

# GERBER GAZETTE

SPRING 2018

[www.gerbercollision.com](http://www.gerbercollision.com)

Highly Wreck-ommended!

1-877-7GERBER



## Choosing a Body Shop

In its literature to customers, a major insurer in our area recently provided a guide for selecting body shops. The check list of items to look for included: 1. certified technicians, 2. Clean, organized appearance 3. solid reputation, 4. pricing (in writing), 5. a warranty of 24 months minimum, 6. adherence to industry standards. We applaud this carrier for this concern that their customers finds a class-A body shop. Many carriers, and agencies take a "hands off" approach and allow their customers to go anywhere without providing help or advice. We suggest a few additions to the original check list : 7. high CSI and NPS scores, 8. fast turn-around time, and 9. upgrade the warranty to "lifetime." A favorable body shop experience is a win-win for you and your insureds and will certainly help with policy retention. Gerber Collision and Glass checks off every box in the list above. It describes us to a T. Send us your collision customer and we will give them, and you, everything you're looking for in a body shop, right down to the line.

## Gerber C.E. Class Schedule

Sign up for any class at [www.gerbercollision.com/courses](http://www.gerbercollision.com/courses)

April 11	Liviona	How to Improve your Loss Ratio	72670	3 Hrs
April 18	Clinton Township	Ethics in Business and Everyday	74302	3 Hrs
April 25	Waterford	Automotive Collision Repair: Past, Present & Future	72095	3 Hrs
May 9	Marysville	Ethics in Business and Everyday	74302	3 Hrs
May 16	Clinton Township	Collision Repair: The Master	70244	6 Hrs
May 23	Ann Arbor	How to Improve your Loss Ratio	72670	3 Hrs
June 6	Roseville	How to Improve your Loss Ratio	72670	3 Hrs
June 13	Clinton Township	Ethics in Business and Everyday	74302	3 Hrs
June 20	Southfield	Accident Claims Repair Procedures	72657	3 Hrs

### FUN FACTS!

- In the Peanuts comic strip, Peppermint Patty's real name is Patricia Reichardt.
- On Average, Moose cause about 12 accidents a day in Sweden.
- Other names considered for Papers: Tads, Winks, And Dri-wees.
- The average office cubicle is half the size of the average jail cell.

### MORE "HEADLINE HOWLERS"

Actual Headlines in actual U.S. newspapers:

- Deer Season To Conclude With Youth Hunt
- Rapper Ja Rule Leaves NY Prison In Gun Case
- Reporters Return To Tibet After Rioting
- Plans Made For East Side Crime Wave
- Florida Reporter Completes Sentence
- Army School Suspends Female Head
- Missouri Gas Chamber Is Unsafe
- Hospitals Are Sued By Seven Foot Doctors
- Be Sure To Eat Right Before Surgery
- Endangered Fish Holds Up Water Department



