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The Distribution Network Connection

Success in a Tough Economy

**Matco distributor
knows how to find
new customers p. 8**

IN EVERY ISSUE

Sales Q & A p. 16
What's a customer look for
in a tool dealer?

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Driving sales p. 20
Specialty tools.

Mobile motivations p. 34
Puppies and customers

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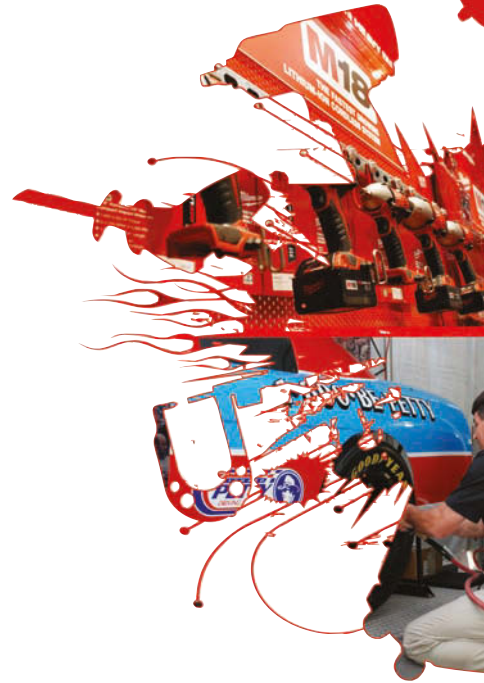
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COVER STORY/DISTRIBUTOR PROFILE

08 Success in a Tough Economy

George Tereby, Matco Tools distributor in Camden County, NJ, has 230 square miles of suburban and rural communities to cover on his route.



George Tereby stays flexible in his route to accommodate unexpected stops.

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- Coastal Boot Grinder boots.
- Maxxeon WorkStar 2000 Technicians Floodlight.
- Redline SmokePro Air Complete.



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Refresh on the basics of being a successful tool dealer.

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Poulin compares puppies to customers, and why you need to give both your undivided attention when they ask for it.

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EDITOR'S NOTE

It's Complicated

The automotive industry prepares for the next refrigerant, R1234yf.

The Mobile Air Conditioning Society (MACS) holds a convention and trade show each January. This impressive event brings technicians and shop owners into direct contact with engineers who design A/C systems, government regulators who influence that design, and tool and equipment companies. It's the only gathering I've seen that gets all of these people into the same room, along with sub groups like educators and trade associations.



JACQUES GORDON

Editor

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Fort Atkinson, WI 53538

The buzz for several years now has been about our next new refrigerant, R1234yf. For those who haven't been following this issue, we're changing refrigerants again



due to regulations in Europe aimed at reducing automotive Green House Gas (GHG) emissions.

Many gases in the atmosphere, whether of natural or human origin, are classified as a greenhouse gas because they absorb infrared radiation (aka heat) and act like the glass enclosure of a greenhouse. Without them, the Earth's surface would be much cooler than it is now. As GHG concentration increases, the greenhouse effect intensifies, causing significant changes in surface temperature and weather patterns.

Every greenhouse gas is assigned a Global Warming Potential (GWP) based on the most common greenhouse gas, carbon dioxide (CO₂). If CO₂ has a warming potential of 1, then R134a has a warming potential of about 1,400. A European Union regulation requires auto manufacturers to switch to a refrigerant with a warming potential of no more than 150 by the 2017 model year. R1234yf has a GWP of only 4, so that's good, but to meet the timetable, car makers must begin the switch this year.

Climate science is driving a lot of automotive regulation, and it doesn't matter where the regulation originates because it's a world market. That's why all automakers want to use the same refrigerant in every country where they sell cars. For similar reasons, the tool and equipment industry wants the same thing.

The problem is, at this point there is no good source of R1234yf. Right now the price is about \$100 a pound, and production at the factory that would make it possible to lower the price has been delayed. I tried to learn why at the MACS Convention, but ultimately it doesn't matter. Eventually the factory will be up and running, refrigerant will become available at a reasonable price, and the industry will begin to switch refrigerants over the next several model years.

Painful as it was, the change from R12 to R134a was a walk in the park compared to the change underway now, and what I've described here is just one of many problems. Getting this far hasn't been easy, and there's still a lot of work to be done, but at least the tools you'll need to service cars with R1234yf are ready now.

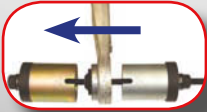
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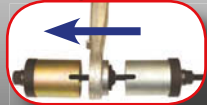
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THRIVING IN A TOUGH ECONOMY

Matco distributor knows how to find new customers

By Jacques Gordon

The day we rode with Matco distributor George Terebey, the first stop was a few miles outside his territory. “I inherited that stop, but that’s OK, you inherit stops here and there as you go along. My last stop today isn’t in my territory either, but I asked the distributor there for that one because he wasn’t stopping there and one of my regular customers moved there. The distributor didn’t mind, and I’ve made numerous toolbox sales. It’s turned out to be a very profitable stop.”

Most of George’s territory is in Camden County, NJ, 230 square miles of suburban and rural communities that lie under the busy air traffic corridor southeast of Philadelphia. The local economy is diverse, with no single industry or large employer, but many workers commute to the cities of Camden, Philadelphia or Princeton.

Finding customers

Recent economic conditions have hit some of this area hard, and it shows in the age



Installing drawer liners while the customer makes room for his new toolbox.

Top 5 tools

- 1.) Screwdrivers.
- 2.) Ratchets and breaker bars.
- 3.) Toolboxes and carts.
- 4.) Matco Determinator scan tool.
- 5.) 1/2" impact wrench.

of the cars and the work being done on them. "When business is bad, (my customers) don't have money to spend, and you don't want to put a lot of money out on the street with them. Sometimes you wonder how they stay in business, wonder how or why they even try to keep the shop open."

But the number of working techs in the area doesn't seem to be diminishing. When a large Chrysler dealership closed, the shop became part of a chain of "no-haggle" used car dealerships, and now it's on George's route because a lot of his old customers ended up working there. It actually



Everybody turned out for delivery of a new toolbox.

worked out well too, because as he points out, dealership techs don't need to buy as many tools.

George has also picked up new customers by following existing customers to a new stop. After following a customer to a big truck garage, George ended up with most of the other techs' business too. "They had other distributors there but never a Matco guy, and now I'm number-one there." When asked how he knew that, George said, "Because they tell me. I just call 'em like I see 'em and don't try to pull the wool over anyone's eyes. I just give 'em the service they ask for."

A rural route

George noted some advantages to driving a tool truck in the more rural part of his route. "Out here a guy might want something for his house or maybe he doesn't get (Matco)

The message on this sign is clear, and some customers need to see it.

