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The Distribution Network Connection

Lessons From the School of Hard Knocks

Georgia distributor keeps learning, smiling and collecting

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COVER STORY/DISTRIBUTOR PROFILE



Even after Matco Tools' distributor Jonathan Winstel suffered a loss with the theft of his tool truck and inventory in 2010, he has since thrived in the business.

Lessons from the School of Hard Knocks

Georgia Matco Tools distributor keeps learning, smiling and collecting.

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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

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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 9; December 2012



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

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Distributor shows provide invaluable forums; don't be left behind!

Customer relationships – we all know it's the name of our game.

Personal relationships hold the key to success for every layer in tool distribution: from mobile tool distributor to end user, from warehouse distributor to tool truck, and from product manufacturer to warehouse distributor.

As more and better tools are introduced to the market, everyone selling tools – manufacturers, warehouse distributors and tool trucks – has more to learn about the products and more information to pass on to those customers they sell to. Hence, it's no surprise that trade shows and customer appreciation events continue to grow in number and attract ever increasing attendance. These events give everyone in the trade a chance to share information and form long-lasting relationships to reach common goals.

Flags led the way

The flags began hosting trade shows for mobile distributors years ago. It wasn't long before the independent warehouse

featured over 90 exhibitors and drew more than 700 attendees. MEDCO called the show a stunning success, as mobile distributors in attendance found great savings from exhibitor specials and took advantage of the opportunity to see new products, spend quality time with fellow mobile distributors and attend education sessions. Ingersoll Rand gave away a 2013 Ford Mustang while MEDCO gave away a 2012 Ford F150.

The most unique feature of warehouse distributor events, perhaps, is the more intimate nature they offer than the big automotive industry trade shows. At warehouse distributor events, attendees have a chance to get to know suppliers and fellow mobile distributors better. These relationships can last a lifetime and make a big difference in an individual mobile distributor's success.

A mobile distributor learns the value

Just ask Jonathan Winstel, the subject of this month's cover story on page 8. In 2010, Winstel's truck was stolen while he attended the Matco Tools Show in Orlando, Fla. His business was underinsured when the disaster struck. He lost all of his inventory, and his truck was damaged beyond use.

But thanks to the relationships Winstel had developed with fellow mobile distributors and his warehouse distributor supplier, he was able to pull through his misfortune. A fellow mobile distributor lent him a trailer. Matco Tools gave him enough credit to stock the trailer. The financial and moral support was all Winstel needed to recover from his setback.

In the months following the burglary, he hit the road in his borrowed trailer, determined to regain his financial footing. He was rewarded – to a degree that he never expected.

Winstel did \$103,725 in sales for the



The "prize girl" announces a raffle winner at the 2012 MEDCO show in Philadelphia.

Craig Truglia

month of March, 2010, his best month ever. He won the district monthly sales award, receiving a certificate which he proudly displays in his new truck. His best month ever – selling from a trailer!

Being underinsured was a costly mistake, and Winstel learned from it. But he also learned the importance of camaraderie – with suppliers, colleagues and customers.

Winstel's story isn't over yet. The day may come when someone who lent him a hand will need a favor from him.

Tool industry: unique camaraderie

This camaraderie is one of the key features of the tool industry. While strong relationships play an important role in many industries, the tool industry is unique in the degree to which manufacturers, warehouse distributors and mobile distributors network with one another.

This is why events like trade shows and customer appreciation days are so important. Remember Jonathan Winstel's story the next time a networking opportunity presents itself. ■



ELLIOT MARAS

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distributors got on board. ISN organized an event that includes a trade show, education sessions and networking opportunities. Two years ago, Nestor Sales LLC began holding an annual show. The ball kept rolling and rolling.

This past October, Philadelphia-based MEDCO, an independent warehouse distributor serving the Northeast, sponsored its first show at the Marriott Philadelphia Downtown. The show

A handwritten signature of Elliot Maras in cursive script.

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SCAN
FOR ARTICLE

Lessons From The School Of Hard Knocks

Georgia distributor keeps learning, smiling and collecting

Jonathan Winstel still enjoys the tool business, notwithstanding the recession.



Jonathan Winstel, who operates Matco Distribution Inc. of Monroe, Ga., has managed to survive six years as a distributor despite a difficult economic climate. The 31-year-old Winstel has learned how to survive largely through trial and error. His story offers some useful insights for others who are just starting out in the challenging business.

Jonathan Winstel makes use of every inch of truck space for product, including in the cab.

Two years ago, Winstel learned his most expensive lesson when his tool truck was stolen while he was attending a distributor convention. Because he didn't have sufficient insurance, the loss set him back big time. He has since emerged a stron-

(Continued Page 10)

BY JACQUES GORDON,
CONTRIBUTING EDITOR, AND
ELLIOT MARAS, EDITOR

COVER STORY/DISTRIBUTOR PROFILE

ger distributor in an industry that doesn't allow its members a lot of room for error.

"Insurance is a huge thing in this industry," says Winstel, who realizes he could have protected himself against the loss at a much lower cost than he thought. For just another \$50 a month, he would have been covered for the \$60,000 he lost.

As hard as the knocks have been over the years, Winstel loves the tool business. "I like the fact that I see direct results of my work. The more I put in, the more I get out."

He was introduced to the business while working for an automotive body shop as a teenager. He bought tools from a Matco Tools truck. The tool truck owner eventu-

ally hired him to work on the truck part-time. "Ever since then, I wanted to do it," Winstel says.

Winstel was 25 years old when he was able to qualify for enough credit to buy his own tool truck. He acquired a franchise that he had previously bought from when he worked as a tech in a body shop.

Pre-recession was his best year ever

Winstel was able to build the customer base in his first year, which was his best year ever. In 2006, the market he serves, a 35-mile radius region located an hour east of Atlanta, had not yet been hit by the recession. Visiting an average 20 stops per day, he did about \$500,000 in sales in his

first year, doing little in the way of promoting products to customers.

