

Professional Distributor

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+ 2015 People's
Choice Winners:
PTEN readers weigh in
on their top products
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Innovation Awards
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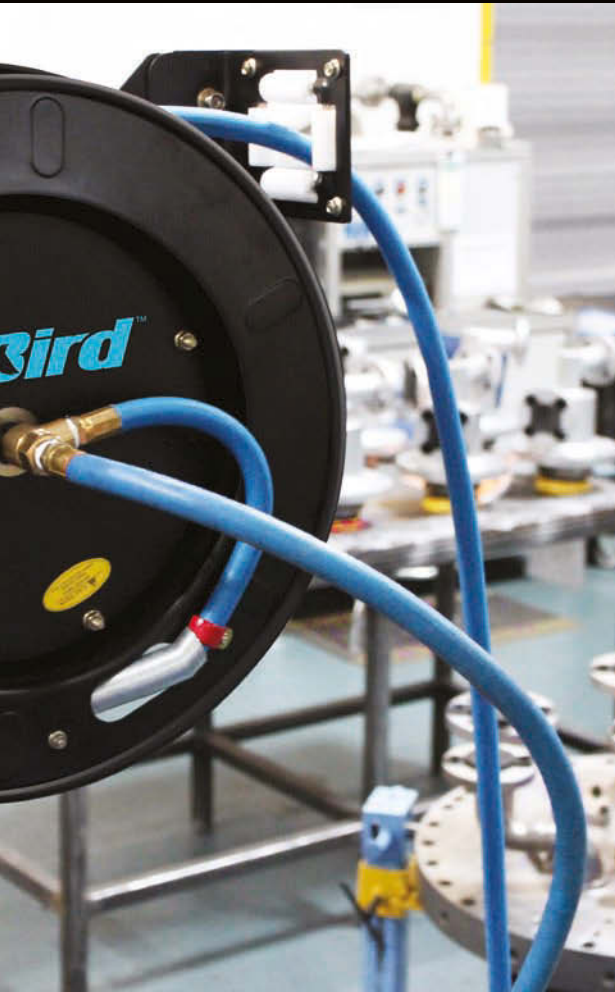
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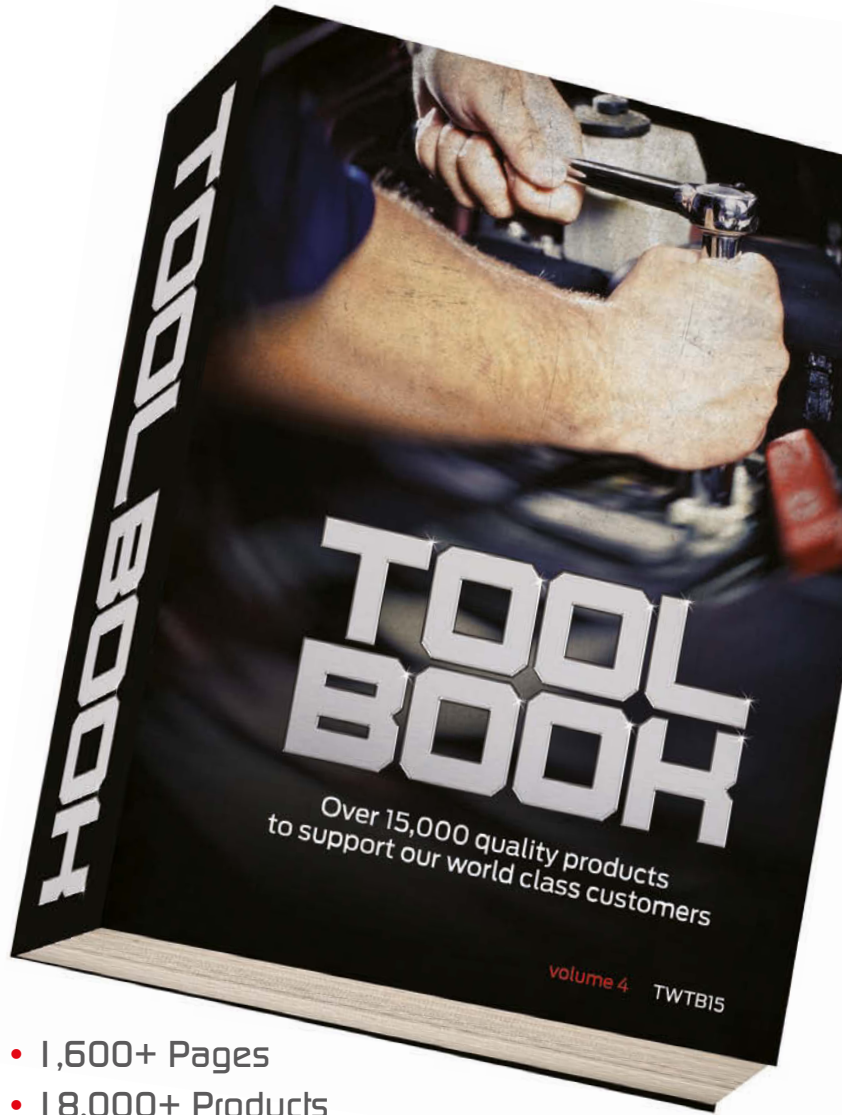
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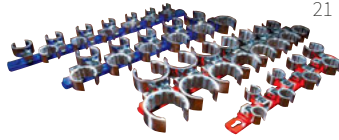


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VEHICLE SERVICE PROS

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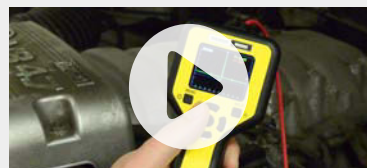
Tech Tip



Brushless motors will become the standard on the power tool market. Why? Nicholas Bush of ACDelco explains in this Tech Tip. To read the full article, visit:

VehicleServicePros.com/12091995

Featured Video



To watch a video demonstration of the Hickok AutoWave signal waveform viewer, be sure to go online and visit:

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Product Tool Review

One reviewer has a long list of things he likes about the SP Air 1/4" Sealed Mini Flat Ratchet Wrench. From the size and weight to the direction switch, "basically, I love the whole tool," he says. To read the full review, visit:

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BY LARRY GREENBERGER,
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Thanks for your feedback

A review of the recent *Professional Distributor* reader research provides interesting results.

This issue finds editor Erica Schulz-Schueller on maternity leave enjoying time with her new son, Everett. So, I am taking the opportunity to thank you for participating in our research over the years. Your feedback is intriguing and telling, but more importantly, helpful in developing what is reported.

Here are results that have been consistent over the years.

Your best-selling categories of tools are cordless power tools, hand tools and diagnostic tools and equipment. This is not surprising, as the Professional Tool & Equipment News (*P TEN*) reader research lists these three as categories your customers plan to purchase more of as well. Throw in specialty tools and you have the hot areas for *P TEN*.

The question:
 What is the single most important factor in making a tool sale?

Your answers, in this order: Quality (44 percent), Availability (17 percent) and Price (16 percent). Agree?

Again, the question:
 What do you see as your greatest competitive threat? By far, the answer is Internet tool websites. This response came from 60

percent of you, with other distributors being a distant second at 22 percent.

I will close with this last bit of information, but this, perhaps, is the most important subject. What issues related to your job are keeping you up at night?

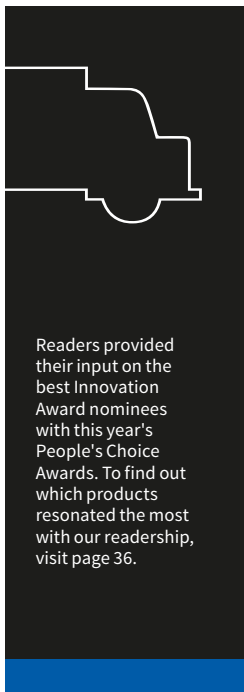
Collections was the No. 1 answer. No surprise, as you need to collect the cash to keep the business afloat. It is after this where things get interesting.

The second response was having the right inventory on the truck to maximize sales. This is a challenge, as you really need to have your pulse on your local market to track the types of repairs your customers see most often.

Over time, response No. 3, having the product knowledge to keep up with the complexity of tools and equipment, has been growing in importance. Vehicles are more complex and so are many of the tools. How do you go about selling them to your customers?

And, the No. 4 response was becoming a more effective salesperson. If I were in your shoes, I would invest in an annual trip to ride along with one of your friends on his or her route for a few days. Watching someone else in action does wonders for learning effective sales techniques.

That's it. Erica should be back next issue. **PD**



Readers provided their input on the best Innovation Award nominees with this year's People's Choice Awards. To find out which products resonated the most with our readership, visit page 36.

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Baltimore-based Cornwell Tools dealer John Patterson got his start in 2007, after working 20 years as a diagnostic technician.

CONSISTENCY over time

Baltimore-based Cornwell dealer John Patterson has found success by taking a balanced, measured approach to his business.

BY MIKE SCHMIDT, MANAGING EDITOR

John Patterson is a firm believer in focusing on the process over the results when it comes to his business. By maintaining a consistent approach to sales and servicing his customers as effectively and efficiently as he possibly can, the Baltimore-based Cornwell Tools dealer has become one of the best in the business at selling tools.

Patterson learned a saying during his days as a diagnostic technician that he feels perfectly sums up his approach toward his job as a tool dealer: “Don’t trip over dollar bills to get to nickels.” This phrase is a helpful reminder for him not to focus too much attention and energy on the inevitable and ultimately inconsequential day-to-day frustrations that come along with trying to sell tools for a living and, instead, remain focused on what truly affects his business’s bottom line.

“I just stay on track and look at the picture, and the little stuff falls in place,” says Patterson.

“Success is all about repetitiveness and being quick on your feet to the point that it is natural,” he continues. “And I think customers pick up on that.”

Consistency over time

Patterson got his start as a Cornwell Tools dealer eight years ago after roughly two decades as a diagnostic technician. His

time as a tech significantly influences how Patterson conducts business with his customers, and he maintains his certification as an ASE-certified master tech to ensure he remains informed on their needs and issues.

“How I deal with customers is how I expected to be serviced as a technician,”



When he arrives at a shop on his route, Patterson always takes a flyer with him when he meets with his customers.

Where in the world is this professional distributor?

Cornwell Tools dealer John Patterson’s route is primarily an urban one that covers the City of Baltimore and surrounding areas.



John Patterson
Baltimore, Md.
Population:
622,104



he says, adding that he is ritualized and works diligently to treat every one of his customers the same, no matter what. “I try not to forget that, and I have based my business on a couple of influential dealers I’ve dealt with over the years, one being the Cornwell guy I saw when I was still a technician. He was my first district manager.”

Patterson’s efforts certainly have paid off. In addition to having been a member of the Cornwell Century Club all eight years he’s been a tool dealer, Patterson made more than \$625,000 in sales last year and has seen his business grow in all but one year since he got his start.

“There are ebbs and flows to this business, but I try to stay as ➔

DISTRIBUTOR PROFILE



Patterson approaches every potential sale with two questions in mind: "What can I do for this customer to make his or her job easier" and "How can I make our working relationship more profitable for the both of us?"



Patterson currently has 298 customers on the books, and he collects money from approximately 75-85 percent of them.



Patterson tries to sell one "tool storage solution" per week on average.

consistent as I possibly can," says Patterson, who adds that an average week for him consists of \$10,000 to \$12,000 in completed sales. "There are little waves in my numbers, and I don't know if it's because of the way I do business, but that's just the way it works out."

