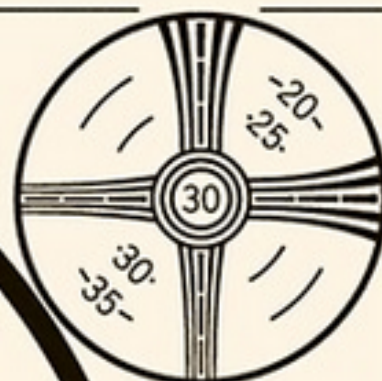
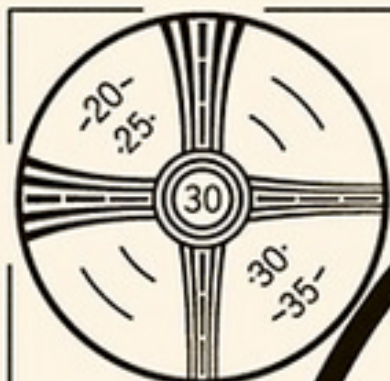




December 3, 2022



325

50



**PLEASE STAND BY**



# Crest East Coast, Winter Workshop

**Dec. 03, 2022**

**Scenic, Brick,  
N.J.**



**“CONTINUING EDUCATION”**



December 3, 2022





I jupo H bsefo !

Joo

Lakewood, N.J.



December 3, 2022





# LONG HORN STEAKHOUSE & SALOON



# OPENING REMARKS and INTRODUCTIONS



**MAKERS**  
**MIKE**  
**SCHLAFF**





# RETIRED!!

## TIM MORGAN

### “Crest Products” Virginia



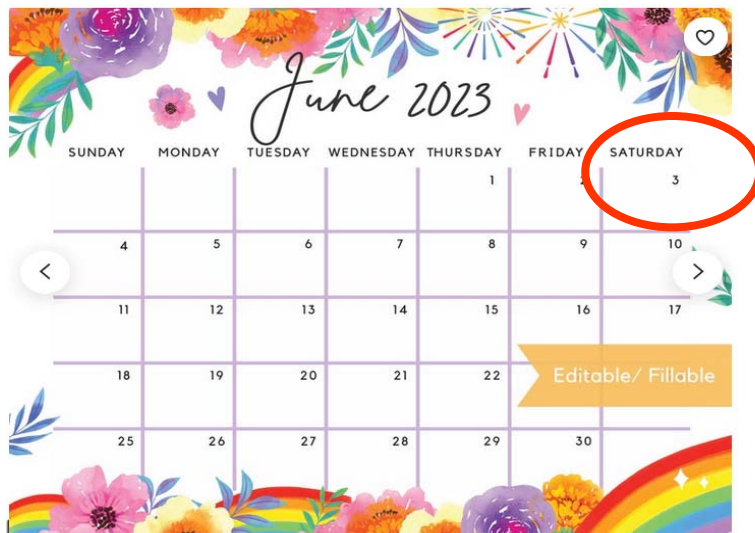
The picture is from a seminar with Tuhon Rommel Tortal at our school last month. He is one BAMF!

I hope you had a great Thanksgiving and that your meeting goes well this weekend. Please pass along my best regard's to your brother and everyone's family.



December 3, 2022

**June 3, 2023**



**NEXT**  
**"Endless Summer" MEETING**  
**in 6 months**



**Location:**  
**Brick Warehouse**  
**6.3.23**

December 3, 2022



The **PURPOSE** of this **MEETING**  
is to **“LEARN HOW TO”**  
**MAKE MORE MONEY!!**





Crest, Bah Humbug I am  
das 3M, I piss on zem . . .



# PRODUCT KNOWLEDGE

+

**KNOW “YOUR” MARKET!**

December 3, 2022



But **First**, I mean, well you know the thing . . .



W2



1099



**Contracts**



**OK! Hand Em Out!**

**Jim!**





# Contract Review



## **OPEN CUSTOMER (Account):**

An account that has never been sold or has not been sold for over One Calendar Year. "Open" customers are available to all company representatives.

## **ACTIVE CUSTOMER (Account):**

An account that has been sold within the Last Calendar Year.

Active customers are available only to the company representative who established the account as "Active" by having made a sale to that customer.

## **SHARED CUSTOMER (Account):**

An Active account that has two Representatives calling on it as a result of a mutual agreement between the two representatives.

The MASTER Representative is the one that first established the account and is responsible for the 90 day past due money.

The Master Representative may suspend sales to the customer at any time.

Shared customers are available only to the two company representatives who have established, by mutual agreement, that the two will "Share" the account.

# Territory Review



**CREST EAST  
COAST INC.  
TERRITORY  
MAP**

**GO ANYWARE!**



December 3, 2022



# Collect Contracts



**Yea! O.K! . . Now give em' back!**

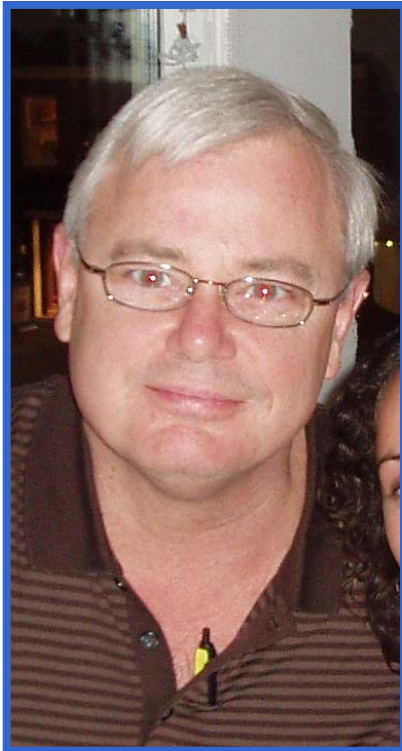


# **FORGET NEW YEAR'S RESOLUTIONS AND SET GOALS LIKE A FIGHTER PILOT**



December 3, 2022

# SALES GOALS



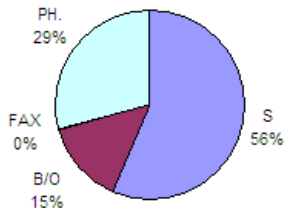
"Sara, have sales do that thing  
where profits go up."



