



e-advantage



Memphis Investment Means Better Packaging, Labeling

If you've noticed upgraded packaging and crisper shipping labels on your Red Dot orders, you're seeing the results of our new case erector in Memphis. It's an automated packaging, labeling, and conveyor system that accelerates order fulfillment and significantly cuts the amount of handling that takes place on the shipping dock. For even greater efficiency in processing orders, we adapted our bagging/labeling software to run two printers simultaneously.

The case erector is the latest investment in our Memphis distribution operation and already we're seeing an improvement in how efficiently we can process orders for shipping.

Become an Authorized Service Center

Become an Authorized Service Center for the R-1200 and R-1205 battery-powered A/C systems. CARB-compliant and U.S. EPA Smartway-verified, the R-1200 and R-1205 systems maintain a cool, comfortable cab and sleeper environment without idling. An Authorized Service Center will be responsible for technical support, warranty support, and service and repair. In addition, your company will be listed on both the Red Dot and Sleeping Well web sites as well as other printed and electronic

marketing material. It's a great way to generate new leads and sales from a growing market. To learn more, please contact your Red Dot Regional Sales Manager.

New Product: Actuator for Heavy-duty Applications

With Red Dot's new actuator, you can offer a sealed, microprocessor-controlled rotary actuator designed specifically for heavy-duty mobile HVAC systems. It's ideal for managing air-distribution doors, water valves, and other functions where you need durability and precise, electronically controlled actuation. The microprocessor control can maintain a constant torque across the range of operating voltage and automatically reduce torque in a stalled condition, putting less stress on components.

The Red Dot actuator is environmentally sealed to resist moisture and other contaminants, and the dual-voltage capability allows it to be used in 12- or 24-volt applications.

*Part Number
71R3577 / RD-5-12450-1P*



In Memoriam:

Jimmy Graves



Our friend and colleague Jimmy Graves and his wife Ida died in a motorcycle accident near Birmingham, Ala., on October 3. Jimmy was a part of the Red Dot family and this tragic news has hit us all very hard.

During his time at Red Dot, Jimmy traveled the country sharing his knowledge with distributors and technicians. For his dedication, Jimmy earned the inaugural MACS Topper Nurrenbrock Training award in 2008—as well as many friends during his career.

In 2008, Jimmy was named southeast district parts manager at Volvo Truck North America. We were happy to continue working with Jimmy, as his responsibilities included promoting Red Dot products.

Jimmy, 48, and Ida, 44, are survived by three children. In lieu of flowers, donations may be made to Regions Bank, Jimmy and Ida Graves Memorial Account (www.regions.com). Cards may be sent to The Graves Family, 9339 Bradford Trafford Road, Warrior AL 35180.

SERVICE DESK

Hot Service Tips for Heater Season

Poor heater performance can be hard to diagnose.

As the heating season warms up, here are four service-related tips to keep in mind:

1 Check Wireless Ground Connections

If the motor has a black ground wire, inspecting the ground connection is pretty straightforward: follow the wire from the motor to its terminus and make sure there's no rust, paint, dirt, or some other obstruction to impede the connection. But some motors depend on their mount for a good ground. Check the mount's ground path for any interruptions. If the mount isn't grounded, then the blower motor won't be grounded, either.

2 Promote Coolant Changes

An amazing amount of debris can accumulate in coolant over time. The source? Much of these contaminants come from hoses, which tend to deteriorate from the inside out and shed material into the coolant. Promote coolant changes at recommended intervals—and replace hoses that feel spongy.

3 Talk to Customers

Share your experience. For example, how many bent actuator cables do you see because the driver tries to force a sticky valve? From filter changes to complete A/C checkups, talk to customers about heater service and operation so they get the performance they expect.

4 Match the Original

For example, if the vehicle uses a long-life motor, the replacement should be a long-life motor. Long-life motors are rated from 6,000 to 12,000 hours of service life. Standard motors—with their sleeve bearings and shorter brushes—are rated at 4,000 hours. It may be tempting to use a cheaper part, but the difference in service life helps explain the value of using the right OE-quality replacement.

With a little care, customers can avoid nagging problems like a bent actuator cable.



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All times are in the Pacific Time Zone