



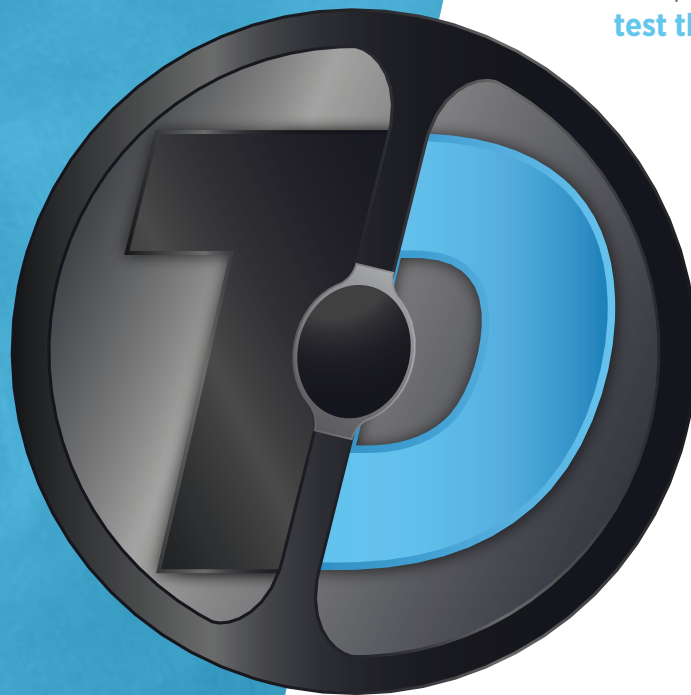
DEMO PROGRAM MANUAL



NORTON

Nº: 63642384832
MEDIUM

This program
is a tool
to engage
with customers,
by offering him
an opportunity, to
test the best.



CONTENT

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THE PROGRAM

OBJECTIVE

To Promote Norton Automotive Refinishing products & systems for the body shops

FOCUS

Conduct demonstrations to establish the superiority of Norton products over competitive brands used by the body shops

ESTABLISH

Norton Automotive Refinishing products & systems help in increasing productivity and profitability

PROJECTED RESULT

Generate new orders/customers for Norton products

THE PROCESS

A. PRE-DEMO

1.
Please make sure items are ordered 2 weeks before demo
2.
It is helpful to have the following tools for your demos:
 - (i) *Additional Tools list*
 - (ii) *Stop watch*
 - (iii) *Safety glasses, dust masks and latex gloves*
3.
Contact your RSM if a display booth is required



B. DEMONSTRATION

1.
Paint Stripping Demo
2.
Cut-Off Demo
3.
Belt Demo
4.
Body Filler Demo
5.
Sanding Demo
6.
Bumper Preparation Demo
7.
Paint System Demo
8.
Masking Demo
9.
Paint Correction Demo
10.
Adhesives and Sealants Demo

C. POST-DEMO

1.
Recap what has been demonstrated
2.
Ask for the order
3.
Set up a date/time with the shop to review performance of Norton products and increase the breadth of line

B. DEMONSTRATION IN DETAIL

INTRODUCTION

SAMPLE SCRIPT

Introduction by Channel Partner:

Thank you for allowing us to come and demonstrate Norton products today. Joining me is ----- (rep name) from Norton. They will be explaining these products and solutions in detail. I'll turn it over to them now.

Introduction By Team Norton:

Thank you. We appreciate your time today. I'd like to thank (other rep) and my name is ----- . We are going to show you how Norton products can help in increasing the productivity. With our products, your technicians will get the job done faster which will enable better productivity for your body shop.

