

**“HOTEL FIESOLE”
SKIPPACK PA.**

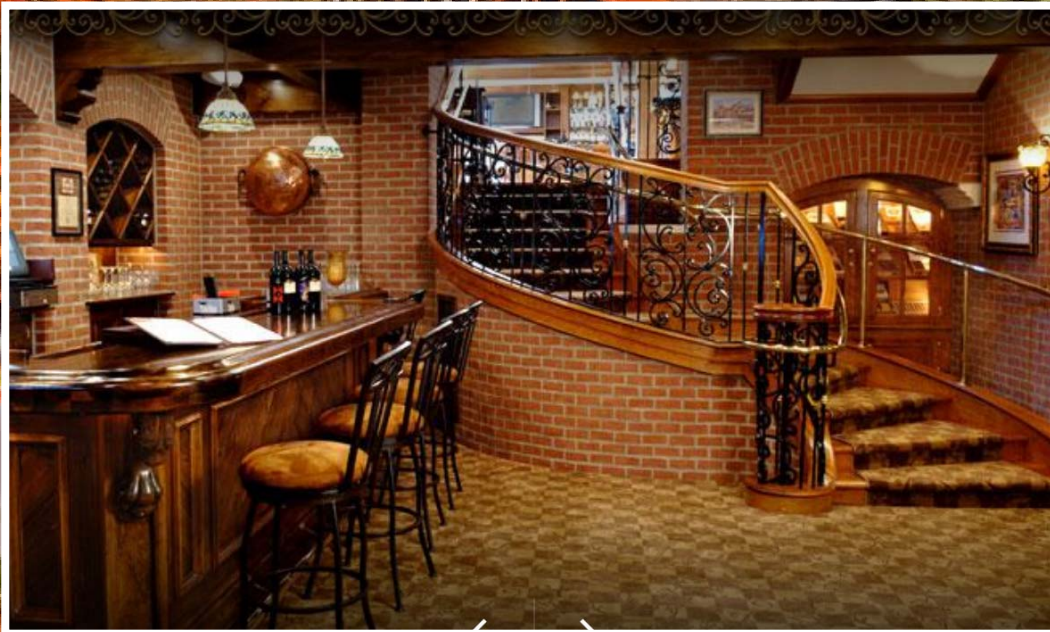


“A WORK IN PROGRESS”



December 7, 2019

CREST EAST COAST
WINTER CONFERENCE
DECEMBER 7, 2019



“HOTEL FIESOLE”
SKIPPACK PA.



OPENING REMARKS and INTRODUCTIONS



MAKERS

**MIKE
SCHLAFF**



SENSEI

**TIM
MORGAN**



John D Johnston
District Sales Manager
North East

~~john.johnston@kent-automotive.com~~

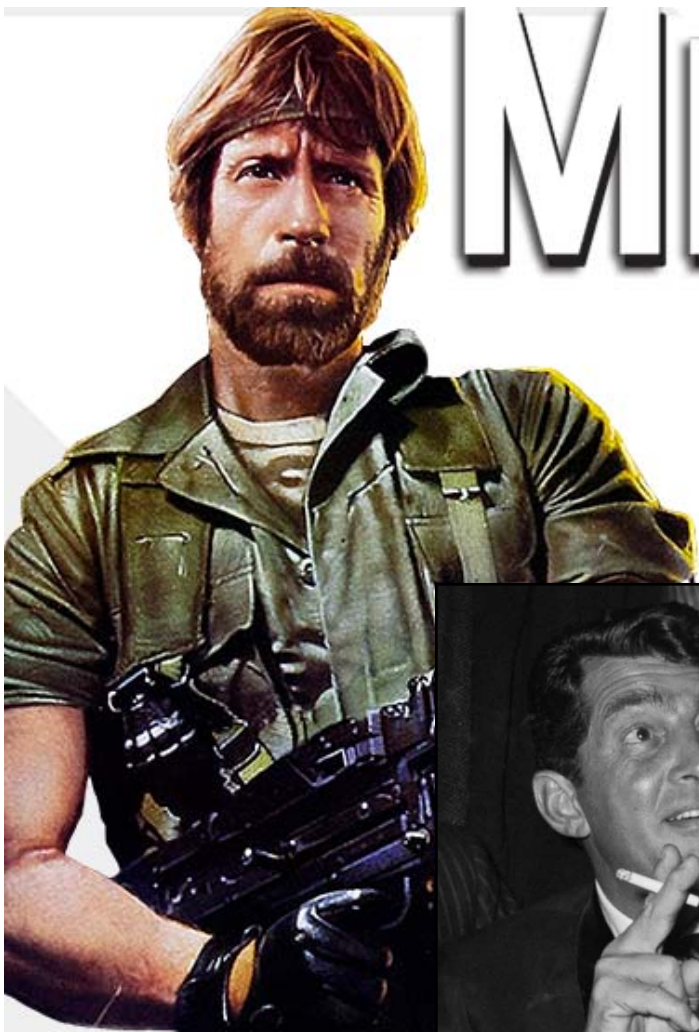
845.222.7287 cell



kent-automotive.com • 888-937-5368



MISSING IN ACTION



SUMMER WAREHOUSE WORKSHOP



Crest East Coast Inc.

JUNE 08, 2019

JUNE 08, 2019



December 7, 2019



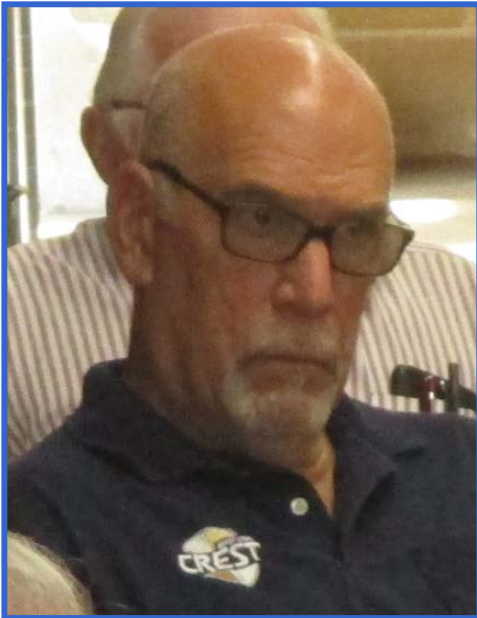
JUNE 08, 2019

December 7, 2019

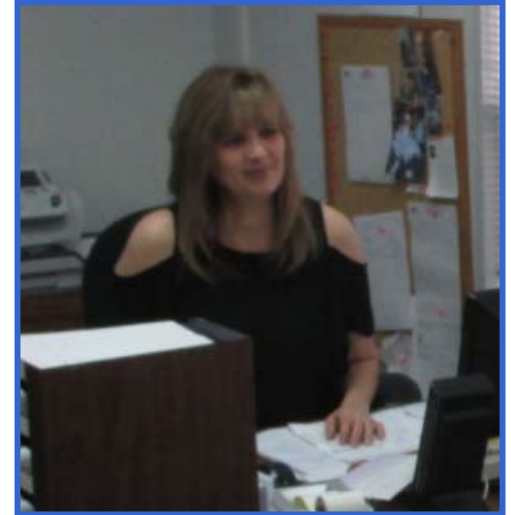


JUNE 08, 2019

December 7, 2019



December 7, 2019



JUNE 08, 2019

December 7, 2019

JUNE 08, 2019



A HARD DAYS NIGHT !



December 7, 2019

NEXT **WORKSHOP**



D-DAY 2020

June 2020

Calendarpedia

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	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	1	2	3	4

BRICK, N.J.
JUNE 6, 2020



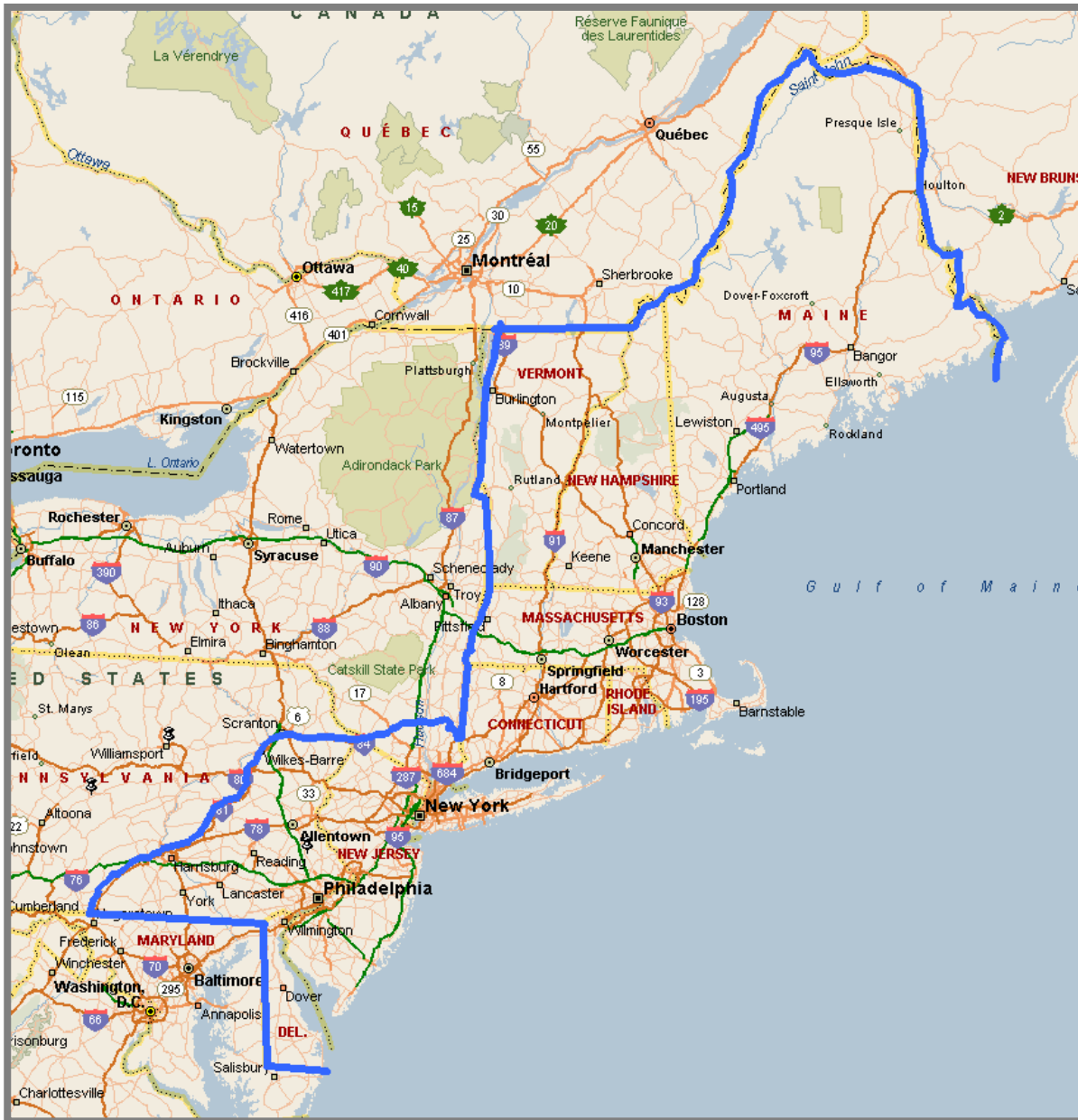
☐ W2

☒ 1099



Contracts





***CREST EAST
COAST INC.***
**TERRITORY
MAP**

CUSTOMER STATUS

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.

