



Automotive is a \$100 billion industry with a \$400 billion aftermarket. Every business in this industry requires labeling, and a significant number of these businesses are small and owned by individuals who handle multiple responsibilities. Distributors can play a crucial role in the industry by serving as one-stop suppliers for these small businesses. By partnering with a single supplier, owners and managers can save valuable time, minimize errors, and focus on other important aspects of their businesses. These are valuable relationships to pursue, both for them and for you.

Wise specializes in automotive forms, including those for highly specialized applications and needs. Contact our label plant to find out how we can help you stay ahead in this high-profit market.

WHY LABELS?

- Highly repeatable orders
- Repeats multiple times a year
- Technical products command higher margins
- Business is sticky
- Increase revenue and profits

TARGET AUDIENCES

- Manufacturers
- Automotive OEMs
- Dealerships
- Repair Shops
- Autobody Shops
- Tire Service Centers
- Inspection Stations
- Automotive Parts Stores
- Glass & Windshield Repair Shops
- Towing Service Locations

APPLICATIONS

- "Under the Hood" Labels
- Doors and Side Jam Labels
- Warning Labels
- Serial Number Tags
- Battery Labels
- Tire Labels
- Returnable Tote Labels
- RFID Labels
- AIAG Standardized Labels
- Warehousing & Inventory Labels

DECISION MAKERS

- Owners
- General Managers
- Service Department Managers
- Purchasing Managers
- Office Managers
- Marketing Managers
- IT Director/Managers



Automotive is a \$100 billion industry with a \$400 billion aftermarket. Despite the widespread adoption of electronic forms in many other industries, the automotive market still relies heavily on printed forms. A majority of businesses within this sector are small, sole proprietorships that rely more on paper forms compared to their larger counterparts. These businesses require forms that are easily portable and can be handled by employees who may have contaminants on their hands, making paper forms a more practical choice in this environment.

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WHY FORMS?

- High-profit orders.
- Highly repeatable orders with little effort.
- Account breadth and depth by selling into multiple departments (office, sales, service).
- Continued need for printed forms.
- Increase revenue and profits.

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APPLICATIONS

- Checks
- Deposit Tickets
- Invoices
- Work Orders
- Oil Change Orders
- Purchase Agreements
- Buyer's Guides
- Time Cards
- Job Tickets
- Deal Recaps
- Service Books
- Weekly Service Maintenance Forms
- Appointment Pads
- Estimate & Repair Forms
- Smog & Emission Checklists
- Odometer Disclosure Forms
- Heating & Air Conditioning Maintenance Forms
- Customer Worksheets
- Certificates of Title

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