Sara

**85,030.04**

	A	B	C	D	E	F	G	H	I	J	K	L
1	MONTHLY SALES RECORD											115.0%
2												
3	SALES AGENT		SARAH PADILLA			AGENT #		60		MONTH		Aug-22
4												
5	INVOICE REPORT SUMMARY											
6	DAY	DATE	AREA / CITY	S	# B	# F	# X	# INV.	# LINES	AMOUNT		
7	MON.	1	ISLIP-NEW HYDEPARK	15	8		2	25	182	7220.27		
8	TUE.	2	CORONA-HEMPSTEAD	2			7	9	37	4427.28		
9	WED	3	ROCKY POINT-MEDFORD	10			3	13	50	2643.90		
10	THU	4	DEER PARK-GLEN COVE	9	3		2	14	48	2708.52		
11	FRI	5		-			1	1	1	93.45		
12				36	11	0	15	62	318	17093.42		
13	MON.	8	RONKONKOMA-MASSEPEQUA	7	4		5	16	59	3685.99		
14	TUE.	9	COPIAGUE-LINDENHURST	3	2		3	8	16	1712.13		
15	WED	10	BOHEMIA-NORTHPORT	9			1	10	45	3528.41		
16	THU	11	HEMPSTEAD-DEER PARK	8			7	15	64	4728.42		
17	FRI	12	ASTORIA-BRENTWOOD	11	3		2	16	23	1804.24		
18				38	9	0	18	65	207	15459.19		
19	MON.	15	RONKONKOMA-DEER PARK	12			2	14	43	3450.32		
20	TUE.	16	SELDEN-RONKONKOMA	8			7	15	57	5066.55		
21	WED	17	VALLEY STREAM-OCEANSIDE	7	1		4	12	63	5404.59		
22	THU	18	FAMINGDALE-GLENCOVE	6			5	11	73	4817.96		
23	FRI	19	DEER PARK-GLEN COVE	7			7	14	66	2733.61		
24				40	1	0	25	66	302	21473.03		
25	MON.	22		4	9			13	15	2204.87		
26	TUE.	23	JAMAICA-BAYSHORE	5	1		7	13	43	3947.69		
27	WED	24	KINGS PARK-SAYVILLE	5			2	7	42	2378.72		
28	THU	25		6			4	10	45	3398.94		
29	FRI	26	WESTBURY-WYANDACH	-			5	5	14	1507.90		
30				20	10	0	18	48	159	13438.12		
31	MON.	29	AMITYVILLE-WYANDACH	4	8		3	15	67	4294.28		
32	TUE.	30	RIVERHEAD-BROOKHAVEN	12	4		3	19	85	6052.03		
33	WED	31	PT WASHINGTON-UNIONDALE	16			5	21	124	7219.97		
34	THU	0		-								
35	FRI	0		-								
36				32	12	0	11	55	276	17566.28		
37				TOTAL	S	B/O	FAX	PH.	# INV.	# LINES	AMOUNT	
38					166	43	0	87	296	1262	\$ 85,030.04	
39												
40					AVERAGE LINES / DAY				54.87			
41					AVERAGE LINES / INV.				4.264			
42					# OF DAYS INVOICED				23			
43					INVOICES PROCESSED / DAY				12.87			
44					ZERO INVOICE DAYS				-3			
45					POSSIBLE INVOICE DAYS				20			
46					AVG. AMOUNT / DAY				\$ 3,696.96			
47					AVG. AMOUNT / INV.				\$ 287.26			
48					# ORDERS / REP.				166			
					# ORDERS / CUST.				87			
					TOTAL ORDERS				253			
					% ORDERS / REP.				65.6%			
					% ORDERS / CUST.				34.4%			



# Honorable Mention



**Sara**

# INV.	# LINES	AMOUNT
296	1262	\$ 85,030.04

**Sara! Your "Rep number" is "60" not \*85"**

December 3, 2022



# Sara

**AVERAGE MONTHLY SALES 2022**

**\$61,320**

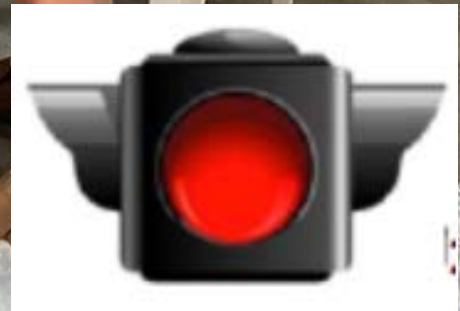
**GOOD JOB SARA!**

**Samsung 65" Crystal UHD 4KSmart TV with 4-Year Coverage**



**65"**

December 3, 2022



December 3, 2022





December 3, 2022

# AEROSOL PRIMERS

## PRIMER! Professor MIKE!



### PRIMA FLEX

#### Flexible Primer Surfer

For urethane bumpers, plastics, fiberglass, metal  
High-solids to build and fill quickly.  
Designed with a wide fan pattern tip to cover larger areas more easily with a more uniform coat.  
Fast drying, easy sanding  
Resists chipping and cracking  
Helps prevent "bullseyes" and highlights  
Use under acrylic lacquer and enamel, basecoat/clearcoat systems.

16 oz. Aerosol  
Lt. Gray

# APF



December 3, 2022



## A black and white photograph of a man in a dark, well-tailored suit and tie. He is leaning against the rear of a light-colored car, with his left hand in his pocket and his right leg extended. The background shows a vast, mountainous landscape under a cloudy sky. The entire image is framed by a thick magenta border.





# DISCUSSIONS & SOME HANDS ON FUN! ZZ-1



1. Is SEM Ez Coat everywhere?
2. What is “today’s” average selling price from our competitors for a can of SEM Ex Coat?
3. Do all of our customers know we sell SEM also at Better Pricing?
4. Let’s SHOW them!

# SEM for Sale – on internet



Sem Products 62223 Ez Coat Olive Green

\$26<sup>90</sup>



SEM 62213 Black Ez Coat - 12 oz.

★★★★★ ~ 40

\$22<sup>90</sup> ~~\$24.99~~



SEM 62233 Light Green Ez Coat - 12 oz.

★★★★★ ~ 7

\$23<sup>99</sup>

✓prime



SEM Ez Coat Olive Green 62223 (Case of 6)

★★★★★ ~ 2

Save 14%

\$111<sup>05</sup> (\$18.51/Item) ~~\$129.85~~

Lowest price in 30 days

FREE delivery Dec 1 - 5

Only 15 left in stock - order soon.



SEM 62263 Olive Brown Ez Coat - 16 oz

\$18<sup>00</sup>

FREE delivery Dec 1 - 5

Only 12 left in stock - order soon.



SEM 62209 Ez Coat Assortment Aerosol - 12oz

★★★★★ ~ 5

\$125<sup>89</sup> (\$21.00/Item)

(\$18.51/Item)

**KNOW "YOUR" MARKET!**

December 3, 2022



Crest  
East  
Coast  
Regular

C7

\$17.31



# Ez DOZEN SYSTEM INTRODUCTION



FULL CASE (12 CANS)

\$188.00



\$15.66 ea.

ALL 9 SEM Ez Coat Colors Plus Crest's 3 Best Primers



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

EZ DOZEN Intro

Receive ONE CAN of each pictured above!

ZZ-1

\$188.00

LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!

ZZ1\_EZ DOZEN.pub 112222

ZZ-1

Ez  
DOZEN

C7

\$15.66

/can

If you buy it  
from US and  
use  
HARDTRAK  
we will show  
you how you  
can GET  
PAID and  
with a 50%  
markup!

December 3, 2022



# Ez Re-Order Chart Enclosed!

GIVE THEM  
THEIR  
"CUSTOMER  
NUMBER"  
SO THEY  
CAN PHONE  
OR TEXT  
THEIR  
ORDER IN!