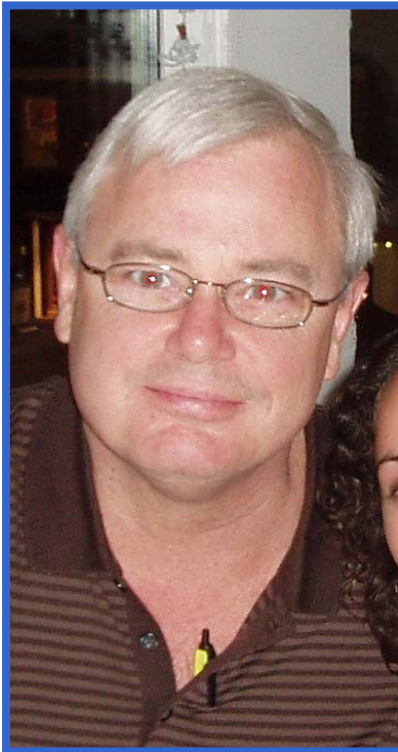
The Master Representative may suspend sales to the customer at any time.

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

Der Zales Golt!



SALES GOALS





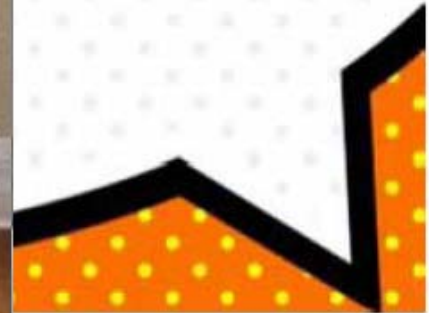
FAVORITE “OLD SLIDE” RELOADS

Sales is all about building relationships!



For you to move in, somebody has to go!

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



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

Source: BusinessBrief.com





TRADESHOWS







☐ No
 ☒ Yes

December 7, 2019

NOVEMBER 2019

SEMA – LAS VEGAS



December 7, 2019

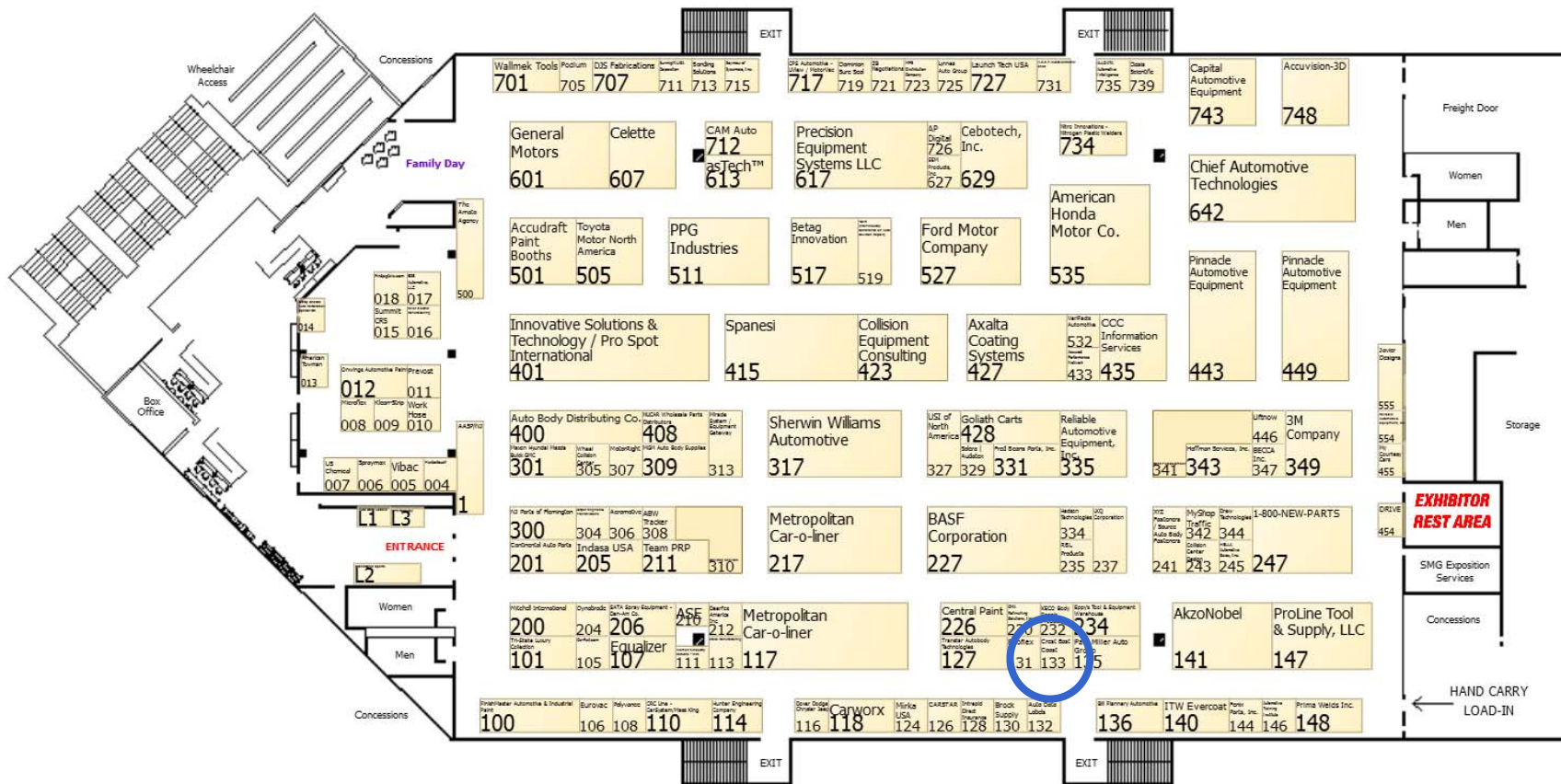


Future Trade Shows

December 7, 2019

NORTHEAST

MARCH 20-22, 2020



Meadowlands Exposition Center

NORTHEAST



Count US
In!



December 7, 2019

DISCONTINUED ZZ'S





BLUE FINE-LINE

ZZ-10 - 3 ROLL PROMO

\$14.99



ZZ-10 - 3 ROLL PROMO

RECEIVE ONE ROLL EACH OF ALL THREE
SIZES AS PICTURED ABOVE FOR:

\$14.99

BLUE FINE LINE

Premium tape, good for curved line work,
very flexible, excellent adhesion.
Edges will not curl up in heated paint booth.

1/8" x 36 yds. # ZFL-1/8 B
1/4" " # ZFL-1/4 B
1/2" " # ZFL-1/2 B



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

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

ZZ10_3_BLUE.mph 050819.mph



ZZ10

SOLD:

118 for

\$1769.00



ZZ11

SOLD:
161 for
\$6,438.00



THREE BANDITS

3 MASK PROMO



**SAS DUAL CARTRIDGE
 RESPIRATOR**

No Spare parts to lose or inventory.
 Just throw away when mask is no longer any good.

ZZ-11 - 3 MASK PROMO

RECEIVE THREE LARGE SIZE MASKS AS
 PICTURED ABOVE FOR:

\$39.99

MEDIUM, 1 / Bag # ZDCRM
 LARGE, 1 / Bag # ZDCRL
 PRE-FILTERS, 10 / Box # G11



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

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

ZZ11_3 BANDITS.msh 061010.msh



TWIN LIFT TAPE PROMOTION

RECEIVE TWO LIFT TAPES AS PICTURED FOR:

\$29.95 5 **ZZ-12**



**ZZ-12 TWIN LIFT
TAPE PROMO**

RECEIVE TWO LIFT TAPES AS
PICTURED ABOVE FOR:

\$29.95 5

LIFT MASKING TAPE

More Flexible !

The 10 mm plastic strip bends more easily than other types which allows masking more easily around corners.

Use with both solvent and water based paints. They are perforated every 1 7/8". No razor required to cut these tapes.

The Natural color masking tape has been reinforced for greater strength and resistance to tearing.
1 roll per box.

10 mm band x 1.75" width x 10.94 yards.
Natural # RLT10N



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

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

ZZ12_TWIN_LIFT_TAPE.pub 051019.



ZZ12

SOLD: 65
for
\$1,947.00



CLEAR CHOICE COMBO

RECEIVE YOUR CHOICE ONE: CLEAR COAT GALLON
PLUS ACTIVATOR, PAINT MASK AND GUNNY SOLV
ALL FOR:

ZZ-13 \$99.00⁶



ZZ-13 CLEAR CHOICE COMBO

RECEIVE YOUR CHOICE OF:

- 1 - GALLON of CLEAR + ACTIVATOR
- 1 - PAINTER'S MASK (L or M)
- 1 - GUNNY SOLV

\$99.00⁶

YOUR CHOICE OF ONE CLEAR + ACTIVATOR:



#BHC
#BHCA63, 75, 85

#BCC38
#BCCA60, 70, 80, 90

BCC9MM



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

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

ZZ13_CLEAR_CHOICE_COMBO#0604519.mps



ZZ13

**SOLD: 23
for
\$2,277.00**



ZZ14

SOLD: 9
for
\$612.00



"BLACK n TAN" COMBO

"Vehicle Components"
Panel Bonder & Seam Sealer

Wholesale:
\$68.00
No TAX!

