

CREST EAST COAST INC.

DECEMBER 3, 2016



OPENING REMARKS & INTRODUCTIONS






W2



1099



Contracts



**IF PEOPLE
LIKE YOU
THEY WILL LISTEN TO YOU,
BUT IF THEY
TRUST YOU,
THEY'LL DO BUSINESS
WITH YOU.**

~ZIG ZIGLAR

**”COMPLAINING
ABOUT A
PROBLEM
WITHOUT POSING A
SOLUTION
IS CALLED
WHINING.”**

**-Teddy
Roosevelt**

GIVING UP
ON YOUR GOAL
BECAUSE OF
ONE SETBACK
IS LIKE
SLASHING
YOUR OTHER
THREE TIRES
BECAUSE
YOU GOT A FLAT.



SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association



The best time to cold call is 4:00-5:00pm. The second best time is 8:00-10:00am. The worst times are 11:00am and 2:00pm.

Source: InsideSales.com and Kellogg School of Business

3

Thursday is the best day to
prospect. **Wednesday** is
the second best day.
Tuesday is the worst day.

Source: InsideSales.com

4

Sales is all about building relationships!

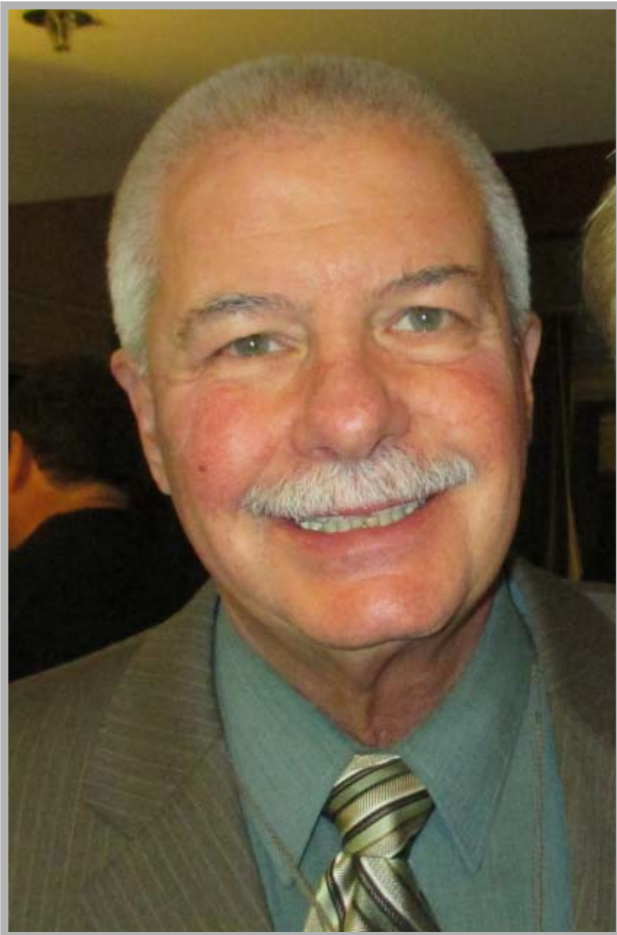


For you to move in, somebody has to go!

SALES GOALS



*Hand Out
Goal
Sheets!*



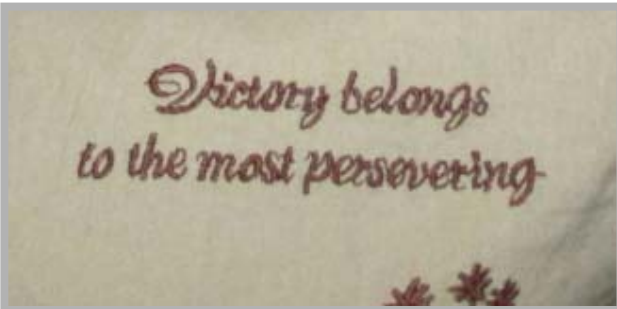
Rich Collins



*When asked:
Rich, what do
you attribute
your success
to?*

He answered:

All you gotta do is “just show up”!



80% of **sales** require **5**
follow-up calls after the
meeting. **44%** of salespeople
give up after **1** follow-up.

Source: The Marketing Donut

17



TRADESHOWS



TRADE SHOWS

SEMA – LAS VEGAS – November 2016





SEMA – LAS VEGAS



**The WORK, Hard,
the Rewards, FEW!**

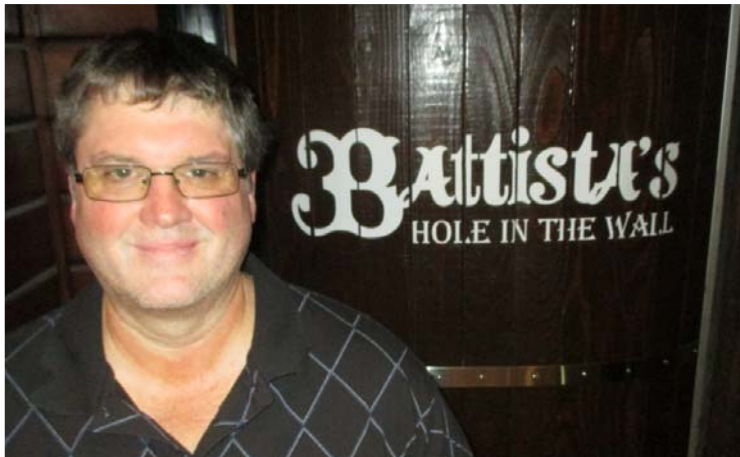












***JOHN,
“I mean
this is
hard
work!”***



AASP/NJ'S 40TH Annual
NORTHEAST[®] 2017
AUTOMOTIVE SERVICES SHOW
AT THE MEADOWLANDS

MARCH 17: 5pm - 10pm

MARCH 18: 10am - 5pm

MARCH 19: 10am - 3pm

[ABOUT](#)

[PRESS](#)

[CONTACT](#)



REGISTRATION

**START HERE TO BEGIN YOUR
NORTHEAST EXPERIENCE.**

■ [PRE-REGISTER FOR NORTHEAST HERE!](#)

EXHIBITORS

**EVERYTHING YOU NEED TO KNOW ABOUT
SHOWCASING YOUR COMPANY AT NORTHEAST.**

■ [EXHIBITOR INFO](#) ■ [SPONSORSHIPS](#) ■ [2016 FLOOR PLAN](#)

ATTENDEES

**SCHEDULES AND EVENT INFO TO HELP MAKE
YOUR TIME AT NORTHEAST UNFORGETTABLE.**

■ [SEMINARS & DEMOS](#) ■ [EVENTS](#)

LOCATION

**HOW TO GET TO NORTHEAST, WHERE
TO STAY, WHAT TO DO AND MORE.**

■ [HOTEL/AREA INFO](#) ■ [DIRECTIONS](#)

Meadowlands Exposition Center – 355 Plaza Drive, Secaucus, NJ 07094



MARCH 17-19, 2017

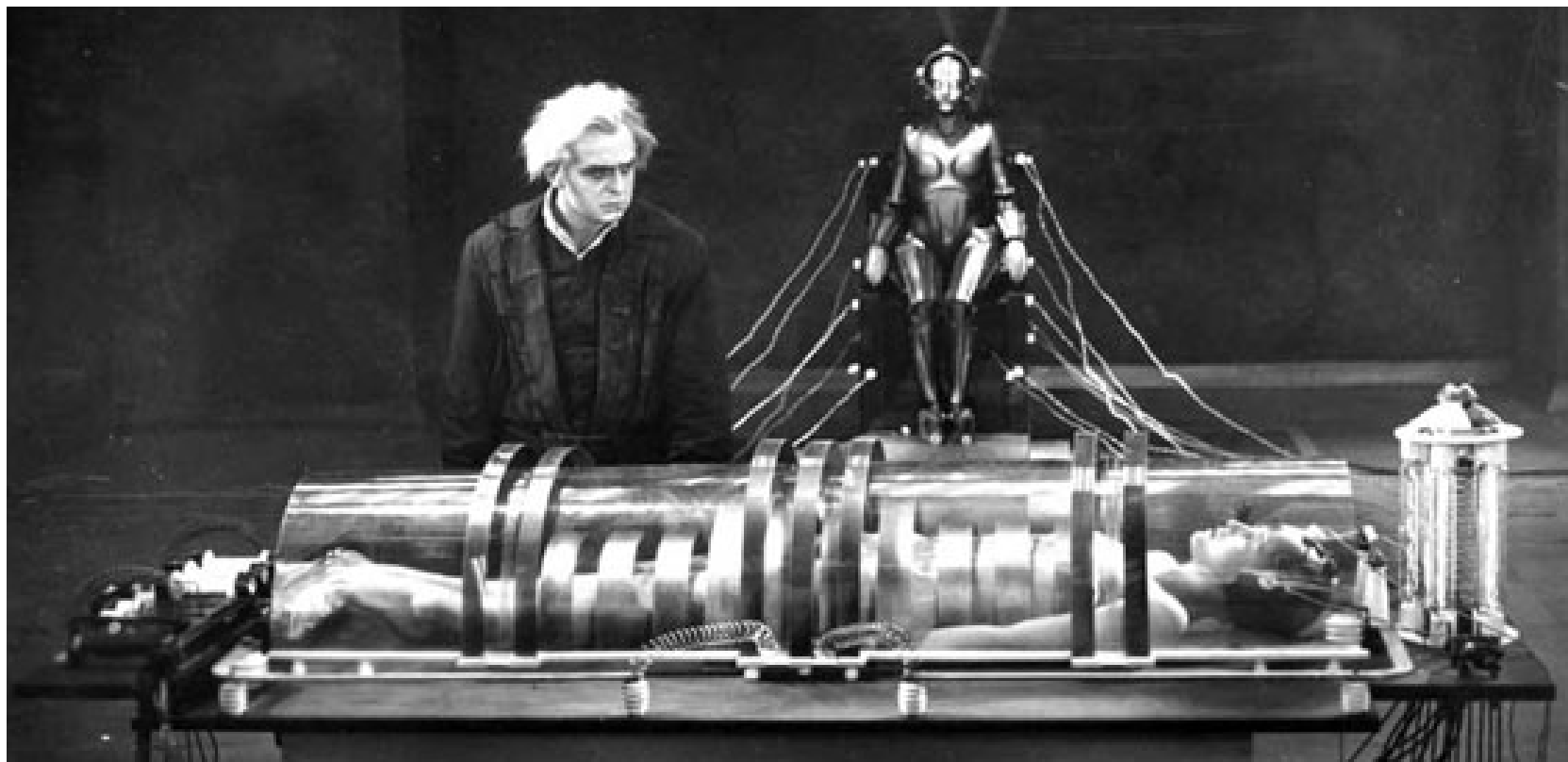
NE TRADESHOW - MARCH 2017



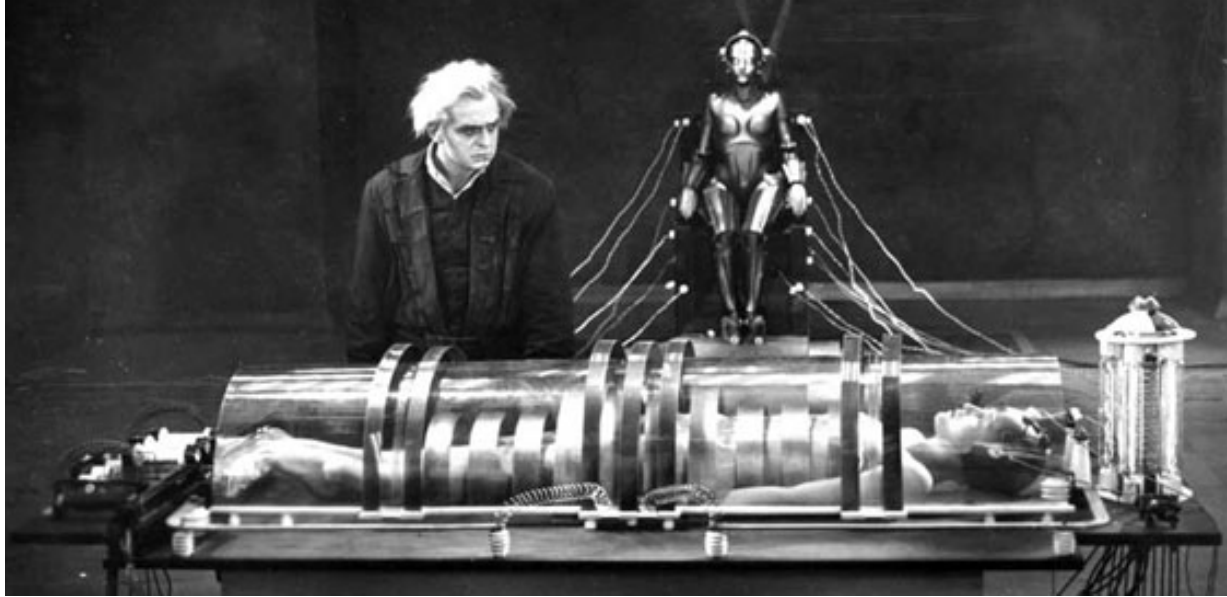
MEADOWLANDS MARCH 17-19, 2017



June “**WORKSHOP**”!



Next “**WORKSHOP**”!



June						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

BRICK N.J.

JUNE 10, 2017

JUNE 11th 2016 MEETING



*Mike welded, riveted and bonded aluminum and steel panels with Pliogrip C5770P for the reps! **Mike,***
WHY?

MIKE

WORKS WITH THE PRODUCTS HE SELLS



*Trying to SELL something
Is a whole lot different
Than
Helping someone decide what to Buy.*

70% of people make
purchasing **decisions** to
solve problems. **30%** make
decisions to gain something.

Source: Impact Communications

19

Hector's Shark Bite



*One of Hector's customers
calls the office
complaining that all the
cans in the new case of
Shark Bite are "half
empty"!!!*



*Hector, what happened?
Lets hear your story!*

**“LEARN” to “PLAY” with the
products YOU Sell!
Otherwise!**



It's like being a “**CHEF**” who
“**Never Tastes**”
what he serves!





THE FUTURE “**PLAY BOYS**”!

**Each year, you'll lose
14% of your customers.
Lesson: Never stop
prospecting.**

Source: BusinessBrief.com

20

Learn to
Train your wife
in 5 easy lessons...

FREE booklet shows you how!

Teach her to:

- Fetch your slippers and pipe
- Massage your feet
- Serve you ice cold beer and snacks
- Sit quietly while you browse your favorite television stations
- Respond to non-verbal cues, such as the snapping of fingers
- Answer "Yes, dear" to any and all requests
- Greet you at the door wearing nothing but cellophane wrap

New scientific method works out the most difficult cases!

WRITE TO: The Committee for a Better America, 200 King Street, Washington, D.C.

PAST ZZ's RESULTS FROM JUNE 11th 2016

Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.

TIPALET	TIPALET	TIPALET	TIPALET
Cherry	Burgundy	Blueberry	Wild

New from Muriel. About 5 for 25¢.

Smokers of America, do yourself a flavor. Make your next cigarette a **Tipale®**.

NO DEMO NO SALE!

HALFA HUSKY



\$9.95 !

LIMITED SUPPLY OFFER!

ONLY

6

UNITS AVAILABLE!

#	SOLD TO:
1	
2	
3	
4	
5	
6	

OUR BEST HAND CLEANER!!!
 SO MANY TECHNICIANS RATE HUSKY NUT
 BUSTER AS THE BEST HAND CLEANER ON
 THE MARKET THAT WE WILL MAKE THIS
 OFFER !
 DON'T LIKE IT!
 RETURN THE DISPENSER FOR A \$9.95
 CREDIT!
 WHAT DO YOU HAVE TO LOSE?

ZZ-1 \$9.95 !.