## Ez DOZEN SYSTEM



TO RE-ORDER CALL:  
**CREST EAST COAST  
INC.**

TOLL FREE:  
**866-458-9009**

VOICE DIRECT:  
**732-458-9000**

TEXT TO ORDER:  
**908-675-2111**

YOUR CUSTOMER NUMBER:



[www.CRESTEASTCOAST.com](http://www.CRESTEASTCOAST.com)  
TO RE-ORDER CALL US TOLL FREE AT:  
**1-866-458-9009**

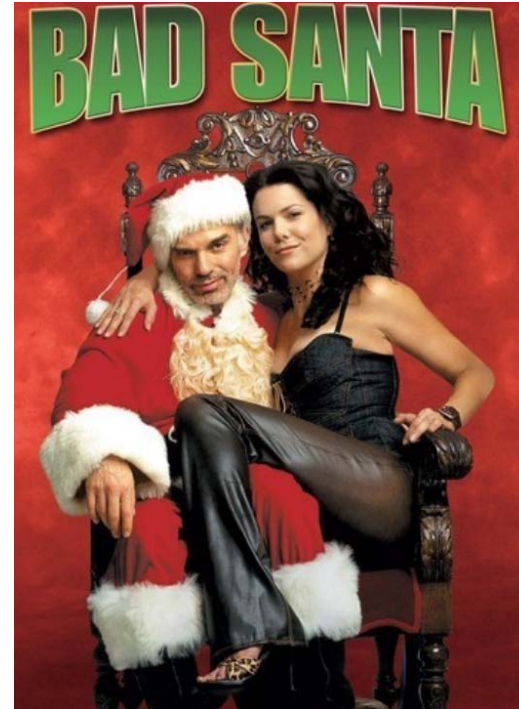
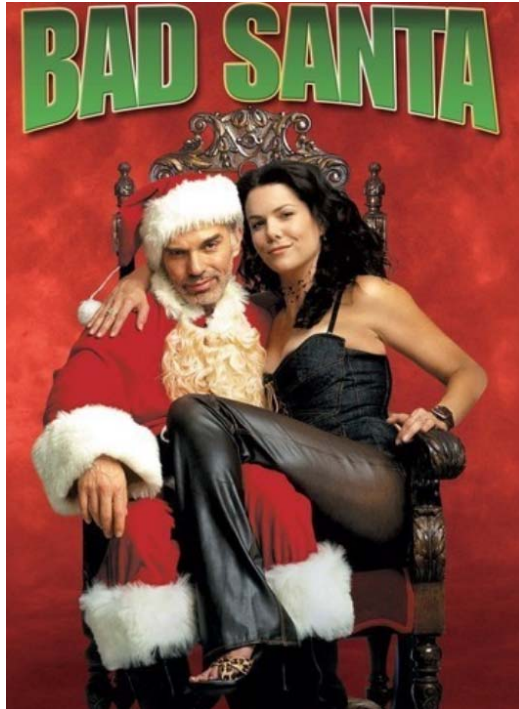
LINE	STOCK #	DISCRIPTION
1	APF	PRIMA FLEX
2	AHBG	GRAY HI-BUILD FLEXIBLE PRIMER SURFACER
3	AHBB	BLACK HI-BUILD FLEXIBLE PRIMER SURFACER
4	S62213	BLACK
5	S62223	OLIVE GREEN
6	S62233	LIGHT GREEN
7	S62243	GRAY
8	S62253	TAN
9	S62263	OLIVE BROWN
10	S62273	WHITE
11	S62283	FIELD DRAB
12	S62293	DARK GREEN

EZ DOZEN ReOrder Card.pub112222

December 3, 2022



Mikes **X-MAS** GIFT! - **ZZ-2**



**BUY ONE** get **ONE FREE**

December 3, 2022



## PRIMER PROMO!

Stack the Decks  
with **PRIMA FLEX!**

Stock No. ZZ-2



**WE'RE ALL IN!**



*"That ain't fair – you're  
DOUBLE DEALIN'  
PARTNER!"*

**BUY:  
(1) AP-F  
PRIMA FLEX**

**GET: (1) APF  
PRIMA FLEX  
FREE!**

### AP-F - Prima Flex Flexible Primer Surfacer

- Excellent Coverage
- Flexible
- Fast Dry
- EZ Sanding

NOTE: Limit 1 per customer.

Crest East Coast 1109 Industrial Parkway Brick, NJ 08724 866-458-9009

12/22

**ZZ-2  
Primer  
Promo**

**ANY  
Comm  
Code U  
Choose  
1-7**

**Code 3  
\$15.20**

December 3, 2022





Norton  Crest **ZZ-3**

December 3, 2022

# URETHANE ADHESIVES

## Professor MIKE! Compares



**SPEEDGRIP**



**Qwik BLACK**



**You know Jim, We gonna go to hell !**

December 3, 2022



# SPEEDGRIP vs Qwik BLACK



December 3, 2022

# Norton SPEEDGRIP for Sale – on internet



NORTON SPEED-GRIP 1-MINUTE  
STRUCTURAL ADHESIVE: 04615

- Price: **\$54.95**
- Availability: In Stock
- SKU: NOR-04615

Qty:

1

Add to Cart

-OR-

Check out with **PayPal**

-OR-



**PayPal CREDIT**

| Paint Booths |

What are you looking for? Search by keyword or item number

SHOP ALL

PAINT BOOTHS

PAINT DEPARTMENT

BODY SHOP EQUIPMENT

GLASS REMOVAL

HOME / AUTO BODY REPAIR / ADHESIVES / NORTON SPEEDGRIP 1 MIN ADHESIVE - 04615

Norton SpeedGrip 1 min Adhesive - 04615

SKU #1810153

- 1.5 minute work time
- Repairs tears and holes on bumpers, trim, moldings and more
- Easy to sand

*\*This item is on an extended backorder with no current ETA available.*

Price: **\$60.29**

~~\$66.99~~

10% OFF Select Brands!

Qty:

1

ADD TO CART

or 4 interest-free payments of \$15.07 with **sezzle**



Imperial

## KNOW "YOUR" MARKET!

Norton Speed Grip Structural Adhesive, 220 mL, 1 Min. Cure Time, Black

#7700-1 | Pkg Qty: 1

[Log In To See Pricing](#)

Full Cure Time : 1 min.

1 min.

Package Quantity

1 6

**In Stock**

Shipping to 07801 [Change Location](#)

☒ One-time delivery

☐ Enroll in auto-reorder

[FEED BACK](#)

[CHAT NOW](#)

Price: **\$54.95**

So, what is "today's" best selling price from our competitors?

**\$48.00 ea.**

If you buy it  
from  
CrestEast  
Coast and  
use  
**HARDTRAK**  
we will show  
you how you  
can “GET  
PAID” and  
make a **50%  
markup!**



# One Minute Wonder

## 3 CARTRIDGE COMBO



**\$144.00<sup>6</sup>**

**\$48.00 ea.**

**HARDTRAK**

### SUPER FAST URETHANE ADHESIVES

## One Minute Wonder

### 3 CARTRIDGE COMBO

# ZZ-3

**\$144.00<sup>6</sup>**




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

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ3\_ONE MINUTE WONDER.pub 112222

**ZZ-3**  
**ONE**  
**MINUTE**  
**WONDER**  
**C6**



**Qwik**  
**Black**  
**Code 5**  
**\$49.54**

**Code 4**  
**\$55.00**



# POLYESTER



**ZZ-4**



# POLYESTER GLAZE For Sale – on internet



Evercoat - Metal  
Glaze Ultra

**\$70.49**

NAPA Auto Parts



Evercoat - FE 416,  
Metal Glaze, ...

