

**IN FOCUS PRODUCTS: DENT FIX, MASTERCOOL, CAL-VAN TOOLS**

# PROFESSIONAL DISTRIBUTOR

*The Distribution Network Connection*

## 2012 Mobile Tool Distributor of the Year

**Cornwell Dealer**

**Rick Brown** Page 08

### IN EVERY ISSUE

Sales Q & A page 14

Social media Part II: Get into Facebook

Driving sales page 18  
A/C service and repair

Mobile motivations page 26  
Don't be afraid of the four letter word: FEAR.

**NEW!** Sneak Peek  
product section page 27

PLEASE SEND TO:  
P.O. BOX 3257  
NORTHBROOK, IL 60065-3257  
CHANGE SERVICE REQUESTED

**CYGNUS**  
BUSINESS MEDIA

Presorted  
Standard  
U.S. Postage  
PAID  
Latham, Junction, KY  
Permit No. 246

[www.vehicleservicepros.com](http://www.vehicleservicepros.com)

APRIL 2012  
VOL. 20, NO. 3



**1/2" DRIVE  
MINI IMPACT**

**MST7125  
1/2" Drive Mini Super  
Duty Air Impact Wrench**

- Max. torque: 500 ft lbs
- Compact design
- Durable jumbo hammer mechanism
- Lightweight at 3.42 lbs
- Free speed: 10,000 RPM

The quick speed and high torque capability allows for fast removal and replacement of fasteners while the compact, "Mini" design gives the user easier access to tight spaces.  
Air inlet: 1/4" NPT; Air pressure: 90 PSI.



The  
**BIGGEST**  
cart in the  
industry!

Ships  
**FEDEX**  
or **UPS**

**MSTTC1100  
2 Shelf Heavy Duty Monster Cart**

- 5" heavy duty swivel casters
  - Easy assembly with rubber mallet included
  - Shelf clearance 25" • 300 Lb. capacity
  - Molded plastic construction. 2 cup holders.
  - Both trays reinforced with aircraft aluminum.
- Dimensions: 39"L x 27"W x 37"H with casters, 34"H without Casters.**



**MST8005  
30 Watt Underhood Lite**

- Super bright 30-watt fluorescent bulb
- Electronic ballast for quicker starts and longer life
- Ratcheting hooks provide safe and firm attachment
- Hooks telescope from 47" - 75", allows light to attach to most SUVs and trucks

monster tools are  
**scary good**

Lakeland, Florida .....	800.966.8478
Atlanta, Georgia .....	800.255.6107
Baltimore, Maryland .....	800.638.3730
Dallas, Texas .....	800.966.8478
Fort Wayne, Indiana .....	800.638.3730
W. Sacramento & Fresno, California .....	800.392.4097

Enter 15 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

**MOBILE  
EXCLUSIVE  
BRAND**



**MSTJACKCOMBO  
3 Ton Floor Jack and  
Two 3 Ton Jack Stands**

- 3 ton stand lifting range: 10-1/2" to 15-3/8"
- Jack lifting range: 3-5/16" to 17-3/4"
- Jack has front wheels and rear swivel casters

**MST252224  
Infrared Thermometer  
-76 to 1022 Degrees F**

- 12 to 1 distance to spot ratio
- Laser targeting for accurate temperature readings
- Rugged ABS blow molded design



**MSTERB113-HEAT-B  
Monster Blower/  
Heater Combo**

- 120V, 60Hz, 12A
- 3 speed fan switch
- Built in overload protection
- Clips heater securely onto the front of fan to create hot air
- Moves cooling air up to 300 cfm without heater



**MST9214  
21 Piece 1/4" Drive Spline Socket  
and Bit Set with Mini Flex Ratchet**

- The Ultra compact design provides easy access to confined work areas

The MST9214 is a complete 1/4" mini ratchet, spline socket and bit set. Includes 11 piece 1/4" drive spline sockets, 1 piece 1/4" drive socket adapter, 1 piece 1/4" coupler adapter, and 7 piece bit set.



**BUILD YOUR BUSINESS  
FOR THE FUTURE:**

Improve your business, and your bottom line,  
by attending the 2012 Tool Dealer Expo!

**JUNE 28 - 30, 2012  
GAYLORD PALMS RESORT  
& CONVENTION CENTER**

6000 W Osceola Parkway  
Kissimmee, FL 34746

**REGISTER NOW:**

1. Online [www.toolweb.com/tooldealerExpo](http://www.toolweb.com/tooldealerExpo)
2. Fax completed registration form to 863-603-0775
3. Contact your ISN Salesperson
4. Phone 888-296-8665 x1697



GAYLORD PALMS™

**HOTEL RESERVATIONS:**

Please call Group Reservations at **407-586-0000**  
and use Event Code **ISN EXPO 2012**  
for special room rate of **\$122<sup>00</sup>**

 Tools Across America <sup>SM</sup>

**ISN** **Integrated Supply**  
**Network, LLC.**

## COVER STORY/DISTRIBUTOR PROFILE



Rick, in business for more than five years, was nominated by his district manager, Steve Sullivan.

### 08 2012 Mobile Tool Distributor of the Year

Cornwell Dealer Rick Brown of Manassas, VA.

### 22 IN FOCUS PRODUCTS

- Dent Fix Hot Stapler Plastic Repair Kit.
- Mastercool Automatic and Programmable RRR Machine.
- Cal-Van Tools Relay Circuit Pro.



### FEATURES

#### 07 In Memoriam: Rod Serediak



Recognizing a finalist of the 2012 Professional Distributor Mobile Tool Distributor of the Year.

#### 18 Driving sales

Gearing up for A/C season with air conditioning service and repair products.

#### 27 Sneak peek

NEW SECTION! Check out this month's products, even before technicians get to see them in the pages of *Professional Tool & Equipment News*.

### DEPARTMENTS

06 Editor's note

14 Sales Q&A

16 Most wanted

26 Mobile motivations



Published by  
Cygnus Business Media  
P.O. Box 803, 1233 Janesville Ave.  
Fort Atkinson, WI 53538-0803  
920-563-6388 • 800-547-7377  
Fax: 920-563-1699

GROUP PUBLISHER Larry M. Greenberger  
larry.greenberger@cygnus.com

EDITOR Jacques Gordon  
800-547-7377 x1678 Fax: 920-563-1699  
jacques.gordon@cygnus.com

MANAGING EDITOR Erica Schulz  
800-547-7377 x1630 Fax: 920-563-1699  
erica.schulz@cygnus.com

PRODUCTION SERVICES REP Wes Gray  
800-547-7377 x1337 wes.gray@cygnus.com

ART DIRECTOR Richmond Powers

LIST RENTAL REP Elizabeth Jackson  
847-492-1350 x18 ejackson@meritdirect.com

AUDIENCE DEVELOPMENT MANAGER Terri Pettit

#### CYGNUS BUSINESS MEDIA

John French – CEO  
Paul Bonaiuto – CFO  
Tom Kohn – EVP, Digital  
Ed Wood – VP, Human Resources  
Julie Nachtigal – VP, Audience Development

#### CYGNUS PUBLISHING

Gloria Cosby – Executive Vice President  
Curt Pordes – VP, Production Operations

FOUNDER Rudy Wolf

Reprints - Foster Printing, Attn: Rhonda Brown,  
4295 Ohio Street, Michigan City, IN 46360.  
1-800-875-3251 or email sales@fosterprinting.com

*Professional Distributor* (ISSN 1553-6211) (online 2150-2080) is published nine times a year in Feb., March, April, May, June, Aug., Sept., Oct. and Dec. by Cygnus Business Media, 1233 Janesville Avenue, Fort Atkinson, WI 53538. Postage paid at Fort Atkinson, WI and additional mailing offices. Subscription rates, in U.S. currency only, are: one year \$35; two years \$65; Can/Mex \$50 one year; \$95 two years; international, \$75 one year; \$145 two years. Back issues are \$10 per copy. Send check to: Cygnus Business Media, P.O. Box 3257, Northbrook, IL 60065-3257. POSTMASTER: Please send change of address to *Professional Distributor*, P.O. Box 3257, Northbrook, IL 60065-3257. Canada Post PM40063731. Return Undeliverable Canadian Addresses to: *Professional Distributor*, Station A, P.O. Box 54, Windsor, ON, N9A 6J5. For change of address or subscription information: Toll-free (877) 382-9187 or (847) 559-7598 Email: circ.profdistmag@omeda.com

Printed in the U.S. Volume 20, Number 1; February 2012



Professional Distributor® magazine is a Registered Trademark of Cygnus Business Media Inc.



MAXIDAS  
DS708  
AUTOMOTIVE DIAGNOSTIC SYSTEM

UNRIVALED POWER MEETS AFFORDABILITY.



© 2012 AUTELUS. All Rights Reserved. All trademarks belong to their respective owners.

[www.Autel.us](http://www.Autel.us)  
1-855-288-3587

Enter 16 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

# Tool Show Season

It was worth the trip

**E**ight days on the road is not easy when you're out with clients every night but still need a fresh face every morning. Somebody's gotta do it though, because most new tools are released at trade shows first. So off I went, first to the Mac Tool Fair, then the Matco Tool Expo and finally the Cornwell Rally. It was definitely worth the journey.