Retail
\$113.38
Plus TAX!



Stock 2 of our
"Vehicle
Components",
Panel Bonder 3500
&
Thick-N-Tan
Seam Sealer
for

\$68.00

use

HARDTRAK™

V.C.I.

Re-Sell and
Invoice for

\$113.38

Store Sales Profit:
\$45.38 / 40%

ZZ-14 - BLACK n TAN

RECEIVE BOTH CARTRIDGES AS PICTURED
ABOVE FOR:

\$68.00

**Don't leave your money on
the table!**

BOTH; CREST PANEL BONDER 3500 and
THICK-n-TAN SEAM SEALER come with
"Lifetime warranties" upon purchase
by the customer.

WHOLESALE



RETAILER



CUSTOMER



SALES TAX



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

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

ZZ14-Black-n-Tan.pub 052819



SUMMER BOOK PROMO – Reps “Eyes Only”

WHOLESALE & RETAIL WAREHOUSE DISTRIBUTORS OF

ADONIA	LUBRATIC
ASTRO PAPER & CO.	MARSH
BLANK	RETAIL BLANK
CORP	SEMI
COX	NORTON
CREST EC	PHILIPS
CREST INDUSTRIES	PLUGGRIP
CREST MVI	PLUMBING
DISCO	RBI
DYNADITE	ROKON
EVERCOAT	S&S TOOL & CO.
FLUX	S&S
GERTER	SEI
GERTON	SHUTTER
HATCH	SILVANIA
HEAL	ULTRA SHIELD
INSTABOND	URS
KEX	P&S
LEON	PARSONS
LOCTITE	3M
LONG FUSION	WARRANTY

2019 EDITION **44 YEARS**

www.CRESTEASTCOAST.COM
866-458-9009



ORDER 2 OF ANY ITEM NOT PREVIOUSLY PURCHASED BEFORE AND RECEIVE 1 FREE!

MAXIMUM OF ONE (1) ITEM
(O.K. 2 NEW ITEMS, BUT NO MORE THAN 2 NEW ITEMS!)

USE CODE 3 PRICE CODE FOR THE ITEM AND IN THE LINE UNDERNEATH WRITE THE SAME ITEM FOR 1 N/C.

MUST BE A PRODUCT WITH A CODE 3 PRICE!

EXEMPT ARE ANY PRODUCT THAT DOES NOT HAVE A CODE 3 PRICE.
EXAMPLES, 3M, SEM, EVERCOAT, NORTON, . . . etc.

SO!
CREST ITEMS ONLY, OR ONES THAT QUALIFY BECAUSE THEY HAVE A CODE 3 PRICE!
EXAMPLES, INSTABOND, HARDWARE, BULBS, DRILL BITS, SPOTWELD CUTTERS, RAZOR BLADES, . . . ANY ITEM THAT YOU CAN CHARGE AT “CODE 3”

PROMO ENDS “LABOR DAY”

USE YOUR BOOK! OPEN YOUR STORE!

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

ZZ15 BUY 2 FREE with 0604512.pub



ZZ15

SOLD: 9
for \$?.00

AIR SAW TWINS

PROMO

RECEIVE TWO PACKS 5/EA.
AS PICTURED BELOW FOR:

\$23.95 ₅ **ZZ-16**

**SCROLL SAW
BLADES (5) 4" X 32
#ZASB40S**

**FULL SAW BLADES
(5) 4" X 32
#ZASB40**

**ZZ-16 AIR SAW
TWINS PROMO**

RECEIVE TWO PACKS 5/EA.
AS PICTURED BELOW FOR:

\$23.95 ₅

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

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

ZZ12 TWIN LIFT TAPE www.crest.com 051019

ZZ16

SOLD: 42
for
\$1,006.00



ZZ17

SOLD: 46
for
\$1,380.00



OT. MIXER CUPS

AS PICTURED FOR:

100
PROMO

\$30.00 6 **ZZ-17**

PAINT MIXER CUP
Disposable mixer cups with all the necessary mix ratios clearly shown for your convenience.
Both cups and lids packed 100 in a box.

Quart Cup	ZWMC32
Quart Lid	ZWMC32L

ZZ-17 - 100 QUART MIXER CUPS PROMO

AS PICTURED FOR:

\$30.00 6

CREST
REORDER TOLL FREE
1-866-458-9009
CrestEastCoast.com
Stock No. ZWMC32

CREST
REORDER TOLL FREE
1-866-458-9009
CrestEastCoast.com
Stock No. ZWMC32L

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

LIMIT ONE PER CUSTOMER
LIMITED TIME OFFER!

ZZ17_PAINT_CUPS.pub 072319



LIKE A "FIRST AID KIT" -

DISASTER RECOVERY KIT

EVERY SHOP NEEDS ONE!!!



\$49.95

ZZ-18



D.R.K.

ONLY 50 OF THESE KITS ARE AVAILABLE! - ONCE SOLD OUT "ZZ19 DISASTER DETAIL SQUAD" WILL BE SUBSTITUTED!



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

\$49.95

ZZ-18

The DISASTER RECOVERY KIT - ZZ-18 contains one of each of the following, PLUS:

- ☐ JOBO - All Purpose Cleaner, #AJ0 20 oz.
- ☐ SUPREME - HD Cleaner-Degreaser, #ASDEC 20 oz.
- ☐ GLASS CLEANER - Non-Ammonia, #AGK
- ☐ ACTION FOAM - Upholstery Cleaner, #AUK
- ☐ SERGEANT ORANGE - Odor Eliminator, #ASO
- ☐ 4 - MICRO-FIBER WIPERS, #ZBMF
- ☐ 1 - AEROSOL SPRAY HANDLE, #WA SH
- ☐ 1 - 50 CAL. Waterproof Storage Box, #ZX9
- ☐ 1 - "Disaster Recovery Squad" Wall Poster

LIMIT ONE PER CUSTOMER
ONLY 50 AVAILABLE!

ZZ18_DRK.qxp 082719



ZZ18

SOLD: 25
for
\$1,249.00



ZZ19

SOLD: 50
for
\$2,498.00



LIKE A "FIRST AID KIT" -

DISASTER DETAIL SQUAD

EVERY SHOP NEEDS ONE!!!



\$49.95

ZZ-19



D.D.S.

ONLY 50 OF THESE KITS ARE AVAILABLE! - ONCE SOLD OUT
ALL ITEMS CAN BE PURCHASED SEPERATLY!



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

\$49.95

ZZ-19

The DISASTER DETAIL SQUAD - ZZ-19
contains one of each of the following, PLUS:

- ☐ JOB-O - All Purpose Cleaner, #AJ0 20 oz.
- ☐ SUPREME - HD Cleaner-Degreaser, #ASDEC 20 oz.
- ☐ RUBBER-PRO - Plastic-Rubber Dressing #ARP
- ☐ GLASS CLEANER - Non-Ammonia, #AGK
- ☐ ACTION FOAM - Upholstery Cleaner, #AUK
- ☐ SERGEANT ORANGE - Odor Eliminator, #ASO
- ☐ 4 - MICRO-FIBER WIPERS, #ZBMF
- ☐ 1 - AEROSOL SPRAY HANDLE, #WASH
- ☐ 1 - "Disaster Recovery Squad" Wall Poster

LIMIT ONE PER CUSTOMER
ONLY 50 AVAILABLE!

ZZ19_DRK.qxp 082719

SKIPPACK DOWNS 500

DISASTER RECOVERY SQUAD



To add a little fun to our "LAUNCH" of the New DISASTER RECOVERY KIT, ZZ-18 and our DISASTER DETAIL SQUAD, ZZ-19 Promos, we have devised a little Sales Contest!

When the sum of the sales of ZZ-18 and ZZ-19 collectively (the entire Sales Farce) equals 50, Jim, I will contribute "FIFTY DOLLARS" to the "PURSE"!

And for each and every ZZ18+19 sale afterward, **TWO DOLLARS** will be additionally added to the purse!!

The Purse will be PAID OUT at the SKIPPACK Year End Extravaganza on Saturday Night, December 7th!

Fifth place gets 5% of the total purse! Fourth gets 10%, Third 20%, Second 25% and First Place receives the rest! 40%!

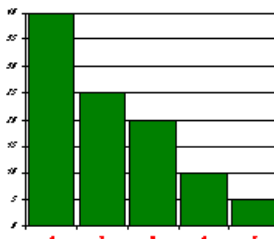
Otherwise enjoy the 20% commissions these Promo's Pay!



What does selling the DISASTER RECOVERY PROMO'S and a Horse Race have in common?

Answer: Both have a **PURSE!**

SALES CONTEST



"PURSE" BREAKDOWN :

FIRST PLACE	40%
SECOND PLACE	25%
THIRD PLACE	20%
FOURTH PLACE	10%
FIFTH PLACE	5%



The CONTEST Starts immediately and TERMINATES on Thanksgiving Day, Nov 28th! We count ZZ orders invoiced on DEC 2!

TOTAL ZZ18+19 SALES		50	100	150	200	250
PLACE	PURSE TO SPLIT	\$50.00	\$200	\$300	\$400	\$500
1ST	40%	\$20.00	\$80.00	\$120.00	\$160.00	\$200.00
2ND	25%	\$12.50	\$50.00	\$75.00	\$100.00	\$125.00
3RD	20%	\$10.00	\$40.00	\$60.00	\$80.00	\$100.00
4TH	10%	\$5.00	\$20.00	\$30.00	\$40.00	\$50.00
5TH	5%	\$2.50	\$10.00	\$15.00	\$20.00	\$25.00
TOTAL PURSE		\$50.00	\$200.00	\$300.00	\$400.00	\$500.00

I'LL say it again!
We have 6 winners!



"PURSE" BREAKDOWN :

FIRST PLACE	40%
SECOND PLACE	25%
THIRD PLACE	20%
FOURTH PLACE	10%
FIFTH PLACE	5%



WHEEL WEIGHT PROMO - 28 lbs.



\$99.95 ₅

ZZ-20



PLOMBCO STICKPRO
ADHESIVE WHEEL WEIGHTS
(1/4 oz.)

STOCK NUMBER: #312FE30
Single Box Price **\$23.99** ₅

SAVE:



20%

W.W.P.

