



eAdvantage

NEWS FOR RED DOT DISTRIBUTORS
NOVEMBER 2016

Co-Op Deadline: Dec. 15

Most advertising and promotional tools—including signage, trade magazine ads, direct mail, online advertising, POP displays, and vehicle decals—are eligible for up to 50% reimbursement under the Red Dot Co-operative Marketing Program.

Send your dated invoice and proof of payment along with a copy of the advertisement or promotional material to Leah Sattler (LeahSattler@Red-DotCorp.com). The deadline to submit 2016 co-op marketing expenses for approval is Dec. 15.

“The way we see it, our success is tied to yours,” Leah says. “If you want to increase the frequency of your promotions, or be able to afford larger ads, co-op marketing is a way to do it.”

Eligible Expenses

Eligible co-op marketing expenses include:

- Ads in newspapers, magazines, and direct mail
- Online banner advertising
- Booth space at trade shows
- Point of purchase displays
- Literature, coupons, and posters
- Promotional merchandise (e.g., pens, pencils, mugs, shirts, etc.)
- Signage and vehicle decals

Talk to your Red Dot account manager for specific eligibility and approval requirements, as well as how to access Red Dot logos in digital formats.

“There are nice benefits for us to have the Red Dot brand next to yours,” says Leah. “We can share the cost when you promote our products.”

Red Dot Merch

We also have Red Dot-branded merchandise for sale, including shirts, hats, jackets, and accessories like mugs, flash drives, and even golf balls.

“Quantities are limited since we’re getting closer to the end of the year, so please call me and I’ll show you what’s in stock,” Leah says.



Looking for Red Dot-branded merchandise? We have stock available.

Meet Tim Oliphant, Director of Engineering

You may not know Tim Oliphant, Red Dot’s director of engineering, but you do know the Red Dot products he’s worked on.

“The R-9777, the R-9976, the updated ple-nums on the R-9727 and R-6100... I’ve been here for 19 years so I’ve worked on some longstanding units and components, including several that quite frankly need updating,” Tim says. “I’m excited to say that we’re charting that course right now.”

A new water valve is a good example.

“Currently it’s a very old design and there are better approaches we can use to improve performance,” Tim says.

“We’re working on something new that should proliferate across the entire product catalog, similar to how we’re integrating our electronic thermostat.”

One of Tim’s goals for the engineering department is to ensure that it’s a resource for Red Dot WDs with specialty OE customers.

“Talk to your account manager so we have an idea of the kind of help you need,” he says. “For instance, we get a lot of requests for 3D data, which we generally don’t have qualms about sharing. If we can help you sell Red Dot products, let your account manager know. We’re here to support you.”

“I’ve worked on some long-standing products including several that need updates. I’m excited to say that we’re charting that course now.”

Holiday Hours: Red Dot will be closed Nov. 24-25 for Thanksgiving and from Dec. 26-Jan. 3 for the Christmas and New Year’s Day holidays. Thursday, Dec. 22 will be our last shipping day of the year, so please contact your Red Dot customer service rep if you need help coordinating your order deadlines and freight schedules.



Join Us at MACS!

We'll be at Booth 302 at the MACS Training Event and Trade Show from Feb. 15-18. Talk to your account manager for the latest information about Red Dot activities and meetups at the show. See you in Anaheim!

Share Your Installation Stories!

We want to hear about your most interesting heavy-duty HVAC applications and toughest challenges. If you have a Red Dot installation story you can share, please let us know! Talk to your Red Dot account manager.



Coming to the Red Dot Distributor Conference? Please RSVP!

The 2017 Red Dot Distributor Conference is Feb. 13-14 at the Anaheim Marriott is coming up and it's a great way for us to say thank you to our top-performing WDs. If you've received an invitation, please RSVP to Leah Sattler at 206-394-3588 or LeahSattler@RedDotCorp.com.



We're Here to Help • Red Dot Aftermarket Sales and Customer Support

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Email: AMCustomerService@RedDotCorp.com
Not sure who to contact? Use this email address to reach our entire Aftermarket Customer Service team.

All times Pacific Time Zone