I divide things I see at these shows into four categories: toolboxes, electronics, hand tools and miscellaneous. The trend in toolboxes this year is 'choices.' There's a size and configuration for every need, and there's a huge variety of accessories, color/trim options and

special paint jobs. Tool companies recognize that a toolbox is more than just a place to secure some of your most important worldly possessions; it's a personal space, and for many people it's a symbol of pride in their profession. That's why they sell toolbox wax too.

Automotive control networks are entering a new generation, and unlike the old days, the scan tools we can buy now are pretty much up-to-date the day they're released, particularly the 'legacy' tools that have been around for awhile. Newly designed scan tools and code readers are smaller and easier to use because they gather vehicle information as soon as communication is established. They are also amazingly capable, especially for the price.

Many hand tools that we're all familiar with were invented by people working in the service bay. One tool company told me they've been buying these inventions for years, and

even though they write dozens of monthly royalty checks, they're always looking for more ideas. Among this year's crop are a new brake caliper spreader, a fuel tank locking ring tool and tools for removing/installing drum brake springs.

The smaller trade show booths often contain little gems that can make a job faster, easier, more accurate, or maybe even just more fun. I found a little gun-shaped device with a probe that can reach hidden coils on a COP ignition system. All it tells you is whether or not the coil is firing, but the convenience factor alone makes it worth the lower price. There's a similar tool for testing fuel injectors and another for voltage tests.

I also saw a few prototypes that won't be ready until later this year. When it's time, you'll see them first in these pages and on our website, [www.vehicleservicepros.com](http://www.vehicleservicepros.com). Keep in touch. ■



**JACQUES GORDON**

Editor

920-568-8678

[jacques@pten.com](mailto:jacques@pten.com)

1233 Janesville Ave.

Fort Atkinson, WI 53538

**WE'RE TURNING PRO!**

Innova announces its intention to join the Pro ranks with the Innova Pro CarScan Series of Diagnostic and Scan Tools. Visit [www.pro.innova.com](http://www.pro.innova.com) to see the full lineup.

**INNOVA PRO'S DRAFT PICKS:**

- Honda SRS, ABS & OBD1 Coverage
- Expanded ABS Coverage
- Ruggedly Built for Everyday Shop Use
- Asian & Domestic SRS Coverage
- 30% Quicker than Previous Innova Tools
- Larger Memory Holds More Codes

**INNOVA PRO**

[www.pro.innova.com](http://www.pro.innova.com)  
ph. 714-433-0121

©2012 Innova. All rights reserved. Patent #6,230,619; #6,240,790; #6,240,799

Enter 17 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

# In Memoriam: Rod Serediak

Recognizing a finalist of the 2012 Professional Distributor Mobile Tool Distributor of the Year

By Jacques Gordon

Among the finalists for our 2012 Mobile Tool Distributor of the Year contest was Rodney Serediak, a Mac Tools distributor in Ft. McMurray, Alberta, Canada. Unfortunately, Rod suffered a fatal heart attack before our winner was chosen, but we would like to tell you at least part of what we learned about him.

In 1994, Rod left his job as a mechanic at Sun Oil in Ft. McMurray and started selling tools from a 16' step van. Success came quickly as he was named Rookie of the Year.

By the time we met with Rod at a tool show last year in Florida, he had achieved Mac Tools Platinum Elite status. Part of the reason for his success is his choice of location. Ft. McMurray is in the northeast corner of Alberta's oil producing country, and Rod knew it's a good place to be



Photo by Sue Serediak

Rod Serediak, 1953-2011.

Rod's wife and business partner, Susan, customers would often call to order a tool and then ask Rod to wait for them to come pick it up. To Rod it just made sense to have a fixed

As committed as Rod was to serving his customers, Sue told us he was even more committed to his family and to children in the community. His favorite charity is a group called Kids Forever Foundation, an all-volunteer group in Fort McMurray whose mission is to aid children with catastrophic illness. The Foundation helps pay for travel and/or housing for their families, special medical equipment for the home and other forms of logistical support.

Last year Rod and Susan donated a rare, Chip Foose-customized pink Mac Tools toolbox for the auction that benefits the Foundation. The winner of the raffle has decided to raffle it again, assuring that Rod's generosity will continue for at least a little longer.

Rod Serediak's obituary appeared in the Edmonton Journal on December 8th, 2011. On the newspaper's website, it was followed by four pages of comments. A comment from a friend on another website sums up all of them.

"Though it says he ran a business,

Customized toolbox raffled off to benefit Rod's favorite charity.



in the tool business. In fact, his customer base grew so large that he couldn't serve them all from a truck, so he opened a storefront too.

Rod told us he opened the store because "It's not how much I sell, it's for my customers." Many of them work on vehicles and machinery out in the oil fields far from town, places that Rod simply couldn't reach often enough, if at all. According to

location as well as the truck. Still, Sue says many nights they missed supper because they stayed so late waiting for a customer. But Rod's goal was to be a first- and one-stop-shop for every customer's tool needs, and Sue says he achieved that goal.

all would agree he and Sue have done more than that ... they worked tirelessly to provide many with the opportunity to tool up and make a living in the great city of Fort McMurray. Thank you, Rodney, and may you rest in Peace." ■



Photo by Sue Serediak

A man with a goatee, wearing a dark blue jacket, stands in a cluttered workshop. He is leaning on a wooden workbench that has a laptop, a mouse, and other tools on it. The background is filled with shelves and racks of various tools, equipment, and supplies, creating a busy and organized environment.

**COVER STORY/DISTRIBUTOR PROFILE**

# 2012 Mobile Tool Distributor of the Year

by Jacques Gordon

*Cornwell Dealer Rick Brown of Manassas, VA*

Every month we interview a successful tool distributor and tell you how they meet the challenges, nurture the business, and deal with some of the most demanding customers in the world. Last summer we began a search for the tool man's tool man (or woman): an ambassador who projects a positive image of the profession, someone that everyone would recognize as a true professional.

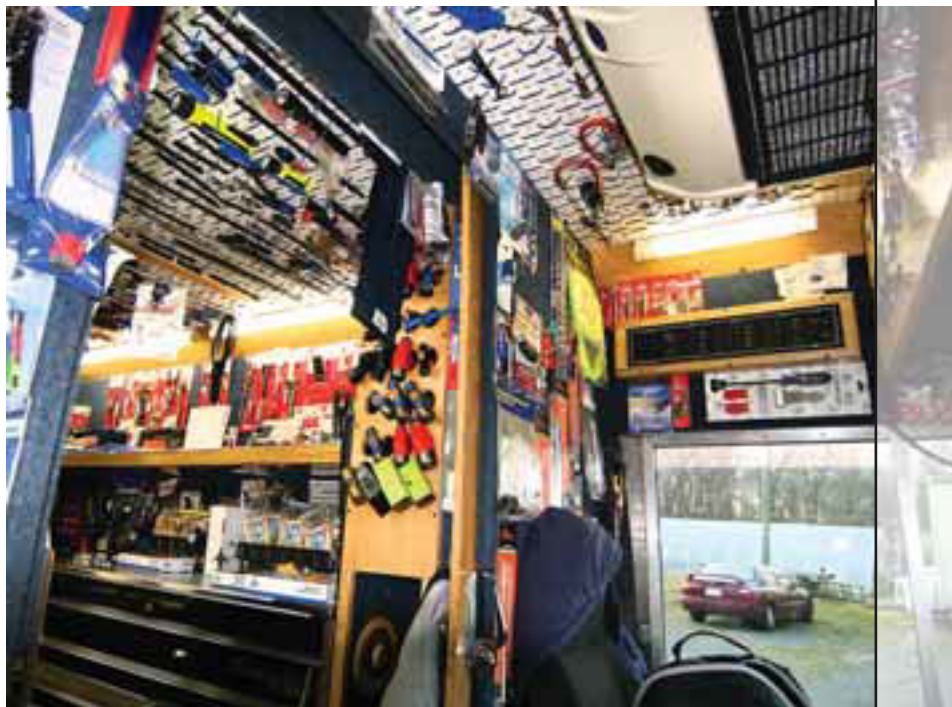
Nominees were judged not just on the success of their business, but also on their attitude, their sense of community both inside and outside the industry, and the appearance of their truck.

This month we are proud to announce our 2012 Mobile Tool Distributor of the Year: Rick Brown of Manassas, VA.

Rick is a Cornwell dealer and was nominated by his district manager, Steve Sullivan, who described Rick as "Quite an individual. I've been in this business for 34 years and he's the only one I've met who has become this self-sufficient. He's really on fire."

Steve says Rick's increase over the previous year was 17 percent, which is impressive enough, but it also made him the first-ever Cornwell dealer to reach the million-dollar mark.

But numbers tell only part of the story. Steve says Rick "has so much fun with his customers" and is "respected by Cornwell dealers all over the coun-



The view upon entering the truck.

try. He's a great listener, always puts a positive spin on things."

Rick is also involved with a community service group called Freedom Behind the Wheel, a non-profit organization that provides wounded veterans with the opportunity to participate in motorsports events driving hand-controlled cars (see sidebar, page 13).