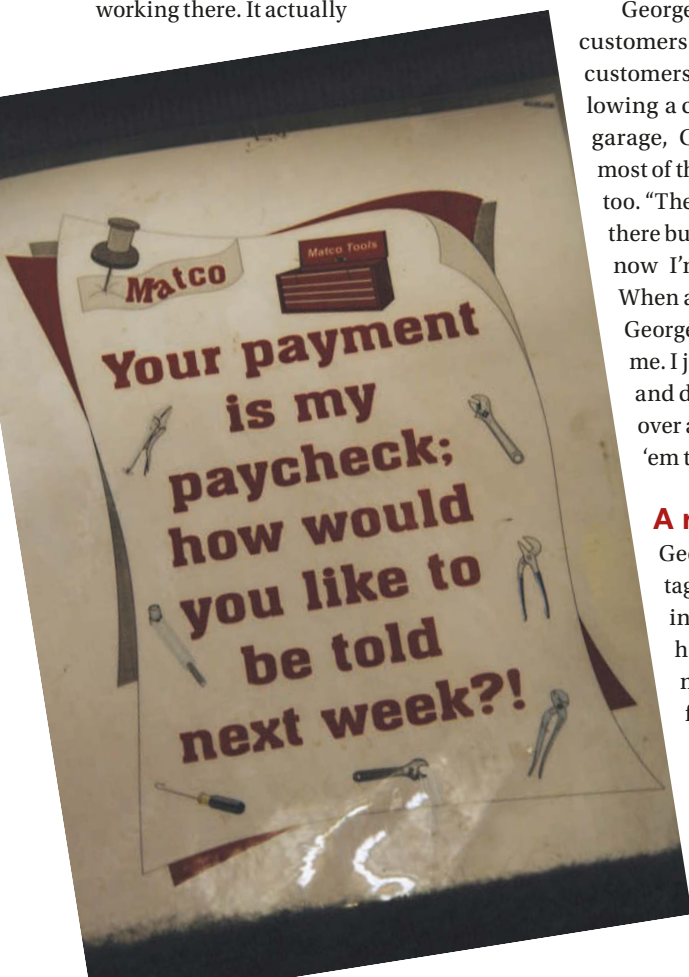
service at his shop. I met a trucker who just moved into the area, and I sold him a couple of things just because he saw my truck when I stopped for coffee."



With tools situated in no particular order, customers will see many others while looking for what they want.

George drives about 200 miles a week to see roughly 400 people (200 are on the books), and he's arranged the route to facilitate unscheduled stops. During our visit, we passed by many shops that he stops at on other days. "I crisscross during the week, so if somebody calls during the week, I can be there."

Most of his customers work in





The view upon entering the truck.

independent automotive shops, but he also stops at a few heavy duty truck shops and a bus fleet shop. His two biggest stops are a municipal truck

garage and an ambulance company. There was another flag stopping at both, but George thinks "he must have done something wrong because

they're all mine now. If there's a bad tool man, everybody knows about it ... Word travels very quickly, but only about the bad guys."

Making customers happy

One way to remain one of the good guys is to stock nothing but top-quality products. George said customers have told him "If it's marked 'China,' I don't want to do business with you." He stocks the truck almost exclusively with Matco tools "because warranty is easier. Everything just goes back to Matco and I have no headaches, no problems." Of course, there's a solid profit motive too. "In this business, price is one thing, but your margin is the most important. Obviously you can sell the Matco tools for more money, but it's also more margin."

George makes some of his buying decisions based on what his customers see in magazines or websites. "Years ago I told another distributor the Internet is



George keeps things neat, orderly and colorful.

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COVER STORY/DISTRIBUTOR PROFILE

going to hurt us, and it has to an extent, but it's also helped. (Customers) will see products and ask about them, and

sometimes they'll look at a high price and know the only way they'll get it is by buying it (on terms) from me."

George is willing to go the extra mile to make his customers happy after their purchase. A few who bought wheel balance machines from him discovered they needed a special cone to balance super-duty pick-up truck wheels. George contacted the manufacturer but "they couldn't offer me anything, so I had to take the bull by the horns." With engineering help from one of his customers who builds off-road vehicles from scratch, George designed a special spacer that gets the job done. He's in the process of having some made and he'll give them away to the customers who need them.

Since several distributors have told *Professional Distributor* some customers are unhappy after buying high-end diagnostic equipment because they don't understand it, we asked George how he feels about selling it. "I'm comfortable



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Larry M. Greenberger, Group Publisher

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COVER STORY/DISTRIBUTOR PROFILE

selling the Matco Determinator. I tell them it's got a demo program, just push that button and take the time to learn what it do es. It seems like everyone wants the code readers too because

they're so simple."

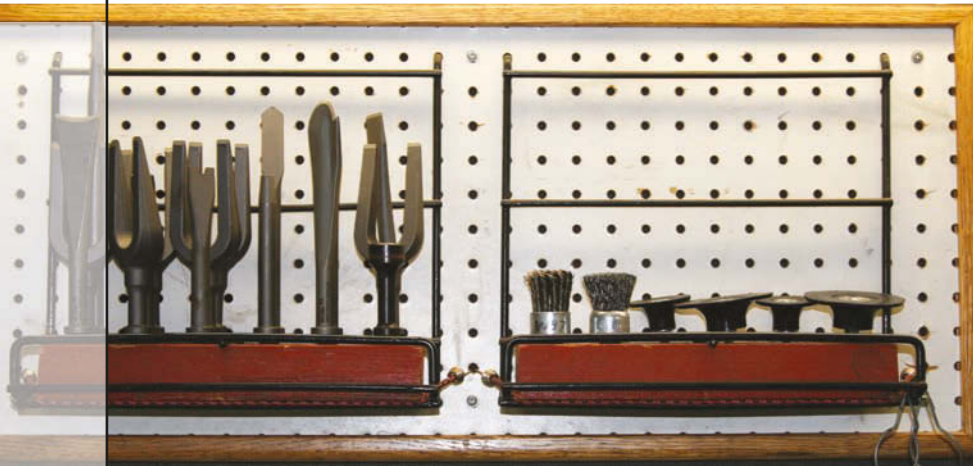
When asked what brought him into the business, George jokes that it might have been his midlife crisis.

He started at the bottom in a heavy

equipment sales company, worked his way up to service manager "and realized that the service manager is really a punching bag." After 16 years in heavy equipment, he became a Matco Tools distributor, and after 12 years here, George is still happy with his decision.

One of the things he likes most is the freedom. "When my son was growing up, if I needed to go watch a cross-country event at his school, I didn't have to ask anyone. Customers understand, just like when I stop by for a payment and they're off watching their kid's game, I have to understand too."

His advice to people starting out today: "Start with a new vehicle so you don't have any problems. I had a used truck and the trans(mission) went out my first week." ■



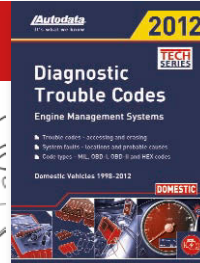
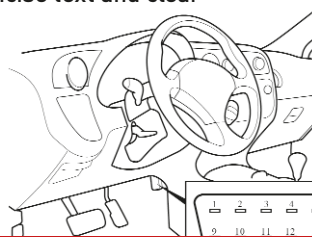
Bits and pieces are stored where they can be seen.

Diagnostic Trouble Codes Manuals

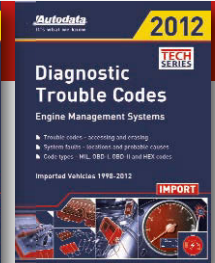
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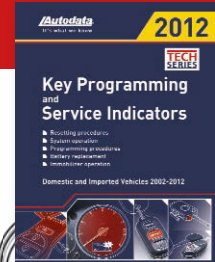
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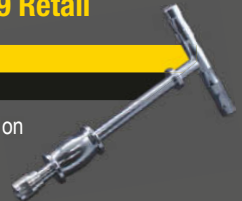
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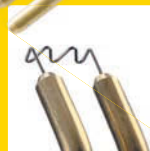
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What's a customer look for in a tool dealer?

With the start of a new year, get a refresher on the basics of your business.

BY PHIL SASSO

Q I've been a tool man for several years. I think I know my business. But I don't want to fool myself into thinking I know it all. So, tell me something new: What are customers really looking for from a Tool Dealer?