**\$45.29**

Everest Automoti...



Evercoat - FE 416,  
Metal Glaze, ...

**\$45.29**

R & E Paint



Fibreglass  
Evercoat 416 Metal

**\$61.19**

Walmart

Shop 3m platinum plus glaze



3M Platinum Plus  
Glaze, 31180, ...

**\$49.91**

Amazon.com



3M Platinum Glaze,  
12011, 24 fl oz, ...

**\$47.04**

Amazon.com



3M 31180 Platinum  
Plus Finishing ...

**\$53.01**

JBTools.com

**KNOW “YOUR” MARKET!**

# POLYESTER FILLER or Sale – on internet

Shop evercoat rage extream

**KNOW “YOUR” MARKET!**



Fibreglass  
Evercoat 120

**\$99.11**

Auto Tool World



Evercoat - RAGE  
Ultra Xtra Body ...

**\$119.99**

Eastwood Compa...



Evercoat - Rage  
Ultra Premium ...

**\$99.99**

eBay



3M Platinum Select  
Filler 31131 ...

**\$70.00**

Amazon.com



3M 01131 Platinum  
1 gal Gold ...

**\$65.32**

TOOLSID.com



3m Platinum 1 Gal  
Gold Premium ...

**\$65.32**

eBay



3M Platinum Plus  
Filler 01131, ...

**\$72.99**

Amazon.com

December 3, 2022





# Poly QUAD PREMIUM POLYESTER SAMPLER



**\$144.00**



SKIM COAT

SHARKBITE

PORPOISE PUTTY

SEAL SKIN

**\$36.00 ea.**

**ALL 4 ADHERE DIRECT TO PAINT AND PRIMER!**



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

## Poly QUAD SAMPLER

Receive ONE CAN of each pictured above!

**ZZ-4 \$144.00**

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ4\_POLY QUAD.pub 112222

**ZZ-4  
Poly  
QUAD  
C5**

**All 4  
\$36.00  
/ea.**

December 3, 2022



DESCRIPTION		CODE	7
18" BIG BELT SANDER - 1/2"		ZWBBS	\$ 131.83
13" MINI BELT SANDER - 3/8"		ZWMBS	\$ 105.99



December 3, 2022



**Admit it  
Norton!**

**I got ya!**

***Right to the  
MOON!***



NORTON	CREST EC
PK. 50	Pk. 10
40 Grit	36 Grit
CODE 6	CODE 3
<b>2.23</b> (7)	<b>1.61</b> (3)
Savings	<b>20% Less!!!</b>



**28%**

December 3, 2022





# 30 BELTS

## 1/2" X 18" FINGER TOOL SANDING BELTS



**\$1.50** ea./ Belt

PICK 3 BAGS / YOUR CHOICE 10 BELTS / GRIT 36 / 60 / 80



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

### 30 BELTS SANDING TOOL

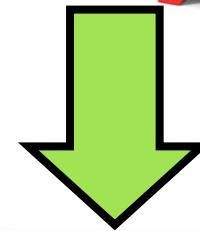
Choose ANY 3 Grits of Your Choice! (10 Belts / Bag)

**ZZ-5 \$45.00<sub>3</sub>**

LIMIT **ONE** PER CUSTOMER  
LIMITED TIME OFFER!

ZZ5\_30 BELTS.pub 112322

**ZZ-5**  
**30**  
**BELTS**  
**C3**



SAINT-GOBAIN

December 3, 2022

# DISCONTINUED **ZZ'S** FROM JUNE 2022



December 3, 2022



# FILL & FINISH Combo

Both for:

**\$48.00**



Receive:  
**1- SHORT CUT #BFRF**  
Waterproof - Zero Moisture Absorption  
Short Cut Reinforced Fiberglass Body Filler  
For:  
• Sail & Rocker Panels,  
• Sectioning and Patch Panels,  
• Rust Repairs

Receive:  
**1- SKIM COAT #BSC**  
Polyester Body Glaze - Full 32oz.!  
For:  
• Easy sanding!  
• Will not LOAD sand paper!  
• Pinhole Free  
• Smooth Wall bottle -NO AIR bubble entrapment



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

## FILL & FINISH Combo

Receive ONE of each pictured above!

**ZZ-6 \$48.00**

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ6\_Fill\_Finish.pub 051522



ZZ6	
UNITS SOLD	54
SALE PRICE	48.00
SALE TOTAL	\$ 2,592.00





# GUNNY PRIME

**\$109.00**

All for:



Receive:  
1- URE-PRIME<sup>2</sup> #BUP2 (1 GALLON)  
1- URE-PRIME ACTIVATOR #BUPA2 (1QT)  
**UNIVERSAL PRIMER SURFACER SEALER**  
For:  
• Designed to be top Coated with ALL Urethane Base Coats  
• Direct to Metal - EZ Sanding

Receive:  
1- GUNNY SOLV #AGS  
**Spray Gun Cleaner - New Easy Grip Can 15oz.!**  
For:  
• Solvent and Waterborne Coatings!  
• Extensively TESTED!  
• Considered to be THE BEST weapon for cleaning GUNS - Gets um "MARINE CLEAN"! ooRAH!

## GUNNY PRIME

Receive ONE of each pictured above!

**ZZ-7 \$109.00**



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

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ7\_Gunny Prime.pub 051522



**ZZ7**

UNITS SOLD	<b>24</b>
SALE PRICE	<b>109.00</b>
SALE TOTAL	<b>\$ 2,616.00</b>

December 3, 2022

# "BARE" METAL TWINS

**KIT**

All for:

**\$129.00**



Receive:

- 1- BLACK MAJIK #CBM1 (Direct to Metal) Heavy Body (BLACK)
- 1- METAL GRAY #CMG7 (Direct to Metal) Heavy Body (GRAY)

ALL CREST TWINS ARE "DTM" + 7.3 FL. Oz.

- All Crest Twins carry a LIFETIME Warranty
- Direct to Metal - NO priming Necessary

ALSO  
Receive:

- A 50  
PACK BOX of Universal Static  
Mixers (24 Element provides  
consistent mix!)
- Integral Screw Thread fits ALL  
Manufacturers Twin Cartridges



## "BARE" METAL TWINS KIT

Receive ONE of each SEALER pictured above PLUS A 50 Pack Box  
of UNIVERSAL STATIC MIXERS!

**ZZ-8 \$129.00**

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

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ8\_Bare Metal Twin Kit.pub 051622



**ZZ8**

UNITS SOLD	<b>39</b>
SALE PRICE	129.00
SALE TOTAL	<b>\$ 5,031.00</b>

# BLACK VULCAN



**\$33**

## BLACK VULCAN

Receive ONE 8 mm HSS Cobalt Vulcan Spot Weld Bit pictured above PLUS a 12 Pack of High Strength Steel Black Beauty Double End Drill Bits!