The WHEEL WEIGHT PROMO - ZZ-20
contains FIVE BOXES (5)
90 oz. (5.625 lbs/ box) of
Plombco STICKPRO
Adhesive Wheel Weights all for:



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

5 BOXES



\$99.95 ₅

ZZ-20

PROMO = \$19.99 EA.

LIMIT ONE PROMO PER CUSTOMER
ONLY 20 5 BOX PROMO'S AVAILABLE

ZZ20_312FE30.pub 082719



ZZ20

SOLD: 16
for
\$1,599.00

CHART TOTALS

ZZ10	\$1,768.82
ZZ11	\$6,438.39
ZZ12	\$1,946.75
ZZ13	\$2,277.00
ZZ14	\$ 612.00
ZZ15	\$ -
ZZ16	\$1,005.90
ZZ17	\$1,380.00
ZZ18	\$1,248.75
ZZ19	\$2,497.50
ZZ20	\$1,599.20

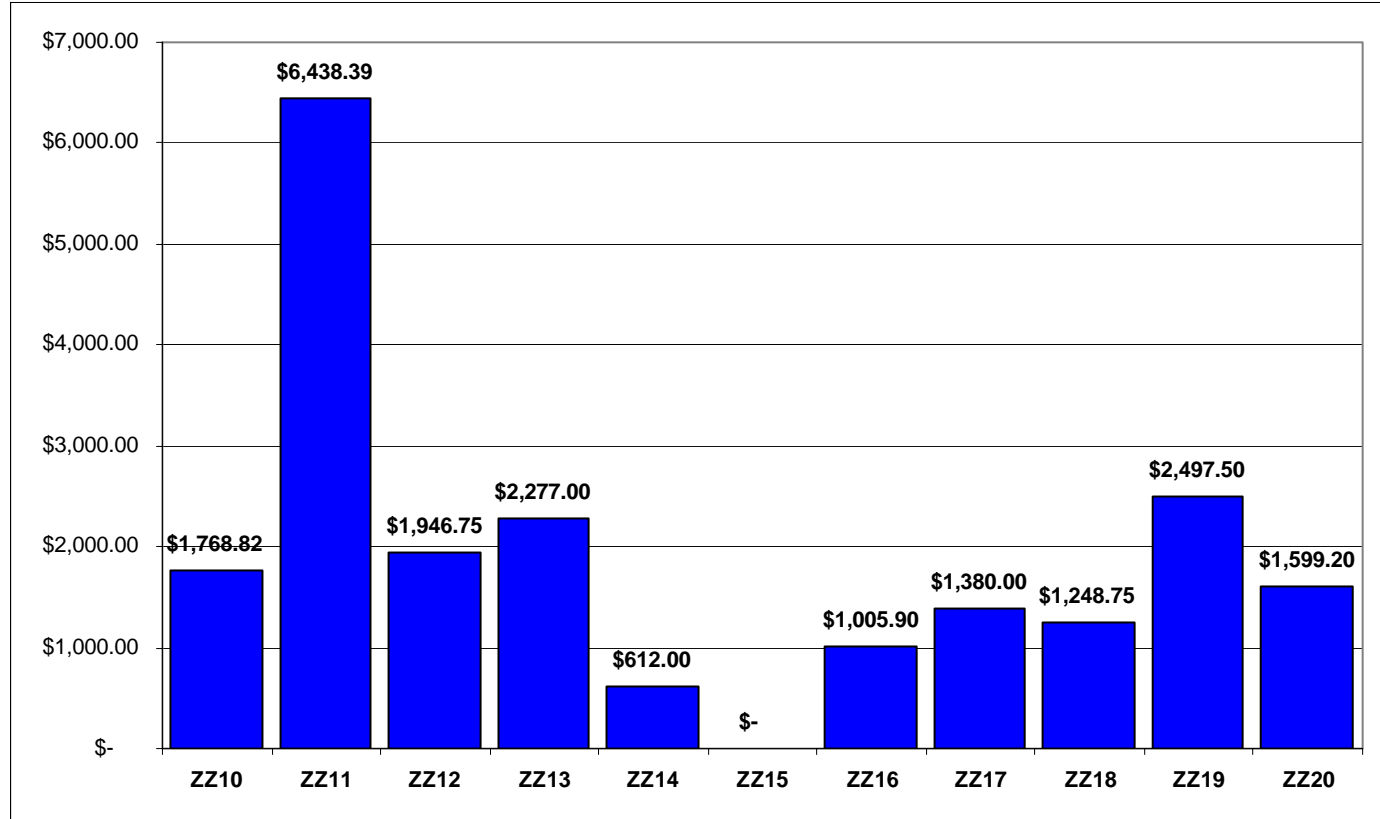
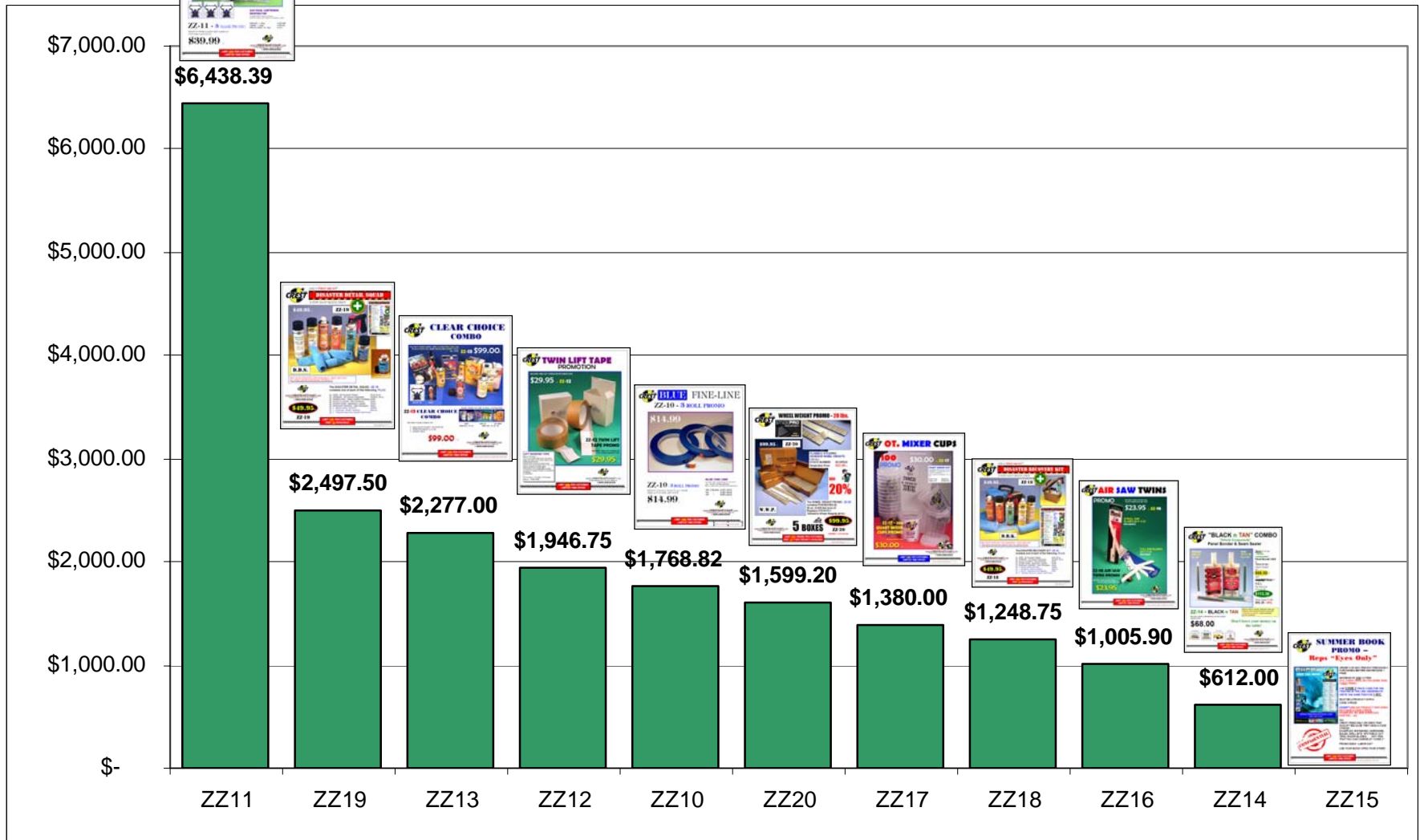


CHART DECENDING



GRAND “ZZ” TOTAL



547 SALES

\$19,175.00
DOLLARS



STILL ACTIVE – ZZ'S



WHEEL WEIGHT PROMO - 28 lbs.



\$99.95 ₅

ZZ-20



PLOMBCO STICKPRO
ADHESIVE WHEEL WEIGHTS

(1/4 oz.)

STOCK NUMBER: #312FE30

Single Box Price **\$23.99** ₅

SAVE:



20%

The WHEEL WEIGHT PROMO - ZZ-20
contains FIVE BOXES (5)
90 oz. (5.625 lbs/ box) of
Plombco STICKPRO
Adhesive Wheel Weights all for:

W.W.P.



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

5 BOXES



\$99.95 ₅

ZZ-20

PROMO = \$19.99 EA.

LIMIT ONE PROMO PER CUSTOMER
ONLY 20 5 BOX PROMO'S AVAILABLE

ZZ20_312FE30.pub 082719



**STILL
ACTIVE
ZZ-20**

COFFEE BREAK 10:00AM (20min.)