### A LATE START

Rick has been in the business only six years, but he became interested

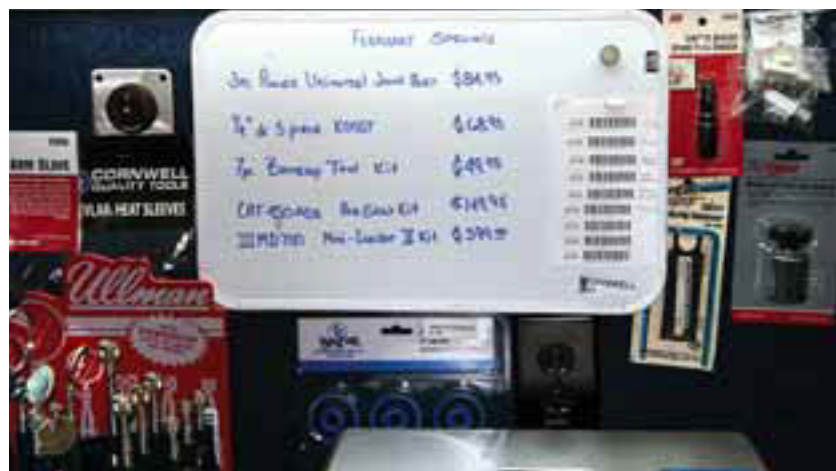
over 20 years ago when he rode with a good friend who had become a tool distributor. "I thought it was the most fun job ever, but every time I tried to get a route something would fall apart and it just didn't happen."

After two decades turning wrenches in dealerships and independent shops, he finally heard about a Cornwell route that had opened up nearby. "I figured if I could make the owner of the shop \$300,000 dollars a year, why couldn't I do it for myself? That was over five years ago and I haven't looked back."

Rick attributes his success to being a competitive person. "When I went to my first Cornwell rally and saw someone get the gold ring, I said 'I want that.'"

Rick placed 23rd in his second year, in the top ten the next two years, and was number one in 2010 and 2011.

In addition to being competitive, Rick also loves what he's doing. "This is one of the greatest things I've ever done. I couldn't see myself going back to work for somebody else. I like having the freedom to do what I want and do it my way."



Monthly specials are listed at the desk.

CONTINUED PAGE 10

## COVER STORY/DISTRIBUTOR PROFILE



**Beef jerky and apple chips are both hot sellers.**

Maybe it's just his Southern culture, but the mood on Rick's truck is relaxed and familiar, not at all competitive. "It's

just something that comes naturally. I love talking with people, and (now) I get paid to do it. Some days I feel like



**Rick has a shelf stocked with products that make customers take a closer look at the item, like this switchable magnetic hook.**

a bartender, listening to everybody's problems, maybe giving some advice ... they know they can vent and not worry (because) it all stays on the truck."

# Available in the USA and 112 other countries...Who knew?

**KING TONY AMERICA**  
KT PRO M7 KING TONY



CALL OR EMAIL FOR A COMPLETE CATALOG. [WWW.KINGTONYAMERICA.COM](http://WWW.KINGTONYAMERICA.COM) • [SALES@KINGTONYAMERICA.COM](mailto:SALES@KINGTONYAMERICA.COM) • 877.708.6657

Enter 18 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

That said, Rick is indeed attending to business. In a 70-hour week he drives about 250 miles to collect from 425 customers, and he sees almost 1,100 customers in dealerships, independent repair shops, heavy truck shops, landscaping shops, a large construction company, a couple of motorcycle shops and even the aircraft maintenance shops at Dulles International Airport. Rick said he doesn't do much business in tire shops because "the techs are



The aisle is just wide enough for a toolbox.

mostly young, hourly, don't know how to manage money yet, and usually they don't stay there very long."

### SOCIAL MEDIA

Rick also doesn't bother chasing skips. "I won't spend time chasing money that might not be there 'cause that ends up costing me money. I'd rather collect money that I know will be there."

Even so, he's found a few skips on Facebook. "You can send them messages telling them they still owe you money, and they'll message you back 'OK.' Then they'll put you on the !#% list and won't ever talk to you again. But you can still find them."

Facebook has also turned out to be a good sales tool. "I'll put new

products on Facebook with a special price. If a customer gets on the truck and says they saw it on Facebook, I'll give them that price." He has sold four Power Probe kits that way, in one day.

When asked about selling toolboxes, Rick says he treats them like an impulse

item. "I've never asked for a toolbox sale and I've never pushed anybody to buy anything. Sometimes I'll tease a guy whose box is old and beat up, telling him he needs a new one. If they want it, they'll come see me about it."

Once the seed is planted, Rick

\*Offer valid from April 1st, 2012 - April 30th, 2012. Must use promo code. Cannot be combined with any other offer. VALID ON CB FOOTWEAR ONLY. See sales associate for details.

**THE #1 FOOTWEAR SUPPLIER TO  
MOBILE TOOL DEALERS FOR  
OVER 2 DECADES!**



**COASTAL BOOT COMPANY**  
800.972.7627 / WWW.COASTALBOOT.COM

Enter 19 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

## COVER STORY/DISTRIBUTOR PROFILE



**A flywheel turner for a Mack truck.**

makes sure he's ready for the sale. "Last year I started ordering custom boxes. I built boxes that I like and put them on the truck, and a guy would walk out to the truck and say 'I like that box, I'm

going to buy it.'" Last year he sold 14 custom toolboxes.

Other impulse items on his truck include magnetic hooks, flexible flashlight holders, beef jerky, a wide



**One of many items available on Rick's "country-style convenience store."**

assortment of knives, and bags of apple chips, which he didn't think would sell. "I sold 96 bags in three days. With a buck on each bag, that's a pretty good profit margin." The apple chips were his wife Laura's idea, and even though her direct contribution to the business is minor, Rick pointed out that he wouldn't be this successful without her help and understanding.

## You Can Never Be Too Sensitive!

**TRACERLINE®**

**PRO  
Alert  
2791™**

**Electronic Refrigerant  
Leak Detector**

**This award-winning detector utilizes state-of-the-art infrared sensor technology for enhanced sensitivity. Meets SAE J2791 standard for electronic refrigerant leak detectors!**

- Detects leaks down to 0.1 oz/year
- Works with all refrigerants
- Three-position sensitivity switch minimizes false triggering
- Extremely long sensor life of 1,000 hours or more
- Rechargeable NiMH battery provides six hours of use between charges
- Field-replaceable sensor and battery eliminate downtime

**FINDS  
R-1234yf  
LEAKS!**

**TP-9364 PRO-Alert 2791** comes complete with sensor, replacement filters, rechargeable NiMH battery, AC and DC power adapters and rugged carrying case.

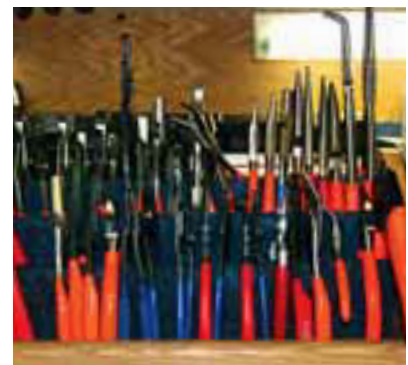


To learn more, call 1-800-641-1133 or visit [www.tracerline.com](http://www.tracerline.com)

**TP TRACER PRODUCTS**  
A Division of Spectronics Corporation  
Westbury, New York USA

**ISO 9001:2008  
CERTIFIED COMPANY**

Enter 20 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



**This is at customers' eye level while waiting for the receipt to print.**

Another important person in his business is his Cornwell customer service rep, Charlene Stankiewicz, who said Rick is "always professional, easy to work with and does what he needs to do to help his customers."

### ENJOYING THE RIDE

Rick Brown has made so much progress in such a short time that other distributors in his area think he's preparing to become the district manager. But that's not his goal. "I've thought about it, but I like what I'm doing. I couldn't be an



The view upon leaving the truck.

employee. Maybe in a few years if I burn out on this ... I've achieved all I set out to do in this job; finished number one, cracked the million dollar mark, (and) I have some of the best customers in the world. Now I'm just enjoying the ride. This year I plan on taking a vacation. I'm taking my wife on a cruise 'cause the last three or four years I've always focused on being number one. She understood, so she deserves it."

Enjoy the trip Rick, you've earned it. ■

## GIVING BACK TO THE COMMUNITY

*Freedom Behind the Wheel* is a nonprofit organization that provides wounded soldiers the opportunity to participate in precision driving activities in a controlled environment.

The program's instructors, operating in safe and secure locations, expand participants' driving skills utilizing new-generation hand-controlled performance cars. This helps disabled soldiers overcome driving issues by teaching them precision driving skills. The program offers progressive steps of instruction in drifting, auto cross, drag racing and other forms of motorsports.

*Freedom Behind the Wheel* was created by Ryan Downey, a graduate of Ohio Technical College. While participating in a regional Drifting event, Ryan had the opportunity to assist a paraplegic driver in the strategic art of drifting. As a result

of this experience, he envisioned the need for a program that would enable wounded soldiers to participate in this and other motorsports activities. So Ryan and his crew started to design a new generation of hand controls to accomplish this goal.

According to crew member Rick Brown, a day at the track appears to be the ideal therapy for these soldiers because it provides a way for them to reconnect with the world at home.

Ryan and his father, veteran road racer Brian Downey, can draw upon a combined total of 40-plus years of race car development and fabrication experience. Together they have built championship teams, and now they want to share their experience by getting our troops back on track. To learn more, visit [www.freedombehindthewheel.org](http://www.freedombehindthewheel.org).



