



See  
Clearly.  
Drive  
Safer.  
Longer.

## Aquapel® Glass Treatment

For Quick Lubes, Car Washes and Detailers

### The Finishing Touch.

Aquapel® Glass Treatment is value-added service to increase your average ticket while delivering a product that makes such a visible difference to your customer it will keep them coming back for more. Aquapel is a long-lasting treatment that:

- Repels rain for remarkably improved vision in the rain
- Makes it easier to clear ice, snow, and even dirt and bugs
- Reduces glare in the rain, especially at night

### A Visible Difference.

Whether you operate a quick lube service, car wash or detailing shop, you encounter two constant challenges:

- Increase your average ticket
- Build a loyal, repeat-customer base.

Aquapel can help you accomplish both. Your customers will actually experience the benefits of Aquapel Glass Treatment long after they leave your service center. Its value is visible every time it rains. This new "express detail" service provides the following advantages:

- Helps customers see clearly and drive safer, a benefit that appeals even to drivers who don't normally invest in their car's maintenance.
- Provides durable protection that lasts up to six times longer than other rain repellents.
- Builds repeat business because it must be reapplied periodically. Keeps customers coming back for Aquapel, as well as other services.
- Improves your professional image, because this premium grade product is available only through professional car care centers.
- Delivers a value that is visible to customers every time they drive in bad weather.



#### Aquapel Applicator

The simple-to-use Aquapel Glass Treatment applicator is all the equipment that is needed for a visible difference.



#### Aquapel Professional Installer Kit

This kit contains 24 Aquapel Glass Treatment applicators, 24 static cling stickers, 24 consumer sales brochures, 24 mirror hangers, one application instruction/sales aid and one Material Safety Data Sheet (MSDS). Part No. 98994

Form No. 0997H





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## Aquapel® Glass Treatment

### Selling Messages with Consumers

#### Selling Safety.

Aquapel® Glass Treatment is clearly different from other services because it is a product whose benefits your customer will experience every time he or she is behind the wheel during bad weather. You are selling better vision which promotes personal safety which is a compelling issue for most drivers. Even drivers of leased or older vehicles who are not interested in investing in vehicle maintenance are interested in Aquapel because it's an investment in their own safety.

#### Selling Messages.

*You can see clearly and drive safer with Aquapel Glass Treatment.*

*Aquapel promotes your personal safety when driving by repelling water, snow, sleet and ice from your windshield to improve visibility.*

*You will see the difference Aquapel makes in visibility when you're driving at night, in adverse weather conditions, when the road, and obstacles, can be difficult to see.*

*You will be able to remove snow, ice, bugs and dirt from your windshield more easily when it's been treated with Aquapel.*

*It is a long-lasting treatment that takes just minutes to apply and is very affordable.*

*After treating your windshield with Aquapel Glass Treatment, you will experience remarkably improved vision in the rain. Rain beads up and rolls right off.*

*Aquapel is an innovative new technology created by PPG Industries, leaders in glass technology.*



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#### Aquapel Display Poster

This poster, available through your Aquapel distributor, can be utilized as an in-store promotional tool





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## Aquapel® Glass Treatment

### For Auto Dealers

#### At Your Service.

Aquapel® Glass Treatment can help you create more satisfied customers in your dealer-ship's sales and service departments. Aquapel is a long-lasting treatment that:

- Repels rain for remarkably improved vision in the rain
- Makes it easier to clear ice, snow, and even dirt and bugs
- Reduces glare in the rain, especially at night

#### A Clear Advantage.

Imagine how pleased your customers will be to discover that you've applied Aquapel to the glass on the car they just purchased. Aquapel helps customers see clearly and drive safer, benefits that appeal to all drivers, especially women and older drivers, who are significant segments of the car buying market.

Two challenges to continuing your dealer-ship's success are to create satisfied customers and build utilization of your service department. Aquapel can help you accomplish these goals:

- Aquapel provides an excellent value-added service or "thank you" to car buyers. Its value is visible, helping you create satisfied, loyal customers.
- Aquapel can offer a value-added service or promotional item with your service and commercial customers.

