



LONG CRACK WINDSHIELD REPAIR TRAINING GUIDE

ULTRA BOND TRAINING

HOW TO USE WINDSHIELD REPAIR RESINS

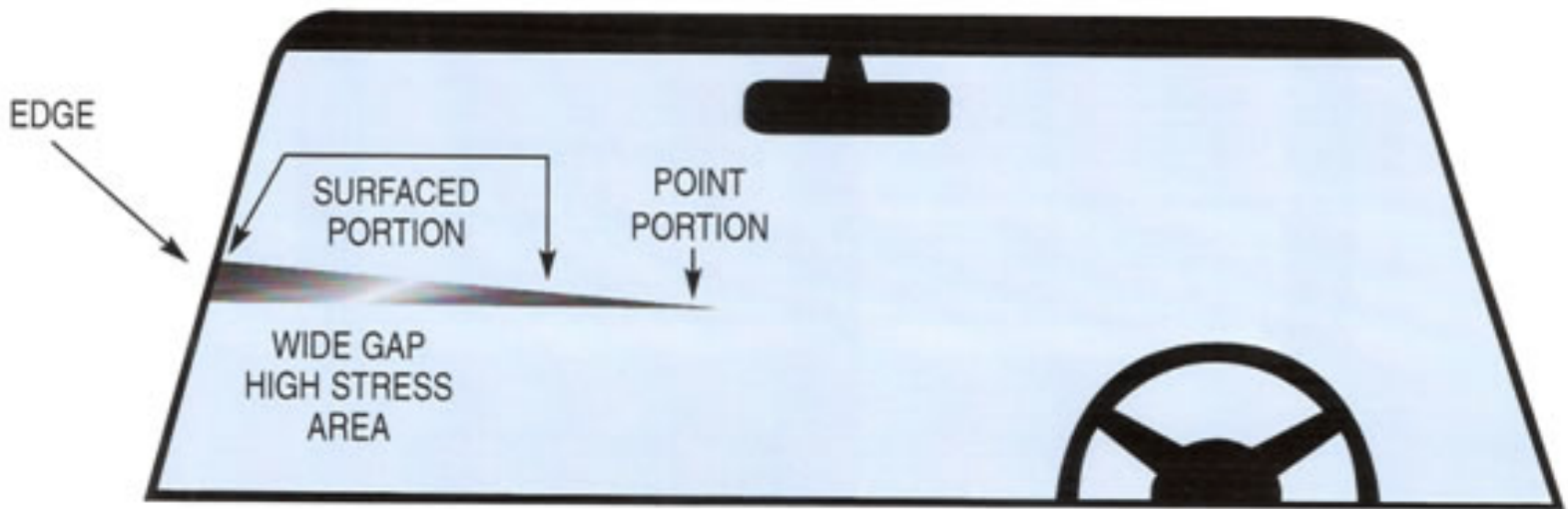


LONG CRACK WINDSHIELD REPAIR TRAINING GUIDE

TRAINING 101

Welcome to the Ultra Bond professional windshield repair technicians long crack repair overview. We appreciate that you choose us to assist you in achieving your goal to be a successful windshield repair technician. If you have any questions or concerns, call us, we will do all we can to help you. We recommend you watch our training videos before and after reading this manual and go to our website and learn about the tools, the resins, the crack master parts, and the training materials.

This windshield repair overview is designed to provide you with the instructions you need to learn the basics, the science, and business model of windshield repair. This is a hands-on business and the only way to become an expert is to do repairs. Read the instruction manual carefully and practice. Richard Campfield has prepared training videos that go over what you need to buy from Safe Harbor to setup your training station; however, if you want to train with Richard feel free to reachout to us direct!



LONG CRACK WINDSHIELD REPAIR TRAINING GUIDE

FACTS YOU SHOULD KNOW

- Laminated glass is layers of toughened glass and plastic.
- Laminated glass that's broken is held by PVB Layer.
- PVB, stand for Polyvinyl Butyral
- This is done to keep glass from breaking into large pieces.
- When a windshield is under tension it fails at the threshold.
- Windshields fail due to contracting and expanding.