Everything changed in mid-2007 when the recession hit. Many of his auto dealer customers closed. The automotive shops he sold to had less business as consumers had less discretionary income. Credit card companies became less generous with customers, leaving them with less money to spend.

Winstel worked at finding independent repair shops to sustain his customer base. He also learned he needed to find new ways to encourage existing customers to buy more products. "You just have to find different ways to approach it and bring

(Continued Page 12)



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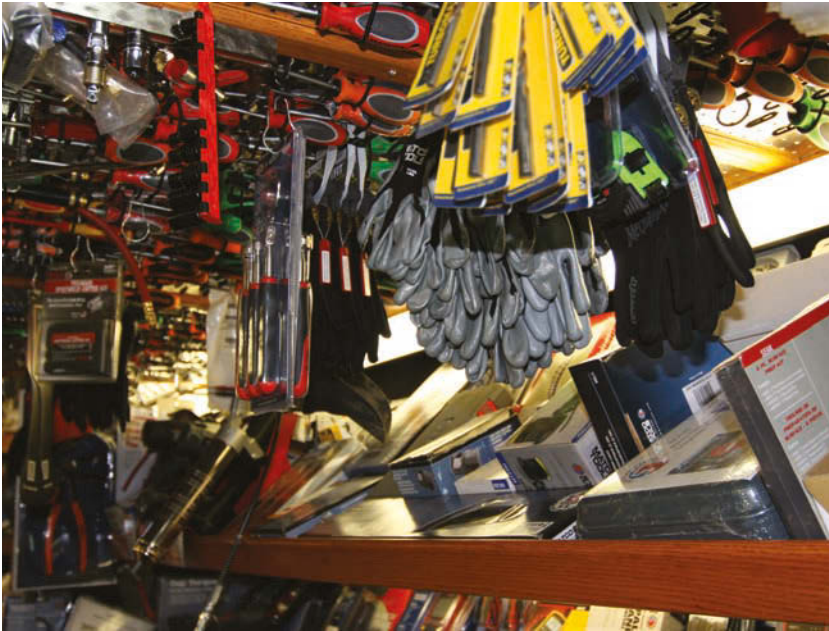
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Winstel tries to make the best possible use of space on his shelves and ceiling.

your sales up," he says. "You definitely have to 'tote and promote' more than you used to."

Winstel began to run contests, a practice he continues. One of his favorite techniques is to have a "punch board" in his truck. This is a board with 1,200 holes in it. Every time a customer makes a purchase or a payment, they get to punch a certain number of holes based on the size of the purchase or the payment. A \$50 payment or a \$100 cash purchase will allow a customer to punch three holes, for instance. Customers are later awarded prizes, such as apparel or tools, based on the number of holes they punch.

"The more you bought and paid to your account, the more punches you get," he explains.

Winstel makes the holidays a

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special time for customers by giving away merchandise he has earned from his own credit card purchasing and freebies from his suppliers. These giveaways, however, become challenging at Christmas since customers come to expect free things at that time of year. "They always expect something for Christmas from you, and they're never happy, no matter what you give. For some reason, they expect a shirt, a hat, a jacket, or a tool, all for Christmas."

He dresses a toolbox with Christmas décor and divides it into four sections, based on how much customers spend during the week on average: \$20, \$40, \$50 and \$100. Customer receipts are placed in the appropriate section and are



Many product kits are designed to display products when they are open.

(Continued Page 14)

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COVER STORY/DISTRIBUTOR PROFILE



Winstel proudly displays his award for the top distributor in his district. He won the award shortly after losing his truck and its entire inventory to theft.

redeemed for prizes. "The better customer you are, the better prizes you get," he says.

Winstel tries to win his share of the holiday-giving spirit as well. While he gives away merchandise, he asks customers to pay \$10 more a week to make up for the week they didn't pay him anything. "You always have to find a way around 'the customer's always right.' You have to make it work in your favor with the 'gift of gab.'"

The credit crunch hasn't been all bad for Winstel. Some automotive shops that previously bought tools online found they had less credit available with Internet merchants and began to buy more from him instead. "Those guys now are coming to us [mobile distributors] more. They no longer have the credit [with the Internet merchants]."

2010: Disaster strikes

The business was improving from the recession when Winstel's truck was stolen in 2010, delivering a major financial setback. The truck was stolen from his

mother's house while he attended a distributor meeting out of state. The police found the truck in a shopping mall parking lot with all merchandise removed.

Fortunately, another Matco Tools distributor allowed him to borrow a trailer and Matco Tools gave him credit to replenish his inventory. Surprisingly, Winstel had his best month ever while working out of that borrowed trailer.

Winstel used the trailer for three months before his truck was repaired. "It takes a lot more time than you think," Winstel says of the insurance claims process. "It was a total 'time vampire.'"

Challenge: Keeping accounts current

Because his business now relies more on smaller purchases than it once did, Winstel has found it necessary to work harder to encourage customers to stay current on payments.

The Matco Tools financing software works out a payment schedule. But if the payments are not made on time, the sale

will not yield the necessary profit. Winstel has learned he needs to make 33.3 percent gross margin to make money on a sale.

Getting customers to stay current on their payments requires strong personal customer relations skills. It is an area that Winstel considers himself good at. While he knows how to make "small talk" with people, he makes sure he directs the conversation to business after five or 10 minutes. "You always try and bring it back to the tools," he says. "You have to step up and realize, 'I'm not here to talk about hunting or about sports.'"

"If you spend a little extra time, you can get something from them," he says. In many cases, the customer has the money to pay but is hoping

"YOU HAVE TO STEP UP AND REALIZE, 'I'M NOT HERE TO TALK ABOUT HUNTING OR ABOUT SPORTS'...IF YOU SPEND A LITTLE EXTRA TIME, YOU CAN GET SOMETHING OUT OF THEM."

for some additional time. "They're just trying to push that envelope," Winstel says. "If you push back a little bit, they usually do give you something."