We wish to:

1. **Involve** you in a hands-on demo, so you can assess the performance advantages of our line of products
2. **Introduce** you to new technology and recommended procedures which will help in increasing productivity
3. **Earn** your business

THE 360° SOLUTION





1. PAINT STRIPPING DEMO

1. ZIRKON R809

Features & Benefits

- Available in 36, 40, 60 & 80 grits
- A superior grade of Zirkon provides a quick initial cut and self-sharpenes with continuous use, resulting in a cooler cut, less loading and better productivity
"Self-Sharpening" means that the grain is designed to fracture during use to create new cutting points. Conventional competitive abrasive products round off after use resulting in reduced cutting points, heat generation and reduced life
- High strength cloth backing
- High performance resin system for optimum grain adhesion and flexibility
- Re-engineered electrostatic grain orientation process (*means the sharp point is exposed*) gives grain adhesion and flexibility
- Increased strength of the backing eliminates tearing. OEM's recommend the usage of grits P80 & P60. Selection of the correct grit is very critical in this application

This depends on condition of

- Paint material-low DFT or high DFT (*layers on layers*)
- Tool used & Speed
- Time & repair size also plays very important role

Hands-On DEMO

- Mount the 80 Grit disc on the single action sander.
- Check for the quality of back-up pad
- Ask someone in the audience to tug on it to show the holding power and then put it on properly
- Sand Demo Panel till you reach metal, showing strength of grain, and how it doesn't load up

Closing Statement

"When you buy a product for stock removal, you want a product that is durable. Imagine the amount of labor you will save with a Self-Sharpening product that can be re-used numerous times and does not deteriorate when it comes in contact with metal."





1. PAINT STRIPPING DEMO

2. BLAZE SPEED-LOK® TR GRINDING DISCS

Demonstration

- Needs a pre-welded panel with dent pulling weld butts or hood from sand paper demo
- Using disc grind sand the weld point or grind a section of the hood to show quickness and consistency of the scratch pattern
- Show how quick and easy it is to smooth out the scratches

Closing Demonstration

- Take 2" Mini Angle Sander with the Speed-lok disc on it and turn it sideways like a cut-off tool
- Cut a groove in the hood
- Be sure to wear the proper Safety equipment for all demos and point out that this is for demonstration purposes only
- After cutting, show how durable the edges are and how the competitive product will shed at the edges

Closing Statement

"It is obvious by the demo we did that Norton Speed-lok discs are superior to what you are using. Norton discs will last longer and you will not have to stop and change that discs as often. How many boxes can we send to you?"



2. CUT-OFF DEMO

NORTON CUT-OFF WHEEL

Demonstration

- Demonstrate performance in a side-by-side test vs competition
- Mount the competition wheel and make a long cut down the hood while using a stopwatch or second hand to measure the time it takes to make the cut
- Be sure to wear proper safety equipment for all demos
- Mount Norton COW and run the same cut and time it takes to cut the same area
- After several cuts are made, compare the remaining size of 2 blades
- One will find our wheel to be bigger giving more cuts in the same amount of time
- Discuss do's & don'ts of using Norton products

Closing Demonstration

- Explain how using the Norton COW will save labour time by cutting faster and provide better alignment of body panels due to cut thickness

Closing Statement

"The purpose of this side-by-side demonstration was to prove the superiority of the Norton wheel vs the blade you're currently using. Not only we last longer, but also the speed of cut was improved. By using the Norton blade you will save Time and Money. How many packs of wheels would you like to order?"



3. BELT DEMO

NORTON BELT

Demonstration

- Demonstrate performance in a side-by-side test vs competition
- Mount the competitive belt and cut the spot welds while using a stopwatch to measure the time it takes to make the cut
- Be sure to wear proper safety equipment for all the demos
- Mount the Norton belt on Norton Belt Sander AS305 and run the same number of welds and count the time it takes to cut the same area
- Compare the cut level & finish
- After several cuts are made, compare the remaining condition of two belts
- Our belt will have less wear & tear with more cuts in same amount of time
- Discuss do's & don'ts of using Norton products

Closing Demonstration

- Explain how using the Norton belt will save labour time by cutting faster

Closing statement

"The purpose of this side-by-side demonstration was to prove the superiority of the Norton belt vs the blade you're currently using. Not only we last longer, but also the speed of cut was improved. By using the Norton belts you will save Time and Money. How many packs of belts would you like to order?"