LONG CRACK WINDSHIELD REPAIR TRAINING GUIDE

WINDSHIELD IS FLOAT GLASS

- **Outer Windshield Is Made Of Float Glass**
- **Inner Windshield Is Made Of Float Glass**

Float glass is a sheet of glass made by floating molten glass on a bed of molten metal, typically tin. This method gives the sheet uniform thickness and very flat surfaces. Modern windshields are made from float glass. Most float glass is soda-lime glass.

The float glass process is also known as the Pilkington process, named after the British glass manufacturer Pilkington, which pioneered the technique (invented by Sir Alastair Pilkington) in the 1950s.



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WINDSHIELD SCIENCE

- **Windshield Strength Depends On Environment Temperature**
- **Expansion and Contraction Helps The Windshield Strength**

The outer surface is chilled quicker than the inner glass. Because the core is trying to contract and the outer surfaces are already chilled the outer surface is being compressed while the core is under tension. The compression at the surface is pulling the glass together so any flaws are being closed rather than being free to open. The surface compression is the strength of the glass. It is only when the compressive strength is overcome that the glass will fail. The energy stored in the glass is released and the glass breaks in the characteristic form of toughened glass. The normal compression depth of windshield glass is 21% of the thickness on both surfaces with 58% tension stress in the center.



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UNDERSTANDING TENSION

When glass is under load or tension it will bend and accommodate stress to a certain level and then suddenly fail once its threshold is met. The threshold for a windshield is approximately 9,400 psi. The failure can be sudden and spectacular! Once a crack starts there is little within its structure to stop it from propagating except with a windshield under normal intended use.

The 3,000 psi pvb bond to the glass stops edge cracks and stone-breaks from cracking out further which makes repair possible. The inner structure is not mobile glass and does not suffer from dynamic fatigue. Once stress is removed the glass returns unchanged by the experience. A plate of glass in a window exposed to wind over years does not fail because it is constantly being stressed by the wind.

Sheet of Windshield Glass

Compression 21%

TENSION STRESS 58%

Compression 21%

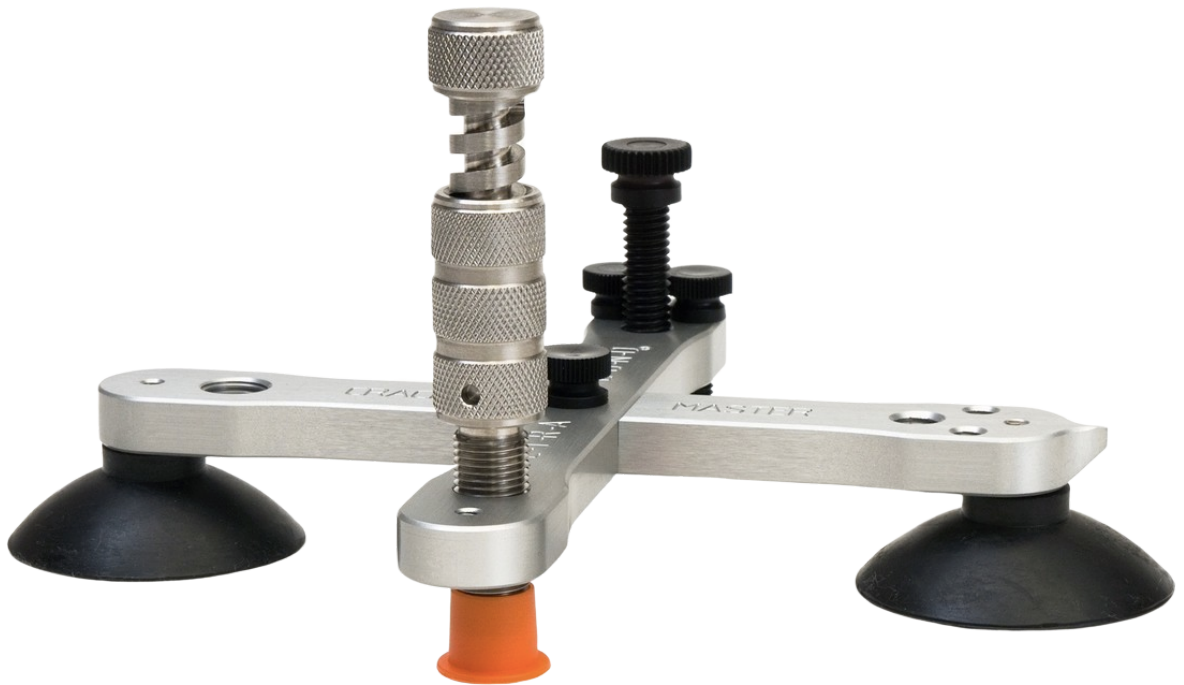
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WINDSHIELD TENSION

