



e-advantage



Generating Sales Through Product Training

By Robert Gardiner, Marketing Manager

I love a good Red Dot installation story, so I was really happy to hear about a job Wayne Sanders at Jones Heating, A/C, and Plumbing did recently.

One of Wayne's customers in northern Alabama uses a Komatsu crawler dozer to move fly ash, a by-product of coal-fired power plants. Fly ash is as fine as talcum powder, and it was getting into the cab, clogging filters, and caking on the dozer's evaporator coil.

The A/C wouldn't cool and there was barely any air coming out of the vents. Once a day, the operator would have to stop the machine and clean the filters as best he could. Once a week, the filters would need to be replaced altogether.

"That's two filters at \$30 apiece," Wayne says. "Plus, they were looking at a new evaporator every couple of months because once that ash hits the wet evaporator coil, it sets like concrete. That's an \$800 part, plus my time."

So Wayne installed our Red Dot Precleaner/Filter/Pressurizer with Gideon® Technology, a powered filtration and cab-pressurization system that we introduced last year. The precleaner removes particles from the air before the air reaches the filter, which can extend filter



life to 1,000 hours. Also, the air that passes through the precleaner and filter media can be used to pressurize the cab even with the A/C off. It's a great product and a proven design developed by Sy-Klone International.

The unit took Wayne a little more than three hours to install. The customer is happy because his operator has cool, clean air to breathe and his HVAC maintenance costs are under control. Wayne figures the customer will see an ROI on the P/F/P within a couple of months.

Here's the best part: Wayne learned about the product at a training session hosted by one of our WDs, Crow's Truck Service in Memphis. "I knew about the P/F/P from the catalog, but Norm Baker from Red Dot was there in person to explain it to me. It gave me confidence in what the unit can do and how to install it," Wayne says.

Winter and early spring are great times to offer A/C technical training and product demos for your employees and customers. Talk to your Red Dot representative about how we can help you and your customers.

"You have to get taught by someone," Wayne adds. "I've been with my company for 10 years, and the guy who trained me learned 30 years ago. To stay up to date, you have to take every opportunity to learn something new. Taking advantage of that training program was a big part of making my customer happy."

The Red Dot P/F/P with Gideon Technology is available in 12-volt (78R5622/RD-5-12531-OP) and 24-volt (78R5624/RD-5-12532-OP) versions and two filtration options. See page 577 of your Red Dot catalog.

Join Us at MACS

Going to MACS in Las Vegas?

Stop by and see us:

1. Come to the Red Dot Reception. Ask your Red Dot representative for details.
2. Drop by booth #425 during the trade show.
3. Hear Red Dot's Gary Hansen speak on Jan. 18 at the heavy-duty and off-road program (10:20-10:45 a.m., Pavilion 10).

For convention details, visit

www.macsw.org.



Red Dot recently won a long-term contract from Kalmar Industries to supply OE A/C systems for Ottawa-brand yard tractors. These are tough, single-seat vehicles used to shunt trailers around marine terminals and distribution centers.

With spacious cabs and lots of glass for visibility, existing tractors are a great opportunity for a rooftop aftermarket A/C unit installation as well. Talk to your Red Dot representative for ideas.

SERVICE DESK

Underhood Heat and A/C Performance

By Gary Hansen, VP, Engineering

As engineers, one of our biggest challenges is how to deal with underhood heat. Because of aerodynamics and other styling changes, the engine box on trucks is smaller and more densely packed than it ever has been.

Add a hotter-running diesel engine (the result of emission controls) and a smaller grille area, and the thermal environment can get downright nasty. It's particularly true of 2007-model and later on-highway diesels, which you'll see more of as these trucks come off warranty.

While heat under the hood is an issue for hoses and other components, we're especially concerned about the effect on the cab and the operator inside.

Unless the manufacturer makes



physical adjustments to the cab in terms of thermal insulation, heat from the engine box can be absorbed into the floor, doghouse, and other surfaces inside the vehicle. We've measured surface temps on metal seat bases, floorboards, and engine tunnels running 140 degrees F.

This is an additional load for the A/C system that didn't exist before. The situation is similar with cleaner-burning diesels in off-highway equipment, which have even more steel plus the additional heat load of the hydraulics.

When you're dealing with engines built to meet tougher emissions standards, it's doubly important to check the A/C system thoroughly and to replace worn-out hoses and other components with OE-quality parts. If you're getting complaints about the A/C not working well, or you're helping a customer spec an aftermarket unit, remember that a hotter-running diesel can increase the heat load in the cab. Take that extra heat into account.



Higher underhood heat has to go somewhere, and often its destination is the cab.

Red Dot Contacts: How to Reach Us

REGIONAL SALES MANAGERS

Norman Baker – 941-745-2929
NormanBaker@RedDotCorp.com

Jeff Engel – 630-655-3290
Cell: 630-235-1289
JeffEngel@RedDotCorp.com

Robb Morrison – 770-926-5333
Cell: 770-265-9943
RobbMorrison@RedDotCorp.com

Jim Slogar – 216-481-9161
Cell: 216-533-8208
JimSlogar@RedDotCorp.com

CUSTOMER SERVICE

Bill Jewell – 206-574-6566
BillJewell@RedDotCorp.com

Craig Alexandre – 1-866-366-3811
6:30am - 3:15pm Monday - Friday
CraigAlexandre@RedDotCorp.com

Josh Fowler – 1-800-364-2696
7:00am - 3:45pm Monday - Friday
JoshuaFowler@RedDotCorp.com

Tammy Obermeit – 1-800-364-2716
7:45am - 4:30pm Monday - Friday
TammyObermeit@RedDotCorp.com

Adrienne Saunders – 1-800-364-2708
7:45am - 4:30pm Monday - Friday
AdrienneSaunders@RedDotCorp.com

WARRANTY & PRODUCT SUPPORT

Frank Burrow – 206-394-3501
Cell: 206-849-8816
8 am–5 pm, Monday–Friday
FrankBurrow@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

All times are in the Pacific Time Zone