

Red Dot Product Delivery

By Robert Gardiner

One of our goals for 2006 is to make Red Dot a more efficient distribution operation. We acquired a larger



facility in Memphis, oriented the flow of purchased products through there, and launched our Oracle-based order management system.

We still expect to reach our goal. However, I know we haven't met all of your expectations for processing orders and delivering what you need when you need it. I want to assure you that this situation has the full attention of Red Dot's senior management. As Bruce Channer, VP of Sales and Marketing, has stated in his previous emails, "this situation

is of the greatest importance to Red Dot." Let me bring you up to speed on what we're doing to address the situation:

The move into a new Memphis location and the transition to the Oracle system, combined with high seasonal volumes, contributed to a backlog of orders that has been difficult for us to clear quickly. We still have our sleeves rolled up in Memphis, but we're making progress. We've been working 12-hour shifts and weekends to process orders. We doubled our bagging and label-printing capacity. When we added relief staff last month, they were some of our most experienced people from Seattle.

In addition to manpower and machines in Memphis we have been working intently with our I.T. department to fix "eCommerce" issues and with Oracle to help us adjust to a new way of processing

orders. We're confident the change to Oracle will make us a better pick-pack-and-ship operation. It simply hasn't been a smooth transition recently.

We've met with many of you over the past two months and listened to what you've had to say. Fortunately, the problems we've had are related to procedures we can easily fix. We have plenty of capacity and products on hand. If you joined us at our open house in Memphis last month, I hope you saw the potential that comes from having a larger, more capable facility.

I know we still have to prove to you that we can ship on time. If you're not seeing progress, please call us. Give us the opportunity to make it right.

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

RED DOT NEWS

- **CUSTOMER SERVICE REPS:** Michael Hill is now the lead of our customer service group, replacing Heather Graham. Joining his team is Cindy Campbell at 1-888-846-7556 and Wendy Coore at 1-800-364-2696.
- **WARRANTY DEPT.** Some of you will have new warranty contacts. Allison Fate and Ann Channer have been assigned to WD accounts.
- **ELECTRONIC ACTUATORS:** Red Dot is incorporating sealed electronic actuators into new product designs. The flat-pack actuators are both 12- and 24-volt compatible, so one part can service either system. Because they're sealed, the actuators are ideal for off-highway or severe-service applications.
- **IN THE TEST CHAMBER:** We've been working on climate control solutions for a new H-Series snowplow from Oshkosh. Red Dot will provide three units: a heater/air conditioner; a heater-only unit; and an auxiliary heater.

Looking Beyond 134a

By Gary Hansen

Call it "cautious optimism." That's our take on news that DuPont and Honeywell are developing new refrigerants that could meet tougher environmental rules without major modifications to conventional R134a mobile air conditioning systems.



Without question, the industry needs an alternative to 134a starting in 2011. That's when the European Union will begin to phase out that refrigerant in all new vehicle models. Any alternative to 134a must have a Global Warming Potential (GWP) that's lower than 150 (GWP is a measure of the refrigerant's emission of greenhouse gasses).

One option, CO₂, has a low GWP but would require costly, radical changes to A/C systems. A more practical solution would be R152a,

which meets the GWP requirement while offering comparable performance to 134a. However, A/C systems would need special hardware to mitigate the flammability of 152a.

Our understanding is that the new DuPont and Honeywell refrigerants are non-flammable, similar in performance and chemical properties to 134a, and meet future GWP targets. The next steps are tests for performance, long-term toxicity, and safety. DuPont says it expects to commercialize its refrigerant within three to five years.

At Red Dot, we want to see future refrigerants that are safer for the environment. We also want them to deliver the performance you expect at a price that's practical. We work closely with DuPont and Honeywell and we'll keep you posted about the development of these alternatives and others.

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