**ZZ-9**

**\$33.00**



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

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ9\_Black Vulcan.pub 051622



ZZ9	
UNITS SOLD	87
SALE PRICE	33.00
SALE TOTAL	\$ 2,871.00

December 3, 2022



# SUPER



**\$19.99**

PAINTERS  
AND  
BODY MANS  
FAVORITE  
SOLVENT!



ZZ10	
UNITS SOLD	25
SALE PRICE	19.99
SALE TOTAL	\$ 499.75

## SUPER HI

Receive ONE AEROSOL of SUPER SOLV PLUS  
ONE QUART of HI SOLV! Both for:

**ZZ-10 \$19.99** 7



www.CRESTEASTCOAST.com  
To Re-Order Call Us Toll Free At:  
1-866-458-9009

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ10\_Super-Hi.pub 052722

December 3, 2022



# PROFESSIONAL RUSTPROOFING KIT

**\$299<sup>7</sup>**



"Honey Coat" Rustproofing  
Fully Reimbursed when invoiced with HARDTRAK®

## PROFESSIONAL RUSTPROOFING KIT



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

Receive ONE GALLON of Honey Coat Rust Proofing  
Stock # BWH1

- PLUS ONE **GWAX** Pro Rustproofing Gun
- Includes 60" (5 ft) Extension Hose and 3 Different Spray Nozzles PLUS 90° Wand as pictured above.
- User manual with Quick Start Guide.
- All for:!

**ZZ-11**

**\$299.00<sup>7</sup>**

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ11\_PRO RUSTPROOFER KIT.pub 05/1922



ZZ11	
UNITS SOLD	5
SALE PRICE	299.00
SALE TOTAL	\$ 1,495.00



# EVERCOAT METAL GLAZE SUMMER PROMOTION

FULL CASE (6) JUST:

**\$360.00**



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

## METAL GLAZE Promo

Receive Full Case pictured above!

**ZZ-12 \$360.00**

**LIMIT ONE PER CUSTOMER  
LIMITED TIME OFFER!**

ZZ12\_Evercoat Summer Promo.pub 072622



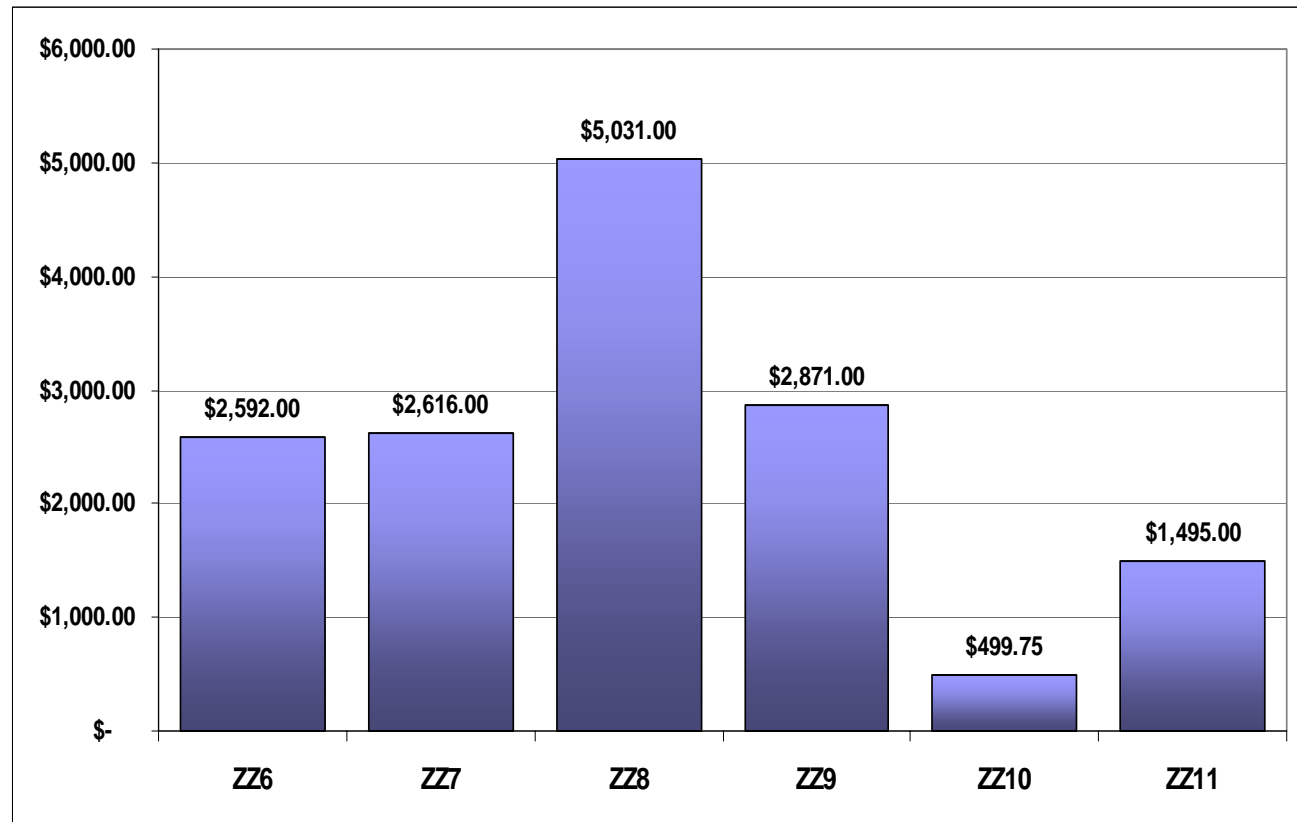
ZZ11	
UNITS SOLD	0
SALE PRICE	360.00
SALE TOTAL	\$ -

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# ZZ-TOTALS

ZZ6	\$ 2,592.00
ZZ7	\$ 2,616.00
ZZ8	\$ 5,031.00
ZZ9	\$ 2,871.00
ZZ10	\$ 499.75
ZZ11	\$ 1,495.00
<b>TOTAL \$ 15,104.75</b>	