"There is no 'next week' for the

tool guy," he says. He tells customers that if they skip this week, they aren't going to pay him double next week.

Winstel has learned there is an art to asking for money. "I have to not be rude," he says. "I do it [ask for money] in a joking manner. A lot of the time, they [the customers] get it. If they don't, you say, 'hey, it's not working out."

"They think, 'he's my friend and he'll let me slide.' They're the ones that'll disappear the quickest."

He also makes it a point to learn when the techs get paid. If he shows up on pay day, he knows he is more likely to get a payment. "It's all about observing," he says.

"Have a friendly relationship and

(Continued Page 16)

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COVER STORY/DISTRIBUTOR PROFILE

business sense," he says.

Winning customer loyalty can be challenging if a customer had bad experiences with a previous distributor. "It's not just a brand; it's personality, too," he says. "People are loyal to individuals."

He makes it a point to walk inside every shop he visits. "If you're not going into a majority of your shops, there's something wrong with you," he says.

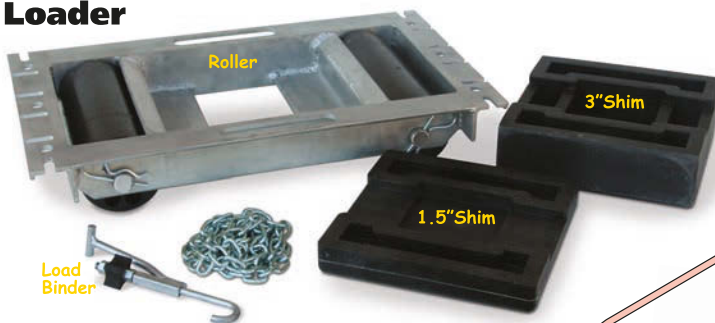
Winstel has learned that national service chains are worth cultivating as customers. He says some tool distributors don't like national chains since these businesses typically have a lot of technician turnover. "Some of these guys, you'd be surprised; they



Winstel uses humor to encourage customers to pay him. A cartoon in his truck supports his message using humor.

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have impeccable credit." Some of the techs in these shops have \$20,000 worth of credit.

Customer financing helps

Winstel finds the Matco finance program one of his strongest selling tools for today's credit-strapped customer. "I don't think I could do it without Matco," he says.

He recalls the time when a customer owed him \$15,000 for a toolbox and was falling behind on payments. Matco worked out an arrangement with the shop owner, whereby the shop automatically deducted a certain amount for three years until the payment was complete. There was no penalty charged for the tardy payment.

Another key selling point is the Matco warranty. "If it's Matco, I warranty it," he says.

Winstel has also replaced other companies' tools for customers if he thinks it will win him future business.

Explain the benefits

Customers sometimes tell him they can get the same tools for less at "big box" stores. Winstel responds that the "big box" store will not give credit and they don't have as much product variety.

Sometimes a customer says something is available for less

money on eBay, in which case he tells them when they need it repaired they can try and send it back to eBay. "Nothing's for free," Winstel tells his customers.

Winstel has slowly recovered

from his setbacks: 2011 was better than 2010, and 2012 is on track to surpass 2011. The new diagnostic tools are helping him in particular.

"It's definitely still fun," he says of the tool truck business. ■



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BY PHIL SASSO,
CONTRIBUTING EDITOR

Q I'm a new dealer. I hear holiday season sales can really suck. What can I do from Thanksgiving through New Year's — other than live off my savings?

A Holiday season sales can really slack off if you aren't careful about your purchasing and marketing planning. Like any retailer, you need to adjust your inventory and promotions to the seasonal changes in your customer's buying habits.

If you're proactive, your holiday sales can be no different than any other month, says Mac Tools District Manager Jim Holtz. Or you might even experience your best month yet. Holtz says when he was a dealer, December sales were among his strongest.

Stocking stuffers

Be sure you stock up on your flag or WD's holiday gift offerings. Your customers may cut back on what they



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.

Have Yourself A Merry Little Tool Truck

Make holiday season sales more jolly!

spend on themselves at year end, but they will be spending money on both big and little gifts for family and friends.

"Last year, we sold out of Mac branded slot-car race tracks," says Holtz. Mac corporate headquar-

ters acted quickly and brought in a fresh inventory of John Force Racing drag race tracks to fill the gap. But if you aren't quick on the draw, you may find once an item is sold out you'll be out of luck. So ask your DM and the veteran dealers from your flag what sold well for them in the past. Take their lead and be sure you're stocking the right stuff.

Many dealers use holiday flyers to push seasonal sales.

One "rogue" dealer tosses his flag's flyers, favoring a holiday display instead.

Nothing beats seeing and touching an item to sell it, says our rogue. He also creates a sense of urgency by reminding customers there's only a limited supply of holiday items. If he runs out of something, he won't get more before Christmas.

Whether you choose flyers, a shelf display or both, the earlier you start promoting your offerings, the better jump you'll get on your competition.

Outside the (gift) box

An associate told me of a husband-and-wife that teamed up and cleaned up over the holidays. The wife, who sold Avon or Mary Kay, put together little gift bags for the dealer to carry on his truck. Customers bought gifts for the women in their lives, paying cash for each purchase, and the couple cashed in on the yuletide buying spree as they spread a bit of the holiday joy.

Holtz and his wife mailed Christmas letters to his customers' wives and

girlfriends. In the letter, he noted that if the women were looking for gift ideas, his truck would be parked in a popular shopping mall's lot on a specific day during specific evening hours. A lot of significant others took him up on his offer — most buying gift certificates.

These last two clever couples didn't just boost sales, they actually boosted cash flow, too.

Q What else can I do to turn around the slow Christmas collections season?

A With more of their money going to holiday gifts, meals and decorations, your customers may have less money jingling in their pockets to make their monthly payment.

If you can turn collections from the drudgery of bill paying into a festive game, you are more likely to maintain your turns and see collections stay constant — or maybe even spike slightly. One veteran dealer says he is most successful holding a drawing every week between Thanksgiving and New Year's. The giveaway can be relatively small, say a cooler or a simple jacket, but the payoff can be big.

