

ACRRTM

Auto Glass Repair and Replacement

September/October 2025 • Volume 27 • Issue 5



Auto Glass Week 2025TM

In the Rear-view Mirror

ALSO INSIDE:

Industry Innovators
Remembering Ira Turner

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Congratulations to Raul Plascencia (Gold), Jae Hyun Lim (Silver), and Tommy George (Bronze) for taking top honors in the 2025 AGTO competition — all using BETASEAL™ ACE, our advanced primerless-to-glass urethane adhesive system. We're also proud of all the competitors who chose to rely on BETASEAL™ for their performance.



Gold Medalist
Raul Plascencia
Direct Quality
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San Bernardino, CA



Silver Medalist
Jae Hyun Lim
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South Korea



Bronze Medalist
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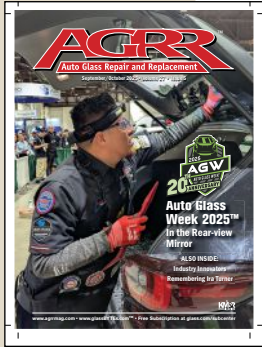


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On the Cover:

Raul Plascencia persevered through a surprise twist in the 2025 Auto Glass Technician Competition to win gold. The Auto Glass Safety Council-certified master technician owns and operates Direct Quality Auto Glass in San Bernardino, California. Turn to page 28 to read his story and the stories of the other Auto Glass Week™ 2025 competition winners.



24 The Biggest Little Show in Auto Glass

Auto Glass Week™ 2025 was a whirlwind of education, competitions, networking and special events. Take a look back at the highlights from Reno, Nevada.

34 Getting Creative

Innovation takes many forms. These four stories illustrate how the products of current and emerging industry innovators are shaping the auto glass world.

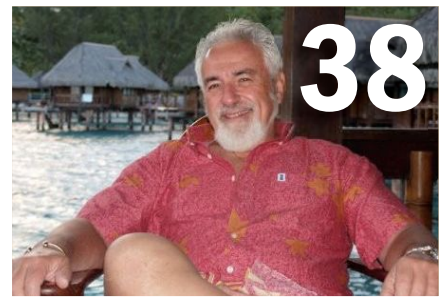


36 But Wait, There's More

AAPEX and SEMA both offer education, networking and entertainment for the broader aftermarket industry, but what do they have to offer the auto glass sector?

38 Remembering Ira

Ira Turner, 84, passed away in August 2025. **AGRR** celebrates his life as an industry icon and a "good man."



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Field of Vision | From the Editor

Walking on Broken Glass

BY **ABBY BOWMAN**

The Auto Glass Technician Competition (AGTO) finalists weren't prepared for a curveball. As it turns out, neither was I.

For those who missed it, the AGTO judges added an extra challenge to the finals by smashing the backlites right as the technicians were about to begin their backlite replacements. Even though, as event staff, I knew this was coming, I didn't expect all the shards of glass that littered the floor.

phone, with its camera and recorder), but that wasn't enough.

I have listened, concerned, to similar stories on a larger scale from many auto glass shop owners and technicians. They thought they had everything they needed to prepare for the future, but then the industry threw them a curveball they weren't equipped for.

As I walked the show floor (without glass in my shoes) and listened to the educational sessions, I found plenty of



The AGTO judges' curveball made a bit of a mess, sending glass into the cars and on the floor.

In hindsight, of course, if you break glass, glass will be on the floor. At the time, though, I was so focused on taking photos that it didn't occur to me until I stepped on it.

I'd selected my shoes for the day based on their cushioned soles and breathable uppers. It turns out air isn't the only thing that can get through breathable fabric. Tiny pieces of glass can, too.

Don't worry, I didn't get cut, but the whole incident got me thinking. I knew what was coming. I'd armed myself with the only tool I thought I'd need (my cell

equipment, supplies, programs, certifications and business advice designed to help companies prepare for these curves. Obviously, no one can truly know what the future will yield, but investing in good equipment and marketing can help.

I hope that every single Auto Glass Week™ attendee left Reno ready to face the future. For anyone who didn't attend, join us next year in San Antonio to gear up for what's ahead. ■

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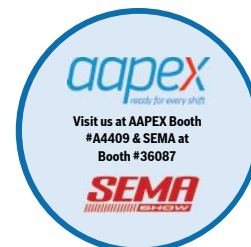
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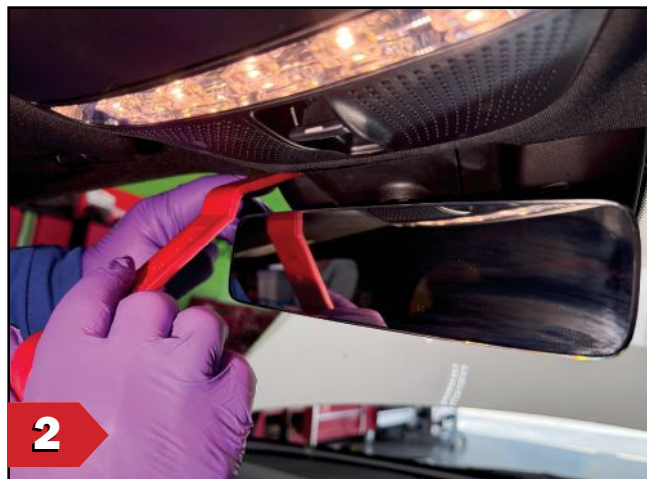
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BY **ALFREDO CALVA**



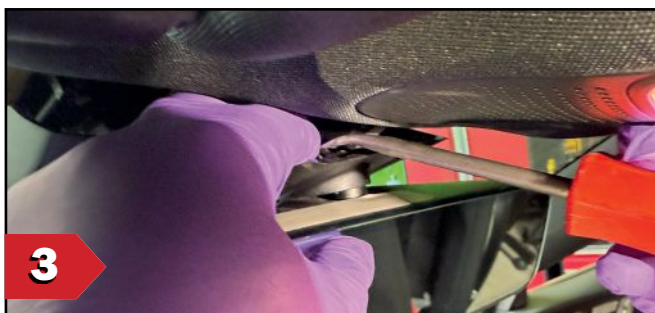
1

This is a fun car to work on. The replacement is fairly easy. Like earlier generations of the vehicle, there are some more technical parts. Before a replacement, always pre-inspect the interior, exterior and mechanical elements like the rain sensor and windshield wipers. Then, do a pre-scan.



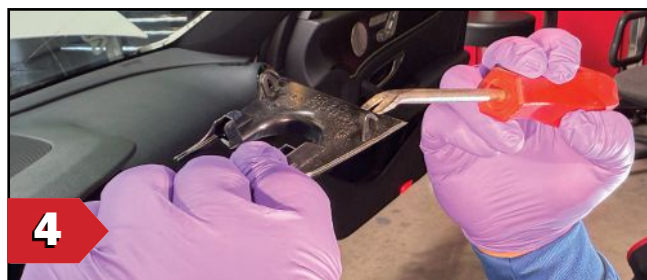
2

Start removing the interior parts first. Confirm that the new windshield bracket matches the old one so you can transfer and test the camera on the new glass. Ply the bracket cover off.



3

Separate the center piece to remove the bracket completely. Push two tabs on the top to release it.



4

The tabs look like this. Use the tool of your choice to push on the tabs to separate the center piece from the cover. Be gentle. The tabs are fragile and can break.



5

To dismount the camera, slide the three metal tabs off the bracket. This relieves the tension on the bracket and makes it easy to remove.



6

To remove the rain sensor from the bracket, push on the metal tabs and use a pick tool to release it.



7

After releasing both sides of the rain sensor, slowly pull it off. It might take a few seconds for it to release, so be patient.



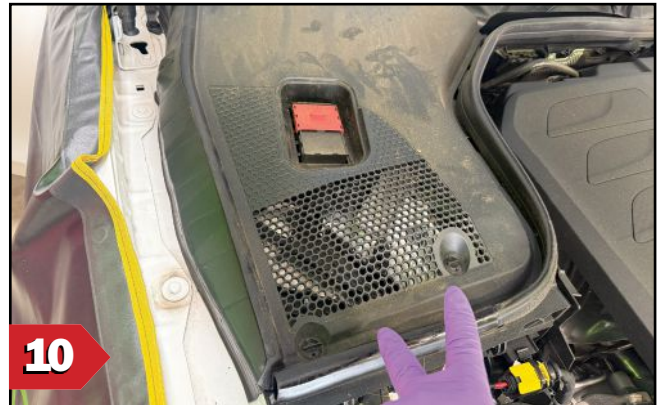
8

Unplug the camera's heating element.



9

I highly recommend protecting the vehicle with fender covers when working under the hood.



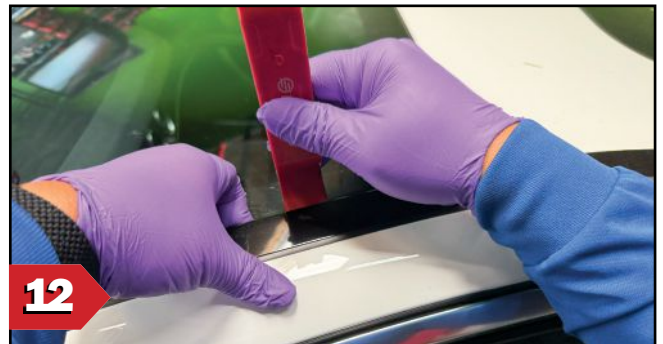
10

Turn the clips counterclockwise and slide the two plastic covers off the cowl.



11

Remove the four clips holding down the cowl and windshield wipers. Remember where the windshield wipers park.



12

Remove the side mouldings from the top down. Stop once you reach the yellow clip at the very bottom of the moulding. That should be the last one you remove.

continued on page 8



13

Keep removing the mouldings toward the back of the vehicle. There are two different techniques for removing the upper part of the moulding along the roof. The first technique is to continue prying from the inside of the moulding.



14

You can also lift the moulding from the other side and push through the middle of the metal opening to release it from the bracket.



15

After releasing the moulding from the vehicle's sides and roof, grab it and slide it toward the top or down. This method lets you save the clip.



