

# ColorFile® Filing System



**Dealership-wide Solutions**

# ColorFile Filing System



**Paper filing systems can get out of control if you let them. The Reynolds ColorFile Filing System offers a revolutionary level of organization, space savings and document storage security that easily expands as your needs grow.**

## **Build a filing system that works for you**

Traditional, four-drawer filing cabinets are a thing of the past. The ColorFile Filing System lets you build an efficient, dealership-wide storage solution that's right for you – for accounting, sales, service, and more! Choose the type and size of cabinets and shelves you want, the type of folders and labels you need, and the features that best complement your dealership.

## **The first impression is as strong as the last**

You provide the best service possible. But if customers remember waiting on paperwork versus the service they've received, how strong will your overall rating be? Unorganized, misplaced or lost file folders cost valuable time and could impact customer satisfaction if your customers are waiting on paperwork rather than receiving prompt service. Our effective coding method promotes fast and accurate filing and retrieval every time.

- With bright, color-coded, end-tab labeling and open-shelf filing, misfiles are obvious and virtually impossible to overlook.
- Color-coding is fast and effective because the human eye recognizes colors and blocks of color at a greater distance than letters or numbers.

- When viewing the ColorFile System from a distance, users immediately recognize the section they need. This is extremely beneficial during warranty audits or times of high customer volume.

## **A total dealership filing solution.**

Reynolds offers plain, pre-printed, or customized folders designed to highlight the series of letters and numbers that work best for your dealership. All folders are high quality and made of durable stock.

Use them for:

- Service
- Sales/Deal
- Accounts Payable
- Vendor records
- And more!



*With ColorFile from Reynolds, our files are organized and easy to find.*

### **Service files that serve customers**

ColorFile's proven VIN labeling system helps you keep vehicle service records in the correct place to dramatically reduce misfiles, which can save valuable time and alleviate frustration. Service files are filed by the last six digits of the VIN, which are displayed by the ColorFile labels that wrap around the folders' end tabs. The labeled folders are then filed into groups by the last two digits of the VIN (00 through 99) to create evenly distributed groupings throughout your system. The top digits of the VIN are then filed in numeric order. The result is a color-coded pattern that makes improperly placed files obvious, so you stay organized.



### **Realize Opportunities**

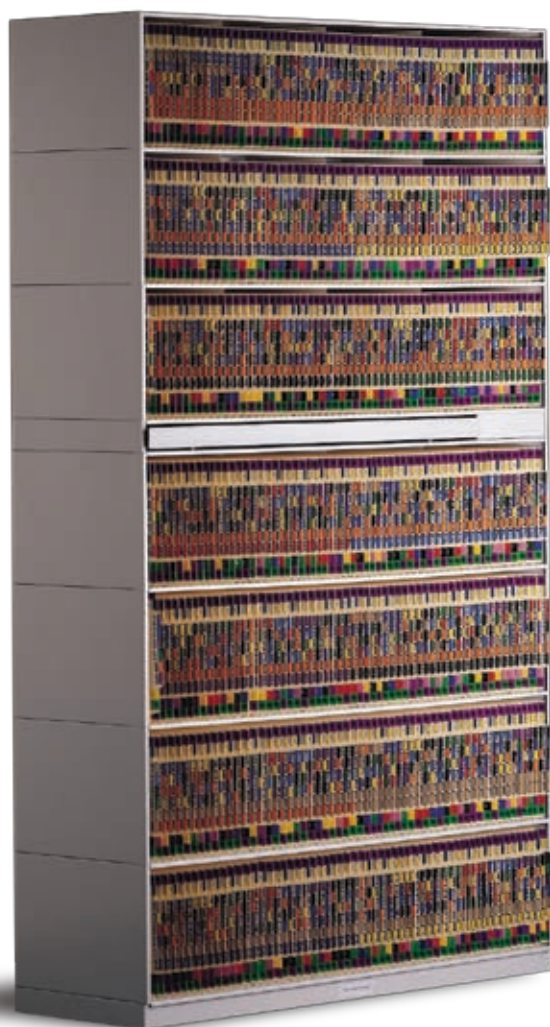
With automotive-specific folders and systematic labeling, ColorFile folder labels clearly display vehicle Model Year, Make of Vehicle, last six digits of VIN and Last Service Date. Service dates can easily be used as a guide for mailing follow-up service reminders to customers, and the vehicle Make and Model can be used for recalls – creating service opportunities and enhancing customer loyalty. This same system can help you quickly purge inactive files in a matter of minutes.

