



TIRE

Fall-Winter
2021

VOLUME 25
ISSUE 1

SUPPORTING TIRE AND AUTOMOTIVE SERVICE BUSINESSES OF NORTH CAROLINA

LIGHT AT THE END OF THE TUNNEL?

Getting back to in-person, non-disruptive lifestyle can't come soon enough!

Schools, Offices, Home Life, Sporting Events...

What a domino effect a pandemic can have!

Legislative Updates:

Bay Time, Tech Time, Hourly Rate = Proper Safety Inspection Fee?
Starting on page 4

CATALYTIC GOLD

Say What?

You should have heard by now!
Read more on page 11

MEMBER PERKS!

HAVE YOU CHECKED THEM OUT LATELY?

See some of the quality savings offered for our members

Check it all out on page 10

PRICE DISCOUNTING?

No hocus-pocus please...
Insights on page 7

IN PERSON TRAINING

to start back up in March
Find out when and where on page 6

FROM THE NCTDA PRESIDENT

The beginning of the year usually provides the opportunity for a new start regardless of the past year, but 2020 was definitely a challenging year. What a whirlwind we have lived in the last 11 months.

My hopes are you and your families have been able to maintain good health and safety. Through all the hardships we have faced in our nation, I believe we have brighter days ahead in 2021.

Through all the hardships we have faced in our nation, I believe we have brighter days ahead in 2021.

I'd like to say thank you for your continued partnership with the NCTDA. We are proud to support the motoring public and have been blessed with the essential business classification to keep our businesses open for the most part. Business has been good in most sectors of our industry. We've learned so much with respect to running our businesses differently. We have seen the best come out of our team members/employees during these trying times. They have been troopers in stepping up and helping keep our customers happy to be able to keep their vehicles running and cared for. We



should continue to see a positive business position with vehicle transportation being the ultimate choice of travel.

Once again, don't hesitate to reach out for any of the NCTDA's resources for help. Professionalism & Safety are top priorities of our association and we wish to provide this to our industry businesses that are striving to be "all that" to their customers.

BECOME A MEMBER!
www.NCTDA.com

We are your trusted source for supporting you and your business.

Frankie Pugh
President, NCTDA



06

**NCTDA/TIA
TRAINING
RETURNS!**

09

**MEMBERS IN
THE NEWS**

a publication of
the North Carolina Tire Dealers Association
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LEGISLATIVE NEWS

Safety Inspection Fees

The 'go to' travel choice is by personal vehicles these days, and.....by-the-way, we're starting to play catch up on inspections since the 5 month extension from March to July in 2020. We all want to cover our customers when it comes to safety, and we want to do it right. We are currently charging the motoring public \$13.60 per inspection. Our involvement of vehicles in the bays take quite a bit more time than the charged fee. I know, I know.....occasionally we uncover a repair needed to provide a safe vehicle for



the road, and make the inspection worthwhile. However, that's what the inspection is all about. Emissions inspections counties are becoming fewer and many businesses are weighing the effort to continue the inspection process. In representation to our industry & our NCTDA Members, we will be proactively advocating for an increase in the inspection fee for vehicle inspections



Senate Majority Leader Harry Brown did not seek re-election

Sen. Harry Brown, of Jacksonville, has served eight terms and was the Senate majority leader. He was also the lead budget writer. "Our trade association had a great relationship with Sen. Brown, say NCTDA Executive Director Reece Hester.

Continued on next page

GOODYEAR

COOPERTIRES

HANKOOK
driving emotion

FALKEN
TIRE

KELLY TIRE

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3 SATELLITE WAREHOUSES

FLORENCE, SC FAYETTEVILLE, NC MYRTLE BEACH, SC





Senator Brown always opened his door for listening to our views and was always a steward to small businesses in North Carolina.” Senator Brown is a car dealer from Onslow County and understood the challenges the transportation related small businesses dealt with. Hester also noted; “we look forward to working with Senator Brown’s incoming Majority Leader replacement,” which we highlight in the next excerpt.....

Incoming Senate Majority Leader is Kathy Harrington

First female majority leader in North Carolina’s state Senate since the position was created in 1977.

