

MONTHLY

NEWSLETTER

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ARROW
HYDRO-DIP

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GRAPHICS ★ WEB ★ DESIGN ★ MARKETING





From the Experts

**WINDSHIELD DAMAGE -
WAIT OR NOT WAIT?**

**MATTE, SATIN OR
GLOSSY - THE GREAT
CLEAR COAT DEBATE!**

**CAR MAINTENANCE -
NOW OR LATER?**

**DATA DON'T LIE - THE
TRUTH SERUM**

**WHY CHOOSE A LOCAL
WEBSITE DEVELOPER**

**TRANSFER FILMS -
WHAT'S THE BEST?**

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MIKE & JEN SCHRADER



**DO YOU NAME
YOUR RIDE?**

WINDSHIELD DAMAGE TO WAIT OR NOT TO WAIT, THAT IS THE CRACK-TION!

Ever notice how a windshield cracks start out timid, then spreads like a teenager during a growth spurt?

Ah, windshield damage. It starts with a chip, and before you know it, it's become the Grand Canyon of cracks across your field of vision. It's like watching a dramatic thriller unfold right on your windshield. So, do you grab the popcorn and wait, or is it time to call in the pros? Let's crack this conundrum.

The Nature of the Crack-tion:

1. Small Chips: These are the pesky gremlins of windshield damage. Ignore them, and they multiply. A small chip might seem harmless but can grow into a larger crack, especially if you encounter rough roads or temperature changes. 2. Cracks: Unlike a fine china collection, cracks in a windshield aren't something to admire. They're sneaky and can obstruct your view or even compromise the integrity of the windshield.

Wait or Fix It Now?

1. Wait (But Not for Long): If the damage is minor, you might have time to finish that cup of tea. But don't let it steep for too long! Even small chips can turn

into big problems. 2. Fix It Now: Larger cracks or damage within your line of sight? Don't dilly-dally. It's not just about aesthetics; it's a safety concern.

Why Choose Platinum Auto Body?

We're the Sherlock Holmes of windshield damage. We'll detect the issue and solve the mystery with our expert repair and replacement services.

Windshield damage is like a cliff-hanger in your favorite TV show – you can't just ignore it and hope it goes away. Act now, or that tiny chip may audition for a leading role in the "Cracks Gone Wild" saga.

So, if you find yourself starring in a windshield drama, Platinum Auto Body is here to write a happy ending. We'll restore your classic car's windshield to its former glory or repair your everyday ride to ensure it's safe and crack-free.

Don't let your windshield become a crack-tastrophe. Visit us, and let's turn that crack into a mere footnote in your car's story!



Mike Schrader

CLEAR COAT

MATTE, SATIN OR GLOSSY

“THE GREAT CLEAR COAT DEBATE”

At Platinum Auto Body, we know that choosing the right clear coat finish for your beloved automobile is like picking the perfect attire for a special event. You want to turn heads without overdoing it, and most importantly, it must resonate with your unique style and vehicle's personality.

So, let's explore the haute couture of automotive clear coat finishes.

1. Matte Finish:

Think of Matte as the introverted, sophisticated cousin at the family gathering. It's smooth and subtle, doesn't scream for attention but has a presence that's undeniably classy. Ideal for classic cars or for those who prefer a non-reflective finish. But be warned, it's a bit high maintenance. Like a finely tailored suit, it demands careful handling.

2. Satin Finish:

The middle child that somehow combines the best of both worlds. It's not too flashy, not too subdued. Satin offers a soft, smooth appearance with a hint of shine. It's the James Bond of finishes: elegant yet action-ready. If you're restoring a classic car and want to strike a balance, Satin might just be your new best friend.

3. Glossy Finish:

Now, here comes the life of the party. Glossy finish is as vibrant and lively as a dance floor on a Saturday night. It reflects light like a disco ball and makes your car look as if it's just rolled off the showroom floor. Perfect for those who want their car to have that extra bit of pizzazz.

What's Important When Choosing?
Personal Preference: It's your car, your statement. What resonates with you? Your choice of finish says a lot about your style.