In and around Baltimore

The longtime Cornwell dealer's route is located in Baltimore, but it also covers some of the surrounding area. His stops mainly consist of urban-area automotive aftermarket shops, but he also sees some body shops and a few dealerships. At this point in time, Patterson avoids many chain outfits due to the high incidence of technician turnover at those shops, he says.

When he arrives at a location on his route, Patterson makes sure to take a flyer with him to meet with his customers. While the vast majority of his business is conducted in person, he also receives orders via text from time to time. On most occasions, he receives these texts less than 24 hours after he visited with that particular customer and it is because the person saw something in the flyer or neglected to ask about it.

Patterson credits Cornwell with contributing to his sustained success as a mobile dealer. He says he consistently receives the support he needs to do his job effectively, and he appreciates that his needs and concerns are both heard and valued.

"If you are talking to somebody in management, whether it be your district manager or the national sales manager, you will get listened to," he says. "It's never been 'figure it out.'"

According to Patterson, his route is set up in such a way that he doesn't drive more than 300 miles a week and is home by 5:30 PM or 6 PM most evenings. He credits his wife, Jeanne, and her efforts as a stay-at-home mom as one of the driving forces behind his ability to maintain a work schedule reasonable enough to allow him to spend quality time with her and their three sons, John III, Jack and Jakob.

"If my wife didn't do what she did for me, I wouldn't have the time I have on evenings and weekends," he adds.

Service first and foremost

While Patterson says he makes his living as a salesman, he says customer service is his primary focus on a daily basis. It's also one of his greatest strengths as a tool dealer. His efforts to both understand and attend to his customers' needs have served Patterson well and have allowed him to develop the kind of consistent success all tool dealers are looking for from their business.

He approaches potential transactions with two questions in mind: "What can I do to for this customer to make his or her job easier" and "How can I make our working relationship more profitable for the both of us?"

John Patterson's Top 5 Tools

1. **Cornwell Jump Box, CLR JNC 4000CW** This jump box has a 1,100 peak ampere and includes 23" heavy duty No. 2 cables and a DC outlet to power 12V accessories.
2. **Cornwell Hose Clamp Pliers, No. ASHCP949** Features include a double-gear lock lever with wider and deeper gears for secure locking, as well as a precision clamp on the end of a flexible cable for extended reach.
3. **Cornwell Toyota/Lexus Oil Filter Cap, No. IPBT71110A** Designed to provide multiple contact points with housing for maximum removal torque, this tool is made of high strength forged alloy.
4. **Cornwell 350 Lumen Rechargeable worklight, No. ECKL620** With a slim, long reach design and an ergonomic grip, this tool is well-suited for illuminating confined areas. A total of 62 Super Bright SMD LEDs provide 350 lumens of bright white light.
5. **Cornwell 7pc Oxygen Sensor Socket Set, No. HRC4673** This versatile set includes SAE and metric sockets for the most common applications.

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Video

A video player provides a specific product's information to technicians and shop owners on the truck.



Software

Because his Cornwell software does not allow Patterson to search for customers by phone number, he has taken to saving those numbers in his phone and via Apple's iCloud.

Maintenance

Patterson drives a 2005 GM truck, and he bought it used when it was two years old in 2007. He keeps his overhead down by performing his own maintenance and repairs.



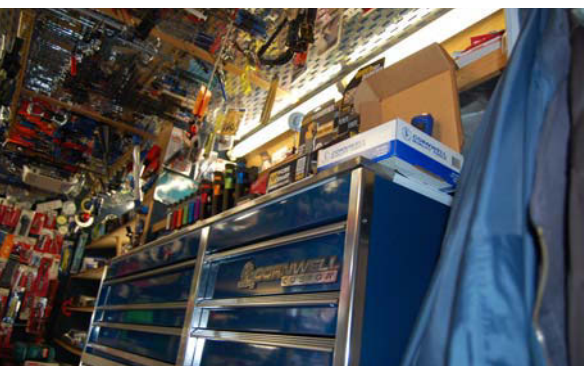
Tool storage

Selling toolboxes and carts are critical to the success of Patterson's business. He says he averages one "tool storage solution" sale per week.

DISTRIBUTOR PROFILE



When he sells a toolbox, Patterson makes sure to place a strong emphasis on customer service.



A toolbox on the truck just prior to its delivery to a customer.



Patterson does roughly \$10,000 to \$12,000 in tool sales per week.



These flashlights were arranged by Patterson in an eye-catching fashion to garner customer interest.

“Don’t focus just on your customer,” Patterson continues. “Look to see what he’s working with, and look to see what he’s working on. At that point, you are not selling anymore. You are helping the customer.”

In order to be able to better service his customer base, Patterson has made the unique decision to save all of their names and numbers in his cell phone. He backs up the data via a cloud computing service, but all of the information he needs is available to him anytime, anywhere.

“I used to get random phone calls from numbers I didn’t recognize,” he says. “It could be anyone, someone on the other side of town that I don’t normally deal with.”

While Patterson totes and promotes in some shops and does some raffles, he tries to be strategic with them.

“Guys get bored with it otherwise,” he says of the raffles.

At this point in his career as a seasoned and successful tool dealer, Patterson does not really worry about finding new customers. He says his current base is large enough that there is no pressure to seek out more at this time. Patterson currently has 298 customers on the books, and he collects money from approximately 75–85 percent of them.

“I was told from the very beginning that this business is no longer about making the home run on every single sale,” he says, noting that his turns are 7–1/2 to nine weeks right now. “It’s about volume. That’s why I can have a seven–eight–nine week turn, because I have almost 300 customers on the books.”

When making sales, Patterson says, he focuses less on a customer’s potential payment schedule and more on what he can receive for a down payment at that time.

“Ninety–nine times out of a hundred, the number the person tells me is more than the number I had in my head,” he continues.

By “putting the ball back in the customer’s court,” Patterson adds, it lets the customer feel like he or she is in control of the purchase terms. “Let them think they are making the decision. Because they want to pay it down, and they owe less after good down payment.”

A baseball mentality

Customers skipping payments can be one of the most frustrating realities for any tool dealer, but Patterson says he has learned to take them in stride and recognize they will happen from time to time.

“It’s a baseball mentality,” he says. “You are going to throw a pitch a guy connects on for a home run every once in a while. You just got to get back in there and keep going. If you sit there and beat yourself up about this stuff on a day–to–day basis, you will not be successful. The only thing you can do is do what you normally do as far as trying to track down skips and then just move on with your day.” ➔

Open lines of communication

Quick and effective communication is critical to the success of any distributor, and Baltimore-based Cornwell Tools dealer John Patterson has developed a few ways to improve in this area to help make his job easier.

He recently started saving his customers’ telephone numbers in his cell phone to better be able to identify them when they call.



“I have it set up through Apple iCloud so it isn’t taking up memory, but I can access everything on my phone,” he says.

For example, one of his customers recently contacted Patterson about purchasing an item while the distributor was at his son’s lacrosse game. Because he could readily identify who it was and what he needed, Patterson looked up some product information on his phone, took a snapshot of the product and texted it to the customer immediately. Patterson’s efforts were rewarded, as the customer purchased the product.

Patterson also receives text orders from customers, often less than 24 hours after he has visited them in person.

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Patterson in front of his truck, a 2005 GM he purchased used when he got his start.

However, when one of his customers makes a purchase from another tool dealer and Patterson

notices, he cannot help but be a little affected by the decision.

“Every time I walk in and they’ve gotten that service from someone else, my first reaction is trying to figure out what I did do, what I didn’t do or what I can do better,” he says.

Building a rapport

Cultivating long-lasting and mutually-beneficial relationships with his customers is quite important to Patterson, and he believes they see the value of the time and effort he puts into providing them with the tools and services they need to do their work effectively. While they have the ability to go about purchasing tools and equipment in a variety of different ways, the repetitiveness of the business they have



A sign on Patterson's 2005 GM truck encourages customers to ask about financing options when purchasing tools.

conducted with Patterson keeps both parties happy and motivated to continue engaging in transactions.

“Most of my customers know this is how I make a living and they pay for the convenience of being in front of them every week,” he says. “It’s not logging onto the Internet and buying something. It’s not looking through a catalog and calling an 800-number to place an order. You are building a rapport with these guys.” PD

Success with tool storage sales

As part of his ongoing efforts to remain consistent and find a balance in everything he does, Baltimore-based Cornwell Tools dealer John Patterson has set the goal of selling one “tool storage solution” per week on average – be it a \$10,000 toolbox or a \$500 cart.

When trying to sell toolboxes, Patterson says, there are three things that dealers do that prevent them from finding success:

- They couldn’t get the customer what they needed/ were asking for.
- They couldn’t finance the customer.
- They didn’t ask the customer about upgrading tool storage.


“There will be weeks where I won’t sell anything, and there will be weeks where I go through four, five, six carts and a toolbox,” he says.

Patterson also places an emphasis on customer service when he makes a tool



storage sale. He will place a sweatshirt or jacket in the bottom drawer of any box he delivers to a customer, mostly because he sees the value in making a small gesture of gratitude for the sale.

His efforts to provide customer service manifests itself in other ways as well. Patterson provides fittings for air tools and puts them on for the customer. The fittings only cost a dollar, but sometimes, Patterson says, the little things go a long way toward ensuring his customers are satisfied and will continue to purchase tools and equipment from him in the future.



Quick stats

Franchise:
Cornwell Tools

Established:
April 2007

Route type:
Urban

No. weekly customers visited:
350

No. of customers on the books:
298

Average stops per week:
90

Weekly windshield time:
300 miles

Annual sales for 2014:
\$625K

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MOST WANTED



A

A Gunslinger 13" Heavy Duty Square Harness Biker Boots

The **CB Boots Gunslinger 13" Heavy Duty Square Harness Biker Boots** offer natural full-grain leather and a cushioned insole. The boots' Vibram outsole is resistant to gas, oil and grease. The straps, which feed through a solid metallic harness ring, feature embroidered logos. **Enter 22 at "e-inquiry" on VehicleServicePros.com**

B Starter Buddy

The **Electronic Specialties Starter Buddy**, No. 165, speeds up the starting/cranking diagnostic procedure and finds high resistance in the circuit. This product performs a live cranking test on the vehicle to determine exactly which part of the electrical circuit has the issue. To find resistance issues, the tool makes three connections to the vehicle, then samples the live cranking voltage at each point. Starter Buddy pinpoints any excessive voltage drops and identifies which part of the circuit has the problem. **Enter 23 at "e-inquiry" on VehicleServicePros.com**

C Universal Spline Ratcheting Wrenches

GearWrench 120XP Universal Spline Ratcheting Wrenches feature 120XP Double-Stacked Pawl technology, providing 120 positions for every full rotation, and a swing arc of as little as 3 degrees, allowing them to turn hard-to-reach fasteners in confined areas. These wrenches are available in three styles: combination, flex-head combination and flex-head GearBox. **Enter 24 at "e-inquiry" on VehicleServicePros.com**



B

Do YOU stock it?

The following products are among the most requested tools and equipment from recent issues of PD's sister publication, *PTEN*. Perhaps you've already received requests about some of these items. Take a closer look at stocking them.