The Senate’s majority leader is the second in command to the Senate President Pro Tem, who is the highest-ranking officer in the chamber. Republicans maintained their majority in the N.C. General Assembly after the 2020 election, though they lost one seat in the Senate, giving them a 28-22 majority. Republicans in the House, however, gained four seats, but did not win enough seats to override gubernatorial vetoes. NCTDA Executive Director Hester comments that Senator Harrington is another pro-business legislator and will look forward to working with her going forward.

Third U.S. State Banning Combustion-Engined Car Sales

California came first, then New Jersey, and now...

California made global headlines last September when it announced a bold and perhaps controversial plan to ban sales of new combustion-engine vehicles by 2035. Governor Gavin Newsom signed the executive order on the hood of a new Ford Mustang Mach-E. For decades, the Golden State has issued more stringent environmental laws than what the EPA called for, much to the chagrin of some automakers. But times are changing.

Only a month after California’s ban declaration, New Jersey announced a similar plan that also calls to reduce state emissions by 80 percent by 2050. And now, a third state has joined the party. Massachusetts has declared it too will ban sales of gas-powered vehicles by 2035.

Governor Charlie Baker has just released a 2050 de-carbonization road map which includes a passenger car emissions reduction as 27 percent of statewide emissions are directly caused by light-duty passenger vehicles. The ultimate goal is to reach net-zero fossil-fuel emissions by 2050. Of course, the necessary EV infrastructure is nowhere close to being ready, but Baker’s plan includes expanding the state’s public charging infrastructure so it won’t be an issue for drivers who don’t have a private garage to charge their vehicle nightly. This combustion-engine sales ban trend is expected to continue to expand in the coming few years.

The fact that three highly-populated states have committed to an electric vehicle future is something automakers cannot ignore. The passenger car market share in California, for example, is an estimated 44.8 percent versus 31.2 percent nationwide.



NC TIRE DEALERS ASSOCIATION EASING BACK TO IN-PERSON TRAINING

Just finished (covid-safe) training 9 techs at Carteret County Community College in NC

Next Class Coming Soon!

Alamance County Community College (Middle of the State) spring start date is set for March 23rd.

TIA's ATS Certified Training is available to all Tire & Automotive businesses in North Carolina.



Training Sponsorships are Available to NCTDA Members

There are 9 community colleges across the state providing small businesses an opportunity for technicians to receive ATS certification.



ONE TEAM WITH ONE VOICE...SERVING 58.
ACCOUNTABILITY | INTEGRITY | COLLABORATION | SERVICE



Certified Automotive Tire Service (ATS) is a 300 and 400-level certification program that provides in-depth and comprehensive instruction on the recommended procedures for servicing modern automobiles and light trucks.

Certified ATS is designed for the professional passenger and light truck tire technician, so the subjects range from the relationship between torque and clamping force to the TPMS relearn procedures on domestic and import vehicles.

Certified ATS includes an exclusive module on Tire Conditions Analysis that uses images from TIA's Passenger and Light Truck Tire Conditions Manual to educate technicians on the most likely reasons for common irregular tread wear patterns.

**Call the NCTDA office if you have interest in sending an employee or attending this training class!
877-784-0111**

Pricing, Ethics and the Reputation of Your Business

By Bob Cooper

#1 Embrace the fact that it's perfectly ok to offer legitimate discounts, such as senior discounts, police and fire department discounts, military discounts and promotional discounts.

#2 When a customer asks for a discount, look at their request as a buying signal. They are already sold on you and the recommended services! They are now either simply testing you for price integrity, or they are negotiators looking to get the best deal. Since they're already sold on you, rather than lowering your price, look at their request as an opportunity for you to build even more interest and value in your recommended service, and to resell yourself at the same time.

value. As an example, rather than lowering your price from \$800.00 to \$750.00, tell the customer that if they authorize the service, you'll provide them with a voucher they can use for a complimentary oil service during their next visit. This way you don't cheapen the value of your existing recommendation.