Maintenance Requirements: Consider how much time and effort you're willing to invest in upkeep. Some finishes might require more tender loving care than others.
Vehicle's Purpose: Is it a showpiece, a daily driver, or a weekend warrior? The car's purpose can guide you to the perfect finish.

At Platinum Auto Body, we're more than happy to play matchmaker between you and the ideal clear coat finish. Whether you're planning to restore a classic beauty or just want to add some sparkle to your current ride, we have the expertise to make your car shine (literally and figuratively).

So come on down, and let's talk finishes. Who knows, we might find the automotive equivalent of Cinderella's glass slipper for your four-wheeled friend!

CAR MAINTENANCE NOW OR LATER?

PLATINUM AUTO BODY

If you've ever wondered what goes on behind the bay doors of your local auto body repair shop, brace yourself, because it's time for a whimsical aAh, car maintenance, the delicate dance between keeping your ride purring like a contented kitten and avoiding an automotive apocalypse. Whether you're the proud owner of a shiny new car or the devoted guardian of a classic gem, maintenance quandaries can lead to sleepless nights. But fret not, Platinum Auto Body is here with the cheat sheet!

The 'Fix Now' List:

These issues have all the subtlety of a sledgehammer to the thumb. Ignore them at your peril!

1. **Brakes Squealing:** If your brakes are singing louder than a karaoke night at the local pub, it's time to face the music.
2. **Overheating Engine:** An engine acting like a volcano about to erupt? You'd better cool it down with immediate attention.
3. **Cracked Windshield:** It's not an abstract art installation; it's a safety hazard. Fix it ASAP!

The 'Can Wait, But Not Too Long' List:

These aren't immediately life-threatening but can evolve into a monster movie.

1. **Dents and Scratches:** A small dent won't cause a highway meltdown, but leaving it untreated can lead to corrosion and a big dent in your wallet.
2. **Fading Paint:** Your car might not need that tuxedo shine today, but a fresh coat of paint will keep it looking sharp and protect the underlying structure.
3. **Worn Tires:** If your tires are balding faster than your uncle Larry, they need attention – but not necessarily at the speed of a pit stop.

Navigating the 'now or later' of car maintenance doesn't require a crystal ball or time-traveling DeLo-rean. Just some common sense, expert advice, and the guiding hand of Platinum Auto Body.

Whether you're restoring a classic car or keeping your daily driver in tip-top shape, don't let maintenance questions drive you around



the bend. Pop into Platinum Auto Body, and we'll help you decide if it's a 'drop everything' moment or a 'let's schedule it in' situation. Remember, in car maintenance as in comedy, timing is everything!

**MAKING A
DIFFERENCE**
SINCE

2005





DATA DON'T LIE:

The Truth Serum for Your Business!

Never Argue Data

Here at Arrow Graphics & Design, we've discovered a magical potion that turns guesswork into precision: DATA! No, not the stuff in your grandma's secret recipes but the numbers and insights that are often overlooked by many businesses.

As Sherlock Holmes might say if he were a digital marketer, "It's elementary, my dear Watson! Data don't lie!" Understanding your Google Analytics, Data Studio, and Google Search Console is like having a crystal ball. They tell you what's working, what's not, and even whisper sweet, encouraging hints about where you could improve.

Just picture this: you're exploring a dense jungle of customer preferences without a compass or a map, a machete in hand (or in this case, a mouse). Without data, you're likely to end up tan-

gled in vines of confusion. But with data? You've got GPS, a high-speed rail network, and a guide who's done it a thousand times before!

Want to know who's visiting your website, from where, and what they're looking at? Google Analytics has the answers. Want visually appealing reports and insights? Data Studio paints a picture for you (without the mess of real paint, thankfully!). Need to know how your site's performing in search results? Google Search Console has got you covered like an umbrella on a rainy day.

Now, dear reader, we offer you a golden opportunity. If you're scratching your head, feeling lost in the data wilderness, why not allow us to be your guide? Contact Arrow Graphics & Design for a full SEO Analysis and

Analytic Review of your current website. We promise it'll be more enlightening than asking your cat why visitors are leaving your site.