A Good question. That's right up with the big ones like "What's the meaning of life?" and "What do women want?" It almost merits a book more than a column. After 30 years of research, Freud couldn't answer that last question (but it's probably not tools). However after 20-plus years in the tool and equipment market, I've come to understand that, while any customer can be fickle, most of the time most of them are looking for the same things.

INVENTORY – Obviously, you should keep your truck neat, organized and, most importantly well-stocked. You can't sell what you don't have. Customers

in *PTEN*. Maybe he's thinking about an item in your flyer or that you touted and promoted last week. Now you're pulling up to his shop and he wants that product. It's like Pavlov's dogs -- he sees your truck and he wants to buy something. Sadly, if you don't have what he wants, he may just ask the next dealer.

RELATIONSHIP – It's not just about your inventory, it's also about you. You're not selling tools. You're selling yourself, first. If you can't sell yourself, you won't sell much of anything.

It's no secret that most technicians have one primary tool dealer. They may buy from others, but they will tend to stick with one for most of their purchases. It may be just to make bookkeeping easier, but you and I both know it's more about the relationship. You want to be that go-to dealer.

Once a customer feels a connection with you, they'll tend to do more business with you. Don't take that for granted. As I said earlier, customers can be fickle. One SNAFU and their loyalty may shift.

PRICE – In this economy, your price is important. But price isn't the end all and be all. Today, your customer could choose to buy online, at a big box store, or even at their parts supplier. That might save them a buck, but most technicians still prefer to buy from a mobile. Why? There are a lot of reasons, but service, not price, is at the top of most people's list.

QUALITY – My great grandfather used to say: "People will only buy or ap once." That's as true today as it was in his day. Your customers are buying from you because they want good, quality tools and equipment. If you sell them something sub-standard you risk losing their

trust. Focus on top-drawer products. If a customer asks for something cheaper, it's okay to step down a level, but be sure he knows what he's getting.

FINANCING – More than a decade ago, strategy and management consulting firm Booz Allen described Snap-on as combining "the top-drawer cachet of a Louis Vuitton, the credit philosophy of a Wells Fargo and the convenience of the Good Humor Man." I think that description fits most successful mobile dealers: they offer quality products and to-your-door convenience, but I think the real breakthrough in this business model is financing. There's only one place your customers can buy professional tools on credit: a mobile tool dealer.

CONVENIENCE – Time is money. That's another reason the mobile business works so well. A technician wants to get his tools and get right back to work. Be on schedule. Make sales, collections and warranty transactions as quickly as you can. Be sensitive of your tech's time. If you're backed up with paperwork, offer to bring the receipt to your customer in his bay.

SERVICE – Sure, you can sell some tools if you pull up to a shop and just invite guys to walk around your truck. But to be really successful, you need to provide excellent customer service. What's that mean? There are probably as many different definitions of good customer service as there are customers, but the top attribute in the tool business is reliability.

Customers want to buy from someone they can count on. They ask themselves: Will he be here on time next week? What if something goes wrong? Are warranty issues handled promptly? Does he

"Don't treat people the way you want to be treated... treat them the way they want to be treated."



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

will only special-order certain tools and equipment. If they want something common, they want it now. They don't want to wait.

Much of tool selling is about being prepared for the impulse buy. Maybe your customer hit a snag in a job and a specialty tool would have made it easier. Maybe he just read about a cool new tool

follow through on his promises?

You answer these questions by the way you run your business. It isn't about your words, it's about your actions. Get this right and you'll have loyal customers. Fall short of it and it will be an upward battle. In either case, word will get around. Trust is built over time. So, be consistent, persistent and patient.

RESPECT – Customers like to deal with people they like. But more importantly, customers want to buy from someone they respect – and who respects them. Earning respect is more important than making friends. In an either/or situation, I'd rather deal with someone I respect over someone that tells a good joke. You likely feel the same way.

I once asked a wise businessman about building respect. He said, "Don't treat people the way you want to be treated." I stared at him in shock. "Treat them the way *they* want to be treated." That made me stop and think.

Some customers want you to chit chat, while others are all business. Some talk about hobbies, others are all about current events or family. Some want to trade harmless jabs. Some don't. Follow their lead. But under it all, respect them. It will shine through.

EXPERTISE – Customers don't expect you to know everything about every SKU in your inventory. But they do expect you to have a certain level of expertise. Keeping up-to-date on the most popular new products will help you position yourself as an expert tool consultant.

Many customers will ask your advice. Smart ones will take it.

Recently I realized the importance of taking advice. I had lunch at AAPEX this year with *Professional Distributor* Editor Jacques Gordon and *Managing Editor* Erica Schulz. For dessert, Jacques and Erica took the waitress' recommendations. I didn't. I chose a graham cracker gelato. Which was just a step up from the olive oil gelato. (Really. They sold oil-flavored ice cream!) They were delighted with the choice the waitress recommended. I was not delighted with mine, but I could only blame myself for not listening.

As a dealer, some customers will take your advice and some won't. But if they don't, they can't blame you if they're unhappy with their decision.

Speaking of advice, if you've ever tried olive oil gelato, let me know. I'm curious what you think. ■

What do you think?

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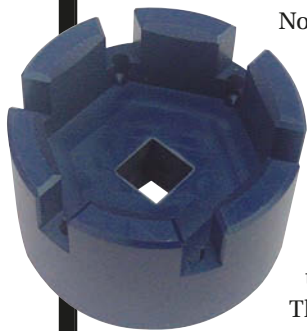
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Do YOU stock it?

The following products are among the most requested tools and equipment from recent issues of *Professional Distributor's* sister publication, *Professional Tool & Equipment News*.

WORK ON FUEL FILTERS



The Lang Tools Dual Ford Fuel Filter Cap Tool, No. 538, works on fuel filters for Ford F250 through F550 trucks, E250 through E350 Econoline Vans, Excursion and Super Duty; 1998-present Ford 7.3L Powerstroke Diesel, and oil filter caps for 2003–2007 Ford 6.0L Powerstroke Diesel, 2008–present Ford 6.4L Turbo Diesel, some International/Navistar trucks, as well as some VW vehicles.

These tools offer a 3/8" drive and are blue anodized for easy visual identification. A

36mm hex, combined with six notches allow this tool to do the work of two tools. Patent pending.

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Perhaps you've already received requests about some of these items. They are definitely products you should take a closer look at stocking for your customers. ■

WITH TRIGGER CONTROL

AGS Company introduces the Stealthforce Bi-Directional Wrench with Trigger Control. Instead of relying on the 'tooth and pawl' design, the Stealthforce uses a cam and clutch-groove design, to reduce backlash while allowing a



perfectly smooth and silent ratcheting action. The dual pivot-point allows instant direction reversal, with or without actuation of the trigger mechanism. The hex shaped head also offers maximum contact on worn nuts and bolts. The final result is a multidirectional, smooth-action, thin profile, zero-slip tool. The Stealthforce comes in a full range of SAE (3/8" to 15/16") and metric (10mm to 19mm) sizes. Sets and individual wrenches available.

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AIR TOOL OIL DISPENSER



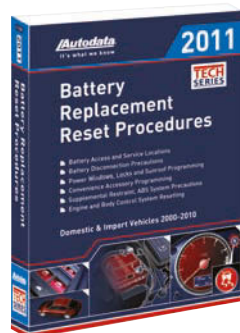
Steck introduces the Air Tool Oiler Dispenser, No. 16600. This unique self centering, non-drip oil dispenser head design allows the technician to easily push the air tool inlet under the dispenser head to oil the air tool or other item, such as bolt threads, in one easy motion. Made from Acetal, the Air Tool Oiler Dispenser mounting bracket, with its double face tape,

can be adjusted for right-handed, left-handed or center mounting positions on a toolbox or wall.