RECENT NEW PRODUCTS SPOTLIGHT





Black Stripper Wheel

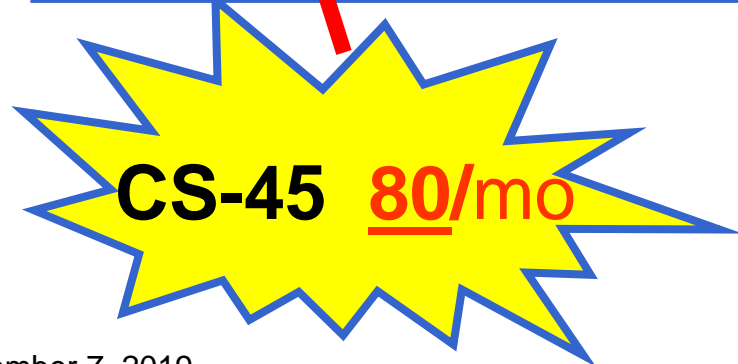
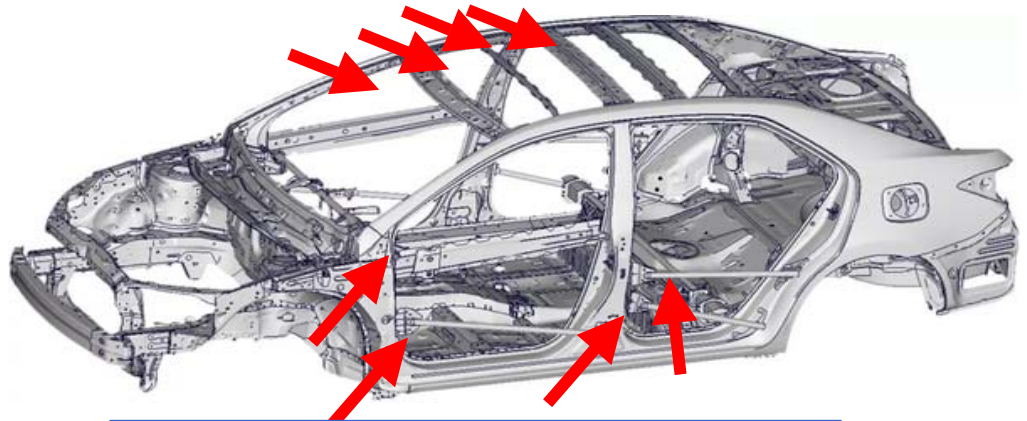
**Rick, I
want it!**



**#DFBW
#DFSH
#DFDH**

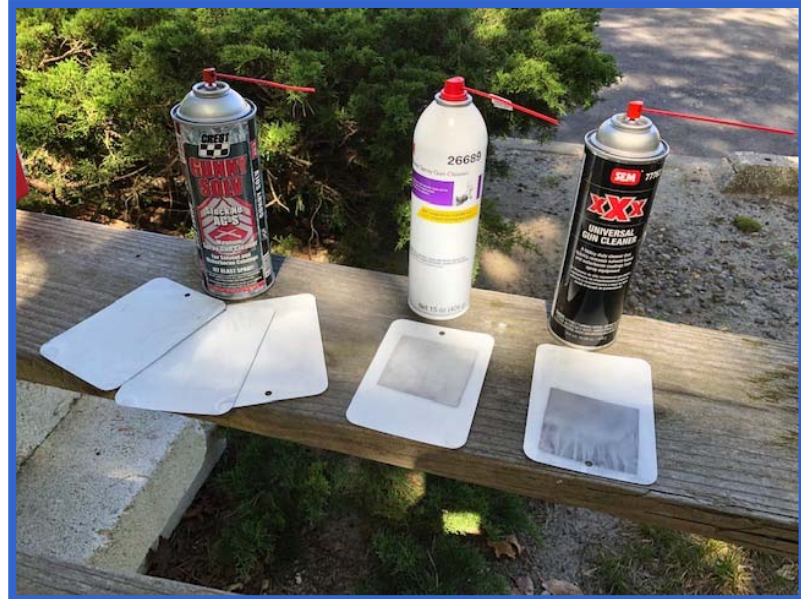
RECENT
NEW
Products

SUSPRESSOR



RECENT
NEW
Products

GUNNY SOLV



#AGS 266/mo

RECENT
NEW
Products





WHL – ALL#
199/YTD

RECENT
NEW
Products



WWD – ALL#
17/YTD



WA – ALL#
19/YTD

WFAP 9/YTD

“NEW” WEBSITE “LIVE”



CREST EAST COAST

CRESTEastCoast.COM

a distributor of quality sealants, solvents, adhesives, cleaners, tapes, and specialty items to the professional automotive technician, marine and industrial customer.

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[S.D.S.](#)

[COMPLETE PRODUCT CATALOG](#) 12.15.15

[SERVICE SOLUTIONS CATALOG](#) 10.27.15

[HARDWARE & MORE CATALOGS](#) 05.21.19 NEW!

[FAST FAX ORDER FORM OR P. O.](#) 5.21.19 NEW!

[VEHICLE COMPONENT INVOICE](#) 04.02.19

[My CREST](#) 05.21.19 NEW!

[MORE ...](#) 12.15.15

1 Our P.W. Has Changed: 03.08.19
Please Call OUR Office!
Any Number!

2 To PLACE an ORDER:
PHONE: Customer Service (732) 458-9000 / CALL Toll Free (866) 458-9009
FAX an order to (732) 458-5753 / TEXT an order to (908) 675-2111

3

05.31.19

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CREST

RECENT
NEW
Products

HARDWARE MENU

05.23.19 EDITED



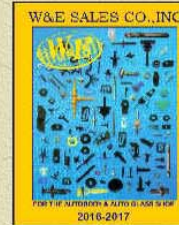
30 Pages

CREST
EZ-WARE
FLEXSYS
CATALOG



66 Pages

CREST
MID-WEST
HARDWARE
CATALOG



200 Pages

W & E
HARDWARE
CATALOG

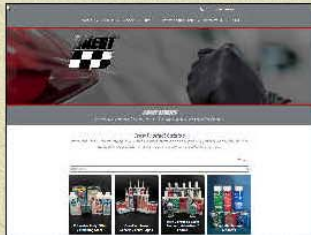


369 Pages

DISCO
HARDWARE
CATALOG

CREST WEBSITE CATALOGS MENU

05.23.19 EDITED



CREST
INDUSTRIES



CREST
MID-WEST

[HOME](#)

HARDWARE “PHONE IN” INCREASED **DRAMATICALLY!**

03.08.19

VEHICLE COMPONENT INVOICE

MYCREST

MORE...

To PLACE an ORDER:

PHONE: Customer Service (732) 458-9000 / CALL Toll Free (866) 458-9009

FAX an order to (732) 458-5753 / TEXT an order to (908) 675-2111



**REMEMBER THE
SHOPS COMPUTER
NEEDS "EXCEL" TO
RUN HARDTRAK!**



1 **www.CRESTEASTCOAST.COM**

2

3 **VCTAX**

4

To Create a
"Vehicle Component Invoice"

1. Go to: CrestEastCoast.com
2. CLICK: Vehicle Comp. Invoice.
3. KEY in the: "Password" > NO
4. KEY in your: "Customer No."

USE the "TAB" key to move thru
all the "editable fields". (Job info)
REMARKS: (Insurance Co. Name)
(Adjusters Name)

TAB to Line 1 KEY in "Quantity".
(Accepts "Decimals". 25, 5, .75, 1, 2 etc.
Type in "FT", H.W. and Bulbs by # used.)

TAB to KEY in Product "Stock #"
(Vehicle Component Checklist*)
(*CLICK: MyCREST / KEY in "Password")
REPEAT as necessary.

PRINT when complete. (Ctrl+P)

11 / 12/2019

GET PAID!



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

AUTHORIZED RE-SELLER
CUST ID: T02500

VEHICLE COMPONENT INVOICE
NO: 08744

TO: TILTON BODY WORKS
122 FIRST STREET
LAKEWOOD

DATE: 12/1/19

NJ 08701

JOB / RO#:

NAME: FRONT END HIT -RAD, HOOD-FENDE

MAKE:

MODEL:

YEAR:

PHONE: 732-363-1303

REMARKS:

TECH. NAME:

LINE	QUANTITY	STOCK NO.	DESCRIPTION	UNIT PRICE	AMOUNT
1	1	ARC	SUPER RUBBERCOAT VOC (5)	17.190	17.19
2	0.5	AHC	HONEY COAT (5)	23.040	11.52
3	0.1	ASW	WELD THRU PRIMER (5)	27.240	2.72
4	0.25	ACB	CHIP COAT BLACK (5)	26.745	6.69
5	1	AT2	TRIM COAT BLACKSATIN (6B)	22.485	22.49
6	0.25	CS45	NVH SUPPRESSOR	72.465	18.12
7	8	T23	O.E.M. TYPE BOLT-LOOSE WASHE	1.261	10.09
8	8	Y8738	6MM U TYPENUT LONG	0.346	2.77
9	8	T12	O.E.M. TYPE FOLDOVER NUT	1.861	14.89
10	6	RXX3/8	THIX STIX MOLDING TAPE	0.576	3.46
11	2	HB194	MINI LAMP *K	0.297	0.59
12	3	HB9006	HALOGEN CAPSULE	5.220	15.66
13	2	HB194NA	MINI LAMP BULB *K	0.372	0.74
14	4	HC8	HOSE CLAMPS	1.046	4.18
15				-	-
16				-	-
17				-	-
18				-	-
19				-	-
20				-	-

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

SUB TOTAL \$ 131.10

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

SHOP SUPPLIES HAVE ALREADY BEEN TAXED AND CANNOT BE BILLED.

SALES TAX 6.625% \$ 8.69

TOTAL \$ 139.79

04368



SECRET “MY CREST” PAGE

MY CREST MENU

DON'T LEAVE YOUR MONEY ON THE TABLE!

CLICK ON THE LINKS BELOW TO GET MORE INFO ON THE SUBJECT.

A	Documents
1	Vehicle Component Checklist +ROF
2	Vehicle Component Pictures
3	HARDTRAK V.C.I. USERS MANUAL

B	Re-Order Forms
1	Vehicle Component Reorder Form
2	Crest Inventory Reorder Form

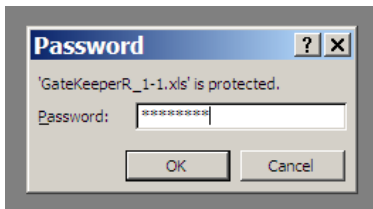
C	Invoice Templates by Repair Type
1	QUARTER PANEL
2	FRONT END HIT
3	DOOR SKIN
4	BUMPER REPAIR
5	ROOF PANEL

D	Invoice Manager by MONTH
1	HARDTRAK Network IM Version

09.13.19 EDITED

[HOME](#)

REP CORNER . . .



P.W. ZREP2016

SALES MEETING SLIDE SHOWS MENU

CHOOSE ANY SALES MEETING TO VIEW AN ADOBE PDF 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
4	December 03, 2016	Newport, RI Year End Conference - 2016
5	June 10, 2017	Brick, NJ Workshop Meeting - 2017
6	December 02, 2017	Newport, RI Year End Conference - 2017
7	June 09, 2018	Brick, NJ Workshop Meeting Slide Show - 2018 / 8 min.
8	December 01, 2018	Newport, RI Year End Conference - 2018
9	JUNE 08, 2019	Brick, NJ Workshop Meeting - 2019

[HOME](#)

REP. CORNER MENU

FEELS GOOD TO BE THE CREST MAN!