Leave the guesswork and tea leaves reading to fortune tellers! Reach out to us at Arrow Graphics & Design, where the truth is just a data-driven decision away.

"Because in the world of business, we don't have 'gut feelings,' we have spreadsheets!"

Contact us now at (231) 360-0730 or email me at jenschneiderdesigns@gmail.com and let your data do the talking!

KEEP LOCAL

The Advantageous Allure of a Local Website Developer

Ever found yourself screaming into the abyss of a customer service hotline for an overseas company, the background music slowly eroding your sanity? Well, when it comes to choosing a website developer, going local can save you from this digital purgatory. Here's why having a local website developer, like Arrow Graphics & Design, is akin to finding a golden nugget in your morning cereal.

1. Accessibility and Reliability:

Local developers are in your time zone. So, when you're awake, caffeinated, and in need of assistance, so are we. It's like having a friendly neighbor, just without the awkward small talk over the garden fence.

2. Community Understanding:

We understand your local market because we live here too. We shop at the same stores, dodge the same potholes, and root for the same local teams. This allows us to tailor your website to resonate with your local audience. It's like cooking with fresh, local ingredients instead of those vacuum-sealed ones that have more frequent flyer miles than you do.

3. Face-to-Face Interaction:

There's nothing quite like a good old-fashioned face-to-face meeting. It fosters trust, allows for nuanced communication, and best of all, you can be sure we're real people and not some robot hiding behind a computer screen.

4. Supporting Local Economy:

By choosing Arrow Graphics & Design, you're helping your local economy. We, in turn, are likely to spend money with other local businesses. It's a virtuous cycle that makes everyone's day a bit sunnier, even in the gloomiest of weather.

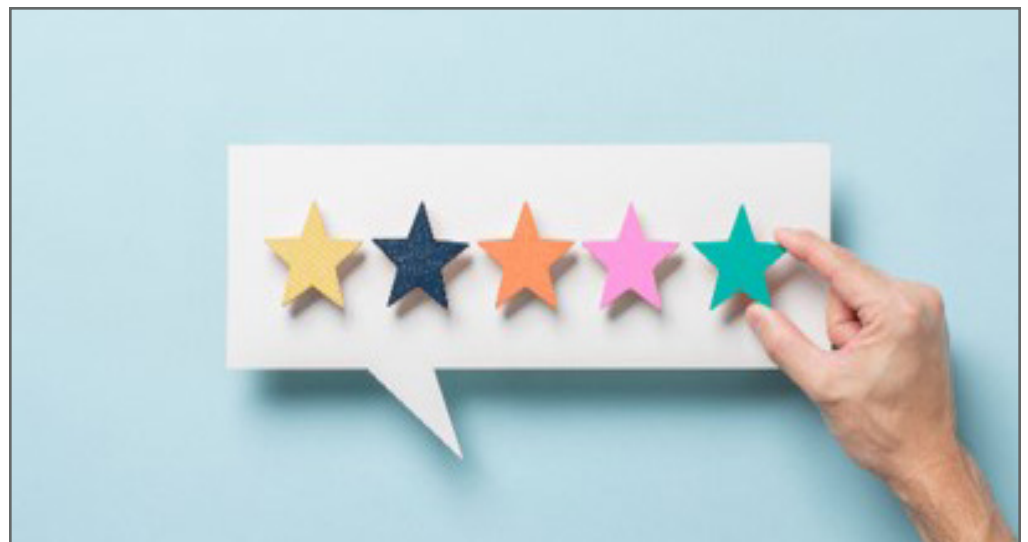
5. Tailor-made Solutions:

We craft websites like a skilled lo-

cal tailor crafts suits: with precision, insight, and a personal touch. No one-size-fits-all templates here.

Choosing a local website developer is more than just a smart business decision; it's an investment in your community and a pledge to quality.

So why float in the nebulous cloud of uncertainty when Arrow Graphics & Design is right here in your hometown? Come on over. We might even offer you a cup of our not-so-great office coffee, but hey, that's what local charm is all about! Contact us today, and let's start building something extraordinary together.



