



## Wish your customers were more loyal to you?

Handle their **Custom Orders!**

Distributors who handle custom orders for Auto Dealers report less customer turnover and more sales penetration per customer than those who avoid these more-difficult-to-handle orders. It's a fact: Solve problems for customers, and they will be more loyal to you!

**Automotive Service Products** specializes in Custom Orders and offers a team of custom-order specialists to help you handle every aspect of custom work. We are your full-service wholesale supplier and trade print manufacturer exclusively serving select Distributors.



**In-House Production.** One way we make custom ordering easier for you is by providing in-house production, so you can communicate directly with the people doing the work. With in-house artists and designers, prepress and proofing software, and the very latest imaging and printing technology, ASP produces custom work in an atmosphere where all of the workers can actually TALK with each other! Result: Work moves faster and more efficiently, with obstacles overcome quickly.

## #1 in Distributor Care

You are a Distributor, an independent entrepreneur or an independent-minded business leader. You have sacrificed and worked long hours to create a business. You must protect and nurture it in order for it—and you—to succeed.

To achieve success, you need a good wholesale supplier, but not just any supplier. You need a true partner, one you can trust, one who will guarantee your customers' satisfaction.

**Automotive Service Products** is that wholesale supplier. We are also one of the industry's leading trade print manufacturers. We believe we are the best at helping you protect and nurture your business—#1!

Certainly, there are wholesalers or printers that are larger, but not one of them CARES more about your success than we do. You see, it is the attitude of all the people at ASP that enables us to claim this position: #1 in caring.

We understand our success depends entirely on your success. Our mission is not only to supply you, but also to support you by offering our team as an extension of your own staff.

**So, don't just buy from us...  
add us to your team.  
We are #1 in Distributor Care!**

## In-House Trade Print Manufacturer

**Did you know ASP** owns and operates a fully equipped sheet and web printing and bindery facility?

We manufacture in-house using:

- Computer-to-plate prepress
- Sheet-fed and Web printing from one to six colors
- 4-color process and spot color
- Full bindery: number, drill, perf, score, trim, die-cut, fold, staple and stitch

**Got an unusual or difficult print job?**

**Challenge us!**

**We will get it done!**



**Cost Effective ■ Cost Competitive ■ Faster Turnaround ■ Better Control**

**Want help to begin doing Custom Orders?**

**Let us be your partner!** When you become an ASP Distributor, you are essentially adding people to your staff—without adding people to your payroll!

For example, one of the biggest challenges you face when seeking custom work is that someone else probably controls the artwork for custom items (and it's usually your competitor). It's simply easier for the dealer to reorder from that same vendor rather than guide a new distributor (you) to move the artwork. Don't worry about it—and don't chase artwork!



We can re-create existing artwork from scratch. Simply ask for a sample of the item and send it to YOUR art department! Our experienced team of designers will deliver a proof that matches the custom item, and you can prove to your customer that you can compete for all custom work!



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