# STOP



**“LUNCH TIME”**



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# DEATH OF A PRODUCT



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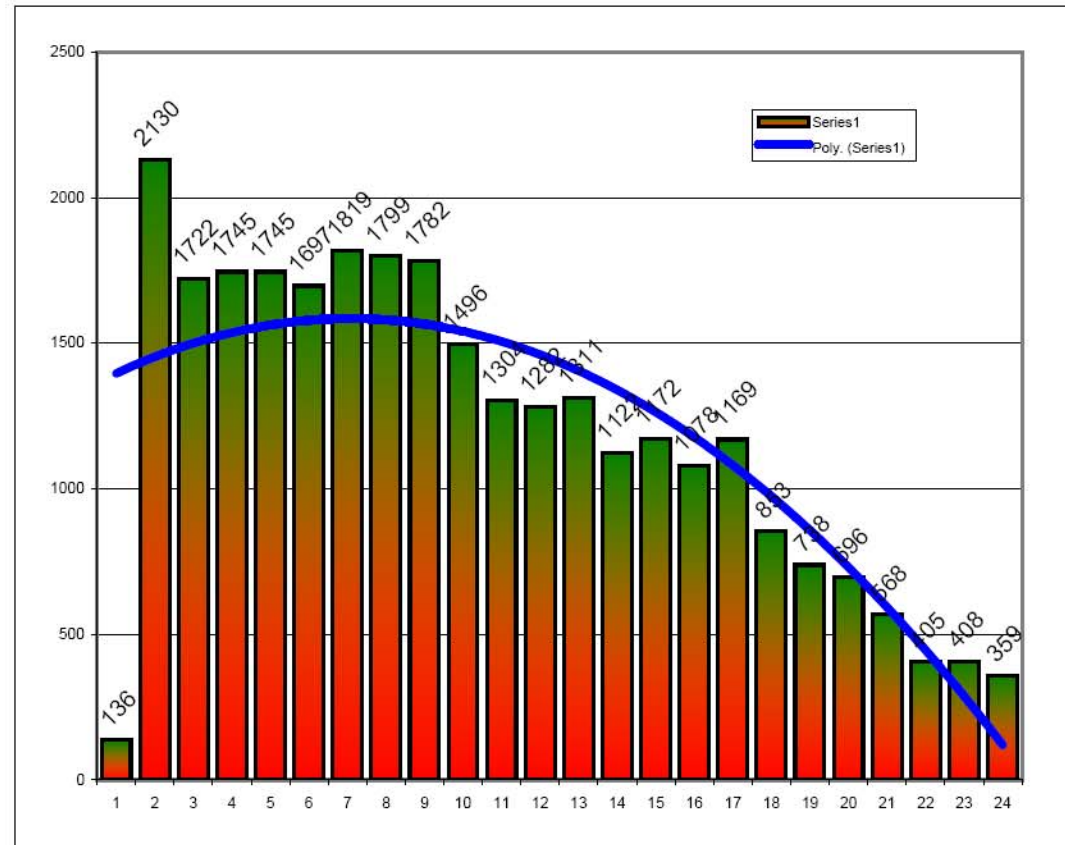


## DEATH OF A PRODUCT - WHY?



# WHY DIE?

AQC	QUICK CLEAR	SOLD/YTD
1999 DEC	\$/YR % 2%/YR	136
2000	1 1	2130
2001	2 1.02 102.00%	1722
2002	3 1.0404	1745
2003	4 1.061208	1745
2004	5 1.082432	1697
2005	6 1.104081	1819
2006	7 1.126162	1799
2007	8 1.148686	1782
2008	9 1.171659	1496
2009	10 1.195093	1304
2010	11 1.218994	1282
2011	12 1.243374	1311
2012	13 1.268242	1122
2013	14 1.293607	1172
2014	15 1.319479	1078
2015	16 1.345868	1169
2016	17 1.372786	853
2017	18 1.400241	738
2018	19 1.428246	696
2019	20 1.456811	568
2020	21 1.485947	405
2021	22 1.515666	408
2022	23 1.54598	359



# EXISTING PRODUCT COMPARISON



BUGATTI  
CHIRON



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# HONEY COAT TIP - “B” GOOD!



**24oz. Can**  
**RED TIP**  
**GOOD!**



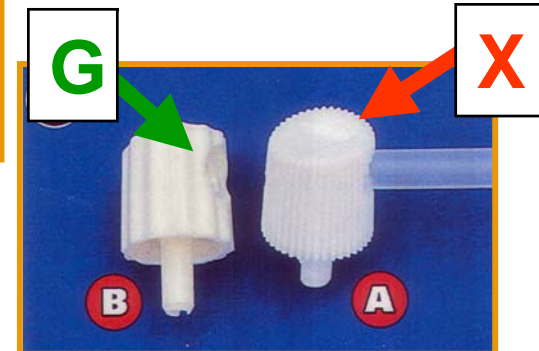
**20oz. Can WHITE TIP**  
**FINE RIDGES “A”**  
**NO GOOD!**



**20oz. Can**  
**WHITE TIP “B”**  
**FAT**  
**RIDGES**  
**GOOD!**

*Above*

- Can on the left is old stock – 24 oz size
- Can on the right is current stock – 20 oz size





# WHITE PAINT

**\$17.31 (7)**  
**10% Comm**



**\$11.91 (3)**  
**30% Comm**

**CREST White**

**\$11.91 (3)**  
**32%**  
**Customer Savings**

**SEM VS Crest**

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# OTHER UPDATES!