4. BODY FILLER DEMO

NORTON BODY FILLER

Demonstration

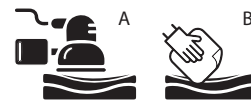
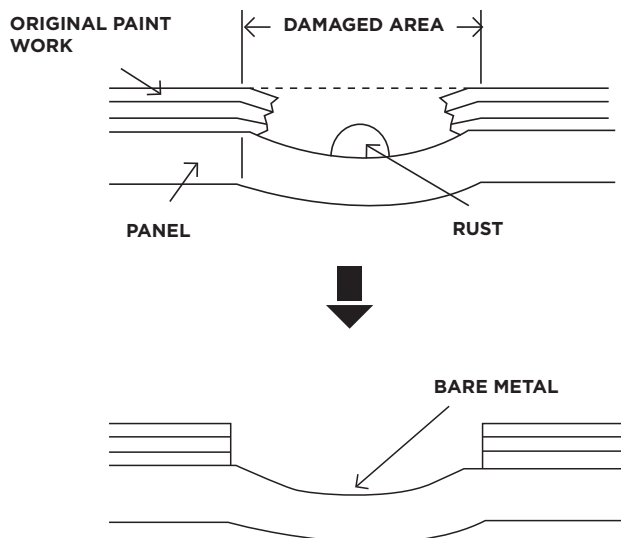
- Explain Body filler chemistry
- Explain & demonstrate 5 Steps of Norton Body filler application process

Application Process

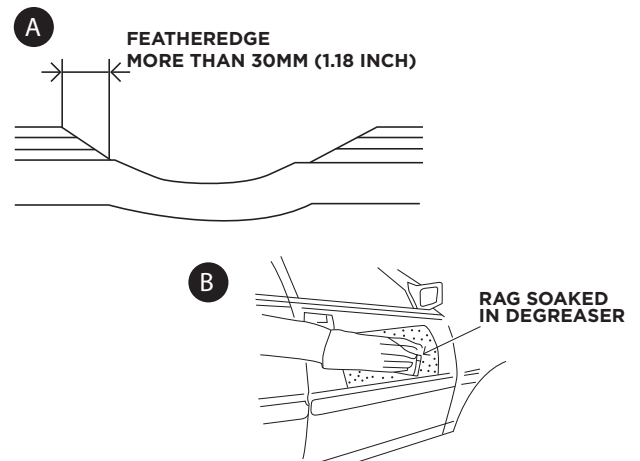
We have a 5 Step approach for Body filler application. Each step has its importance. Any shortcut or bypass in the process leads to the various defects depending upon the mistakes done.



STEP 1: Prepare a base for Body filler application. Strip the area where we need to apply the Body filler using Norton Paint Stripping products. We have seen this earlier in the Paint Stripping module. Remove rust & minimize scratches by sanding the stripped area. Sand about 5 to 10cm wider than the stripped edges. This avoids the Body filler adhesion failure.



STEP 2:
A. Feather edge the repair area using P180 grit disc with Norton D A Sander. Each paint layer from bare metal to the top coat should be merged in each other. Minimum feather edged area should be 30 mm and can go up to 50 mm depending on the number of paint coats.
B. Degrease the sanded area using degreaser soaked in the rag. Degreasing will help in removing the oil, silicones, grease on the panel which ensures the proper adhesion of body filler on the panel.
In case if the panel temperature is very low or if it is cold during winter seasons then the panel should be heated. Heating will help to remove any moisture and there will be very less chances of pin holes in the body filler.