ARROW HYDRO-DIP

Hydrographics: **TRANSFER FILMS**

CHOOSING THE BEST ONE IS NO B-MOVIE PLOT





In the world of auto restoration, transfer films are the unsung heroes. While they might not get their names on the Hollywood Walk of Fame, they certainly can make your car look like it's ready for the red carpet.

Now, the plot thickens when you have to choose the right transfer film. It's a decision that could lead to a blockbuster or a box office flop. Here's a guide to making sure you're on the winning side:

1. Quality Matters:

Don't be lured by the siren song of bargain-bin prices. High-quality films, like A-list actors, bring something unique to the table: reliability, durability, and an award-worthy performance.

2. Compatibility Is Key:

Just like the perfect on-screen duo, the film must be compatible with the surface you're applying it to. Whether it's a chrome bumper or a plastic dashboard, finding the

right match is crucial. Think of it as casting the perfect lead for your car's feature presentation.

3. Consider the Finish:

Glossy, matte, or textured – it's not just a question for your hairstylist. The finish of the transfer film can transform a good-looking car into a jaw-dropper. Choose wisely; otherwise, you might end up with a mullet instead of a sleek bob.

4. Think about Durability:

Your car's not going to sit in a museum (unless it's THAT good). It needs a film that will withstand weather, sunlight, and the envious glares from passersby. You don't want the glamour to fade before the closing credits.

5. Consult the Experts:

Sometimes, you need a seasoned director to guide you. That's where Platinum Auto Body comes in. We know the ins and outs of transfer films and can help you make a

choice that's worthy of a standing ovation.

In conclusion, choosing the right transfer film doesn't have to be as confusing as a time-travel movie plot. With the right considerations and expert advice, your classic car restoration or repaint can be a critical success.

OUR RECOMMENDATIONS

Film Quality
Makes A
Difference!

HYDRODIPPING

DIVE INTO A SUCCESSFUL DIP

Hydrographics, also known as water transfer printing, is a bit like giving your car a luxurious spa day. Except instead of emerging with a fresh glow, it comes out with an entirely new and exotic look. Intrigued? Well, buckle up, and let's take a dip into the world of hydrographics.

Step 1: Prep Work

Before you dive in, you've got to prepare the pool, or in this case, the surface of the object. Clean, sand, and prime the part you wish to dip. This isn't just a quick splash in the kiddie pool; we're talking Olympic-level preparation here.

Step 2: Apply the Base Coat

Choose a base coat that will complement the film's design. It's like picking out the right bathing suit – the pattern should match the occasion.

Step 3: Cut and Hydrate the Film

Cut the film to the size of the dipping container. Then, it's time for the film's bath, and unlike cats, it loves water. Lay it on the water surface in the dipping container. Let it hydrate for the prescribed time, but don't let it prune up!

Step 4: Spray the Activator

Spray the activator evenly across the film. It's the lifeguard that ensures the film adheres smoothly to the surface. Too little, and it might chicken out. Too much, and it's diving in headfirst without looking.

Step 5: The Dip

Now comes the fun part! Dip the object slowly and at an angle into the water, making sure that the film wraps around it evenly. This is where patience and technique outshine brute strength. Think grace-

ful swan dive, not cannonball.

Step 6: Rinse and Clear Coat

After the dip, rinse the object thoroughly to remove any residue. Then, apply a clear coat to seal and protect the design. It's like sunscreen for your newly dressed-up part.

Hydrographics might seem like a synchronized swimming routine, but with practice and precision, it can transform your classic car or current ride into an eye-catching masterpiece. And if you'd rather leave the diving to the pros, Platinum Auto Body is here to do the backflips and somersaults for you.

So, if you want to see your vehicle's parts take a dip they'll never forget, come on down to Arrow Hydro-Dip. We promise, it'll be a splash!

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IMPORTANT UPDATES:

If you have any topics, suggestions or would like to know more about, contact us and we will start researching and write about it for our next newsletter!