CLICK ON THE LINKS BELOW TO GO TO THAT PAGE!

A	SALES MEETING SLIDE SHOW MENU	B	WALL POSTER MENU
1	ONLINE INVOICING TECHNOLOGY SEMINAR FORM	16	ORDER EZC3D46 040318.XLT
2	TWIN CARTRIDGE TECHNOLOGY SEMINAR FORM	17	WHEEL WEIGHT BIN STICKERS 04.03.18
3	ACOUSTIC FOAM TECHNOLOGY SEMINAR FORM	18	SERVICE HARDWARE BIN STICKERS
4	SEAM SEALER TECHNOLOGY SEMINAR FORM	19	CREST EAST COAST COFFEE BOOK
5	ORDER EZ 06.06.19	20	SDS - ELECTRONIC ACCEPTANCE FORM
6	PAINT BOOK 06.14.19	21	SEE PURPLE
7	CREST T20 Text 2 Order	22	HARDTRAK NETWORK 2018 - DOWNLOAD 04.03.18
8		23	SHORT CUT WIDGET MAKER
9	Y-Line>W&E Disco>W&E W&E>Disco 11.15.14	24	Sam's - EZ WARE SALES TOOL 03.31.17
10	X-LINE PRICE LIST	25	EZ WARE BOOK 2017
11		26	EZ Sales Flyer P1 FRONT / EZ Sales Flyer P2 BACK
12	POLYESTER MIXING	27	EZ Ware System Purchase Agreement
13	TAB & PINNING	28	Y-Line Reorder and Bin Location sheet 2017.pdf
14	PRODUCT TROUBLE SHOOTING GUIDE	29	
15		30	HARDTrak VCI Online Training Manual

06.14.19 EDITED

[HOME](#)



PRODUCT CHANGES !!!



RECENT
NEW
Products



**RECENT
NEW
Products**



SUPREME NEW LABEL



INTRODUCING: SUPREME

CLEANER-DEGREASER







PRODUCT SPOTLIGHT

THESE ARE JUST SOME OF THE HUNDREDS OF ADDITIONAL THINGS **SUPREME** CAN DO THAT CANNOT FIT ON THE LABEL!

CLEANS	REMOVES
PLASTIC BUMPERS FOR PAINTING	COMPOUND ON TEXTURED PLASTIC TRIM
GARAGE & DOOR SILL PLATES	MOLDING TAPE ADHESIVE
GAS GRILLS KITCHEN STOVES & OVENS	NEW PART STICKERS OFF E-COAT SHEETMETAL
MOTORCYCLE & BICYCLE CHAINS	OIL & ANTIFREEZE FROM CONCRETE DRIVEWAYS
BOAT AND PWC BILGES	DRIED UP MASKING TAPE ADHESIVE
FORK TRUCKS	CARPET STAINS
HYDRAULIC FLUID	LIQUOR RESIDUE
GREASY BRAIDED CABLE	CAR & TRUCK VINYL WRAP ADHESIVE
VOMIT & BLOOD	GREASY, DUSTY WHEELS & BRAKES
CAR TRUCK WHEELS	LIPSTICK, INK & CRAYON
FISH GREASE & SMELL	TREE SAP & BIRD EXCREMENT
VINYL, FORMICA & TEAK WOOD	BATH & SHOWER SCUM
MOLD ON LEATHER AND CANVAS	POLLEN ON DECK FURNITURE
LINOLEUM FLOORS	ANIMAL FAT





CREST EAST COAST

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

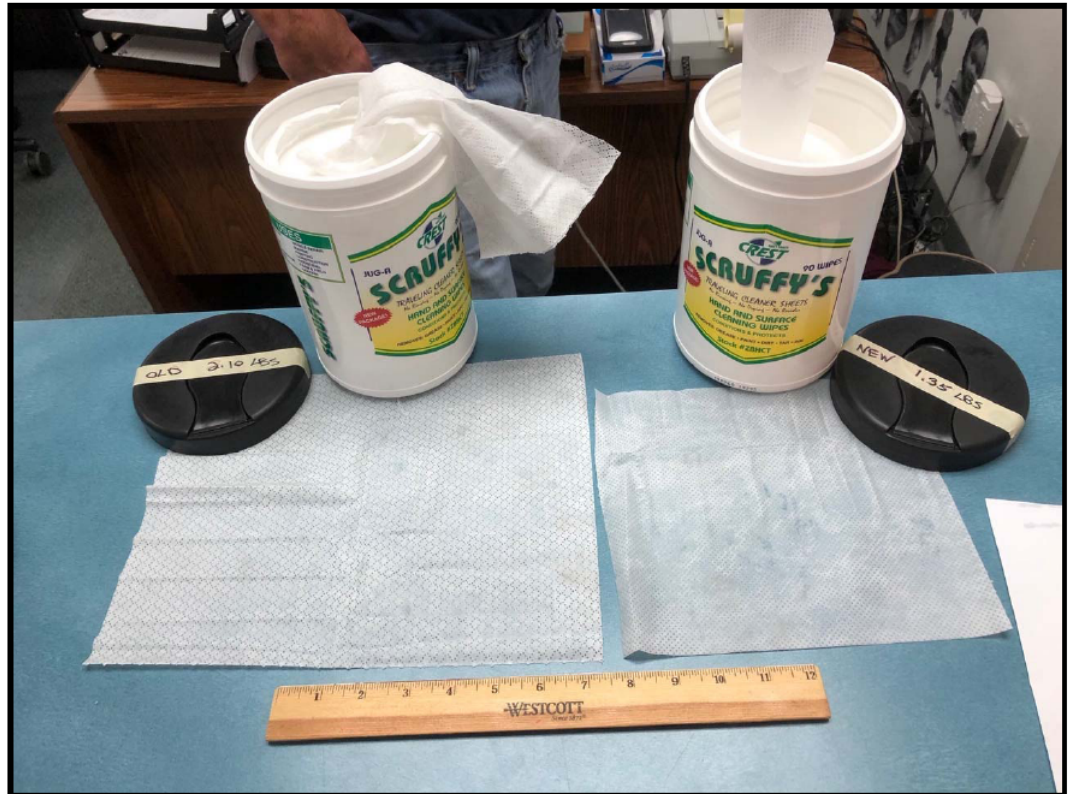
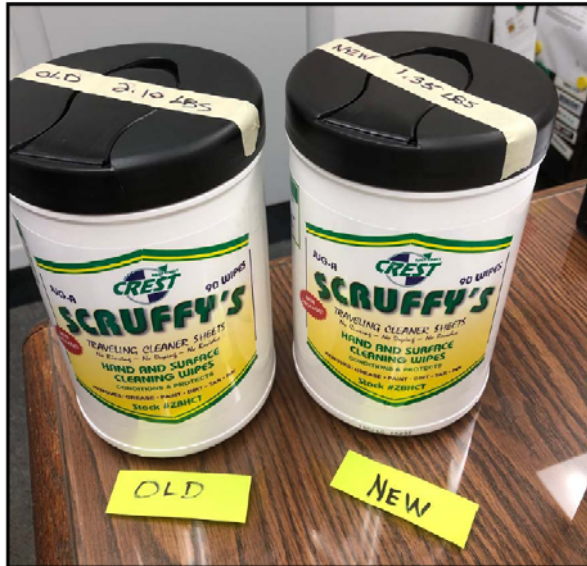
WWW.CRESTEASTCOAST.COM

**PRODUCT SPOTLIGHT
SUPREME #ASDEC**

ASDEC_Spotlight.pdf 082619



Old SCRUFFY'S vs. New



40%
CHEAPER!

OLD



NEW

GREEN TANGERINE



NEW
BOTTLE
YEA!



December 7, 2019



HUH?

ZTHNB3

3.38 FL OZ.

(100 mL)



ZTHNB

13.53 FL OZ.

(400 mL)



TRIM COAT

SELF ETCHING PRIMER AND FINISH COAT
Matches O.E.M. finish for automotive exterior trim.
Provides superior adhesion to stainless, chrome, steel and aluminum.
Will not crack or peel. No primer required.

Gloss Black, 16 oz. Aerosol # AT 1
Satin Black, 20 oz. Aerosol # AT 2

BLACK CHIP COAT

CURRENT O.E.M. FACTORY MATCH
Superior protection for rocker panels. Tough fast dry paintable texture coating. High build wet look!

16 oz. Aerosol # ACB



ATTENTION! This product is KNOWN to be prone to ABUSE!
Pay attention to ALL directions, cautions and bullets!

SOLVENT ENTRAPMENT will cause "BLISTERS" to form if top-coated before the product is dry and ALL solvents have escaped!

Pay attention to a MAXIMUM mil thickness (10 mil) and dry times on the label! Check to make sure product is completely dry and all solvents have escaped before topcoating!

There is NO warranty on this product!

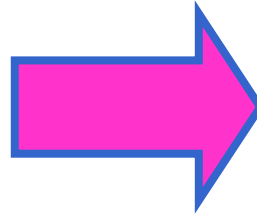
FOR USE BY PROFESSIONALS

D8

COATINGS
PRIMERS & PAINTS



**HAS
PROBLEMS**



OK!

BLACK CHIP COAT

CURRENT O.E.M. FACTORY MATCH

Superior protection for rocker panels. Tough fast dry paintable texture coating. High build wet look!

16 oz. Aerosol

ACB



ATTENTION! This product is KNOWN to be prone to ABUSE!
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There is NO warranty on this product!