4. BODY FILLER DEMO



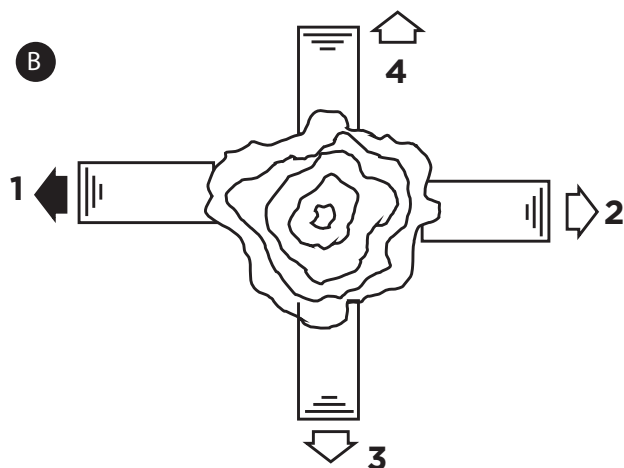
STEP 3

A. Mask if any side body moldings, door handles, door biddings made of plastic, rubber or glass using Norton masking tapes. Its difficult to clean body filler from these parts as we cannot sand them

B. Premix the body filler on the mixing plate by kneading it with putty knife. Premix is must as it helps to remove any entrapped chemicals in the body filler. Also we can easily identify any dust or foreign bodies like sand or lump dried body filler. Knead lengthways in alternate direction. Add hardner as per the mixing ratio only. Once mixed the body filler colour changes to light pink

Light pink colour is the guide to the user of correct hardner intake. Give some tips for body filler mixing

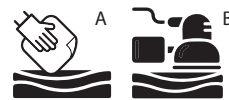
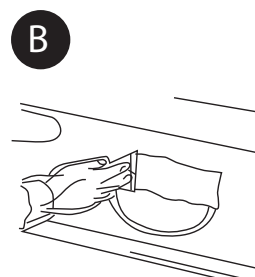
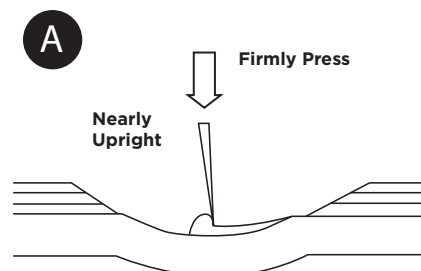
- Take body filler at a time which can be mixed with hardner and apply within 4 minutes. This will avoid wastage of excess material
- To ensure correct hardner intake body filler to a size of a golf ball and hardner to a size of a peanut
- Always keep the body filler lid closed so that it does not dry up specially during hot weather
This will also ensure that the body filler does not get contaminated with dust



STEP 4:

A. Always use clean putty knife with uniform edges. There are various putty knives available made of metal, plastic or rubber. Sizes of putty knife also varies from 2" to 6". The user always selects this as per his comfort. First layer of body filler should always be applied as tight and thin layer. This thin tight layer is acheived by holding the putty knife nearly upright and then spreading the body filler across keeping putty knife in same position. This thin and tight layers fills all small scratches avoiding moisture entrapment beneath. This first layer method of applying body filler is known as Blade Coating Method

B. With sufficient flash off and a drying time of minimum 5 minutes, fill the repair area with next layer of body filler. Build up layers without trapping air bubbles higher than the original paint surface on the surrounding area. These layers of body filler is applied by holding the putty knife at an angle between 30° to 45°



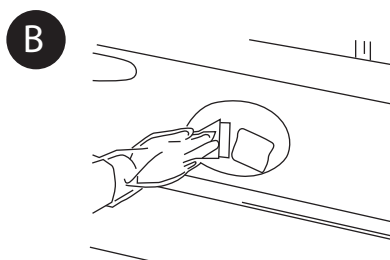
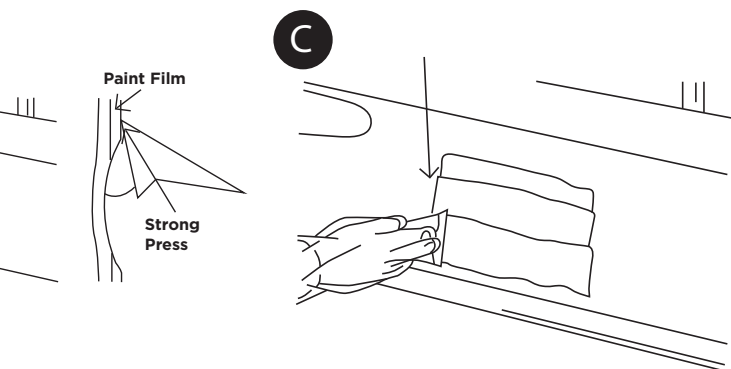
STEP 5:

A. Best way to minimize the pinholes in body filler is to check & correct it before sanding only. Degrease the body filler. Degreaser will help in lifting the entrapped solvents & air by evaporating along with degreaser. This application will activate the filler and all pinholes and pores get highlighted. These pinholes & pores then can be filled with body filler by checking on the highlighted area. Apply on thin layers and push body filler to fill into these pinholes and pores. This method of applying body filler is called as Skim Coat Method

B. Now the panel is ready for sanding. Take feedback & demonstrate the finish achieved & filling obtained using the correct body filler for the correct application. How many boxes we can send you?"

C. Lower the angle higher will be the build up. Avoid leaving excess ridges of body filler. If any, then should be removed once the body filler layer is dried by scrapping using the putty knife. Give some tips for body filler application:

- Each layer of body filler should give a build up between 3 to 5mm of thickness
- If the dent needs to be filled by applying layers more than 3 layers then its recommended to sand the body filler after third layer and then apply the next layer. This will minimize the pin holes and pores



5. SANDING DEMO

1. D/A SANDING, A995 SANDING DISC

Features & Benefits

- A995 works smarter & impacts faster finish when compared with any of the conventional products
- Premium heat treated ALO grain imparts 30 to 50% faster cut rate
- A995 has a waterbased stearate No-Fil coating because of which it imparts load resistance & the cut life is higher
- A995 abrasives deliver unmatched performance and life
- We combine “B” weight paper, with an advanced grade of heat treated Aluminum Oxide and coat it with our state-of-the-art Anti-Loading agent
- A995 resists loading, cuts cooler and faster, and outlasts any competitive product
- Product offering is available in the form of No-Grip™ discs, sheet rolls, sheets, and file board paper in large & medium sizes

Demo Preparation

- Have a hood segmented with masking tape
- Ask someone in attendance to sand and someone else to time the test
- Run for 3 minutes
- Sanding will be done using A995 80 grit vs. competition product they are currently using
- Demo competitive paper first since the operator is familiar with the product
- Make sure the operator uses the same pressure with both the products

Hands-On DEMO

- Using competitive product, sand a spot down to bare metal and feather out a spot as wide as possible in 3 minutes
- Perform same test with Norton - open up a larger area where possible
- Follow this test with 320 grit exactly similar to the body shop uses it
- Divide the sanding area in half with masking tape
- Using competitor's 320 grit, scuff half of the hood
- Write the time it took to sand on the masking tape
- Blow off the sanding area to make sure the sanding was done correctly
- With the same piece of 320, move to the center of your sanding area and sand through to bare metal
- Perform the same test with Norton. Demo should show less sanding time to scuff the equal area and faster results to bare metal

Comments and Discussion

- Ask the sander what differences were noticed over competitive product
- Briefly discuss the amount of labour time saved by using Norton
- Discuss do's & don'ts of using Norton products



2. MULTI-AIR® A975/A995 DRY SANDING SYSTEM

Features & Benefits

- The Multi-Air® dry sanding system is a quick and easy sanding system that provides dust-free sanding which increases productivity
- Revolutionary design for maximum vacuum assist
- Cutting surface of the disc remains clean – for longer life of disc
- Unique SoftTouch™ discs, in fine grits, for longer life/better finishes

Hands-On DEMO

- Perform the same demo (*side by side*) on hood 80 grit, 180 grit or 320 grit
- Explain benefits of the dustless system
- Cleaner work environment and safer for employees
- Increased productivity with consistent cut rates throughout the disc life

Closing statement

“Multi-Air® is revolutionary. It not only increases productivity but also helps with the cleanliness of your shop. The easy-to-clean dust bag will put your dust in the trash and not in the air. Are you willing to convert the shop?”



