

e-advantage



3 Steps to a Successful A/C Season

By Robert Gardiner

It's crunch time: the start of another A/C season. When the customers roll in, you want to be ready to fill orders. That means being able to supply the right product when customers need it.

We've been working hard to build our inventory and give our customer service representatives the tools and training they need to process and ship your order as soon as possible. I also want to kick off May with some ideas to carry you into a successful spring—ideas that can help bring some certainty and sanity to a busy HVAC season:

1. OPENING ORDERS:

You don't have to be a big distributor to participate in Red Dot's opening order program. In fact, it's perfect for anyone who wants flexibility on payments and certainty on inventory.

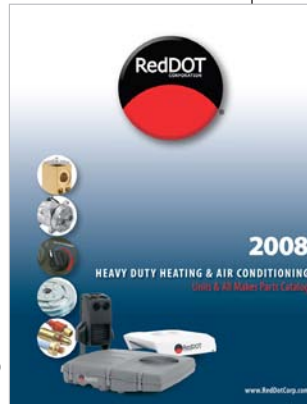
With your opening order, we can make sure the products you need are available to you at specific points



throughout the season. For a minimum opening order of \$20,000, you get two inventory releases of \$10,000 in value and net-60-day terms, along with 10% off bold-item pricing. A \$50,000 opening order gets you three releases, 60-day terms, and a lower prepaid freight amount when you place your orders online along with 15% off bold-item pricing. A \$150,000 order gets you

five releases with 60-90 day terms and a lower prepaid freight amount along with 20% off bold-item pricing. Both the \$50,000 and \$150,000 orders offer 60-day terms on on-line orders throughout the year.

If you would like us to provide you with a past-purchase history to help you work up an order, we certainly can accommodate that request.



2. STOCK THE TRUCK:

Time and fuel are expensive, so eliminate out-of-route trips by stocking and organizing your field service trucks. Two kits can make a technician's life easier: the AeroQuip E-Z Clip Starter Kit, with everything you need to create hose assemblies in the field; and our Electrical Assembly Kit, an assortment of connector bodies, receptacles, plug assemblies, housings, terminals, seals, and locks.

3. ASK FOR A CATALOG REVIEW:

Every year, we update our Red Dot catalog of units and all-makes parts. Talk to your Red Dot representative about what's new, as well as how to use our OEM-application and cross-reference sections. If you don't have a 2008 catalog, call your customer service representative right away: we want to make sure you're working with the most comprehensive, up-to-date catalog available.

CRANK UP THE VOLUMES

We invested in a new computer-based order and inventory management system to give you access to more inventory information.

Lately, WDs have been looking at our aftermarket unit volumes and wondering what we're doing to put more on the shelves. Here's the answer:

1. First, we have a dedicated production line for aftermarket units only. The line runs 10 hours a day, four days a week.
2. Second, we're building aftermarket units on two other production lines at Red Dot, taking advantage of extra capacity.
3. Third, a second shift focused on aftermarket units began on April 28. This will essentially give us 20 hours a day of aftermarket-unit production.
4. Finally, we are combining runs where possible and working overtime on Fridays. If you happen to need a unit that is currently out of stock, it most likely is scheduled soon. Please contact customer service about the next run date. If you have any concerns at all, please give your salesman a call.

RED DOT NEWS...

Jimmy Graves Receives MACS Training Award

We're proud to announce that Red Dot's Jimmy Graves has received the inaugural Topper Nurrenbrock Training Award from the Mobile Air Conditioning Society Worldwide.

The award was established in memory of longtime MACS member and mobile air conditioning trainer Topper Nurrenbrock, who passed away last year. It was presented to Jimmy by Topper's widow, Fran Nurrenbrock, at the MACS annual convention and trade show in Orlando.