D Boost Max

The **Cal-Van Tools Boost Max**, No. 560, offers portable power for jump starting most diesel engines, trucks, cars, boats, ATVs and more. The 560 also can be used to charge electronic devices. The Boost Max offers a high-capacity nano Lithium battery for fast charging with low self-discharge cycles (up to 1,500 charging cycles). This tool includes the Intelligent Clamp for jump starting, with built-in safety protection from overcharging and over discharging. This tool also offers live amperage reading. Four different types of charging modes are available, including 5V 2A, 5V 1A, 19V 3.5A and 12V 10A. The Boost Max weighs only 1.5 lbs. **Enter 25 at "e-inquiry" on VehicleServicePros.com**

E Wire Clamp Tool

The **Assenmacher Wire Clamp Tool**, No. WSC15, offers a solution for holding wires in place during soldering. This tool acts as a second set of hands, clamping down onto wires from either side of the tool. This tool holds firmly and may be used for various gauges of wiring. The magnetic base is available separately. This tool offers a die cast aluminum frame with steel magnetic base and is made in the U.S.A. The 6" flex cable arm helps in difficult-to-reach areas, the spring-loaded articulating claws clamp onto wires firmly. **Enter 26 at "e-inquiry" on VehicleServicePros.com**

F Bluetooth ChassisEar

The **Steelman PRO Bluetooth ChassisEar - NVH noise and vibration detection system** is used to pinpoint unwanted noises in a vehicle in conjunction with a Windows or Android based device. This upgraded version of the company's Wireless ChassisEar includes four rechargeable Bluetooth clamps, a Bluetooth stethoscope, a docking station and an accessory tray. The tool is useful for diagnosing chassis, bearing, drivetrain and wind noises. **Enter 27 at "e-inquiry" on VehicleServicePros.com**

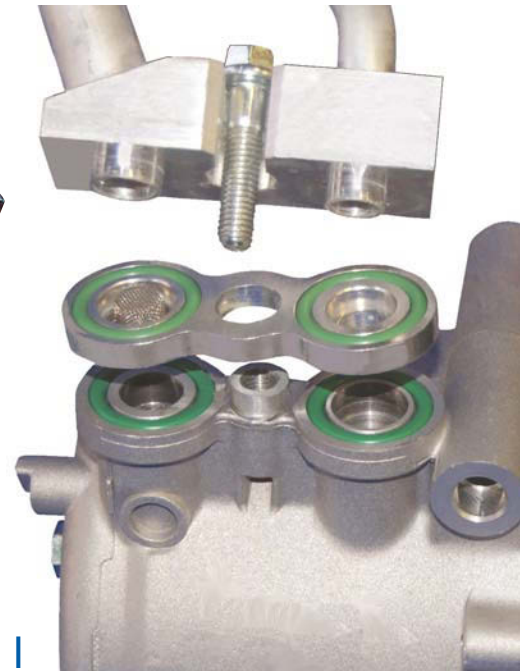
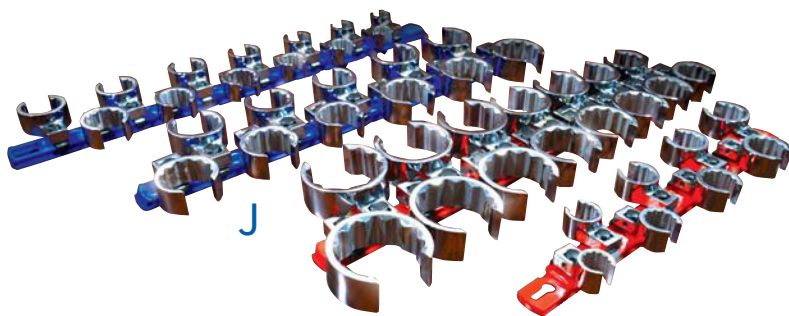
C



E



D



G Dead Blow Hammer Kit

The **Dent Fix Equipment Dead Blow Hammer Kit**, No. DF-DB79K, adapts to painless dent repair (PDR) tool needs with interchangeable tips. The kit includes interchangeable screw-on tips, including aluminum round, steel round, rubber round, plastic flat, brass round and brass flat tips. The dual head gives the user two striking ends to knock down high spots on dent repairs. Blowback is eliminated thanks to the dual flex neck that cushions each strike. The 7" tool, which comes in a blow molded case, can be flipped over to use the chiseled end for prying off door trim panels or removing glue residue and glue attached to PDR pulling tabs.

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H CAT IV Wireless Clamp

The **Lang CAT IV Wireless Clamp**, No. 13810, allows technicians to use a smartphone or tablet to view measurements wirelessly. It offers technicians the flexibility to choose from test lead measurements, standard clamp head or low-amp clamp-on current head. Users can remotely measure and display AC/DC volts, up to 400 amps or low amps with mA resolution. The 13810's transmitter communicates using wireless protocol compatible with smartphones and has an additional wireless RF module built-in for future expansion.

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I Compressor Guard Filter Plate Tool

The **Airsept Compressor Guard Filter Plate Tool** prevents leftover debris from entering a new compressor after a compressor failure and 3/4 A/C system flush. OE-approved compressor guard suction filter plates sit at the suction port and trap any large debris heading toward the replacement compressor. The customer can bring the vehicle back after approximately the first 100 miles. Any harmful debris in the A/C system will have been trapped by the Compressor Guard Filter Plate Tool, which can be left on or taken off to show to the customer. It is available for more than 7,000 compressor applications from 1978 to 2014 vehicles, including Honda, Acura, Ford, GM, Chrysler, Mazda, Saab and more.

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J Metric Crowfoot Wrenches

Martin Tools Metric Crowfoot Wrenches are available for ratchets, sizes 3/8" (15-27mm) and 1/2" (28-50mm). The Metric Crowfoot Wrench design allows for maximum contact between fittings and the wrench for greater torque loads with difficult angles, according to the company.

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Welcome to Sneak Peek!

This section features recently introduced products you can see before technicians do in PTEN.

SNEAK PEEK

EXTENDED-REACH CAPABILITY

The **Chicago Pneumatic 1/2" Angle Impact Wrench**, No. CP7737, at only 3.46" wide and 9.8" long for extended-reach capability, can provide 220 ft/lbs of max torque in confined and hard-to-reach spaces. This impact features an ergonomic handle, a full teasing trigger, easy forward/reverse control and weighs only 2.5 lbs. Also available with a 3/8" drive, the CP7727 provides a maximum torque of 185 ft/lbs.

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GRIPS AND GRIPS AND GRIPS



MOBILE JOBBER SELLING TIPS

- 7 different sizes (5" to 22")
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Part Number:
87 01 250

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COMPATIBLE WITH J2534-1 AND J2534-2 REPROGRAMMING STANDARDS

The **Launch J-Box 2 pass-thru device** is compatible with both SAE J2534-1 and J2534-2 reprogramming standards in addition to GM's GDS2 and Tech 2 WIN. The high-speed (480Mbps) USB connection, secured by two fasteners, guarantees a proper download every time, according to the company. The J-Box 2 offers future compatibility for all makes and models, a BMW 20-pin adapter, LED status indicators, an aluminum casing and more. The J-Box 2 includes free J2534 call-in support and a two-year warranty.

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FREES LIFT FOR OTHER PROJECTS

The **Pro-Line Box Dolly** is manufactured for use with the company's Motor City Lift King. The dolly allows an operator to easily move a box anywhere once it's removed from a truck. This mobility assists repairs, painting, detailing or storage and allows a lift to be used for other projects.

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MaxiSYS Elite



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Introducing the next level in the MaxiSYS Diagnostic Family. The **MaxiSYS Elite**, built for the professional technician, it's faster, thinner, brighter and its unique Elite Docking Station sets it above the rest.

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VCI

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* OBD II generic tools not eligible.

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- The included adapters, hoses, and fittings cover most fuel injection systems worldwide
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13810: CAT IV CLAMP-ON METER

- Bluetooth to either Android or iOS devices with 30' range
- Test leads for AC or DC volts to monitor voltage level or drops while vehicle is running
- Standard AC/DC current clamp for starter, alternator, or other higher current measurements to 400A
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SNEAK PEEK



MULTIPLE STANDARD WIDTHS

The **Torin Commercial Equipment 10,000-lb Two-post Lift** offers 3-pc front and 3-pc rear arms. The front arm has a full 180 degrees of articulating capability, multiple widths standard, no exposed hydraulic hoses or cables and a single-point lock release that is very smooth and easy to operate, according to the company. This lift comes with a two-year parts and labor warranty, stackable height adapters included and an optional 2' height kit for additional clearance, if needed.

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PAIR WITH APPLE AND ANDROID SMART DEVICES

The **DeWalt 20V MAX 2.0 Amp and 4.0 Amp Li-ion Batteries**, Nos. DCB203BT and DCB204BT, have Bluetooth capability. The batteries pair with Apple and Android smart devices via the free Tool Connect Mobile App, allowing users to control batteries remotely. Users can view inventory, turn batteries on or off at once, monitor charge level, view Bluetooth signal strength and pair additional batteries. The app home screen shows an individual battery's diagnostics and settings. This app allows equipment to be shut down to conserve battery life and deter theft. Users also can receive important alerts generated for the app and compatible batteries.

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WORKSPACE POWER SOLUTION

The **Grid by Tech-Life** is the first all-in-one power solution for the modern technician's workspace, according to the company. This surge-protecting power station is designed with a flat top so that the technician can plug in and store up to four chargers from their cordless tools on top of the unit, leaving five outlets free for any on-demand power needs. With the storage space on top, it takes up no more room on the toolbox than the chargers themselves and eliminates the endless struggle to find power outlets that most technicians face every day, according to the company. With nine power outlets, four 2.1A USB charge ports, surge protection, a 10' power cable and a three-zone power selector system, this power station aims to deliver all of the power a modern technician requires directly to the workspace.

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STRETCH FARTHER TO FIT COMFORTABLY

The **Adenna DarkLight nitrile powder-free gloves** are resistant to punctures and chemicals. The exam-grade gloves have an average 9-mil finger thickness and are one of the thickest black nitrile gloves available, according to the company. The DarkLight gloves are ideal for technicians who are looking for added protection against paint, paint thinners and light chemicals. The formulation makes these gloves softer and stretch farther to fit comfortably on the hands with a textured surface for excellent grip.

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SNEAK PEEK

ADJUSTABLE VACUUM SYSTEM



The **Zipp Air Tool 3/16" Straight Air Hydraulic Riveter**, No. ZIR316, hangs from any balancer to set a rivet in any position. With an adjustable vacuum system, the riveter has 2,000 lbs of traction power and can be applied to any type of stainless steel rivets. The tool has a stroke length of 5/8", an average air consumption of 0.03 cfm and weighs 3.4 lbs. The 15-5/8" long tool has a 1/4" air inlet.

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PROVIDES FULL ACCESS TO ENHANCED VEHICLE DATA

The **Ease Diagnostics X2 Pro Scan Tool** for Windows features full access to enhanced vehicle data, powertrain, chassis and body controllers, bi-directional controls and fast sampling rates, so users can quickly and accurately perform diagnostics. This scan tool gives the technician advanced graphing displays and long data recordings unavailable in traditional automotive diagnostic tools, according to the company.

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PLIERS LOCK INTO 98 PERCENT OF FILLERS

The **VIM Tools Quick Clamp Universal Oil Filler Funnel**, No. QF1, features spring loaded pliers that lock into 98 percent of all fillers. With glass-filled nylon pliers and a clear funnel section, this tool saves time because there is no need for multiple threaded funnels or adapters, according to the company.

