

POSITIVE feedback at JIMS 2011

Gilo da Silva, managing director of Commercial Auto Glass, had a satisfied smile on his face when ABR visited him at his company's display stand in Hall 10 at the Johannesburg International Motor Show, held at the JHB Expo Centre, Nasrec, from 8 to 16 October 2011.

The satisfaction stemmed from the positive feedback Gilo da Silva had been receiving from the general public. "The public response has been phenomenal", da Silva enthused. He added that the positive response came from both existing customers and potential customers, "the existing customers are visiting the stand to tell me of their satisfaction with the overall quality of our windscreens and our professional fitment, whereas the potential customers are amazed at our prices, and have commented that our prices are far better than what they've been previously paying. And the overall sentiment is that they are thankful that there is an alternative supplier of quality auto glass, and that they have more choices". Gilo said that this was why he exhibited at automotive shows, "to spread the message of affordable automotive aftermarket repairs, without sacrificing quality or safety". He added that the Johannesburg International Motor Show provided a forum for both manufacturers and resellers, across the spectrum, to display their product, to educate the trade and the public, and to get the facts across, and to allow the consumer to compare prices and quality, and to make informed purchasing decisions.



Commercial Auto Glass makes it quite clear to the visitors to their stand that their glass is both laminated and shatterproof



The quality of lamination is key to the quality of a windscreen. This is why Commercial Auto Glass displays the letter of confirmation from the Sekisui Chemical Co. Ltd. that the PVB interlayers used by D.K.G. are supplied exclusively by the Sekisui Chemical Group, in both the standard interlayer and the solar control interlayer, utilising only virgin vinyl.

On display were the SABS certificates SANS 1191/SABS 1191:2005, and SANS 1193/SABS 1193:2008 awarded to D.K.G. (Dongguan Kongwan Automobile Glass Ltd), allowing D.K.G. to apply the SABS approved certification mark on their product. These marks give the consumers' confidence that they are buying glass manufactured in accordance to international safety and quality standards

