



# e-advantage



## Catching Up, Moving Ahead

By Bill Jewell

**T**his is a great time at Red Dot because it gives us several opportunities to see distributors and suppliers before the A/C season heats up.

We saw many of you in Orlando at the MACS Training Event & Trade Show. All told, more than 1,250 HVAC professionals were there, and I want to thank those of you who stopped by the booth to talk about products for 2013, ask technical questions, and just catch up.

We also had the opportunity to showcase recent product improvements, including our R-9720, which is now equipped with SPAL blowers for better airflow, and our updated R-9976 hydraulic compressor. For us, there's a lot of value in the MACS show and we're looking forward to next year in New Orleans.

Events like MACS, as well as our 2013 distributor conference in Cancun in January, reinforce the strength of the Red Dot distributor network and what an advantage that can be for you.

Red Dot has roughly 175 distributor locations across North America. Think of this distributor network as an extended inventory. If Seattle or Memphis is showing zero stock in the item you need, call Red Dot customer service anyway. Your



representative can look up who bought the product recently and put you in touch with that WD.

We always want to help you make a sale. Even if we're out of stock.

### 2013 Compressor Special

Given how tough it was for anyone to get compressors last year, we've bulked up our inventory in advance of this season. You'll see more compressor choices from QUE and TCCI to supplement what we offer from Sanden.

This year, get the best pricing on your compressor order with Red Dot's 2013 Compressor Special. It includes products from QUE, Sanden, and TCCI. Download the flyer [here](#) to learn more.

Your Red Dot Account Manager can show you what's new in the 2013 catalog, as well as how to use our OEM-application and cross-reference sections. Don't have a catalog? To place an order, call your customer service rep or visit [reddotcorp.com/products](http://reddotcorp.com/products).

## Red Dot News

### Hot Movers

Check out our "hot movers" flyers which show the most popular top parts for each brand of truck. Complete with photos and part numbers, these flyers drive home the message that you have the compressors, receiver-driers, and other all-makes components necessary to support 100% of a customer's fleet. To download the flyers, log in at [RedDotCorp.com](http://RedDotCorp.com) and click on "Literature."

### Stocking Orders

Lock in your 2013 pricing and deliveries with Red Dot's opening order program. Pricing tiers are determined by the amount of your 2013 stocking order or by the amount of purchases you made in 2012. Ask your Red Dot Account Manager about our 2013 Distributor Specials and stocking order terms.

**Deadline: March 30.**

## SERVICE TIPS

# What PAG Color Says About a System

By Gary Hansen, VP Engineering

New PAG oil looks clear and clean, but over time it will change as it picks up moisture. The combination of moisture and R134a produces corrosive hydrofluoric acid. As the acid eats away at copper and other metals on system components, the oil will begin to turn orange. By far, orange is the predominant color of oil we see in failed compressors (in the worst cases, the oil is black). These compressors didn't fail; poor maintenance failed the compressors.

The 75R section of your 2013 Red Dot catalog of all-makes parts has a new page showing the different colors of oil and what they say about the condition of the system. It also talks about the more common internal failures on a compressor, as well as the signs of physical defects that you should look for.

Next time you need a good visual to

explain the benefits of system maintenance and receiver-dryers, check out that color chart in the catalog. Oil color is a great indicator of the condition of an A/C system. A picture says a thousand words about the need to keep your system moisture-free.

### How to Choose the Right PAG Oil

Refrigerant oil has one job: to lubricate the compressor. While all compressor OEMs recommend PAG-type lubricant, not every manufacturer uses the same viscosity oil. In a survey of suppliers, we found that 14 out of 21 compressor manufacturers use PAG oil with an ISO viscosity of 46. TCCI, Zexel, and Delphi use oil with an ISO viscosity of 100. Sanden USA uses SP-15, which has an ISO viscosity of 68.

Because systems vary in wear, applied forces, and materials used, always use the OEM-recommended lubricant.

### WARRANTABLE

Clear

Clear Green

Yellow

Gray



### NON-WARRANTABLE

Amber

Black



## MACS

# Master Golfers

Congratulations to Team Red Dot, winner of the 2013 MACS convention golf tournament with a score of 63 (9 under par). The team consisted of (from left to right) Rick Moore of Sunbelt International and QUE Products in Dallas; Jim Slogar, Red Dot manager of OEM parts programs; Todd Nagel of Tri State Refrigeration in Baton Rouge; and David Justice of Justice Glass & Supply in Huntington, W.Va. It was a challenging course that took several holes before the team could get under par—which it did, appropriately, on the Red Dot-sponsored hole.