**RECEIVE HALF A KEG
 OF HUSKY NUT BUSTER
 AND A DISPENSER FOR
 \$9.95**



WWW.CRESTEASTCOAST.COM
 TO RE-ORDER CALL US TOLL FREE AT:
 1-866-458-9009

**LIMITED SUPPLY OFFER!
 ONE PER CUSTOMER!**



55 Half A Husky -
 available!

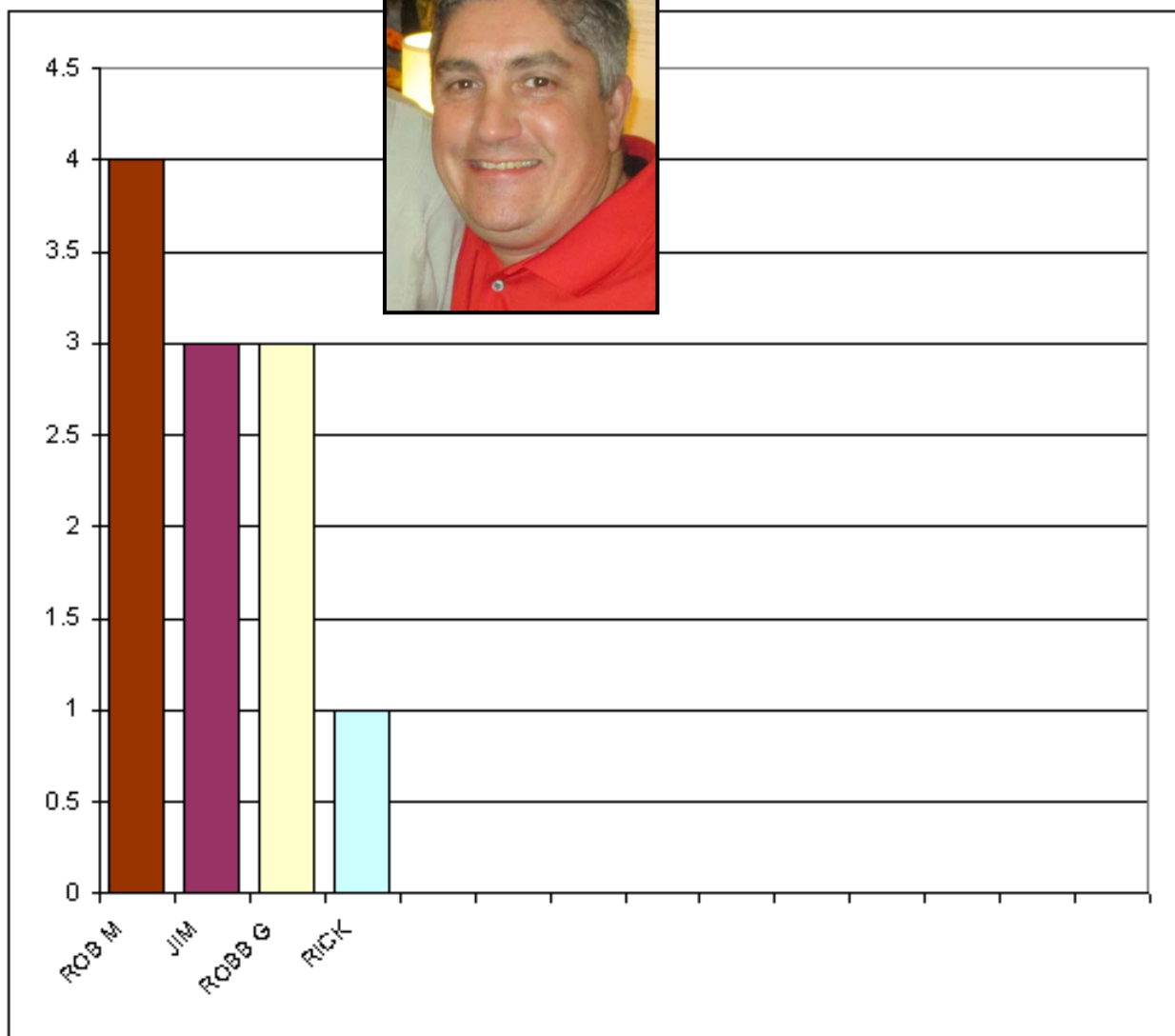
ZZ1

1	ROB M	4
2	JIM	3
3	ROBB G	3
4	RICK	1
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL 11

9.95 SALES \$

\$ 109.45





Paper Trails **CREST** EAST COAST

8" Dispenser
#ZQD8 - \$29.95 ⁵

FREE Dispenser with every Case of Paper!



Z-TOWL X 6 #ZZ-9A \$49.95

"Z-TOWL" 2 PLY TOWELS

This paper towel is the best choice for 9 out of 10 jobs in the shop every day. The towel works super for cleaning glass as well. It is very absorbent for both solvent and waterborne cleaners. Being so economically priced, it is the one to use for cleaning everything from paint guns and paint sticks to just using it dry your hands. The 8" roll fits every dispenser on the market.

Single Roll 8"x 600', 6 / case # ZQR8



RAGS #ZZ-9B \$89.95 ⁶
On A Roll X 6

"RAGS ON A ROLL" DRC SINGLE PLY TOWELS

Excellent in the Paint booth. This wiper is extremely absorbent and very low lint. This wiper is designed for general shop use and is great for heavy jobs such as wiping heavy grease or detailing the interior of a car.

Single Roll 9"x 240', Bulk Pack Boxed 6 / case #ZQRRW

Multi-Roll Dispenser
#ZQD9 - \$39.95 ⁵

TRIPLE PLAY-ALL 3
ZZ9 - \$199.00 ⁶



BLUE #ZZ-9C \$69.95 ⁶
BOOTH BANDIT X 2

"BLUE BOOTH BANDIT" SPUNLACE WIPER

Our most durable and indestructible towel. It is extremely absorbent and lint free. Packed either 9" x 17" in a convenient dispenser box or 2 jumbo 325 foot rolls. Perfect for painter and bodyman.

Single Roll 9"x 325', 2 / case
ZQBBR

WWW.CRESTEASTCOAST.COM
TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009



LIMITED TIME OFFER!



Paper Trails



8" Dispenser
#ZQD8 - \$29.95 5

FREE Dispenser with every Case of Paper!

Z-TOWL X 6 #ZZ-9A \$49.95

"Z-TOWL" 2 PLY TOWELS

This paper towel is the best choice for 9 out of 10 jobs in the shop every day. The towel works super for cleaning glass as well. It is very absorbent for both solvent and waterborne cleaners. Being so economically priced, it is the one to use for cleaning everything from paint guns and paint sticks to just using it dry your hands. The 8" roll fits every dispenser on the market.

Single Roll 8"x 600', 6 / case # ZQR8



ZZ9A

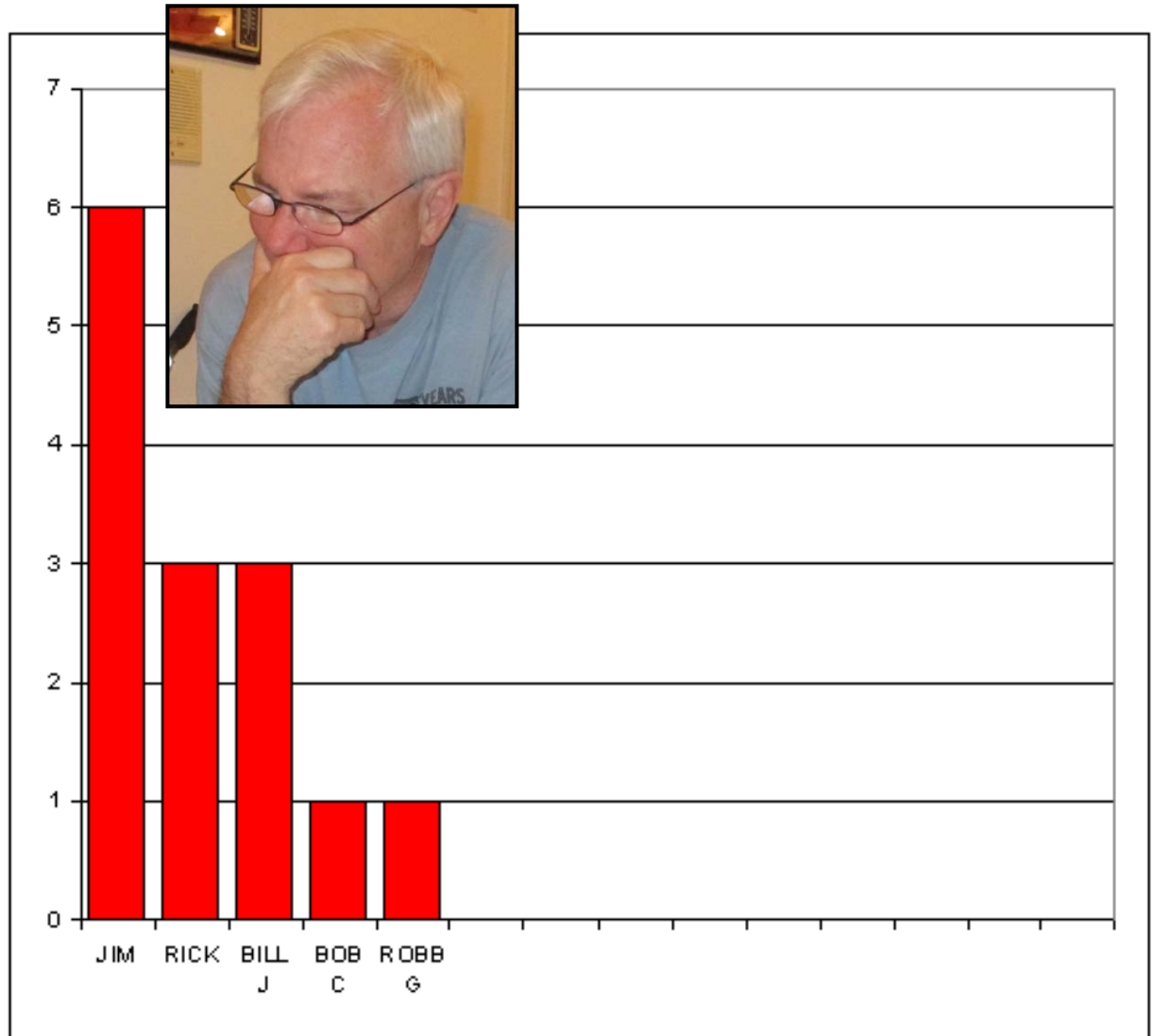
1	JIM	6
2	RICK	3
3	BILL J	3
4	BOB C	1
5	ROBB G	1
6		
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL 14

49.95

SALES \$

\$ 699.30





Paper Trails



FREE Dispenser with every Case of Paper!



RAGS

#ZZ-9B \$89.95 ⁶

On A Roll X 6

“RAGS ON A ROLL” DRC SINGLE PLY TOWELS

Excellent in the Paint booth. This wiper is extremely absorbent and very low lint. This wiper is designed for general shop use and is great for heavy jobs such as wiping heavy grease or detailing the interior of a car.

Single Roll 8" x 240' Bulk Pack Boxed 6 Cases #ZZ-9B



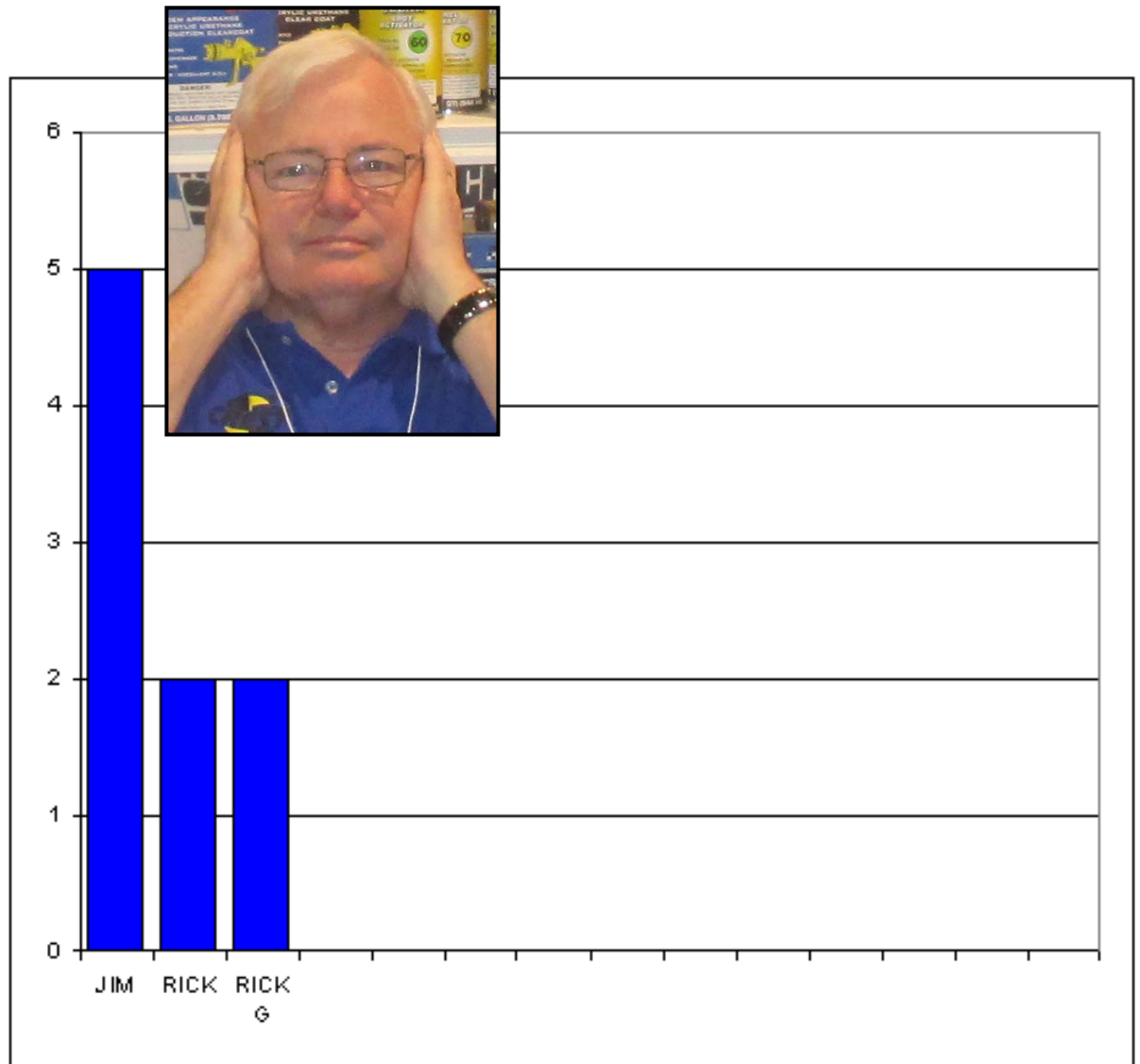
ZZ9B

1	JIM	5
2	RICK	2
3	RICK G	2
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL	9
--------------	----------

89.95

SALES \$	
\$	809.55





Paper Trails



FREE Dispenser with every Case of Paper!



BLUE #ZZ-9C \$69.95 6
BOOTH
BANDIT X 2

“BLUE BOOTH BANDIT”
SPUNLACE WIPER

Our most durable and indestructible towel.
It is extremely absorbent and lint free.
Packed either 9" x 17" in a convenient dispenser box
or 2 jumbo 325 foot rolls.
Perfect for painter and bodyman.

Single Roll 9"x 325', 2 / case
ZQBBR

www.
T



ZZ9C

1	RICK	5
2	JIM	4
3	ROBB G	2
4	SAM	1
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL

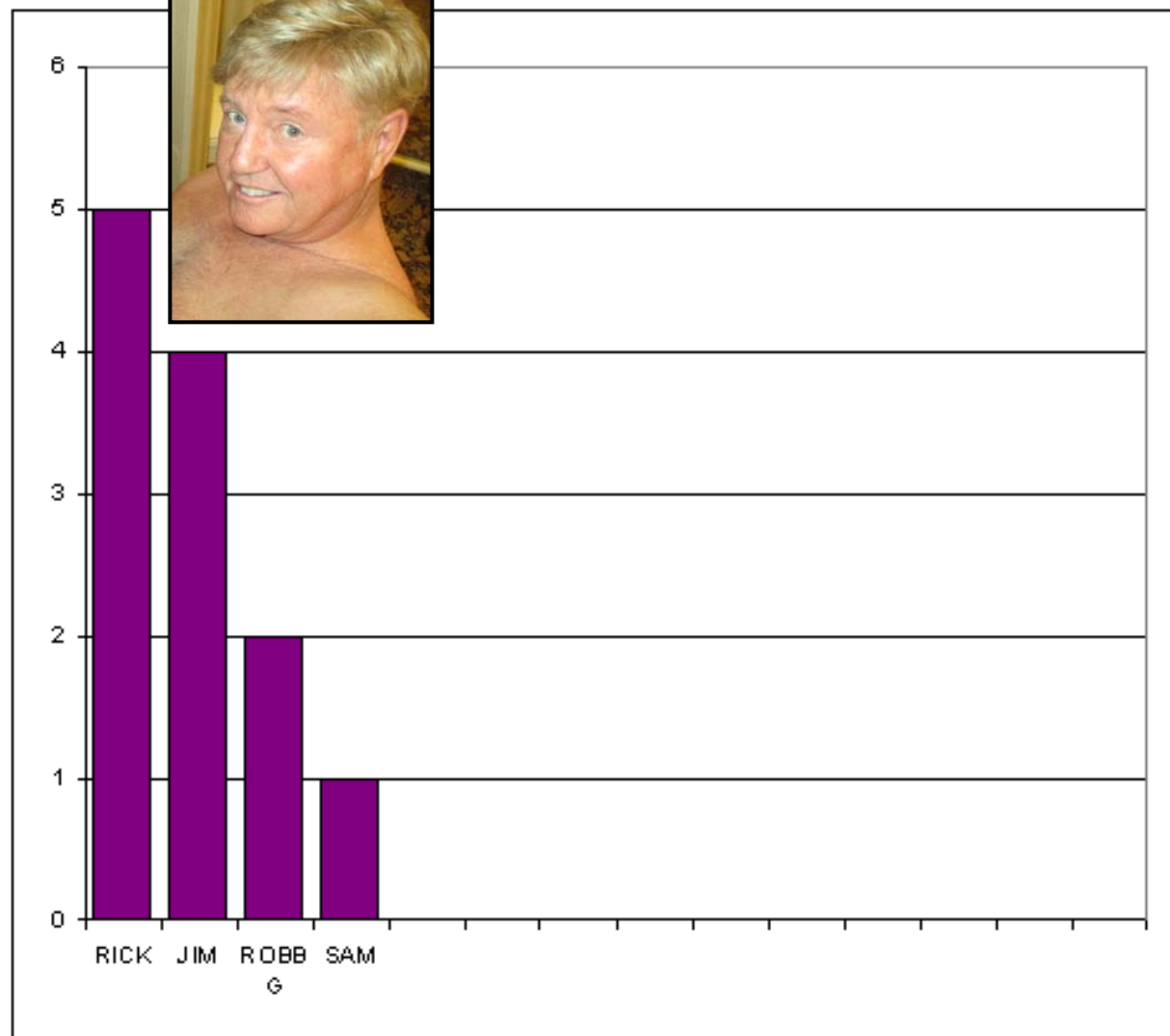
12

69.95

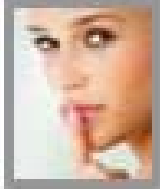
SALES \$

\$

839.40



ZZ9 TRIPLE PLAY



TRIPLE PLAY-ALL 3
ZZ9 - \$199.00

6





TRIPLE PLAY-ALL 3
ZZ9 - \$199.00

6



ZZ9

1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL

0

69.95

SALES \$

\$

-

1.2

1

0.8

0.6

0.4

0.2

0



HARD TIMES COMBO



HARD TIMES COMBO

ZZ-10 \$49.95

**MAKES
4
GALLONS!**

HARD SURFACE CLEANER

Ultimate Solution

3 / 1 mix. Excellent whitewall cleaner. Ideal for door jambs, floor mats, fiberglass, etc. Removes stains from fabric, concrete or painted surfaces. Cleans engines by hand or can be safely used in pressure washers. Removes mold release agents from plastics prior to painting. Terebic degreaser and floor cleaner. Our best all purpose cleaner.