#4 If you feel for whatever reason you have to provide a concession in price, you should always take something off the table in return for the price reduction. Examples would be reducing the warranty on the repair, having your tech work on the vehicle when you are not as busy, etc. In all cases, if the customer pays less, they should get less.

#3 Rather than reducing your price, offer your customer something that brings an added

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IRS TAX DATES FOR 2021

Mark your calendars: The Internal Revenue Service (IRS) has announced it will begin accepting and processing tax returns on February 12, 2021.



If you're thinking that February sounds a little later than usual, you're right. Last year, tax season started on January 27, 2020. The Internal Revenue Service says the delay is to give it time to program and test its systems to accommodate COVID-related tax law changes enacted late last year.

While the IRS Free File program opened on January 15, 2021, returns will not be processed until February 12. The deadline to file 2020 tax returns is April 15, 2021.

Key Tax Season Dates

January 15:	IRS Free File is open for eligible taxpayers to begin filing returns
February 12:	Tax season begins
February 22:	Where's My Refund tool is available (tentative date)
April 15:	Deadline for filing 2020 tax returns
October 15:	Deadline for filing 2020 tax returns for those requesting an extension

Want to buy or sell used equipment?

Compressors, Balancers, Emissions Machines, Brake Lathes, Racking, Service Trucks, Alignment Machines, Diagnostics, Lifts

Buying: Check out the NCTDA Website

Selling: Send us a photo, contact, and asking price



Some won't recognize this relic from the past !!!

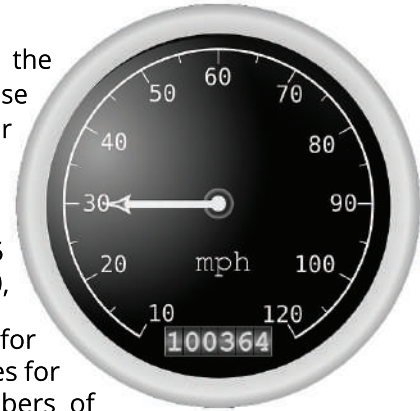
Standard Mileage Deductions

The Internal Revenue Service 2021 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

Beginning on January 1, 2021, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 56 cents per mile driven for business use, down 1.5 cents from the rate for 2020,
- 16 cents per mile driven for medical, or moving purposes for qualified active duty members of the Armed Forces, down 1 cent from the rate for 2020, and
- 14 cents per mile driven in service of charitable organizations, the rate is set by statute and remains unchanged from 2020.

The standard mileage rate for business use is based on an annual study of the fixed and variable costs of operating an automobile.



SUPPORT TRAINING THRU SCHOLARSHIP DONATIONS



Go to nctda.com & click 'contact us' with your donation amount



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CORPORATE SPONSORSHIP IS MOST APPRECIATED!

Members in the News



Long Time NCTDA Member Sells Business

**Bill Anders, owned Burlington Tire for 40+ yrs.
Congratulations Bill!!**

Burlington Tire Service was purchased by **Black's Tire Service.**

Burlington Tire Service and the BTS group are a good match with respect to an acquisition being BTS has been a preferred supplier for over 12 years and have built a good working relationship.

Cedar Point Tire, Cedar Point, NC Opens New Location

They didn't move far, but it's all brand new and the staff and customers love it! CPT was at their former location for 30 years says owner Mark Hardin. Cedar Point Tire has been a fixture in the southeast coastal area of Cedar Point providing products & services for many years. Mr. Hardin's staff of 12 are very customer focused and know their customer satisfaction duties. The parking lot was full when NCTDA'S staff visited and everyone was 'doing their thing' with respect to vehicle servicing. Tires, Brakes, Alignments, Tune-Ups, Chassis Work, oil/lube changes, and minor engine repair work keep the Cedar Point Team busy.

Congratulations Cedar Point Team!



Chapel Hill Tire & Auto Care Expanding their Footprint

NCTDA member adds (2) stores, one in Apex, the other at Crabtree Valley, Raleigh (their 8th & 9th stores).



Alray Tire Center to add 4th Store

Alray Tire Center's newest location in Forest City will have a grand opening March 1st. This adds to Alray's (3) current stores of Cherryville, Shelby, and Morganton.

