



Colorfittings.com

A letter of thanks; what this is all about.

Dear Enthusiast,

This letter is to express my absolute gratitude for your support; and to tell you a bit about "what's going on here".

Let me start off by thanking you for your purchase. By purchasing this product, you have made the decision to support a community hobbyist; not a large company profiting on this industry's desire for performance. My name is Joe, and I am the sole owner and operator of Colorfittings.com. This is not a full-time job, nor is it even really profitable at this point.

Colorfittings is a collaboration of ideas for parts that I wanted for my personal car; but were not readily available in the existing market.

One day, I was questioning why nobody offered AN fittings in non-traditional colors. Why is it always red-blue, black, or silver? The rest of my engine bay is purple! So I looked at purchasing some fittings to have them re-anodized; but this proved way too costly. After much thinking, and saving paycheck after paycheck from my meager \$30k/yr dayjob. I found a manufacturer willing to make me some fittings in custom colors. The cost-per-part was great!..the minimum quantity was not. I bit the bullet and ordered nearly 1,000 fittings thinking that I could offer them for sale to other like-minded individuals to the community.

I installed the fittings on my vehicle, and was instantly in love with them; though something was missing. The bay needed a few accents to tie everything together. I searched the internet for washer kits to match my fittings; and wound up purchasing a kit from a popular "jdm" company. I was thoroughly disappointed with what I received. Some bland off-the-shelf bolts mated to some relatively ugly, thick, and simple washers. Dissatisfied with my purchase, I turned to another large performance brand who was offering something similar. I asked them to produce a kit that fit my application (D-series Honda); I received a response that basically said that there wasn't enough money to be made off of D-series folks. The response was appauling. Here is a company that is suppose to be making products to suit this industry. I get that there is a bottom-line to be met here... but if I can do this and afford it, working a crappy day job, these guys should have no excuses. I am getting ahead of myself though.

Frustrated by the lack of industry support, I got a copy of Solidworks and started playing around with my own washer and bolt designs. I taught myself the basics of the program, and had an entire valve cover kit design produced in a week. I purchased a large plotter to print and cut the designs and made a prototype kit out of paper as a mock-up. It was time to see who would help me make this thing.

Posting on the d-series.org community board actually drummed up a lot of support in my search for someone to machine these products. A few folks offered to help, but ultimately the cost was too great. I must have called 100 machine shops; most local, some across the US trying to find someone. Unfortunately, I was just too small of a customer. In one last-ditch effort, I contacted the manufacturer of my AN fittings. Turns out, they were more than willing to help. After sending the Solidworks files over with some technical drawings, I was on my way to having an actual product. I sent several-months worth of paychecks to the company to produce the initial batches with matching valve cover washers.

Off-the-shelf bolts and washers wouldn't do. I wanted my design, and I had the company create a custom flat bolt mold. Flash forward several months, and several revisions and changes later. I receive all of my washers and excitedly installed the first kit. They didn't fit. I had miscalculated the bolt heights. I contacted the manufacturer and we discussed the cost of a new bolt mold; it wasn't cheap, but I did it. The new products shipped with the revised bolts at the end of January. It has been approximately two weeks, and I have been testing non-stop. Beating the product up. Uninstalling it, re-installing it. Putting it on test cars, demanding daily feedback from my friends. I am so proud to say that the I am extremely satisfied with the performance.

I can honestly say that I, despite having absolutely 0 experience in anything like this before, have created something that is far superior to what the other companies out there are doing. If you are reading this, you are likely holding a part in your hand that has nearly a year of literal blood, sweat, tears, and dollars poured into its production. You have my personal guarantee that it is superior to anything on the market, and I encourage any feedback you may have. Should you have any questions, comments, or concerns; please don't hesitate to call my personal cell phone at 312.999.9350.

As a token of my appreciation for the constant encouragement; I am offering this product at-cost through a d-series.org group buy. Thanks to forum sponsor RCAutoworks for supporting my endeavors. They have given these products a home, from which they can be sold and make their way into the hands of other enthusiasts. That is all I really want. I don't want to do this for a living. I just want there to be an offering of great, affordable, and readily-available parts to folks like me.

Thank you again,
Joe