1 Gallon # BWK1



WWW.CRESTEASTCOAST.COM
TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009

LIMITED TIME OFFER!



ZZ10_BWK1_ZPSW pub 061116

ZZ10

1	RICK G	7
2	JIM	5
3	BOB C	4
4	LARRY	4
5	BILL J	3
6	HECTOR	3
7	ROB M	1
8	MIKE	1
9	BILL C	1
10		
11		
12		
13		
14		

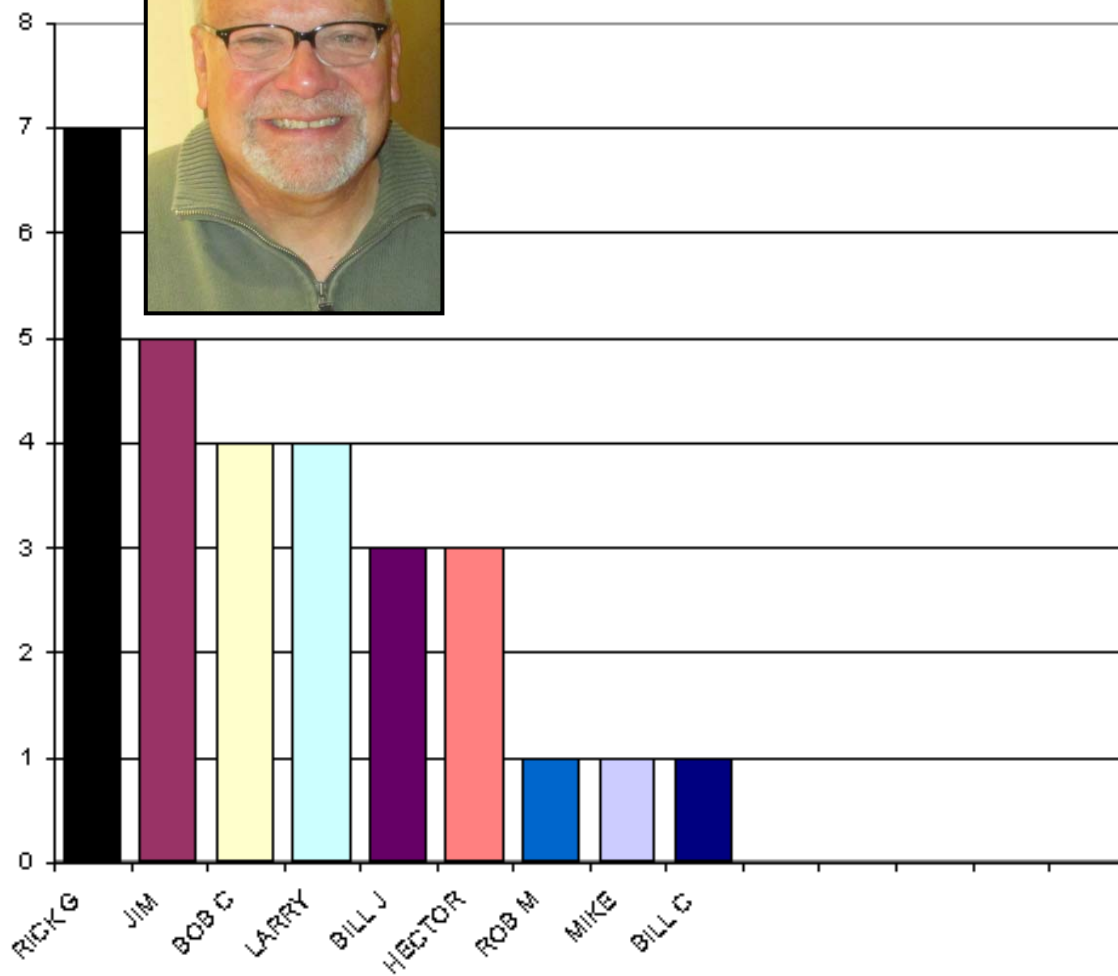
TOTAL

29

49.95

SALES \$

\$ 1,448.55



TWIN HI-SOLV COMBO

#ZPSS 1.5 L Pressure Sprayer - Solvent
Adjustable Position Nozzle and pressure relief valve
\$48.99

HI-SOLV

Solvent Cleaner

The Ultimate Solvent
Fast, super strong pre-painting solvent.
Leaves surface clean and dry
with no oily film.
Improves adhesion of top coats
to primer, plastic and urethane.
This solvent will replace all other solvents.

24 oz. Aerosol	# AHS
Quart	# BSH
Gallon	# BSH-1
5 Gallon	# BSH-5

TWIN HI-SOLV COMBO

ZZ-11 \$59.95



WWW.CRESTEASTCOAST.COM
TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009

LIMITED TIME OFFER!

ZZ11_BSHDC_ZPSS pub 061116

TWIN HI-SOLV COMBO

The TWIN HI-SOLVE COMBO includes 2 Quarts of HI-SOLV
plus the #ZGPS .75 L (79 qt.) Solvent Safe Pressure Sprayer!
a \$52.59 value!
All for \$69.95

HI-SOLV

Solvent Cleaner

The Ultimate Solvent
Fast, super strong pre-painting solvent.
Leaves surface clean and dry
with no oily film.
Improves adhesion of top coats
to primer, plastic and urethane.
This solvent will replace all other solvents.

24 oz. Aerosol	# AHS
Quart	# BSH
Gallon	# BSH-1
5 Gallon	# BSH-5

TWIN HI-SOLV COMBO

ZZ-11 \$69.95



LIMITED TIME OFFER!



ZZ11

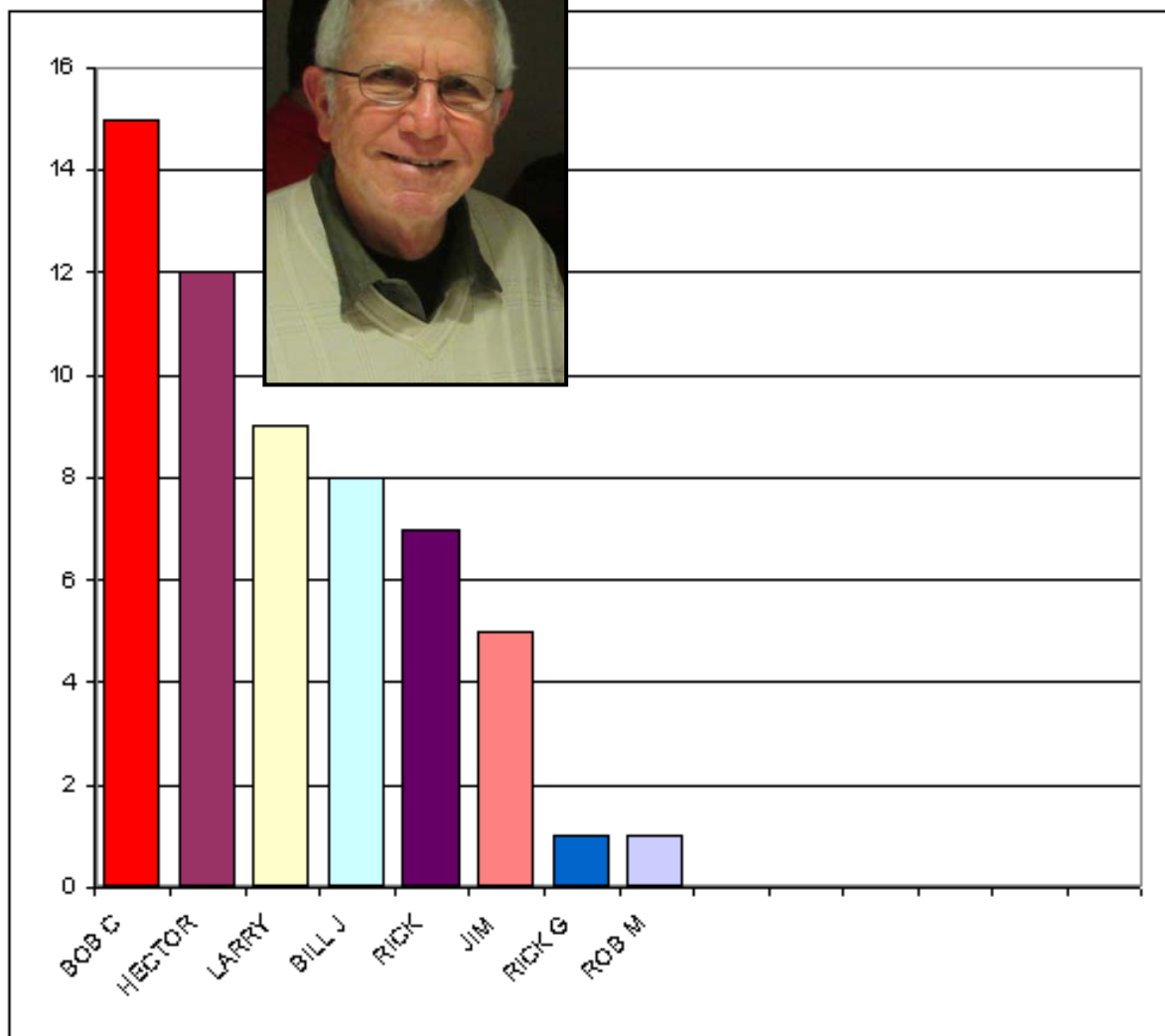
1	BOB C	15
2	HECTOR	12
3	LARRY	9
4	BILL J	8
5	RICK	7
6	JIM	5
7	RICK G	1
8	ROBM	1
9		
10		
11		
12		
13		
14		

TOTAL 58

59.95

SALES \$

\$ 3,477.10



TRI-SOLV COMBO

#ZPSS 1.5 L Pressure Sprayer - Solvent
Adjustable Position Nozzle and pressure relief valve
\$48.99



ACRY-SOLV
Solvent Cleaner
The best all around shop solvent.
Excellent for detail work.
Used by more service departments than any other Crest solvent.
Fast and convenient spot top can.
Cleans up glass and body sealers quickly.
Removes road tar.
New round can designed to screw on to our rugged and universal gun for fast easy clean up.

HI-SOLV
Solvent Cleaner
The Ultimate Solvent
Fast, super strong pre-painting solvent.
Leaves surface clean and dry with no oily film.
Improves adhesion of top coats to primer, plastic and urethane.
This solvent will replace all other solvents.

SUPER-SOLV
Solvent Cleaner
Maximum Strength / Fast dry
Designed to solve your toughest cleaning tasks.

TRI-SOLV COMBO
ZZ-12

\$69.95



WWW.CRESTEASTCOAST.COM
TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009

LIMITED TIME OFFER!

ZZ12_TRI_SOLV_ZPSS.pub 061116

TRI-SOLV COMBO

The TRI-SOLVE COMBO includes 1 Quart EACH of Acrysol, HI-SOLV and SUPER SOLV
plus the #ZGPS .75 L (.79 qt.)
Solvent Safe Pressure Sprayer!
a **\$52.59** value!
All for **\$79.95**



ACRY-SOLV
Solvent Cleaner
The best all around shop solvent.
Excellent for detail work.
Used by more service departments than any other Crest solvent.
Fast and convenient spot top can.
Cleans up glass and body sealers quickly.
Removes road tar.
New round can designed to screw on to our rugged and universal gun for fast easy clean up.

HI-SOLV
Solvent Cleaner
The Ultimate Solvent
Fast, super strong pre-painting solvent.
Leaves surface clean and dry with no oily film.
Improves adhesion of top coats to primer, plastic and urethane.
This solvent will replace all other solvents.

SUPER-SOLV
Solvent Cleaner
Maximum Strength / Fast dry
Designed to solve your toughest cleaning tasks.

TRI-SOLV COMBO
ZZ-12

\$79.95



LIMITED TIME OFFER



ZZ12

1	BOB C	15
2	HECTOR	12
3	LARRY	9
4	BILL J	8
5	RICK	7
6	JIM	5
7	RICK G	1
8	ROB M	1
9		
10		
11		
12		
13		
14		

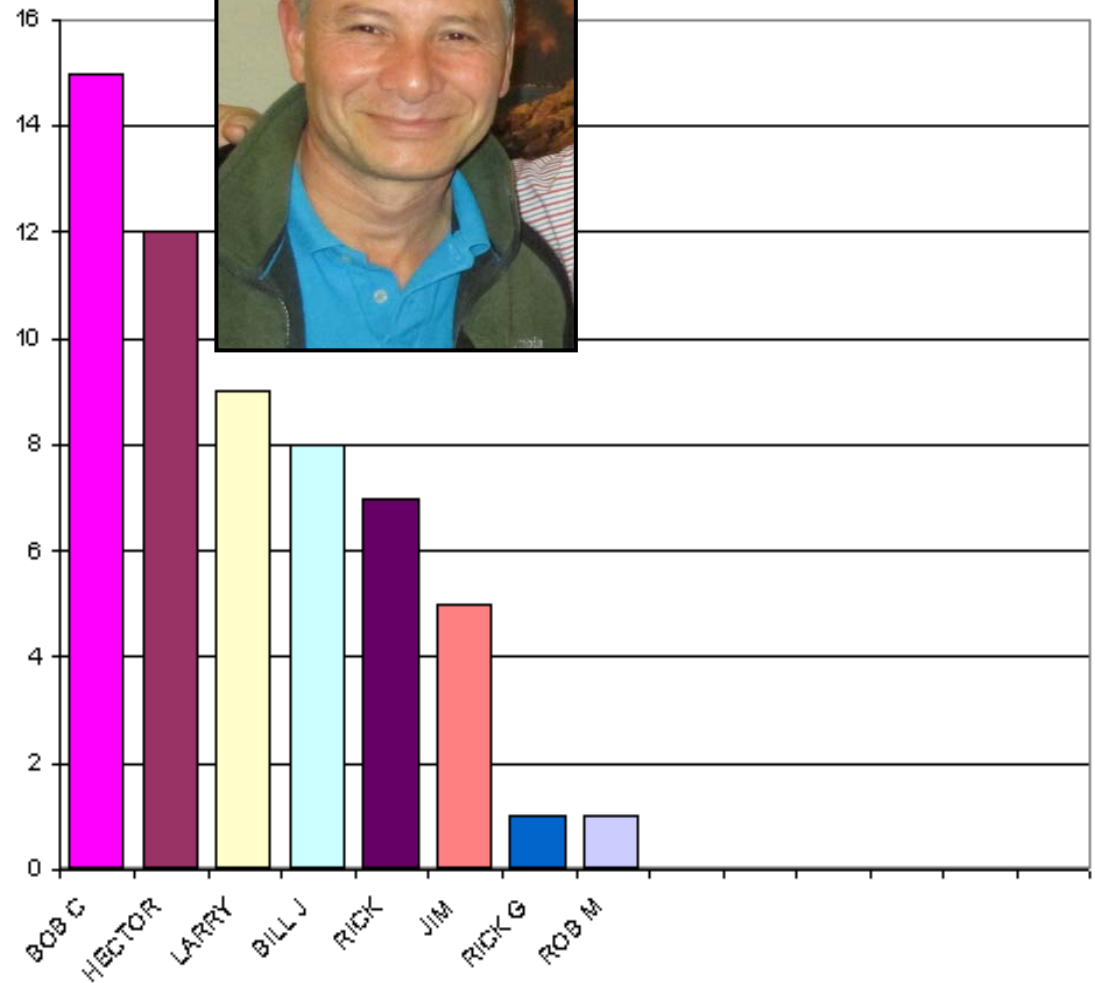
TOTAL

58

69.95

SALES \$

\$ 4,057.10





DRILL SERGEANT KIT

\$99.00

SAVE 40%

LIMITED TIME OFFER!
ONE PER CUSTOMER!

ZZ13

DRILL SERGEANT KIT

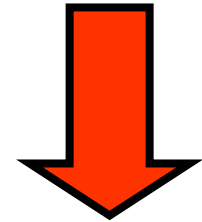
\$99.00

CONTAINS EVERYTHING
PICTURED ABOVE:

- 12 1/8" BLACK BEAUTIES / THE WORLD'S BEST 1/8" DRILL BIT!
- 1 TITAN TWIN SABER STEP DRILL / TIN COATING FOR LONG LIFE.
- 1 8mm VULCAN COBALT DRILL PT. / OUR No. 1 BEST SELLING BIT!
- 1 8mm LONG RANGE SNIPER / PRECISION COBALT-BRAD PT. **NEW!**
- 1 8mm PYTHON DOUBLE END COBALT BRAD PT. TIP - "2 Fang's in 1"
- 1 8mm TIN COBRA "DE" DRILL PT. DRILL PT. / WORKS ON BORON!