16

When using the technique of sliding the moulding up, the clip could end up in the moulding. You must eventually transfer the clip back onto the vehicle, but don't do this yet. Do it after the windshield has already been set.



17

Prep the glass and the vehicle's body according to your adhesive manufacturer's recommendations.



18

After setting the glass, reinstall the cowlings, clips and windshield wipers. To reinstall the moulding, start at the back and align it with the rear body line.

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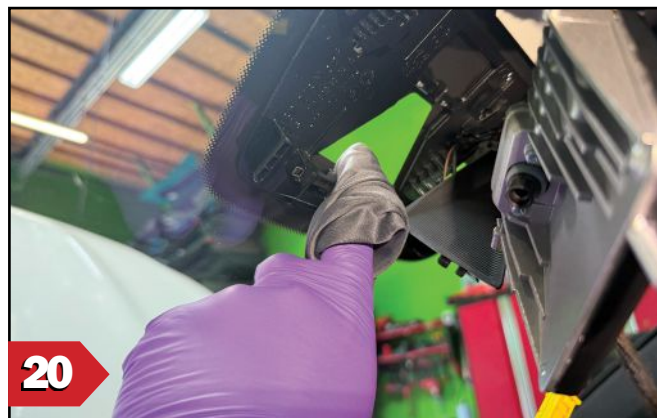
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Push down on the moulding after you've aligned it and ensured it's sitting on top of the clips. Reinstall the yellow clip first to push the moulding down onto it.



Clean the camera's viewing area before reinstalling it.



Align the camera on the bracket and slide it securely into place.



Make sure there are no bubbles between the gel before reinstalling the rain sensor.



Once everything is reinstalled, the vehicle is ready for recalibration. Always post-inspect everything and test drive the vehicle to ensure its Advanced Driver Assistance Systems (ADAS) features are working properly. Finally, perform a post-scan. ■

ALFREDO CALVA is the president of Alfredo's Auto Glass in Corona, Calif.
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These are some of the top on-line stories since the last issue of **AGRR** magazine. To stay up-to-date on the latest news from the auto glass industry, go to glassBYTES.com/subscribe.html and sign up for **AGRR** magazine's free newsletter.



Subaru Owners Could See Settlement Over Alleged ADAS Flaws

Certain Subaru owners may be eligible for a class action settlement in a lawsuit over allegedly faulty Subaru EyeSight and advanced driver assistance systems (ADAS), according to the settlement website.

➤ Visit glassBYTES.com to read this story.

Software Supplier Receives "Clarification" from Association

A major software supplier received a letter of "clarification" from an industry group that accused it of having an exclusive relationship with Safelite and State Farm.

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Can AI Replace Auto Glass Jobs?

Should auto glass technicians worry about artificial intelligence (AI) taking their jobs? Not according to a Microsoft study.

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"We Got Lucky": Hawaiian Company Faces Second Arson Attack

When Calvin Tamaye of Ace Auto Glass in Hawaii learned that someone had started a fire at one of his shops, his first thought was, "Not again."



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Honda to Techs: Recal is Required

If you're not already recalibrating windshield-mounted sensors and cameras on all Honda-made vehicles post replacement, get ready. The automaker says it's a must.

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These articles, which deal with issues that impact the whole industry, are also some of the most-viewed stories since the last issue. For the latest information visit www.glassbytes.com.

Judge Pushes Pause on LYNX v. State Farm Suit

LYNX Services, State Farm and Safelite/Safelite Solutions must try to resolve their dispute themselves before litigation can continue, the U.S. District Court of Central Illinois, Peoria Division, says. The court issued an order granting a motion to dismiss one of the counts against State Farm in the lawsuit over alleged trade secret misappropriation.

State Farm's Motion

State Farm's motion to dismiss cited a "Glass Claims Services Out-Tasking Agreement" signed with LYNX on July 1, 2017. The insurer included a summary of the agreement in the filing, though the full agreement remains temporarily under seal. According to State Farm, the agreement contains "an extensive and detailed dispute-resolution procedure," and the leadership of the two companies were to attempt to resolve any conflict between the companies before taking further action.

LYNX argued it didn't have to adhere to the agreement if filing an injunction. State Farm's dismissal motion says that would be a valid argument, except the judge denied LYNX injunctive relief. Judge Jonathan Hawley of the U.S. District Court of Central Illinois, Peoria Division, issued an order saying that State Farm did not breach its contract with LYNX.

According to State Farm's motion, LYNX claimed State Farm and Safelite misappropriated two main trade secrets: "LYNX information," which includes details about the TPA's METRYX registry and Customized Offer information, and the "METRYX pricing strategy."

The METRYX registry information includes a "compilation of glass providers ... [including their] company name, address, phone number [and] hours of operation." State Farm argues this doesn't count as a trade secret because all that information is readily available on those companies' websites, and State Farm net-

work glass providers maintain their service profiles. State Farm also claims its agreement with LYNX gives the insurer ownership of that information.

State Farm quotes the agreement, saying, "State Farm retains all ownership rights in any and all State Farm information, including but not limited to personal data, that State Farm provides or transmits to LYNX or that LYNX acquires, collects or generates on behalf of State Farm."

State Farm claims LYNX doesn't specify how the insurer misappropriated any information from its Customized Offer tool and doesn't allege State Farm "took, disclosed or even had access to" the tool. The insurer made a similar argument about LYNX's METRYX Pricing Strategy claim.

"[There is no] allegation that LYNX, a TPA, had any role to play in the prices State Farm sets with its glass service providers," State Farm says. "Moreover, LYNX's vague definition of this pricing strategy provides that it is used by 'the entire industry,' [which means it's not a trade secret]."

Safelite's Motion

In its motion for dismissal, Safelite denies all of LYNX's trade secret misappropriation claims. LYNX alleged Safelite is using its trade secrets "to more easily transition to the role of State Farm's TPA." Like State Farm's filing, Safelite's motion claims LYNX never properly identified how Safelite misappropriated or misused any of the alleged secrets.

Safelite's motion also claimed that much of the information LYNX claimed to be a "trade secret" was included in widespread communications from State Farm to shops in its network.

"Safelite could not possibly know that State Farm's National Offer and Acceptance Agreement between State Farm and its glass service providers, which list-



State Farm's announcement that it would switch from LYNX Services to Safelite Solutions sparked a wave of concern throughout the industry.

ed the pricing information plain as day, was a LYNX trade secret," the filing says.

The court document also referred to a redacted LYNX claim as "a remarkable and implausible conclusion based on State Farm's statements and agreements and one email by Safelite."

Updated Redaction Motions

LYNX, State Farm and Safelite/Safelite Solutions had moved for redaction early in the lawsuit, but Hawley denied the requests. The companies had 30 days after that to refile motions that included more details about the information in question, along with more precise and applicable legal reasoning. Hawley granted the parties' updated redaction requests.

Headed for Mediation

The judge granted State Farm's motion to dismiss LYNX's breach of contract claim and ordered State Farm and LYNX to follow the steps outlined in their dispute-resolution agreement before litigation could continue. ■

Nothing Like a Little DIY

The “Just Being Social” segment is designed to report on hot social media topics—whether informative, controversial, fun or just bizarre. If you’ve seen a social media post that warrants further coverage, please send a link to Abby Bowman at abowman@glass.com.

Looking at starting a rock chip repair business,” Randy Harper of newly-founded Randy’s Remote Repairs joked on an industry Facebook group, sharing a picture of several inexpensive repair kits marketed to consumers. “Anything else recommended?”

Several Auto Glass Tool Talk members added to the joke, commenting things like “Is it April [1] already?” or jokingly recommending cell phone screen protectors and smiley-face stickers as alternative repair methods.

Harper’s picture shows windshield repair kits that are readily available at many automotive supply stores; **AGRR’s** editor found several at her local AutoZone in the adhesives aisle for \$18.

The product’s packaging says it “makes permanent air-tight repairs of bullseye damage up to 1.25 inches on most laminated windshield glass” and includes “easy to follow instructions with step-by-step photos [that] help make the repair process easy and yield professional results.”

The kit includes a repair syringe and plunger, 0.75 milliliters of a “repair compound,” an adhesive disc, a pedestal, a curing strip, a push pin, a razor blade, an alcohol towelette and an instruction sheet.

The package warns that the “repair compound” might



The rock chip repair kits Randy Harper mentioned are available to consumers at many automotive supply stores. Here, the kit is sold in the adhesives aisle at a local AutoZone for about \$20.

“cause allergic skin reaction” and is an “eye and respiratory irritant,” but the kit doesn’t include any protective gloves.

The instruction sheet directs users to repair in the shade, rather than direct sunlight, on a windshield between 50 and 75 degrees Fahrenheit. The kit repairs bullseyes only, the sheet specifies, and “repair may not completely remove blemish or permanently fill the pit.”



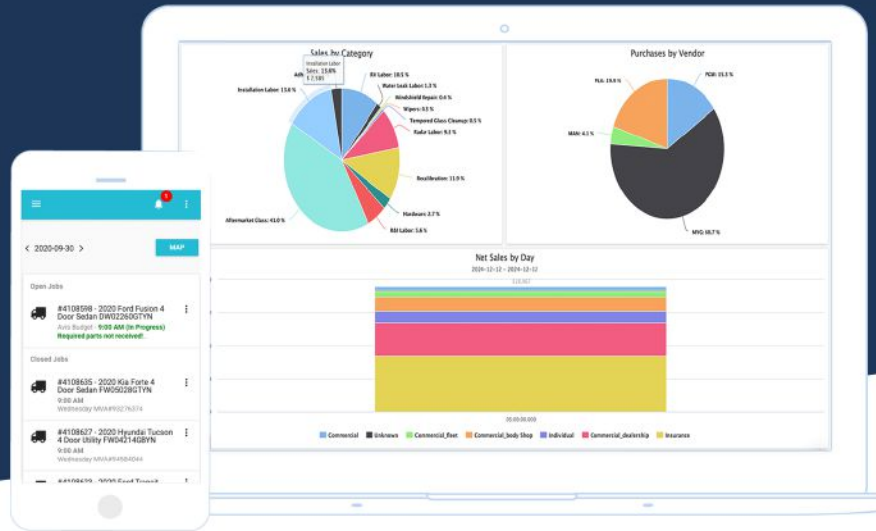
The kit includes multiple items needed for a basic chip repair, but it does not include a UV curing light. The kit’s enclosed instructions say the resin cures after 15 minutes in the direct sunlight.