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BATTERY REPLACEMENT RESET PROCEDURES

The Autodata Battery Replacement Reset Procedures Manual offers reset procedures for vehicle electrical and electronic systems. This manual includes fully illustrated hood and trunk release methods, and covers battery access and service locations, disconnect precautions, power windows, locks and sunroof programming, supplemental restraint, ABS system precautions, engine and body control system resetting. Also available on CD, this information covers domestic and import vehicles from 2000-2010.



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REMOVE HUB BEARINGS

The SP Tools' Hub Bearing Removers were designed to remove the hub bearings that are rusted to the steering knuckle, without removing the steering knuckle from the vehicle or the CV axle assembly. When utilized properly, this tool also does not require the use of a press. Two sizes available. The 12mm (No. 69610) works on many Chrysler, GM, Ford, Mazda, Saturn, Volvo, Isuzu, Saab and other vehicles with 12mm X 1.75 thread. The 14mm (No. 69630) works on many Chrysler, GM, Ford, Honda, Nissan, Infinity, VW,



Audi, Mazda, Volvo, Mitsubishi, Kia, Hummer and other vehicles with 14mm X 1.5 thread.

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UNIVERSAL SPLINE SOCKET SET

The 13-piece 1/4" drive Universal Spline Socket Set with Mini Flex-Head Ratchet, No. 9723, from Sunex Tools, features universal spline sockets which can be used to turn universal spline, 6-point, 12-point star, square and rounded hexagonal fasteners. This 72 fine tooth mini flex-head ratchet provides swivel arc of only 5 degrees at every ratchet head angle, from 90 degrees to 180 degrees. A 1/4" hex shank to 1/4" drive socket adaptor included, allowing use of sockets with cordless drills and screwdrivers.

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IGNITION SPARK TESTER

The Thexton Manufacturing THX404 Adjustable Ignition Spark Tester works on ignition systems from high energy electronic automotive systems to small engines. This tool tests for no-start conditions and for spark strength. An adjustable gap allows for spark gap requirements from no volts to 40,000V. Gauge background makes the spark easy to see for accurate measurement. Alligator clip securely fastens to ground. Screw assembly adjusts spark gap quickly and easily.

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NEW, FRESH SCENT

Improved performance and a new fresh scent make the new UView MiST solution a leader in eliminating mold, mildew and bacteria in today's vehicles. The new formula attacks and eliminates odors caused by bacteria and mold in the vehicle, leaving a clean fresh scent. The cause of the odor is eliminated from the vehicle rather than simply being masked. The MiST service uses a proprietary ultrasonic fog to treat the air without leaving any unwanted moisture or residue.

The system is fully portable, and operates on a 12V DC current.

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LOOSENS AND LUBRICATES

Kano Laboratories' SiliKroil is the result of the blending of Kroil, which loosens, and dimethyl silicones, which lubricate. SiliKroil penetrates to one millionth inch spaces, dissolves rust and lubricates to loosen frozen metal parts and keep them moving. It can be used for frozen slides, bearings, gate valves, hinges, chains, locks, rollers or any place needed to loosen a frozen part and provide long-lasting, non-evaporating, silicone-enhanced lubrication, the company says. Kroil is now available in eight sizes including a new 16.5 oz economical industrial size.

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IN-LINE DESIGN

The In-Line Flaring Tool from Cal-Van Tools allows users to flare copper or soft steel tubing in tight spaces with its low-profile design, for use on or off the vehicle. Designed to be used with a ratchet to make flares easier, the in-line design makes a more accurate flare. The double clamp and hex screw design keeps tubing locked tightly in position. Available in SAE (No. 164), metric (No. 154) and Auto-Specific Set (No. 161).

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Welcome to Sneak Peek, *Professional Distributor's* brand new product section! This new section features exclusive, recently introduced automotive tool and equipment products. In Sneak Peek, we'll introduce new tools to you even before automotive technicians get to read about them in *Professional Tool & Equipment News* magazine. Sneak Peek will help you stock your truck with the latest and greatest tools on the market.



UPDATED DIAGNOSTIC SCANNER

Autoland Scientech launches the iScan-II WT diagnostic scanner with dealer-level capabilities and coverage for over 40 global vehicles, as the next generation of the original Autoland iScan-II. Special functionality includes BMW Offline Programming that programs the models after E65, E60, E90, E70; an Interface Module Simulation System (IMS2) Interface with dealer scanner software including Mercedes-Benz, BMW, Porsche, Volkswagen, Volvo, Toyota, Land Rover, Ford, Jaguar; and DOL (Diagnostic Online) accessible through the Internet. Technicians always get the latest information via built-in Bluetooth technology and report information for programming and reflashing.

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SUPER DUTY IMPACT WRENCHES

The Florida Pneumatic FP-744A and FP-777A 1/2" and 3/4" series of super duty impact wrenches have been designed specifically for heavy duty-high torque applications, in tire service and fleet repair shops. The new series features refined design twin hammer mechanisms that increase the blow efficiency. The high-energy seven blade motors increase speed of run-down and fastener removal. This series also features a six-position power management switch for controlling power in both the forward and reverse directions, providing ultimate control on the job. The FP-744A is also available with a 2" extended drive anvil, and the FP-777A with a 6" extended drive anvil. Enter 43 at "e-inquiry" on vehicleservicepros.com



LARGER AND EASIER TO READ GAUGES

The Lang Tools Cylinder Leakage Tester, No. CLT-2, provides a larger, easier-to-read leakage gauge with one multi-colored band for measuring low, moderate and high leakage. The pressure gauge has a dual scale dial with ranges from 0-100 psi and 0-7 bar with a redesigned gauge boot for added protection. An industrial interchange quick coupler allows use with most standard compression test adapters on the market (some adapters require removal of the valve core). Tool includes a new M14 short thread adapter on a 26" hose assembly, M14 long thread solid adapter and 1/4" female x 1/8" male reducer adapter.

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DIAGNOSTIC LEAK DETECTOR

Redline Detection introduces the SmokePro Air Complete diagnostic leak detector. The Air Complete comes with its own onboard micro air compressor, eliminating the need for shop air or gas tanks. Air Complete also gives technicians the ability to utilize an air/gas-only cycle, mandated and recommended by OEMs for many applications, and by all hybrid/EV manufacturers for testing battery compartments. For technicians who prefer to use nitrogen, Air Complete automatically senses that the compressed air has been connected and suspends the micro-compressor.

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PLASTIC REPAIR KIT

The Motor Guard Magna Stitcher Plastic Repair Kit for stud wheels (No. MS-1-KIT) turns a stud welder into a plastic repair tool, fitting all popular stud welders. The MS-1 works by welding a rigid stainless steel stake into the surface of the plastic resulting in a permanent repair of the crack. Repairs can be made on flat surfaces, tabs, holes, ribs, inside and outside corners. The Magna Stitcher can be used to repair bumpers, fascias, spoilers, headlamp brackets, radiator brackets, interior components, underbody structures, wheel wells, panel mounting tabs and any thermoplastic part.

