

# e-advantage



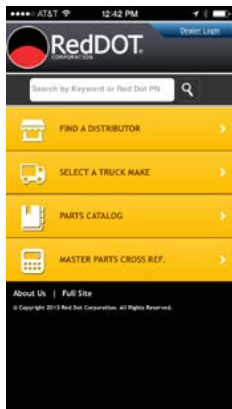
## Red Dot Launches New Mobile Site

By Bill Jewell

**T**he print edition of the 2014 Red Dot catalog is now shipping. As in previous years, this version has the industry's most comprehensive listing of mobile HVAC units and all-makes parts, as well as the most complete OEM-application and cross-reference sections.

One important new feature is the QR code on the back cover. Scanning the code with your Internet-connected phone or tablet will automatically launch our Red Dot mobile site, giving you access to our online catalog and the ability to log in and order parts right there on your mobile device. You can:

- Search our entire online catalog of units, system components, all-makes parts, service equipment, and special offers.



- Cross-reference items by truck make and model.
- Cross-reference Red Dot parts by OEM part number.
- Find a distributor by zip code or nearest your current location
- Log in to your distributor page and place orders.

There will always be a place for a printed catalog at the parts counter. But the reality is that people want the ability to search Red Dot for parts when they're not behind the counter or at their desk. Our mobile site is a great way to do it, and I encourage you to try it out and let us know what you think.

Scan the QR code on this page and check out our site for mobile devices. Or visit [www.reddotcorp.com](http://www.reddotcorp.com) on your smartphone or mobile browser and set a bookmark. If you have questions, talk to your Red Dot Account Manager.



### Memphis: Stocked With Sanden

**T**his month we've taken delivery of nearly \$2.5 million worth of popular Sanden compressors at our Memphis distribution center. These units are in stock and are ready to ship directly from our inventory.

We want to be the industry most responsive supplier of Sanden heavy-duty compressors. Talk to your Red Dot Account Manager about pricing, quantity breaks, and shipping terms. Line up your orders now.

## Red Dot News

### Order Your 2014 Catalogs!

Use the order form on page 3.

### Opening Orders Due March 31

The deadline for our 2014 Opening Order Program is March 31. Talk to your Red Dot Account Manager about locking in prices, pre-paid freight terms, and special pricing on compressors and other components.

### Get the Latest "Hot Movers" Flyers

These flyers show the top parts for each brand of truck and 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 into the dealer site at [reddotcorp.com](http://reddotcorp.com) and click on "Literature."

## SHOP TIPS

### 50/50?

### What are the Odds?

**A**ntifreeze has evolved along with diesel engine technology over the years, but you still need to dilute it with water at a 50/50 concentration. Topping off low coolant with straight water or pure antifreeze can degrade the freeze-point protection and lead to slushing, poor heat transfer, and engine damage.

For those of us in the A/C parts and service business, an improper mix can increase the risk of broken or leaky water valves. At low temperatures, liquid inside the valves will begin to ice up and damage the seals, causing them to leak. Who cares, when it's as cold as it's been? You want water flowing through there and getting hot, right? Well, as temperatures warm up and you want that water valve to close, it might not turn off completely.

This winter, as you're testing coolant mixes, ask drivers if they're having trouble with their heater. You might need to add water valves to the work order.

### Get Certified

**W**inter is a great time for training, and Red Dot can help your technicians get 609-certified. Any technician who opens up a mobile A/C system must be certified in refrigerant recovery and recycling procedures according to Section 609 of the Clean Air Act. It takes just one class to cover proper equipment use and service procedures under Section 609, followed by a 25-question, multiple-choice test. Once you're certified, there's no renewal or re-qualification needed.

If you want to expand the work your technicians can do, or you have customers whose technicians need training, talk to your Red Dot Account Manager about Section 609 certification.

## SALES

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All times are in the Pacific Time Zone



# Red Dot Corporation Sales Bulletin

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## **Order Your 2014 Catalogs Now!**

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We are now accepting orders for our **2014 Units and All Makes Replacement Parts Catalog**. Please indicate below how many catalogs you would like to order and we will ship as close to that quantity as possible.

*(10 catalogs per case)*

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**Name**

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**Company Name**

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**Address**

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**City/State/Zip**

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**Number of Catalogs**

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**PLEASE EMAIL or FAX TO**

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