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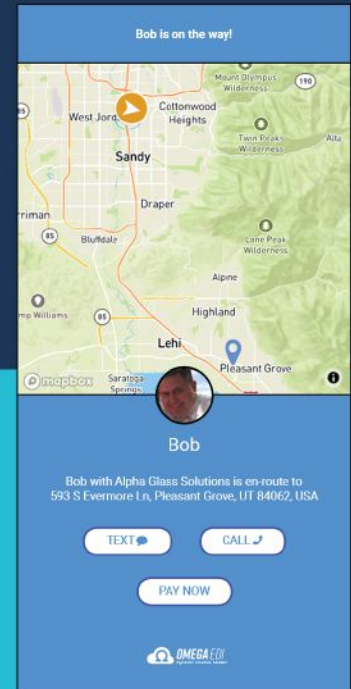
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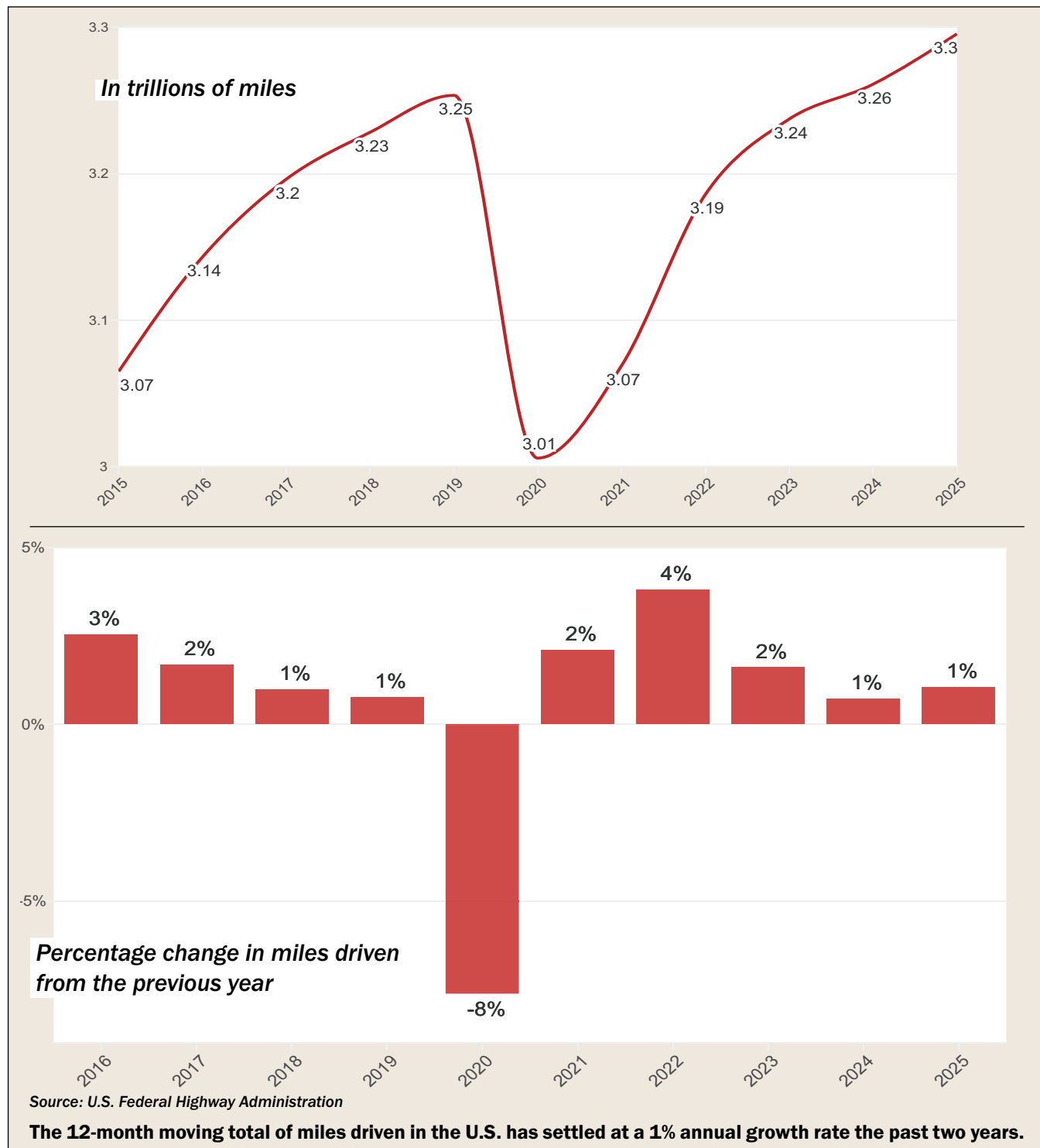


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*Editor's note: This standing section in **AGRR** reviews key statistics and indicators in the broader automotive industry. Data collected and analyzed by the Research division of Key Media & Research.*

Miles Driven: July (12-Month Moving)



Vehicles In Operation (VIO)
In millions

291.1
Q2 2024

295.3
Q2 2025

SOURCE: Experian Automotive

As of the second quarter of 2025, there were more than 295 million vehicles in operation in the U.S. This is up 1.4% from a year ago.

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Glass Expo Midwest '26

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Location to be announced soon

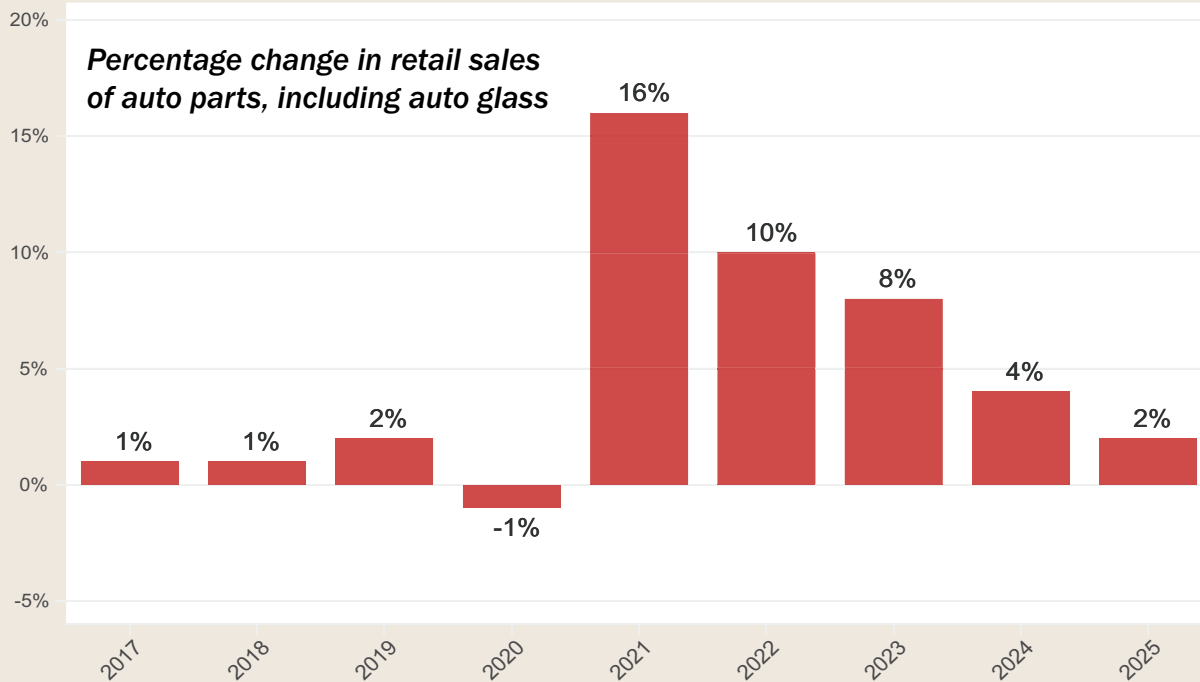
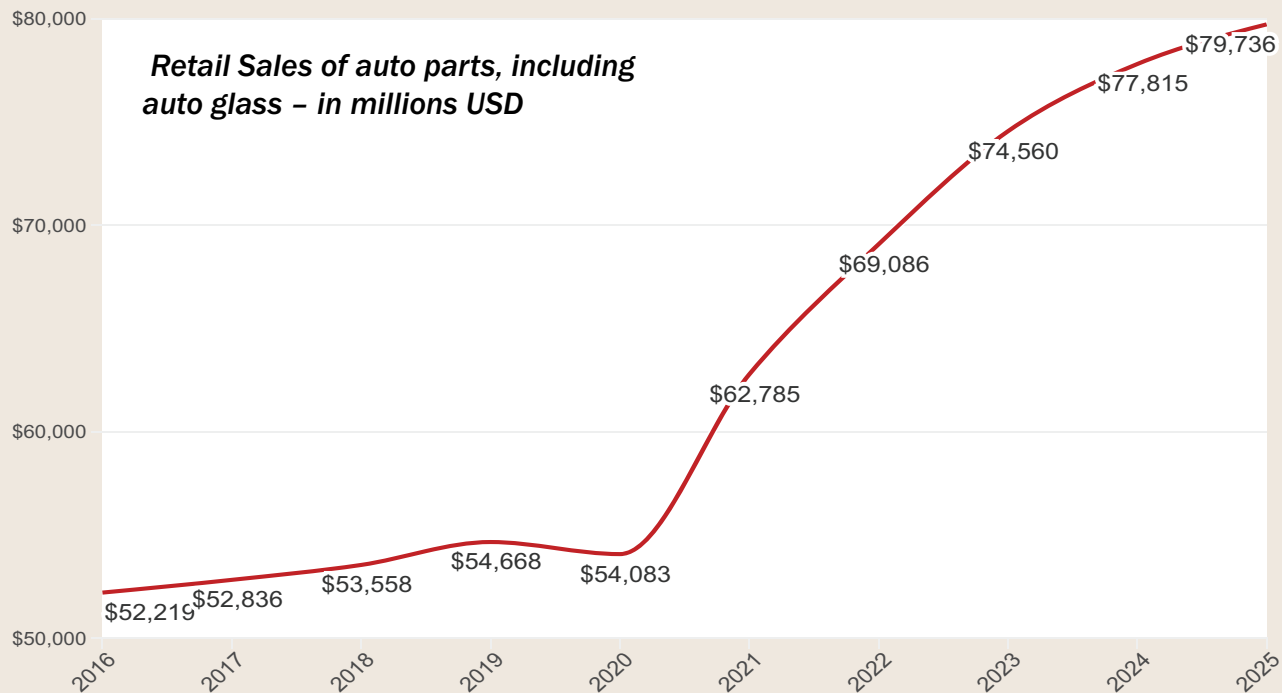
- AGSC Auto Glass Technician Certification
- AGSC Glass-ADAS Certification
- AGSC CSR Certification

Register: www.glassexpomidwest.com

Auto Glass Education and Exhibition is Back at Glass Expos USA!