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TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009



ZDSK

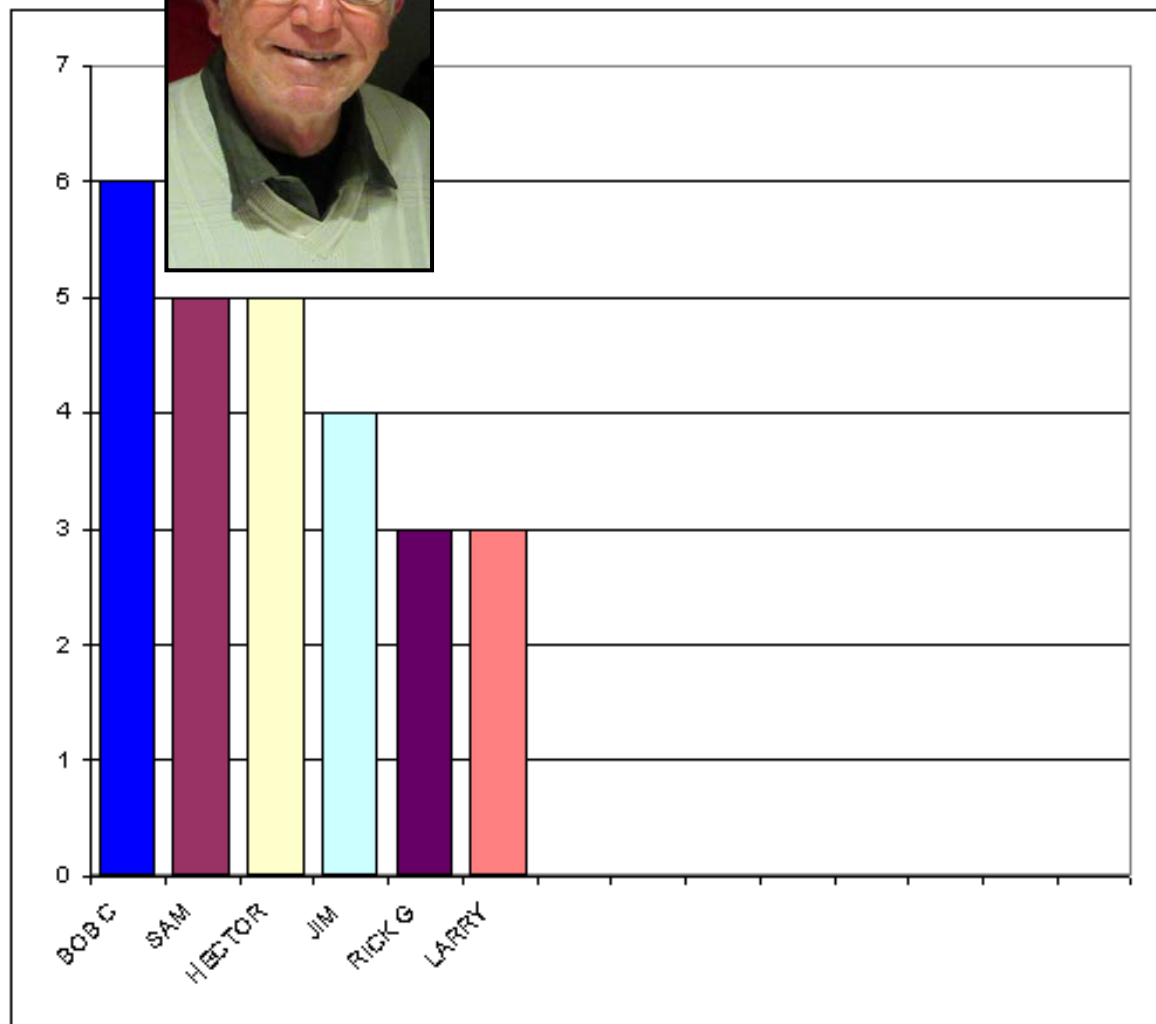
ZZ13

1	BOB C	6
2	SAM	5
3	HECTOR	5
4	JIM	4
5	RICK G	3
6	LARRY	3
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL 26

99

SALES \$
\$ 2,574.00



APPLES or ORANGES!

YOU DECIDE !



3" X 36 GRIT - One Box
25 Ceramic Discs - HD Backer

CRIMSON CUT CERAMIC DISKS

CERAMIC QUICK CHANGE GRINDING DISCS

- The Ceramic stone fractures diagonally as it wears.
- The cutting edge remains sharp for the life of the disc.
- Cuts faster and cooler than either Zirconium or aluminum oxide.
- Highest productivity and lowest total grinding costs
- 25 per box.
- Reinforced Backer for extra durability and added life.

CRIMSON CUT PROMO

ZZ-14 \$30.00



WWW.CRESTEASTCOAST.COM
 TO RE-ORDER CALL US TOLL FREE AT:
 1-866-458-9009

LIMITED TIME OFFER!



ZZ14_WCC336 PROMO grub 061116

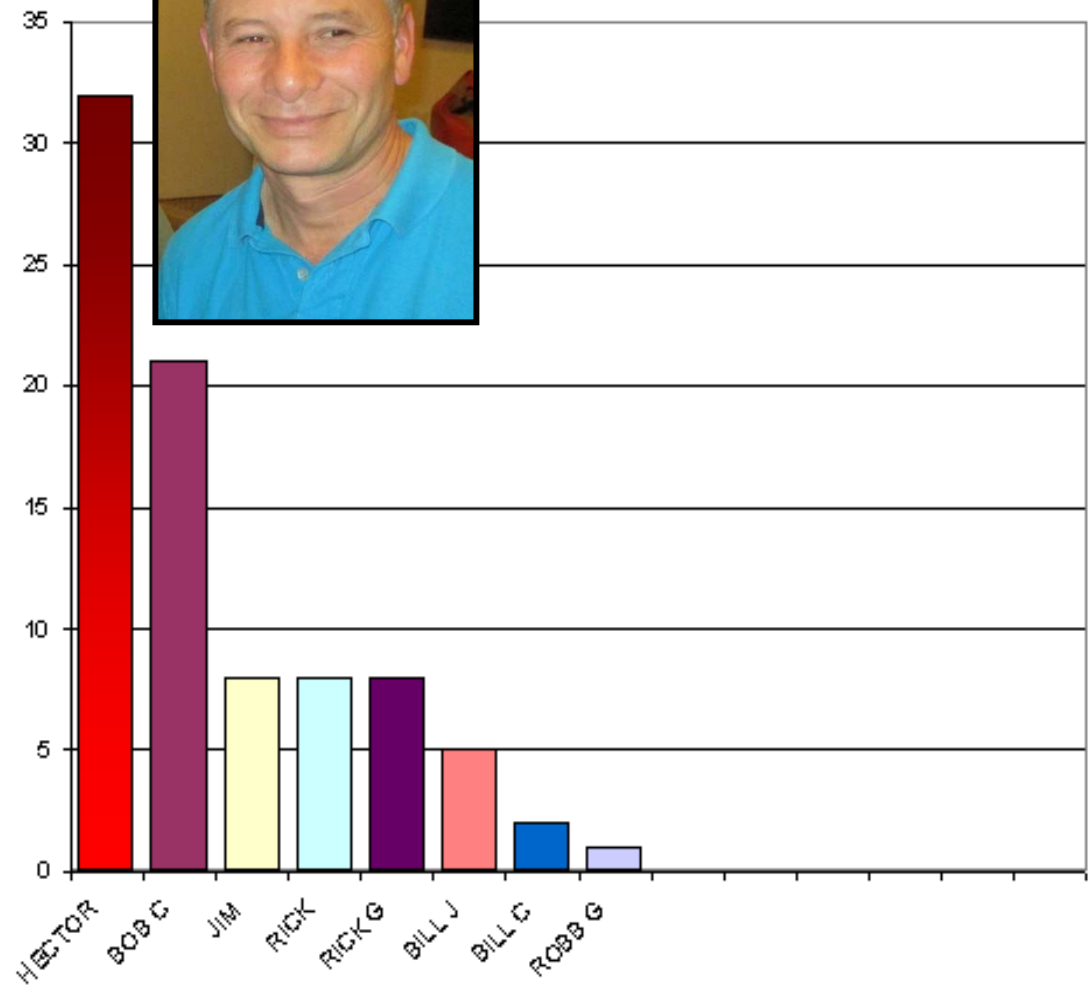
ZZ14

1	HECTOR	32
2	BOB C	21
3	JIM	8
4	RICK	8
5	RICK G	8
6	BILL J	5
7	BILL C	2
8	ROBB G	1
9		
10		
11		
12		
13		
14		

TOTAL 85

30

SALES \$
\$ 2,550.00





HUSKY CHERRY



CHERRY SCENTED CONCENTRATED
HUSKY CHERRY
 ENRICHED EMOLLIENTS
 HAND SOAP
 NOT FOR THE TIMID
STOCK NO: ZBHC

LOW-SOLVENT CONTENT FORMULA
 REMOVES GREASE AND OIL
 SKIN CONDITIONERS

DIRECTIONS:
 REMOVES RED OPERATOR FROM VALVE. PULL OUT BLUE BREATHER
 PLUG ON TOP OF CONTAINER BEFORE DISPENSING.

APPLICATION:
 APPLY HUSKY CHERRY TO WET OR DRY HANDS,
 LATHER AND RINSE CLEAN WITH WATER.

PRECAUTIONARY STATEMENT
 Keep out of reach of children. IF SWALLOWED: Immediately call a
 POISON CENTER or doctor/physician. IF IN EYES: Rinse cautiously with
 water for several minutes. Remove contact lenses, if present and easy to
 do. Continue rinsing. Ingredients: Water, Nonyl Phenol Ethoxylate,
 Isopropyl Alcohol, Potassium Hydroxide, 1,2-Dichloroethane, White Mineral Oil,
 Propylene Glycol.

CAUTION: CAUSES EYE IRRITATION.
 NOT FOR SALE IN CALIFORNIA
120 FLUID OUNCES (3.55 LITERS)



CREST EAST COAST INC.
 1109 Industrial Parkway • Brick, N.J. 08724
www.CrestEastCoast.com
 866-458-9009

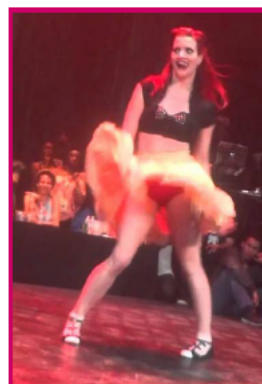
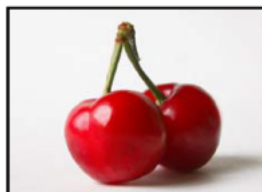
HUSKY CHERRY
INTRO ZZ-15

COMES WITH ONE WALL MOUNT
 DISPENSER **FREE!**

HUSKY NUT BUSTER HAS
 A GIRL FRIEND



HUSKY



FREE!



- ☐ Only the best Cherries go into our soap!
- ☐ A scent you won't forget!
- ☐ Enriched emollients keep your hands supple and feeling great!
- ☐ Real Grit!



WWW.CRESTEASTCOAST.COM
 TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009

LIMITED ONE DISPENSER PER CUSTOMER

ZZ15 HUSKY CHERRY INTRO pub 061116

ZZ15

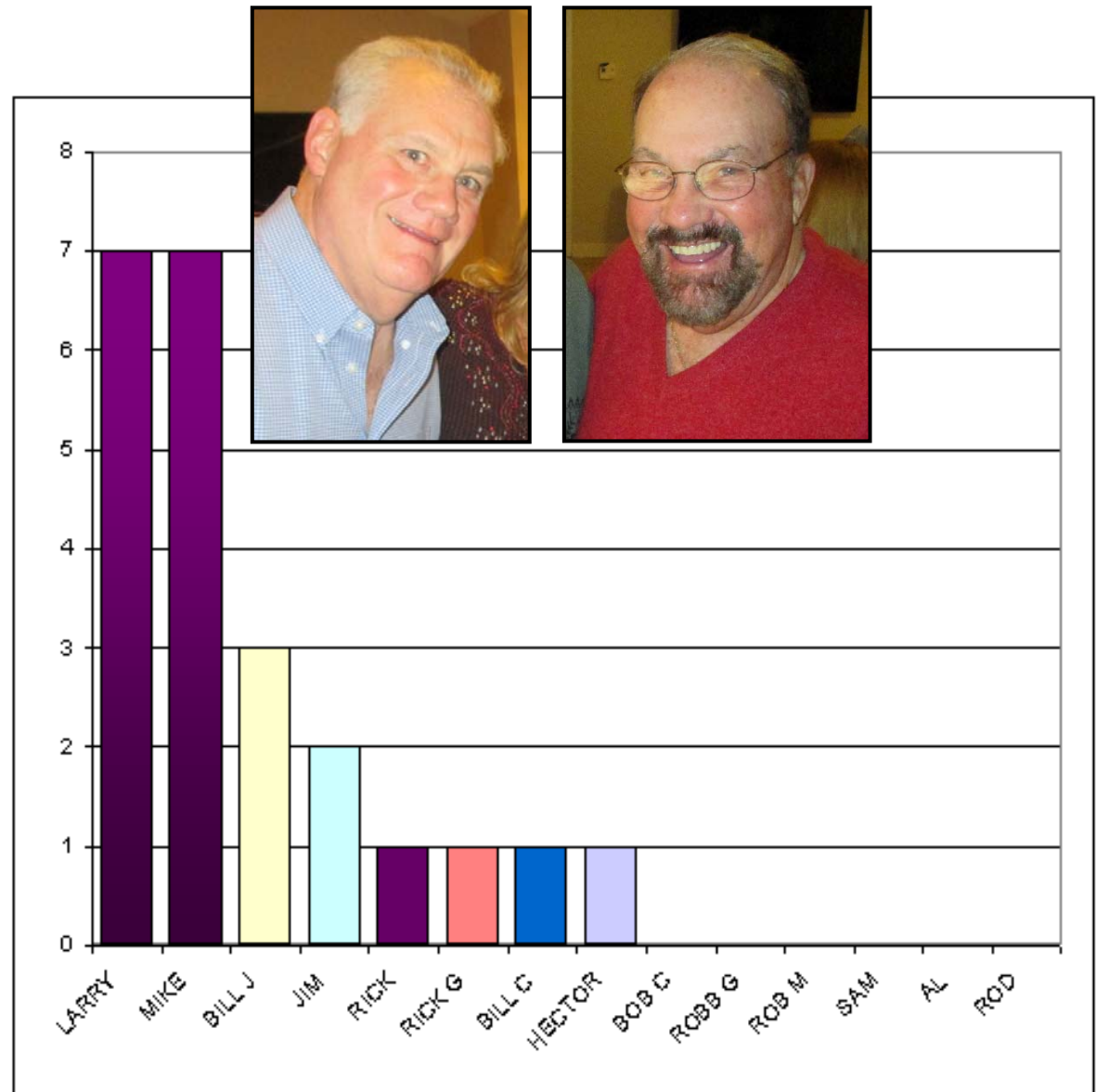
1	LARRY	7
2	MIKE	7
3	BILL J	3
4	JIM	2
5	RICK	1
6	RICK G	1
7	BILL C	1
8	HECTOR	1
9	BOB C	
10	ROBB G	
11	ROB M	
12	SAM	
13	AL	
14	ROD	

TOTAL 23

24.97

SALES \$

\$ 574.31



CHERRY - WIPES

**47%
OFF!**

Receive TWO (2) Husky Buster Wipes - Value \$35.38
One (1) 3.5 Liter Jug of Husky Cherry Hand Cleaner - Value \$26.62
One (1) Husky Hand Cleaner Dispenser - Value \$12.50
TOTAL VALUE - \$74.50
All for **\$39.95**



**CHERRY WIPES
COMBO
ZZ-16**



\$39.95



www.
CRESTEASTCOAST.COM
To Re-Order Call Us Toll Free At:

LIMITED TIME OFFER!