Drawing in sales

Here's a fun raffle idea from 24-year Mac veteran Tom Neamon. I'll call it the Grab Bag Raffle: Get five different prizes. Neamon spends about \$1,000 on prizes like PlayStations, stereos or TVs. Inside each of five envelopes, put the name of one prize.

Two weeks before Christmas, start the promotion. Week one, any customer who spends \$100 or more (or \$20 over their usual payment, or whatever goal you want to set) gets to

put their name into that day's drawing box. On Monday of week two, have the first person on your truck draw a winner from the Monday box. That winner gets to choose a prize envelope and picks the name of the Tuesday winner from that box. The drawing continues each day until the last winner is picked from the Friday box.

Neamon likes to post photos of winners with the name they drew to show that everything is above board. Boosting sales this month will mean boosting historically slow January collections, too.

Another non-collections cash flow boost is selling shop owners gift cards for their techs. Many dealers find the best time to approach shop owners is between mid-November and the week after Thanksgiving before they've made another decision. The gift cards can also serve to bring in new customers who normally buy from another flag.

Q My wife decorates my truck and bakes cookies for the holidays. At first I thought she was nuts, but I think it's helped me keep sales up while some dealers are slow this season. What do you think?

A Your wife is pretty smart. Deck your truck with boughs of holly and you may just find yourself fa-la-la-la-lal-ing all the way to the bank.

Neamon says decorating the truck and being in the Christmas spirit is key. Take a cue from retailers on spiffing up the place. Look at Walgreens, Walmart, Target and other retailers for ideas. Decorating your truck can subconsciously put your customers in the mood to buy.

"I tied a wreath to the front of my truck for the holidays when I was a dealer," says Holtz. Some guys go further and decorate the inside of the truck, even

stringing up holiday lights.

Consider rewarding your best customers with something extra special. Holtz suggests spreading the joy by giving customers 10-percent-off coupons to buy their own gift. He says the more they buy, the bigger their gift. When he was a dealer, he gave coupons to shop owners, managers and service writers. He was surprised by how many non-customers called him to get a tool for a family member or friend. (Be sure your phone number is on the coupon so non-customers can call you.)

Neamon creates a package of small flag-branded gifts with his name on them: calendars, pens, mugs and the like, usually spending about \$10 or \$15 a packet. He gives these to everyone he sees — customers, salesmen, shop owners. It's a smart strategy: he's giving away advertising disguised gifts and customers are grateful for his thoughtfulness. You can't beat that! ■

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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. ■

Tool tray workstation

The Traxion ProGear Topside Tool Tray is an innovative workstation that is the perfect companion to the company's Topside Creeper. The Tool Tray glides in place on 4" casters. A simple crank adjusts the height from 41" to 72" in 1/4" increments. The large tray includes a can holder and extends out from the riser so it can be positioned over the engine compartment. Enter 63 at "e-inquiry" on VehicleServicePros.com

Heavy duty tire inflator

The PCL Air Technology MK3 Heavy Duty Inflator gauge has a lightweight aluminum body and an easy-to-read magnified linear scale. This tool allows users to inflate and deflate while staying engaged on the tire valve stem. Calibrate and certified from 0 to 138 psi. All PCL tire inflation products are inspected 100 percent, and certified for accuracy of +/- 2 psi. All PCL products carry a full 1-year warranty against defects in material and workmanship. Enter 64 at "e-inquiry" on VehicleServicePros.com

Low-profile wrench torx set

The E-Z Red Super Low Profile Wrench Drive Torx Set, No. T1000, fits on any 10mm, 12mm and 17mm wrench. The ball detent and bottoming shelf securely holds the bit into the drive wrench and the low-profile design allows the user to reach into confined areas to remove fasteners. This 12-piece kit comes in a blow-molded case for easy storage. Bit sizes: T10, T15, T20, T25, T27, T30, T40, T45, T47, T50, T55, T60a. Enter 65 at "e-inquiry" on VehicleServicePros.com

Extra torque extensions

Instead of using rusty, greasy cheater bars, King Tony America offers the Bust-A-Bolt extensions to lock on safely when users need to double the torque. Bust-A-Bolt comes complete with a 1/2"-drive-reversible ratchet with quick release, a 105-degree L-handle, an 11" adjustable ratchet extension and a protective foam tray to hold the set. The extension safely locks onto either the ratchet or the L-handle to deliver extra power where and when needed. Like all KT Pro hand tools, Bust-A-Bolt comes with a lifetime warranty.

Enter 66 at "e-inquiry" on VehicleServicePros.com





4-piece emergency lug nut remover socket set

CTA Manufacturing Corp. offers the 4-piece emergency lug nut remover socket set, No. A154, featuring impact-grade sockets, with patented reverse tapered internal thread. The sockets remove stripped lug nuts or lug nuts with missing keys, and are for use with a 1/2"-drive impact wrench. Available individually or as a complete set packed in blow-mold case. Enter 67 at "e-inquiry" on VehicleServicePros.com

Angled crimping plier

The angled design of the OTC Crimpwell Angled Crimping Plier, No. 5912, keeps the connector parallel to the pliers to improve the ability of ensuring the wire is properly seated in the connector as well as securing a durable, robust crimp. The universal crimping design accommodates soft wire, insulated or un-insulated, solid or stranded, in sizes 10-22 AWG. It includes a cutting feature for quicker preparation. Forged from high carbon alloy steel, this tool is 9" in length and provides a protective grip to increase leverage and ensure a secure crimp. Enter 68 at "e-inquiry" on VehicleServicePros.com



VW/Audi brake service tool

The Strategic Tools & Equipment VW/Audi EPB & Mercedes SBC Brake Service Tool, No. ABEPBSBC12, retracts the calipers electricaly, allowing the brake pads to be removed for service. The tool advances calipers after servicing to the original position without affecting the current calibration. The Mercedes SBC system incorporates various systems previously separate (ABS, ASR, BAS, ESP and ETS). The system runs pre-checks which include a pressurization of the braking system. The SBC tool disables the system during service and repair work for a safe working environment, and clears codes as well. Enter 71 at "e-inquiry" on VehicleServicePros.com



Reversible high-speed sander

The Sunex HD 5" Reversible High-Speed Sander, No. SX7235, gives technicians lightweight comfort and durability, as well as the added feature of a reversible direction control. The user can use this composite sander in tight spots or to control sparks or debris. For paint removal, weld smoothing, shaping filler patches, rust removal and more.