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- 3.5 hour runtime

ClipMate® USB

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- Red LED light to preserve night vision

CORE 4 USB

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Double Clutch® USB

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SNEAK PEEK



HOLDS READING ON DIAL FACE UNTIL CLEARED

The **Astro Pneumatic 2-in-1 Tire Pressure And Tread Depth Gauges**, Nos. 3085 and 3086, measure tire pressure from 0 to 80 psi. They include a probe for measuring tire tread depth for 0" to 13/32" in 1/32" and 1mm increments. Both gauges are built to hold the tire pressure reading on the dial face until cleared, meet ANSI standards for pressure accuracy and are constructed with a shock-proof design and rubber sleeve for durability. The 3086 includes a stainless steel braided hose.

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AUTOMATICALLY CHASES GOOD THREAD SECTIONS

The **line of Universal Internal Thread Repair Tools** from **Anglo American Tools** automatically chases good thread sections to repair the damaged parts. The tools restore inch or metric and right-hand or left-hand fastener threads. There is no need for calibration or thread type identification, and the floating cutters are self-adjusting to any pitch and size within range. Nylon pads are available to avoid marring softer metals. The line of tools services outer capacities from 5/16" to 4-1/4" and a range of pipe capacities from 1/16" to 3-3/4".

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VISUALLY INSPECT INACCESSIBLE AREAS

The **Steelman Pro Wi-Fi Video Scope**, No. 78823, transmits high definition video wirelessly to a smart device or PC allowing users to visually inspect inaccessible areas. The head, which measures 1m long and 5.5mm wide, gets into the tight spaces, and it inspects hard-to-see places such as engine cylinders and valve trains. The included app can capture screenshots, record video for later review and use a device's microphone to record sounds or memos. The Wi-Fi Video Scope is part of Steelman Pro's Intelli Tech Suite, a platform of innovative diagnostic tools and software that harness the power of smart devices and turn them into diagnostic devices.

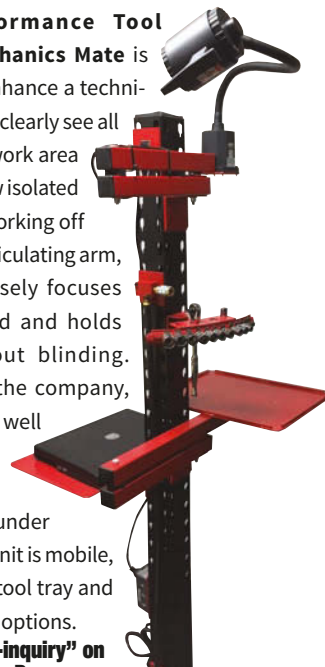
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ILLUMINATES ISOLATED AND HIDDEN WORK AREAS

The Transformance Tool Systems Mechanics Mate

is designed to enhance a technician's ability to clearly see all details of the work area - no matter how isolated and hidden. Working off a universal, articulating arm, the LED precisely focuses where pointed and holds steady without blinding. According to the company, the unit works well under the hood, under the vehicle or under the dash. The unit is mobile, has a fold-out tool tray and additional tool options.

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WITH LASER LINE AND LED

The **Corghi wheel balancers**, Nos. EM9250 and EM9280, offer a Laser Line and LED for easier weight application. Both models come standard with 2D auto data entry and power requirement of 110V or 220V, which are interchangeable upon set-up. The standard programs are static, dynamic, aluminum, split-weight, match-mounting, motorcycle and Laser Line w/LED.

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HOLDS ANY SIZE WRENCH

The **E-Z Red Wrench Rac** holds up to 15 wrenches. The magnetic organizer holds any size wrench, allowing one-handed access. It is designed to magnetically hold from the center of the wrench, unlike conventional “V-style” holders. Utilizing non-scratch, heavy duty, anodized aluminum with magnetic end caps, the Wrench Rac adheres to any steel surface and accommodates flex head and stubby wrenches in addition to standard models.

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REDUCES TRIAL AND ERROR REPAIR METHODS

The **Matrix Electronic Measuring Matrix Wand** is a handheld, portable method for collecting a 3-D vehicle blueprint and discovering needed repairs. The device allows users to choose and measure from any point, create estimate reports in minutes, identify hidden damage and its severity, align suspensions correctly, order suspension parts quickly and improve cycle times. The Matrix Wand provides 3-D data validations for insurance companies and creates post-repair reports to verify quality. The 3-D virtual data reduces trial and error repair methods, increasing efficiency.

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78823

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BY JOSH SMITH
ASSISTANT EDITOR

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The fundamentals of shop lighting

Information on various types of lighting tools, and how to present these products to customers

Simply put, a technician cannot work efficiently if he cannot see what he is working on. So shop lighting – in various forms – is extremely important to keep service bays operating efficiently.

“If you can’t see it, you’re going to trip over it,” says John Schira of Maxxeon – a company that designs and builds cordless lighting tools. “If technicians are under a car and they’re using some sort of portable lighting and they can’t quite see what they’re looking at, they can’t do the inspection right.”

However, there is more to proper shop lighting than grabbing a flashlight out of the toolbox.

Types of lighting

“Technicians not only work in multiple areas on the vehicle – under the hood, under the car on a lift, etc. – they also work in unique environments,” explains Mike Monteleone, senior product manager for Milwaukee Tool – a manufacturer of heavy duty tools and accessories. “Because of this, they need several different types of lights.”

Don Burgstead, marketing director at ATD Tools – a provider of professional automotive tools, says that a variety of lighting should include handheld lights for vehicle inspections, underhood lights to illuminate the entire engine compartment for extended periods of time and flashlights or pocket lights for convenience.

Additionally, Eric Pike – director for automotive products at Streamlight, a manufacturer of various lighting tools – adds that headlamps can aid a technician’s work as well.

“Whether for maintaining or repairing cars or light trucks, today’s comfortable, lightweight headlamps give automotive pros the hands-free lighting they need, when they need it,” Pike says.

Maxxeon’s Schira emphasizes the importance of quality portable lighting to increase productivity.

“Floodlight-style lighting in a work-light or a portable light is one of the most critical things,” Schira says, noting 60- to 180-degree beam angles are ideal. “You can imagine if (a technician) has an old-style flashlight, and he’s holding it a couple feet away, the beam diameter might be 4” to 6” wide. It’s not the tool for the job.”

Better technology, better productivity

Many of today’s lighting options perform at a higher quality thanks to advancements in battery and light technology. Arguably the biggest advancement is the use of light emitting diodes (LEDs).

“High-quality LEDs are rated at 50,000 to 100,000 hours of use. That’s six to 12 years,” says ATD’s Burgstead, noting LEDs are durable, generate less heat and can be more resistant to dust and water. “In addition, LEDs have significantly lower power consumption, which saves on electricity.”

Battery technologies, like the use of Li-ion power sources have progressed along with the development of LEDs.

Better features in handheld, headlamp and lantern lighting products also can help enhance shop efficiencies.

“Recent advances in lighting technology are offering a wide range of new lighting tools and features for improving productivity, reducing costs and keeping workers safer on the job,” Streamlight’s Pike says. “Owners should definitely stay abreast of these developments and ➔

Shop Lighting



Maxxeon
Lumenator,
No. MXN05000

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Streamlight
ProTac HL USB

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ATD Tools
SABER Corded/Cordless
Underhood Light, No.
ATD-80355

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Milwaukee
M18 LED Flood Light

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NOW - October

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November - Mid-December

- Lighting Training

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• Aluminum Repair Training
November - Mid-December
• Lighting Training

update their existing equipment to enable workers to perform more effectively.”

Specs to consider

When outfitting an operation with new lighting products, shop owners should consider what a lighting source will be used for specifically.

“Do you need to light up a big area or simply diagnose a problem quickly under the hood?” Milwaukee’s Monteleone says. “Does it need to stand, hang from the hood, go in my pocket, etc.?”

What’s more, Monteleone says users may find value in having portable lights that operate on one battery system to consolidate the amount of batteries and chargers in the shop.

Also, USB-rechargeable flashlights are widely available and give professionals the ability to charge “on the go.”

“USB rechargeable lights save time and (help technicians) avoid the worry of not having batteries on-hand when they are needed most,” Pike says. “They offer a quick, easy and convenient way to recharge – workers can simply connect to a USB port or use an AC wall adapter.”

Distributors should be prepared to answer customer questions regarding warranty, cost of operation and breadth of the product line.

Due to their lightweight, compact designs and power efficiencies, LEDs are the best option for portable lighting, according to Maxxeon’s Schira. But there are still several factors to consider before making a purchase.

“When they’re looking for portable lighting, the owners and techs need to consider how far away from the light source they are working,” Schira says. “What techs and shop owners have to keep in mind is the wide-beam angle – a flood-style beam. The wider the better.”

In addition to beam angle, shop owners may consider candela (the brightest spot on a focused beam), lumens and beam pattern, noting if there are any dark spots or other imperfections.

How to gauge a shop’s lighting needs

When distributors are visiting with a shop owner, they should ask questions about the current lighting setup and inquire about any difficulties the technicians are having. If a customer is using incandescent or fluorescent lighting, tool dealers can inquire about how frequent bulbs need to be replaced, the current fixture’s run-time and if batteries need to be replaced often.

“The biggest emphasis should be on meeting the customer’s needs, not selling them a light that does not solve their lighting problems,” Streamlight’s Pike says. “They should probe as to whether the customer needs brightness (lumens) versus more focused, distance illumination (candela). Run-times are also important. Will the product do its job for the entire shift or should they consider options like dual-source lights that allow the products to run longer, thereby permitting workers to complete a full shift?”

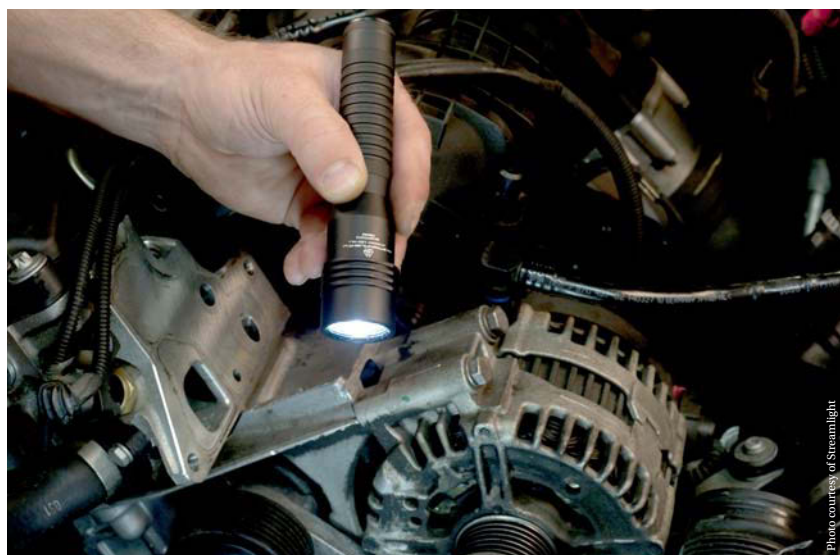
Milwaukee’s Monteleone says to focus on cutting-edge features too.

“Some manufacturers are utilizing the most advanced lighting technology so that the lights are optimized to accurately represent true colors and detail,” he says. “The user, therefore, experiences dramatically reduced glare, fatigue and eye strain for a more productive work area.”

Ask how frequently lights are used, how long they’re used and where they are used. Inquire if lights are used strictly indoors, or if they are utilized outside, too. Find out if the technician will be carrying the light with him and requires a pocket light or a product with a belt clip.

