



Car Dealers Stun Paint Meter Manufacturer with Record Orders for the New FenderSplendor FS 502 Coating Thickness Gauge -- A Paint Thickness Gauge Not Intended for Car Dealers

After a year of record breaking sales with the FS 488 Paint Meter for Car Dealers, FenderSplendor President Allen Willey was stunned when dealers began ordering the new higher priced FS 502 Coating Thickness Gauge. The FS 502 was designed primarily for Industrial Customers, such as Powder Coating, Steel and Aluminum Refinishing, and Fabricating. Willey said there are several reasons the Car Dealers are buying the higher priced FS 502 Thickness Gage.

Gulf Shores, AL ([PRWEB](#)) January 2, 2007 -- After a year of record breaking sales with the FS 488 Paint Meter for Car Dealers, FenderSplendor President Allen Willey was stunned when dealers began ordering the new higher priced FS 502 Coating Thickness Gauge. The FS 502 was designed primarily for Industrial Customers, such as Powder Coating, Steel and Aluminum Refinishing, and Fabricating. Willey said there are several reasons the Car Dealers are buying the higher priced FS 502 Thickness Gage.

Car Dealers across America bought over 2,000 FS 488 Paint Meters from FenderSplendor, Inc. in 2006. The low price and easy use were key factors in the astonishing sales success. Sold on the website <http://www.wholesalepaintmeters.com> the FS 488 quickly became the # 1 Paint Meter in America.

With the overwhelming success of the FS 488 Paint Gauge as a launching pad, Willey decided to offer the FS 502, a Coating Thickness Gauge designed primarily for industrial applications. Willey said; "we had many requests for an affordable gauge that would meet the requirements of many different manufacturing industries." Willey went on to say; "When we got into the automotive paint meter business we were shocked at the high prices dealers were being forced to pay for a basic paint gauge. We set out to offer a superior gauge at close to half the price, and we succeeded."

Willey said he decided to move into industrial applications with the FS 502 mil gauge after he saw the success of the FS 488. "Clearly there is a market for affordable coating thickness gauges." Following the success of the FS 488 Willey decided to offer the FS 502 on the Internet at: <http://www.fs502.com> in order to keep the gauge affordable. Willey said that the "old-time" instrument companies spend tens and even hundreds of thousands of dollars every year attending trade shows. "This cost is built into every gauge you buy...and we eliminate this extra cost by selling directly on our web site."

"Initial sales of the FS 502 Paint Meter have exceeded all projections, but the biggest surprise has been the number of Car Dealers who are purchasing the FS 502." Willey feels that Car Dealers are willing to pay the higher price for the FS 502 Paint Thickness Gauge because of the lighted readout and the higher degree of accuracy. Sold directly on the website <http://www.fs502.com> the FS 502 sells for half the price of the leading competitors.

Willey, a former New Car dealer in Birmingham, Alabama got into the Paint Meter business when he was buying cars in the snow and sleet at the Jaguar Sale in Detroit, Michigan. He realized that he needed a quality Paint Gauge to determine if the cars he was trying buy had any previous damage. This ultimately led to the development of the FS 488 Paint Meter for Car Dealers and Car dealer Auctions. The FS 488 Paint Gage is sold



exclusively at: <http://www.wholesalepaintmeters.com>.

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Online Web 2.0 Version

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