### 2012 Technical Specifications CD

Contains technical data covering import and domestic automobiles and light trucks from 1994-2012 including: tuning, service checks and adjustments, lubricants and capacities, tightening torques and brake dimensions.

Part # 12-CDX100



### 2011 Diagnostic Trouble Codes CD

Contains diagnostic trouble codes and lists the probable cause of each fault code. Provides MIL Codes, OBD Codes and fault locations. Code retrieval techniques are described using concise text and clear illustrations in separate sections for each model. Instructions for retrieval and erasure of trouble codes are provided as well as data link connector locations. Engine Management, ABS, Immobilizer and Transmission codes included. All data is based on OEM information. Vehicles from 1994-2012.

Part # 12-CDX340



### 2011 Key Programming and Service Indicators CD

Featured information includes programming of keys/fobs for remote control alarms and central locking systems, programming of keys/fobs for stand alone immobilizer systems, battery replacement instructions for the key and remote transmitters, and resetting procedures for the service indicator lamps. Vehicles from 1995-2012.

Part # 12-CDX420

**Autodata**  
It's what we know

Autodata Publications Inc. - Tel: 800-305-0338  
Email: [sales@autodatapubs.com](mailto:sales@autodatapubs.com) [www.autodatapubs.com](http://www.autodatapubs.com)

AD\_USA\_FEB12\_CD100\_340\_420

Enter 21 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

# Social Media Part II: How to connect with customers on Facebook

A tool dealer's guide to using social media

BY PHIL SASSO

**Q** I read your column in the last issue of *Professional Distributor* and was sold on the benefits of using social media for my business. I've been monitoring social media from my flag and my manufacturers like you said. Now I'm ready to do my own thing. Where should I start?

**A** It's best to dip your toes before diving in headfirst, says Jim O'Hara of Clore Automotive. In the March Sales Q&A column, I spoke with O'Hara because he's a big proponent of social media for mobile dealers. (Read that column online at [www.vehicleservicepros.com/10624470](http://www.vehicleservicepros.com/10624470).) Here's a mashup of his thoughts and mine on diving in when you're ready.

Although Twitter is growing quickly, there are still more Facebook users, so I say start there. Once you're up on Facebook you can use Twitter to point back to your Facebook tips, deals and promotions. Plus, if you already use Facebook personally, you're ahead of the game since you already know the basics.

## Establish an individual Facebook account.

Many of us already have a personal Facebook account, but if you don't, you'll need one. That's because Facebook requires an administrator to manage the brand page. If you don't want to use your personal account, consider establishing a "professional" Facebook account using your business email address and link your business page from there.



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

## Don't use your personal account for business.

Your customers don't care about your Great Aunt Marge, your sports picks, or your skill at Farmville. Keep your business and personal life separate — you want to be all about tools to your customer.

## Create your brand page.

Create a new brand page at [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php).

## Choose a good username.

On Facebook and Twitter, this is your handle to the social media world. Try to keep it short and memorable. Before you start you might even have a short list of backup ideas in case your first one is taken. Consider blending your flag name with your city, zip or area code like MacToolsChicago, MATCO90120 or Cornwell202. You can't change it, so try to get a name that fits — but don't stress over it. To paraphrase Shakespeare, "What's in a Facebook name?"

## Learn Facebook basics.

Get to know Facebook basics, if you don't already. There's a Facebook help center and YouTube channel that covers it all better than I can here (see sidebar, page 15). Don't expect to learn it all in one night. Just get the basics down; you'll learn the rest over time.

## Take it slow.

"I think it's best to start small," says O'Hara. "Crawl before you walk. Walk before you run. Just plan to do a post or two a week when you're beginning."

If you over-commit, you're more likely to fail, says O'Hara. But also, I think it's important to consider your customer and be considerate. They don't want to be flooded with information any more than you want to be flooded with information. A couple good posts a week are more than enough to keep their attention without overwhelming them.

## You don't need to be Hemingway.

Feel like your high school English teacher is looking over your shoulder? Don't sweat it. Just use spell check and read your post over once or twice. Then click and post. You can always delete [posts if needed. And this is all among "friends" after all, right?

Also, let me be blunt: most social media is a lot of hot air. Keep yours simple and don't post just to post. If you don't have anything to say, don't say anything. Better to keep quiet that to post something dumb and tarnish your credibility.

To make it easier, subscribe to your flag and supplier's emails and social media then just copy and paste interesting information. O'Hara suggests you add a personal note like "Thought you'd like this," "I get my shipment next week" or "This is next week's special. Should I reserve one for you?" Adding your own words makes a generic post more human.

## A picture is worth 1,000 words.

O'Hara also suggests posting photos of your customers holding a new big-ticket purchase or that week's drawing prize. Caption it with their names and shop names so your customers feel special and Facebook will alert them of the photos.

"You could have pictures of yourself with your customers," says O'Hara. "Maybe a shot showing off some guy's great new toolbox that he bought off you... other customers will ask about the box and maybe want prices. Who doesn't want to quote on a new toolbox?"

And also consider sharing YouTube videos. Many manufacturers have YouTube channels. Subscribe to their channel and you'll get an alert when they post something new. If you think it's interesting, Facebook or Tweet a link to it.

## Make it easy to follow you.

Hand out business cards with your Facebook and Twitter page link. You can even put a QR code on the back of the card - you know those barcodes that look like they have measles.

Anyone with a smartphone and reader can scan the code and instantly go to your page.

"I'd buy some new cards at Kinko's or something," says O'Hara. You can also create magnetic cards, stickers or sticky notes. And put in on every piece of literature your hand out along with your phone number and email address.

### Inspire customers to make the time to follow you.

Give customers an incentive to join you by giving a special one-time discount to new Facebook "fans." Get them to stay with you by having exclusive online-only drawings and offers. If they get the same stuff online they get when you show up at the shop, they don't need to waste their time online with you.

Using social media as a dealer may seem a little overwhelming at first, but take small steps. Facebooking and Tweeting can be a good way to stay connected with your customer even when your truck isn't parked outside their shop. ■

## FACEBOOK TOOLBOX

Some resources for Facebook to start out, or enhance your experience with the social media platform. To link directly to these and more resources, go to [philsasso.com/toolbox](http://philsasso.com/toolbox).

FACEBOOK GUIDE: BASICS TO USING THE SOCIAL MEDIA SITE

[www.facebook.com/help/?guide](http://www.facebook.com/help/?guide)

FACEBOOK BRAND PAGE BASICS

[www.facebook.com/help?page=262355163822084](http://www.facebook.com/help?page=262355163822084)

FAQ FOR FACEBOOK PAGES

[www.facebook.com/help/?topic=pages](http://www.facebook.com/help/?topic=pages)

CREATE A BUSINESS PAGE

[www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)

FACEBOOK VIDEO NETWORK: HOW-TO VIDEOS ON FACEBOOK FEATURES

[www.youtube.com/facebook](http://www.youtube.com/facebook)

TERMS AND GUIDELINES

[www.facebook.com/terms\\_pages.php](http://www.facebook.com/terms_pages.php)

FACEBOOK PAGE PROMOTION GUIDELINES

[www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php)

MOST POPULAR FACEBOOK PAGES

[pagedata.insidefacebook.com](http://pagedata.insidefacebook.com)

# Power you can depend on.



## JNC1224 Power for 12V and 24V Systems

The JNC1224 delivers the versatility of 12 and 24 Volt starting in a single, heavy-duty unit. Dual Clore PROFORMER batteries, specifically designed for vehicle jump starting, power the JNC1224 to 3400 Peak Amps (850 Cranking Amps) in 12 Volt mode. Quick connects provide easy changeovers from 12V to 24V mode.



Service operations that employ *Jump-N-Carry* jump starters know that no starting task is too daunting. They know from experience that every aspect of a *Jump-N-Carry* is designed to deliver extreme jump starting power, from the battery to the heavy-duty AWG cables. *Jump-N-Carry* is all about power delivery.

**JUMP  
n Carry.**

For information on *Jump-N-Carry* jump starters, visit [www.jumpstarter.com](http://www.jumpstarter.com).

Enter 22 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

## Do YOU stock it?

The following products are among the most requested tools and equipment from recent issues of PD's sister publication, *Professional*

### Tool & Equipment News.

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. ■



### WIND-RESISTANT FLAME FOR USE INSIDE OR OUT

Portasol's Professional Butane Torch, No. GT220, is completely powered by butane; one tank of butane will run it for up to 60 minutes at mid-setting. The torch provides a flame temperature up to 2,462 degrees F. The flame is wind-resistant so the torch can be used inside or out and it's ready to melt solder in 30 seconds. Enter 23 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### 3-IN-1 PORTABLE WELDING SYSTEM



Thermal Arc Thermadyne is launching the first in a series of 3-in-1 multi-process, fully integrated portable welding systems designed to take on many MIG, Stick and TIG applications. The Thermal Arc Fabricator 181i system is a portable powerhouse that delivers up to

180 amps of welding output power. Weighing less than 33 lbs in a compact system enables superior portability. This unit offers digital meters with preview, infinitely variable voltage control, metal feed plate with quick change drive rolls and a receptacle for connecting remote control devices/spool gun. Enter 26 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### HANDS-FREE, FLEXIBLE TASK LIGHT

The Striker FLEXiT Light is a hands-free, flexible LED task light. It's ultra-thin, flexible silicone body allows an unlimited amount of light projections, to create a focused spot or a broad flood light. The durable Shape-Loc frame makes it easy for users to bend, fold, wrap, stick or hook the FLEXiT around objects to position and aim the light. The durable ABS base holds 3 AA batteries (included), the electronic switch and circuit, two large neodymium (rare earth) magnets, and a loop to hang or mount the light. The FLEXiT is 0.85" thick, 7" wide, and 13" tall.