It comes with a 2-year, limited warranty. Enter 69 at "e-inquiry" on VehicleServicePros.com



High-torque impact tool

The Ingersoll Rand W7250 1/2" impac tool is the 2" extended anvil model of the powerful W7150 cordless impact wrench. The W7250 offers the power of an air tool in the convenience of a cordless, and is ideal for wheel removal and installation. The W7250 measures 11.2" from tip to tail and weighs only 6.8 lbs. It delivers 780 ft/lbs of maximum reverse torque, 1,100 ft/lbs of nut-busting torque and has a steel-lined aluminum hammer case and metal reinforced housing for superior durability. Enter 70 at "e-inquiry" on VehicleServicePros.com

Code reader performs OBD maintenance resets

Launch released the C-Resetter, the latest addition to its Code Reader line. Many vehicles today require the "oil service" light to be reset after a routine oil change. These vehicles can require a complex procedure to perform resets with instructions often too difficult to find. The C-Resetter makes it easy with step-by-step instructions right on the screen. Additionally, some European vehicles have many maintenance resets such as air filter, brake pad service or cabin filter replacement. The C-Resetter performs these along with many other electronic OBD maintenance resets. Enter 72 at "e-inquiry" on VehicleServicePros.com



Body shop tools

Many shops need auto body tools and equipment. You may have customers that do a bit of body work on the side, and have use for some of these tools (read: headlight restoration kits), or need tools outside of body work (like heat guns). Other customers focus primarily on PBE service. Whatever your customers' focus, you'll find products to help their business.



Clear, glare-free view

The **Coolview Disc**, from **JOOL Tool**, provides the angle grinder with more precision and control by allowing users to see through the spinning disc to watch the actual progress of the work as it is happening. A series of curved and straight slots are formed into the disc, extending all the way to the disc edge to provide a clear, glare-free view of the primary area where most work is done. The backside of the Coolview disc is fitted with a series of fins producing a steady flow of air that keeps the work surface up to 50 percent cooler, according to the company.

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It's best to avoid single stage paint guns.

Remove spotwelds in seconds

The pneumatic-powered **Enforcer Spotweld Drill**, No. 11300, from **Blair Equipment Co.**, removes spotwelds in seconds with minimal effort. This spotweld drill features a lower drill bit speed of 800 rpm, and offers manual operation to feed the spotweld cutter into and through the spotweld, maximizing drill bit torque with no reduction in air flow and improves spotweld removal rates. This tool includes one 8mm Blair solid, carbide, triple-fluted drill bit, two steady frame C-clamps which swivel 360 degrees (one for panel depths of 2-5/16" and one for 5-5/8") and a custom molded storage case.

Enter 78 at "e-inquiry" on VehicleServicePros.com



Variable speed polisher

At 6 lbs, the **Bosch No. GP712VS Variable Speed Polisher** is easy to maneuver for extended periods of time. The tool's 12-amp motor offers up to 20 percent more power than the competition, according to the company. The variable speed dial allows users to match their work speed to the application they're working on. Speeds range from 750 to 3,000 rpm. A separate on/off trigger switch allows for more versatility than the traditional, lock-on button next to the trigger.

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Spray gun holder

Morgan Mfg.'s Spray Gun Holder magnetically attaches to the spray booth wall and will hold two full spray guns without sliding or tilting. It has two support positions for gravity-fed spray guns, two support positions for siphon-fed spray guns and a center notch in the unit to hang the end of an air hose.

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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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Eliminate paint defects

DeVilbiss CLEAN Anti-Static Wiper and Bumper Prep Pad are now fully available in the U.S. and Canada. DeVilbiss Clean works to minimize buffing and costly rework. The Anti-Static Wiper is an OEM-approved dry wiper designed to eliminate paint defects caused by dirt and static imbalance. It is lint-free and can be used between numerous applications. The Bumper Prep Pad cleans, abrades and degreases new unprimed plastic parts and bumpers in one easy step. It greatly improves paint adhesion by providing a consistent scratch pattern.

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DRIVING SALES



Adjustable frame bench

Car-O-Liner's Quick42 frame bench utilizes centralized air and hydraulic hook-ups and offers optional mobility, automatic tilt, pulling power and a variably adjusted scissor lift which can raise the bench frame to a maximum working height of 58". Drive-on ramps are available for both wide and narrow wheelbases and are removable to provide access to hard-to-reach areas of the vehicle. The bench also provides the ability to anchor on the same platform if structural repairs are needed.