“(Distributors) should present the quality aspects of the light and the features and benefits as they apply to the intended use of the light, and that the light is designed for the professional user,” ATD’s Burgstead says. “If the light is a handheld design, does it have comfortable and rubberized grips for secure handling? Does the light head swivel or rotate, and does the light have a magnetic base or swivel hooks that allows maximum versatility when in use?”

Sometimes, asking an uncomplicated question can produce a telling answer. “I would say, ‘Do you have a cordless lighting tool that lets you easily see what you’re looking at?’” Maxxeon’s Schira says. “That simple question is amazing. At least half the time, a tech will give you a story of how much he hates his current lighting tool. So that’s where the conversation would start.” **PD**



Proper lighting, whether a handheld flashlight for underhood inspections or a floodlight for service under a vehicle on a lift, is critical for technicians to complete work efficiently.

Photo courtesy of Streamlight

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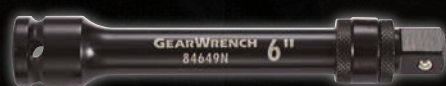
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BY PHIL SASSO
CONTRIBUTING EDITOR

Phil Sasso is president of Sasso Marketing Inc. (sassomarketing.com), a technical marketing agency specializing in tools and equipment. Subscribe to his free marketing tips at philsasso.com/blog

Want your customers to eagerly spend more money?

From eating peas to making payments, playing games is a great incentive.

If you've ever been around young kids, you know that sometimes the best incentive for unpleasant tasks is to turn them into a game. (Think playing "Here comes the airplane" with a spoonful of strained peas). Of course as kids get older, they outgrow that phase. Right?

Not really.

Not to insult them, but your customers can often be just big kids. To engage them, try making it fun by using motivational games. (Think playing "Make your payment to enter the drawing").

In marketingspeak, it's called, "gamification." Basically, playing games make a boring task, a learning process or a buying decision fun. It uses people's competitive spirit and desire to win to motivate them. There are entire businesses dedicated to gamification for sales and training.

But in mobile distribution it can be much easier than all that makes it sound.

I spoke to Mike Boyhan and Kurt Houpt, trainers at Cornwell Tools, to get their take on contests.

Q. Why do I have to turn paying their bill into some kind of game? When I pay my electric bill I don't get a gold star and no one enters me into a drawing for cash and prizes.

A. I agree. Paying your bills on time is an obligation. That shouldn't require an incentive. But keep in mind, you're not a bill collector. You're a salesman. The more fun

Go online to read past articles

Contributing editor Phil Sasso tackles the following topics:

- Some thoughts on compressor technology and sales techniques. To read, visit: VehicleServicePros.com/12061626
- Some advice on late payments, repos and how to handle chatty customers. To read, visit: VehicleServicePros.com/12029548



In this pirate's chest promotion, customers don't know what the chest contains until they win the raffle.

13 Week Jacket Program

Purchase at least \$400.00 in selected items and make your agreed upon payment every week for 13 weeks

(missed payments have to be made up by the end of the 13 weeks)

You will get the jacket now and be billed at the regular price. At the end of the 13 weeks if you have qualified I will credit your account for the jacket.

Incentives give distributors a reason to engage with customers and help them gain an edge over the competition.

you make payments or purchases, the more fun you are making buying.

Maybe you don't get prizes for paying your utility bills, but think about other things as simple as fueling your truck. Chances are at least one gas station on your route has a rewards program. And many credit cards have cash-back programs to encourage you to use them. So, if you look around, you may find yourself being steered or rewarded in more ways than you realize.

Okay, maybe it's not your personality to turn your truck into a carnival with games and prizes. But occasionally running a few simple drawings or contests to engage customers, stay on pace with your competition and reach your goals isn't such a bad idea.

Q. What kind of goals can I reach?

A. There are two basic goals that a mobile dealer can choose to reach for:

Boost Collections – This is perhaps the most common objective.

To reach this goal, a dealer allows customers to participate in the game or contest only if they make their weekly payment. Often if a client is behind, they cannot participate until they catch up. And to give an incentive to pay off their balance early, a dealer may give an extra entry if they pay an extra week's payment.

Often dealers will run a collections contest just before they take a vacation so they have an influx of cash before they leave and don't find themselves in a cashflow crunch from their time away from the route.

Increase Sales – This can have a big impact on the bottom line.

There are several ways to run this kind of competition/drawing. One of the easiest is to allow a participant an ↻



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SALES Q & A

entry for every \$X they spend. Say you choose \$25 as X. In that case, for every \$25 your customer spends with you, they get a chance to participate.

The benefit here is that customers are driven to spend more to get more entries in the competition. And, of course, if the customer is behind on payments they can't enter until they catch up.

No Goal - Of course you could just run a game for fun. But even that has the hidden result of bringing customers out to your truck to browse and should have an impact on sales.

You don't want to run a game too often or it loses its impact. Once a quarter seems to be about the right timing for most dealers.

Q. What kinds of games work best?

A. The games that work best are those that you get the most excited about.

Your excitement is contagious. Customers can tell the difference between you going through the motions and you believing in what you're doing. If you're having fun, they'll have fun.

Here are a few ideas. Choose the ones that work best for you and put them to use.

Penny Raffle - This is a simple game that is very popular with dealers and customers.

Each participant draws a raffle ticket numbered from 1 to 500 and pays for the ticket at the rate of a penny a number. So for example ticket 001 pays one cent and 500 pays \$5. By doing this, you'll have gathered \$1,250 once you sell your last ticket.

Before the contest, you buy about \$1,250 in prizes (for more on choosing prizes, see below). So the contest pays for itself.

Game of Skill - The "skill" involved in this tends to be nothing special, but adds to the fun.

Dealers create a game that customers play to earn a chance. This can range from making a basket with a Nerf basketball and hoop mounted on the back door to a dartboard. (I suggest using "safe" darts with plastic or velcro tips. You don't want anyone hurt.) If your customer makes the basket or hits the selected area of the target, he gets a chance in the drawing.

Hit the Deer, Claim Your Discount

Pick any of the tools marked with a blue dot and get a chance for up to 25% off
Choose your tools
Shoot at the hanging target
You get 3 shots
1 hit 10%
2 hits 15%
3 hits 25%
(Price all three 1 will still give you 25% off)



Playing games is an effective way to make a buying decision fun.

In this case, your customer doesn't pay to enter the contest, they just pay his or her account or make an agreed upon purchase amount.

Games of Chance - In these games, the dealer pays for the prizes and there is no cost to enter.

This can be anything from a blackjack game, to a football pool, to picking treasure chest keys. The game you play isn't as important as that the rules are easy to understand. No one wants to play a game that's too complicated or seems impossible to win.

Keep in mind, whenever you do a drawing, be sure there are customers around. You don't want anyone thinking you stacked the deck or that the drawing is rigged.

Take pictures of the winners to post on your bulletin board and/or your social media accounts.

Q. How should prizes be picked? Do certain ones work better than others?

A. The perceived value of your prize will influence participation in your game. Here are a couple types of prizes and ways to gather them for your contest:


Use Your Tools – This is cheapest for a dealer since tools can be purchased at cost and customers perceive them as valued at retail price. Or you can gather prizes over the year to put in your “prize closet” by using tools gathered at your annual expo or month specials. Any time you get a free tool, put it in your prize drawer for future use. Another way to use tools is to give your customers a truck gift card. This way they can choose what they want. Most winners will spend more than just the amount on the gift card.

Use Branded Gifts – Buy branded hats, shirts, mugs, jacket or whatever is popular with your customers to use as prizes. This has the added benefit of

lower price works better. Some like better prizes, so you’ll want to buy fewer prizes with high price tags.

Overall, the key to a game’s success is to have fun and listen to what your customers want in the types of

games and prizes. If a game works, run it again. If it doesn’t, there’s always a different one to try.

What’s working for you? Let me know and I’ll post the most innovative ideas online. 

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The Choice of Professionals.

Attention Cornwell Customers

Want to take your Wife, Girlfriend, or friend to the movies?

Add \$5.00 or more to your weekly payment
And get a raffle ticket.

Don't have an account?
Open one and get a ticket
Make a down payment
Get another ticket



Boosting collections can be a tall task, but a smart distributor is willing to put in the time and effort to make it worth the customer's while to pay more.

keeping your brand in the winners’ minds long after the game is over. These also may cost less than your customer perceives them to be worth.

Use Big Ticket Items – Sometimes a tool or t-shirt isn’t going to be the incentive a TV or video game console might be. Join a local warehouse club or look for deals at your local big box store and offer these as prizes. This is best for a “self-liquidating” promotion, since the money to buy them comes from the entries.

Test different prize combinations to see what works best with your customers. Some like better odds of winner, in which case having more prizes with



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PTEN INNOVATION AWARDS PEOPLE'S CHOICE 2015



For the second year in a row, we have allowed all of our readers to weigh in on the 2015 PTEN Innovation Awards. Dubbed the 2015 PTEN People's Choice, the following pages feature detailed information on the top 26 products selected by our readers, that were originally nominated for the 2015 PTEN Innovation Awards.

PTEN magazine will be hosting an official awards ceremony to honor PTEN Innovation Awards winners and the PTEN People's Choice winners at the AAPEX Show this November.

Tech500 Master Kit Bartec USA, LLC



The Bartec Tech500 Master Kit features coverage for vehicle relearns and aftermarket sensor programming. This professional 10-pc TPMS Tool kit includes the next generation TPMS diagnostic tool technology, the Tech500 tool, as well as a complete array of TPMS support accessories. Features include Wi-Fi update access to automatically sync the Tech500 to the Bartec server for the latest vehicle coverage and much, much more.

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Hose Clamp Pliers KNIPEX Tools LP



The KNIPEX Hose Clamp Pliers, No. 85 51 250 A SBA, are used for opening standard, space-saving and spring wire hose clamps and for spring band clamps up to 2-3/4" diameter. This tool features rotatable tips, which make it maneuverable from all different angles and opens clamps without great effort. These pliers are made of forged and oil-hardened German chrome vanadium electric steel.

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1/2" Cordless Impact Wrench Snap-on Inc.



The Snap-on 1/2" Cordless Impact Wrench, No. CT8850, features a 72 watt-hour, 18V Li-ion battery and can remove 450 bolts tightened at 400 ft/lbs in one battery charge. A battery fuel gauge indicates charge status. This tool, with a patented impact mechanism design, features an integrated one-watt LED to provide excellent visibility.

CAT IV Wireless Clamp Lang Tools



The Lang CAT IV Wireless Clamp, No. 13810, allows technicians to use a smartphone or tablet to view measurements wirelessly. It offers technicians the flexibility to choose from test lead measurements, standard clamp head or low-amp clamp-on current head. Users can remotely measure and display AC/DC volts, up to 400 amps, or low amps with mA resolution. The 13810's transmitter communicates using wireless protocol compatible with smartphones and has an additional wireless RF module built-in for future expansion.

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Power Xtreme Transmission Fluid Quick Changer Link New Tech



The Link New Tech Power Xtreme Transmission Fluid Quick Changer machine, No. PX10, is designed to exchange ATF directly from the transmission cooler lines without complicated electronic displays, mechanical pumps, bladders or scales to calibrate for fast and easy use. With a 10-gal capacity, this unit offers two visible, separated fiberglass tanks and aluminum and stainless steel construction for added safety.

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MDAutowave waveform viewer Matco Tools

The Matco Tools MDAutowave auto signal waveform viewer allows users to quickly and easily verify that signals and voltages are present in waveform format using a voltage/time scale, all without a scope and more detail than a DVOM. With this tool, users can view ignition systems, fuel injectors, mass air flow, oxygen sensor, throttle position sensor, crank and cam and more.