Congratulations to owners Trey & Seth Garrison!



MEMBER *Perks*

Our endorsed provider programs can save you \$\$\$\$

UNIFORM APPAREL

- ▶ Check out our 'Members Only' Endorsed Provider Rates –
- ▶ Don't get Hand-Cuffed to a Contract?.....Check your AUTO RENEWAL date!

Some contracts have a "90 days out" must engage in writing clause.. check yours!

- ▶ Business Team Look – sends positive connection to your customers!
- ▶ Our NCTDA Staff is here to assist you in the review process
- ▶ Call or email us for a no obligation straight-up comparison review

CREDIT CARD PROCESSING

- ▶ You don't know unless you ask questions! We have very satisfied members on our endorsed CC processing programs.
- ▶ We can provide you with a comparison analysis at no charge

"We have saved hundreds since switching to the NCTDA endorsed CC processing program. We couldn't be happier with the rates and the service being provided."
Marc Pons, Chapel Hill Tire & Car Care

WINDSHIELD STATIC STICKERS

- ▶ Custom Logo or..... whatever you desire (we can make it happen)
- ▶ We have the machines at the best rate on the market
- ▶ Ribbons, Static Rolls, & Customer Service at it's best

"We've used the NCTDA's 'windshield customer reminders' for years and always get a live person to speak with and NO HASSLE with on-time service & delivery."
Jeb Kiser, Liberty Tire, Jacksonville

BUSINESS BANK CHECKS OF ALL TYPES

- ▶ We have the best prices on checks (even better than your bank).
- ▶ Logo add-ons

OIL / LUBRICANT PROGRAM

- ▶ The NCTDA's endorsed provider program is a great resource for your business. Let us get you a quote if you're not already using this provided lubricants program.

These are only a few of our Member Perks - Check them all out at NCTDA.COM

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We offer the parts you need from national brands you trust, leading the industry with more than

99%
coverage in key categories.

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solideal

CARBON SERIES

CROSSWIND



Become a Parrish Tire online customer at <http://login.parrishtire.com>

Parrish Tire proudly supports the NC Tire Dealers Association

This photo was taken of the undercarriage of a U-Haul 16-foot moving truck. The re-bar has been welded on to protect the converter from being stolen! They got fed-up.

Replacement cost can run between \$945 and \$2475

We have reports from members whose customer vehicles left outside had their converters cut-off and stolen after hours of operation. Catalytic converter replacement isn't cheap.

For most vehicles, the average cost of a catalytic converter repair is between \$945 and \$2475 including parts and labor. The catalytic converter cost itself can be up to \$2250 of that. That might be close to a customer car's value!

ADAS Systems

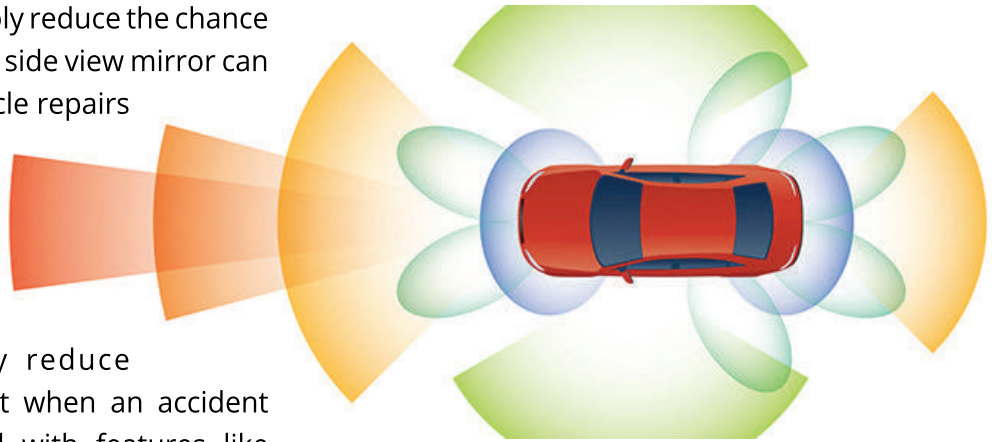
Expense, Necessary Shop Room, Multi-vehicles, Liabilities, Training. Will simplifying standardization become part of the equation for shops down the road?

