



Auto Body Shops Experiencing Record Profits

Laughlin Industries' Pinwheel® Color Select System, introduced at NACE Collision Repair Event, is spinning record profits for car dealers, auto body shops, and pinstripers across the nation.

([PRWEB](#)) November 22, 2004 -- The Laughlin Industries' Pinwheel® Color Select System, www.pinwheelstripe.com, is spinning record profits for car dealers, auto body shops, and pinstripers across the nation.

The concept behind the Pinwheel is simple. A vehicle owner is trying to choose pinstripe colors for their car, but can't imagine how the colors will look. With the Pinwheel Color Select System, they don't have to imagine it, they can see it.

Karen Laughlin, Marketing Director for Laughlin Industries, says, "Every car dealership who uses The Pinwheel sells more pinstripes before the car ever leaves the lot. They just hand The Pinwheel to their customer and say, 'let's see which pinstripe color looks best on your new car', and customers get excited about picking out which color stripes look best. It's an instant sale and more revenue for the dealership."

The Pinwheel® Color Select System is a rotating disc system made from layers of Lexan, a durable, high-strength plastic, held together with a center grommet. Two of these layers contain pinstripe colors that line up with complimentary or contrasting pinstripe colors. Turning the discs enables the user to pair up the vibrantly colored pinstripes to create a broad range of pinstriping choices for customers to see through a view window cut into the white top layer (see image). The colors of The Pinwheel are based on the most popular pinstripe colors for either painted or vinyl stripes.

Company president, Chris Laughlin, explains how, "holding the Pinwheel Color Select System against the fender of a customer's car gets them involved and excited. They can see for themselves just how their pinstripes will look. Once they're involved, they're no longer thinking about whether to buy pinstriping, but which pinstripes to buy."

In addition to adding real profit to the bottom line, the Pinwheel is also a tremendous timesaver to the person selling the pinstripe. Less time waiting for customers to choose stripe colors means more time to do jobs that bring in more revenue to your business.

To order The Pinwheel, call Laughlin Industries at 877-738-9130 or visit www.pinwheelstripe.com.

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Online Web 2.0 Version

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