

Smooth Moves

New distribution solutions for 2006

By Robert Gardiner

It's no good investing in a great product only to have it arrive late or damaged, especially when your customer is tapping his toe because a vehicle is down. So we've made changes this year to improve our distribution and packaging.



"Purchased product" -- anything Red Dot does not make -- now ships directly to you from our Memphis hub instead of Seattle. It will affect transit times depending on where you're located.

Complete A/C and heater units will be shipped prepaid ground from our Seattle location. Again, plan your transit times accordingly.

For expedited shipments, we can help get a part or unit to you ASAP by sending it next-day or second-

day air. However, expedited shipments will be sent "collect."

NEW PACKAGING

By the end of February we'll be using tougher new exterior packaging to ship most of our high-volume aftermarket products. Like a lot of manufacturers, we saw our damage claims increase after parcel carriers raised their maximum weight limits to 150 pounds. These carriers have advantages, but UPS, FedEx Ground, and others don't palletize freight like common carriers do, so individual pieces get handled more. Aftermarket purchasing manager Larry Skaro took on the task to find new packaging, and when shipments arrive you'll notice the beefier cardboard stock right away.

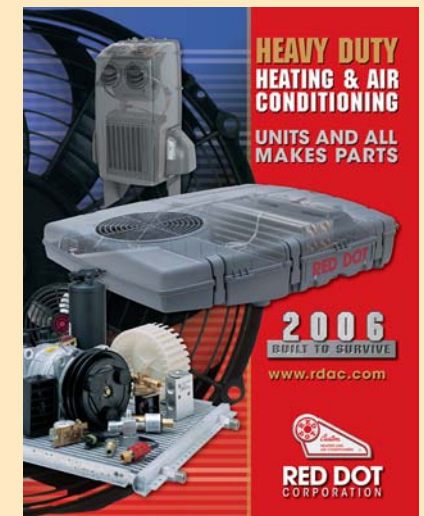
The new packaging is strong but not invincible. If our product arrives damaged, please call your customer service representative right away.

Marketing manager Robert Gardiner is responsible for aftermarket sales and customer service. You can reach him at robertgardiner@reddotcorp.com.

Distributor's Special packets ship in early February!

RED DOT NEWS

- If you're coming to the MACS convention and trade show Jan. 26-28, stop & see us at Booth 417.
- Just a reminder that our minimum order is \$100, although we will accommodate orders of less than \$100 in truck-down situations where expedited freight is required.
- Did you get your 2006 catalog? The case quantity is 10, and they're free. Call your customer service representative to order.
- With Red Dot's international business continuing to grow, our next major exhibition after MACS is INTERMAT 2006, an international show for the construction



and building equipment trades. It takes place in Paris from April 24-29. Details are online at www.intermatservices.com.

Warranty Desk

Full Credit

The warranty claim helps us build reliable products

By Frank Burrow

Yes, we're the folks who process your warranty claims and send you a credit, but our role at Red Dot goes way beyond that.



The warranty department is part of the product development process. We do our part by recording and analyzing your failure reports and then working closely with the design, engineering, and testing group to improve product reliability.

When our analysts read your failure descriptions and see something unfamiliar, their reaction is to get the part back so they can dig into it and find out what went wrong. That's why accurate, complete failure descriptions are so important. If your claim says a part "doesn't work," we'll come back to you asking for more information.

If there's one thing you can do to

improve the accuracy of your claim, it's to use the electronic warranty claim form on our eCommerce site at www.rdac.com.

The online form requires you to enter all the information we need to process the claim: hours, mileage, date of failure, vehicle type, part number, etc. Complete and accurate information helps speed the process: we promise to turn your claim around with a credit within 30 days when you file electronically, as long as you accurately and completely file your claim and file it within 30 days of the date of the repair.

From more efficient processing of warranty and service claims to the redesign of products, we count on your warranty data to help us building more reliable products. If you have questions about what you can do to speed up the process, let us know: we can help.

Frank Burrow is manager of warranty and customer support. You can reach him at frankburrow@reddotcorp.com.

Contact Numbers

Aftermarket Customer Service Representatives

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Warranty Department Service Representatives

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All times are in the Pacific Time Zone