

Good growth was posted by Commercial Auto Glass with insured sales from private customers, insurance houses and body shop repair operators.

Automotive aftermarket replacement glass is a hotly contested areas in terms of market share and supplying best practices to local customers. Commercial Auto Glass is led by industry long term operator Gilo da Silva. He and the company are both committed to the supply of windscreens that are shatter proof and laminated to meet all the latest safety vehicle demands. Gilo says, "We carry a huge stock of over 1300 different popular model front windscreen items. We have been in business for 25 years and we operate out of eight SABS certified fitment shops in major South African centres."

Because the end user purchase prices are often seen at an exceptional level of value pricing, Commercial Auto Glass Pty Ltd has seen a considerable amount of market disinformation about their products' quality and standard glass integrity. In that regard the company went to court and won a landmark victory against the Baker Street Trust which licenses the shatterprufe brand to the PG group in the High Court. Following attempts to prevent Commercial Auto Glass from describing its shatterproof windscreens as shatterproof. The final court decision was that the description use did not infringe on the trademark of the Baker Street Trust which licenses the Shatterprufe brand to the PG Group.

"We were vindicated in that legal result. We have obtained full SABS approval, the highest international standards which include ISO 9001, ISO 9002, ISO 9003 QSV 9000 along with the fact our E-mark and European dot marks as specified by the American Standards Authority are proof positive that SCKISUI chemicals, the market supplier of our line of DKG windscreens, all use the correct interlayer films that can filter out 99% of ultra violet harmful sun rays. The S LES Film incorporated in our windscreens has the ability to improve vehicle comfort, safety and security through energy conservation too."

Why not Concentrate on Fitment Safety with Enviromental Glass?

With all the hype on standards under control, Commercial Auto Glass set about gaining a best practice SABS approved fitment centre protocol. Now their emphasis also concentrates on expert workmanship for customers with factory trained technicians and the correct fitment of quality SABS approved safety glass.

"We have a number of options now. One is a 30 minute drive-away fitment that uses the latest structural bonding direct glassing seam sealing products in installation. It is important to remember that glass forms up to 70% of structural body strength and it is vital to install

aftermarket glass correctly as it's a safety critical item in the vehicle under repair.

Recommended drying times have to be adhered to. In the last decade Commercial Auto Glass has consistently racked up growth levels of some 20% per annum with ever increasing business being seen with fleet operators and insurers." said Gilo. "We are are searching for consistent top quality of the highest standards and that's what we strive to supply. Meeting the strictest OEM standards and other criteria has always been a big challenge to maintain."

The company also markets a full SABS tested range of door vent glass, sliding glass with seals and moulding for local and imported vehicles. Customers can avail themselves to comfortable waiting

rooms along with mobile operators to supply on-site repairs. The company's customers all enjoy the safety first driving spirit employed by Commercial Auto Glass.

In a recent Kinsey Report that Automotive Refinisher Magazine published last month, you can see the original costs on front windscreens, on a small sample of popular models on the left and then the take away unfitted costs from Commercial Auto Glass on the right. See the table below.

Perhaps you will understand that the price differential and the service provided is what's driving the Commercial Auto Glass success forward in the automotive safety glass business.



Gilo da Silva is passionate about his brand of automotive glass DKG and it's top quality fit and safety are gaining them ever more market share.



Fitment of windscreens is carried out to SABS recommended standards.



A fitment centre and waiting room with customer space up to top standards.

KINSEY REPORT SEPT-OCT 2011		DKG SABS APPROVED COMMERCIAL AUTO GLASS	
	AGENTS PRICE INC VAT		PRICE INC VAT
Renault Sandero	R2275.00		R465.00
Ford Fiesta	R2600.00		R500.00
Citroën C3	R2558.00		R490.00
Polo	R3035.00		R450.00
Honda Jazz	R3824.00		R750.00
Suzuki Swift	R4275.00		R445.00
Toyotal Hi-Ace	R5849.00		R460.00
Isuzu KB	R2711.00		R435.00
Ford Ranger	R3100.00		R390.00

Discounts on factory recommended costs could apply for trade users.

The Kinsey Report's windscreen prices versus Commercial Auto Glass windscreen costs. (See our September-October 2011 issue).