Three light functions: low, medium and high. Enter 24 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### MICRO-PROCESSOR CONTROLLED

Associated Equipment offers the micro-processor controlled Smart Charger, Battery Analyzer and Power Supply, No. 9640, with dead battery override and 130-amp boost rating. Electrical Stability System (ESS) technology turns the No. 9640 into a stable power supply for extended service procedures and re-flashes, with a nominal 13.7V DC output. Users can program this unit for deep discharge recovery of flooded batteries, and have dead battery override control. Patented diagnostics indicate a weak

or defective battery. Designed for 12V AGM, gel cell, sealed and standard flooded batteries including spiral cell, Orbital or Optima batteries. Made in the USA.

Enter 25 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### PORTABLE WORKSTATION

Extreme Tools introduces the 41" Extreme Portable Workstation. This 11-drawer, mobile storage system measures 41" wide by 17-3/8" deep by 21-1/2" high. Comes with an exclusive power tool rack with built-in three-outlet power strip and two USB ports. Available in two colors: red (No. PWS4100TXRD) and black (No. PWS4100TXBK).

Enter 27 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



## MOST WANTED



### CORDLESS RATCHETS

Milwaukee Electric Tool Corporation continues to expand the versatility of their M12 lithium-ion system with the introduction of the M12 Cordless 1/4" and 3/8" Ratchets. At only 10-3/4" long and 1.9 lbs, these new tools are the most compact and powerful ratchets in their class. Delivering up to 35 in/lbs of torque and 250 RPM, the M12 Cordless Ratchets provide best-in-class power, speed and durability in an extremely compact form. A compact 3/4" low profile head design allows users to work in the tightest of spaces and engine bays, maximizing productivity.

Enter 28 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### FOR TOUGH PULLING APPLICATIONS

The SPX Brand OTC Universal Hub Puller HD with Plate, No. 6574, aids technicians servicing wheel hubs, axle shafts and other tough pulling applications. This rugged hub puller is well suited for pushing the drive axle out of the wheel hub center, or pulling the hub off of the drive axle. OTC's new Universal Hub Puller delivers up to 20 tons of pressing power. Forged puller assembly coupled with a 1" drive screw applies large force without damaging components. Approved for use with an impact gun and can be struck with a hammer.

Enter 29 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### FITS MOST POPULAR RELAYS

The Lisle Deluxe Relay Test Kit, No. 60660, includes eight jumpers to fit most popular relays. With the 60660, there's no need to pierce wires or connect multiple jumper wires. The included test lead kit allows user to easily and securely connect relay test jumpers to a multimeter. The jumper wire has a test port to easily check voltage, and may be used between common and open, to close the relay circuit for testing. The kit also includes relay puller pliers to easily remove electrical relays without damage to the relay or electrical box.

Enter 30 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### DIGITAL STORAGE OCILLOSCOPE

Automotive Electronics Service offers the uScope single-channel, pocket-sized digital storage oscilloscope (DSO). This DSO comes with automotive presets, and allows users to create their own default start-up setup. Ideal for the flat-rater that wants the ultimate "run-and-gun" lab scope for pinpoint testing, or the student just starting out. Works with secondary, amp probes and AC filters, and offers a vertical sensitivity of 10mV/div to 10V/div and a horizontal sensitivity of 1uS/div to 1s/div. Kits include scope, 6' shielded ST3 test lead, 6' secondary capacitive pickup, pin tip probes, gator clips, a micro SD memory card and USB cable.

Enter 31 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

# PRICE. PERFORMANCE. SUPPORT.

## Autoland's Perfect Balance...



- Handheld scan tool and factory interface in one
- New CIP coding and programming capabilities for BMW
- Fast and easy to use
- Programs Key, Calibrate Steering Angle Sensors, VIN rewrite, Tire Pressure Monitor Sensor ID registration, Idle Learn



VeDiS II  
Exceed Your Expectations



Diagnostic ONLINE

With Autoland you not only get mind blowing coverage at a low price, you also get excellent support.

**AUTOLAND**  
SCIENTECH  
AUTOMOTIVE DIAGNOSTIC SYSTEM

[www.autolandscientech.us](http://www.autolandscientech.us)

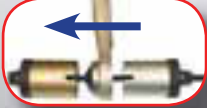
Enter 32 at "e-inquiry" on  
[vehicleservicepros.com](http://vehicleservicepros.com)

## MANUAL BUSHING REMOVAL & INSTALLATION SET

- A budget minded alternative to hydraulic systems
- Allows quick R&R of suspension bushings
- Comes with 22 cups and receivers for 100's of size combinations (Range OD 44 mm / ID 34 mm to OD 85 mm / ID 75 mm)
- 4 acme thread spindles, 10, 12, 14 & 16 mm with ball bearing thrust washers for smooth operation
- 1 Hydraulic press protector pad to protect adapters from hydraulic press ram



Bushing removal



**11100**

**You Tube**

Bushing installation



**CHECK OUT THE VIDEOS ON  
www.youtube.com/schleytools**

*The leader in profit producing tools*

**WE PAY FOR TOOL IDEAS**

CONTACT [www.sptool.com](http://www.sptool.com)

OR CALL 714 693-7666



Enter 33 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

## DRIVING SALES

# Air Conditioning Service and Repair

While some repair shop customers may be proactive in air conditioning repairs and maintenance, most will call when their systems aren't working properly, during the hot summer months. Here you'll find multiple products to stock for technicians to prepare for the season.

### 5.5 CFM vacuum pump

The Uniweld 5.5 CFM Vacuum Pump can be used for deep vacuum service on appliances, A/C, automotive and commercial systems using CFC, HCFC and HFC refrigerants in conjunction with mineral oil, ester oil, alkybenzene oil and PAG oil as lubricants. The large sight glass makes checking oil levels quick and easy. The large capacity oil reservoir has a readily accessible oil drain and the wide mouth oil port prevents unnecessary oil spills. The dual intake fitting includes 1/4" male flare and 1/2" acme with tethered caps. Oil capacity: 450 ml. Unit weighs 22 lbs.



Enter 34 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



[www.ExtremeTools.net](http://www.ExtremeTools.net)



*tools not included*

**Exclusive!**

*Power Tool Rack with Built-in 3 Outlet Power Strip & 2 USB Ports*

### 41" Extreme Portable Workstation™

PWS4100TXBK (black)  
PWS4100TXRD (red)  
41"W x 17-3/8"D x 21-1/2"H

41" Extreme 11 Drawer Roller Cabinet  
EX4111RCTXBK (black)  
EX4111RCTXRD (red)  
41"W x 18"D x 41-1/2"H

*Available in 30" & 41"*

Enter 35 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

18 Professional Distributor / April 2012 / [www.vehicleservicepros.com](http://www.vehicleservicepros.com)

"Flush when you can, replace when you can't."



### For R134a and R1234yf refrigerants

Bright Solutions announces that their A/C Fluorescent Leak Detection Dye Products have been successfully tested, approved and now certified to meet the new SAE J2297 Standard for both R134a and R1234yf refrigerants. This certification includes the Bright Solutions Stay-Brite and Eco-Brite A/C dye formulations. In addition, these A/C dyes also hold many OEM approvals.

Enter 36 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

“Things are changing fast. Make sure anything you buy meets the latest standards.”

**Remove debris and contaminated oil**

The CPS Products AFM100 A/C Flusher Machine removes debris and contaminated oil, to renew and extend the life of the A/C system. This system works by removing carbon build-up from heat transfer condensers and evaporators. Powered by shop air, the AFM100 offers forward or reverse flush and a clear filter bowl with cleanable screen for visual inspection of what is being removed from the A/C system. Simple two-step operation with only one hook up. Other features include a 2-quart capacity for cars, 8' clear braided hoses and easy-to-connect quick couplers to fit evaporators, condensers and hose connections.

Enter 37 at “e-inquiry” on [vehicleservicepros.com](http://vehicleservicepros.com)



**Refrigeration system analyzer**

The Ritchie Engineering YELLOW JACKET Refrigeration System Analyzer display reads in analog, digital or a combination of both, and monitors two pressures, two live temperatures, subcooling and superheat, and saturation temperatures (liquid and vapor)

for 84 refrigerants. This refrigeration system analyzer comes standard with the TITAN 4-valve manifold, an external, replaceable vacuum sensor; battery holder; and a boot, bumper, plug and sensor/probe boots, all in a blow-molded instrument case.