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ProDemand ProView feature Mitchell 1

The Mitchell 1 ProDemand ProView feature is a troubleshooting tool designed to help service professionals relate diagnostic trouble codes (DTCs) and symptoms to components based on real-world content. ProView often reveals surprising possible causes based on code combinations, helping guide techs quickly to an accurate diagnosis, according to the company.

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Right Angle Funnel Lisle Corporation

Lisle Corp. offers the 17232 Right Angle Funnel, a 10" tall translucent funnel that has a 6-3/4" offset from the center of the mouth to the center of the spout for hard-to-reach applications. It is useful for adding brake fluid to master cylinders on mini-vans, as well as other applications.

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SOLUS Edge with integrated SureTrack Snap-on Diagnostics

The Snap-on Diagnostics SOLUS Edge with integrated SureTrack combines functionality, advanced graphing features, an intuitive user interface and user-customizable configuration. It boots up and is ready to work in five seconds. Users can complete the repair with comprehensive coverage for European, Asian and domestic vehicles, and integrated access to the exclusive SureTrack online resource of expert knowledge that provides vehicle-specific real fixes and more.

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Impact Performance Series Bolt-Grip Extractors Irwin Tools

Irwin Impact Performance Series Bolt-Grip Extractors, No. 1859143, feature reverse spiral flutes engineered to provide maximum gripping power to easily remove the most stubborn of broken, damaged or rusted nuts, bolts and screws. While they're built for maximum durability and long life with impact tools, they also work perfectly with rotary drills and drivers. They are manufactured with high carbon steel, ensuring longer life and greater durability, and the universal lobular design fits all types of fasteners.

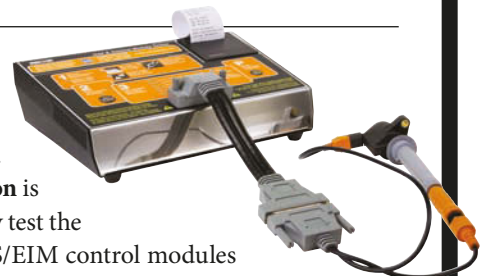
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Coil and Control Module Tester Innova Electronics Corp.

The Coil and Control Module Tester, No. 4400, from Innova Electronics Corporation is designed for in-store use to easily and safely test the ignition circuitry of ignition coils and DIS/EIM control modules to determine if the part is good or bad. The 4400 is user-friendly and saves time and money at the point-of-sale by helping counter personnel quickly evaluate modules and sell the right part the first time. They can also test coils and control modules at the counter to determine if the product is defective and a return is warranted.

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3788NI A/C machine Robinair, Bosch Automotive Service Solutions

The Robinair 34788NI A/C machine recovers, recycles, evacuates, leak-tests and recharges R-134a with improved 98.5 percent efficiency. Additionally, the design features a larger graphical display, more memory and automatic features such as leak testing, automatic refrigerant refill and oil drain/inject. - putting A/C lubricant back in the system. The 34788NI-H model performs all of the above functions for high-voltage systems found on hybrid and electric vehicles.

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PEOPLE'S CHOICE 2015



Brake Caliper Press Snap-on Inc.

The Snap-on Brake Caliper Press, No. BTCP2S, provides 440 lbs of force for increased leverage to tackle tough brake jobs using just 28 lbs of hand strength, according to the company. The heavy duty, lightweight polymer housing with rubber handle overlays make it comfortable to use, while the press plates rotate through 180 degrees for increased efficiency. The BTCP2S accommodates left and right brake calipers and is suitable for vehicles with single-piston floating, twin-piston floating and fixed, and quad-piston fixed calipers.

Body Pro Redline Detection LLC

The Redline Detection Body Pro, for collision repair and body shops, helps quickly solve wind and water leaks, as well as body panel, door seal, sunroof and headlamp/taillamp leaks. This unit also can assist with locating leaks on a radiator before installation. The Body Pro is simple to use, with one-button, one-knob operation. Free of dye and other contaminants, this unit features special adapters for body repair.



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Mobile ManagerPro Mitchell 1

The Mitchell 1 Mobile ManagerPro, a pre-configured tablet device fully integrated with the full Manager SE shop management system, helps shops extend their management system into the driveway and bays. Service writers can start multi-point inspections, estimates and repair orders right at the vehicle, according to the company. This tool offers fully wireless functionality and mobile-device features such as: swipe, scroll, drag and pinch. This tool will help shops save time with quick VIN and license decoding and more.



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6720 Flare Nut Pliers OTC, Bosch Automotive Service Solutions

The OTC 6720 Flare Nut Pliers are designed for use on new or damaged flare nuts that have been rounded or rusty. The pliers fit standard or metric nuts and bolts and range in size from 1/4" to 5/8". The angled jaw allows clearance around frames and bulkheads, making it an ideal tool for brake or hydraulic lines.



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4x4 Welding Helmet with 180-degree Auto Darkening Lens Snap-on Inc.

The Snap-on 4x4 Welding Helmet with 180-degree Auto Darkening Lens, No. EFP2MORBID, offers 40 square inches of viewing area to give users complete visibility. The articulating headgear allows for perfect sizing and maximum comfort. Engineered with a lighter, more flexible material, this helmet can withstand high temperatures and is equipped with a low-battery and grind-flash warning indicator. The protective lens darkens automatically.



Aluminum Damage Analysis and Repair Technology

Chief Automotive Technologies, the training arm of Chief Automotive Technologies, offers Aluminum Damage Analysis and Repair Technology. This one-day class covers aluminum forming methods and metal characteristics, as well as damage analysis, repair decisions and techniques. It is designed specifically for technicians and insurance professionals who want to broaden their understanding of vehicles made with aluminum, and techniques for repairing those vehicles. Aluminum Damage Analysis and Repair Technology includes classroom and hands-on training, and is held at various locations across the United States in 2015.



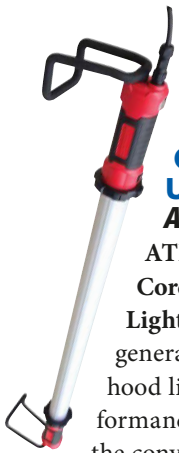
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RapidFix UV liquid plastic adhesive Boss Products USA

The Boss Products RapidFix UV liquid plastic adhesive sets in 10 seconds, only when exposed to UV light. This high-strength adhesive can now be sanded, filed, drilled and painted. This kit can be used to: repair cracks in headlights and taillights, fill windshields to stop further cracking, bond and seal cracked plastic electrical connections, repair circuit boards and insulate low-voltage wiring. This adhesive is suitable for bonding many plastics, and can fill metal, plastics and wood easily.

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SABER Corded/ Cordless Underhood Light ATD Tools Inc.

ATD Tools offers the SABER Corded/Cordless Underhood Light, No. ATD-80355, a next generation, two-in-one underhood light that features the performance of a corded light with the convenience of a rechargeable light. It's the first underhood light that gives users the freedom to use as a cordless light, according to the company, delivering up to 4.5 hours of performance with its long life Li-ion rechargeable battery, or as a corded light for all day performance. This light has two brightness settings: 1,200 lumens on high, and 600 lumens on low. Rubbercoated hooks conveniently adjust to fit hoods 47" to 75" wide plus the LED wand ratchets to direct the light where needed.

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Advanced Battery System Tester Snap-on Inc.

The Snap-on Advanced Battery System Tester, No. EECS750, can be used to test new EFB start/stop systems and a wide array of batteries for vehicles, including a full range of battery voltages. CCA and temperature inputs aid in superior accuracy for consistent results. The EECS750 features easy-to-access buttons, a comfortable horizontal handhold, a retractable hanger, 10' cables and a full-color 3.5" screen. With a built-in printer for real-time results, the EECS750 also offers eight language selections available on-screen and via printout.

ATO7 Two- Post Lift Rotary Lift

The Rotary Lift space-saving, asymmetrical ATO7 Two-Post Lift helps shop owners get more productivity out of tight spaces. With a 7,000-lb capacity, this lift features an overall width of just 10', 3" to 14.5" less than a traditional two-post lift, according to the company – and enough lifting capacity to handle the majority of cars on the road, making it an ideal choice for narrow bays.

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72" Master Series Roll Cab Snap-on Inc.

The Snap-on 72" Master Series Roll Cab, No. KRL1163, has a 12"-deep drawer capable of holding eight power tools, using adjustable holders to keep items organized. The extended cab, available in 12 colors, features a 5" drawer that, according to the company, is ideal for vertical socket storage and a 3" drawer for long-handled tools. This product also features the patented Lock-n-Roll latch mechanism, which prevents drawers from drifting open.



Jaguar Land Rover High Pressure Diagnostic Leak Detector Redline Detection LLC

The Redline Detection Jaguar Land Rover (JLR) High Pressure Diagnostic Leak Detector replicates the boost load of a turbocharged or supercharged engine so the sealed integrity of the entire system can be tested with the engine safely off. This tool delivers variable pressure, high-density visual vapor through the 20 psi range to find turbo/boost leaks, charge air cooler leaks, exhaust system leaks, wind and water leaks, cab leaks, cooling system leaks, intake system leaks and more.

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M7 1/2" Drive Air Impact Wrench King Tony America

The King Tony America 1/2" Drive Air Impact Wrench, No. NC-4232Q, features 700 ft/lbs of max reverse torque, weighs only 3 lbs and is quiet at only 83 dBA. This unit is small enough to fit in tight areas and comfortably light. Other features include a front grease port and a forward/reverse lever that can be modified for left- or right-handed users. This tool comes with the company's three-year limited warranty.

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Esitronic Truck Bosch Diagnostics

Bosch's Esitronic Truck, a heavy duty (HD) truck scan tool, offers a solution to independent repair shops and fleets seeking a single scan tool for all heavy duty and medium duty (MD) trucks. The intuitive, easy-to-use Esitronic Truck covers all major HD truck, MD truck, engine, transmission and brake system combinations with diagnostics and embedded repair information.

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AUTEL MaxiSYS Elite

With more than 50 manufacturers included and access to special functions, activation and coding across more modules, the MaxiSYS Elite means technicians and shops can execute repairs in house.

The Autel MaxiSYS Elite is the latest addition to Autel's MaxiSYS family of diagnostic tools. The Elite features a faster processor, higher screen resolution, faster Wi-Fi, longer battery life and Android's 4.3 operating system, compared to the company's previous products. The Elite's VCI (Vehicle Communications Interface) utilizes Autel's J2534 interface for expansion. The Elite includes an all-new docking station which holds the Elite at an optimal viewing angle while charging it conveniently on a toolbox or cart. With the Elite, technicians receive two years of updates and warranty and have access to a dedicated Elite tech support team for faster response.

Manufacturing specs

- The Elite features a 1.8 GB quad core processor running Android's 4.3 Jelly Bean system.
- Its 2,048 by 1,536 resolution Retina display is twice the sharpness of its predecessor.
- Its capable of up to 10 Ghz Wi-Fi speeds.
- The Elite uses the latest 3.0 USB connectivity.
- 13600 mAH Li-ion battery.

Selling points

The Elite is available only through a select group of Autel's distribution partners. As part of Autel's MaxiSYS family, it is one of the most frequently asked for by name diagnostic products in the market.

The Elite is thinner and even more ergonomic than other MaxiSYS tools, so it feels and looks great in the technicians' hands. Its high-resolution screen will draw the technician to it while sitting in the new charging cradle.