FOR USE BY PROFESSIONALS









**RECENT
NEW
Products**



December 7, 2019



564 MAIN RD, VINELAND, NJ 08360 Phone: (856) 697-2500			
Image Report			
Owner: K2ND TLE&B	Insurance: Olsen Number:	Estimator: vince smithone	Vehicle Out:
Job Number:	Claim Number:		
Year: 2014	Color: GRAY	License Plate: 5336VR	Production Date:
Make: TOYOTA	Body Style: 4D SUV	State: NJ	Mileage In:
Model: Tundra 4WD 3.5 ...	Engine: 3.5-3.7, Gasoline 5...	VIN: 5T7CYFPL3DX366028	Condition:
			
7/16/2019 EOI	Comments:		
			
7/16/2019 EOI	Comments:		
			
7/16/2019 EOI	Comments:		
			
7/16/2019 EOI	Comments:		
			
7/16/2019 EOI	Comments:		
			
7/16/2019 EOI	Comments:		

SOLVENT ENTRAPMENT



NEW Products





December 7, 2019



December 7, 2019





CODE	3	4	5	6	7
BBC	\$ 54.68	\$ 48.18	\$ 43.48	\$ 39.44	\$ 36.30
BBCA	\$ 21.35	\$ 18.81	\$ 16.98	\$ 15.40	\$ 14.18
TOTAL	\$ 76.03	\$ 66.99	\$ 60.46	\$ 54.84	\$ 50.48



Technical Data Sheet

BUFFALO HIDE

2K CHIP COAT

STOCK NO. BB-C/BBC-A



Crest Buffalo Hide (Stock No. BB-C, BBC-A) is a 2-part urethane Chip Coat/Gravel Guard that has been formulated to match OEM coatings.

Directions:

1. Buffalo Hide may be applied to properly prepared, primed or painted surfaces and factory E-Coat. **Do not apply to bare metal.** For best results, prime bare metal (steel/aluminum) with Crest Vers-E-Prime 2K Epoxy Primer (Stock No. BVEP/BVEP-A).
2. Clean primed or painted surface with Crest Car Wash Soap (Stock No. BCS) and then with Crest Acry-Solv (AAS or BSA). Surface must be clean and dry.
3. Sand primed or painted surface with 180 grit sandpaper, taking care not to expose bare metal.
4. Blow away sanding dust with clean, compressed air and final clean with Acry-Solv.
5. Tape off edge of surface to be coated with Crest Fine Line Tape (Stock No. RFL ½) and then mask off as required.

Mixing

1. Mix Ratio is 4:1 (4 parts resin to 1 part activator).
2. Product may be tinted by mixing 8 parts BBC-Buffalo Hide Resin, part A with up to 1 part solvent base coat (unreduced). **Do not use water based or lacquer based color. Note: Tinting is optional and not required.**
3. Mix 4-parts resin (tinted or untinted) with 1-part activator. **Note:** Pot life is 30 minutes at 70° F (21°C) and 50% R. H.

Application

1. Apply Buffalo Hide with Crest Stock No. GUC-Undercoating gun or equivalent. Nozzle on gun is adjustable for either fine or coarse spray.
2. Apply coat #1 to substrate. Recommended air pressure is 80-100 psi. Maintain a distance of 8"-14" from surface to achieve desired texture. Apply a light to medium coat to avoid runs and sags.
3. After 15 minutes flash time, apply coat #2.
4. **Remove masking tape immediately after coat #2 is applied. Do not apply more than 2 coats.**
5. Recommended coating thickness: 15 mil per coat, 30 mil total dried film thickness.
6. Clean all spray equipment with Crest Urethane Reducer (BURF, BURM, BURS) and Crest Gunny Solv (AGS) within 30 minutes.
7. For a smoother texture, Buffalo Hide may also be applied with an HVLP gun fitted with a 2.5 tip.

Warning: Do not exceed recommended coating thickness (step 5). Specified flash times must be allowed.

Top Coating

1. Solvent Base Paint: Allow final coat to flash 30 minutes before painting.
2. Water Base Paint: Allow final coat to flash 2 hours before painting.

*Vehicle return to service time is 6 hours @ 70° F (21°C) and 50% R. H., fully cured after 24 hours.





BUFFALO HIDE (Stock No. BBC/BBC-A)

Application Guide

STEP 1 Surface Preparation

- May be applied to metal or plastic.
- Not for bare metal, apply only to primed or painted surfaces.
- For best results, prime bare metal (steel/aluminum) with Crest BVEP/BVEP-A Vers-E-Prime, 2K Epoxy Primer.
- Clean surface first with Crest BCS-Car Soap and then with Crest AAS/BSA-Acrylic Solv. Surface must be clean and dry.
- Sand primed or painted surface with 180 grit sandpaper, blow away dust and re-clean with Acry Solv.
- Tape off edge of surface to be coated with Crest RFL ½ - Fine Line Tape and mask off as required.

STEP 2 Mixing

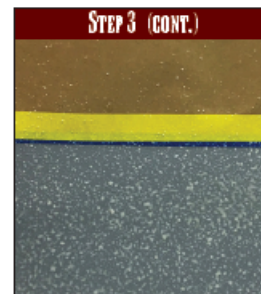
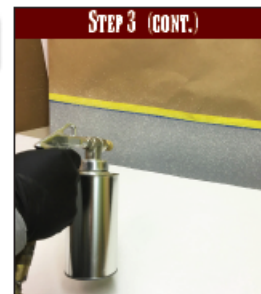
- Mix ratio is 4 Parts Resin (Part A) to 1 Part Activator (Part B).
- Buffalo Hide may be tinted by mixing up to 8 parts, Part A Resin with 1 part solvent base coat (unreduced). Do not use water based or lacquer based color. Note: Tinting is optional.
- Mix 4-parts Resin, Part A (tinted or un-tinted) with 1-part Activator, Part B. Note: Pot life is 30 minutes.

STEP 3 Application

- Apply Buffalo Hide with Crest GUC-Undercoat Gun or equivalent. Nozzle on GUC gun is adjustable for either fine or coarse spray. Start with nozzle flow set at approximately 50% open (medium-flow). Recommended air pressure is 80 psi.
- Apply coat #1 to substrate, maintaining a distance of 8"-14". Apply a light to medium "back" coat to avoid runs or sags.
- After 15 minutes flash time, apply coat #2. Positioning the gun closer to the surface with a "reduced-flow" nozzle setting will result in less texture. Positioning the gun further away from the surface, with a medium-flow setting will result in heavier texture.
- Remove masking tape immediately after second coat is applied.
- Maximum coating thickness is 15 mil per coat, 30 mil total dried film thickness.
- Clean all spray equipment with Crest Urethane Reducer (BURF/BURM/BURS) and Crest Gunny Solv (AGS) within 30 minutes.
- Tech Tip: Many different textures can be achieved by altering the distance between the spray gun and the surface to be coated and by adjusting the nozzle setting. Experimenting with different spray techniques on a test panel is highly recommended.

STEP 4 Top Coating

- Solvent Base Paint: Allow final coat to flash for 30 minutes.
- Water Base Paint: Allow final coat to flash for 2 hours.





December 7, 2019

STOP



“LUNCH TIME”



MORE

NEW Products



December 7, 2019



FILM COATING THICKNESS GAUGE



**USE TO MEASURE
ANY FILM ON METAL!**

**PREVENT “DIE BACK”
DUE TO OVER
LOADING THE CLEAR
COAT.**

**PREVENT TEXTURE
COAT FAILURE DUE
TO OVER LOADING
THE CHIP COAT**

CODE	3	4	5	6	7
ZFCTG	\$ 29.95	\$ 24.95	\$ 21.95	\$ 19.95	\$ 17.95



FILM COATING THICKNESS GAUGE

ZFCTG

FIRST TIME USE and UNIT CALIBRATION (or Battery replacement)

1. Install the AAA batteries and fasten the cover.

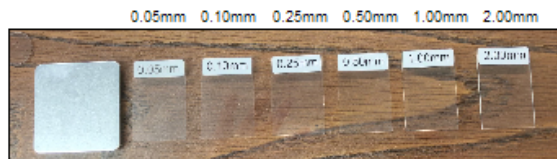
NOTE: Please read each of the numbered paragraphs completely before proceeding with the next step!



NOTE: After calibration" pressing the **UNIT** button cycles between "mm" (millimeters) and "mils" (1/1000 in.).



2. Layout the "metal plate" and "calibration films" as pictured.



READY FOR "AUTO CALIBRATION"

THE UNIT WILL PROMPT YOU TO GAUGE EACH OF THE 6 FILM THICKNESS: 0.05mm to 2.00mm

3. Press the **MODE** button and the **ON (ZERO)** button simultaneously.
All **8.8.8.8** appear, HOLD until **0 0 0** appear, then release.



4. When **0 0 0** and the small **mmC** (LOWER RIGHT) appear you are in "**AUTO CALIBRATION MODE**".
PRESS the unit on to the **METAL PLATE** to calibrate "**0**" FILM THICKNESS.

TWO BEEPS are sounded to record the reading.



5. The **UNIT** will then prompt you to gauge **0.05mm**.
Place the **0.05mm** film on the metal plate and **GAUGE** the **0.05mm** film.
TWO BEEPS are sounded to record the reading.



6. The **UNIT** then automatically displays the next calibration film thickness (**0.10mm**).
Repeat as above until all 6 films are calibrated.

7. After the **2.00mm** film is calibrated the screen will display **OVER** indicating the calibration is complete and the unit will shut off automatically.

THE UNIT IS NOW CALIBRATED AND READY FOR USE.









**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
\$99.96	\$15.49
1.92 ea	1.55 ea.
Savings	20% Less!!!





Z18SB36

Z18SB60

Z18SB80

ZIRCON
18 INCH
SANDING
BELT
GRIT



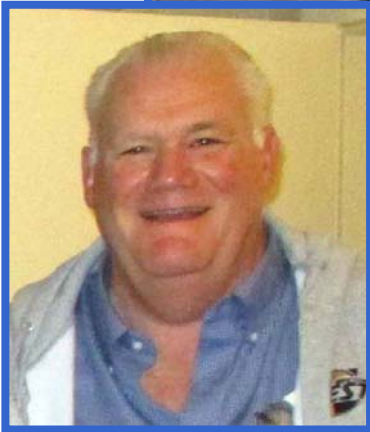
ZIRCON SANDING BELTS - 18" x 1/2" - 10 BELTS/ PKG.

CODE	3	4	5	6	7
Z18SB36	\$ 15.49	\$ 14.45	\$ 13.55	\$ 12.66	\$ 11.85
Z18SB60	\$ 15.49	\$ 14.45	\$ 13.55	\$ 12.66	\$ 11.85
Z18SB80	\$ 15.49	\$ 14.45	\$ 13.55	\$ 12.66	\$ 11.85



DESCRIPTION		CODE	7
18" BIG BELT SANDER - 1/2"		ZWBBS	\$ 127.99
13" MINI BELT SANDER - 3/8"		ZWMBS	\$ 105.99





December 7, 2019



December 7, 2019



CLEAR GUARD FLOOR FILM #ZRFF 200' x 48" – 4 mil.