For the sales department, deal jackets display the first three letters of a customer's last name, as well as their full name, for easy retrieval. Two remaining label positions can be used for lease expiration dates to create sales opportunities or purge inactive files.



*“Our previous filing system – if you could call it that – was having all of our papers bunched together in boxes. The boxes would be cluttered all around the area. Now, with ColorFile from Reynolds, our files are organized and easy to find. We're saving at least three quarters of the space we were using before.”*

**Bill Doraty, Dealer Principal**  
**Bill Doraty Kia**  
**Medina, OH**



## Open the door to more floor space

To accommodate varying floor plans and space requirements, Reynolds offers a variety of open-shelf cabinets that save up to 50 percent more floor space than traditional drawer cabinets. These economical, space-saving cabinets are designed without doors and provide:

- More file space than traditional cabinets.
- Maximum visibility and access.
- Solid, interlocking shelves that make installation easy.
- Built-in dividers to keep folders upright and in place.
- Optional durable, high-quality roll-top doors that protect the security of your files.

One seven-shelf ColorFile cabinet can hold the equivalent of two conventional, four-drawer file cabinets while using about one half the floor space. As your business grows or relocates, the equipment can expand or move with you.

We offer several different shelving options, including cabinets that can be converted to a mobile track system. Plus, you can add Standard or Custom-Fit Roll-Top Security Doors to help keep customer and business information safe by enabling you to lock your open-faced units when not in use. ColorFile gives you these choices to stay in control of your data.

## Labels that last

Traditional, individual ColorFile labels are brilliantly colored and polypropylene-coated to protect against wear and fading. They're also backed with a long-lasting adhesive to prevent peeling. Basic starter binders (available with sheeted alpha, numeric, month, year, make of vehicle, or plain solid color labels) enable you to create all the codes necessary to label your system. For even quicker use, the numeric labels are also available on easy-to-dispense rolls for fast and easy usage.



## Demand them

With Labels On-Demand, your staff can produce new files up to 60 percent faster than with traditional labels. Labels for use with the ColorFile Labels On-Demand software are constructed of brilliant white-label stock and designed for quality output through your printer. Replace up to ten individual, traditional labels with one fully printed strip label to save time and money. Folders using these labels integrate seamlessly into existing ColorFile Filing Systems or can be adapted to match your existing color-coded filing system.

## Customize Filing

The ColorFile Filing System is flexible and expandable to meet the changing needs of your dealership. Conversion from your current storage solution can be easy with Reynolds floor planning and pre-labeling services. Build the system you want by choosing cabinetry, shelving, secure door options, plain or pre-printed folders, and traditional or on-demand labels. Filing never looked so good – or gained you so much!

## Service you can count on

Reynolds' ColorFile Filing System is a high-quality, effective, and proven way to manage your documents — it's specially designed for automotive retailing. Plus, Reynolds' customer service and support adds value unmatched by competitors. You can rely on the expertise of our Reynolds Document Consultants to develop a filing strategy that maximizes floor-space while optimizing productivity and efficiency throughout the filing process. Let us create a tailored ColorFile solution for your dealership!



**For more information on the ColorFile Filing System,  
please contact your Reynolds Document Consultant,  
call 1.800.344.0996 (US) / 1.800.247.9934 (Canada),  
or e-mail [ids\\_mktg@reyrey.com](mailto:ids_mktg@reyrey.com).**



**Be the Boss. Demand Reynolds.**