Topper was a trainer with Dyson International. Jimmy travels the

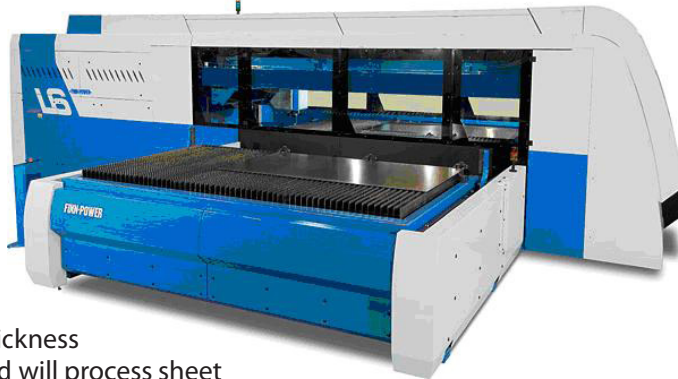


Fran Nurrenbrock presents Jimmy Graves with the Topper Nurrenbrock Training Award.

country much like Topper did, training technicians and teaching Section 609 certification classes. To date, Jimmy has helped more than 700 technicians become Section 609 certified.

New Laser Takes Aim at Accuracy, Quality

Red Dot has added a new, state-of-the-art Finn Power L6 laser-cutter to our factory floor, an investment in better speed, accuracy, and product quality. The L6 enhances laser cutting for various material thickness and material types, and will process sheet sizes up to approximately 5 x 10 feet. Its ability to efficiently process sheet metal improves our capacity to produce units, which is a high priority for us at this time of year. The new laser is fully operational and will be a workhorse for many years to come.



Red Dot Contacts: How to Reach Us

AFTERMARKET REPRESENTATIVES

Norman Baker – 941-745-2929

Cell: 941-524-0602

NormanBaker@RedDotCorp.com

Jeff Engel – 630-655-3290

Cell: 630-235-1289

JeffEngel@RedDotCorp.com

Jimmy Graves – 205-681-9950

Cell: 205-901-4316

JimmyGraves@RedDotCorp.com

Robb Morrison – 770-926-5333

Cell: 770-265-9943

RobbMorrison@RedDotCorp.com

Mike Murdock – 425-778-6828

Cell: 206-849-8809

MikeMurdock@RedDotCorp.com

Jim Slogar – 216-481-9161

Cell: 216-533-8208

JimSlogar@RedDotCorp.com

AFTERMARKET SERVICE

Bill Jewell – 206-574-6566

BillJewell@RedDotCorp.com

Craig Alexandre – 1-866-366-3811

6:30am - 3:15pm Monday - Friday

CraigAlexandre@RedDotCorp.com

Cindy Campbell – 1-888-846-7556

7:30am - 4:15pm Monday - Friday

CindyCampbell@RedDotCorp.com

Josh Fowler – 1-800-364-2696

7:30am - 4:15pm Monday - Friday

JoshFowler@RedDotCorp.com

Sean Kilpatrick – 1-800-364-9557

7:30am - 4:15pm Monday - Friday

SeanKilpatrick@RedDotCorp.com

Tammy Obermeit – 1-800-364-2716

6:30am - 3:15pm Monday - Friday

TammyObermeit@RedDotCorp.com

Adrienne Saunders – 1-800-364-2708

7:45am - 4:30pm Monday - Friday

AdrienneSaunders@RedDotCorp.com

All times are in the Pacific Time Zone

WARRANTY & PRODUCT SUPPORT

Frank Burrow

206-394-3501; 206-849-8816 (cell)

8 am–5 pm, Monday–Friday

FrankBurrow@RedDotCorp.com

Mark Williams

206-575-3840 x3339; 206-979-3763 (cell)

6:30 am–4:15pm, Monday–Thursday

6:30am–10:30am, Friday

MarkWilliams@RedDotCorp.com

Colleen Bowman, 206-575-3840, x3631

6:30am–5:15pm, Monday - Thursday

ColleenBowman@RedDotCorp.com

Ann Channer, 206-575-3840, x3632

6:30am–5:15pm, Monday–Thursday

AnnChanner@RedDotCorp.com

Mary Wolfe, 206-575-3840, x3633

6:30 am–5:15 pm, Monday–Thursday

MaryWolfe@RedDotCorp.com