3. Ergonomic Hand Sanding Block

Features & Benefits

- 6” discs to be used in hand sanding
- Finger slots for added comfort & reduced fatigue

Demonstration

“There are some of you, who will still prefer to use discs when hand sanding. For you we have developed an ergonomic hand sanding block available in Nor-Grip designs”

Display product and pass around audience.

Answer any questions

Closing Statement

“Norton has shown you some good products today. We demonstrated that our products last longer and cut faster than what you were using. We also showed the Multi-Air™ sanding system that will keep your shop cleaner and healthier for your employees. I stated at the beginning of the demo that I was here to earn your business today. What other products can we add in to increase efficiency?”



6. BUMPER PREPARATION DEMO

BEARTEX® SCUFF PADS

Features & Benefits

- Improved weave design for a more uniform scratch pattern and cut rate
- Improved tensile strength resists shedding and tearing
- Explain the re-design of our non-woven products
- Gray pads are perfect for final preparation of surfaces and blending
- Maroon pads are our workhorse of the line - This is the one to demo

General Demonstration

- Call a volunteer to scuff on the hood with the maroon pad
- Notice the aggressiveness of the cut and the consistent scratch pattern on the surface of the panel

Scuffing with Gray Pad and Scuff Gel

- Wet a gray pad and apply a small amount of Scuff Gel and scuff a scrap clear coat panel to show how easily it blends
- Wash off the area with water to show how easily it cleans off
- Point out the “dull” finish with no shiny spots to show the consistency of the cut

Closing Statement

“As you can see from the demo, Norton has come up with the best scuff pad on the market. We want to secure your business and noticed your inventory is low in this product.” How many boxes would you like?



7. PAINT SYSTEM DEMO

NORTON PAINT SYSTEM RANGE

Features and Benefits

- Available in 3 sizes (Small, Med & Large) to minimize paint material
- Each kit comes with all the lids or liners and rings needed to paint
- Has built in filters (80, 125 and 190 micron plus no filter if needed)
- Shaker Cap is available which fits both Medium and Large Cups
- Adapters available for most Gravity Fed Spray Guns on the market

Demonstration

- Open up a kit of paint system components
- Be sure to use the right sized reusable hard Norton Paint Cup
- Make sure to have the right adapter threaded on your spray gun
- Make sure the ring is seated and that the notches are filled with teeth
- Mix paint inside the liner by paint stick or shake it later once assembled
- Be sure to clean the liner and ring of any excess spilled paint before lid
- Place and seat the lid into the ring and rotate it counter clockwise until it clicks at least once but twice is best to make sure seal is tight as possible
- Rotate the lid clockwise until tight but don't over tighten or break the lid
- You can remove the hard cup if you are ready to paint
- Add the shaker cup if paint manufacturer recommends shaking
- Mount adapter attached to spray gun on lid tower base and assembly
- Thread adapter to paint cup tower to secure cup to paint spray gun
- Connect the air line to gun and you are ready to paint
- Discuss do's & don'ts of using Norton products



8. MASKING DEMO

1. BLUE SHEETING™ AND MASKING TAPE

Features and Benefits

- Tri-layer paintable plastic is easy to handle and clings to surface
- Corona treated so paint won't flake off
- Prevents bleed through, resistant to solvents
- Multiple widths for lower cost per roll
- Self-dispensing corrugated box for dust free storage