48" X 200' Floor Booth Film (RBL-421)

by [RBL Products](#)

Price: **\$285.00** & **FREE Shipping**

Get \$100 off instantly: Pay **\$185.00** ~~\$285.00~~ upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Note: Not eligible for Amazon Prime.

- 48" X 200' FLOOR BOOTH FILM (RBL-421)

› [See more product details](#)

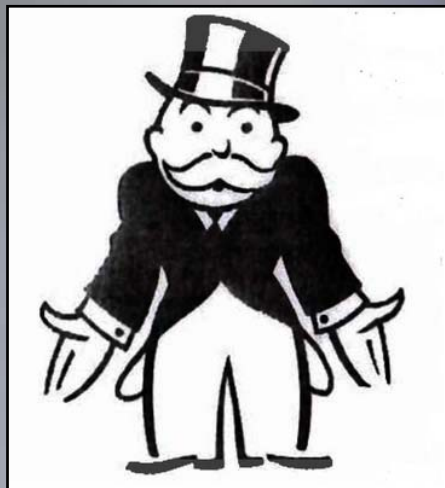
New (12) from **\$285.00** + FREE Shipping

Price: **\$285.00**

CODE	3	4	5	6	7
ZRFF	\$ 211.00	\$ 192.00	\$ 181.00	\$ 173.00	\$ 166.00

Product SPOTLIGHT







HYPER CLEAR



13 YEARS OLD



PASS
THE
PUCK!



OEM Service Team

Crest Industries, Inc. is a Michigan-based manufacturer and distributor of quality sealants, adhesives, coatings, solvents, aerosols and supplies for the automotive collision repair and service industries. Our newly-formed task force of automotive specialists offer over **100 years** of combined experience, achievements, skills and abilities!

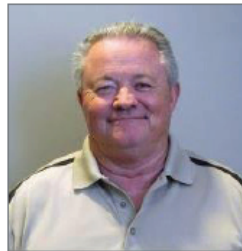
AREAS OF SPECIALIZATION

Troubleshooting
Product Applications

Repair Procedures
Recalls

Service Operations Bulletins
Product Supply & Distribution

Meet the Team:



ED STAQUET

Ed has over 40 years of experience in the collision repair industry. From working in the shop to serving as the Senior Technical Support Specialist for a major adhesive manufacturer and OEM supplier, Ed has seen it all! He has been an I-CAR Instructor for 30 years and named "Instructor of the Year" several times. Ed also received the I-CAR Founders Award and served on the Board of Directors. He has also served on committees for the Society of Automotive Engineers (SAE).



MIKE SCHLAFF

Mike has over 25 years' experience with Crest Industries, Inc. in product development, technical support and operations management. His prior automotive experience extends to the Insurance Industry where he was a Physical Damage Claims Representative. Mike has the required combination of technical skills, product knowledge and business skills to develop a product application and distribution plan to address your needs.



JIM ROGERS

Jim has over 39 years of experience automotive service and collision repair. He has achieved ASE Master Certification Status and has a long tenure as an I-CAR Instructor. Jim was named "Instructor of the Year" on two occasions. He has multiple levels of training in automotive service and body repair. This includes over 33 I-CAR courses and programs offered by Chief, ASE, TRW and Hunter. Previously, Jim owned a collision repair facility in Oxford, MI and then moved to Farmington Hills, MI.

CREST INDUSTRIES, INC.

1337 King Road | Trenton, Michigan 48183 | **800-822-4100** | www.CrestAuto.com

SEALANTS • ADHESIVES • AEROSOLS • SOLVENTS • TAPES • FASTENERS



NEW ZZ'S



BUFFALO STAMPEDE!!

Stock No. ZZ-1



Deluxe Kit with everything you need to apply our new, advanced chemistry, fast-cure, 2K urethane chip coat: **Buffalo Hide!**

*Note: Buffalo Hide matches late model, OEM texture up to 30 mils!

ZZ-1 Includes:

- (1) BB-C – Buffalo Hide Resin (Quart)
- (1) BBC-A – Buffalo Hide Activator (1/2 Pint)
- (1) GUC – Applicator Gun
- (1) GUR – Applicator Gun Reservoir Can
- (6) PMX32 – Quart Mixing Cups
- (1) RFL ½ – 1/2" Fine Line Tape
- (1) AGS – Gunny Solv Spray Gun Cleaner



See your Sales Representative for special pricing!

11/19

\$160.00

VALUE!

ZZ1

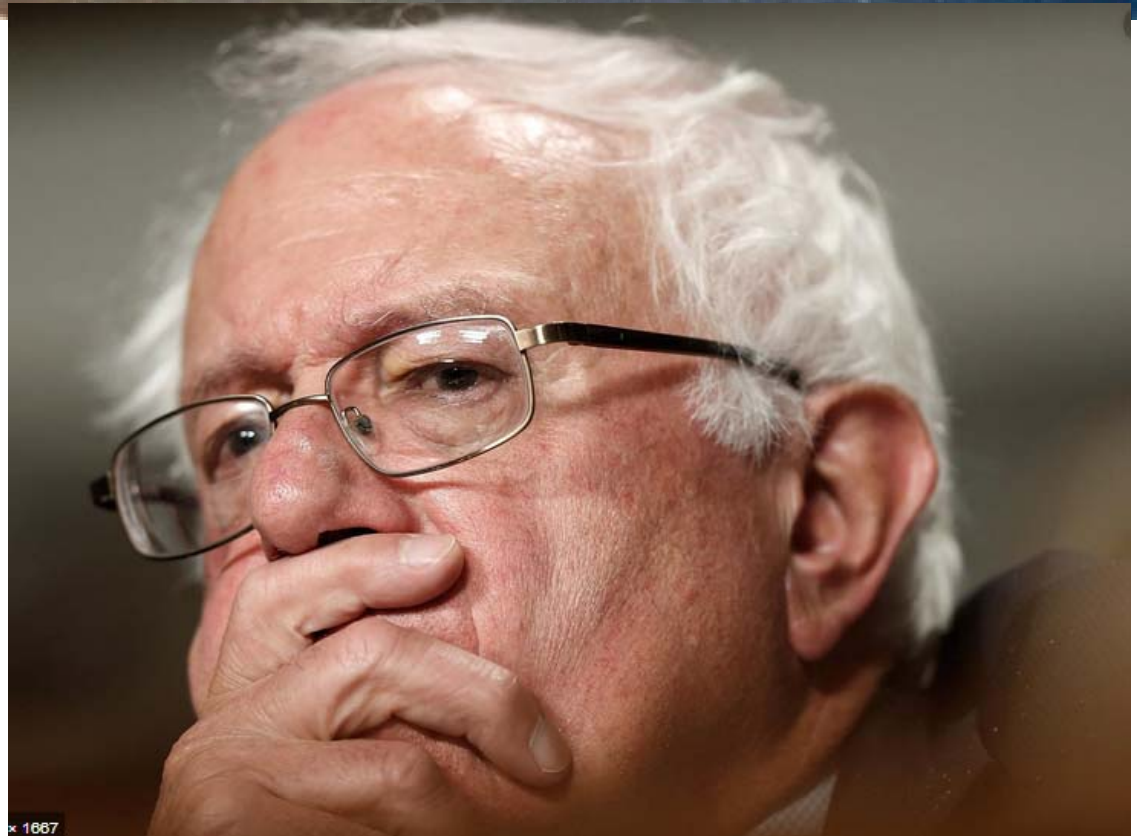
\$99.00

CODE 6



ZZME

???



December 7, 2019



The ZZME Project!

You get to design your very own ZZ Promo!

The RULES:

1. Come up with an idea and invent a sale that you would like to promo!
2. It can be anything at all that comes from the products in our warehouse.
3. Decide what products are in the PROMO, its PRICE and YOUR Commission Code!
4. Then present it to us and we will work out together the numbers to make your ZZ work!

We then, take it from there! *Note: The Stock Number for your Promo is **ZZ** followed by Your Initials!*

- We will do the *photos* for you, the *artwork*, *key in* all the necessary *data* into our computer system, *print* your ZZ and *mail* it to *you to start selling your very own "DREAM SALE"!*
-

THE TIMELINE!

- **DECEMBER 24th**, is the deadline for you to get *your ZZ all worked out with us* and get the *Final ZZ Paperwork* in to us!
- **End of JANUARY**, we will mail your **ZZME Flyer** for you to go "*Gang Busters*" and Sell the **"Living Shit"** out of your PROMO!
- **MAY 1st.**, the CONTEST ENDS!

??? CONTEST ???



The ZZME CONTEST

MAY 1st - All ZZME Promos END
and the WINNERS will be determined

There are TWO Categories:

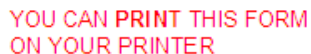
1. **Highest Number** of ZZME's Sold by a Single REP.

PRIZE: the rep will receive a check for **10%** of the Total DOLLARS of that REPS ZZME Sales.

2. **Highest TOTAL DOLLARS** of ZZME's Sold by a Single REP.

PRIZE: the rep will receive a check for **10%** of the Total DOLLARS of that REPS ZZME Sales.

PRIZE CHECKS will be presented at the **JUNE 6th workshop!**



CREST EAST COAST INC.

YOUR PROMO STOCK NUMBER/ ZZ + YOUR INITIALS ZZ _ _	YOUR NAME	REP #	DATE
--	-----------	-------	------

NAME OF YOUR ZZ PROMO

SALE PRICE	DESIRED COMMISSION CODE / WE WILL WORK THIS OUT WITH YOU.
------------	---

[illegible]

■ IF YOU HAVE ANY LAYOUT IDEAS FOR HOW THE PAGE OR THE PICTURE SHOULD LOOK—USE THIS SPACE HERE OR EVEN USE ANOTHER FULL PAGE TO DESIGN THE FLYER! OTHERWISE WE WILL TALK WITH YOU AND USE OUR BEST JUDGEMENT—WE’VE DONE THIS BEFORE...

RIDE THE WAVE! **CREST** EST. 1976

**WHOLESALE & RETAIL
WAREHOUSE DISTRIBUTORS OF:**

ADENNA	LUBRIMATIC
ASTRO PHENUBATIC	MAXELL
BLAIR	METAL BLASTER
CORIM	NANO
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