Application

With more than 50 manufacturers (domestic, Asian and European) included and access to special functions, activation and coding across more modules (up to 40 on many makes), the MaxiSYS Elite means technicians and shops can execute repairs in house. More than just drivability and ABS or SRS, they will have access to functions and repairs usually thought of as "dealer only" including immobilizer, information and communication modules, ECU resets and many more.

Features and benefits

- A faster processor and newer Android system put the Elite on the cutting edge for diagnostic tools. Its quick boot-time and easy-to-use interface will have technicians into the car's systems even faster and easier than before.
- It includes Autel's sophisticated J2534 interface module for a wireless Bluetooth connection to the car. This also gives them access to a device for reflashing vehicles.
- Once connected to a network, daily updates are easily downloaded.
- The Elite has Autel's OE-styled software giving technicians access to more modules and more functions in those modules to do complete diagnosis and repairs.
- Now even longer warranty and free updates every two years versus one.



Storage and display

The Elite comes with its own docking station for charging and storage. It makes a great display on a truck and gives the technician an easy-to-view charging stand for his or her toolbox or cart.



For more information

<http://www.autel.us>

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INJECTRONIC CJ500 scan tool and labscope

Main features include English and Spanish language options, a 1,024 by 600 pixel color display, updatable touchscreen applications and optional hardware and software applications.

The Injectronic CJ500, compatible with optional modules such as the labscope, offers extensive vehicle coverage and is very easy to use, according to the company. This scan tool was designed to easily add new functions and applications with downloadable updates five times a year. Main features of this scan tool include English and Spanish language options, a 1,024 by 600 pixel color display, updatable touchscreen applications, optional hardware and software applications, free updates for two years and a two-year warranty.

Features and benefits

The CJ500 offers two languages: English and Spanish. In addition, it features a double-mode operation: keyboard or full touch mode. Designed to be easy to use and easy to maintain, the CJ500 offers bi-directional controls and optional modules for greater coverage and applications. This implies that it is not necessary to buy tools from different brands and have to learn how to use each of them.

Selling points

- Affordable price
- Guaranteed service
- Extensive coverage
- It was designed to add modules that the automotive industry might add in the future
- Complete diagnostic platform (Optional modules are available to expand functionality in the same device)



Application

This tool is well-suited for the following applications:

- Vehicle diagnosis for DTCs
- Key reprogramming
- Data line graphing
- Clearing fault code memory
- Diagnosing OBD-II vehicles with protocols: CAN, ISO 9141, J1850 PWM, J1850 VPW, ISO 14230-4, SCI and CCD
- Reading pending and permanent trouble codes
- Clearing trouble codes
- Turning off the Malfunction Indicator Lamp (MIL)
- Displaying the values of parameters related to a fault code captured in freeze frame data



For more information

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Origin

According to the company, its mission is to design and develop high-quality diagnostic tools at an accessible price to consumers and that represent a complete diagnostic platform.



Suggested retail price

\$1,299

Manufacturing specs

The product is made in Mexico. Design, manufacturing and operations are concentrated in the corporate offices in Ciudad Juarez, with shipping offices located in El Paso, Texas.

Demonstration

CJ500: https://www.youtube.com/watch?v=wZSS_yAccT0

Labscope: https://www.youtube.com/watch?v=wZSS_yAccT0

CAT[®] PRODUCTS Rechargeable Focusing Tactical Light Kit

The CT2415's ease of use, functionality and long-lasting battery make it reliable to light any area or surface

The CAT[®] Products Rechargeable Focusing Tactical Light Kit, No. CT2415, uses a light output of 420 lumens, thanks to the latest CREE LED technology. The CT2415 is designed to offer an easy-to-use focusing beam to allow users to change viewing distance from 80m to 150m. It also features a rechargeable battery with a run-time of up to 10 hours and a three-position switch with high, low and strobe settings.

Manufacturing specs

The CT2415 is made out of aircraft-grade aluminum with a rugged waterproof body. The CREE LED technology produces 420 lumens and a focusing beam ranging from 80m to 150m. The product is made in China.

Storage and display

The CT2415 rechargeable focusing tactical light kit is shipped together in a custom-cut foam insert inside a black box with product information sleeve. One kit is available per box. The kit includes a rechargeable focusing light, a USB cord, a car charger and a wall charger.

Features and benefits

The CT2415 is designed to help save time and money, allowing one light to do the job of many. With its easy-to-use features and rechargeable battery, this light can be the one worklight that fits almost every job, says the company.



Selling points

- Using the latest in CREE LED technology, this bright worklight produces a light output of 420 lumens.
- The CT2415 offers an easy-to-use focusing beam that can change its viewing distance from 80m to 150m.
- The CT2415 light is made out of aircraft-grade aluminum, giving a rugged waterproof body that is built to last. It can be dropped from 1m and still withstand impact.
- With a simple, three-position switch with high, low and strobe settings, this worklight gives users ease and options on how to use it.
- A rechargeable battery with a run-time of up to 10 hours gives users a long-life light without carrying around extra batteries. Charging is easy with a battery charge level indicator and protected USB charging port. Options for both wall and car charging are simple with the adapters included.



Origin

The CT2415 is a practical, bright flashlight, offering many features to make use easy and efficient. Being rechargeable, and offering up to 10 hours of run-time, users no longer have to carry extra batteries.



Application

This functional light works in many situations. According to the company, its ease of use, functionality and long-lasting battery make it reliable to light any area or surface.



For more information

www.catlights.com
info@catlights.com

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MAXXEON Lumenator

Weighing in at 3 lbs and less than 9" in diameter, the Lumenator is a completely self-contained, compact, rechargeable light source.

The Lumenator from Maxxeon is a professional use work area flood light that offers 1,800 lumens of white light. Weighing in at 3 lbs and less than 9" in diameter, the Lumenator is a completely self-contained, compact, rechargeable light source. On high, it offers 1,800 lumens and a run-time of two hours. On low, it offers 400 lumens and a run-time of eight hours. The light's flood-style 3:1 beam pattern provides a 30' beam diameter at 10' distance from the light. Waterproof to 3', the Lumenator is housed within a stable steel frame.



Application

This work area floodlight is designed to provide illumination during service calls.

Selling points

The Lumenator is a completely self-contained, compact, rechargeable floodlight that is well-suited for illuminating night service calls and emergency power outage situations.



Origin

The Lumenator was developed based on the need for large work area illumination in areas without access to A/C power.

Storage and display

The Lumenator is individually packaged in a display box.



Suggested retail price

\$119.95

Features and benefits

- This light is compact, lightweight and rechargeable.
- The Lumenator's LED bulb is virtually unbreakable and lasts up to 50,000 hours, according to the company.
- The light offers an adjustable head (180 degrees) housed within a stable steel frame.
- Liquid ingress protection: IEC IP67 standard – waterproof to 3'.
- Impact resistance: IEC IK07 standard.

Manufacturing specs

Weighing in at only 3 lbs and less than 9" in diameter, the Lumenator is made in China.

- High: 1,800 lumens, run-time of two hours.
- Low: 400 lumens, run-time of eight hours.
- Flood-style 3:1 beam pattern provides a 30' beam diameter at 10' distance from the light.
- Available with an optional telescopic 60" tripod (No. MXN10082) and magnetic base (No. MXN10085).



For more information

John Schira
jschira@maxxeon.com
877-621-0005

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Medium and Heavy Duty Vehicle Repairs and Service

When technicians need tools to service medium and heavy duty vehicles, they will come to you. You can use this section to help determine some of the tools to stock on your truck.



INCLUDES OEM-MANDATED STAR TECHNOLOGY

The **Vacutec Heavy-Duty Smoke Machine**, No. WV711, features OEM-mandated STAR Technology, and is designed for testing turbocharged and other high pressure systems. This smoke machine delivers the densest smoke at any pressure, according to the company, using a contaminant-free UltraTraceUV smoke dye solution that finds high-pressure leaks that smoke alone may not find. The third generation variable-pressure machine's digital touchpad helps users avoid fumbling with regulators. Adjustable from 1 to 43.5 psi, it also quantifies leaks with pressure-decay and leak flow rate. The Heavy-Duty Smoke Machine includes a wireless remote.

bocharged and other high pressure systems. This smoke machine delivers the densest smoke at any pressure, according to the company, using a contaminant-free UltraTraceUV smoke dye solution that finds high-pressure leaks that smoke alone may not find. The third generation variable-pressure machine's digital touchpad helps users avoid fumbling with regulators. Adjustable from 1 to 43.5 psi, it also quantifies leaks with pressure-decay and leak flow rate. The Heavy-Duty Smoke Machine includes a wireless remote.

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SPILL-FREE CONVENIENCE

The **SOLAR HT1224AGM Commercial Jump Starter with Installed AGM Batteries** from **Clore Automotive** incorporates onboard AGM batteries for spill-free convenience, longer cycling life and greater reliability, according to the company. This unit provides 12V

and 24V jump starting capability and delivers 1,400 CCA in 12V mode and 800 CCA in 24V mode. Ideal for heavy duty service, it features extra-long 10' cable leads made of 1/0 cable, heavy duty clamps to penetrate battery corrosion and large pneumatic wheels that allow for easy transport over all surfaces. The HT1224AGM offers an enhanced two-channel charging system that charges each battery independently to ensure a complete charge during every charging cycle.

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DRIVING SALES

MD and HD Repair Service



ESPECIALLY FOR TURBO, DIESEL AND BOOSTED SYSTEMS

The **Redline Detection PowerSmoke PRO** is the only smoke machine available on the market that is both high pressure/variable pressure, says the company, and is specifically engineered to test the integrity of turbo, boosted, high pressure systems in one quick procedure, with the engine safely off. This tool works with light and medium duty vehicles. Variable pressure, variable flow replicate a full load and allow the technician to adjust flow as needed to find minuscule faults. This tool comes with a full professional accessory kit including: a durable accessory case; Easy Intake; Easy Block Off; a 60" Smoke Wand; smoke nozzle; NOX, O2 and Temp Port Adapters; and more. In addition to being contaminant-free, the PowerSmoke PRO runs on compressed air; is powered by 110-250V AC or 12V DC; is free of dyes and contaminants; runs on 3-20 psi range; performs decay/leak down tests and weighs only 19 lbs.

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COVERAGE FOR GASOLINE AND DIESEL ENGINES

The **CanDo HD Code Plus CAT**, No. HDCODEPCAT, is a heavy duty scanner used for diagnosing Class 4 to Class 8 heavy duty trucks. It covers J1587, J1708 and J1939 protocols for engine, ABS and transmission. A CAT 9 adapter cable for Caterpillar is also included, along with increased coverage for International, Hino, Isuzu and Hybrid HD. This unit can read and clear codes, as well as view and graph live data. Additionally, the HD Code Plus CAT also offers OBD-II, EOBD and CAN coverage for gasoline and diesel engines.

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COMPUTER-CONTROLLED AIR TOOL

The **Mac Tools Data Torq Heavy-Duty**, a battery-powered, computer-controlled air tool helps technicians ensure wheel lugs are tightened evenly and to the correct torque level. The Data Torq helps improve productivity by eliminating the need for hand torquing, torque sticks and click wrenches.

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COVERS MOST HEAVY DUTY TRUCKS

The **FCAR F3N Truck Pro** provides coverage for most heavy duty trucks, as well as super duty and light duty pickup trucks and American passenger cars. The tool reads DTC, live data and injector and cylinder function and more. It can auto scan all components supporting J1708, J1939 and special protocol covered by the OEM manufacturer, according to the company.