Enter 38 at “e-inquiry” on [vehicleservicepros.com](http://vehicleservicepros.com)

**Introducing All New ALI Certified Lifts From Launch Tech USA**

**TLT211-AS** 2-Post Lift - 11,000 Lb. Capacity

The TLT211-AS (as shown) is a heavy-duty lift that is perfect for lifting the smallest economy cars to the largest SUV's and front-end heavy diesel pickups. The increased productivity to lift both symmetrically or asymmetrically assures maximum service bay efficiency.

**TLT210-AS** 2-Post Lift - 10,000 Lb. Capacity

The TLT210-AS is a general service lift that is height and width adjustable that will allow you to adjust for the perfect fit for your shop to maximize space and service the smallest cars and large SUV's and trucks.

**TLT210-A** 2-Post Lift - 10,000 Lb. Capacity

The TLT210-A is a full asymmetric rotated column lift that is height and width adjustable providing you the most service bay space-saving features for fast lift set-up for a full range of today's most popular vehicles.



**LAUNCH TECH USA**

The Global Leader In The Automotive Aftermarket

For Inquiries Please Call:  
1-877-LAUNCH9 ext: 111



Scan The QR Code To Visit Our Website!

[www.launchtechequipment.com](http://www.launchtechequipment.com)

Enter 39 at “e-inquiry” on [vehicleservicepros.com](http://vehicleservicepros.com)

## DRIVING SALES

### Eliminates odors

Cliplight offers The Purifier programmable ozone machine, No. 170AIR. This machine eliminates obvious and offensive odors from cigars, cigarettes, fast food, and even the family pet, and eradicates the less obvious and more dangerous mold, mildew, bacteria, and other pollutants that cause respiratory/health issues. To use The Purifier, plug in the cigarette/accessory adapter or run from 110V or 220V main power, program the 'timer' for the size of job and press the 'power' button. Safely completes most jobs in only 20 minutes.

Enter 40 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



"Cleaning up old dye is just as important as using it."



### Services hybrids and non-hybrids

The ArcticPRO R134a Digital Refrigerant Handling System, No. RHS980H, from RTI Technologies is an SAE J2788 high-voltage addendum certified A/C service machine. It was engineered to service automobiles equipped with high-voltage electric drive A/C compressor systems but will also service conventional compressor drive systems. The J2788 high-voltage addendum is a critical certification because it ensures a machine will be able to properly service both hybrid and non-hybrid vehicles without fear of vehicle shutdown due to system oil contamination.

Enter 41 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

"Shaft seals usually leak slowly unless they're totally blown."

## WE'RE THE GUYS BEHIND THE GUYS BEHIND THE GUYS.



Go to [mobiledistributorsupply.com](http://mobiledistributorsupply.com) today! Request our monthly catalog and sign up for our Weekly Deals email to see great prices on thousands of brand name tools and equipment.



[mobiledistributorsupply.com](http://mobiledistributorsupply.com) | 855-MDS-TOOL  
(855-637-8665)

Enter 42 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

**“Even when it’s a control unit issue, I always check pressures too.”**



**RRR machine injects dye, flushes A/C systems**

The R-134a Recover/Recycle/Recharge A/C Machine, No. 34988, from Robinair, an SPX Brand, incorporates all of the benefits and features of Robinair’s Nos. 34788 and 34288 machines, plus new features that include a new level of accuracy with the ability to inject dye, flush a vehicle’s A/C system with liquid refrigerant, save before and after service data and print that data for the customer.

Enter 43 at “e-inquiry” on [vehicleservicepros.com](http://vehicleservicepros.com)



**Compact unit covers to 1995**

Mastercool’s Recovery/Recycle/Recharge A/C machine, no. 69788, is SAE J-2788 compliant and can run automatically or manually. Database includes capacity on more than 1,000 vehicles from 1995-2007, and can be upgraded. The machine’s LCD and alarm

will warn when a filter change is required. The compact, maneuverable unit runs on 115V.

Enter 45 at “e-inquiry” on [vehicleservicepros.com](http://vehicleservicepros.com)

**A/C dye injection kit**

UVView’s Eco-Twist A/C Dye Injection Kit, No. 322000, is economical and packs the combined power of a great dye, a true UV light and an accurate injection system. This kit will help technicians find more leaks faster. The kit contains four cartridges of UV dye, UVView’s 18 LED Phazer Light, the Eco-Twist injection tool and UV enhancing glasses all packed neatly in professional-grade case.

Enter 44 at “e-inquiry” on [vehicleservicepros.com](http://vehicleservicepros.com)



**WTD SUPPLY**  
New York • Chicago • Dallas • Las Vegas  
Nationwide Distributor of Professional Automotive Tools and Equipment

**Cash Back By Popular Demand**

**Spring Cleaning**  
**OUT WITH THE OLD**  
**IN WITH THE CASH**  
**NO QUESTIONS ASKED**

- ✓ Regardless Of How Old It Is, Or Where You Bought It
- ✓ We’ll Even Accept Warranty Items!

WTD Supply makes it easier than ever to find room on the truck for hot new products by cashing in your unwanted or slow moving inventory. No invoices or WTD Supply sales history? No problem! IT’S EASY. Call us today!

**CALL TODAY**  
**1-800-358-9106**  
**FOR COMPLETE DETAILS**  
ON ALL OUR MONEY SAVING PROGRAMS

**Mention This Ad**  
**And Get A FREE Gift**

**Order online at [www.wtdsupply.com](http://www.wtdsupply.com)**

Enter 46 at “e-inquiry” on [vehicleservicepros.com](http://vehicleservicepros.com)

**X-FORGE**  
REVOLUTIONARY TOOLS

JOIN THE  
REVOLUTION

**FLEXFORCE**  
BRAKE AND FUEL LINE WRENCH



**"More Grip...Less Slip"**

- Removes worn brake & fuel fittings
- Works where others fail
- Easy access to tight areas
- Amazing grip with 'Spring-Torque'
- Sizes from 3/8" to 9/16"

**HEXFORCE**  
360° WRAP-AROUND WRENCH



**"Fits like a wrench,  
grips like a socket"**

- Pivot/hinge/clamp for 360° contact
- Won't slip off like other wrenches
- Socket-like gripping
- Use with 1/2" or 3/8" ratchet drive
- Sizes from 3/8" to 1-1/4"

**1-800-253-0403**

See the  
videos at:



Enter 50 at "e-inquiry" on  
vehicleservicepros.com

22 Professional Distributor / April 2012 / www.vehicleservicepros.com

## IN FOCUS

# Dent Fix Hot Stapler Plastic Repair Kit

The DF-800BR stitches and staples rips, tears and breakage on plastic parts from the vehicle interior and exterior.

**T**he Dent Fix Hot Stapler Plastic Repair Kit, No. DF-800BR, is a complete plastic structural repair solution in a box. Used to repair by stitching or stapling rips, tears and breakage on a multitude of plastic parts from bumper to underhood to vehicle interior pieces.

### Features and benefits

Dent Fix improved the plastic repair service by increasing efficiency and creating a strong structural repair. After the DF-800BR heats the staple, submerges it into the plastic and into position for the repair, the staple's prongs that serve as contact points with the tool, need to be removed.

Unlike other staples on the market, Dent Fix's Breakaway Staples are stainless steel and easily separate without snipping by simply breaking them off. This saves time and effort because when the staple is set properly, the staple is broken off below the surface. Dent Fix provides seven types of staples, creating solutions to cover every type of structural repair. To fill the ridges and valleys left behind by the staple, the finishing iron smooths out the surface to strengthen and creates a level surface to sand and apply paint later if needed for body panel work.

### Origin

Many body shops and mechanics alike are looking for less expensive alternatives to pricey repairs. More consumers are putting off most repairs and the repair industry is noticing. When shops offer cheaper but "good as fixed" alternatives, it provides new opportunities for shops willing to meet the demand.

The amount of plastic parts automobiles use today is increasing, which means these parts will break or become damaged and need repair. If people only have the resources to get it working again, the best solution is to repair not replace because of the cost savings. Shops also experience the added benefit

of controlling when the repair is finished, compared to waiting on other supply chain and shipping delays commonly associated with sourcing some OEM parts.

### Specs

- Made in the USA.
- Dimensions: 12" x 2" x 2".
- Weighs 1 lb.
- 5' cord.
- 120V, 60 Hz, 10 amp.

### Selling points

The DF-800BR's main selling features include all-in-one design, one-hand operation, weight of only 1 lb and LEDs for illumination. The Breakaway Staples are scored so they separate after being set in position, are made of stainless steel and come in seven different versions to satisfy most applications. The kit provides the shop with a complete service to repair and strengthen damaged plastic parts. There is no separate control box that would inhibit freedom of movement or break by falling to ground when extension length is reached.

**Suggested retail price** \$529

### For more information

Erik Spitznagel

info@dentfix.com ■



Scan this QR code to watch a video with more information about the Dent Fix Hot Stapler Plastic Repair Kit.



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

# Mastercool Automatic and Programmable RRR machine

SAE 2788 certified recovery, recycle and recharge A/C machine.

**M**astercool's Recovery/Recycle/Recharge A/C machine, No. 69788, is SAE J-2788 compliant and can run automatically or manually. Database includes capacity on more than 1,000 vehicles from 1995-2007, and can be upgraded. The machine's LCD and alarm will warn when a filter change is required. The compact, maneuverable unit runs on 115V.

## Features and benefits

### • Auto vacuum leak testing.

Pauses cycle and monitors vacuum level to inform the technician of possible leaks.