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MORE ACCESS TO POWER OUTLETS

The new Tri-Tap Reels from Reelcraft supply enough power for up to three electrical implements where and when shops need it. This new accessory option is based on the company's current L4000 series reel platform, that has been the industry standard for quality and durability in industrial settings for nearly 30 years. Models are available in 16/3 or 12/3 cord and either standard triple tap or GFCI protected triple tap. Enter 46 at "e-inquiry" on vehicleservicepros.com

NO JACK STAND OR CROSS BAR NECESSARY



The new SPT tools' 10700 Lexus Engine Support enables the technician to access the lower and upper portions of the engine without a jack stand or cross bar inhibiting access. With its compact size, and easy installation and removal, the 10700 allows open access to the top and bottom of the engine. The 10700 works on the following Lexus vehicles: 2006 and later IS250 2WD; 2006 and later IS350 2WD; 2006 GS 300 2WD; and 2007 and later GS350 2WD.

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NEW
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Specialty Tools

Although not necessary for every job, specialty tools can turn a long or an almost impossible repair into a quick(er) fix. See some examples of helpful specialty tools in the next few pages, and what techs are saying about them.



Remove pulleys, wheels and ball bearings

Genius Tools now offers a selection of Gear Pullers, available in two-jaw, three-jaw and two-arm styles. These pullers are made of chrome vanadium and can be used to quickly remove pulleys, wheels and ball bearings. Seven different sizes available.

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Sometimes a little training is needed to take full advantage of the tool's capabilities.

Wheel bearing replacements without realignment

Schwaben Tools' 24-piece Wheel Bearing Replacement Kit allows techs to change a wheel bearing without changing the wheel alignment, the easy way. The kit includes bearing caps and barrels for Toyota/Lexus, Nissan/Infiniti, Honda/Acura, VW/Audi/Porsche, Mercedes-Benz, BMW, Volvo and domestics, in a custom storage case.

- Bearing cap sizes 2", 2-1/8", 2-5/16", 2-1/2", 2-5/8", 2-3/4", 2-13/16", 2-7/8", 2-15/16", 3", 3-3/16", 3-1/4", 3-1/2".
- Barrel sizes 2-11/16", 3-1/16", 3-3/16", 3-5/8".
- Barrel cap sizes 3-3/8", 4".

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I've got a drawer full that I haven't used in years, but when I bought 'em I really needed them.

Remove and mount inner tie rods

The Mayhew SPEEDY Universal Inner Tie Rod Tool, No. 29910, is a universal tool designed to remove and mount inner tie rods on vehicles. The patented roller and cam mechanism adapts itself automatically to the shape and diameter of the inner tie rod. This tool grips securely on round, hexagonal and octagonal tie rods and accommodates almost every length and diameter tie rod. Extended working diameter range includes: 35mm to 45mm and 1-3/8" to 1-3/4". S marrow profile allows easy use in confined spaces and a long shaft tube helps keep wrenches from damaging auto body.

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Pry bar alternative

Steck Manufacturing's Axle Popper, No. 71410, breaks loose half shafts from transaxles on front-wheel-drive cars. Safer than using a pry bar, the Axle Popper's wedge forked end applies even pressure to both sides of the shaft for sure release. The tapered ends of the fork allow the technician to strike the Axle Popper Wedge or use it as a pry bar to release the half shaft. Shim included to fill the gap between the half shaft and the transaxle on some vehicles.

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Wheel stud service kit

Tiger Tool's new Heavy Duty Wheel Stud Service Kit, No. 10608, delivers up to 10 tons of pressing power with a straight-forward design. This tool assists with removing and installing virtually any combination of wheel studs on Class 7 and 8 trucks and buses. The patented design allows users to remove and install 10 studs in only 10-20 minutes, without removing the hub from the spindle. No more damage to hubs, seals and wheel bearings by removing the hub. Interchangeable adapters provide maximum flexibility and accurate installations.

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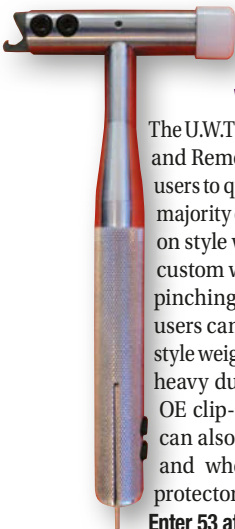


Special hand tools make a person more capable.

Removes wheel weights

The U.W.T. Inc. Wheel Weight Hammer and Remover, No. UWT1000, allows users to quickly and easily remove the majority of all lead and non-lead clip-on style weights from standard and custom wheels, with no scratching, pinching or struggling. In addition, users can apply and remove clip-on style weights from light, medium and heavy duty trucks, as well as Asian OE clip-on style weights. This tool can also remove weights from tires and wheel assemblies with curb protector rubber.

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Remove stubborn fittings

The AGS Company FlexForce Wrench Set, No. FF204, assists with removing even the most worn brake and fuel fittings. This wrench can be slipped over lines in tight fitting areas, and fits over 90 percent of domestic and import vehicles. A square-drive socket wrench can also be attached for more leverage. This four-piece set includes the following: FF10 (3/8"-10mm); FF11 (7/16"-11mm); FF1213 (1/2"-12/13mm); and FF14 (9/16"-14mm).

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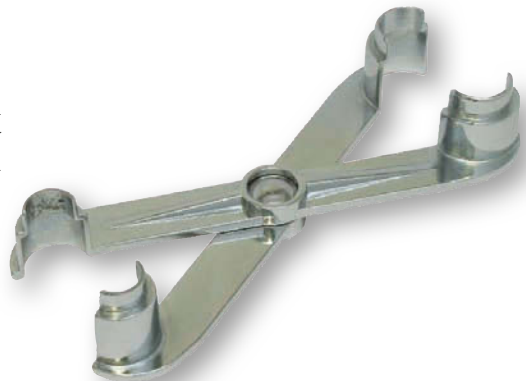
The GearWrench 48" Extendable Indexing Pry Bar, No. 82248, withstands more than 400 lbs of force. The indexing head adjusts and locks into 14 positions allowing user to vary the angle of the head over a 180-degree span. At a collapsed length of 29", the bar offers a tubular design for lighter weight, with grooves on the swiveling head to provide better grip| Enter 55 at "e-inquiry" on vehicleservicepros.com



For over-running alternator pulleys

The E-Z Red AK411 Over Running Alternator Pulley Kit helps with the removal and installation of over-running alternator pulleys (clutch style), which are very popular in European vehicles. For shops that want to stay ahead with technology, the AK411 works with hand tools or an impact gun. This kit features interchangeable components to work on almost all vehicles that have changed to the overrunning alternator pulley system.

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Release transmission oil cooler lines

Use the Lisle Corp. Transmission Oil Cooler Line Scissors, No. 39660, to release Transmission Oil Cooler (TOC) lines on Ford and Cadillac vehicles. The stepped design allows users to work on these special lines. Two sizes included on one tool: 3/8" and 1/2".

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Brake caliper and bleeder service set

Assenmacher Specialty Tools introduces the 7-Piece Brake Caliper/Bleeder Service Set, No. EU2000. This set includes 7mm, 8mm, 9mm and 11mm brake bleeder wrenches, three brake caliper sockets and a custom powdercoated metal organizer tray. Wrenches fit bleeder brake caliper bolts on the majority of BMW models, Mercedes S-Class [221], newer C-Class [204], M-Class [164] Volvo cars, and rear caliper bolts on 2006 and newer VW Jetta and Passat vehicles.

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Sometimes a bit pricey, but specialty tools can make life so much easier.



Heavy duty wheel stud pilot pins

The Thexton Heavy Duty Wheel Stud Pilot Pins, No. 591, work like sleeves to slip over truck wheel studs and hold the wheel in position for starting the stud nuts. These pilot pins are made of tool steel with a black powdercoating.