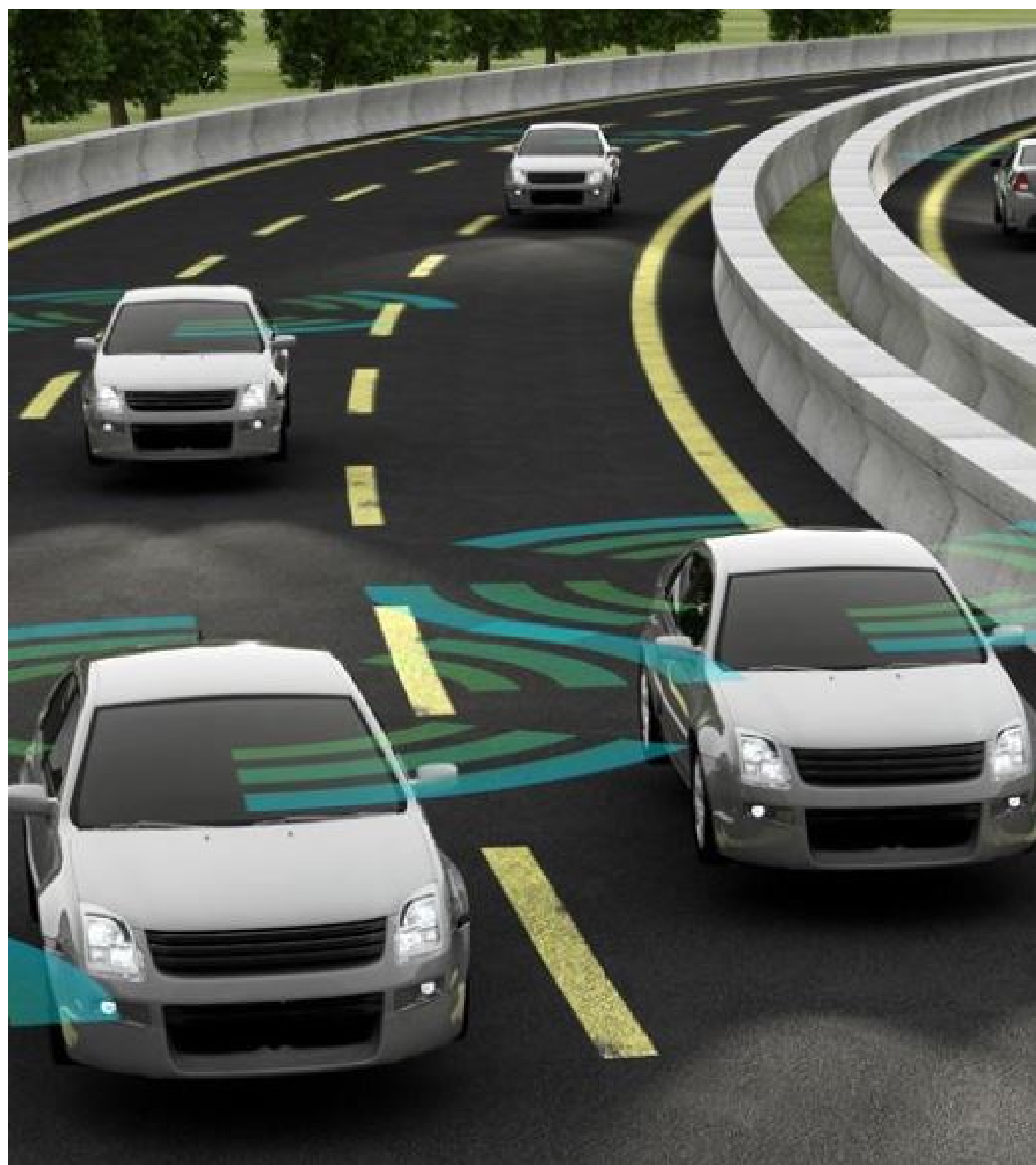
# 47 MICHIGAN LOCATIONS TO SERVE YOU

ALLENDALE	616-895-6285	FARMINGTON HILLS	248-553-7500	KENTWOOD	616-942-2827	ROCKFORD	616-863-9370
ANN ARBOR	734-971-2500	FREMONT	231-924-2781	LIVONIA	734-427-8787	ROSEVILLE	586-200-3254
BATTLE CREEK		GRANDRAPIDS		MANISTEE	231-229-1060	SOUTHFIELD	248-356-6888
CAPITAL AVE	269-968-0703	EXPRESSWAY DR	616-608-8355	MARYSVILLE	810-364-6413	STERLING HTS	586-264-8200
DICKMAN RD	269-969-3650	PLAINFIELD	616-363-3545	MUSKEGON		TRAVERSE CITY	231-929-1110
BENTON HARBOR	269-934-7995	HOLLAND		APPLE AVE	231-777-7350	WARREN	586-772-8877
BIG RAPIDS	231-796-4807	136TH AVE	616-786-9440	STERNBERG	231-799-9696	WASHINGTON	586-752-2100
CADILLAC	231-876-9020	BLUE STAR HWY	616-396-8406	NEWAYGO	231-652-9292	WATERFORD	248-674-3191
CLAWSON	248-435-5850	WATERTOWER CT	616-396-7079	NORTHVILLE	248-344-4720	WAYNE	734-326-8400
CLINTON TWP	586-954-3850	HUDSONVILLE	616-669-3960	NOVI	248-344-4300	WOODHAVEN	734-675-3400
COMMERCE TWP	248-669-1075	KALAMAZOO		LAKE ORION	248-393-8355	WYOMING	616-406-3260
COMSTOCK PARK	616-785-4770	E MICHIGAN	269-383-4450	PLAINWELL	269-685-1783	RV/COMMERCIAL	
DEARBORN	313-791-6100	STATIUM DR	269-488-0688	ROCHESTER HILLS	248-608-9000	GRAND RAPIDS	616-608-8360
						KALAMAZOO	269-381-1557

## New Laser Technology

Whether it's a child running after a ball, a herd of cows or a broken-down car, unexpected obstacles can prove deadly to drivers. But scientists say the cars of the future might be able to anticipate such perils. A team of researchers have come up with a new laser-based system that efficiently produces images of objects that are hidden around a corner – a development they say could allow autonomous vehicles to see obstacles before they come into the line of sight. The approach builds on technologies such as Lidar, a tool used in archaeological mapping that involves sending laser pulses towards a surface and measuring the time it takes for light to be reflected. This data is then used by scientists to build a three-dimensional model of the surface. But the new technology takes the idea further, using lasers to see around corners.

Source: The Guardian



### CONTACT US

John Strenski

Telephone # 586-615-0815

Email: [john.strenski@gerbercollision.com](mailto:john.strenski@gerbercollision.com)

The Gerber Gazette is published quarterly for the customer of Gerber Collision & Glass.



### CRASH TEST

Without you, our loyal customer, there would be no Gerber Collision & Glass. To emphasize that, we have devoted this Crash Test to give you our sincere thanks. The answers below all contain the words "Thanks" or "Thank you". How many can you name. Good Luck!

1. Kelly Clarkson's debut album title
2. Full name of the 4-initialed, New York- based restaurant chain
3. 2005 Aaron Eckhart "dramedy" about cigarettes
4. "The Golden Girls" theme song
5. A task that will inevitably offer no reward or appreciation
6. A #1 class hit by John Denver
7. Jimmy Fallon's regular Friday segment
8. Paraphrase: "I'm grateful to you a thousand times."
9. Bob Hope's longtime theme song
10. 2012 M. Ruffalo/G.Paltrow film
11. What you get in return fro your wedding gift.
12. A #1 hit for Mariah Carey and 98 degrees

### EXTRA SERVICES AND BENEFITS FROM GERBER

Check us out at [www.gerbercollision.com](http://www.gerbercollision.com)

FAST CYCLE TIME	GERBER WEBSITE OFFERS	HIGH CSI & NPS SCORES
FINANCING OPTIONS	INSIDE/OUTSIDE CLEANING	ONLINE ESTIMATES
MULTIPLE LOCATIONS	I-CAR GOLD CERTIFIED TECHNICIANS	LIFETIME GUARANTEE