

# AGRSS®

Auto Glass Replacement  
Safety Standards Council

## NEWSLETTER

# Marketing Committee Continues Insurance Education Efforts

The Auto Glass Replacement Safety Standards (AGRSS®) Council Marketing Committee has completed the first major phase of the mailing of the validation video to insurers across the United States.

“The first phase is done,” says marketing committee chair Nik Frye. “We targeted the top 150 companies first, and we’re working on Phase 2 now. We’re hoping eventually to reach all the insurers.”

The video features insurance agent Jon Fransway, who lost his sister Jeanne in 1999 due to an improper windshield installation. Fransway also was featured in the 2000 *20/20* expose. In the video, he explains why insurers should refer their customers to AGRSS®-Registered shops and how crucial a safe auto glass installation is to a vehicle’s occupants.

The marketing committee has emailed a number of links to the

video to insurance agents, and by this method is able to track who has opened the link and has viewed the video.

“The biggest thing we wanted to accomplish is to get the message in the hands of the decision-makers,” says Frye.

More than 1,000 copies of the video have been distributed to date—both among AGRSS®-Registered Companies and insurance agents across the nation.

“Every AGRSS-Registered Company has received a free copy and beyond that many have come back and purchased additional copies,” adds Frye. “The great thing about that is they’re only \$1. It’s very affordable and a great way for them to spread the message to their local markets and to consumers.”

And how are insurance agents reacting? “I personally have shown

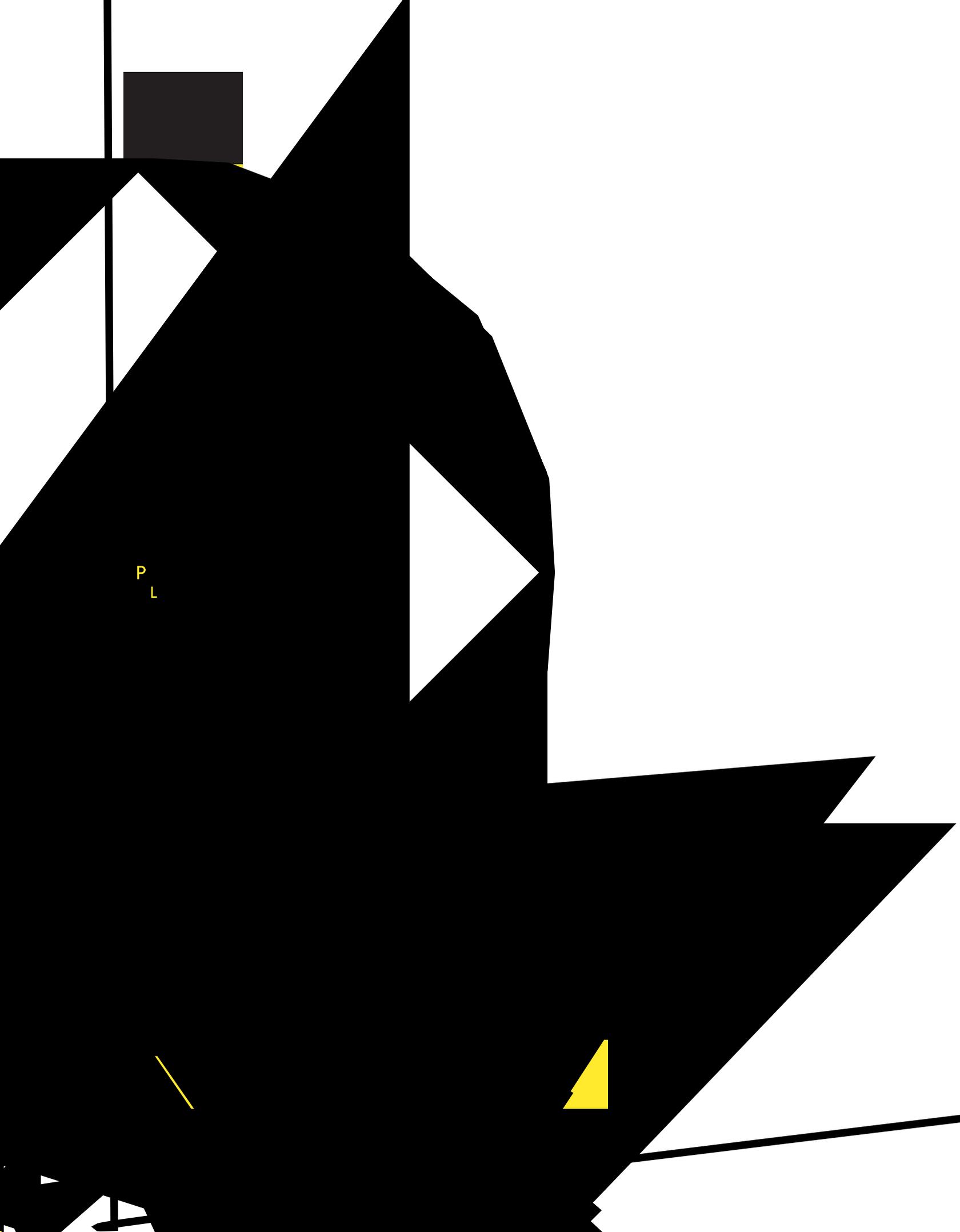
the video to groups of agents as we do continuing education training, and the response has been very positive,” says Frye.

Frye credits Fransway’s heartfelt message in the video with its success. “The real heart of what has helped us to convey this message to the insurance industry certainly has been Jon Fransway,” he says. “He’s been very effective, and it’s a compelling story.”

The marketing committee also has plans for a consumer education video, with production likely to begin early next year.

“We’re currently formulating our strategy as to the message of the video,” says Frye.