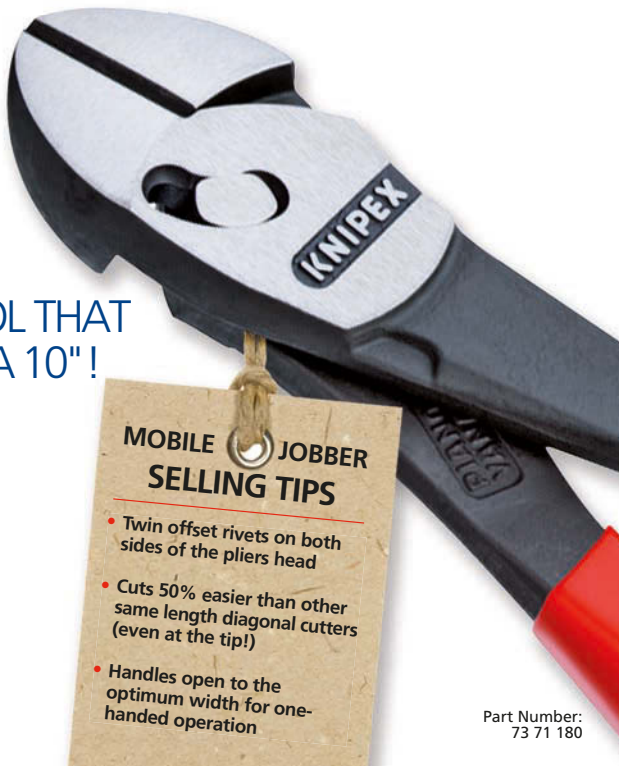
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“My vinyl eraser is my go-to tool for removing decals”



Polish-free headlight restoration kit

AirSept's See Brighter Non-Abrasive Headlight Restoration Kit removes cloudiness from polycarbonate lens covers and increases headlight projection. See Brighter works in five minutes, without labor-intensive sanding and polishing. The simple, two-step process is easy for entry-level technicians and detail shop personnel. Simply wipe the lens cover with the included pre-cleaner, then again with the patent-pending See Brighter Lens Restoration Solution. No sanding, polishing or drying time. See Brighter also includes built-in UV protection to help the restoration last up to one year.

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“I expect a trim hammer to feel heavy, or I don't have confidence in it.”

Gravity-fed spray gun

The Mountain 1.4 HVLP gravity feed spray gun, No. MTN4117, features HVLP (high volume, low pressure) to make the spraying softer, and more easily controlled with less overspray. It includes adjustable fluid, pattern and air controls. It has a stainless steel needle and nozzle to accommodate a variety of coatings. It also features large 1000ml, chemical-resistant aluminum paint cup and a precise air cap set. Features include adjustable flow rate and spray pattern of 7"-10" and ergonomic design for comfortable grip. Working pressure: 29-50 psi. 1/4" NPS air inlet.



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Plastic chisel scrapers

The Lisle Plastic Chisel Scraper Set, No. 81200, comes with three plastic chisels for removing emblems and adhesive-backed trim without damage. The one-piece, high-impact plastic chisels can also be used to remove stick-on weights from aluminum wheels and gaskets from aluminum surfaces, without marring. Blades can be resharpened. It includes 3/4", 1" and 1-1/2" blade widths. A hand guard and hang hole are built into each flexible scraper. Enter 47 at "e-inquiry" on VehicleServicePros.com



Air-powered turboshear

Malco Products' heavy-metal air powered turboshear, No. TSA1A, is designed to be compatible with most shops' existing air supply, and comes completely assembled and ready for service. Cutting applications in automotive grade sheet steel include trunk pans and floor boards. Clearance between the shear's cutting inserts may be adjusted for optimal performance within a range of 16- to 26-gauge (1.52 to 0.46mm) automotive steel. A helical (spiral) shaped foot permits easy left, right or straight cutting action. It has a five-position 0 to 90 degree (0, 22.5, 45, 67.5 and 90) adjustable head angle to assist in the tool's maneuverability.



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Coverage and capabilities are dependant on the Automotive Manufacturer and their compliance with the J-2534 standard.

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DRIVING SALES



Quick access to flanges, edges

Steck Manufacturing's Flange Lever, No. 20037, quickly accesses hard-to-reach damaged frame flanges, door and hood edges and radiator supports to bring back to proper edge alignment. Double-ended, reverse-1/4"-hook design is made from hardened alloy steel. The flat hook allows for easy manual alignment; the 35-degree angle bar allows access areas like radiator supports.

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"The longer handled a panel flanger is, the better. Or better yet, a pneumatic one."



Multiple accessories

DEWALT now offers the **D26960 Heat Gun** as a kit. The D26960K includes 12 accessories for a variety of applications, including loosening bolts and applying or removing graphics/decals. Accessories that include nozzles provide versatility for customizing the direction and intensity of heat flow. Features include a temperature range of 150 to 1,100 degrees F, a high/low rocker switch for variable heat settings, and an LCD display for easy temperature adjustment in 10-degree increments. It is ergonomic and has a lightweight design at just 2.3 lbs.

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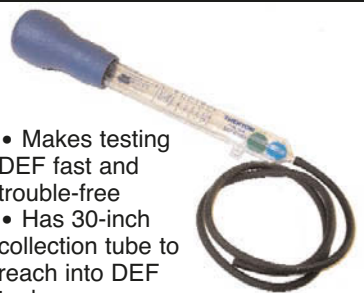


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Auto body welding kit

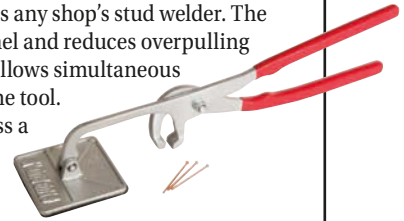
The **Steinel Auto Body Welding Kit, No. 34874**, has everything technicians need to professionally repair bumpers and other body parts. This kit helps repair cracks, fractures, deep scratches in plastic and detached holders. The easy welding rod works well with all plastics. One job takes about 30-60 minutes to complete. The kit includes the following: HG 2310 LCD Programmable IntelliTemp Heat Gun, a welding iron, a 9mm reduction nozzle, a 20mm reduction nozzle, ThermoFlex welding rods, wire mesh, a temperature guard and instructional DVD, all in a heavy duty carrying case.

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Complement your stud welder

H&S Autohshot's **Stud Buddy, No. UNI 7600**, complements any shop's stud welder. The tool allows for sensitive control when pulling damaged panel and reduces overpulling of today's lightweight panels. Easy one-handed operation allows simultaneous hammer work to address stress points while pulling with the tool. Whether pulling one or two small spots or multi pulls across a large repair area, the tool can reduce repair time, thereby increasing profitability.

