditions such as temperature, pressure, type of break and type of glass are all factors when a windshield splits.



However, there are situations where the damage is more than meets the eye. I slightly flex open my breaks before repairing, just to see what pops open and how far the legs truly extend. Legs to a break may pop open during a repair so pay attention to the pressure you’re applying.

On a star break, the legs usually extend out from the impact to a uniform length. On a rare occasion you may notice a tip is open away from the body with no leg extending out to meet it. To solve this problem, use a probe and apply pressure from the tip to the body of the break and back out. By using various amounts of pressure you can massage the leg open and connect the body to the outlying tip to successfully complete the repair. Basically, the damage just was not opened to its full potential.

In reference to a “ghost crack,” this may also be the case. The crack wasn’t open to its full potential. The surface of the glass was broken farther out than the visible depth of the damage. The leg or crack may extend an inch or two, but the broken seam along the surface extends farther out, sometimes much farther.

The legs of a star break typically end in a point. A leg or crack that is broken along the surface ends blunted (straight up and down), or the end fades away. Their behavior is opposite in the repair process. They will close up when flexed and open when the pressure is released. This is a sign the damage is broken along the glass surface and is starting to split.

Finding the true end point of the damage is one of the most important parts of the repair process if you can fill the crack. Viewing the damage from the inside of the vehicle allows a better vantage point in following the broken seam. To find the stopping point, some techs will gently push on the inside to open the area, some use a magnifying glass to try to trace the seam, others run a probe across the seam to feel it catch along the damage till they reach the end.

The “ghost crack” may not be a mystery after all. You either have a break with damage not totally visible, or the break just isn’t a candidate for a repair and it just splits out. A crack repair can be done as long as you find the true end point to stop drill and fill the crack.

Glass is temperamental medium to work with, so beware. There’s always more to it than meets the eye.

Gayle Goode serves as technical director for the NWRA. She has 17 years of windshield repair experience with Cindy Rowe Auto Glass in Harrisburg, Pa. Ms. Goode’s opinions are solely her own and not necessarily those of the association.

How to Get Technical Advice and Information

Members can access the NWRA’s technical services department during regular business hours by calling the main office at 540/720-7484 or emailing info@nwrassn.org. NWRA’s staff will quickly search its database to see if the technical support service has already addressed this issue and forward any information.

If no information is available, questions or concerns are forwarded to Goode, who will research the problem and respond to the NWRA as soon as possible. In some cases, Goode may contact the member directly.

MEMBERSHIP NEWS

Welcome New and Renewing Members

Always Something, Inc.
Arlington, VA

Bachman Auto Glass
Fountain Hills, CA

Chips-B-Gone WSR
Princeton, WV

Coastal Rock Chip WSR
Tigard, OR

Dents Out Plus
Torrance, CA

Oceans 2
San Francisco, CA

Suntec Auto Glass
Chaneller, AZ

Windshield Repair Specialist
Boise, ID