Demonstration

- Open up a log of our 12' or 16' Paintable Blue Sheeting™
- Using Norton 1" Masking Tape to pre-tape side door of a vehicle in the shop and mention the two other sizes (1-1/2 and 2") available if needed
- Give rolls of 1" to each person attending
- Be sure to replace all tape on the masking tree
- Have them try our Brown Masking Paper
- Point out on how easy it is to tear and talk about quality of tape
- Point out that our tape will stick to itself and not other brand tapes
- Explain the quality of CORONA and the different sizes available in this product. (12', 14', 16', 20')
- Cover the vehicle with our Blue Sheeting™.
- Explain how easy it is to cover the vehicle and how easy it comes out of the box
- Explain how it clings, either to a wall or a vehicle, and make sure to explain that NO moisture or standing water can be under the sheeting
- Cut out your pre taped area to be painted only exposing door for painting
- Explain the benefits of the time saved by not applying masking paper around the tape line
- Before moving to Fine Line Tape, remove the masking tape from vehicle to show the shop that no adhesive is transferred onto the car
- Discuss do's & don'ts of using Norton products



2. BLUE LINE FINE LINE TAPE

Features and Benefits

- Available in 4 sizes (1/8", 1/4", 1/2" and 3/4")
- Premium quality tape
- Easy to corner and customize
- Will not stretch or wrinkle when applied. Won't creep.
- Low film build edge
- Resistant to 190 degrees for up to 1 hour
- No bleed through, seepage or flaking

Demonstration

- Use a clean surface on the vehicle or clean window. One person apply tape in surface making sure they use tight corners while applying.
- Demonstrate how easy it tears
- Demonstrate how the corners don't wrinkle and stay where applied
- Demonstrate how our tape comes off and how easy it is re-applied
- Discuss do's & don'ts of using Norton products



3. BROWN MASKING PAPER

Features & Benefits:

- This 36 GSM paper is polycoated on 1 side to resist the wet paint transfer on the masked surfaces.
- Easy application.
- Roll is 36", 18" x 200 Mt



4. TRIM MASKING TAPE

Features and Benefits

- Superior quick stick
- Easily removed without adhesive transfer
- Saturated crepe paper and durable plastic strip resists moisture and solvents
- Conforms to curved surfaces without lifting or tearing
- Two plastic strips on the roll
- No liner enables quick application
- Easy lifting tab for quick removal



5. FOAM MASKING TAPE

Features and Benefits

- Can be used for both fixed and moving parts
- Offset adhesive keeps adhesive away from paint edge
- Semi-split design conforms easily to most apertures without rolling to ensure a smooth paint edge
- Continuous roll that does not distort when torn



8. MASKING DEMO

6. TOP COAT DEFECT SANDING SYSTEM

All product demos will be done on the same panel before buffing demos include Norton Microfine Paper 1500/2000 grit

Demonstration

- A. Preparation: Wet the Norton Microfine Paper products in bucket of water or spritz with water
- B. Norton Microfine Paper: Use the first section
 - Take product out of package and fold for use after spritzing with water
 - On the first section, sand surface with 1500 grit until defects are out, and wipe away water to be sure all defects are out of the clear
 - Repeat process with 2000 grit making sure entire area is sanded
 - Surface is now ready to buff
- B. Buff all of the sections with selected Farecla Compound and compare which cuts and buffs out the fastest
- D. Discuss do's & don'ts of using Norton products



7. SOFT TOUCH™ SANDING SPONGES

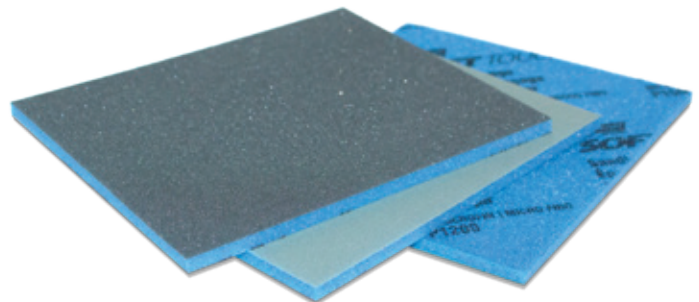
Features & Benefits:

- The finishing action of a sanding sponge generates a finer finish than conventional coated abrasive products
- Can be used wet or dry
- Fits comfortably in your hand
- Flexible design for multiple applications
- Uniform finish

Closing Statement

"We looked at several products that can help you with color sanding. It is really operator preference as to what system you choose. Norton Microfine Paper is a proven method for wet sanding. Multi-Air™ is a revolutionary dust free sanding system and combined with DRYICE™ Q260 technology can get the job done faster and more economically."