### • Auto oil discharge.

Oil is automatically discharged during the recovery process into a graduated container

clearly displaying the amount of oil that was removed during the recovery process.

### • Auto air purge.

Automatically purges air from the tank upon initial start-up or when the tank pressure is too high.

### • Auto filter alarm.

The machine's LCD and alarm will warn that a filter change is required.

### • Compact footprint.

The machine's compact design makes it easy to maneuver and requires minimal shop space.

## Origin

This unit allows the technician to perform all required RRR functions in accordance with SAE 2788. Distributors now have an Automatic

/ Programmable SAE certified machine at the price of a manual machine.

## Specs

- 115V/60 Hz.
- 6 CFM vacuum pump.
- Internally mounted 30 lb-DOT tank.
- Dimensions: 41" H x 24" W x 22" D.
- Weight: 187 lbs.

**Suggested retail price** \$2,995

## For more information

Jeff Wiedecke  
jeff@mastercool.com  
(201) 709-0741



TOOLS

# Koken®

Specializing in the worlds highest quality Sockets, Ratchets, and Automotive aftermarket tools for over 65 years.

**OVER 8,000 STANDARD ITEMS!**

**www.kokenusa.com**  
**(978) 455-0672**  
10 Kidder Road Unit 4 Chelmsford, MA 01824

Enter 48 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

Part #16600

## EASY Maintenance of Air Tools!!

- Manufacturer oiling requirements are easily performed when mounted close to air tool storage
- Easily adjustable for specified amount of oil
- Self-centering, non-drip oil dispenser head design keeps everything clean
- Saves you money by increasing life of air tools
- Easy to install! Easy to use!
- Works with all models of air tools

ANOTHER GREAT TOOL BY...

Enter 49 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

# Cal-Van Tools Relay Circuit Pro

Test circuits associated with any given relay

**T**he Cal-Van Tools Relay Circuit Pro, No. 76, allows users to test all circuits associated with a given relay. From the battery to the relay, from the relay to ignition or switch, and from the relay to the component are tested for ground or continuity.



## Features and benefits

In addition to testing all circuits associated with a given relay, the Cal-Van Relay Circuit Pro will test any component related to the relay, including the fuel pump, horn or compressor, by activating the circuit at the push of a button.

The No. 76 will also test if a relay is good or bad. If the relay is bad, the tool determines what may be causing it to go bad. Also allows techs to bypass relays to do compression test, fuel pressure test, A/C fill, etc. where normally someone would have to turn the key or switches inside the vehicle, all this can now be accomplished at the motor.

## Origin

Completing work related to relays can be pretty frustrating. From probing and swapping relays most times it can take some time. The

Relay Circuit Pro was developed to put all the diagnostic into one unit that is very easy to use.

## Selling points

- Cut relay related diagnosis time by 75 percent.
- Six of the most common relays included and a universal relay for the uncommon ones.
- Use as remote starter for compression test and fuel pressure test.
- Easily test function of components through relay.
- Check circuits for ground or continuity.

**Suggested retail price** \$199

## For more information

info@cal-vantools.com ■

**TWO NEW PROFESSIONAL TOOLS**  
Designed and Built in the U.S.A.  
By Killer Tools

**THERMO STAPLER**

- More Power
- More Light
- Less Money
- Save bumpers, RV parts, Truck Fairings, Headlight tabs
- Works on all thermoplastics

**REGULATOR ACTIVATOR**

- Controls window regulator without jumper leads
- Reverse polarity instantly
- Thermal fuse to protect relays
- Complete with 3 different probes

See video demonstration at [www.killertools.com](http://www.killertools.com)  
10 Years of Quality & Innovation 800-369-4262

Enter 46 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

**Every Toolbox Needs...**

**WALTON™ Tap Extractors & Tap Extensions**

- Professionals in a wide variety of industries have depended on high-quality Walton tools since 1908.
- **Tap Extractors** will remove broken taps simply and safely, without drilling, lasers, damaged threads, scrapped parts or repair inserts. Available in every tap size, both inch and metric.
- **Tap Extensions** will extend the reach of regular-length taps and allow tapping in deep holes and awkward locations. Square and round sockets conform to leading tap sizes, and these tools are suitable for both machine- and hand-tapping.

Available as sets or individual pieces

*Tapping into good ideas for over 100 years*

**MADE IN THE U.S.A. SINCE 1908**

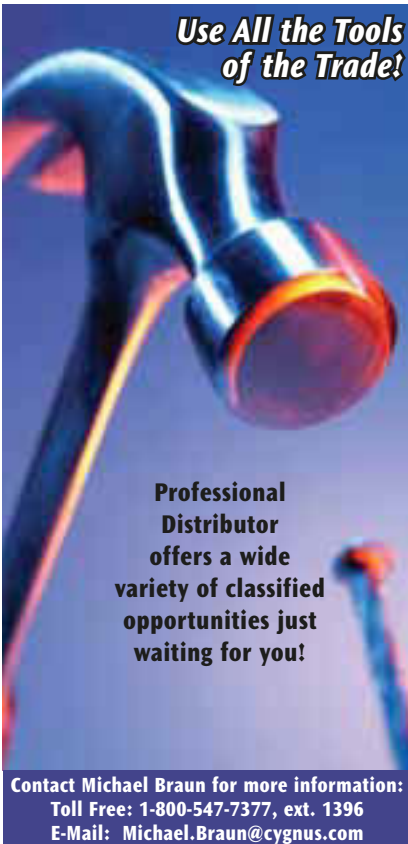
**WALTON COMPANY** SINCE 1908  
600 New Park Avenue, West Hartford, CT 06110  
Tel: (860) 523-5231 • Fax: (860) 236-9968  
email: [sales@waltontools.com](mailto:sales@waltontools.com) • [www.waltontools.com](http://www.waltontools.com)

Enter 47 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

# ADVERTISER INDEX

ADVERTISER	WEB ADDRESS	PAGE #	ADVERTISER	WEB ADDRESS	PAGE #
AGS COMPANY	<a href="http://www.xforcetools.com">www.xforcetools.com</a>	22	KING TONY AMERICA	<a href="http://www.kingtonyamerica.com">www.kingtonyamerica.com</a>	10
AUTEL	<a href="http://www.autel.us">www.autel.us</a>	05	KO-KEN	<a href="http://www.kokenusa.com">www.kokenusa.com</a>	23
AUTODATA PUBLICATIONS	<a href="http://www.autodatapubs.com">www.autodatapubs.com</a>	13	LAUNCH TECH USA	<a href="http://www.launchtechusa.com">www.launchtechusa.com</a>	19
AUTOLAND SCIENTECH	<a href="http://www.autolandscientech.us">www.autolandscientech.us</a>	17	MOBILE DISTRIBUTOR SUPPLY	<a href="http://www.mobiledistributorsupply.com">www.mobiledistributorsupply.com</a>	20
CLORE AUTOMOTIVE	<a href="http://www.jumpstarter.com">www.jumpstarter.com</a>	15	NEU TOOL & SUPPLY	<a href="http://www.neutool.com">www.neutool.com</a>	28
COASTAL BOOT	<a href="http://www.coastalboot.com">www.coastalboot.com</a>	11	SCHLEY PRODUCTS	<a href="http://www.sptool.com">www.sptool.com</a>	18
INNOVA	<a href="http://www.innova.com">www.innova.com</a>	06	STECK MANUFACTURING	<a href="http://www.steckmfg.com">www.steckmfg.com</a>	23
EXTREME TOOLS	<a href="http://www.extremetools.net">www.extremetools.net</a>	18	TRACER PRODUCTS	<a href="http://www.tracerline.com">www.tracerline.com</a>	12
INTEGRATED SUPPLY NETWORK	<a href="http://www.isnweb.com">www.isnweb.com</a>	02	WALTON COMPANY	<a href="http://www.waltontools.com">www.waltontools.com</a>	24
KILLER TOOLS	<a href="http://www.killertools.com">www.killertools.com</a>	24	WTD SUPPLY	<a href="http://www.wtdsupply.com">www.wtdsupply.com</a>	21

## CLASSIFIED ADVERTISING



**Use All the Tools  
of the Trade!**

Professional  
Distributor  
offers a wide  
variety of classified  
opportunities just  
waiting for you!

Contact Michael Braun for more information:  
Toll Free: 1-800-547-7377, ext. 1396  
E-Mail: [Michael.Braun@cygnus.com](mailto:Michael.Braun@cygnus.com)

### CLASSIFIED SALES MANAGER

Mike Braun  
800-547-7377 x1396  
Fax: 866-717-0902  
[michael.braun@cygnus.com](mailto:michael.braun@cygnus.com)



**Koken**  
(978) 455-0672  
[www.kokenusa.com](http://www.kokenusa.com)  
**DEALERS WANTED**

WY International Inc.  
**is looking for you!**

- Tool and Equipment Distributors
- Mobile Tool Dealers
- Independent Contractors

*Add proven and patented brake Lathe adapters to your line card.*

Please visit [www.quickchuckadapter.com](http://www.quickchuckadapter.com) for more information.