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Made for heavy duty trucks

A&E Hand Tool offers their Serpentine Belt Wrench for Heavy-Duty Trucks, No. 8593, a 13" long chrome-plated wrench that is used to release any serpentine belt tensioner with a 1/2" square drive opening. Made in the USA, this tool features ratcheting action for better positioning, ergonomic vinyl grip and a 1" reversible ratchet head.

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Reduce burns, spilled oil

Strategic Tools & Equipment Co.'s Oil Filter Removal Tool and Spill Boots allow technicians to remove spin-on oil filters without spilling oil. Durable and flexible molded bellows form a cup around the filter and catch any oil as the tech removes the filter. The set of three tools covers most cars and light trucks in the market. Each of the individual tools has a formed base to grip the oil filter.

Enter 62 at "e-inquiry" on vehicleservicepros.com



Brake Drum and Rotor Puller

Rated at 7 tons, the OTC Brake Drum and Rotor Puller (No. 6980) can be used for components having a diameter of 12-3/4", and has a reach of 5". The forcing screw is 7/8" - 14 UNF. Primary application is for brake drums and brake rotors, especially where corrosion makes removal almost impossible without breaking. The radius on the special jaws establishes optimal load distribution and the ability to use with impact tools facilitates a quick pull on large components. Nylon strap included to hold jaws in place included for heavily corroded or rounded edges.

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If you have a lot of customers with a particular brand, specialty tools really pay off.

Works where torches can't go

Induction Innovations introduces the Long Coil Kit, No. MD99-675, for use with the Mini-Ductor II and Inductor U-555. The Mini-Ductor Long Coil Kit enables the user to gain greater access on hard-to-reach areas where torches can't go. This new kit offers popular sizes with extra-long 13" leads. The kit comes in a transparent case with eight pre-formed coils, with an I.D. ranging from 3/4" to 1-3/4", giving the tools a larger array of applications.

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For Ford, Chrysler and GM vehicles

Ken-Tool offers the 13-pc Wheel Cover and Wheel-Lock removal kit, No. 30171, for Ford, Chrysler and GM vehicles. These tools also cover standard and oversized OEM and aftermarket wheel locks for other domestic and imported cars and light trucks. The kit features a durable red blow-molded plastic case, and is used with a 1/2"-drive ratchet wrench. The set includes 3/4"/19 mm and 7/8" Twist Sockets for removal of damaged lug nuts or oversized locks. An extractor punch is included to remove the lock from the socket. A 9-pc kit, No. 30170, is also available.

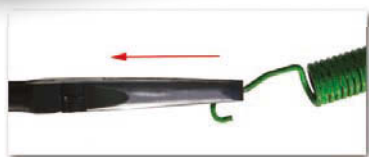
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Transmission puller

The Posi Lock TJ-3 Jaw Transmission Bearing Puller features the same unique characteristics as the TJ-1 and TJ-2 transmission bearing pullers, such as the patented "safety cage" and jaws that are specially machined to clamp in snap-ring grooves as narrow as .070". The smallest puller in the transmission bearing family, the TJ-3 has a reach of 4" and spread range from 0.5" to 5". Optional standard jaws available, giving the TJ-3 the same capabilities as the manual model 104 puller.

Enter 79 at "e-inquiry" on vehicleservicepros.com



Brake spring pliers

V8 Tools introduces the V8-989 Brake Spring Pliers. In addition to including a pair of end cutters, V8 improved the tool by making it longer with wider and stronger tips that can hold the spring better, without leaving deep cut marks. This tool makes a normally frustrating job quick and easy.

Enter 80 at "e-inquiry" on vehicleservicepros.com

Stretch fit belt kit

The PBT USA Stretch Fit Belt Kit, No. 70990, provides coverage for all vehicles equipped with stretch fit belts. This patented tool kit contains two tools: a universal installation tool and a universal removal tool. The installation tool suits all vehicles

equipped with stretch fit belts and does not require adjustment to use. The removal tool allows the technician the ability to easily remove and reuse a stretch fit belt that doesn't require replacement. An instructional DVD is included in the kit, along with a vacuum formed tray for easy storage of both tools.

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Updated air hammer ball joint R&R tool

The SP Tools 68600A Air Hammer Ball Joint R&R Tool saves time by utilizing an air hammer to remove and replace ball joints. Save about an hour of labor time on many Honda/Acura models, as well as other vehicle makes. The tool has two main parts that attach to the air hammer: a remover and installer. The remover easily fits over the lower end of the ball joint to drive the old ball joint out of the steering knuckle. The installer has been designed to fit around the upper portion of the steering knuckle enabling a straight push for the new ball joint. The installer couples with one of three different sizes of installer heads that drive in the new ball joint without damaging it.

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Remove hub assemblies

The Cal-Van Tools Hub Tool, No. 90100, is designed for removing the hub assembly from Ford 4-Wheel Drive Pickup Trucks when replacing ball joints, without causing damage to the wheel bearings. This tool enables technicians to drive wheel bearings out from the back of the hub assembly by threading the tool over the hub assembly stud. The tool has threads that match those of the four 1/2" hub assembly studs. Includes adapter for Dodge applications.

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VIN ID

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What to know when selling welding equipment

New designs and technologies in welding gear help keep technicians safe.

Provided by Miller Electric Mfg.

Important safety gear such as welding caps, beanies and glasses help protect technicians when welding.

Photo by Miller Electric

Let's face it. Safety is important, especially when welding. Equipment manufacturers continue to design and incorporate new technologies into products that keep welders safe, but they're also working hard to enhance comfort and personal style for those long days in the shop, on a job site or at the track.

New technology

In recent years, the greatest advance in auto-darkening helmet technology is electromagnetic detection of the weld. In the past, helmets used optical sensors that picked up the light of the weld. This new technology uses magnetic sensors that detect the magnetic field of the arc. As a result, the helmet's auto-darkening system responds faster and more consistently to protect a welder's sight. This is especially handy when welding outside because the lens won't darken until an arc is struck, regardless of sunlight.

Helmet manufacturers have also added increased functionality to helmets without adding weight. Active helmets today don't weigh more than passive ones, even with added features including (auto-darkening) LCD panels and other customizable settings.

Premium helmets feature the ability to respond within 1/20,000th of a second for optimal protection, especially in applications involving frequent or heavy tacking, where a welder strikes a greater amount of arcs. Larger LCD panels improve the welder's view of the work piece, peripheral vision, and overall awareness of the surroundings.

Other added protection

Manufacturers have made helmets more comfortable by improving the balance and padding design. Balance is one of the most important features to consider when trying on a helmet. An improperly balanced helmet will increase fatigue on the neck and shoulder muscles when welding for

longer periods of time.

Welders should choose a helmet with a shell that extends down to the neck to give complete protection. They should also wear clear safety glasses underneath the helmet for when the hood is lifted to prep or review a weld. The best safety glasses for welders have rubber ear pads and form-fitting orbital eye coverage. This reduces facial discomfort and pain that can occur after long periods of use. Of course they will also have shatter-proof polycarbonate lenses with an anti-scratch coating, but soft foam protection guards that keep out dust and perspiration are also important features.

Shaded safety glasses are available for welders too. The tints include Smoked, Shade 3.0 and Shade 5.0. Smoked lenses are ideal for outdoor applications, and Shade 3.0 is ideal



This built-in helmet headband has a lightweight fan in the back to cool off welders while they work.

Photo by Miller Electric

for light oxy-fuel or plasma cutting applications. The better Smoked and Shade models also feature a reflective outer coating that provides ultraviolet protection and enhanced contrast with minimal glare. Most clear-lens safety glasses also offer UV protection.