- Penetration At 21% Compression Creates Pit Chip
- Penetration Over 58% Compression Creates Stone Break

The energy stored in the glass is released and the glass breaks in the characteristic form of toughened glass. The normal compression depth of windshield glass is 21% of the thickness on both surfaces with 58% tension stress in the center.

When a stone impact penetrates the surface compressive depth, entering into the center tension stress area in the middle of the glass it makes a stone-break. When it does not penetrate the 21% depth it makes a surface pit. The thinner the glass the thinner the 21% compressive depth.



CRACK MASTER WINDSHIELD SLIDER COMPLETE

REPAIR CHIPS & CRACKS

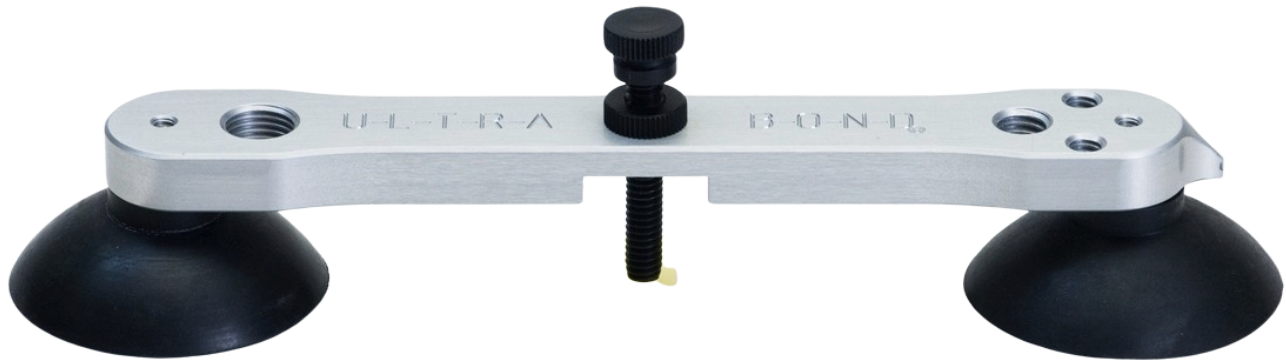
- **Repair Chips & Cracks**
- **Most User Friendly Tool On The Market**
- **Patent Technology To Open Windshield**
- **90% Of Users Learn By Video and Manual**
- **\$.08 Cents Cost Per Repair, Lowest Anywhere**
- **300% Cheap Cost Per Repair Than Other Tools**



CRACK MASTER WINDSHIELD SLIDER COMPLETE

REPAIR LONG CRACK

- **Splits From Crack Master**
- **Best Compression Tool On The Market**
- **Designed To Slide Along The Windshield**
- **Patent Design, That's Self Leveling, Glides Easy**
- **Used With Crack Opener Inside The Car, See Below**
- **300% Cheap Cost Per Repair Than Other Tools In Markets**



CRACK MASTER WINDSHIELD SLIDER COMPLETE

CRACK OPENER

- **Tool Splits Apart**
- **This Part Is The Crack Opener**
- **Goes Under The Windshield, Opens PVB Layer**
- **Patent Design, That's Self Leveling, Glides Easy**
- **Use Two At Point Crack, Use Four For A Floater Crack**
- **Suction Cups and Dimensions Symmetrically Opens Crack**