Retail Sales: Automotive Parts, Accessory and Tire Stores (Incl. Auto Glass) in July



Source: U.S. Census Bureau

Retail sales in the automotive aftermarket industry, which correlates with the auto glass replacement market, is moderating back to low-single-digit percentage growth after the post-pandemic spike.

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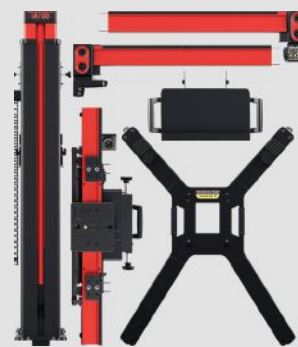
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Trade Secrets?

State Farm and Safelite Solutions filed updated redaction motions in the lawsuit with LYNX Services over alleged trade secrets, which the judge has since granted. The insurer and third-party administrator requested that the court keep certain details, such as the number of employees Safelite Solutions hired to prepare for its new relationship with State Farm, confidential.

State Farm's legal document outlined several categories of information the company and its counsel believe should be redacted, providing legal precedent for each. The redactions include "commercially sensitive" figures and "confidential pricing terms" from the insurer's agreement with LYNX.

The "commercially sensitive" figures in question are the average daily number of glass claims submitted to State

Farm and the insurer's estimate of the "resources it would have to invest" to process auto glass claims in-house.

"State Farm believes disclosure of the average number of glass claims it processes per day could be detrimental to State Farm's business because competitors could use this information to extrapolate the number of policies State Farm has and adjust pricing in certain markets based on this information," the document says.

Making its estimated in-house costs public could allow companies bidding for State Farm third-party administrator (TPA) contracts to use the information "unfairly," the document claims.

Safelite Solutions claims its "newly tailored request is limited to personally identifying or commercially sensitive information that will not impede the public's ability to view and understand

the claims in this case."

Safelite Solutions' response to LYNX's initial suit claims that Safelite Solutions had "invested substantial resources in implementing its TPA work for State Farm," and "Safelite would have suffered irreparable harm if LYNX's motion were granted." That filing included the number of employees Safelite Solutions hired to process work for State Farm.

"This information is highly sensitive and not available to the general public or Safelite's competitors, and there is no legitimate reason [why] the public needs or is entitled to this business information," Safelite Solutions' new redaction motion says. "A competitor in possession of this staffing information could gain a competitive advantage in knowing the number of staff dedicated to a particular Safelite account."

Honda Launches Insurance Company

Honda has launched an "intermediary" insurance company to connect Honda and Acura drivers with insurance providers.

According to company officials, Honda Insurance Solutions (HIS) is a licensed insurance agency and provides "competitive" pricing and coverage options for vehicles, motorcycles and homes.

"Insurance is a key touchpoint in the vehicle ownership journey, and we aim to deliver a superior experience tailored to the unique needs of each customer, while promoting safer driving and increased peace of mind on the road," says HIS's president, Petar Vucurevic.

Officials say HIS doesn't provide the coverage itself, but it does offer "fast and easy quoting and advice" to its customers.

"Honda Insurance Solutions con-

nects customers with insurance from well-known insurance carriers," Honda spokesperson Maros Frommer tells glassBYTEs/AGRR. "The options and terms of any auto glass coverage would depend on what each individual insurance company offers."

This means auto glass shops would still operate through normal insurance channels, including third-party administrators, for Honda and Acura glass claims.

HIS offers optional OEM parts coverage to ensure auto glass and collision repair shops use Honda and Acura Genuine Parts, which officials say helps protect vehicle value. According to Frommer, Honda encourages customers to add OEM coverage "if the carrier offers it."

Insurance Shopping Rises

Consumers continue to shop their insurance, meaning the auto insurance shopping rate continues to rise, according to a data provider's study.

LexisNexis' latest U.S. Insurance Demand Meter reports auto policy shopping increased 9.4% year-over-year (YOY) in the second quarter of 2025, and new policy growth rose 3.6% YOY.

Large population states lead the growth, with New Jersey's auto insurance shopping volume increasing 33% YOY in the second quarter. Texas' volume grew by 17%, California's by 16%, and Florida's by 9%.

LexisNexis also reported that almost 40% of the top 25 insurers' second-quarter 2025 rate filings with state agencies were rate reductions. ■

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THE BIGGEST LITTLE SHOW IN AUTO GLASS



Looking Back at Auto Glass Week™ 2025

BY **ABBY BOWMAN**

For a few short days in mid-September, Reno, the biggest little city in Nevada, became the auto glass capital of the world. Industry members from across the globe converged at the Reno-Sparks Convention Center for three days' worth of seminars, competitions, demonstrations, training and certification co-sponsored by **AGRR** magazine and the Auto Glass Safety Council (AGSC). Here's a snapshot of what they took in.

Time to Learn

The Auto Glass Week™ (AGW) 2025 educational seminars addressed many of the industry's most timely topics and provided insights on how to best prepare for an uncertain future.

Dave Leach, chief operating officer of Don's Mobile Glass in Modesto, California, lead a special pre-session workshop called "What Does it Cost? Knowing Your True Cost of Doing Business

– One at a Time" the day before AGW officially began. The session helped owners learn the best "business math" to help them succeed.

Each morning began with a "Coffee with..." session where familiar industry faces told their career stories and answered attendee questions. Troy Mason held the first of these sessions. Macenzie and Jennifer Curbow and Jacques Navant served as "baristas" for the other two.

A panel of experts led a highly anticipated seminar on perhaps the hottest topic of them all on the first day of AGW: "Can the Industry be Saved? Does it Need to Be?"

AGSC president Jacques Navant and Dave Leach, both of Don's Mobile Glass, Larry Diesbach, owner of Impex Auto Glass, Paul Sharkey, owner of Cascade Auto Glass and Nick Baldi, owner of Auto Glass and Tint Shop addressed the anxiety many auto glass company owners and managers

have been feeling thanks to major insurance and third-party administrator shake-ups.

Navant said that the difficulties the auto glass industry faces today with third-party administrators, insurers and large competitors have been around in some form or another since the 1980s. Leach agreed.

"I've been around since '85, and the issues we're talking about now are the same we've talked about at every single industry event I've been to," said Leach. "The main thing that's changed is the technology."

The best way to counteract any potential loss of work from TPA and insurance changes is to build a relationship with the community and establish a reputation of excellence through your marketing, the panel said.

"If your price is the same [as your national competitors], your service is better and you're local, why wouldn't cus-



The “Can the Industry be Saved? Does it Need to Be?” panel explained that there’s nothing new under the sun, and even though current industry events might be anxiety-inducing, they can be handled. From left to right: Larry Diesbach, Jacques Navant, Dave Leach, Paul Sharkey and Nick Baldi.

tomers choose you?” Leach said, adding, “No one’s going to give the job to you. You have to go out and get the business you want.”

It’s also important to stay positive, according to Baldi.

“It’s a blast, what we’re doing,” he said. “We’re determined we’re going to control our destiny and the direction our company goes.”

The first day’s educational sessions

concluded with the “Industry Roundtables: How to Dominate in Your Market” session, which provided methods to help business owners position their companies at the top of their markets.

Patricia Smiley, president of Quackt Glass, Peter Brown, president of Tiny & Sons Auto Glass, and Neil Christensen, president of Nu-Vu Auto Glass, shared expert marketing insights to a packed crowd on day two of AGW in the ses-

sion “High Yield, Low-Cost Marketing: How to Own Your Pond.”

One of the most effective ways panelists said they draw attention to their businesses is through community partnerships. Staying involved endears them to their neighbors, and efforts like sponsoring local high school sports teams puts their logo where many people, especially the kids’ parents, will see it.

Zuhair Madanat, owner of Auto Glass Experts, and Ambar Martinez, owner of Cali Auto Glass, shared how important social media is in humanizing your business in a seminar titled “Effective Social Media.”

“People will come into our shop and say, ‘I saw you online,’” Martinez said, knowing those customers arrive already wanting to support her business.

Several technology-focused sessions rounded out day three, addressing trends in artificial intelligence, recalibration and pre-scans and diagnostic trouble codes.

A panel of representatives from three major auto glass manufacturers spoke on day three. Roberto Mayer of Vitro, Tim Siterlet of Carlex and Jim Ricci of XYG North America outlined some of what’s on the horizon for auto glass makers and answered many questions from a tuned-in audience.

There are a few factors that could soon raise glass costs, according to the panelists. Siterlet said advancing technology, including developments in Advanced Driver Assistance Systems (ADAS) and heads-up displays, mean pricier parts. High glass demand means investing in more robotics for manufacturing, according to Mayer, and requires a quicker turnaround, according to Ricci. Both of those mean a price increase.

The panelists also tackled the age-old auto glass question: what do the terms original equipment (OE), original equipment equivalent (OEE) and after-market really mean?



Pushing Through ADVERSITY

Brent Gleeson, a Navy SEAL combat veteran, award-winning entrepreneur, two-time bestselling author and Forbes Magazine leadership columnist gave the keynote address. Gleeson spoke on the skills needed to become a better person and leader. The best leaders, he said, are forged in the face of adversity and close-knit teams are necessary to overcome obstacles.

THE BIGGEST LITTLE SHOW IN AUTO GLASS

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ON THE FLOOR

Sponsors welcomed attendees to their booths at Auto Glass Week™ 2025 to discuss their latest offerings and to network.