- You can use Aquapel as a tool with the insurance agents with whom you work. They may be interested to learn about Aquapel and how it works, providing another valuable opportunity to meet with them.
- It builds repeat business because it must be reapplied periodically. Keeps customers coming back for Aquapel, as well as other services.
- Aquapel's durable protection that lasts up to six times longer than other rain repellents.
- Aquapel provides another way to set yourself apart from the competition, because this premium grade product is available only through professional car care centers.

#### The Extra Mile.

Some steps you can take to promote sales of Aquapel include:

- Create a display using Aquapel posters and consumer information sheets to generate customer interest.
- Provide financial incentives for your service professionals to promote Aquapel.
- Create a demonstration of Aquapel for your customer. All you need is a piece of glass. Apply Aquapel to the left half. Then, spray it amply with water. The difference will be clear.
- Give the treatment to employees to test on their cars for free. When they see the difference Aquapel makes, they will be more motivated to promote the product, while their first-hand accounts will carry credibility with clients.



#### Aquapel Applicator

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#### Aquapel Professional Installer Kit

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## Aquapel® Glass Treatment

### For Auto Replacement Glass

#### Clear as New.

Aquapel® Glass Treatment is designed for professional application on windshields, side windows, rear windows, glass mirrors, or any other glass surface where water, snow, ice, or bugs make it difficult to see.

Aquapel Glass Treatment is a long-lasting treatment that:

- Repels rain for remarkably improved vision in the rain
- Makes it easier to clear ice, snow, and even dirt and bugs
- Reduces glare in the rain, especially at night

Aquapel Glass Treatment is a value-added service that will increase your average ticket while making a visible difference in your customer's ability to see clearly and drive safer.

#### A Visible Difference

Aquapel can help your business meet two of its most important challenges:

- Increase your average ticket.
- Build a loyal repeat customer base.

With Aquapel, your customer will see and appreciate the quality glass replacement long after he leaves your lot. Its value is visible every time it rains.

It helps you create an impressive image with your customers because this premium grade product is available only through professional car care centers.

Aquapel is a value-added service that will help increase your average ticket.

Aquapel can be applied in minutes and can be done outdoors, even in direct sun-light, as long as temperatures are above 40°F degrees.

Aquapel is an excellent addition to automobile units since it can be applied in customers' driveways or garages or you may apply Aquapel in the shop or warehouse prior to installing a new windshield. Mask the edges of the glass to avoid contact with urethane and molding.

Aquapel is a patented formulation (developed by PPG Industries, Inc.) designed specifically for auto glass. Aquapel lasts for months under normal driving conditions.

#### The Extra Mile

Some steps you can take to promote sales of Aquapel include:

- Give the treatment to your employees to try on their cars. When they see the difference Aquapel makes, they will be more motivated to promote the product, and their first-hand accounts will carry credibility with customers.
- Provide incentives for your customer service representatives for every Aquapel application sold. Talk with your distributor about developing such a program.
- Offer a free application of Aquapel to the insurance agents with whom you work. Again, once they see the difference Aquapel makes in their ability to see clearly and drive safer, they will help increase interest among your customer base.
- Promote Aquapel on all customer calls as a way to differentiate your company from the



#### Aquapel Applicator

The simple-to-use Aquapel Glass Treatment applicator is all the equipment that is needed for a visible difference.



#### Aquapel Professional Installer Kit

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Form No. 0997E





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## Aquapel® Glass Treatment

### Profit Potential For Every Kit

#### Clearly Profitable.

Aquapel® Glass Treatment will help you increase your average sale per customer, while delivering a high-quality product that enhances your customers' safety. Because customers can see the difference Aquapel makes in their driving visibility, they will be motivated to return for reapplications. Each return visit offers you an opportunity to sell additional products and services.