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Dead blow hammers

SK Hand Tool LLC offers four lines of **Dead Blow Hammers**. A fully molded Trucothane shell protects the head from splitting and reduces the risk of flying chips when hitting hard metal. SK claims the hammers will not leave marks or produce sparks. The line includes these varieties:

- Standard Head Dead Blow Hammers for industrial and automotive applications. Available in 13-, 21-, 26-, 45- and 53-oz sizes.
- Slim Line Head Dead Blow Hammers feature a unique profile for all assembly and repair operations. Available in 8-, 18-, 22- and 26-oz deep throat designs.
- Sledge Dead Blow Hammers are ideal for heavy duty projects. Available in 5.5-, 9-, 10.5- and 12-lb sizes.
- Ball Peen Dead Blow Hammers feature tempered alloy steel heads. Available in 26-, 36-, 47- and 50-oz sizes.

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Save expensive plastic parts

The **E-Z Red PRK6 Hot Stapler Plastic Repair Kit** has three heat settings for use on different plastics, and three different staple types included. Staples can be re-profiled for easy access to tight and hard-to-reach areas. Finished repair is strong and flexible. Great for repairing broken locator pins, door panel clips and tabs.



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Cordless plastic repair kit

Dent Fix's cordless hot stapler, No. DF-850CL, comes as a battery-operated, hot-stapler, plastic repair kit. The Hot Stapler uses heat to embed a staple into the plastic to "stitch" tears in plastic back together. One of the seven types of stainless steel Breakaway StapleClips included with the kit can be used on any thermoplastic part. Lightweight construction and no cord give the technician ultimate maneuverability and agility. The kit includes three interchangeable angled tip adapters, charging adapter and storage box.

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Cordless Gas Soldering Iron

Portasol offers the **Technic orange gas soldering iron No. MK-1**, the first pocket portable 'pen-like' cordless gas soldering iron. The Technic's ultrasonically welded gas tank prevents gas leaking on exposure to impact, UV light or hot or cold temperatures, and butane compatible nylons and acetyls (plastics) ensure reliability and safety. Features include a cordless flint ignition; adjustable power from 10-60 watts; 60-minute run time between refills; a short tip to grip; a refill time of 10 seconds; and a selection of five nickel-plated soldering tips available with a maximum temperature of 752 degrees F (400 degrees C).

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"The biggest problem I had with my welder was the 20 percent duty cycle. I had to stop and allow it to cool off too often."

Squeeze-type resistance

The **Chief-Elektron Multisport MI-100 control squeeze-type resistance spot welder** uses intelligent control technology

to enable technicians to achieve spot weld quality comparable to original production welds.

The MI-100 control checks the weld parameters 1,000 times per second and automatically adjusts for changes in materials, thickness, adhesives, debris, heat and other factors. The MI-100 control also offers an improved duty cycle through water cooling from the transformer, through the cables and all the way down to the electrode tip.

The MI-100 control also features ergonomically-friendly lightweight pliers and weld-logging software that records

quality control data for every weld.

Enter 57 at "e-inquiry" on VehicleServicePros.com



Plastic welder

Shark Industries's Pro-Tack Plastic Welder comes with seven staple shapes that penetrate into the plastic of many products, including bumpers. This welder can repair virtually anything made of breakable plastic, according to the manufacturer. It can be used to fix everything from motorcycle fairings to office chairs, lawn chairs, garbage cans and wheelbarrows to many other plastic parts on a car. Rated to a maximum of 65 amps, the welder's unique core cut staples easily bend off without cutting. It comes with an additional adapter that inserts into the tool end to smooth the plastic over the repair staples.

Enter 58 at "e-inquiry" on VehicleServicePros.com



Velcro blocks flex with car contours

Dura-Block Hook & Loop sanding blocks are designed to flex with the contour of any car. These sanding blocks work well for flat finishes. Three sizes include:

- 1/3 Hook & Loop Block, No. AF4417. 5.25" sanding block, 1-1/2" H x 2-5/8" W x 5-1/2" L.
- 2/3 Hook & Loop Block, No. AF4418. 10.5" sanding block, 1-1/2" H x 2-5/8" W x 11" L.
- Full Hook & Loop Block, No. AF4419. 16.5" sanding block, 1-1/2" H x 2-5/8" W x 16" L.
- Standard Size Hook & Loop Block, No. AF4420. 2-3/4" wide hook & loop paper, 3/4" H x 1-3/8" W x 11" L.
- Round Hook & Loop Block, No. AF4421. 2-3/4" wide hook & loop paper. 11" L, Thickness: 1-1/4".
- Hook & Loop Scuff Pad, No. AF4422. 2-3/4" wide hook & loop paper. 1/2" H x 2-1/2" W x 5-3/8" L.

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"The sole pad makes it easy to sand up to and on transitions. I also use the round Dura-Block for that purpose."



Windshield repair system

The **EZ-350D Shop Pro Windshield Repair System** from **Delta Kits** is designed for the technician who does a high volume of repairs in a shop environment. This double-bridge system allows users to work on two repairs simultaneously and also includes everything needed to easily handle a simple chip repair to the more complex combination break and crack repairs. The EZ-350D Shop Pro system includes two new and exclusive B250 repair bridges with I-100 injectors, both of which carry Delta Kits' limited lifetime warranty. All Pro series systems come with the multi-functional Spring Hammer, a three-in-one tool that includes a probe, depth gauge for drilling, and spring-loaded hammer used for crack repairs.

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When installing a windshield with suction cups, I prefer that I can verify suction visually before lifting.



Hold difficult pulls

Porter-Ferguson's Weld & Work multi-angle swiveling clamp helps auto body technicians to clamp or hold difficult pulls. The clamp is a two-part assembly consisting of a body and a heat-treated forged alloy steel pull ring. The ring moves freely, allowing in-line pulls from almost any angle. Because the ring also swivels in the channel, chain twisting is greatly minimized. Six reusable plates are included. To use the tool, tack weld a plate to the work area, slide on the clamp, and make the pull.