▲ Pictured here are Gilbert Gutierrez (left) and Paul Whitman (right) demonstrating one of *Equalizer's* newest offerings: a setting tool for glass roofs called the “Scorpion.”

According to Eric Asbery, Equalizer comes back year after year because they can't get enough of the people.

“We love talking to technicians here, because they use our tools all the time,” he said. “It's refreshing to hear that they've been successful with their tools. It's also good to find out what they might need or anything they've noticed in newer vehicles that may need a tool.”



▲ This is Daniel and Natalie Jaimes' fourth time at AGW. The couple runs *Supreme Auto Glass* in Jurupa Valley, California, alongside Daniel's father, Gerardo Jaimes.

“I love being able to be around so many people that enjoy doing what we do as much as we do,” Daniel Jaimes said. “We all share something here,” Natalie Jaimes adds.



▲ The Learning Lab, sponsored by *Driven Claims*, offered education right on the show floor. *AGRR* editor Abby Bowman (far left) spoke with former Auto Glass Technician Competition (AGTO) gold medalists Ben Rorick, Alfredo Calva and James Chapman (left to right) about what it takes to be a champion.



▲ *SRP Products* technical innovation manager Dave Safran (second from left) said telling customers about the importance of properly cleaning glass parts is one of his favorite aspects of AGW.

“We're about educating the customer and informing them of stuff that they may not be aware of,” he said. Safran also led the SRP Products adhesive training and certification session on the show floor.



▲ For Joseph Gold of *Gold Glass – ALP* (left), AGW puts everyone they want to see in one spot. “It’s where all our customers are,” he said. “Since it was on the West Coast, we got to see a different mix of people.”



CALIBER CAREER DAY SHOWS STUDENTS AUTO GLASS OPPORTUNITIES

Auto Glass Week™ 2025 brought back a popular special event designed to grow the industry while giving teens exciting career prospects. More than 80 students from two local high schools attended AGW to experience firsthand all that the industry has to offer.

Students gathered at the Reno-Sparks Convention Center on the morning of September 11 to hear from Caliber Auto Glass experts, including president Troy Mason and Mitch Becker, director of Protech Automotive Solutions. Caliber Auto Glass was the sponsor of Career Day.

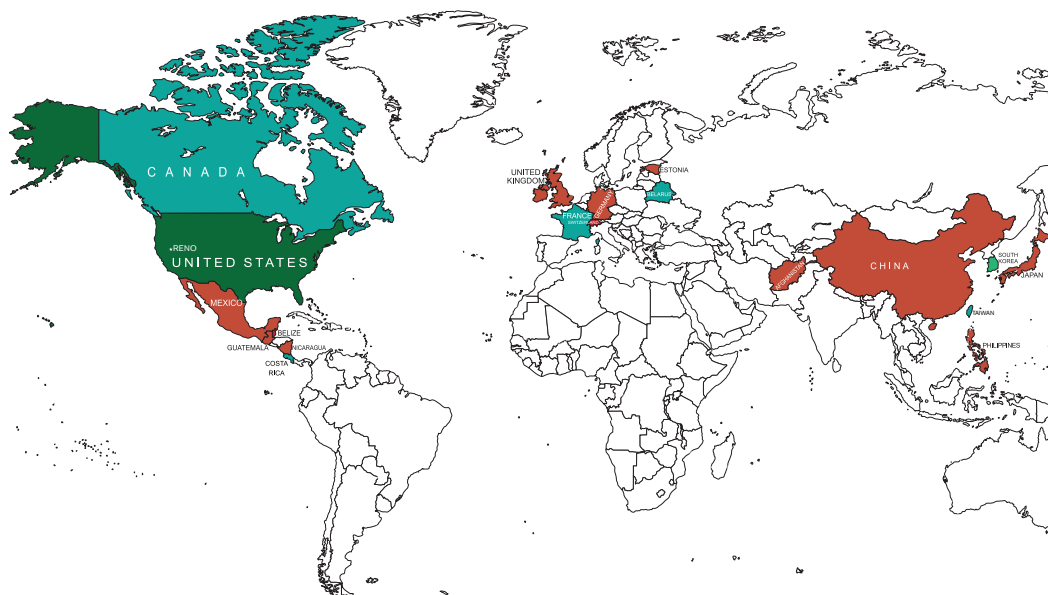
After this education, students took to the show floor to experience what it’s like to be an auto glass technician. They watched competitions and demonstrations and talked to sponsors.

Many in the industry have noted a shortage of young people interested in becoming technicians. Career day teaches teens to explore their options and explains why the auto glass industry is an excellent choice for a career.

AGW BY THE NUMBERS

A Global Event

Almost **3,000** people attended AGW 2025 and the 2025 International Window Film Conference and Tint-Off™ in Reno, Nevada. People traveled from across the globe, including Afghanistan, Belarus, Belize, Canada, China, Estonia, France, Germany, Guatemala, Japan, Mexico, Nicaragua, the Philippines, South Korea, Switzerland, Taiwan and the United Kingdom, to be at AGW.



Competing for “World’s Best”

Attendees weren’t the only ones who traveled globally to be at AGW. The competitors did, too.

62 Competitors
7 Countries
4 Competitions

About **70%** of the competitors came from the United States. With nine technicians competing, South Korea was the second most represented country. Technicians also came from Canada, Costa Rica, Belarus, France and Taiwan.

THE BIGGEST LITTLE SHOW IN AUTO GLASS

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MEET THE CHAMPS

AGW 2025 attendees had their pick of “souvenirs” to take home from Reno: certifications, new tools, commemorative challenge coins... and gold medals. Three industry professionals left the event as AGW competition champions.



**AGTO GOLD MEDALIST
RAUL PLASCENCIA**
Direct Quality Auto Glass
San Bernardino, California
AGSC Certified Master Technician



Raul Plascencia got an unusual present for his seventh birthday. Instead of just getting gifts or cake, the 2025 gold medalist got an early start on an auto glass career.

His father brought him to work at his auto glass shop that day. While he certainly wasn't slinging glass or running a bead at age 7, Plascencia said that first day spent with his dad in the shop laid the foundation of a successful career.

That was one of several formative moments in the newly crowned champ's early years. His family had uprooted their lives and emigrated from Mexico to the United States about five years prior to that first day “on the job,” Plascencia said. He grew up with his cultural identity rooted in both Mexico and the U.S.

“It was hard to really fit in anywhere,” he said.

Like many immigrants, Plascencia had to learn to succeed



**CALIBRATION COMPETITION
GRAND CHAMPION &**

**CSR COMPETITION
GRAND CHAMPION**

KENNETH WHITE
Optic-Kleer OKC Metro North
Edmond, Oklahoma

in life and his career without many resources. That's part of the reason he wanted to compete in the AGTO.

“I wanted to show that anyone, from any country or any background, can win,” he said.

Plascencia doesn't plan to compete again, but he's already set to work making sure other auto glass technicians have what they need to win. He donated his entire prize purse (\$10,000) to the Auto Glass Safety Council (AGSC) to create a film honoring the winners.

“I'm an AGSC Certified Master Technician,” he said. “AGSC does a lot for the industry, and I want the money to go toward making a bigger change for technicians.”

“Money comes and goes,” he adds. “It is important, but seeing other people win is even better.”

Plascencia said he relied on his family and faith as he trained for the competition. Now that he's back home, he can say all that work definitely made him a better technician.

“I feel like I leveled up so high that when I got back, I had a whole new perspective,” he said.

As he watched his demo car's backlite shatter during the finals twist, Plascencia said all that preparation helped him change his approach in about 30 seconds.

“My first thought was, ‘Oh my goodness, I'm going to have to change my entire strategy,’” he said. “I was glad I brought my vacuum and broom.”

The challenge made the scenario feel more like a real-world replacement, he said. Plascencia said that he actually enjoyed it.

“It was fun,” he said. “I'd love to do it again.”

Two shiny, new trophies in Optic-Kleer OKC Metro North's lobby in Edmond, Oklahoma, have been catching customers' attention. Owner/operator Kenneth White brought them home after competing in the 2025 Calibration and the Customer Service Representative (CSR) Competitions at this year's Auto Glass Week™ in Reno, Nevada. White said the new trophies give him an opportunity to educate customers coming through his door.

"People are particularly impressed with the Calibration trophy," he said. "We have gotten several customers ask if we offer [windshield-mounted camera] recalibration, and now I get to say, 'Yes, in fact, I actually just won the Calibration Competition.'"

The win makes White's customers confident in his knowledge of Advanced Driver Assistance Systems (ADAS) and his ability to properly recalibrate their windshield-mounted cameras. He was already in the habit of showing customers educational material from the Auto Glass Safety Council (AGSC), but now customers are even more likely to believe him when he said recalibration is critical.

White said that while customers were already impressed

by his 2024 CSR Competition trophy, the second trophy has increased their appreciation of the shop's customer service even more. In 2024, White was a sole owner/operator. He's since hired a CSR and is encouraging her to compete in 2026. With two consecutive CSR wins, White said he won't be doing that competition again.

White also competed in the Windshield Replacement Competition (WRO). While he didn't get a medal for WRO, White said training for all three competitions made him a better and more confident technician.

"Competing has helped me dig deeper [into industry standards and best practices]," he said. "It encouraged me to pay attention to what [other experts] are saying and to reevaluate my own process to see if there's anything I could improve."

He encourages others in the industry to compete, even if they don't think there's any way they'd win. The camaraderie with the other competitors makes it a lot less intimidating, he said.

"We all just want to see the industry get better," he said. "Competing is one way to do that."



**WRO GOLD MEDALIST
BRADLEY AYDELOTT**
Glass Monkey Chip Repair
Murfreesboro, Tennessee
NWRD Certified Repair Technician
AGSC Certified Replacement Technician

Nobody wants to start a serious journey without guidance," said Bradley Aydelott, the 2025 GlasWeld Windshield Repair Competition (WRO) champion. He's had a lot of guidance throughout his career, and this year it helped him win a gold medal.

He turned to the Repair of Laminated Automotive Glass Standard (ROLAGS™) as one of his most important pieces

of guidance while preparing for the competition. Aydelott referenced the Standard while practicing every day and studied it to ensure he would be able to explain his work to the competition proctor.