ZZ16_Cherry_Wipes.pub 081716

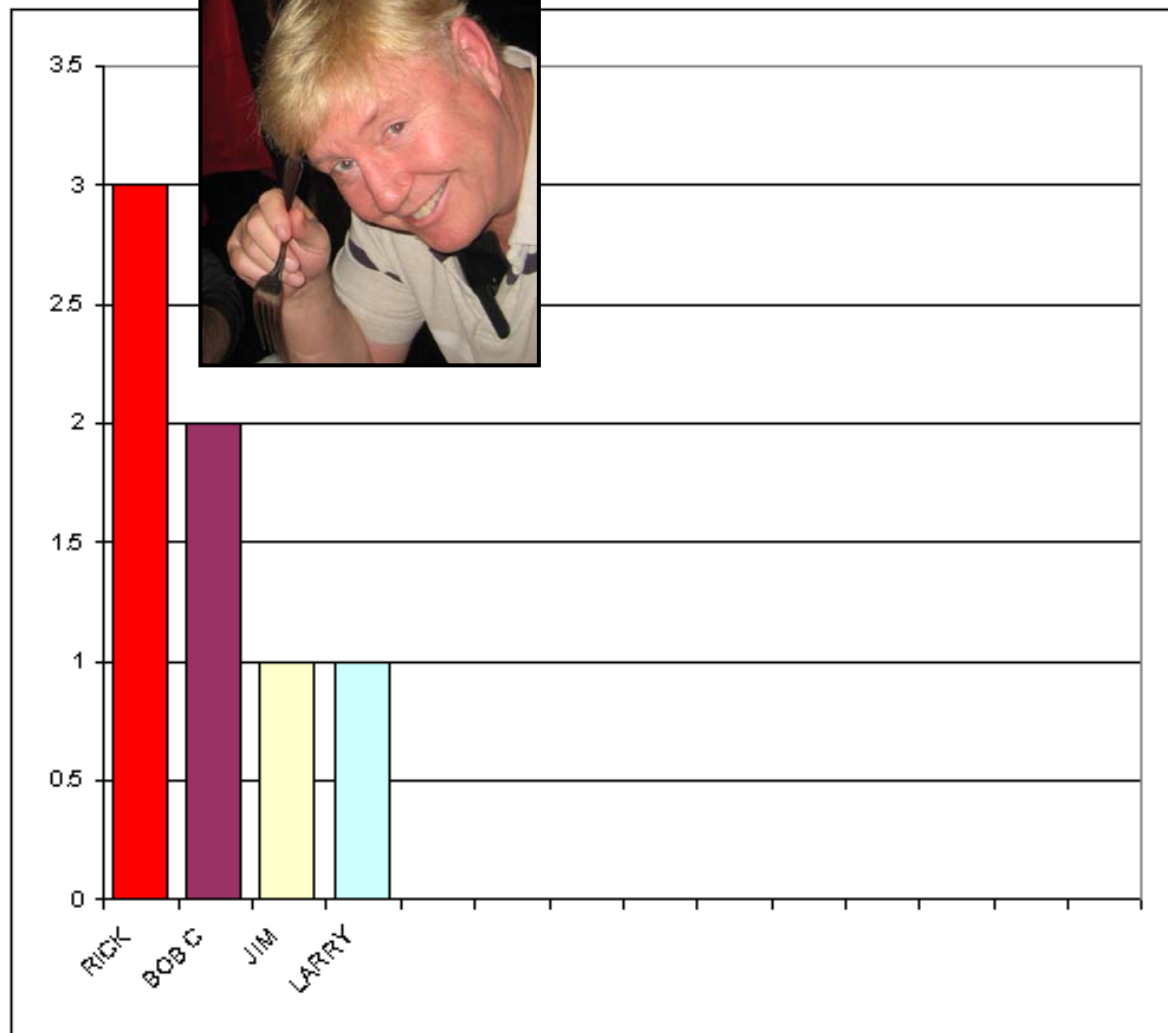
ZZ16

1	RICK	3
2	BOB C	2
3	JIM	1
4	LARRY	1
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL **7**

39.95

SALES \$
\$ 279.65



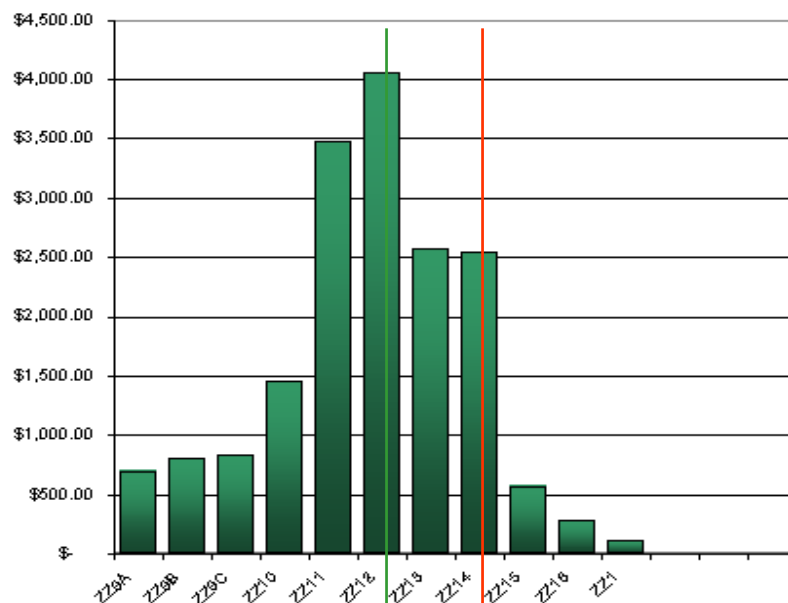
ZZ Totals \$

1	ZZ9A	\$	699.30
2	ZZ9B	\$	809.55
3	ZZ9C	\$	839.40
4	ZZ10	\$	1,448.55
5	ZZ11	\$	3,477.10
6	ZZ12	\$	4,057.10
7	ZZ13	\$	2,574.00
8	ZZ14	\$	2,550.00
9	ZZ15	\$	574.31
10	ZZ16	\$	279.65
11	ZZ1	\$	109.45
12			
13			
14			

TOTAL

SALES \$

\$ 17,418.41



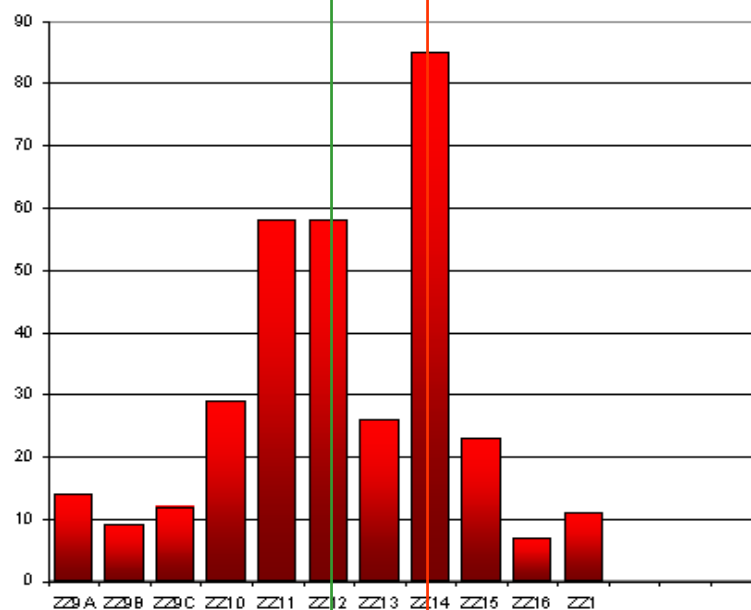
ZZ Totals UNITS

1	ZZ9A	14
2	ZZ9B	9
3	ZZ9C	12
4	ZZ10	29
5	ZZ11	58
6	ZZ12	58
7	ZZ13	26
8	ZZ14	85
9	ZZ15	23
10	ZZ16	7
11	ZZ1	11
12		
13		
14		

TOTAL

332

SALES \$



ALL Previous ZZ Discontinued!

BLACK & white CREST

8 ML "DARK LIGHT" ZZ, NITRILE 8 ML "EXTRA-FOUR" ZZ, LATEX

RECEIVE 1 BOX EACH OF "DARK LIGHT" AND "EXTRA-FOUR" YOUR CHOICE OF "LARGE" OR "XL"

LIMITED TIME OFFER BY

\$19.95
ZZ-2

CREST
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908-475-2111 TEXT
732-458-5753 FAX

GLOVES BOUGHT BY WEIGHT!
LARGE 100 / XL LARGE 80

2011 Black & White Logo 12/10

A-TEAM 5X25 CREST

125 PIECES

75% OFF

\$120.80 VALUE!

\$24 / EA.

LIMITED TIME OFFER BY

\$30.00
ZZ-3

CREST
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732-458-5753 FAX

2011 A-TEAM 5X25 Logo 12/10

Multi-Seam Quad Dam Combo

White (NEW)
Tan
Black
Gray

\$39.95

Multi-Seam
Multi-Seam
Multi-Seam

10% VOCs
Odorless
Flexible
Non-Sagging
High Strength
Retains Patterns / Breadcrumbs

DIRECT to BARE Metal! ZZ-4 Quad Dam Combo
Aluminum approved!

\$39.95

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FIND US ON THE WEB AT
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2011 Quad Dam Combo Logo 12/10

Multi-Seam Jet Pack!

GEN II

Multi-Seam
Multi-Seam
Multi-Seam

\$199.00

DIRECT to BARE Metal! Aluminum approved!

\$199.00

www.CRESTEASTCOAST.COM
FIND US ON THE WEB AT
866-458-9009

2011 Jet Pack Logo 12/10

Multi-Seam White Wedding

Multi-Seam
Multi-Seam

\$19.95

DIRECT to BARE Metal! ZZ-6 White Wedding
Aluminum approved!

\$19.95

www.CRESTEASTCOAST.COM
FIND US ON THE WEB AT
866-458-9009

2011 White Wedding Logo 12/10

PAPER KING COMBO CREST

"6-Z-TOWEL" 2 PLY TOWELS 600' per roll!

\$39.95 Total
With FREE Dispenser!

\$6.65 / ROLL
1.1 CENT/INCH

PAPER KING COMBO
ZZ-7 \$39.95

www.CRESTEASTCOAST.COM
TOLL FREE: 866-458-9009

2011 Paper King Combo Logo 12/10

BATTERY BOX CREST

The "First" Battery "FIRST AID KIT"

\$29.95

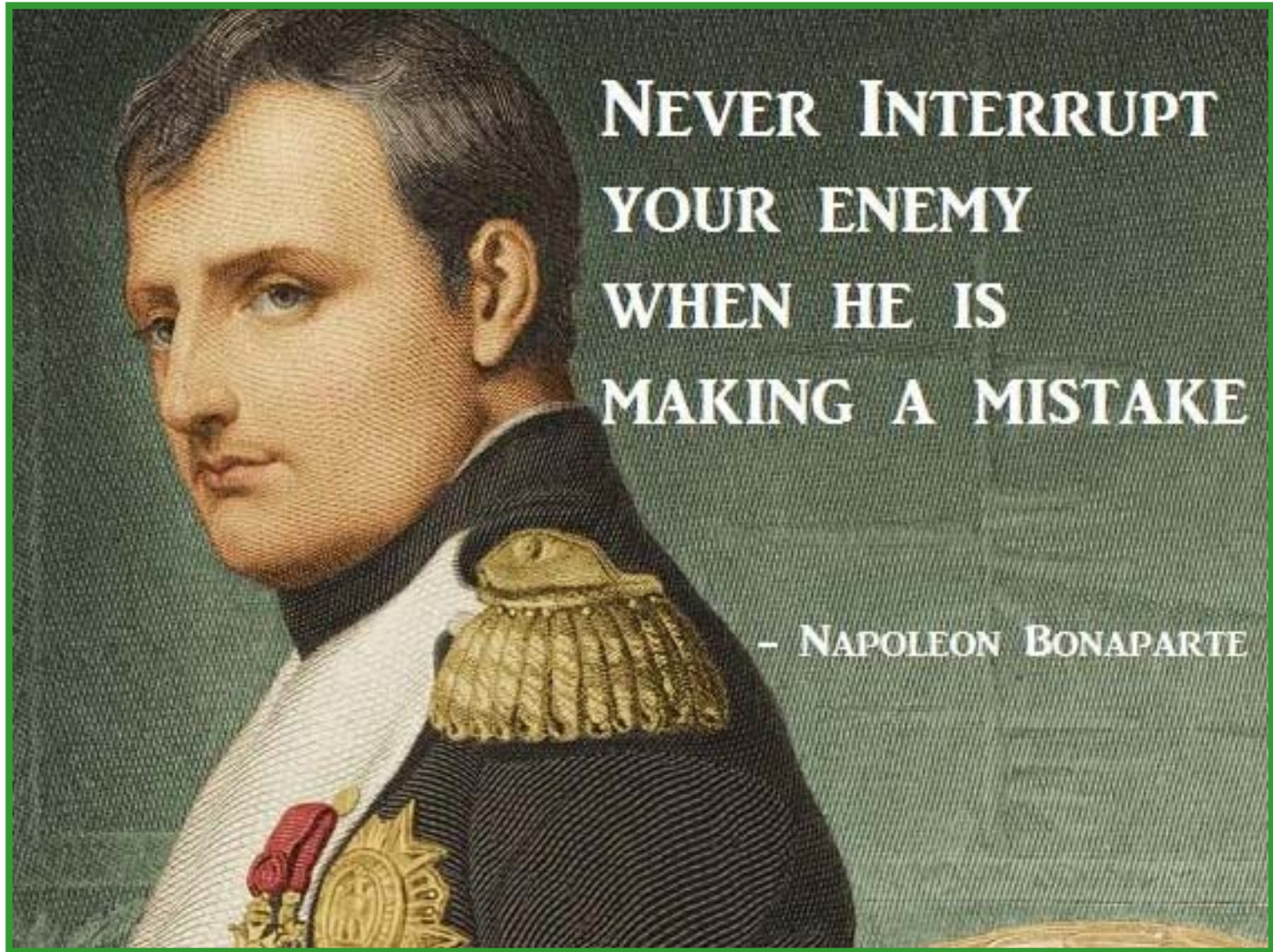
22-8 BATTERY BOX

\$29.95

www.CRESTEASTCOAST.COM
FIND US ON THE WEB AT
866-458-9009

2011 Battery Box Logo 12/10





Product Review - OLD



OR RATHER – “RECENTLY INTRODUCED”⁸⁵



PLIOGRIP

Impact Durable Structural Adhesive C5770P

SEE PURPLE

CALL US:
G.M. APPROVED
IMPACT DURABLE STRUCTURAL
ADHESIVE
PLIOGRIP - C5770P





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<http://www.genuinegmparts.com/>
<http://www.gmrepairinsights.com/>

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ADHESIVE
PLIOGRIP - C5770P



 
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PLIOGRIP - C5770P



 
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<http://www.gmrepairinsights.com/>