Temperature control

On a hot day, relief from heat stress is an important safety consideration. New products have been designed to reduce temperatures under the welder's hood without the bulk and expense of a complete respiratory system. Companies now offer new technologies such as a built-in helmet headband with a lightweight fan on the back. It forces filtered airflow under the helmet across the welder's head and it can be adjusted to blow air down past the welder's face and temples too.

It's a cooling system, not a true ventilation system, but it can reduce the temperature under the helmet by about 8 degrees (Fahrenheit). There's also a larger cooling system that can reduce under-helmet temperature by about 17 degrees. The fan is worn on a belt, and a tube carries fresh air to a lightweight cap that directs the air down over the welder's head and face.

A true welder's ventilation system uses a similar layout, with the fan and filters mounted on a belt. The tube connects to the rear of the helmet, and built-in vents direct air down in front of the welder's face, creating a 'curtain' of filtered air in the welder's breathing zone. Designed to prevent the welder



from breathing smoke and hazardous fumes, different filters are available to protect against gases released from different metals. There are also ventilation systems with a sealed face mask, much like a firefighter's air mask. The air can be supplied by a fan, a self-contained canister or even by a shop (breathing) air system.

Additional items like beanies and welding caps keep dust out of the welder's hair and scalp are great for soaking up sweat. A cap adds extra protection from sparks or flying spatter when welding in difficult positions, such as overhead. Some of the nicer beanies also cover the ears.

Several brands of welding protection and safety accessories are available. Read this story online, and find resources to products you can offer your customers at www.vehicleservicepros.com/10616060. ■



With a welding helmet ventilation system, a tube connects to the rear of the helmet, and built-in vents direct air down in front of the welder's face, creating a 'curtain' of filtered air in the welder's breathing zone.

Photo by Miller Electric

Hickok Diesel Fuel Injection Tester

The Hickok Diesel Fuel Injection Tester (DFIT), No. WAE45468, can electronically test and diagnose GM Duramax diesel injection systems electronically in 15 minutes, or less. This factory-level tool works on 2001-2010 model years to check pumps, regulators, injectors and fuel flow/return, without opening the system.

Previously available only to OEs, aftermarket technicians can now repair vehicles that previously had to go back to dealers for repair. This tool can also be utilized by dealerships as a cost-effective solution in place of high-cost OEM tools that may not see enough service to justify the cost to the dealer.

Origin

This tool is an offshoot of the OEM AFIT test systems designed by Hickok for use by General Motors (GM) dealers, and the Duramax Diesel engine family is widely used by GM in their light and medium duty truck lines. This tool is the only tool of its type available to the aftermarket. This sets the item and the manufacturer apart and in a class of their own, in terms of being able to provide solutions to the professional technician.

Distributors that support and sell this product will be supporting the professional technician with a tool only available previously to a dealer.

Specs

The product is a global product comprised of components from several countries. Like most electronic products, this is facilitated by finding the highest quality products regardless of country of origin.

The product is comprised of a combination of plastics, steel and electronic components. The outer case is made of extremely strong, impact-resistant resins designed to function in demanding underhood conditions. The product is oil- and solvent-resistant.

Selling points

- Complete testing process takes about 10 minutes, including hookup.
- Displays injector fuel consumption balance.
- Tests high pressure pump and verifies low pressure pump.
- Tests for excessive fuel rail / injector leakage.
- Test no-start conditions or driveability.
- No engine disassembly or high pressures.
- Works on warm or cold engines.



- Internet software downloads for added coverage.

The DFIT comes in a custom fitted case with space to hold the unit as well as connectors, cables and manuals.

Suggested retail price

\$1,750

For more information

www.toolweb.com

www.hickok-inc.com

Scan this QR code to watch a video of this product in action.

To download a barcode scanner on your smartphone or mobile device, visit <http://i-nigma.mobi>



Coastal Boot Grinder and Grinder Steel Toe Boots

Coastal Boot offers the Grinder and Grinder Steel Toe lightweight, durable and flexible work boots. This boot is a fraction of the weight of a traditional work boot while still providing the protection needed by the end-user.

The C/B line was inspired by the needs of today's auto technician. Today's tech does not want to wear in the shop that same shoe/boot that their Father wore. They want something lighter, faster and more comfortable than Dad's boot, while still supplying the protection needed in a shop environment.

Selling points

For the distributor:

- Favorable margins.
- Superior turnaround time (Most orders are shipped within 24 hours of receipt).
- Removes the need to carry inventory.
- Confidential drop-ship service.
- Repair/warranty service.
- Technical support.
- Coastal Boot's 20 years of experience in supplying mobile tool distributors.
- No minimum order.

For the end-user:

- Coastal Boot's reputation.
- Service.
- Quality.
- Price.

Specs

- Full-grain leather uppers. No PVCs, plastics or inferior leathers.
- Cambrelle lining maintains temperature and wicks moisture.
- Vibram gas-, oil- and grease-resistant outsole.
- ASTM-rated steel toe meeting ASTM specification F2413-05 M1/75 C/75.
- Smartmask polyurethane sockliners for foot support and shock absorption. Absorbs the harsh impact of standing on concrete all day long.
- Six-month warranty and free courtesy repairs.
- Whole and half sizes from 7 to 10-1/2 and whole sizes from 11 to 14.
- Size 15 also available in non-steel toe.

For more information

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Maxxeon WorkStar 2000 Technicians Floodlight

Maxxeon WorkStar 2000 Technicians Floodlight offers a multi-directional lighting head, with vastly increased light output compared to previous models. Other features include dual light level, integral magnets and retractable hook combined with the new, ergonomic design. The light includes a belt clip to aid in portability, a 12V charger, a 110V charger and has a connection in the base to allow mounting the product to a tripod. Rechargeable with a runtime of up to 10 hours, this light includes an LED charge indicator to notify user to the state of the charge.

Features and benefits

- Moveable light head lets users direct the light where they want it.
- More than 300 lumens of brilliant white light lets technicians easily see into the most obstructed areas.
- Cordless - recharge-

able, more than eight hours run time.

- Attach to surfaces using integral magnets or retractable hook.
- Includes 12V and 120V chargers and removable belt clip.

Origin

The WorkStar Technician's Floodlight is Maxxeon's second generation workshop lighting tool designed for daily use by technicians in demanding shop environments.

This tool replaces the WorkStar 1400 and offers benefits to users through improved light output and superior beam pattern made possible by recent advances in LED technology.

Specs

The product is designed in the USA and manufactured in China. The body is constructed of a tough, high-impact polycarbonate. The single LED produces over 300 lumens in a floodlight pattern, using a 6,000-degree white beam that produces a clear pattern, free from hot or dark spots.

The light runs for more than two hours on "high" setting, and more than eight hours on "low" setting. The rechargeable battery has a life expectancy of two to three years, and is replaceable.

Selling points

Brighter is better. The Maxxeon WorkStar 2000 Technician's Floodlight LED Worklight begins with the unbelievable intensity of the latest Cree LED technology, then fuses it with the tech-savvy features of the company's LED Trouble Light, creating the most advanced, high performance LED worklight ever. The combination of the WorkStar 2000's brilliant, clear floodlight beam pattern and over 300 emitter lumens of pure white light, gives users a flood of light where they need it.

The light head of the WorkStar 2000 moves in all directions so users can direct the light where they need it.

Stick it, hang it, park it, stand it, mount it. The WorkStar 2000 Trouble Light is hands-free.