"The more you study the Standard, the more you find yourself being able to explain your process efficiently," he said.

Aydelott won the WRO silver medal in 2023, but went home empty-handed in 2024. He knew that to win this year's competition, he'd need a new approach.

"The main thing I was thinking as I prepared for and competed this year was, 'Boy, I hope the gremlins from last year didn't follow me,'" he said.

He'd taken a bit of a lone wolf approach to the 2024 WRO, so he decided to do the opposite this time.

"I leaned into the community of competitors," Aydelott said, "I got to know everyone, so by the time I was competing alongside them, I wasn't as nervous. Nerves are the enemy of competition."

Aydelott found more inspiration to win from his family. His oldest son, Wyatt, was dealing with some challenges.

"I wanted to prove to him that it's okay to fail, as long as you keep trying," Aydelott said. "I wanted to get the gold to show him how to persevere."

Aydelott's wife, Merri, was at the competition, cheering him on from the sidelines. Now, Aydelott plans to celebrate his win with her and their kids by taking them to Universal Studios.

"I wouldn't be where I am without my family," he said.

THE BIGGEST LITTLE SHOW IN AUTO GLASS

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THAT'S A FIRST:

Auto Glass Pros Earn New AGSC Certifications

Attendees at Auto Glass Week™ 2025 took full advantage of the opportunity to return home with up to eight different industry certifications. Two new certifications from the Auto Glass Safety Council (AGSC) – Glass Advanced Driver Assistance Systems (ADAS) Calibration Specialist and Customer Service Representative (CSR) – were particularly popular.

AGSC president Jacques Navant, technical director for Don's Mobile Glass in Modesto, California, led the training and testing session for the newly launched Glass-ADAS Calibration Specialist certification. Navant hoped it would be well-attended, but he didn't expect the number of people who actually showed up.

"It was like watching a bathtub fill," he said. "More and more people kept pouring into the room. We actually had to take down a collapsible wall to fit everyone."

Around 115 people took the training and certification exam. Glenn Fell, owner of AGSC registered member company Wyndshyld in East Cobb, Georgia, made auto glass history as the first AGSC certified Glass-ADAS Calibration Specialist.

"It's a huge honor to be able to say that I'm the first with this certification," Fell said. "It's an honor just to be able to represent the industry in that way."

Fell said the certification is particularly valuable as a business owner.

"Safety is one of our number one priorities at Wyndshyld," he said. "With ADAS as a safety feature, it's critical that we follow the right procedures when recalibrating windshield-mounted cameras."

According to Fell, Navant's instruction covered all the gray areas and technical nuances necessary to really understand how



Zuhair Madanat was the first to complete and pass AGSC's new CSR certification training and testing.

ADAS and recalibration work. Fell felt this would help him ensure he's performing recalibrations correctly as a technician. As a business owner, he can educate customers about ADAS with a certification to prove he knows what he's talking about.

AGSC's CSR certification training and testing also filled the room, according to Jeff Olive, AGSC director of quality and training. Olive co-led this training session with Patricia Smiley, president of Quackt Glass and chair of AGSC's marketing committee.

"The training went well," Olive said. "It was a great opportunity for CSRs to present their skills and verify them through certification."

The training covered all aspects of the auto glass industry a CSR would need to know to interact with customers, including ADAS basics and an overview of the Automotive Glass Replacement Safety Standard™ (AGRSS).

"Customer service is the backbone of every auto glass company," said Smiley. "CSRs are the liaisons that tie service, operations and sales all together. This is why the customer service certification matters. A company shows its commitment to safety through its service reps and their level of knowledge on critical vehicle safety features."

Zuhair Madanat, owner of Auto Glass Experts in North Carolina, was the first to become an AGSC certified CSR. He said it's special to him to be the first, especially because of all the knowledge and experience behind the training and exam.

"CSRs have to know at least some of everything," Madanat said. "If they don't do their jobs right, technicians could end up in the wrong place or show up with the wrong part."

Getting the certification lets him prove he has that knowledge, which helps both him and his business.

"Having certifications like this one from AGSC really helps shops go to another level," he said, encouraging other show owners, CSRs and technicians to do the same.



The Glass-ADAS Calibration Specialist certification from AGSC is the first of its kind. AGSC president, Jacques Navant, congratulated Glenn Fell on being the first to get the patch.

CONGRATULATIONS, PETER BROWN: 2025 Carl F. Tompkins Award Winner

Peter Brown, president of Tiny & Sons Auto Glass in Pembroke, Massachusetts, and vice president of the Auto Glass Safety Council (AGSC) received the Carl F. Tompkins Award for Auto Glass Safety on the first day of AGW 2025. Carl Tompkins himself presented Brown with the award.

"I'm still kind of speechless," Brown told AGRR magazine later that day. "I was involved in the meetings to name that award, [so it's an honor to win it now]."

Brown and his brother, Ed Brown, began their auto glass careers in grade school, when they accompanied their father to local scrapyards to cut out windshields for sale. Peter Brown said he's never forgotten the advice Tompkins gave when he visited Tiny & Sons in those early days.

"The biggest thing Carl told me was the importance of family, both actual family and auto glass family," Brown said. "We may fight and [metaphorically] throw things at each other, but we always work it out."

Brown has come a long way since his days in the scrapyard. In 1998, he attended an auto glass training school. It was right around that time that driver's side airbags became mandatory, and the industry realized just how important windshields are to a vehicle's structural integrity. Learning proper installation practices became that much more important. Brown has called that training a "defining moment" in his career.

Brown attended his first AGSC meeting around 2011/2012, another pivotal moment in his career. During the meeting, he stood up and talked about the difficulties he and other small shop owners had to face on a daily basis. In Brown's words, he metaphorically "threw a chair." After the meeting, Bob Rosenfield of J.N. Phillips took him aside and gave him some advice he never forgot:



Carl F. Tompkins (right) presented the award named after him to Peter Brown (left) during a special ceremony on Sept. 9.

"If you're frustrated and want to change things, you need to get involved."

So Brown did get involved. He's been instrumental in keeping the AGRSS™ Standard up-to-date with the latest advancements and has been one of the driving forces behind updating it to account for advanced driver assistance systems and windshield-mounted camera recalibration.

He's also been a pivotal part of developing AGSC's newest credentials, the Glass-ADAS Calibration Specialist and CSR certifications. He also looks forward to making sure companies of all sizes, but especially small ones, know that despite industry headwinds, they have a friend and supporter in AGSC.

Now, when Brown sees the frustration in the industry, he responds to it with the same advice Bob Rosenfield gave him: "If you're upset, join AGSC. Let's be the change."



Peter Brown is just as dedicated to his community as he is to auto glass safety. He advocates for small businesses (left) and volunteers at the local Pilgrim Hall Museum (right).

THE BIGGEST LITTLE SHOW IN AUTO GLASS

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STANDING IN THE HALL OF FAME

Several pillars of the auto glass industry were honored during a special ceremony at AGW. Meet the second annual inductees to the Auto Glass Hall of Fame.



▲ **RAY ASBERY** **EQUALIZER**

Eric Asbery, CEO of Equalizer, accepted the Hall of Fame award on behalf of his late father, Ray Asbery. The elder Asbery was first introduced to the world of auto glass during his first job post-college as an autobody shop parts runner. He opened his own garage in the 60s. A tricky windshield removal in the 80s prompted him to invent "The Equalizer," a powered reciprocating tool for glass removal. That tool blossomed into a whole company which, by the 90s, was recognized as a global leader in auto glass tools.



DON MONACO ▶ **DON'S MOBILE GLASS**

Don Monaco was the only living inductee for the 2025 Auto Glass Hall of Fame. Monaco joined the Navy at 17, and went to work for a glass company not long after leaving the service. He soon founded his own auto glass company, one of the first-ever mobile auto glass companies. Don's Mobile Glass now offers multiple glass services, including auto glass, in Modesto, California.



▲ **WES TOPPING** **ELITE AUTO GLASS**

Lee Topping accepted the Hall of Fame award on behalf of his late father, Wes Topping. Wes Topping spent 20 years working for Pilkington before transitioning to Windshields America and then became president of Elite Auto Glass. He organized the sale of Elite Auto Glass to Belron in 2005. Elite was U.K.-based Belron's first United States acquisition. Topping also helped create the Chicago Group, which offered an alternative pricing system to the National Auto Glass Specifications (NAGS).

◀ **JOSEPH "JOE" KELLMAN** **GLOBE GLASS AND MIRROR**

Lyle Hill accepted the Hall of Fame award on behalf of the late Joseph Kellman. Kellman entered the industry as a young teen, leaving high school to help in his father's glass shop. Kellman went on to found Globe Glass and Mirror and U.S. Auto Glass. When those companies merged with Windshields America in 1996, they became Vistar, a nationwide company with unprecedented growth. Kellman's legacy lives on in his philanthropic work in his Chicago community, including the country's first corporate-sponsored public school.



All past AGW competition champions are now immortalized in bobble head form. Each champion present at the ceremony received a bobble head of themselves.

IT'S A PARTY!

There were plenty of opportunities for celebration at Auto Glass Week™ 2025. Here are some of the highlights.

✓ CELEBRATION OF CHAMPIONS



The AGW 2025 show floor opened with a parade and celebration of all the past AGTO, WRO, CSR and Calibration competition winners. Here, previous CSR winners Jennifer Curbow (left) and Joni Nicely (center) walk onto the show floor with their fellow champions.



Several previous AGTO champions showed up to the ceremony in flashy matching jackets.

✓ AGSC'S 90'S BASH



The Auto Glass Safety Council held a 90's-themed party, complete with a 90's tribute band, to celebrate the 25th anniversary of the Automotive Glass Replacement Safety Standard™.

✓ CLOSING CEREMONY



AGTO gold medalist Raul Placencia hardly celebrated his win alone. Many from the industry offered him heartfelt congratulations.



Excitement ran high at the AGW closing party and award ceremony as the competitors prepared to find out who would take home medals after several days of grueling competition. WRO Grand Champion Bradley Aydelott, pictured here with AGW Competition Coordinator Sarah Bauder, says he was humbled to win his division. ■

GETTING CREATIVE

A Spotlight on Some of the Industry's Current and Up-and-Coming Innovators

By Abby Bowman

Innovation takes many forms, from inventing a new tool to enhancing an older one. Pushing through adversity and finding success on the other side is yet another form of innovation.