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DIGITAL CLUTCH WITH ETC

The **ACDelco 18V Li-ion 3/8" Impact Wrench**, No. ARI20120B, offers a digital clutch with Electronic Torque Control (ETC) that delivers 170 ft/lbs of maximum break-away torque, 125 ft/lbs of maximum reverse torque and 80 ft/lbs of forward tightening torque. The ARI20120B weighs 3.6 lbs and fits in tight space and is designed for solving under- and over-torquing issues. According to the company, with the ETC, the need for a torque stick is eliminated. With five preset torque settings and an additional maximum setting, dialing-in the pre-programmed ft/lbs now easily controls torque.

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FITS ANY 1-7/8" OR 2" ARBOR BRAKE LATHE

The **W.Y. International Universal Heavy Duty Brake Lathe Adapter** fits any 1-7/8" or 2" Arbor Brake Lathe. The Heavy Duty Brake Lathe Adapter provides quick, error-free set-up on heavy duty hub-less drums and rotors, with precision mounting and machining accuracy, according to the company. The complete kit eliminates the need for various centering cones and clamping cups. With its three expanding jaws and heavy duty backing plates, four pieces do the work of many with a range that adapts drums and rotors with large center hole diameters of 5.275" to 10.2"

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REMOVES AND INSTALLS WHEEL STUDS

The **Tiger Tool Hydraulic Wheel Stud Service Kit**, No. 10616, efficiently removes and installs wheel studs on most disc and drum brake applications while the hub remains on the vehicle. This design eliminates risk of damage to hubs, seals, wheel bearings and wheel studs, as well as the need to handle heavy suspension assemblies, according to the company. The tool's shipping weight is 48.06 lbs. The Tiger Tool line is built in North America.

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HELPS TECHS FIND LEAKS

The **Hickok/Waekon Heavy Duty Cooling System Test Kit**, No. 62968, eliminates potential leak issues with rubber plugs or bladders, reduces set up time and quickly pressurizes and maintains system pressure so techs can find the leak the first time. The one-piece, all aluminium adapters last a lifetime, and the quick disconnect hook-up design minimizes setup time. The tool uses shop air to maintain constant system pressure for efficient leak detection. It is compatible with Freightliner, International, Volvo, GMC, Kenworth, Peterbilt, Mack and Sterling. The kit contains five heavy duty truck adapters, an "A" spindle adapter, a pressure test regulator, a 5' pressure release hose and a blow molded storage case.

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SUPPORT FOR ENGINES, TRANSMISSIONS AND MORE

The **NEXIQ eTechnician HD** is a PC-based software application that provides technicians with the ability to perform diagnostics on most heavy duty electronically controlled engines. It offers comprehensive coverage for heavy duty engines, transmissions, brakes, trailers, body controllers and more. eTechnician HD also includes a "quick launch" utility that launches OEM software applications seamlessly, for access to additional support and functionality. For an even broader range of diagnostic support, eTechnician HD can be integrated with NEXIQ's SmartTech subscription service, for instant access to diagnostic fault-related service information.

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DRIVING SALES

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FOR HEAVY DUTY TRUCK BATTERIES

The **Kiene Diesel Battery Grip**, No. K-1320, offers technicians the ability to handle heavy duty truck batteries with ease and without damage to the battery. The K-1320 Battery Grip includes an ergonomic handle for comfortable lifting, textured grippers and powerful controlled squeeze that provides a safe, secure grip.

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NEARLY 27K ADDITIONAL FAULT CODES

The **Cojali USA 15.2** software update of the **Jaltest Multibrand Diagnostics tool** for commercial vehicles provides Jaltest users further functionalities, new makes, more systems and additional technical information. Some of the additional features include, coverage and diagnostics systems, technical information, a Jaltest Off-Highway vehicle module, faster VSS process for heavy duty, improved Volvo and Mack US13 VSS and more. The 15.2 version adds four brands, 40 models, 618 systems and more than 26,959 fault codes.

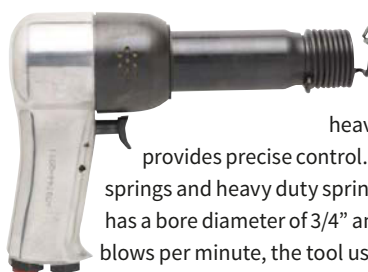
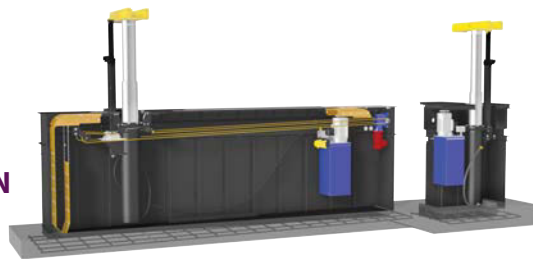
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NEW SLIP CLUTCH CHAIN DRIVE DESIGN

The **Rotary Lift MOD35 Modular Heavy-Duty Inground Lift** is

available with two or three multi-stage hydraulic cylinders to provide a lifting capacity of 70,000 to 105,000 lbs. It is designed to be customized for any application and location. Other features include a patent-pending, pendant-only control that comes standard with every MOD35 inground lift instead of a floor console, a lower-to-lock button, a new slip clutch chain drive design and an abrasion-resistant hose guide. The MOD35 is contained in a steel enclosure that has been sealed with Rotary Lift's exclusive EnviroGuard coating.

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POSITIVE ACTION TRIGGER

The **Chicago Pneumatic Super Duty Air Hammer**, No. CP717, offers an extra large, .498 shank for heavy duty applications, and the positive action trigger provides precise control. The tool can be used for front end work, removing truck springs and heavy duty spring bushings and more. The tool, which weighs 5.2 lbs, has a bore diameter of 3/4" and a piston stroke length of 2-11/16". Capable of 1,800 blows per minute, the tool uses a 3/8" hose and 7 cfm.

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descriptions for Class 4 to 8 engines, transmissions, ABS and body and chassis controllers. The Next Step Service information is a subscription-based add-on module that offers detailed repair and troubleshooting information for Class 4 to 8. Next Step requires Internet service. The kit includes JPRO heavy duty software, a Noregon DLA+ adapter, Panasonic CF-53 Toughbook, 9-pin dual CAN cable, 6-pin cable, USB cable and carrying case.

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SMOOTH INNER WALL ELIMINATES O-RING ABRASION

The **AirSept Heavy Duty A/C Oil Injector** offers professional grade design that gives not only accuracy and ease of use, but also the long service life that technicians demand of an everyday shop tool. A Pyrex inner wall functions as a sight glass, reassuring technicians that they are actually injecting the desired amount of fluid. AirSept's Heavy Duty Oil Injector provides accuracy, faster flow, extended O-ring life, reduced leakage and higher injecting pressures. It is all made possible by the smooth inner wall that eliminates O-ring abrasion that occurs with rougher machined aluminum injectors.

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**DUAL-PUMP PISTONS
LIFT BOOM QUICKLY**

The **Sunex Tools 2 Ton Engine Crane with Dual Pump Pistons**, No. 5222, features a low-profile design. Its 4.7" legs are designed to fit under a wide range of vehicle frames, and it folds up to save space in shops. The dual pump pistons lift the boom 25 percent faster than single pump designs, according to the company. A heavy duty, drop forged steel hook swivels 360 degrees for ease of use, eliminating lengthy chain that cause the engine to swerve and sway when in transport.

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**DESIGNED FOR HD
TECHNICIANS**

The **Vehicle Diagnostic Assistant (VDA) 54P** from **Diagnostic Innovations** is a portable computer-based diagnostic system designed for truck, bus and auto technicians. It integrates fleet software, a RP1210A-compliant interface box, 6- and 9-pin connectors and an OBD-II connector into a complete system. The VDA comes with a software interface that assists the technician with the selection of software applications and cables. This tool utilizes a Panasonic 54 Toughbook PC.

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**POWERED
BY THE VEHICLE'S BATTERY**

The **Proflex+ HD 1000 smoke machine** is adjustable from 0 to 60 psi, allowing users to test everything from the air box to the exhaust system. Designed to smoke heavy duty trucks, as well as other industrial applications, the HD 1000 uses shop air and baby oil to produce its smoke. The device is powered by the vehicle's battery and comes with all the accessories needed to get started.

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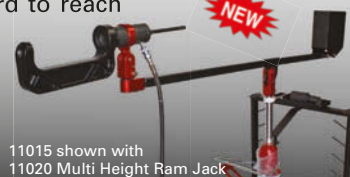
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BY MIKE SCHMIDT
MANAGING EDITOR

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49 years in and still going strong

A veteran distributor looks back fondly on nearly a half-century in the business.

When Paul Marstaller decided the time was right for him to go into the business of selling tools, the Maine-based mobile tool distributor left behind a steady job at a Cadillac-Oldsmobile garage where he was earning \$2 an hour.

His employer offered him \$2.20 an hour to stay with the promise of another raise to \$2.40 an hour within a year, but Marstaller turned it down and opted to go into business for himself. The year was 1966. Now, almost a half-century later, he is still motivated to make his living selling tools.

"I have to do something, and I still enjoy doing this," says Marstaller, who owns an independent tool company called Tool Service that is based near Augusta, Maine. "I never get up in the morning and regret going out and seeing those people that I deal with every day. There's always the good and the bad, but I still enjoy it."

Marstaller got his start by borrowing a mere \$5,000 to get his business running, and his first truck was a 1962 Ford Econoline van outfitted with cabinets made by a neighbor. A fellow independent distributor helped with inventory at the very beginning, and his wife, Florence, took care of the books. Though he had the support of others, Marstaller quickly realized just how elusive success could be for an inexperienced entrepreneur trying to sell tools.

"I started out really cold, but it grew with time," he says. "I had

faith in my customers, and they had faith and confidence in me after they got to know me."

He also faced some tough competition in the form of an established distributor.

"At one point, he serviced the whole state of Maine," says Marstaller.

"He didn't like me too well because I was selling tools at a lesser price and getting some of his business, and he eventually had to change some of his ways."


The business of selling tools is very different than it was when Marstaller got established, and many of those changes have forced both the longtime distributor and his customers to adjust and evolve with the times. Advancements such as the development of electronic

"I STILL ENJOY DOING THIS. I NEVER GET UP IN THE MORNING AND REGRET SEEING THOSE PEOPLE THAT I DEAL WITH EVERY DAY."

fuel injection and the transition from shoe brakes to disc brakes and generators to alternators in vehicles, among others, have significantly affected how Marstaller runs his business. And then there are the prices of tools, which have gone up quite a bit over the years.

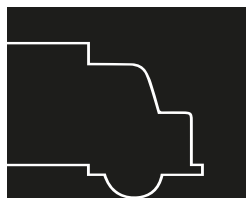
"I can remember selling 1/4" drive sets for \$19.95," he recalls. "Today, just the ratchet is about \$35 or \$40."

According to Marstaller, the desire to provide for his family was all the motivation he needed to overcome the adversity he faced in his early days as a mobile tool distributor, and his ability to provide quality service and identify the tools his customers needed to do their jobs effectively were the biggest reasons he's been able to stay in business all these years. When asked what advice he would give a distributor just getting his or her start, Marstaller says they should always put forth effort to be fair, honest and focused on service.

"Get out there and do your work," he adds. "Don't worry about the other guy. Be concerned with whether you are doing the best you can." 



Even after 49 years in the business, Maine-based independent distributor Paul Marstaller still loves his job.



What's your story?

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