SEE PURPLE



CEC HAS ALL THREE

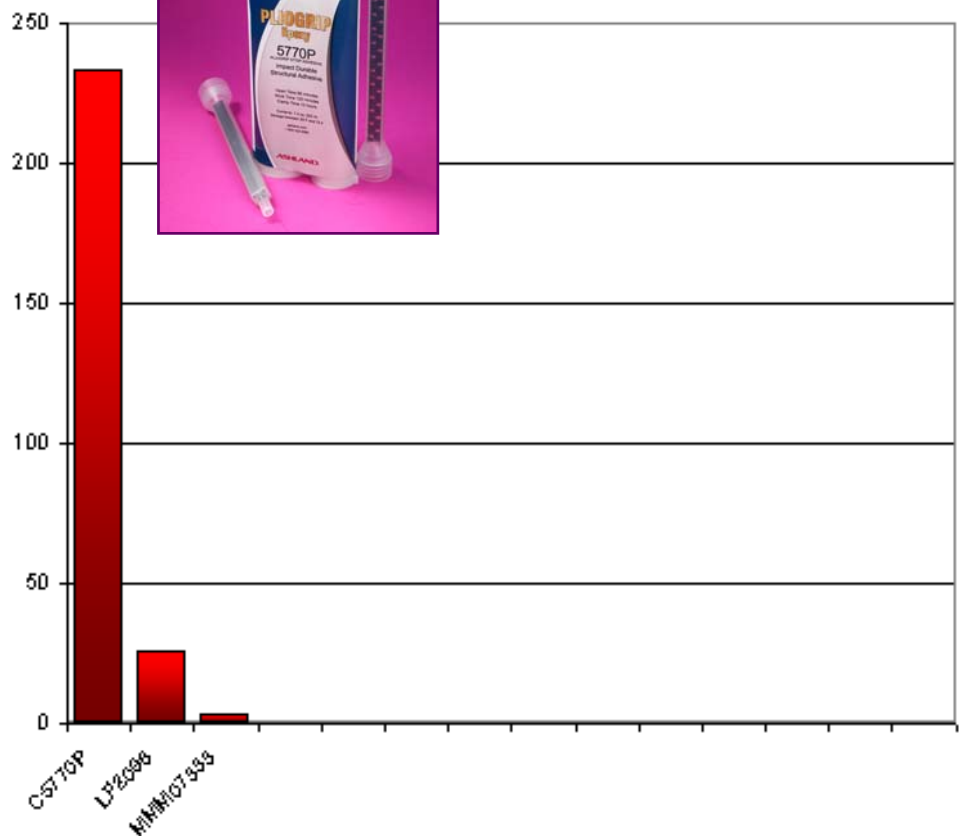


Impact Glue UNITS

1	C5770P	233
2	LF2098	26
3	MMM07333	3
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

TOTAL 262

SALES \$



RECENTLY INTRODUCED NEW PRODUCTS

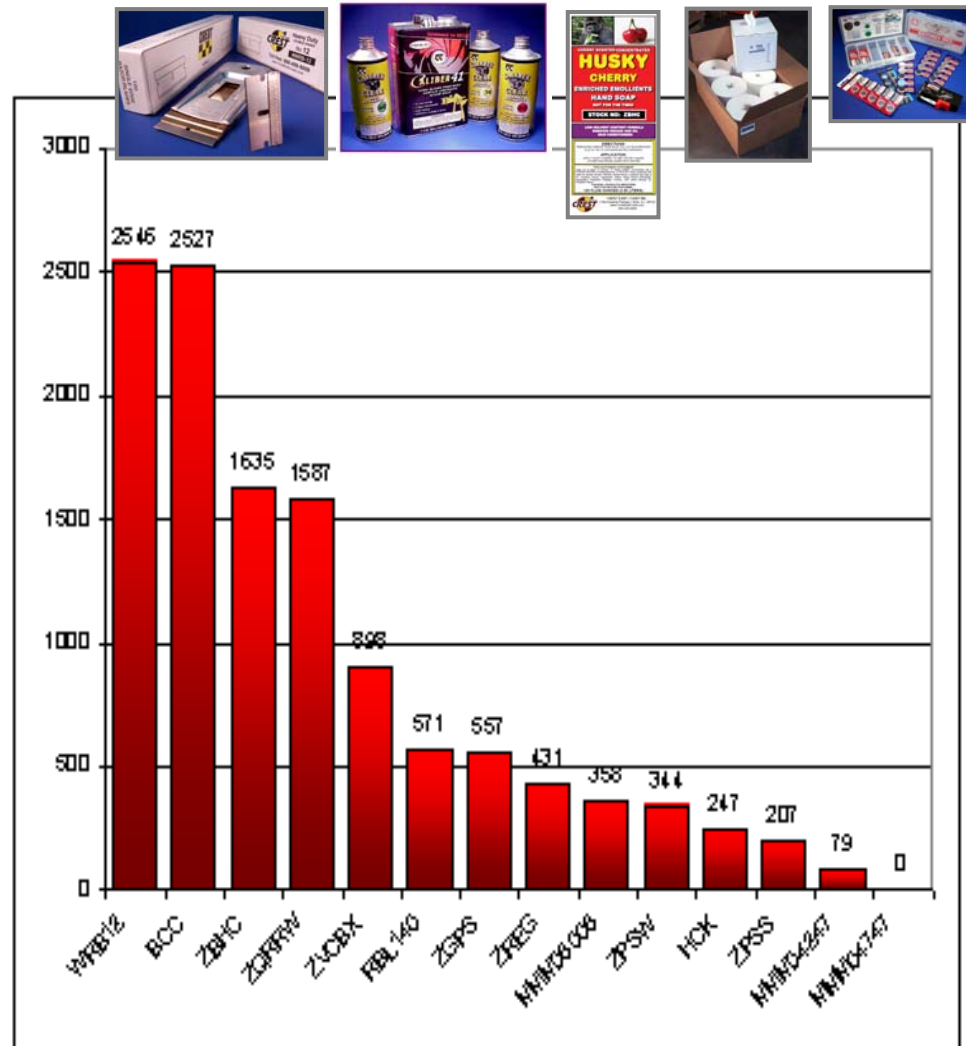


RECENTLY INTRODUCED NEW PRODUCTS

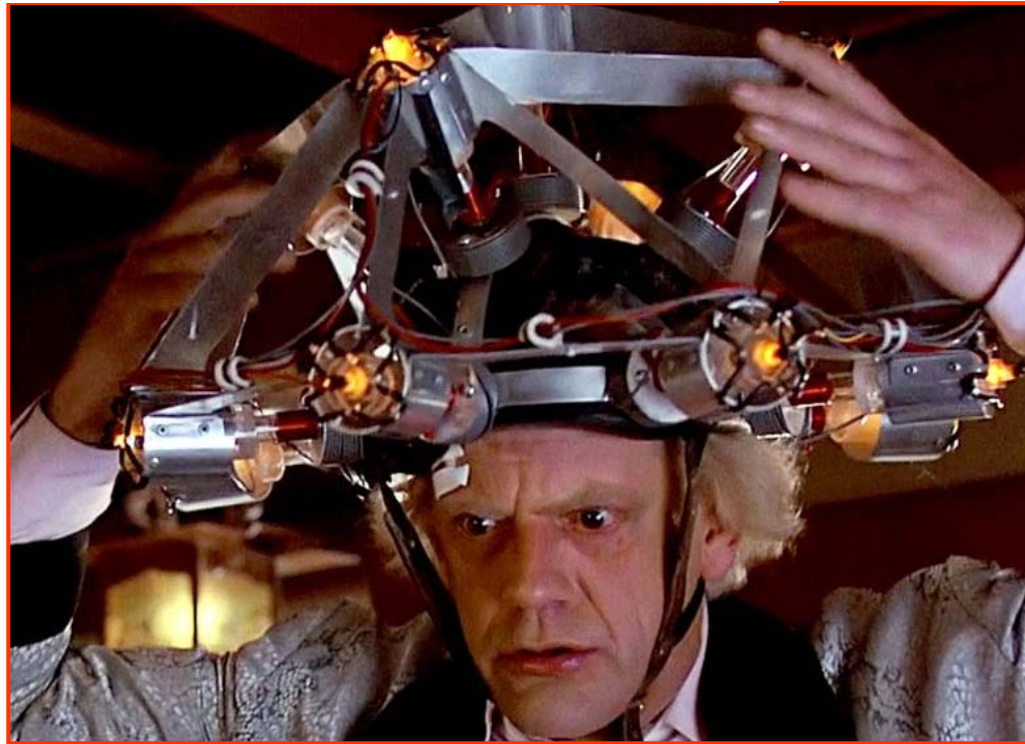
OLD - NEW Products

1	WRB12	2546
2	BCC	2527
3	ZBHC	1635
4	ZQRRW	1587
5	ZVCBX	898
6	RBL140	571
7	ZGPS	557
8	ZREG	431
9	MMMD8008	358
10	ZPSW	344
11	HCK	247
12	ZPSS	207
13	MMMD4247	79
14	MMMD4747	0
15	DF1600	0
TOTAL		11987

SALES \$



NEW Products





ZWTTR + ZASRW



SPONGE RUBBER SHIM STOCK

Pressure Sensitive Adhesive Backing

Closed cell construction.

Just strip off protective backing and press into place.

RRS-1
5/32 x 5/8 x 10'

RRS-4
5/32 x 1 x 50'

RRS-5
5/16 x 1 x 50'

RRS-6
5/16 x 3/8 x 50'

(ACTUAL SIZE)

RRS-9
7/16 x 3/4 x 50'

E6





PB-SW – Booth Solvent Wipers



PB-TC – Booth Tack Cloth 76



PS-RW – Static Reducing Wiper



PP-WK – Paint Prep Wiper Kit



Bare Metal
Epoxy VS Self Etch

Urethane
Epoxy

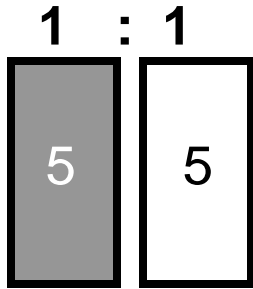


Primer



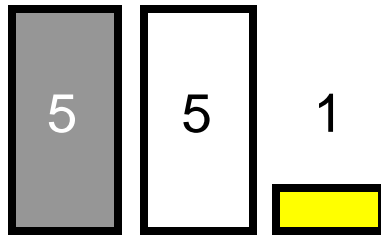
BVEP + BVEPA

Direct To Bare Metal



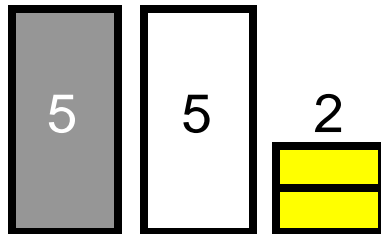
HIGH BUILD

1 : 1 : 10%



STANDARD

1 : 1 : 20%



SEALER





CREST INDUSTRIES, INC.

1337 King Road, Trenton, MI 48183
Phone (734) 479-4141 Fax (734) 479-4040
www.crestauto.com

TECHNICAL DATA SHEET

STOCK NO. BV-EP VERS-E-PRIME 2K EPOXY PRIMER/SEALER

Overview: Crest Vers-E-Prime may be applied to steel, galvanized steel, aluminum, SMC, fiberglass, and cured/sanded primer and paint. The outstanding film strength and adhesion of Vers-E-Prime provides an excellent base for body fillers and additional primer/surfacers. Vers-E-Prime may be applied as a high build epoxy primer (1:1 mix ratio) or reduced 10% (1:1:10% mix ratio) with Crest Urethane Reducer (BURM) to achieve standard build. With further reduction, (1:1:15-20% mix ratio), Vers-E-Prime may be applied as a sealer/Groundcoat.

Surface Preparation: Prior to sanding, first clean all surfaces with Crest Car Soap (BCS) and water. Rinse well and wipe dry with a clean cloth. Next, clean all surfaces with Crest Acry Solv (AA-S, BS-A) and wipe dry with a clean, lint-free cloth.

Sanding: Sand bare metal with 80 grit sandpaper. Any repaired areas should be sanded and featheredged with 180 grit sandpaper to ensure adhesion. Existing finishes should be sanded with 320 grit sandpaper.

Mixing: Stir BV-EP Vers-E-Prime thoroughly before mixing with BV-EPA Vers-E-Prime Activator and BU-RM-Urethane Reducer (to achieve standard build or sealer viscosity). Mix at the following ratios for:

High Build Primer: 1 part primer, 1 part activator (1:1 ratio)

Standard Build Primer: 1 part primer, 1 part activator and 10% urethane reducer (1:1:10% ratio)

Sealer/Groundcoat: 1 part primer, 1 part activator and 15-20% urethane reducer (1:1:15-20%)

Tinting: Mix primer and activator 1:1, then tint up to 10% by volume with basecoat or basecoat toner (do not use single stage urethane or acrylic enamel). Stir well. Reduce as listed above if desired.

Induction Time: Not necessary. **Pot Life:** 72 hours @ 77°F (25°C)

TECHNICAL DATA SHEET

STOCK NO. BV-EP VERS-E-PRIME 2K EPOXY PRIMER/SEALER

Spray Gun Setup:

High Build Primer: HVLP Gun-1.7-1.8mm fluid tip, 10 PSI max at air cap.

Standard Build Primer: HVLP Gun 1.4-1.6mm fluid tip, 10 PSI max at air cap

Sealer/Groundcoat: HVLP Gun 1.2-1.4mm fluid tip, 10 PSI max at air cap

Application:

High Build Primer/Standard Build Primer: Apply 1-2 medium/wet coats allowing 10-15 minutes flash time between coats. **Sealer/Groundcoat:** Apply 1 full, wet coat. If desired, a second coat may be applied after 15 minutes.

Dry Times @ 77°F and 50% R.H. :

Flash Time Between Coats: 10-15 Minutes. **Dry Time to Topcoat:** 30 minutes

Dry Time to Apply Body Filler/Sealer/Adhesive: 1 hour. **Dry Time To Apply Polyester Primer:** 24 hours

Technical Data:

Appearance: Gray

Solids: 50.54% by weight, 31.79% by volume

Shelf Life: 1 year (unopened)

Reduction: Reduce up to 20% by volume with Crest Urethane Reducer (Stock No. BURM).
Note: Reducing this product will add to V. O. C. %.

VERS-E-PRIME

FEATURES AND BENEFITS

- **Vers-E-Prime** is the very best choice for an “anti-corrosion” primer. It provides tremendous adhesion to clean, bare metal and develops a high film strength.
- **Vers-E-Prime** provides improved adhesion for body fillers, putties, and additional primer/surfacers. There is no chance of residual acids (found in acid-etch or self-etching primers) affecting fillers, putties and adhesives.
- **Vers-E-Prime** is a critical product in the restoration and customization process, which includes the following steps:

STEP 1: Achieve a clean, bare metal substrate by grinding with an abrasive disc, sandblasting or chemically stripping to remove all coatings, rust and corrosion.

STEP 2: Apply Vers-E-Prime as a high build, anti-corrosion primer. Vers-E-Prime is the base for all future steps.

STEP 3: Proceed with the restoration process and utilize fillers (BSB,BCG2), putties (BSC,BSS,BUFF,BFRF), 2K Urethane Primer/Surfacers (BUP2/BUPA2).

STEP 4: To help preserve and ensure the integrity of the repairs/body work, apply Vers-E-Prime as a final sealer prior to the basecoat.

STEP 5: Apply basecoat color and clearcoat (BHC, BCC-38, BCC, BCC-50).

2"

3"

4"



Strip Discs - NORTON

2"

3"

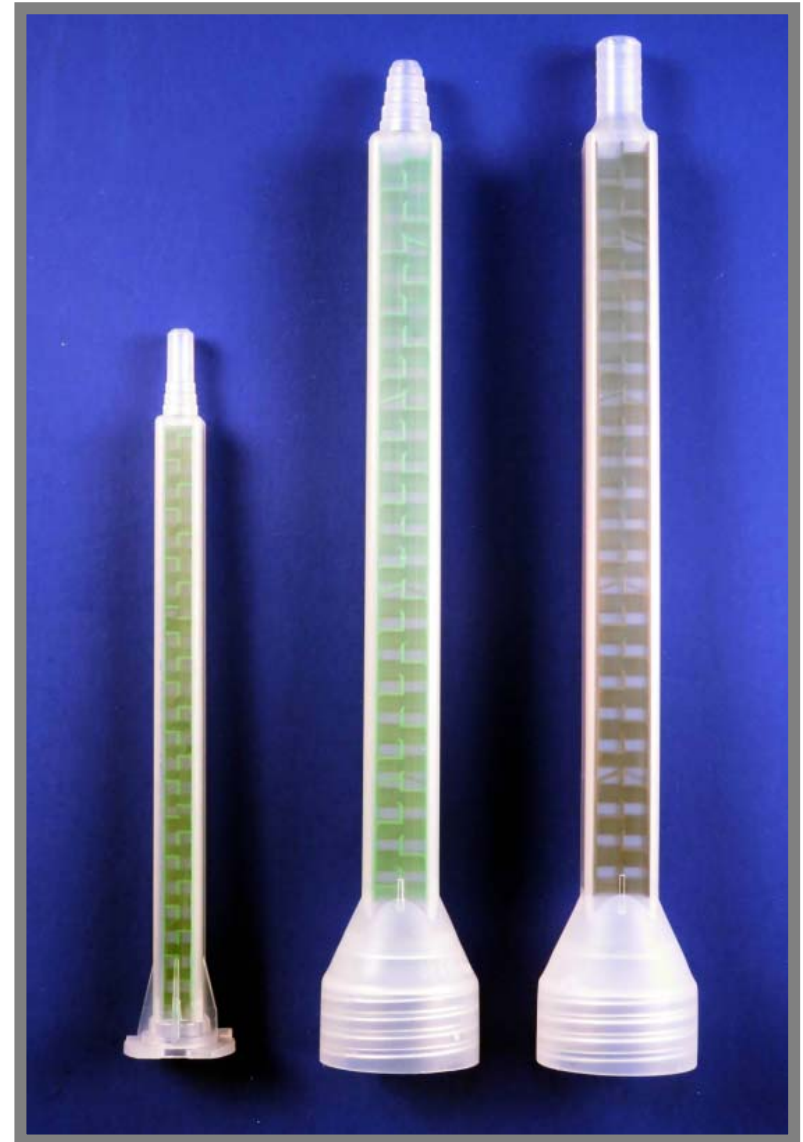
4"



Strip Biscuits – Crest East Coast

24 Element

WE HAVE UPDATED OUR GTMN MIXER NOZZLE FROM 20 TO 24 ELEMENTS. IT NOW HAS THE SAME NUMBER OF ELEMENTS AS THE GPMN. BECAUSE OF THIS, IF THE GTMN IS MISTAKENLY USED IN PLACE OF A GPMN, THE PRODUCT MIX WILL NOT BE COMPROMISED.