The four people or companies listed here showcase innovation in all its forms. Some are already famous for their creations; others are just getting started. All have one thing in common: an entrepreneurial spirit.



The Asberys Equalizer

Like many great companies, Equalizer started with a man tinkering in his garage.

The late Ray Asbery saw technicians struggling to remove windshields from the newly redesigned Ford Taurus in the 80s and decided to make a tool to help.

The urethane at the bottom of the windshield was too thick for the cutout tools available, so technicians went a bit rogue to extract the glass.

"Technicians were beating the glass out with a hammer to get it out in a reasonable amount of time," says Eric Asbery, Ray's son and the CEO of Equalizer. "My dad saw that and said, 'There's got to be a better way to do this.'"

So, Ray Asbery set out to create it. He worked in his garage and eventually figured out a power tool modification that would make a reciprocating extractor, which he called "the Equalizer."

That one tool blossomed into a whole company and many other inventions, Eric Asbery says. It also laid the groundwork for a program designed to help others in the industry bring their inventions to reality.

Equalizer launched Project Invention in the late 80s. Technicians or others with ideas for new tools send the company pictures, descriptions or just "jotted-down notes" describing their inventions, and the company tests the concept to see if it works. If it does, and Equalizer sees a need for it, the company begins exploring supply chain and mass production options.

Asbery says by 2021, Equalizer had paid out over \$2.5 million in royalties to these inventors since the program started.



Damon Badenell Iron Hide Covers

Damon Badenell is humble about his own innovation.

"Car covers aren't exactly rocket science," says Badenell, founder and owner of Iron Hide Covers. "I don't want to take credit for [creating anything new]. I just want to provide a helpful product."

While Badenell didn't invent car-protecting covers for auto glass technicians, he does put ample time, creativity and labor into making the most "helpful" covers he can.

Badenell taught himself how to sew and spends hours in his un-air-conditioned garage making the covers by hand. That's after a full day's work as an auto glass technician.

Badenell makes the covers out of polyester fabric, like boat covers. He lines the car-facing side of the front and hood covers with a soft microfiber jersey fabric that is gentle on the vehicle's paint.

"I tried to find materials that were lightweight but still provided protection," he says.

Badenell also offers customized printing on each set of covers, which is something he hasn't seen other cover providers offer.

"You can put anything from your logo to a picture of the Ninja Turtles on there, and I'll do it for you," he says.

Most recently, Iron Hide Covers launched a cloth caddy that technicians can place on their glass racks to store tools, supplies and personal protective equipment in an easily accessible location as they work.

"Time is money," Badenell says. "It's good to invest in [products like this] to make your life easier."



Christian Foss

ProSet Setting Tool

Christian Foss had the idea for the ProSet Setting Tool when a glass company owner asked him what setting tool he'd recommend for trainee technicians. He wanted something that would be intuitive for new installers and minimize warranty issues for his company.

As Foss thought about the question, he realized there weren't any tools on the market that allowed for both easy setting and a low warranty claim rate. So, he decided to create one.

"I told [the owner] that I could build a setting tool that would be more universal," Foss says. "He said I should do it, and he would buy from me."

Foss asked himself what would make installations easier, and used that as inspiration. He liked setting tools with long acrylic rods, but they had limitations.

"I felt it was on the wrong side of the windshield," Foss says. "It needed to be on the outside so you didn't have to lift the glass to remove it, which would stretch the urethane and potentially create leaks or squeeze the urethane out on the opposite side. The other drawback was that the tool had to be placed on the driver's side and the installer had to set from the passenger side only. All the installers I knew set from the driver's side, so I wanted my tool to be ambidextrous."

Foss accounted for windshields that went deep under the hood by putting a sliding bar on his tool.

"It took about a year and a half to come up with all the elements to allow it to adapt to every hood and every windshield," he says.

Not only did he succeed in making his own job more manageable, but Foss has also heard from many technicians, shop owners and managers about how the ProSet tool allows them to keep working longer than they thought they'd be able to.

"They tell me that the ProSet took a lot of strain and stress off their bodies," Foss says. "I've even had a few owners and managers tell me it's saved some of their employees' jobs. They were struggling with leaks and warranty issues. The setting tool helped reduce errors, and they became much better installers."

The PipeKnife Company acquired the marketing and production rights to the ProSet Setting Tool in the fall of 2024, but Foss remains active with the brand.



Gabriel Duran

2025 Ingenuity Award Winner

Becoming an auto glass technician was more than just a career change for Gabriel Duran, the Auto Glass Week™ 2025 Ingenuity Award winner. It was a fresh start.

Duran was the first official graduate from the Fix Network Apprenticeship Program (FNAP) for auto glass technicians and now works at Speedy Glass USA in Kennewick, Washington.

Duran caught the eye of the 2025 Auto Glass Technician Competition (AGTO) judges with his clever tool layout and a device that attached to the back hatch, locking it in place while he worked on the backlite. That Duran won the Ingenuity Award for this setup is not surprising. He has demonstrated ingenuity and innovation throughout his career.

Duran was homeless before he entered the FNAP. He and his pregnant girlfriend, now fiancée, were living on various friends' couches when a local nonprofit connected him with the apprenticeship program. That, Duran says, was a blessing.

"It was rough," he says. "I didn't really have anything going for me at the time."

Duran says he would never have been skilled in his craft enough to make the AGTO finals so soon in his career without instruction from his first manager/trainer.

"He taught me everything I know," Duran says. "He taught me to follow procedures and stick to the guidelines."

Duran's first manager also gave him the door-locking tool and taught him the setup that impressed the AGTO judges. Duran's manager saw him struggling to keep the trunk of a small car still as he worked and gave him the tool.

"I use that tool every time I get the chance," Duran says. "It just makes my whole process a lot easier."

Duran is grateful to have made the AGTO finals and won the Ingenuity Award, especially since he has only been in the industry for a few years. He plans to keep learning new things every day and compete again next year. ■

BUT *Wait,* **THERE'S MORE** AAPEX and SEMA Roll Into *Vegas*

Auto Glass Week™ 2025 is over (see page 24 for a show recap), but the Automotive Aftermarket Products Expo (AAPEX) and the Specialty Equipment Market Association (SEMA) Show are still on the horizon.

These events have much to offer, but their size and scope can be overwhelming to anyone trying to focus on just one aftermarket sector, like auto glass.

AGRR magazine* offers this guide to the event so you can focus your time and attention on what you're most interested in. This guide includes a mini directory of many of the glass-related exhibitors for each event, as well as descriptions of each of the shows and what they offer.

**AGRR magazine is not affiliated with AAPEX or SEMA in any way.*



●➤ SEMA

November 4-7, 2025

Las Vegas Convention Center
Las Vegas, Nevada

The SEMA Show caters to companies that provide aftermarket modification services to automotive enthusiasts. Show organizers expect to welcome over 150,000 individuals, including exhibitors, attendees and media, to the show floor and offer three days of educational sessions. The SEMA organization was founded in 1963 and represents the broader automotive aftermarket industry.

THE SEMA SHOW DATES AND HOURS ARE:

Tuesday, Nov. 4,

from 7 a.m. to 7 p.m.

Wednesday, Nov. 5,

from 8 a.m. to 7:30 p.m.

Thursday, Nov. 6,

from 9 a.m. to 4:30 p.m.,

with special events from 4:30 to 11:59 p.m.

Friday, Nov. 7.

is community day, with hours from 10 a.m. to 7:30 p.m.



●➤ AAPEX

November 4-6, 2025

The Venetian Expo (VE) and
Caesar's Forum (CF)
Las Vegas

AAPEX offers aftermarket tools, parts, products, supplies and education to automotive repair providers. According to its website, it has more than 1,400 product categories and more than 550,000 square feet of products and technologies.

THE AAPEX HOURS AND DATES ARE:

Tuesday, Nov. 4,

from 6 a.m. to 5 p.m. with special events from 5 p.m. to 8 p.m.

Wednesday, Nov. 5,

from 7 a.m. to 5 p.m. with special events from 5 p.m. to 6 p.m.

Thursday, Nov. 6,

from 7 a.m. to 4:15 p.m.

www.agrrmag.com

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SEMA SHOW ◀●

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AEGIS Tools International
North Hall, Booth 12323

Equalizer Auto Glass Tools
South Hall Upper, Booth 35179

GT Tools
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Panther Pro Inc.
South Hall Upper, Booth 34223

Recalibration

AirPro Diagnostics
South Hall Upper, Booth 33211

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South Hall Upper, Booth 38171

LAUNCH TECH USA
South Hall Upper, Booth 38073

Repair

Glass Mechanix,
A GlasWeld Company
West Hall, Booth 52056

GlasWeld
West Hall, Booth 52062

Glass Providers
Iron Glass USA LLC
North Hall, Booth 12561

Mygrant Glass Company
West Hall, Booth 61252

Parts

Precision Replacement Parts
Central Hall, Booth 24377

Adhesives

3M Automotive Aftermarket
South Hall Upper, Booth 30125

AAPEX

Burco Products
VE Booth A268

Fortuna Auto Industry Inc.
CF Booth C55011

K Source Inc.
VE Booth A632

REMEMBERING IRA

AGRR Honors a Legend

By Abby Bowman

Longtime auto glass industry member Ira Turner passed away in August 2025 at 84.

Turner is survived by his wife, Nannette, and daughter, Elyce. He spent 30 years as president of the New York-based glass distributor Diamond Auto Glass, which his father and uncle established. He also helped found the Long Island Glass Association, was co-founder and owner of Syosset Glass & Mirror in Syosset, New York, and treasurer of NGA (then the National Glass Dealers Association) in the 1980s. Turner started and, for many years, ran the very popular Glass Seekers, which located out-of-stock and obsolete auto glass.