Send Correspondence to:  
[rona@quickchuckadapter.com](mailto:rona@quickchuckadapter.com)



**MAKE THE RIGHT CALL**

Advertise in  
**Professional Distributor!**

**CONTACT Mike Braun FOR MORE INFORMATION:  
1-800-547-7377 x1396 • [Mike@pten.com](mailto:Mike@pten.com)**

# Overcoming fear

Don't let the four-letter word scare you.

**“It will be OK. Stop looking down and just focus on where you are going to place your feet. The edge is plenty wide enough, and it has great hand holds.”**

After several seconds he slowly resumes his 80-foot traverse, and finally makes it over to me at the anchor. We take a short break for him to compose himself and discuss the emotions he is experiencing. The next section leads up through a tight crack to a medium-sized ledge. There we grab a quick bite and admire the marvelous view. All is well.

I am with one of my customers who, about a year earlier, expressed an interest in rock climbing and inquired if I would take him out sometime. I happily agreed, and over the next several months, each 'trip

and thought the “drop 3” would be interesting. I warmed up on a very easy foot-and-half slope; all went well, so now full of confidence, I headed to the top of the “drop 3.”

But once I reached the high peak, the thought of stepping off the edge, mounted atop a plank with wheels, didn't seem like such a brilliant idea. Several moments passed as I studied every possible move, angle, position and outcome, with kids of all ages around me making it look easy. Finally the decision was made to go, but my body would not allow forward movement. I took a breath and tried to push off again, but with the same result.

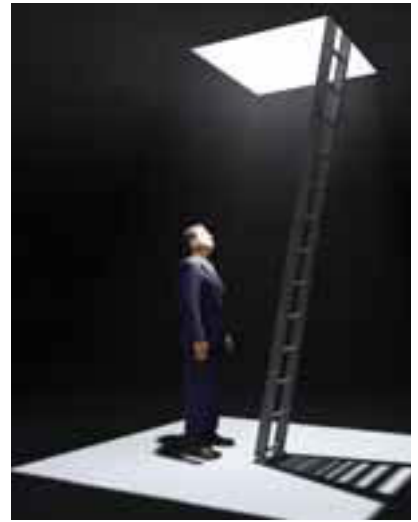
A young guy in his early twenties skates up next to me. I nod at him with a smirk and he widely smiles back and says, “You know what your problem is?”

I pull back from the edge as if he has something that will alter my performance and say, “No - what?”

He replies, “You're not committed - you need to commit.” My hope of enlightenment vanishes as quickly as he drops off the edge, flawlessly, beautifully.

## CHALLENGE YOURSELF

Many folks take small steps, adjust, become comfortable, then seek out the next step. This is a natural progression of personal growth from the time we are kids. Often this happens intuitively because, following this safe path, not much cause for concern ever really arises, leaving the mind at ease and controllable. There are other folks who go further, challenging themselves to take bigger steps with more risk, adding an element of suspense that becomes the very fuel that drives them.



Many folks wouldn't even make low, easy rock climbs because they're that uncomfortable with heights. As I found out, the risk does not have to be life-threatening for the same kind of self-doubt to surface and consume your ability to think or act. But depending on your state of mind, a situation of doubt or stress or insecurity can also be a tremendous motivator!

We make decisions about our lives and businesses each day, often without a second thought of 'what if.' It is when the mind is released to wade through the 'what ifs' that 'it' presents itself: “Fear,” a four letter word with amazing control.

Fear lives within each of us and its level of intensity is individually owned. Without fear, the accomplishments may be diluted, hiding any real sense of gain or signifying little or no risk. With too much fear, we may be stifling our fullest potential. If life does not present any fear at all, question if you have stopped the quest for more, either out of anxiety or because the steps have become so easy, so small.

Fear is good, but letting it control your mind is dangerous. Instead, use the mind to manage fear, so that it fuels your growth at the rate you choose. ■



### 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](mailto:dpoulin2@maine.rr.com).

to the rock' increased in height and difficulty. On this morning we are in New Hampshire on a popular 360-foot route called “Thin Air.” This route is similar to those we climbed before, except it's famous for having a grand vertical presence and an exhilarating exposure. He's done well.

## JUST DO IT?

Roughly four years ago, my two neighbors and I took our boys over to the local skateboard park for some afternoon fun. It didn't take long before the kid in me wanted to play

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

### ENERGY-STAR RATED BATTERY CHARGER



The new Milwaukee Electric Tool Corp. Energy Star-rated M18 and M12 Multi-Voltage Charger (No. 48-59-1812) will charge all M18 and M12 lithium-ion batteries sequentially, allowing the user to put both packs on the charger and walk away confident that they will be ready for their next job. The new Multi-Voltage Charger will be included with the M18 FUEL Drill Driver and Hammer

Drill Driver, sold as an optional accessory and will also transition into several M18 kits throughout 2012. The new unit will charge M18 or M12 compact batteries in 30 minutes and extended capacity (XC) batteries in 60 minutes.

Enter 52 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### TROUBLESHOOT ABS AND SRS ISSUES



The Equus Pro CarScan Line of diagnostic tools will help diagnose and repair "check engine" problems on 1981 to current vehicles, and troubleshoot anti-lock brake system (ABS) and supplemental restraint system (SRS) problems on newer model OBD II vehicles. Each tool features a processing chip that makes diagnosing vehicles faster than ever, a newly designed

button configuration and user interface, and more. These

tools also provide live data graphing, and the addition of Honda OBD I, SRS and ABS coverage as well as coverage for model year 2010 and newer OBD II-compliant diesel and medium duty trucks.

Enter 53 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### COMPLETE FUEL SYSTEM CLEANING SYSTEM



MotorVac introduces the CarbonClean 1000 Fuel System Cleaning machine, along with the MV-5 and MV-6 Fuel System Cleaner and Engine Decarbonizer fluid, for an all-in-one fuel system cleaning service. This easy, one-step system makes it simple to connect to thousands of vehicles using the unique adapter set and easy-to-follow online application guide. The new MV-5 and MV-6 Maximum Strength Fuel System Cleaners and Engine Decarbonizers expand on the CarbonClean chemical line-up by offering MotorVac's proprietary chemistry in a simple to use premixed formula. Machine and fluid sold separately.

Enter 54 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### REACHES TIGHT SPOTS UNDER DASHBOARDS AND BUMPERS



E-Z Red introduces the 4S12 Quarter Stick 1/4" Combination Drive. This tool is 11.75" long and works great for tight spots under dashboards and bumpers. The 4S12 features a custom reversible switch and knurled low-profile thumb wheel for extra precision. This tool also includes a push-button quick release and 180-degree flexible heads at each end to reach multiple angles. High-polished chrome finish. Comes with a lifetime warranty.

Enter 57 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### CORDLESS TOOLS WITH ELECTRONIC TORQUE CONTROL

ACDelco introduces a new line of professional cordless tools that incorporate Electronic Torque Control (ETC) to enhance efficiency and precision in tightening torque.



Each tool in this line has six levels of digitally pre-configured torque settings that will enable users to accomplish jobs more effectively by eliminating the requirement of re-torquing every bolt tightened. Each tool is designed with extreme power, efficiency, durability and ergonomics. All tools are equipped with two lithium-ion rubberized batteries and a quick charger to enable uninterrupted operation in shops. Additional tools are already planned to be added to the line.

Enter 55 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### REPAIR PLASTIC VEHICLE PARTS

The Killer Tools Professional Thermo Stapler repairs plastic parts with the strength of stainless steel



staples. This tool works on all thermoplastics to help repair bumpers, headlight assemblies, truck fairings, RV parts and radiators. Comes with 250 staples and a five-year warranty. Designed and built in the USA.

Enter 56 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

**FLORIDA**  
PNEUMATIC



**FP 744A**  
**1/2" Super Duty Impact Wrench**

- 800 ft/lbs max torque
- Refined design twin hammer increase impact
- Faster high energy 6 vane motors

### Vibration Damped Air Hammers

- Unique air-cushion isolated cylinder assembly reduces vibration by 50%
- New design double injection composite housing/grip for added comfort

**FP 1030-V**

- 3000 bpm
- 3-1/2" stroke

**FP 1040-V**

- 2100 bpm
- 2-5/8" stroke



**NEW**

Call today for a copy of our Catalog



**NEW**



**STR 51046**  
**Night Com® UV**

- Two Lighting Tools in One Package*
- Choose between bright white light or ultraviolet light for detecting engine or HVAC leaks
  - High: 115 lumens
  - Low: 50 lumens



**SL-20LP™ Rechargeable LED Polymer Flashlight**

*120V AC/DC - 2 Sleeves NiCd*

- Full-sized, full-feature polymer flashlight with C4® LED technology that delivers a 490 meter beam!
- 4 modes:
  - ✓ High – 350 lumens
  - ✓ Medium – 160 lumens
  - ✓ Low – 10 lumens
  - ✓ Strobe

Part #	Color
STR 25203	Black
STR 25213	Orange
STR 25223	Yellow



**STR 88039**  
**ProTac® 2AAA**

- Multi-function, push-button tail switch for one-handed operation
- High - 80 lumens
- Low - 10 lumens
- Uses (2) "AAA" alkaline batteries (included)

Enter 58 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

**P: 855-NEU-TOOL F: 262-432-1281**

[www.neutool.com](http://www.neutool.com) [www.toolmarket.com](http://www.toolmarket.com) [email:sales@neutool.com](mailto:sales@neutool.com)