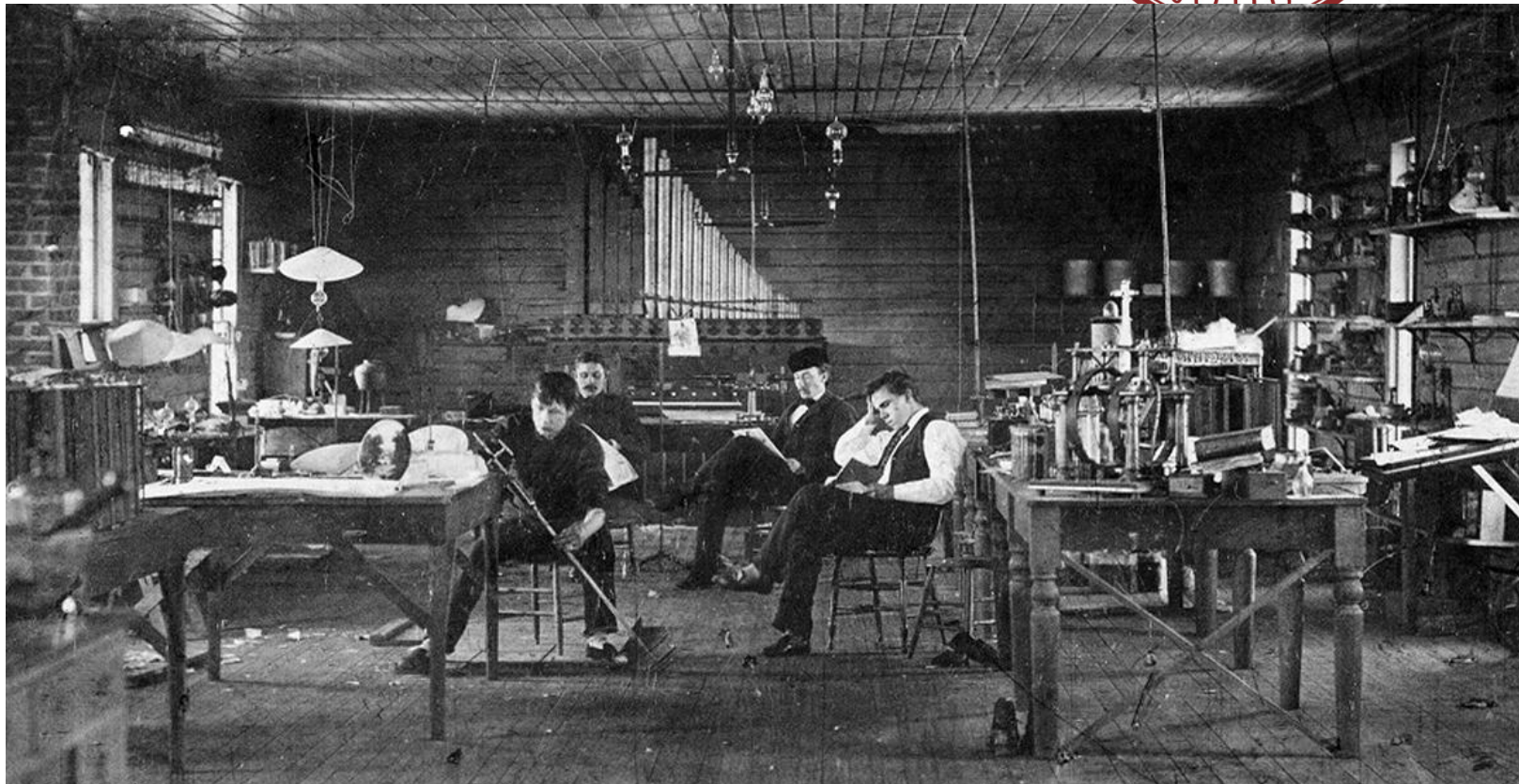


Woah woah  
woah!



**Other Stuff WE might have forgot!**

# NEW PRODUCT REVIEW



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## OLD - AQC QWIK CLEAR - NEW



## OLD - URE-SEAM PLUS / DURA-SEAM PLUS - NEW



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## TECHNICAL DATA SHEET DURA-SEAM PLUS STOCK NO. CD-P/SD-P

12/22

**DESCRIPTION:** CREST Dura-Seam Plus is a one-part moisture cure seam sealer/adhesive formulated with advanced hybrid technology for extremely fast strength build, toughness and durability.

Available in 10.2 fl. oz. cartridges (Stock No. CD-P) and 10 fl. Oz. foil sausage bags (Stock No. SD-P).



### Features:

- 10 Minute Skin Time, Extremely Fast Strength Build
- Paintable Immediately
- Direct-To-Metal
- Solvent Free, Water Free, Isocyanate Free
- Tough/Durable/Flexible
- Gun Grade, Excellent Non-Sag. Can be Applied Vertical and Overhead
- Easily Tooled – Retains Brush Marks, Compatible with Crest Solvents
- Wet/Dry Surfaces
- VOC Compliant, Low Odor

### APPLICATIONS:

- General Automotive Seam Sealer
- Trailer and RV
- Construction and Roofing
- Industrial Manufacturing
- Wall Stone, Landscape Block Adhesive
- Shower Panels/Mirrors/Countertop/Subfloor Adhesive

### COMMON BONDING SUBSTRATES:

- Bare Metal, Aluminum
- Galvanized Steel, Stainless Steel
- E-Coat, Primer, Painted Surfaces
- SMC and Fiberglass
- Wood
- Stone, Brick
- Glass
- Styrofoam, Most Plastics

### PHYSICAL PROPERTIES

Density: 14.8 lb./gal (ASTM1475)

Viscosity: 1,800,000 cps

Application Temperature: 32°F to 150°F

Service Temperature: -50°F to 220°F

Skin Time: 10 minutes (70°F/50% R.H.)

Cure Depth After 7 Days: 13mm (70°F/50% R.H.)

Shore A Hardness: 55 (ASTM C661)

Tensile Strength: 229 p.s.i. (ASTM D412)

Modulus 100%: 206 p.s.i. (ASTM D412)

Lap Shear: 312 p.s.i. (ASTM D412)

Elongation at Break: 150% (ASTM D412)

QUV Testing: Pass 2000 hrs. (ASTM G26)

# DURA-SEAM PLUS

## CARTRIDGE –

## # CDP

## SAUSAGE PACK –

## # SDP



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# Customers furious after longtime auto shop closes without notice



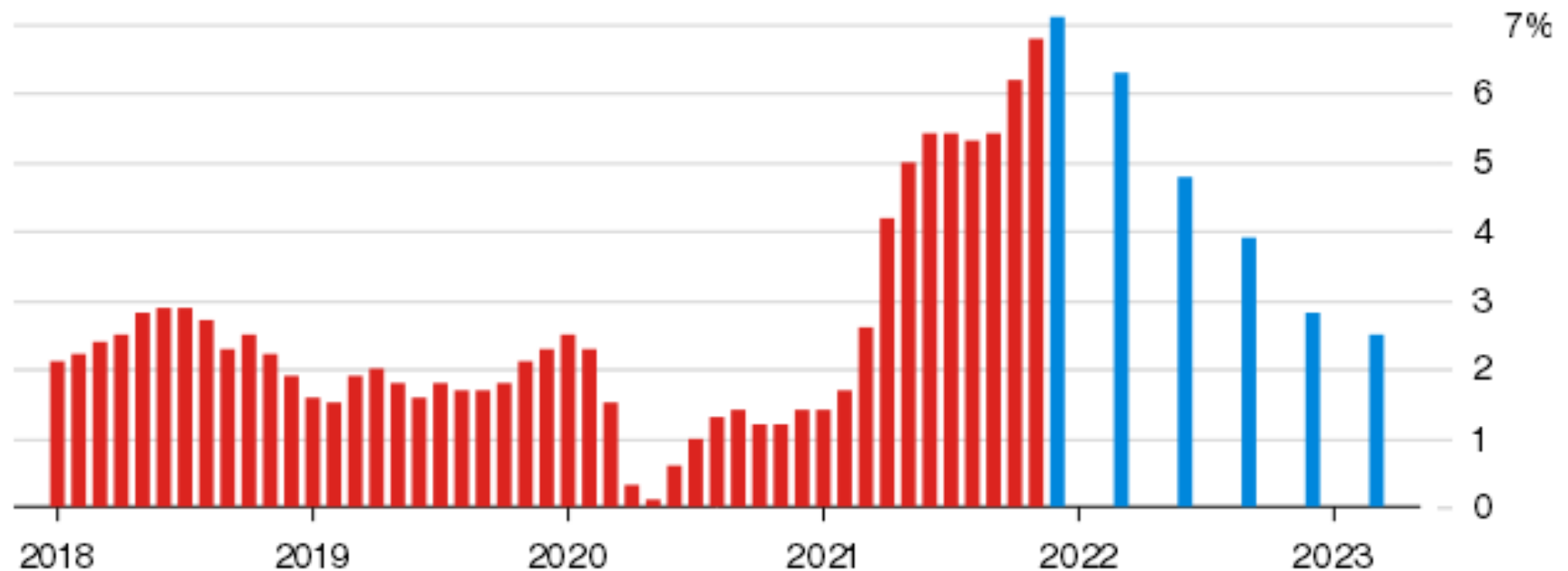
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# SHOP EXPENSES

## Peak Inflation?

Inflation is expected to top 7% at the end of 2021 – then fall steadily

■ Consumer price index (YoY) ■ Economists' forecasts



Source: Bureau of Labor Statistics, forecasts compiled by Bloomberg



# HARDTRAK



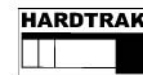
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**H.A.R.L.A.**  
**\$99.00/ yr.**  
**2022 / 49**  
**Customers**