- **Stick it** to any metal surface; the two powerful neodymium rare-earth magnets hold it securely.
- **Hang it** anywhere in the work area with the handy, retractable hook.
- **Park it** on any flat surface and turn the light head to light up your work area; its anti-roll shape will not roll away.
- **Stand it** up on its flared base and shine the light where you need it.
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temporarily with the convenient camera tripod socket.

Take it with you. The WorkStar

2000 LED Work Light comes with a removable belt clip that lets users take it with them around the shop. But it is also great for emergencies; just turn it on in the belt clip to light your

way at night.

Rechargeable. The cordless, rechargeable WorkStar 2000 Technician's Floodlight is equipped with rechargeable NiMH batteries and built-in charger electronics with a bi-color LED charge/discharge level indicator. Charge at home with a UL-approved 120 VAC 60 Hz power supply and on the run with a 12V car adapter. With over 2 hours of run-time on "high" and 8 hours of run-

time on "low," you put the light where you need it.

Rough and tough. The rugged WorkStar 2000 LED Drop Light was designed for daily use by professional automotive, industrial and IT technicians in the demanding shop environments they face every day. The body and head are constructed of polycarbonate and the neck and hook are glass-reinforced ABS. The lens is tempered glass with a shock absorbing rubber gasket.

Suggested retail price
\$119.75

For more information
John Schira, Maxxeon Inc.
(877) 621-0005
jschira@maxxeon.com
www.maxxeon.com ■

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Redline Detection SmokePro Air Complete

Redline Detection introduces the SmokePro Air Complete diagnostic leak detector (Part No. 95-0051). Air Complete comes with its own onboard micro air compressor, eliminating the need for shop air or gas tank supply. Whether a repair job is across the service bay or across town, Air Complete lets technicians go where the work is.

Features and benefits

SmokePro Air Complete cuts the cord and allows you to go where the work is. No other machine can find more repair opportunities. By drastically reducing diagnostic time, Air Complete saves time and makes more money.

- Built-in micro air compressor: 100 percent duty cycle.
- Quickly detects leaks down to 0.010".
- variable flow control.
- Pressure decay/leak down feature.
- Dual operating modes: Smoke and Air/Gas-Only cycle.
- No glow plug or nitrogen required.
- Automatically senses when compressed air is connected.
- Suspends internal air compressor.
- Full Accessory Kit with Storage Case: Inspection Light, Exhaust Cone Adapter, EVAP Service Port Adapter, Schrader Valve Removal Tool, OEM-Approved Smoke Agent, Cap Plug Kit.



- Smoke chamber warranty: Lifetime.
- Internal pressure supply: Onboard micro air compressor.
- External pressure supply: Nitrogen, inert gas.

Selling points

- Eliminates the need for shop air or gas tanks.
- Ultra-portable: Goes where the technician is working.
- Compact, lightweight design (11 lbs).
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- Full one-year warranty.

Special attributes for electric vehicles:

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or recommended by EV manufacturers for testing battery compartments.

Suggested Retail Price

\$1,895

For more information

Redline Detection, LLC

(714) 451-1411

www.RedlineDetection.com ■

Additional accessories included:

- XL Truck Exhaust Cone Adapter.
- Universal Filler Neck Connector.
- EasyEVAP Capless Adapter.
- Extra OEM-Approved Smoke Agent.

Specs

- Evap weight: 11 lbs.
- Shipping weight: 19 lbs.
- Dimensions: 8" x 10" x 13"
- Operating modes: Air/gas-only cycle and smoke cycle.
- Minimum leak detection: 0.010".
- Smoke chamber assembly: Bolted.

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Puppies and Customers

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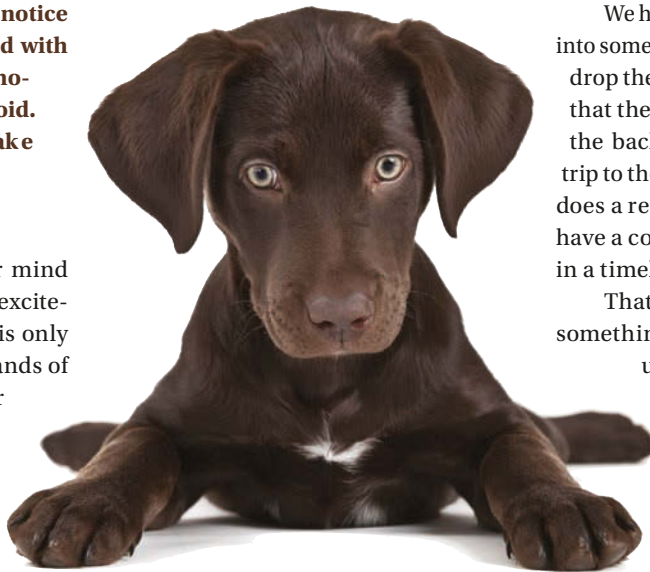
Every one of us has those long days where it seems that everything is uphill regardless of the angle it is viewed from. The drive home that day may even take longer as well, but that escapes notice because your mind is occupied with a universe of thoughts and emotions, or just moments of void. Just one of those days that make you question if it has an end.

Man's best friend

Upon entering the house your mind is called back by the rush of excitement headed your way. There is only a split second to empty your hands of work-related items before your anxiously-wiggling, four-legged greeter is there to pounce, jump and run circles at your feet. The day certainly has been long and now it's time to play ("work" is a word dogs don't understand).

Giving a few moments of undivided attention may feel like a hindrance while still focused on the day's tasks. But after a short pause for some ear scratching and belly rubbing, everything seems to become brighter as your mind clears like the skies after a thunderstorm rolls through. The thoughts of the day

in the case at our household, can be entertaining to say the least. When they are first brought home, everything is new for both of you. But it doesn't take



long before the need for some basic rules becomes apparent, and so the teaching begins. I will admit I have wondered who's teaching whom, after issuing countless treats for obeying or pulling off a certain stunt.

It takes two

Having a new pet is similar to having a new customer in that each has to get used to the other. Understanding how things work takes effort from both parties, and whether training pets or customers, both have to adhere to the same training.

For instance, let's look at training a dog to go outside for "nature call" events. After awhile, running to the door becomes habit, but it only signifies that YOU need to open the door: it takes two to make things happen the way they should. Same with a customer

who has asked about a product: it takes two for a happy result! The trip to the door can happen every 10 seconds, but if that door is never opened, who is responsible for the result?

We have all said that we would look into something for our customer, only to drop the ball or decide (for ourselves) that the priority level is low, so off to the back burner it goes. Just as the trip to the door requires a response, so does a request from a customer. Both have a consequence if not acted upon in a timely fashion.

That phrase, "timely fashion" is something most people think they understand, but here is the funny part; only the one who is asking for something can decide what is "timely." A trip to the door or a request from a customer should both receive immediate attention, otherwise things are going to stink real bad, real fast.

Giving 100 percent

Why would we spend so much time with repetitive teaching in the beginning, with our pets or our customers, and then not hold up our end? Why do we sometimes feel let down by the result? Do we become complacent and take for granted that things will just work out?

The answers to these questions could be as plentiful as the thoughts in your head on that long drive home, but one thing is for certain; no matter what type of day you have had, whether it's your dog or your customer, each one expects the full *you* and not just someone going through the motions. In the end, each will always favor someone who gives them the attention they deserve. ■



JOE POULIN

Joe Poulin is a district manager based in Gray, Maine, for Mac Tools. Send any comments or feedback you have for Joe by e-mail to dpoulin2@maine.rr.com.

become distant as a smile starts to appear with this joyous reunion.

Owning a dog, or dogs as is now



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