"Newer technologies are now available which might help you do the job faster. Norton products are designed to work on all types of clear coats and perform better than the competition. Using Norton products wet or dry will save your shop time and money. What products did you like and which ones do you want to order?"



9. PAINT CORRECTION DEMO

FARECLA

Farecla is a new generation compound that will make buffing simpler and faster.

Demonstration

Refer to the demo panel we use for Micro Fine Paper

- Apply Farecla Compound over the sanded area
- Use the Wool Pad at 1000-1200 RPM on the buffer
- Buff the area using medium pressure to remove scratches
- Note that most of the scratches should be gone
- Apply more of Farecla Compound over the already buffed area
- Use the Blue Cutting Foam Pad and adjust buffer to 1500 RPM
- Buff in same motion as before and eliminate all swirl marks

Some lighter colors will not need this step

- Apply more of Farecla Compound over buffed area or Farecla Glaze which can be used as an easier step 3 instead
- Use the White Finishing Foam Pad and leave buffer at 1500 RPM
- Buff in the same motion
- Area should be clean of any scratches and have a nice gloss to the surface

Final Step

- Apply Norton Spray Clean-Up Detailer over buffed and adjacent surfaces to clean compound splatter and achieve a long lasting shine. Wipe the surface with a Norton micro-fiber cloth for the best possible clean-up
- Discuss do's & don'ts of using Norton products

Closing statement

"Notice how easily Farecla Compounds polishes the surface. Combine this product as the last step to Norton Microfine paper and you have a complete system that will save you time and money in polishing. Your customers will appreciate the added shine and go away satisfied. We sell this in quarts. What can we order in for you?"



10. ADHESIVES & SEALANTS DEMO

1. BODY SEALANT

Demonstration

- Prepare the Door or Panel for sealing with sealant
- Demonstrate the ways to form the different beads on the scrap panel
- Identify the correct bead as per the panel selected
- Squeeze out a bead of material
- Demonstrate the ease of extrusion & the ability of sealant to tool easily

Closing Statement

"Notice the sealing which is exactly what you want to occur with the sealant material. Feel secure that this product will do its job."

2. WINDSHIELD GLASS SEALANT

Demonstration

- Explain the difference between the primer-less & primer-less to glass sealant
- Talk about the safety standards of Norton glass sealant
- Prepare the pinch weld for Glass Sealant application
- Demonstrate the ways to form the different beads on the scrap panel
- Demonstrate how to decide the nozzle cut as per the bead size requirement on basis of the vehicle with different pinch weld sizes
- Identify the correct bead as per the car selected
- Demonstrate when & where to use primer with importance of maintaining the existing bead trimmed to 1mm thickness
- Demonstrate the ease of extrusion & the ability of sealant to tool easily
- Do demonstrate to check for water leakage via shower test
- Discuss do's & don'ts of using Norton products

Closing Statement

"Notice the sealing which is exactly what you want to achieve with the sealant material. Feel secure that this product will do its job."



3. ROCKER PANEL TEXTURE COAT

Demonstration

- Spray material on panel to display the uniform consistency of the coating. Also notice the surface is not cratered from solvent popping
- This is a paintable surface in 30 to 40 minutes, depending on milli thickness and temperature

Closing statement

"Notice the consistency in coating and the fact that the material is not cratering from solvent popping. Our product is paintable in 30 – 40 minutes depending on the thickness of the application. Would you like to place an order for this product?"



4. SUPERBOND WEATHER-STRIP

Demonstration

- Squeeze out a bead of material on a business card person easy application
- Place another card on top of the first
- Separate the two cards to illustrate legging

Closing Statement:

"Notice the cling which is exactly what you want to achieve with the superbond material. Feel secure that this product will do its job."



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