LONG CRACK REPAIR RESIN - CREATE BULLS-EYE TAP

IMPACT POINT & TAP

- **Patented Structural Adhesive Resin**
- **Used At The Impact Point & Create Bulls-Eye Tap**
- **Can Be Used To Fill Middle Crack If 400 CPS Won't Fit**
- **Moisture Resistant, As All Ultra Bond Windshield Resins**
- **Exceeds ROLAGS Mechanical Strength Requirements**



LONG CRACK REPAIR RESIN - CREATE BULLS-EYE TAP

IMPACT POINT & TAP

- **Patented Structural Adhesive Resin**
- **Thicker Resin, Strengthens Windshield By 60%**
- **Lab Tested Exceeds Strength Of Windshield By 162%**
- **Can Be Used To At Point and Middle Of The Crack**
- **Exceeds ROLAGS Mechanical Strength Requirements**



LONG CRACK REPAIR RESIN - HANDLE EDGE CRACKS

REPAIR EDGE CRACK

- Patented Structural Adhesive Resin
- As A Result Unbreakable Edge Crack Resin
- Use Only On The Edge Of The Windshield, 4"
- Use 1600 When Temp 70 Degrees Or Below
- Use 2400 When Temp 80 Degree Or Above
- First Step In Long Crack Repair, First 4 Inches From Edge



PLENTY OF TRAINING MATERIALS

GET STARTED \$759.00

- Fix Long Cracks and Chips
- All Resins, Including Rain Resistant
- 90% Of Long Cracks Will Be Edge Cracks
- Most Of Licensees Learn From Our Videos
- Ultra Bond Instructs You How To Setup Your Training
- After Your 5th Repair, You'll Be Ready To Handle Repairs
- <https://www.youtube.com/watch?v=LwC55KPo-Pk&t=147s>



PROFITABLE LONG CRACK REPAIR VIDEO

MEET IN THE MIDDLE

- Proven Repair Technique
- Repairs Long and Edge Crack
- After 10 Repairs, You'll Be a Pro
- Takes Less Than 35 Mins To Complete
- Most Profitable Repair You Can Make via Ultra Bond
- <https://www.youtube.com/watch?v=366AM7pPUww>

FREE MARKETING

LAUNCH YOUR BUSINESS

- **FREE WEBSITE**
- **FREE ADWORDS SETUP**
- **FREE SEO (SEARCH ENGINE OPTIMIZATION)**
- **QUALIFIED CALLS & APPOINTMENTS**
- **WITH PURCHASE OF ANY ULTRA BOND KIT**

ESTABLISH YOUR BUSINESS WITH DIGITAL MARKETING

DIGITAL MARKETING

- **Google Ads Credit, \$150.00 to \$120.00**
- **10% Management Fee Of Google Ads**
- **After First 30 Days, \$99.00 Per Month**
- **FREE Website, Custom Designed CMS**
- **FREE SEO (Searching Engine Optimization)**
- **Program Saves You \$3000.00+ In Up Front Cost To Launch!**



UNDERSTANDING THE BUSINESS-MARKETING MODEL

MARKETING MODEL

- **\$199 to \$99 Per Repair Job**
- **Repair 2015+ ADAS Windshields \$199+**
- **Ultra Bond Saves Customer Thousands**
- **Adwords Launch Brings \$2:\$1 return**
- **200% - %300 ROAS (Return On Ad Spend)**
- **1st Month Launch Website, SEO Primer**
- **2nd Month Adwords Data Helps Bidding Strategy**
- **3rd Month SEO Visibility Start to Increase Conversion Rate**