Blind spot monitors sharply reduce the chance of injury, but replacing a side view mirror can now cost \$3,000 in vehicle repairs from accidents. Much of this technology, known as ADAS, is standard or available in low-cost packages — and research shows these systems can significantly reduce the likelihood of a crash. But when an accident does happen, cars equipped with features like blind-spot detection can cost as much as \$3,000 or more to repair.

Research released earlier this year by the Insurance Institute for Highway Safety shows these features can be highly effective. The nonprofit group estimated forward collision warning with auto-braking, for example, can prevent one in six front-end crashes, while lane departure warning lowers incidents of single-car, sideswipe and head-on crashes by 11 percent, while also cutting by 21 percent the number of crashes resulting in injuries.

With the ADAS systems now in vehicles it presents new challenges in training, tooling and equipment along with a legal and a liability challenge. These new systems must be properly serviced with the utmost precision and accuracy. The reason for this is that when a part has to be repaired or replaced on that subsystem, that part or system has to be accurately calibrated. In order to do this the shop has to have the correct service information, service tools, and training.

An important need to be considered is the available space that is allowed for ADAS calibrations. This reason alone is why a lot of shops don't get involved



with ADAS repairs. Remember, to perform a proper calibration you have to have the correct space and area as well as the right pitch in the floor. You can have all the tooling that's needed but you might not have adequate shop floor space.

Questions that a lot of technicians and shop owners ask when considering performing ADAS repairs is "what do I need to efficiently perform ADAS repairs in our shop?"

An important tool to consider is the scan tool. It is extremely important to have a sufficient scan tool to be able to perform a pre- and post-scan. Most of the popular scan tools on the market have that capability in their software. The reason a pre- and post-scan is important is you can have a record that you can share with the customer of the pre- and post-repairs. Also an ADAS recalibration report is another good idea toward documentation.

As technology advances, we hope to see this segment of repair morph into a hopeful standardization (one size fits all) to provide affordability to shops and customers as this is not the norm right now.

Some sourcing: Edwin Hazzard/10 Missions

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Many thanks for your support of the Tire & Auto Repair Industry of North Carolina.

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Tire Hub
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WorldPAC
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Maxam Tire
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- **Multiple Terminal Options:** All integrated terminals include digital signature capture and contactless payments, like Apple Pay.
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- **FREE Virtual Terminal:** We can securely store your clients' credit card data. Recurring payments is an additional functionality offered at no cost.
- **Consumer Financing (coming Q2 2021):** Offer your customers financing for large jobs through Synchrony Financial and EasyPay Financial.

Welcome New Members

White Tire Center - Hwy 70

761 US Hwy 70 SW
PO Box 2015
Hickory, NC 28602
Todd White
828-322-7416

Toyo Tire USA

2076 Silver Island Way
Murrells Inlet, SC 29576
803-992-0116
John Vastine

Chapel Hill Tire-Apex

1101 Old Raleigh Rd
Apex, NC 27502
919-446-1265
Marc & Britt Pons

Mickey Thompson Performance Tires & Wheels

4651 Prosper Drive
Stow, OH 44224
330-686-3515
Ed Huffman

Chapel Hill Tire-Crabtree Valley

4325 Glenwood Ave #4000
Raleigh, NC 27612
919-516-9507
Marc & Britt Pons

Alray Tire Center of Forest City

247 West Main St
Forest City, NC 28043
828-229-3246
Trey & Seth Garrison

QUICK BITES

Odometers Reach Record Heights

"The average age of cars and light trucks is increasing across the U.S., along with the mileage on their odometers. At mid-year 2019, the typical light vehicle in the U.S. averaged approximately 22,000 more odometer miles than ten years earlier (2009). The downturn in 2020 vehicle sales has pushed the average age and odometer readings of cars and light trucks to record-high levels."