**HARDTRAK AUTHORIZED RE-SELLERS LICENCE AGREEMENT (H.A.R.L.A.)**  
**SUBSCRIPTION PURCHASE ORDER**



**Annual subscription fee YEAR 2022 - \$99.00**



CUSTOMER NUMBER #		DATE:	<b>INSTRUCTIONS:</b> 1. PLEASE FILL OUT THIS FORM COMPLETELY! 2. FAX YOUR ORIGINAL TO CREST EAST COAST INC. (C.E.C.) USE THE NUMBER LISTED AT THE BOTTOM OF THE FORM. RETAIN THE ORIGINAL FOR YOUR RECORDS. 3. IN DOING SO YOU AUTHORIZE THE PURCHASE OF A ONE YEAR SUBSCRIPTION FOR THE USE OF HARDTRAK VEHICLE COMPONENT INVOICING SOFTWARE. THE SOFTWARE IS LEASED NOT OWNED. 4. UPON RECEIPT AND ACCEPTANCE OF THIS FORM BY C.E.C., YOUR BUSINESS WILL BE TO BE REGISTERED IN OUR DATABASE AS AN AUTHORIZED RE-SELLER OF VEHICLE COMPONENTS PRODUCTS PURCHASED FROM CREST EAST COAST INC. 5. USE OF THIS SOFTWARE IS TO DOCUMENT FOR REIMBURSEMENT THE COST OF VEHICLE COMPONENTS YOUR SHOP USED IN THE REPAIR OF THE VEHICLE, AS WELL AS THE COLLECTION OF SALES AND USE TAX IN ACCORDANCE WITH YOUR STATES TAX LAWS.
BUSINESS NAME			
ADDRESS			
CITY	STATE	ZIP	
MAIN PHONE NUMBER		<b>YOUR PASSWORD IS CONFIDENTIAL!</b> >> PASSWORD WILL GO HERE IN THE RETURN FAX << PROTECT IT! CALL US IF WE CHANGE HAVE TO CHANGE IT!	
FAX PHONE NUMBER / HARDTRAK PASSWORD WILL BE FAXED BACK TO THIS NUMBER!!!			
E-MAIL ADDRESS:			

**FRAUD CLAUSE:** Use of the licensing vendors software to authenticate parts, vehicle components and repair materials claimed to be used by the Authorized Reseller but purchased from other sources may be deemed as fraudulent. Use of this software for fraudulent purposes breaches the license agreement.

**SALES/USE TAX:** The seller must collect the tax on a sale of taxable property or services unless the purchaser gives him a fully completed State Sales Tax exemption certificate. Products categorized as Shop Supplies are either taxed upon purchase or if not taxed the Purchaser agrees to pay USE Tax according to State Sales and Use Tax Law for the State within which the Business is located.

CONTACT 1:	POSITION	<b>CREST EAST COAST INC.</b> <b>1109 INDUSTRIAL PARKWAY</b> <b>BRICK, N.J. 08724</b> PHONE: 732-458-9000 TOLL FREE: 866-458-9009 FAX: 732-458-5753 TEXT: 908-675-2111
CONTACT 2:	POSITION	

I CERTIFY THAT WE ARE A COLLISION REPAIR FACILITY LICENCED IN THE STATE WE ARE LOCATED IN AND WILL COMPLY WITH ALL STATE LAWS REQUIRING THE COLLECTION OF SALES/ USE TAX ON VEHICLE COMPONENTS PURCHASED FROM OUR VENDOR, CREST EAST COAST INC. 1109 INDUSTRIAL PARKWAY, BRICK, N.J. 08724

FULL NAME (PRINT): \_\_\_\_\_ POSITION: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

A completely licensed and fully working version of Microsoft Excel must be installed on the computers for HARDTRAK to run on those computers. Please ensure Microsoft Excel is properly set up and fully functional before attempting to use or purchase HARDTRAK.

**CREST EAST COAST INC. FAX TO: 732-458-5753 SUBSCRIPTION PURCHASE ORDER**

HARLA Subscription Purchase Order XL\_22.pub 021322

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# HARDTRAK PREMIUM HYPER DRIVE - # HPHD



**5X**  
**FASTER**  
**!**

1. **NO INTERNET NEEDED**
2. **NO DOWNLOAD**
3. **NO SECURITY CLEARING**
4. **NO PASSWORD**
5. **NO CUSTOMER #**



December 3, 2022





**CREST EAST COAST Inc.**  
1109 INDUSTRIAL PARKWAY  
BRICK, NJ, 08723  
732-458-9000 PHONE  
732-458-5753 FAX

DTE  
51

AUTHORIZED RE-SELLER  
CUST ID: C12900

VEHICLE COMPONENT INVOICE  
NO: 06926

TO: COURY'S BODY SHOP  
11 JAMES STREET  
TOMS RIVER

NJ 08753

DATE: 12/1/22

JOB / RO#: 125

PHONE: 732-244-9700

MAKE:

MODEL:

YEAR:

REMARKS:

TECH. NAME:

LINE	QUANTITY	STOCK NO.	DESCRIPTION	UNIT PRICE	AMOUNT
1	1	CEPB	EPOXY PANEL BONDER (41)	72.825	72.83
2	0.5	CTNT	THICK-n-TAN SEAM SEALER(41)	62.025	31.01
3				-	-
4				-	-
5				-	-
6				-	-
7				-	-
8				-	-
9				-	-
10				-	-
11				-	-
12				-	-
13				-	-
14				-	-
15				-	-
16				-	-
17				-	-
18				-	-
19				-	-
20				-	-

THE ABOVE VENDOR IS A RE-SELLER OF CREST EAST COAST PRODUCTS

PRODUCTS LISTED ABOVE ARE VEHICLE COMPONENTS AND ARE SUBJECT TO SALES TAX

SHOP SUPPLIES HAVE ALREADY BEEN TAXED AND CANNOT BE BILLED

03458

SUB TOTAL \$ 103.84

SALES TAX 6.625% \$ 6.88

TOTAL \$ 110.72

December 3, 2022

# ZZ + Hand Outs!

Order EZ & New Price List! E-mail!

**RIDE THE WAVE!** **CREST** SINCE 1976

WHOLESALE & RETAIL  
WAREHOUSE DISTRIBUTORS OF:

ADENNA	LUBRICATION
ASTRO PHOTONIC	MAXELL
BLAIR	METAL BLASTER
CORBI	MANG
COX	NORTON
CREST SC	PHILLIPS
CRYSTAL VIBRATOR	PLUGGERS
CRYSTAL WAX	PLUMBING
DISCO	RBL
DYNABRITE	RONSON
EVERGAT	S&S TOOL AID
FUJI	S&S
GENTEX	SEM
GERSON	SHORT APE
HITTECH	SYLVANIA
IDEAL	ULTRA SHIELD
INSTABOND	UPC
KEX	W & E
LENEX	WAGNER
LOCTITE	ZBI
LORE FUSOR	HARDTRAKTY

**WWW.CRESTEASTCOAST.COM**  
866-458-9009

2019 EDITION    **44 YEARS**



December 3, 2022