Static Mixers



NEW JET BLACK – more better



CEJB, JET BLACK - OLD LABEL / OLD FORMULA



CEJB, JET BLACK - NEW LABEL / NEW FORMULA

IN RESPONSE TO MARKET FEEDBACK, WE HAVE MODIFIED THE CEJB – JET BLACK FORMULA TO ENHANCE THE PRODUCT PERFORMANCE AS FOLLOWS:

**PRODUCT UPDATE
CEJB – JET BLACK
CMJB – JET BLAXTER**

- **FASTER STRENGTH BUILD**
- **ENHANCED TOUGHNESS**
- **IMPROVED SANDING**
- **MORE RIGID**



HOT BOX

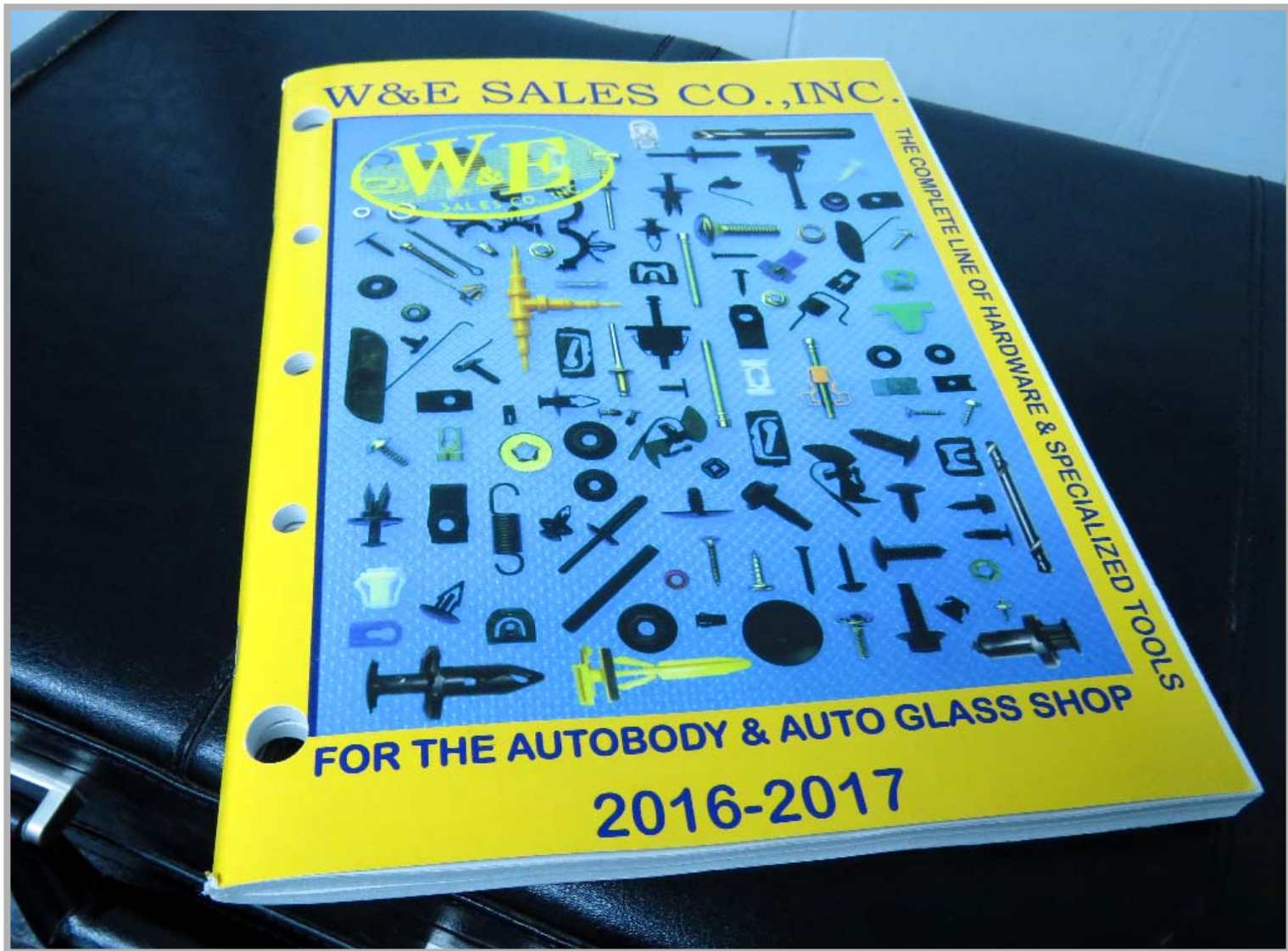


EZYH5 - Hot Box 5

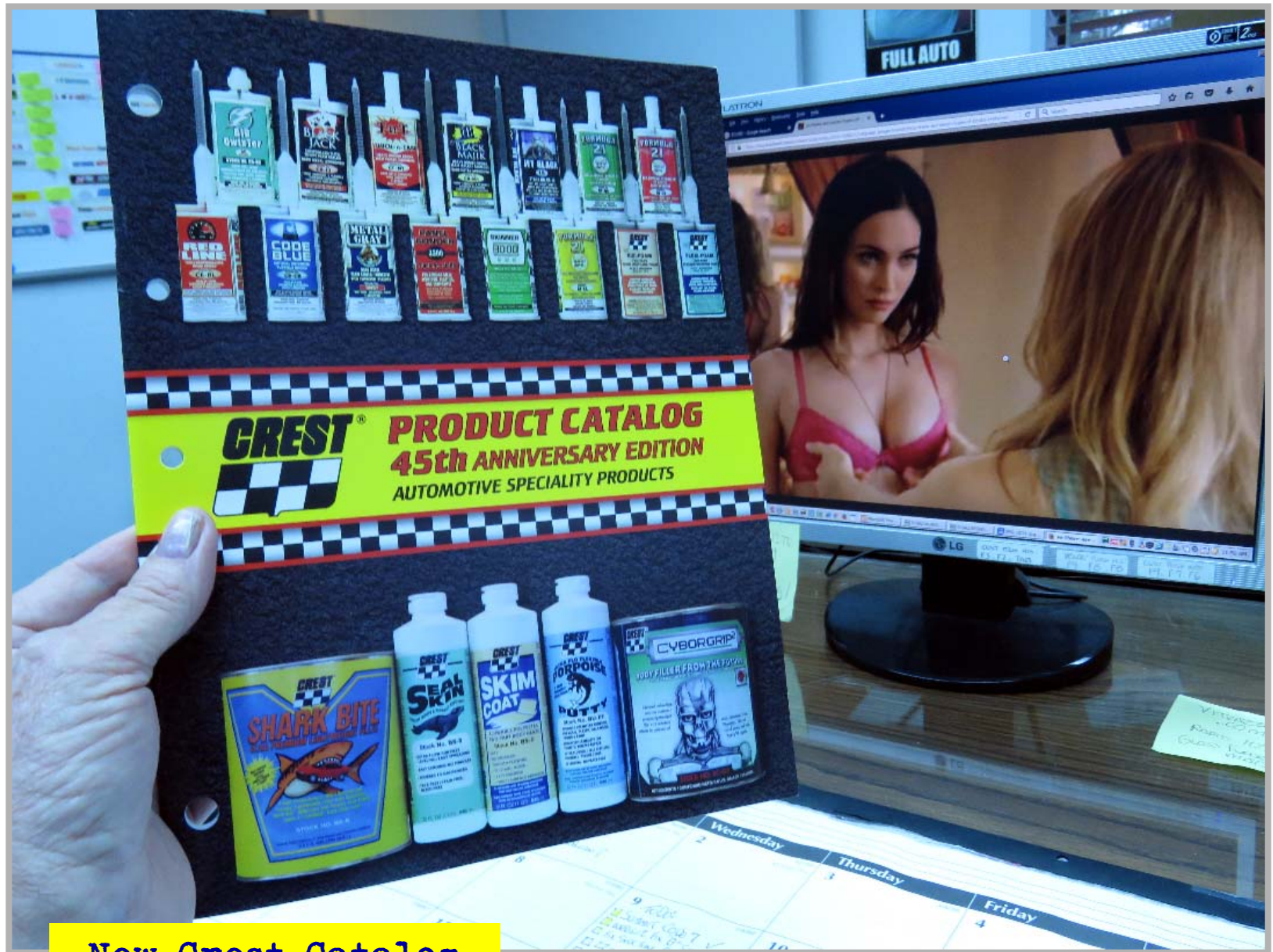


HOT BOX



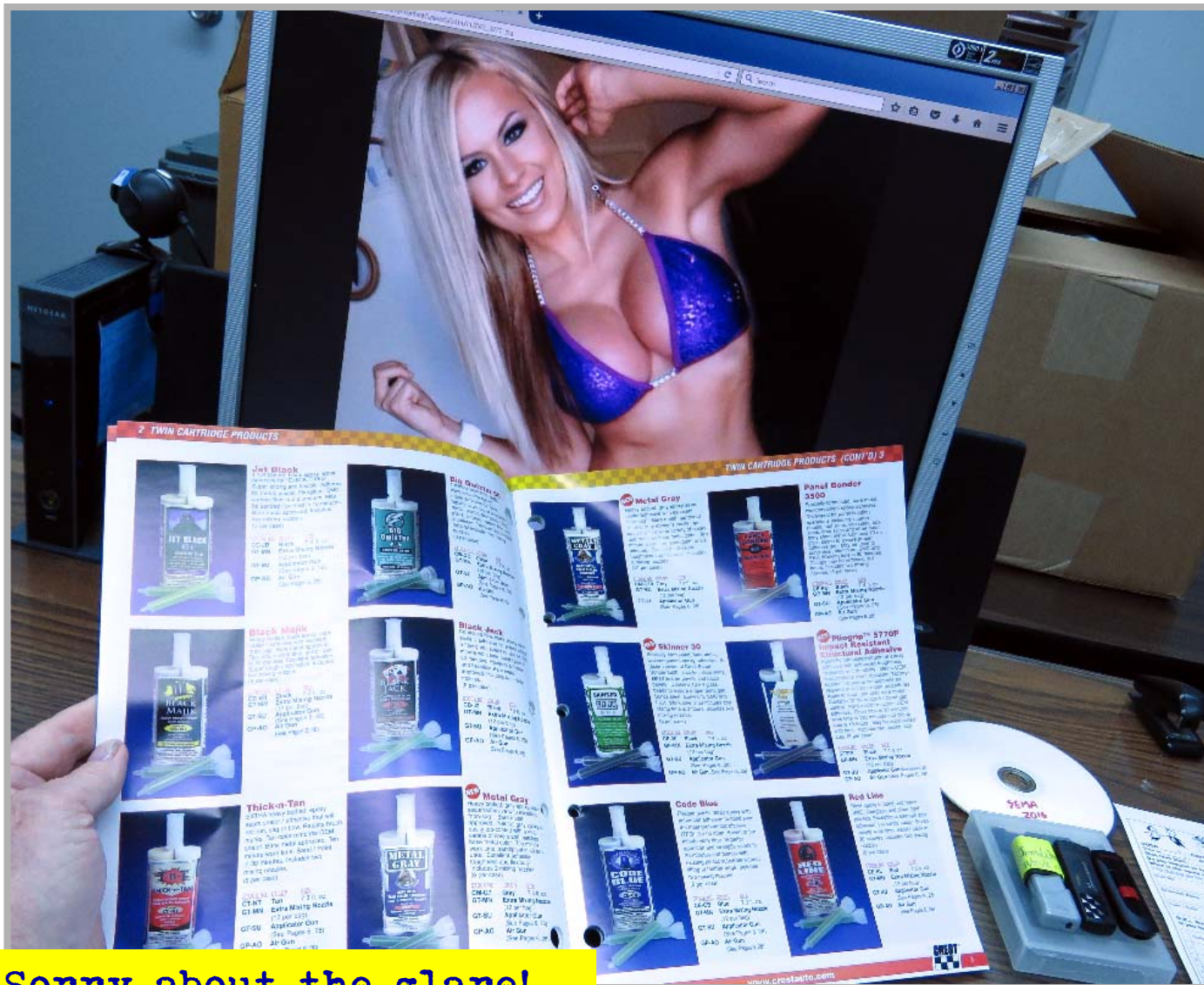


New W&E Catalog



New Crest Catalog

EXCELLENT EMPHASIS ON TWINS!



Sorry about the glare!



NEW ZZ'S

Pre-Paint Surface Preparation

3 - Step Wiper System



Stock No. PP-WK

This kit contains the same wipers used by the OEMs!

Includes:

QTY STOCK NO.

- (1) PB-SW Blue Solvent Wiper (50/pk.)
- (1) PB-TC Tack Cloth Wiper (12/pk.)
- (1) PS-RW Static Reducing Wiper (12/pk.)
- (1) 3 - Step Wiper System Wall Chart

Pre-Paint Wiper Kit

PP-WK⁵

\$45.00



WWW.CRESTEASTCOAST.COM
TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009

LIMITED TIME OFFER!

PPWK_Painters Prep Wiper Kit.pub 111016

#PP-WK

Pre Paint Wiper System



ZZ 2

ZZ 3

Vers-E-Prime - "HIGH BUILD" EPOXY Primer



Vers-E-Prime provides improved adhesion for body fillers, putties, and additional primer/surfacers. There is no chance of residual acids (found in acid-etch or self-etching primers) affecting fillers, putties and adhesives.

- ☐ Steel, galvanized steel, aluminum, SMC, fiberglass, and cured/sanded primer and paint.
- ☐ Vers-E-Prime may be applied as a "high build epoxy primer" (1:1 mix ratio)
- ☐ Reduced 10% (1:1:10% mix ratio) with Crest Urethane Reducer (BURM) to achieve "standard build".
- ☐ With further reduction, (1:1:15-20% mix ratio), Vers-E-Prime may be applied as a "sealer/ Groundcoat".

Vers-E-Prime Intro:

Receive 1 gallon of Vers-E-Prime 2K Epoxy Primer / Sealer plus 1 gallon of Vers-E-Prime 1:1 Activator (2 Gal Mix Total)

ZZ-2⁵

\$188.00



WWW.CRESTEASTCOAST.COM
TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009

LIMITED TIME OFFER!

ZZ2_BVEP INTRO pub 110916

ZZ2 Vers -E- Prime

Vers-E-Prime - "HIGH BUILD" EPOXY Primer Reducer COMBO

Vers-E-Prime is the very best choice for an "anti-corrosion" primer for bare metal.



Vers-E-Prime provides improved adhesion for body fillers, putties, and additional primer/surfacers. There is no chance of residual acids (found in acid-etch or self-etching primers) affecting fillers, putties and adhesives.

- ☐ Steel, galvanized steel, aluminum, SMC, fiberglass, and cured/sanded primer and paint.
- ☐ Vers-E-Prime may be applied as a "high build epoxy primer" (1:1 mix ratio)
- ☐ Reduced 10% (1:1:10% mix ratio) with Crest Urethane Reducer (BURM) to achieve "standard build".
- ☐ With further reduction, (1:1:15-20% mix ratio), Vers-E-Prime may be applied as a "sealer/ Groundcoat".

Vers-E-Prime - Reducer Combo:

Receive 1 gallon of Vers-E-Prime 2K Epoxy Primer / Sealer plus 1 gallon of Vers-E-Prime 1:1 Activator (2 Gal Mix Total) plus 1 gallon of Universal Urethane Medium Speed Reducer

ZZ-3⁶

\$199.00



www.CRESTEASTCOAST.COM

LIMITED TIME OFFER!

ZZ3_BVEP Reducer.pub 110916

ZZ3 Vers -E- Prime REDUCER



ZZ 4



4 x 4 SALE



4 Boxes of
No. 12
HD Razor
Blades

#WRB12

Street Value:
\$27.00



4 Boxes of
#194
Mini Bulbs

#HB194

Street Value:
\$15.80



4 Bottles of
InstaBOND
5 gram

#ZCIB5

Street Value:
\$15.00



4 Rolls of H.D. 3.0 mil clear Packing
Tape

#ZPVCH Street Value: \$17.00

Total Value **\$75.60**



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TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009



4 X 4 SALE

ZZ4⁵

\$44.00



LIMITED TIME OFFER!

ZZ4_4 X 4 SALE Kitpub 111116

4 x 4 SALE



ZZ 5



3 Inch STRIPPER



One Box of 3" x 1/2"
10 Strip Discs

STRIP BISCUITS

"FLEXIBLE" TUFF DUTY

- ☐ HD Resilient dense core
- ☐ Flexible Compound for hard to strip areas
- ☐ Will not smear
- ☐ Economical
- ☐ Black

10 Discs per Box Stock No. U3SB

3 Inch STRIP BISCUIT Intro

ZZ-5 \$30.00



www.CRETEASTCOAST.com
TO RE-ORDER CALL US TOLL FREE AT:
1-866-458-9009

LIMITED TIME OFFER!

ZZ5_U3SB INTRO pub 111116

ZZ5 3 Inch Stripper





ZZ 6



Triple Duce Combo

**SAVE
30%!**

120 MIN.

90 MIN.

30 MIN.

\$99.00



**G.M. APPROVED!
SEE PURPLE**

**RE-BUILD USING
THE
"RIGHT STUFF"**

**G.M. APPROVED
IMPACT DURABLE
STRUCTURAL ADHESIVE
PLIOGRIP - C5770P**

**90 Minute
PANEL BONDING
ADHESIVE
PANEL BONDER - CEPB**

**30 Minute
DOOR SKIN & SMALL
PANEL ADHESIVE
SKINNER - CE30**

**Triple Duce
Combo**

ZZ-6 \$99.00



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LIMITED TIME OFFER!

ZZ6 Triple Duce Combo

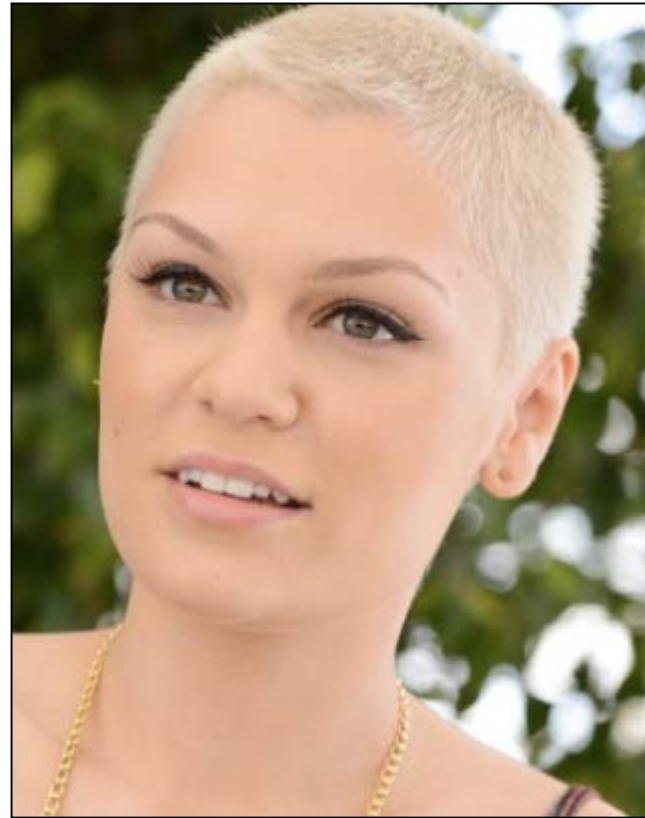


Future Products from BIG Crest





OMG !