"This is significant for aftermarket product growth since older vehicles with greater accumulated mileage consume more aftermarket products per mile than cars and light trucks with lower odometer readings. See the all-new 2021 Lang Aftermarket Annual for a 10-year history of the soaring odometer readings."

Consumer Motivations for Tire Purchases

Two factors dominate the reasons for buying replacement tires: tire age (48 percent) and wear (46 percent). About 13 percent of consumers surveyed said they bought new tires because the old ones had a flat, were damaged by a road hazard and/or had a sidewall bulge indicating damage to the inner tire lining.

When it came time to buy, over 80 percent of consumers purchased a full set of four tires—that's the ideal strategy to ensure balanced performance and to take advantage of common sale incentives. And, more than 80 percent bought all-season tires.

Among the countless tire attributes consumers must

consider when tire shopping, most clearly value all-season grip, as 50 percent as top choice. The All-weather grip serves as a good summary of how a tire performs in a range of conditions, including on dry, wet, icy, and snowy roads.

When shopping for tires, shoppers were more likely to consider brand, the length of the manufacturer's treadwear warranty, handling, braking, or the Uniform Tire Quality Grades (UTQG) rating on the sidewall for treadwear, traction, and temperature than getting the lowest price.

However, the most commonly reported reason for selecting a particular tire brand was price (44 percent), followed by tread life (40 percent) and brand trust (31 percent).





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The bottom layer grips the seat while the top layer allows easy entry & exit from the vehicle.

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FG-P9943-14
250/roll
\$31.80/roll

Premium Seat Cover
FG-P9943-10
250/box
\$31.80/box



GODEX PRINTER

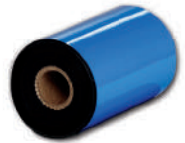
Printer Kit
FK-GX001-05
\$475.00



Custom Imprinted Labels
SRL-PET0000-01
\$31.25



Printer Ribbon
110 meters long
FG-P9944-02
\$8.75/ea



Generic Labels
Red Oil Can
FB-P9933-45
\$23.75



PAPER FLOOR MATS



Prime Footprint
M3273PP2280A
17"x 22"
500/box
\$45.50/box

Prime Footprint
M3274PP2280A
17"x 19"
500/box
\$41.18/box



ADHESIVE TIRE LABELS

500/roll
FG-P9943-79
\$41.25/box



PAPER KEY TAG W/ METAL RING

1000/box
FG-P9933-13
\$27.50/box



STEERING WHEEL COVERS

Elastic design makes it easy to apply and remove. Double-band and shower cap styles. 500/box



Double Band
FG-P9943-33
\$22.52/box



Shower Cap
FG-P9933-82
\$25.17/box

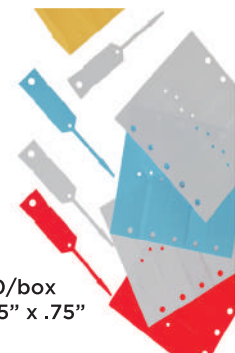
PLASTIC KEY TAGS

Blue
FG-P9933-98
\$10.60/box

White
FG-P9933-23
\$10.60/box

Red
FG-P9933-99
\$10.60/box

Yellow
FG-P9933-24
\$10.60/box



1000/box
4.5" x .75"

We can supply you with these helpful small business needs at great prices for your company.



WE ARE HERE TO HELP!

Contact:
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Executive Assistant : Becky Hester, email: becky.hester@nctda.com

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NAPA wants to be your single-source supplier when you need help locating those hard-to-find items. If a part isn't on hand at your servicing NAPA store, just click the new Find-It button and NAPA PROLink will instantly search other NAPA stores, NAPA Distribution Centers and NAPA Suppliers across the country. That puts over 400,000 parts and accessories right at your fingertips. **Try It Today!**

Now Includes **FREE Labor Estimating!**



Now integrates with
NAPA TRACS!



If you haven't checked out NAPA PROLink, all you need is a NAPA Account and an internet connection. Contact your servicing NAPA AUTO PARTS Store, scan the QR code at right with your smart phone or go to www.napaprolink.com to register and get started today.

