



e-advantage



Sanden Adds Production Capacity

By Robert Gardiner

There's no shortage of confidence in Sanden's SD7 compressors. The company makes roughly 650 original designs of its seven-piston wobble-plate design, and it's a good bet that you'll find one on the next heavy truck or piece of off-highway equipment you see.



Of late, Sanden's big challenge has been keeping up with demand, especially among specialty OEMs and the heavy-duty aftermarket.

"We produce close to 3 million compressors a year off three lines here in Wylie, Texas, the majority of which are for automotive and heavy-truck OEMs in North America," says Mike Rouse, manager of product development and OEM and aftermarket sales. "When those OEMs are going at a high volume, they consume a lot of units."

Efforts to reserve compressors for aftermarket and specialty OE customers – what Sanden calls "special markets – fell short.

"It was unacceptable. We had to do a better job," Mike says. So Sanden made a major investment in manufacturing capacity to help satisfy growing demand among aftermarket and specialty OE customers.

New Plant in Mexico

In April, Sanden established a new plant in Saltillo, Mexico, investing more than \$60 million to support customers in North and South America. "The plant has a die-cast facility, cylinder-head machining

tools—it can produce the majority of the subcomponents we would ordinarily get from outside vendors and supply them to our plant in Wylie," Mike says. "Combined with our clutch facility in Mexico, the Saltillo plant will help us ensure that we have the components we need now and in the future."

He expects the new facility to be at full capacity in early 2014.

Short Runs in Wylie

Typically, the manufacturing process in Wylie takes 45 days. That's fine for scheduled orders, Mike says, but the aftermarket can't wait 45 days for a dozen

compressors. At the same time, it's not feasible to shut down the line and swap out programming and tooling for a small run.



So Sanden set up a production line in Wylie specifically for orders of fewer than 50 pieces. Turnaround time is one to five days. "Our SM line is fully automated and verified to Sanden quality standards, just like any other Sanden production line," Mike says. "The difference is it's dedicated to the shorter runs that our aftermarket and specialty OEM customers need."

With the added capacity, Mike says Sanden has minimized its backorder situation considerably.

"It's not good to build the best compressor in the world but be unable to deliver it," he says. "We've put a lot of things in place to correct that, including more production capacity. We're excited for Red Dot and its distributors to see the difference."

Red Dot News

Hot Movers

Our Hot Movers flyers show the most popular parts for each truck brand, complete with photos and part numbers. They're a great way to drive home the message that you have the compressors, receiver-driers, and other all-makes parts necessary to support 100% of a customer's fleet. To download the flyers, go to RedDotCorp.com and click on [Resources/Product Literature](#).

Zero Stock?

If you're ordering online and see that Seattle or Memphis is out of stock in the item you need, don't take zero for an answer. Call Red Dot customer service. They can see who else has recently ordered the product you need and put you in touch. We appreciate your business and want to do whatever we can to help you make a sale.

FOR THE SHOP

Generating Winter Sales

Make heater and A/C components part of your winter PM specials and generate HVAC parts sales and service business all year round. Here's where to start:

A/C System Inspection

Remind customers that the air conditioner kicks on when they activate the defroster. Those who missed their annual pre-summer A/C maintenance should get it done now.

Receiver driers

The receiver-drier should be replaced once a year, and the sight glass on the moisture indicator checked at every engine-oil change or scheduled maintenance procedure. A blue dot means the refrigerant is dry; pink, white, or grey indicates acid or moisture in the system.

Filters

Dust, lint, carpet fibers, and other impurities can clog heat exchangers and reduce airflow.

Water valves

As part of a routine check, make sure valves open and close completely, and that the actuator cables aren't stretched.

Get a Red Dot PM Schedule

Whether your customers schedule PMs by the month, by the mile, or by the



operating hour, make sure parts promotions are in sync. It's the best way to generate sales all year round.

Red Dot offers a complete itemized list of maintenance intervals for the compressor and belt-drive system, condenser, receiver-drier, expansion valve, evaporator, and more—all on one page. It's available as a PDF in the [Resources/Product Literature](#) section of our website.

Also ask your Red Dot Account Manager about PM items for A/C service machines, as well as compressor oils, filters, and other parts you need to keep them running.

SALES

Robert Gardiner – Cell: 206-310-2298
RobertGardiner@RedDotCorp.com

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

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

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

Scott Dueringer – Cell: 602-317-2905
ScottDueringer@RedDotCorp.com

Charles Wilkes – Cell: 904-219-3305
CharlesWilkes@RedDotCorp.com

MARKETING

Bill Jewell –
Aftermarket Marketing Manager
206-574-6566
Cell: 206-979-7282
BillJewell@RedDotCorp.com

Leah Sattler – **Marketing Assistant**
206-394-3588
LeahSattler@RedDotCorp.com

CUSTOMER SERVICE

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

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

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

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

WARRANTY & PRODUCT SUPPORT

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

Mark Williams – **206-575-3840 x3339**
6:30am–5:15pm, Monday–Thursday
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

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

All times are in the Pacific Time Zone

SEPTEMBER 2013