Aquapel is an investment in "personal safety," a compelling issue for most drivers. Even drivers of leased or older vehicles who are not interested in investing in vehicle maintenance are interested in improving their ability to see clearly and drive safer.

#### The Bottom Line.

Aquapel is sure to be a profitable addition to your service lines for the following reasons:

- No capital investment is needed in equipment or tooling to get started. All you need is the Aquapel Glass Treatment Professional Installer Kit and some clean paper towels!
- One size fits all makes and models, so little storage space is needed for the Aquapel Glass Treatment Professional Installer Kit.
- Aquapel's self-contained user-friendly applicator is easy to store, apply and dispose.

- Employees can learn to apply Aquapel expertly in just minutes. Each Aquapel kit comes with easy-to-understand instructions.
- As long as the weather is clear and temperatures are above 40°F, Aquapel can be applied outdoors, even in direct sunlight, freeing your service bay for other vehicles.
- Aquapel's effect is long-lasting, so customers will enjoy its benefits for months before returning for a new treatment.
- Aquapel is priced for profit. The Extra Mile. Some steps you can take to maximize your profit margins with Aquapel include:
  - Promote consumer purchase through displays, demonstrations, consultations and reminder cards for reapplication.
  - Move cars outdoors before applying to minimize impact on service bay, when weather permits.
  - Incentivize your staff to offer customers Aquapel as an enhancement to driving safety.
  - Add Aquapel to your mobile service.
  - Encourage your customer to receive the application on all of the car's glass, rather than just the front wind-shield.



#### Aquapel Applicator

The simple-to-use Aquapel Glass Treatment applicator is all the equipment that is needed for a visible difference.



#### Aquapel Professional Installer Kit

This kit contains 24 Aquapel Glass Treatment applicators, 24 static cling stickers, 24 consumer sales brochures, 24 mirror hangers, one application instruction/sales aid and one Material Safety Data Sheet (MSDS). Part No. 98994

Form No. 0997D





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## Aquapel® Glass Treatment

Merchandising packages for all uses



### Aquapel Professional Installer Kit

This kit contains 24 Aquapel Glass Treatment applicators, 24 static cling stickers, 24 consumer sales brochures, 24 mirror hangers, one application instruction/sales aid and one Material Safety Data Sheet (MSDS). Part No. 98994

### Aquapel Applicator

The simple to use Aquapel Glass Treatment applicator is all the equipment that is needed for a visible difference.

### Aquapel Display Kit

The Aquapel Display Kit contains 6 Aquapel Professional Do-it-Yourself Packages with 2 Glass Treatment Applicators each. Part No. 98995

### Aquapel Package

The Aquapel Professional Do-it-Yourself Package contains 2 Glass Treatment Applicators and easy to read instructions. Each applicator will treat an average windshield, the other applicator may be used on side or rear windows or saved for later use.

Form No. 0997A





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## Aquapel® Glass Treatment

### Professional Installation Kit



#### Aquapel Applicator

The simple-to-use Aquapel GlassTreatment applicator is all the equipment that is needed for a visible difference.



#### Aquapel Professional Installer Kit

This kit contains 24 Aquapel Glass Treatment applicators, 24 static cling stickers, 24 consumer sales brochures, 24 mirror hangers, one application instruction/sales aid and one Material Safety Data Sheet (MSDS).

Part No. 98994

Form No. 0997B





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## Aquapel® Glass Treatment

### Retail Display Options



#### Aquapel Applicator

The simple-to-use Aquapel Glass Treatment applicator is all the equipment that is needed for a visible difference.

#### Aquapel Package

The Aquapel Professional Do-it-Yourself Package contains 2 Glass Treatment Applicators and easy to read instructions. Each applicator will treat an average windshield, the other applicator may be used on side or rear windows or saved for later use.

#### Aquapel Display Kit

The Aquapel Display Kit contains 6 Aquapel Professional Do-it-Yourself Packages with 2 Glass Treatment Applicators each. Part No. 98995

Form No. 0997C

