

TRUCK BED LININGS

SCORPION



THE WORLD-WIDE LEADER
IN TRUCK BED LINERS AND
PROTECTIVE COATINGS.

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Sometimes it's hard to find a product in this day and age that is versatile, durable and has a lifetime warrantee. It's even harder to find that product at a price no one could argue with. Since 1996 Scorpion Truck Bed Liners has been providing just that with their spray-on liners and a multitude of other products. Its customer service is second to none as representatives walk customers through issues and new products to achieve the best outcome for the ultimate consumer.



A Growing Company

Randy Tomasino was a coating contractor, mostly removing asbestos when he started experimenting with different chemicals to create a business of his own. When he came up with his own proprietary polyurethane mix for spray-on truck bed lining, Scorpion emerged.

Over the years the company has diversified into window film distribution and resale products alongside their successful original product. It has seen significant growth since 2009. "Where other companies have gotten smaller," commented Scorpion President and CEO, Clayton Tomasino, "we've grown in size."

Scorpion Truck Bed Liners is a family owned company. "We're very open to dialogue," stated Tomasino. "If you call in, you talk to a person. There is no voice-mail system. The focus is keeping those family values no matter how big we get. It's an integrated part of our system."

"I think that's where our customers gain the most value from: they get to talk to a person. When they call in and say they have a problem installing window tint or spraying a truck bed liner they get to talk to, in most cases, the same person that sold them that product. We treat them with respect because we know that through their success is where our success comes from."

Traditional Market Expands

Anybody who is in the automotive restyling market can benefit from Scorpion's expansive knowledge and industry tested product – whether it be a store that focuses strictly on vehicle accessories, a body





shop looking for a profit center, or a car dealership looking to bring more of the things they outsource in house.

The strength comes from the company's versatility and ability to give great value to the products it sells, manufactures and distributes. If a client starts out spraying truck beds, Scorpion gives them the ability to bring in resale products to his shop. Customers also have the option to start tinting windows and to start doing paint protection films. As time goes on more add-ons can be combined with a business.

"Surprise successes come about all the time, first of all, in our customers," alluded Tomasino. "One of the neat things we offer is a very low cost of entry in the truck bed liner world. Clients can get our system for as low as \$1,500 for a retail setup. It allows shops to be able to make money on their first go round.

"When we were profiling some customers



for our 2011 year end summary, Duke's Car Stereo stood out. They started out buying our \$1,500 setup in March. Over the course of the year they ended up becoming our largest automotive spray-in truck bed liner

at cap. Who would have thought to go out and look for a business called Duke's Car Stereo to spray a truck bed liner?

"It's all of those small successes, and we have many similar customers," he continued, "that make the difference. It really makes it gratifying. We have the ability to get out there and give somebody who may not be able to spend, or want to spend because it's crazy, \$50,000 on a system the ability to start. We allow them to get into the market, test the waters, and find that it's really profitable. Then they just take off."

Confidence in Use

Tomasino explained, "Our biggest focus is to give our customers the best possible product. That is first and foremost. Clients who spray our coating can feel confident that what they're using is truly one of the best products on the market. The same goes for window and the paint protection films. The people who use our materials are extremely comfortable knowing they have some of the best products that are available on the market.

"We also give the high end products at a really low end cost to our customers. Then our customers give those saving to the ultimate consumer. The ultimate consumer

therefore gets a high quality truck bed or high quality window tinting at a lower cost."

When Scorpion brings its product variety to businesses it also helps market them. It drives consumers to its customers and helps them grow. Even though Scorpion



doesn't have the name recognition in this process, it has the ability to create the demand.

What's Being Said about Scorpion?

JEFF VANHORN OWNER OF VANHORN TINT & ACCESSORIES:

It's just a wonderful company, great people, and a fantastic product. The customer service is probably the best I've ever seen in this industry in 25 years, second to none. We use their King Pro Series, lifetime warranty metal life films. It's fantastic: just as good as any other products we've ever used. We've always used lifetime warrantee products from several different manufac-

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turers over the years and it's as good as anything on the market.

People ought to give it a try. Cost has never been an issue with us. We just always want to get the best film we could find with a lifetime warranty. With Scorpion we found the best film out there on the market but the price is a third less than most other comparable products. It's been a wonderful find.

PROJECT MANAGER FOR EMS AMERICAN, JUSTIN PHELPS:

Scorpion changed what we do here. Every time I have a problem they stand behind it and fix it. We use the Scorpion bed liner which contains the A, B and C, the coloring to go in that, and we use the 8001 primer. Sometimes we use the accelerator. On most jobs that you have to hurry out, you don't have to have the longer drying time. It's



been great. We've had a few issues but Jim and everyone get their heads together, find the answer, and fix it.

MIKE TRUSTY, MECHANIC FOR WASATCH TRAILER SALES:

It's probably the best spray in liner that we've used. Easy to spray, it lasts a long time, it's very durable, and the fact that it doesn't fade makes it stand out against the rest of the other products out there. They've always been really helpful always answered any question we've had either technical or otherwise. The recommendations of anything we've asked has always come through for us.

We used to use a different bed liner and we switched to Scorpion because of the quality. It's always worked out great.

Scorpion actually beats them on price, too. So, that helps us out to pass the savings on to the customers. It's a great product and I'd recommend it to any customer or anybody who is looking to expand their work load.



JIM NICHOLAS, PRESIDENT OF EXTREME TRAILERS OF TX:

We like them a whole lot. Any time we have a question, problem, or issue we can call Scorpion, talk to Jim, and he normally can tell what you need to do off the top of his head. When we first bought their kit he stressed to call him before we ever sprayed anything and he could walk us through where we would fall into some of the pitfalls. So, we got our shop guy on the phone with him and he walked him through. He probably saved us 20 or 30 hours in learning by spending 30 minutes on the phone with him.

We do a lot of things with their new environmentally safe Scorpion ZBG. We've even sprayed some showers with it. Not only is it a bed liner but you can put it wherever it's going to be wet and it won't grow mold. It's a very versatile product.

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