

# e-advantage



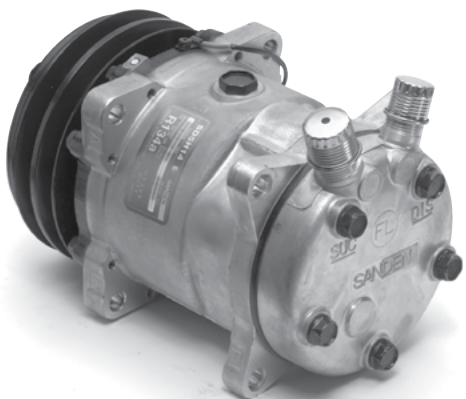
## In Stock Now: Sanden Compressors

**W**ith the weather getting warmer, demand for compressors is going to heat up. It's time to place orders.

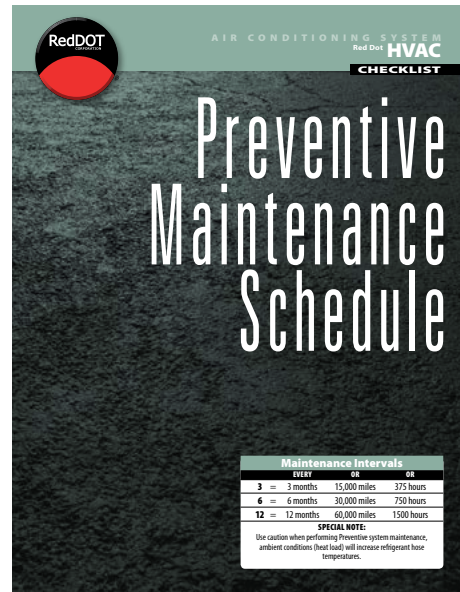
Most of the popular Sanden compressors are in stock now and ready to ship directly from our inventory. (We no longer drop-ship Sanden units and have done away with "DS" designator for Sanden compressors.)

Sanden SD7 compressors are the industry's most popular heavy-duty A/C compressor 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.

When it comes to Sanden compressors, we want to be your go-to source. Talk to your Red Dot Account Manager about pricing and quantity breaks.



## Get a PM Schedule



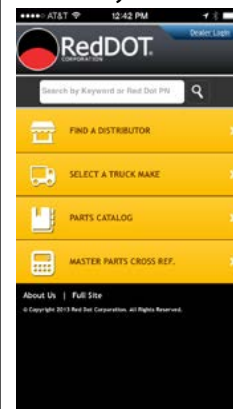
In the parts and service business, one of the best sales tools is a PM schedule.

Go to [www.reddotcorp.com/resources/product-literature](http://www.reddotcorp.com/resources/product-literature) to download our HVAC system preventive maintenance schedule. Whether customers do PM work by the mile, by the month, or by the operating hour, make sure they know how to keep their HVAC systems on schedule. Post our PM schedule online or at the counter, and include it with your promotions. Every season is A/C season.

## Coming Soon to the App Store

We're excited to see so much traffic on the Red Dot mobile site, which gives you access to our online catalog as well as the ability to order parts right there on your mobile device.

Now we're getting ready to launch the Red Dot app. It's the most convenient way to search and cross-reference



products in the Red Dot catalog, with automatic updates delivered to your smartphone or tablet. Look for details next month.



## Red Dot News

### Get the Latest "Hot Movers" Flyers

Our "hot movers" flyers list the top parts you need to perform preventive maintenance on each make and model 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 your customer's fleet. To download the flyers, log in and click on Literature.

Whether you're a parts manager, counterman, or in outside sales, you can use your catalog and flyers to show customers that you can supply a full range of OE-quality HVAC products for the whole fleet—every make, every model. You can be your customer's single source of HVAC parts and preventive maintenance, delivering comfort, reliability, and value with Red Dot all-makes parts.

## STORIES FROM THE FIELD

# On Deck with SRS Crisafulli

Interstate Power-Systems in Billings, Mont., is no stranger to specialty OEs that build off-highway equipment. But with SRS Crisafulli, there's more to the term "off highway" than what's on the surface.

Based in Glendive, Mont., the company manufactures industrial dredges for pumping sediment, sludge, slurries, hazardous waste, and other watery material.

"We were calling on Crisafulli for other business. Being a few hours up the road, we realized there was an opportunity to offer Red Dot units and to back them up with local support," says Mike Ray, branch manager.

That was nearly 15 years ago. Today, Crisafulli design engineer Jordan Webb says a cab and A/C are must-haves for dredge operators.

"Dredging work involves long hours in an exposed environment and, frankly, it's not exciting," Jordan says. "At the same time, the operator is in charge of an expensive machine on a very expensive project. His comfort and level of alertness are important to keeping the machine running efficiently."

SRS Crisafulli equips its cabs with Red Dot R-9777 rooftop units, and the low maintenance and high performance



Photo by SRS Crisafulli

are in tune with the company's sales message. At the factory, installation "is probably the easiest part of our manufacturing process," Jordan says. "Our distributor provides the unit and the mounts for the engine, we run a hose between them, and we're done."

He says the Red Dot WD network is another benefit. Most Crisafulli customers are in the United States and Canada and want to know about parts and service. Many are familiar with Red Dot because they have our units elsewhere in their operation.

"We're always on the lookout for specialty OE business," says Mike. "Red Dot units, coupled with local support, make a pretty appealing combination."

If you see an opportunity with a specialty OE, talk to your Red Dot Account Manager about how we can support your sales efforts. You never know what opportunities will bubble up.

## SALES

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

**Jeff Engel** – Cell: 630-235-1289  
[JeffEngle@RedDotCorp.com](mailto:JeffEngle@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  
Cell: 206-979-7282  
[BillJewell@RedDotCorp.com](mailto:BillJewell@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)

**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)

**Kristina Wolbeck** – 1-800-364-2708  
7:45am - 4:30pm Monday - Friday  
[KristinaWolbeck@RedDotCorp.com](mailto:KristinaWolbeck@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)

**Rene Andrews** – 206-575-3840, x3632  
Warranty Claims Analyst  
6:30 – 5:15  
[ReneAndrews@RedDotCorp.com](mailto:ReneAndrews@RedDotCorp.com)

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

APRIL 2014