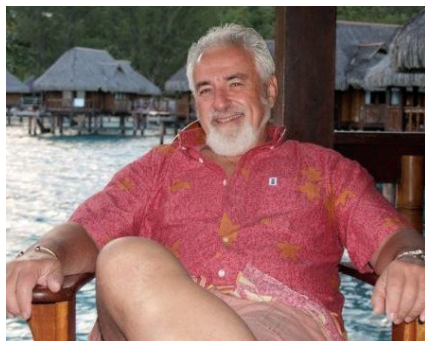
The Boss-man

Craig Ohme now works for Dinitrol but began his auto glass career under Turner's wing. Ohme graduated from college in 1976 with an education degree, only to find out there wasn't a high demand for teachers at that time in his area. He went to work for the Turners at Diamond instead, where he stayed until it closed in 1993.

One day, a customer called Diamond and asked to speak with Ohme's boss.

"I asked which one he wanted to talk to, and the customer paused to try and remember his name," Ohme says. "Finally, he said, 'I'd like to speak with Iggy.' I brought the phone to Ira and told him someone was looking for 'Iggy.' The nickname stuck after that."

Ohme says Diamond always had to be better than "the other guy." For Turner, this was more than a business decision. It was a point of pride. According to Ohme, Turner wasn't satisfied with being a local or even regional distributor. He wanted to provide glass nationally



and be the go-to source for rare parts.

Tony Arcario, also one of Turner's longtime employees, says making that happen was probably the most impressive part of Turner's career. Like Ohme, Arcario originally intended to be a teacher and only started working for Diamond as a summer job. He stayed for many years and held a number of roles during that time.

Arcario says Diamond established itself as the national authority on rare, foreign-made parts in the mid-70s. Turner "did his homework" on the newest foreign-made cars making their way into the United States so he could have their glass on hand, Arcario says.

The Go-To Source

"When someone was having trouble finding a part for a [rare, imported car], others in the industry would tell them, 'Call Ira. Call Diamond,'" he says.

Arcario still doesn't quite know how Turner managed to stay on top of the latest imports, to the point that Diamond sometimes stocked glass before the automakers' dealerships did or before NAGS had created a part number. He knows Turner had a ton of domestic and foreign industry connections, so he probably heard about new imported vehicles that way. Turner also simply harnessed the power of observation.

"He monitored the car magazines [to

see what was trending]," Arcario says. "When he saw a car that was new to the U.S., he'd cut out the picture and paste it into a huge binder, like a scrapbook. He used that binder as a reference tool to help [visually] identify what part a customer needed."

Arcario says he and Turner constantly challenged each other, which kept them both accountable.

"In the end, Ira was the boss," he says. "But he allowed me to express myself without fear. That's rare."

Turner gave Arcario a job no one wants: cutting overhead during the company's final years. Once he completed that task, Turner was more grateful for and proud of Arcario than ever before.

"He and Howard Turner gave me a set of golf clubs," he says.

The Mentor and Friend

Arcario says Turner helped countless New Yorkers succeed in the auto glass business. When Ira told him he made someone's career, Arcario knew he wasn't exaggerating.

Turner's best friend of 60 years, Steve Friedman, says he knows little about the auto glass industry but knows almost everything else about Turner's life.

"I can tell you what a nice guy he was," Friedman says, explaining he and Turner had been friends since their late teens, when they used to bowl with others from their school.

Friedman says that the bond remained strong after graduation. The two enjoyed their bachelor years together and later ensured their wives and kids spent much time together.

"He was a fun person to be with and enjoyed life," Friedman says. "I still think about him every day. He'll be missed." ■

THE FUTURE IN SIGHT



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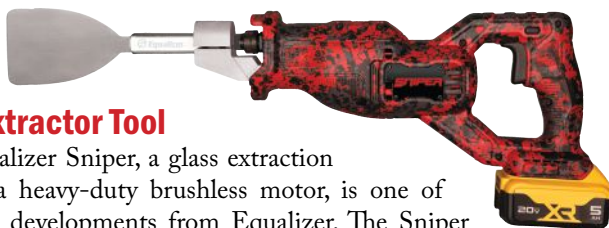
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Showroom BEST NEW PRODUCTS

A New Extractor Tool

The Equalizer Sniper, a glass extraction tool with a heavy-duty brushless motor, is one of the newest developments from Equalizer. The Sniper is compact and lightweight, which helps it maneuver through tight areas. It also has an easy-access, twist-style blade clamp for quick blade changes and a built-in LED light to illuminate dark corners.

➔ www.equalizer.com



Glass Rack Caddy

Iron Hide Covers' latest offering is a cloth caddy for technicians to strap onto their glass racks. It holds tools, supplies and personal protection gear while still leaving room for the windshield to rest on top. Read more about the caddy and Iron Hide Covers on page 35.

➔ www.iron-hidecovers.net



RV Mirrors

Burco has launched a new line of RV mirror replacements for popular motorhome makes, including Coachmen, Newmar, Entegra Coach, Holiday Rambler, Jayco, Tiffin and Monaco Coach.

As with Burco's other mirror offerings, the RV replacement line enables technicians to replace only the mirror glass, not the entire mirror assembly. This helps reduce costs and waste, while retaining original equipment manufacturer-level optical clarity and safety compliance.

➔ burcoinc.com



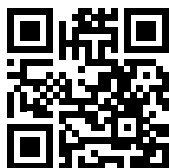
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August 27-29, 2026

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autoglassweek.com to see what you can look forward to in 2026.

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Debra Levy, Publisher.

ON THE ROAD calendar of events

November 4

Collision Industry Conference

Resorts World Las Vegas
Forum for all segments of
the collision repair industry
to explore pressing topics.
Held in conjunction with
SEMA.

➤ ciclink.com

November 4-7

Specialty Equipment Market Association (SEMA) Show

Las Vegas Convention
Center
Over 2,000 automotive
specialty equipment man-
ufacturers and automotive
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➤ semashow.com

November 4-6

Automotive Aftermarket Products Expo (AAPEX)

Venetian Expo and Caesars
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and technology suppliers,
distributors and retailers.

➤ aapecshow.com

February 5, 2026

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technician, AGSC certified
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AGSC certified glass
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➤ agsc.org

February 4-6, 2026

Glass Expo Hawaii™ '26

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Honolulu, Hawaii
Now including auto glass,
Glass Expo Hawaii™ is a
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al different glass industry
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➤ glassexpohawaii.com

March 25, 2026

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testing. Held in conjunction
with Glass Expo Northeast.

➤ agsc.org

March 25-26, 2026

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Long Island Marriott,
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Now including auto glass,
Glass Expo Northeast™ is
a biennial event located in
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➤ glassexponortheast.com

August 27-29, 2026

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aftermarket automotive
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industry and includes
replacement, repair,
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➤ www.autoglassweek.com

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Deadline for the November/December
issue is November 14, 2025.**

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How's Your Service?

BY **PATRICIA SMILEY**

According to the U.S. Bureau of Labor Statistics, roughly 20-24% of new businesses fail within their first year, with about 50% failing within five years and approximately 65% within ten years. This means that, from the beginning, small auto glass shops need to keep cash flow rolling. They need to create solid brand awareness with the average consumer and keep those customers for life.

Providing excellent service is one of the best ways to promote your company. Our industry mindset should be that we don't just want customers' business once; we want them and their loved ones to choose us without a second thought if they ever need a repair or replacement

"Our industry mindset should be that we don't just want customers' business once; we want them and their loved ones to choose us without a second thought ... in the future."

in the future. If you want your customers to leave positive reviews and recommend your shop to their loved ones, your service has to be memorable.

So, how do shop owners know if they are providing good service? It starts with taking a long look in the mirror.

How often do you test the quality of your own service? If the answer is "never" or "rarely," today is a good day to begin. You can start by searching your shop name or keywords on Google or social media to see what others say about your

business. You may need to make changes if you don't like what you see.

Hiring a secret shopper can be another great way to pinpoint customer service issues and highlight your shop's strengths.

With recent insurance and third-party administrator changes, offering memorable customer service is more important than ever for small, local shops. Small auto glass companies in America have to be ready to do the little things well and consistently. ■

Patricia Smiley is the president of Quackt Glass in Columbia, South Carolina. Connect with her on LinkedIn.

Here are some tips to help shop owners evaluate their business:

How do your customer service representatives sound on the phone?

Can you identify what makes your business different from your competitors?

Do you respond to reviews, good and bad? Following up on a bad review and fixing the problem goes a long way toward earning customer respect.

Do you have an online quoting tool? If so, does the quote itself look visually appealing, or does it look intimidating?



That's me (right) helping to lead an educational session with (from far left) Peter Brown and Neil Christensen at Auto Glass Week™ 2025 showing shop owners the marketing tactics that have helped me own my pond.

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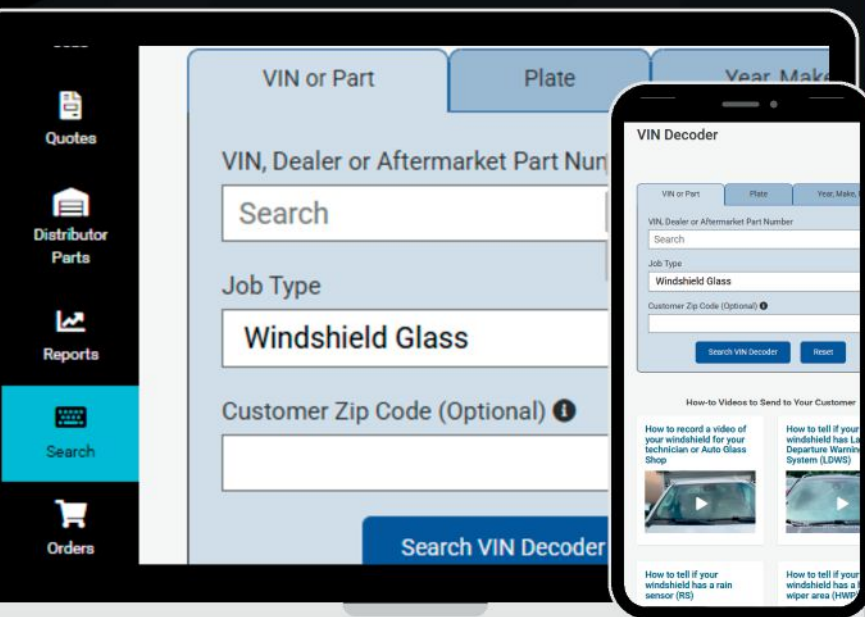


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