How many leads will we generate?			
	\$ 5,000	\$ 10,000	\$ 20,000
Ad Spend Per Month	\$ 5,000	\$ 10,000	\$ 20,000
Average Cost Per Click	\$ 2.00	\$ 2.00	\$ 2.25
Total Website Visits	2,500	5,000	8,889
Website Conversion Rate	2.0%	2.0%	2.0%
Conversions/Leads/Inquiries	50	100	178
Cost Per Lead	\$ 100	\$ 100	\$ 113
Sales Results			
Opportunity Rate	100%	50%	50%
Connected Sales Opportunities	50	50	89
Quote Rate	75%	75%	75%
Quote Given	38	38	67
Acquisition Rate	35%	35%	35%
New Customer Acquired	13	13	23
Average Deal Size	\$ 2,000	\$ 2,000	\$ 2,000
Product Margin	50%	50%	50%
Revenue Per Lead	\$ 1,000	\$ 1,000	\$ 1,000
Average Cost Per Lead	\$ 380.95	\$ 761.90	\$ 857.14
Return on Paid Search Investment	162.5%	31.3%	16.7%

EXAMPLE MARKETING MODEL - IT'S ABOUT MARGIN

KNOW YOUR NUMBERS

- Conversion Rate Is Key
- Know Your Average Deal Size
- Product Margin Is Key, Don't Sell Discounts
- Spending The Most, Won't Save You, Measure
- Law Of Diminishing Returns Tells Us How To Spend
- This Is Standard Example Understanding Spending More Won't Save You, It's About Conversion Rate & Product Margin

GOOGLE ADS SPEND ANALYSIS TOOL

How many leads will we generate?		
Ad Spend Per Month		\$ 299
Average Cost Per Click		\$ 1.85
Total Website Visits		162
Website Conversion Rate		20%
Conversions/Leads/Inquiries		32
Cost Per Raw Inquiry		\$ 9
Sales Results		
Quality leads (received a response)	50%	16
Proposal Given	100%	16
New Customer Acquired	50%	8
Average Deal Size	\$ 199	
Product Margin	90%	
Net Revenue Per Lead	\$ 179	
Average Cost Per Sale		\$ 37.00
Return on Paid Search Investment		384.1%

MARKETING MODEL SAMPLE EXPECTATIONS

CONVERSIONS IS KEY

- Marketing A Brand That Has Value
- Spending More Money Won't Save You
- Ultra Bond Has Unique Marketing Position
- Ultra Bond Gives You Access To Strong Branding
- Ultra Bond Brand Messaging Will Help You Convert
- In This Slide You Can See Your ROAS (Return On Ad Spend) Is \$3:\$1, For Every Dollar Spent, Three Dollars Back, Best Model

GOOGLE ADS SPEND ANALYSIS TOOL

How many leads will we generate?			
Ad Spend Per Month		\$	299
Average Cost Per Click		\$	1.85
Total Website Visits			162
Website Conversion Rate			10%
Conversions/Leads/Inquiries			16
Cost Per Raw Inquiry		\$	19
Sales Results			
Quality leads (received a response)		50%	8
Proposal Given		100%	8
New Customer Acquired		50%	4
Average Deal Size	\$	199	
Product Margin		90%	
Net Revenue Per Lead	\$	179	
Average Cost Per Sale		\$	74.00
Return on Paid Search Investment			142.0%

MARKETING MODEL SAMPLE EXPECTATIONS

POOR CONVERSIONS

- Marketing Low Value Drops Conversion
- Marketing Is About Raising Value Proposition
- Not Having Unique Marketing Position Hurts Conversion
- ROAS Here Break Even, You're Not Loosing, But Not Gaining
- FREE Website and Access To Ultra Bond's Branding Is Key
- The Take Away, Focus On What We're Doing, We're Marketing Problem, We're Marketing A Solution, We're Solving Pain Points, Without It Conversion Will Suffer Greatly!

INVEST INTO YOURSELF...

LAUNCH WITH ULTRA BOND

What to expect:

Free Website, Custom Designed

Free Google Ads Setup

Free SEO (Search Engine Optimization)

Free Analytics, GTM, CRM Setup

Free 30 Day Trial, Qualified Leads, Min 200% ROAS

FREE MARKETING, GET INBOUND LEADS IN 30 DAYS!



Contact us at 1-800-398-2663 or at
contact@ultrabond.com. Visit Us For More Info
More Details at www.ultrabond.com