Short Cut



**Premium Waterproof
Fiber Reinforced Filler**

Stock No. BF-RF

2.5 lbs. (1.13kg)

REPAIRS
Fiberglass, SMC,
Galvanized Steel,
Wood, Masonry &
EZ to mix, apply
For Cracks, Dents, &

Do Not Handle Until Air Cured
Have Been Road Tested
Ne pas manipuler avant d'être
toutes les précautions





Short Cut



**Premium Waterproof
Fiber Reinforced Filler**

Stock No. BF-RF

2.5 lbs. (1.13kg)

REPAIRS:
 Fiberglass, SMC, Steel,
 Galvanized Steel, Aluminum,
 Wood, Masonry & Concrete.
EZ to mix, apply and sand.
For Cracks, Dents, & Rust Repair.

**Do Not Handle Until All Safety Precautions
Have Been Read and Understood.**

**Ne pas manipuler avant d'avoir lu et compris
toutes les précautions de sécurité.**





#BFRF SHORT CUT FIBER-REINFORCED FILLER

CODE 1	CODE 2	CODE 3	CODE 4	CODE 5	CODE 6	CODE 7	CODE 8
22.50	20.75	19.99	18.25	15.99	14.77	13.69	
		1	4	6			
		SINGLE	GAL	CASE			

EVERCOAT TWINS



SHORT



LONG



IKI IKI !!!



YUGERT !!!

PRICING COMPARISON

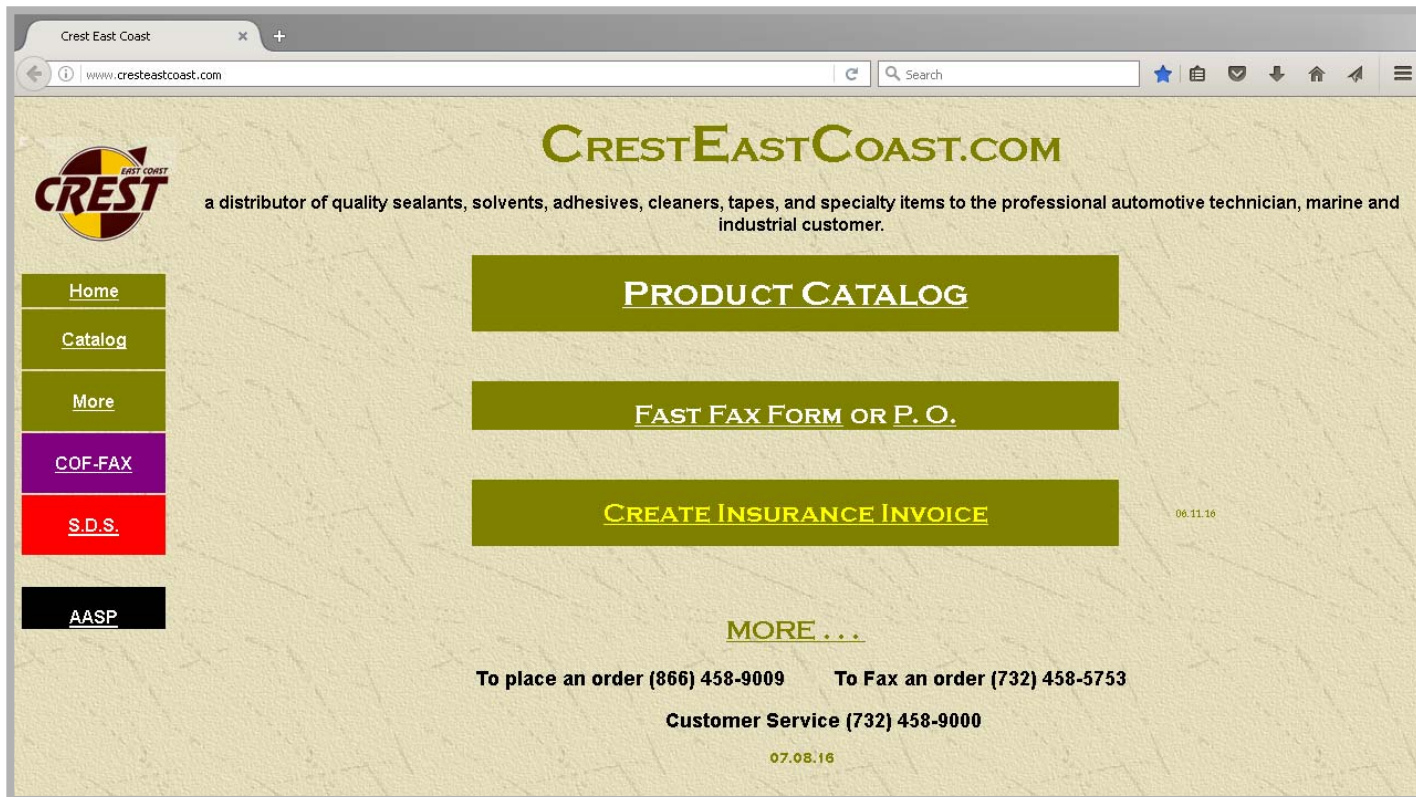


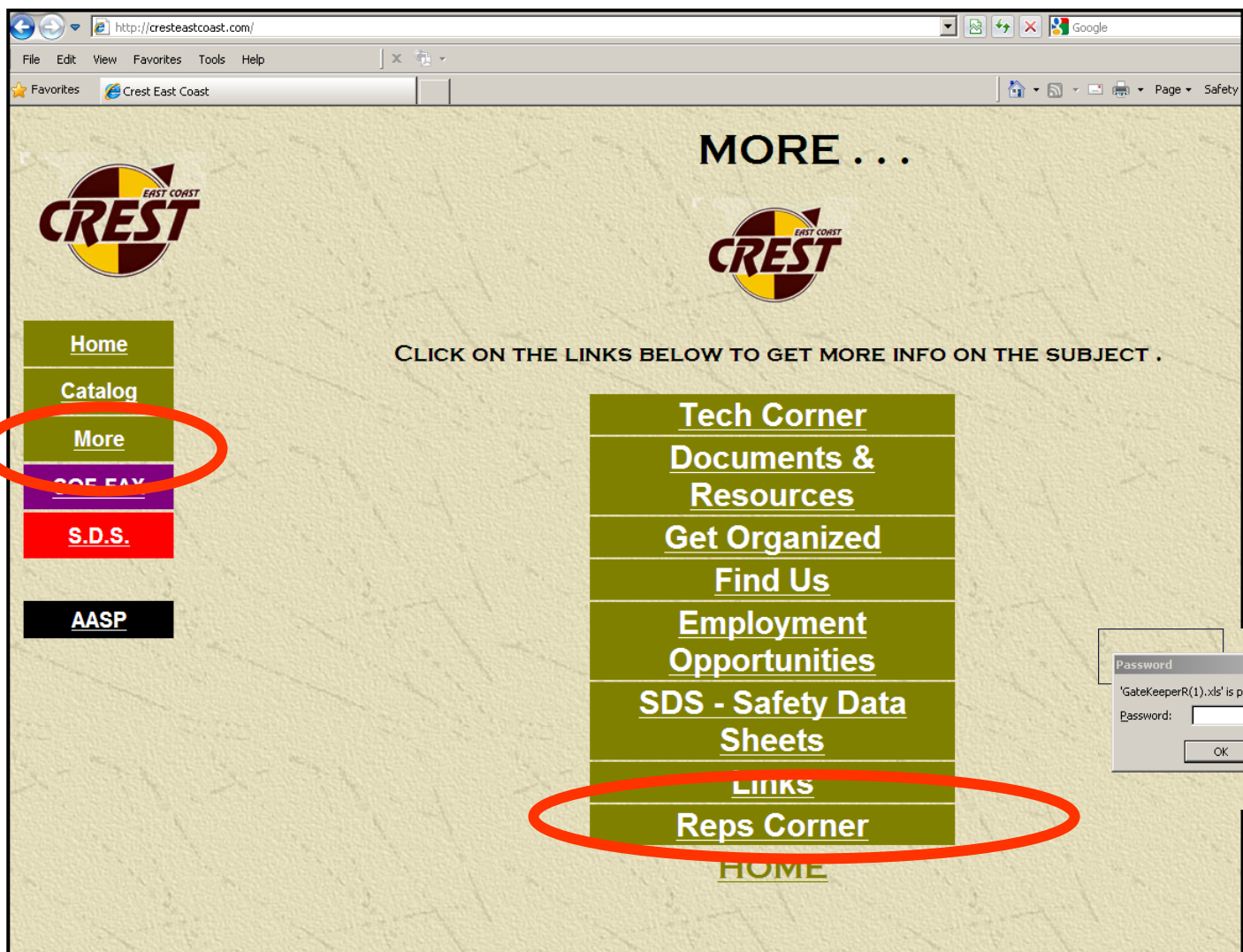
#BFRF SHORT CUT FIBER-REINFORCED FILLER

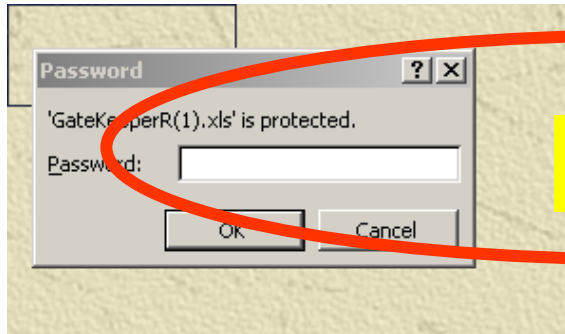
CODE 1	CODE 2	CODE 3	CODE 4	CODE 5	CODE 6	CODE 7	CODE 8
22.50	20.75	19.99	18.25	15.99	14.77	13.69	
		1	4	6			
		SINGLE	GAL	CASE			

ZE1190	TIGER HAIR		69.09	63.36	58.97	54.56
ZE622	EVERGLASS SHORT STRAND		64.37	59.04	54.94	50.84



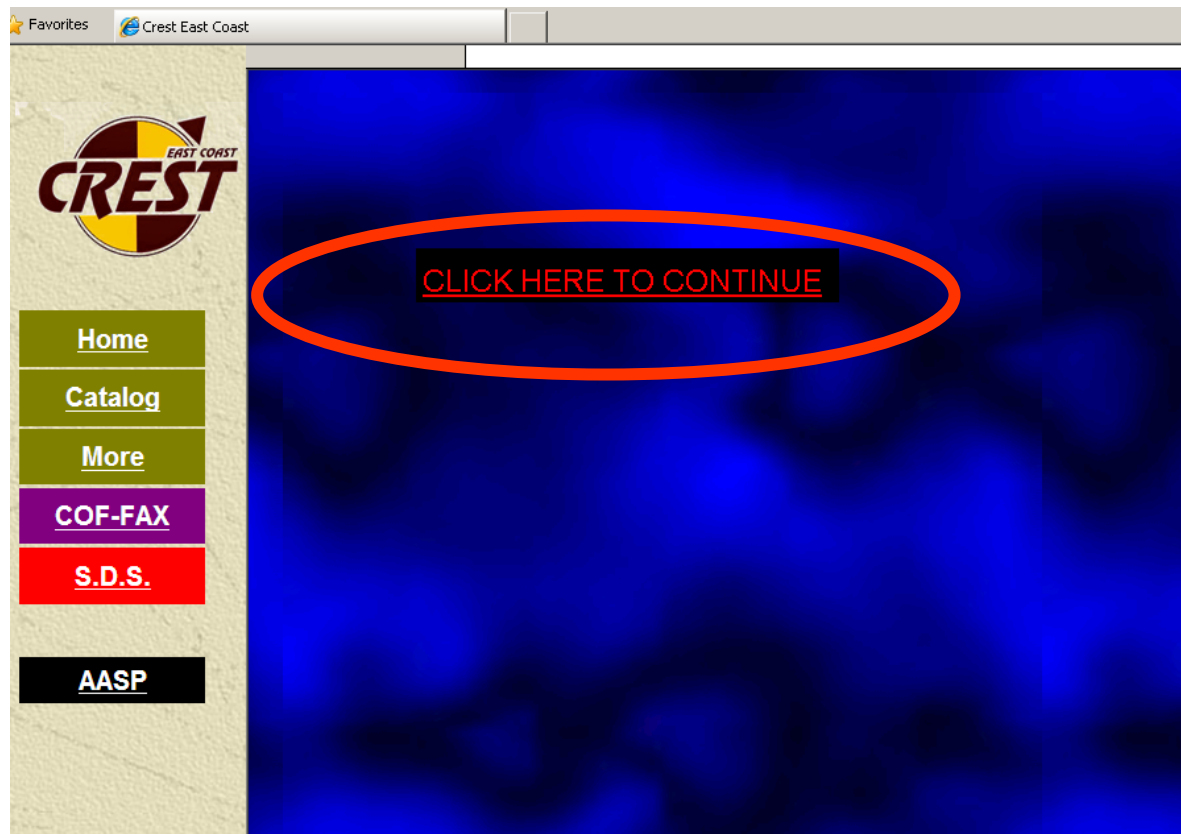







ZREP2016


PASSWORD




REP. CORNER MENU
 FEELS GOOD TO BE THE CREST MAN!
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SALES MEETING SLIDE SHOWS MENU

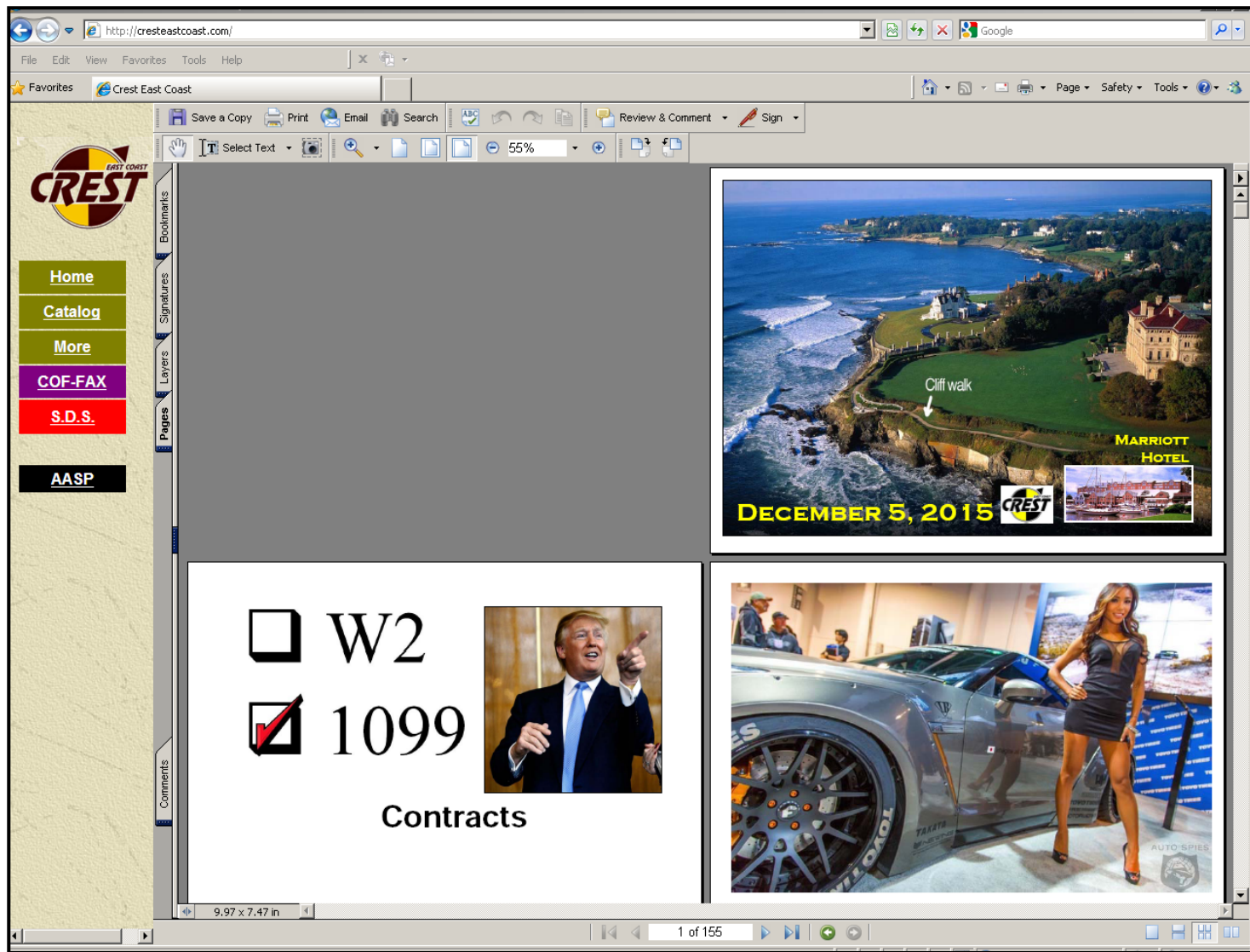
CHOOSE ANY SALES MEETING TO VIEW AN ACROBAT VERSION OF THE SLIDE SHOW!

YOU CAN PRINT ANY PAGE(S) DIRECTLY FROM THE FROM THE SLIDE SHOW

1	July 11, 2015	Brick, NJ Workshop Meeting - 2015
2	December 05, 2015	Newport, RI Year End Conference - 2015
3	June 11, 2016	Brick, NJ Workshop Meeting - 2016
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SLIDE SHOW MENU





END OF SHOW

2016

Hand Outs!
New Price Lists!





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HOSPITALITY SUITE & DINNER



SEE YOU IN BRICK N.J.
JUNE 10, 2017

June						
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