## Jeff Engel: Licensed to Sell

With a territory that can take him from Evanston to Edmonton, Jeff Engel covers a lot of ground as a Red Dot Account Manager. His mobile office has plenty of miles on it and wears the "RDAC" badge proud.

This month, Jeff celebrates his 20th anniversary with Red Dot. He says it's an optimistic time for Red Dot and for the heavy-duty aftermarket as a whole.

"Distributors are looking at the season ahead and feeling good about where business is going," Jeff says. "They're investing in inventory ahead of the warmer weather because they anticipate a busy spring and summer. I'm also meeting younger owners and managers who are taking parts that haven't changed much in many years and finding new ways to promote them. It's refreshing and exciting to see."



## SALES

**Robert Gardiner** – Cell: 206-310-2298  
[RobertGardiner@RedDotCorp.com](mailto:RobertGardiner@RedDotCorp.com)

**Jeff Engel** – Cell: 630-235-1289  
[JeffEngel@RedDotCorp.com](mailto:JeffEngel@RedDotCorp.com)

**Robb Morrison** – Cell: 770-265-9943  
[RobbMorrison@RedDotCorp.com](mailto:RobbMorrison@RedDotCorp.com)

**Jim Slogar** – Cell: 216-533-8208  
[JimSlogar@RedDotCorp.com](mailto:JimSlogar@RedDotCorp.com)

**Scott Dueringer** – Cell: 602-317-2905  
[ScottDueringer@RedDotCorp.com](mailto:ScottDueringer@RedDotCorp.com)

**Charles Wilkes** – Cell: 904-219-3305  
[CharlesWilkes@RedDotCorp.com](mailto:CharlesWilkes@RedDotCorp.com)

## MARKETING

**Bill Jewell** –  
**Aftermarket Marketing Manager**  
206-574-6566  
[BillJewell@RedDotCorp.com](mailto:BillJewell@RedDotCorp.com)

**Ron Hidalgo** – **Marketing Specialist**  
253-202-4711  
[RonHidalgo@RedDotCorp.com](mailto:RonHidalgo@RedDotCorp.com)

**Leah Sattler** – **Marketing Assistant**  
206-394-3588  
[LeahSattler@RedDotCorp.com](mailto:LeahSattler@RedDotCorp.com)

## CUSTOMER SERVICE

**Craig Alexandre** – 1-866-366-3811  
6:30am - 3:15pm Monday - Friday  
[CraigAlexandre@RedDotCorp.com](mailto:CraigAlexandre@RedDotCorp.com)

**Adrienne Saunders** – 1-800-364-2708  
6:45am - 3:30pm Monday - Friday  
[AdrienneSaunders@RedDotCorp.com](mailto:AdrienneSaunders@RedDotCorp.com)

**Rita Jones** – 1-800-364-9557  
7:00am - 3:45pm Monday - Friday  
[RitaJones@RedDotCorp.com](mailto:RitaJones@RedDotCorp.com)

**Kealy Ny** – 1-800-364-2696  
7:45am - 4:30pm Monday - Friday  
[KealyNy@RedDotCorp.com](mailto:KealyNy@RedDotCorp.com)

## WARRANTY & PRODUCT SUPPORT

**Frank Burrow** – 206-394-3501  
Cell: 206-849-8816  
8 am–5 pm, Monday–Friday  
[FrankBurrow@RedDotCorp.com](mailto:FrankBurrow@RedDotCorp.com)

**Mark Williams** – 206-575-3840 x3339  
6:30am–5:15pm, Monday–Thursday  
[MarkWilliams@RedDotCorp.com](mailto:MarkWilliams@RedDotCorp.com)

**Colleen Bowman** – 206-575-3840, x3631  
6:30am–5:15pm, Monday - Thursday  
[ColleenBowman@RedDotCorp.com](mailto:ColleenBowman@RedDotCorp.com)

**Ann Channer** – 206-575-3840, x3632  
6:30am–5:15pm, Monday–Thursday  
[AnnChanner@RedDotCorp.com](mailto:AnnChanner@RedDotCorp.com)

**Craig Channer** – 206-575-3840, x3633  
6:30am–5:15pm, Monday–Thursday  
[CraigChanner@RedDotCorp.com](mailto:CraigChanner@RedDotCorp.com)

All times are in the Pacific Time Zone

**MARCH 2013**