### COMPANY NEWS ATTENTION A



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## WHAT ARE THE AGRSS® LOGO RULES? GET THEM HERE

The Auto Glass Replacement Safety Standards (AGRSS®) Council has a number of logos available for use, but it's often difficult to remember what logos can and should be used in what cases. Following is a quick primer.

**The AGRSS® Member Logo:** This logo was designed for use only by AGRSS® Regular Members, which include Registered Companies that have paid annual membership dues (of \$5), along with suppliers and non-installation companies that wish to show their support by joining as Members by paying annual dues.

The logo can be used only in black and white or in black and process yellow—and only by AGRSS® Members. It cannot be changed, rescaled or reproportioned, and must be accompanied by the registered trademark notification (®). It can be used in any size, and by all members in good standing of the AGRSS Council.

The AGRSS® Member logo cannot be used in any manner or media in such a way that could compromise the integrity of the ANSI/AGRSS® Standard, and its use in advertisements must be approved in writing by the AGRSS® Council prior to usage. Finally, if the AGRSS® Member logo is used on a website, it must always link back to [www.agrss.org](http://www.agrss.org) (or [www.safewindshields.org](http://www.safewindshields.org) when appropriate).

**The AGRSS®-Registered Company Logo:** This logo was designed for use by all AGRSS®-Registered Companies, and can only be used in black and white or in black and process yellow. It can be used in any size, but cannot be changed, rescaled or reproportioned. It must always be accompanied by the trademark notice (™).

When used in advertising, the AGRSS®-Registered Company logo must be used as is, and shall not be used in any manner or in any media in such a way that could compromise the integrity of the ANSI/AGRSS® Standard.

This logo should not be used on any materials or promotional items that are sold directly by AGRSS®. When it is used on a website, it should link to [www.agrss.org](http://www.agrss.org) (or [www.safewindshields.org](http://www.safewindshields.org), when appropriate).

The AGRSS®-Registered logo can be used on apparel worn by employees of Registered Companies, but if an employee leaves an AGRSS®-Registered Company and joins a non-registered company, he/she must cease using the logo.

**The AGRSS® Council Logo:** The AGRSS® Council logo can be used only by the AGRSS Council Inc. itself or with written permission from the Council for use in non-Council publications, artwork, etc. When the AGRSS Council Inc. grants written permission to use the logo, that permission must be renewed annually.

Have more questions on the AGRSS® logos? Please visit the Document Library on [www.agrss.org](http://www.agrss.org) and download the AGRSS® Logo Usage Guidelines.



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The AGRSS® Council Inc. is now on Twitter, Facebook and YouTube. Be sure to follow us on Twitter @AGRSS; "like" us on Facebook by searching for "AGRSS Council;" and visit our YouTube channel at [www.youtube.com/agrsscouncil](http://www.youtube.com/agrsscouncil).



**WINDSHIELD SAFETY  
TAKES CENTER-STAGE**

The world-famous *Chicago Tribune* recently featured the crucial topic of proper windshield replacements in a special section devoted to vehicle safety.

The article quotes a number of industry experts, including AGRSS<sup>®</sup>



Council Inc. vice president David Rohlfling, who serves as president of Chicago-based Glass America, along with Mukesh Rustagi, director of strategic product management at Pittsburgh Glass Works.

The consumer-directed article also offers a prominent tip for those seeking windshield replacement services: “Make sure the company is registered with the Auto Glass Replacement Safety Standards Council.”

have been inadvertently bent during assembly.”

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**MAZDA ISSUES RECALL RELATED TO WINDSHIELD WIPER DEFECT**

Mazda Motor Corp. recently issued a recall for its 2008-2009 Mazda3 and MazdaSpeed3, citing a possible issue with the vehicles’ windshield wiper motors.

According to Mazda, the ground terminal of the windshield wiper motor on these vehicles “may

**BATTER UP!**

by Gerald Zwart, Clearview Windshields



*Note: The following is a guest column written by Gerald Zwart, president of Clearview Windshields, an AGRSS<sup>®</sup>-Registered Company based in Inwood, Iowa.*

It’s baseball season! The other day I was pondering baseball and the AGRSS<sup>®</sup> Standard. Now how does that compare anyway?

Looking back and into the future, AGRSS<sup>®</sup> and baseball have a lot in common. When the AGRSS<sup>®</sup> Council was formed, there was a team of investors, managers and coaches put together. Investors were the people and companies that invested time and money. Managers were those willing to work together to write the Standard. Coaches are those who encourage and educate the glass shops.

We needed players, though—the

people who signed up and became AGRSS<sup>®</sup>-Registered Shops. Many players made it to first base by signing and saying they would do what the Standard said. Many made it to second base by doing self-audits and sending in deliverables. Some panicked and left the game and didn’t make it to third base. However, making it to third base (the physical audits) is a great accomplishment for owners, managers, coaches, players and all those who stayed in the game.

If we are going to start scoring, we still need more players. Now is the time to invest in AGRSS<sup>®</sup>. If we expect AGRSS<sup>®</sup> to do all it can to save the auto glass industry, it is time that ALL glass shops get up to

bat and help win the game.

The AGRSS<sup>®</sup> Council needs to have all its bases covered, including the outfield and relief player.

Now is the time for each of us to become an AGRSS<sup>®</sup>-Registered Company so the Council can market to the insurance industry and tell the insurance people that they have shops (players) in all parts of the country.

Remember what JFK said? “It’s not what your country can do for you but what you can do for your country.”

Now it’s time for all my fellow glass shops to do and say, “It’s not what AGRSS<sup>®</sup> can do for me, but what I can do for AGRSS<sup>®</sup>.” Please, if you are not registered, get registered SOON! I hope to see you all in Memphis in September!

Let’s have one big show and party! Do it for your industry’s sake!