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Angle head die grinder

SP Tools Inc., a division of SP Air Corp., introduces the **1/4" Heavy Duty Angle Head Die Grinder, No. SP-7211**. Features include an ergonomically-designed, cushion-grip handle; a rear exhaust; a built-in power regulator; and a safety throttle lever. This die grinder provides a free speed of 18,000 rpm, is 6-7/8" in length and weighs 1.75 lbs.

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The Series 450M has been designed to facilitate the changing of all diesel fuel filters (cartridge, DAVCO and spin-on) while reconditioning the diesel fuel.

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- » Very easy and convenient to use.
- » Safe for both operator and the environment.
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- » Primes fuel system in seconds
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- » Eliminates the need for a technician to handle the fuel.
- » Re-use reconditioned fuel from all fuel filters.



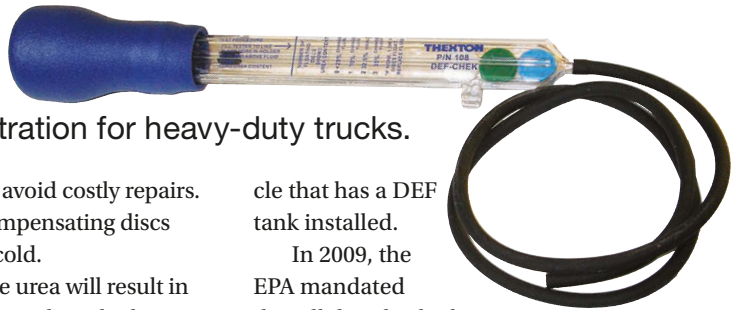
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Thexton THX108 DEF-CHEK Professional Tester



Tool tests diesel exhaust fluid (DEF) concentration for heavy-duty trucks.

The Thexton THX 108 DEF CHEK Tester is a diesel exhaust fluid (DEF) tester that features urea concentrate testing and temperature compensating discs that test DEF, hot or cold. If the mixture is 0.7 percent off, the manufacturer suggests replacing DEF and identifying why concentrate is off. If the DEF concentrate is not correct, injectors may become clogged and DEF will not work properly.

Key selling points

- The product tests urea concentration in the DEF tank of heavy duty vehicles.

- The tester helps avoid costly repairs.
- Temperature compensating discs test DEF hot or cold.
- Failure to test the urea will result in lost performance in the vehicle.

Features and benefits

The THX 108 DEF CHEK Professional Tester provides the diesel vehicle (car, truck or heavy-duty vehicles) the ability to check the DEF tank in a cost-effective manner.

The tester is an accurate measurement tool to test the urea content in the vehicle's DEF tank.

The product works with any vehi-

cle that has a DEF tank installed.

In 2009, the EPA mandated that all diesel vehicles 2010 and newer be required to have a DEF tank installed.

Application

The THX 108 DEF CHEK Professional Tester is used to check the urea content in the vehicle's DEF tank. The tester will provide technicians with a cost-effective way to test the urea content.

Specs

The THX 108 DEF CHEK Professional Tester is manufactured in the USA. The product is constructed of a plastic tube, polypropylene plastic disc and rubber top. It allows for testing of the urea content in the DEF tanks on diesel vehicles. The product weights less than 2 lbs.

Storage and display

The THX 108 DEF CHEK Professional Tester is packaged in a see-through, shrinkwrap package. Hang the THX 108 on display in the tool truck or bring it inside at stops to show shops that work on diesel vehicles.

Suggested retail price

\$19.99

For more information

For more information, contact Peter Swenson, vice president of sales and marketing, or Ross Tichy, vice president of product development at Thexton Manufacturing Co. Phone: (800) 328-5938; email: pswenson@thexton.com or rtichy@thexton.com ■



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SP Tools, Inc.

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FAX : 614-529-6700

E-Mail : sales@sptoolsinc.com
URL <http://www.sptoolsinc.com/>

Enter 33 at "e-inquiry" on vehicleservicepros.com

Launch Tech CReader Pro

A tool developed for customers that do not need a full scan tool, such as body, lube and tune-up shops.

Launch's CReader Pro, No. CRP129, features OEM enhanced functionality one might expect from a bigger scan tool. Functions include electronic parking brake release, steering angle reset and service reminder reset – not to mention the ability to display and graph live PID data for A/T, SRS and ABS, along with complete generic OBDII. The tool includes quick boot up, manufacturer-specific code definitions, DTC-specific troubleshooter tips, free Internet updates, and the ability to print via PC.

Features and benefits

The CReader Pro CRP129 will read and clear DTCs for engine, A/T, SRS and ABS. Additionally, it will also display and graph live PID data for those systems, along with complete OBDII generic functionality. The ability to reset service maintenance lights – both automatically and manually – along with steering angle resets and electronic parking brake release also lend this tool to many applications for today's technician.

Key selling points

According to Launch Tech, no other product in the CReader Pro price point offers EPB release, steering angle reset and service reminder resets. This code scanner also offers the full ability to display and graph live PID data for A/T, SRS and ABS, along with complete generic OBDII.

At a price point of under \$500, it is designed for users that do not need a full scan tool, such as body, lube and tune-up shops.

Applications

This tool will help the technician diagnose issues with engine, transmission,



SRS and ABS. It will reset DTCs within these systems. Code definitions and most likely causes for the codes will also be available from within the tool itself.

Product targets a need

The idea was born from the need for an ultra-fast code scanner that has deep sub-system coverage, along with full PID data capturing and graphing capabilities, in a price point that is a fraction of a professional scan tool.

Specs

This product is made in China and constructed of plastic, silicon and rubber. The unit weighs 1 lb.

Storage and display

The item ships in its own packaging and in multiples of 36 per carton. Inside a mobile truck, it is best shown with similar diagnostic scan tools and code readers or alongside tune-up parts and oil.

Suggested retail price

\$499.95

For more information

For more information about the CReader Pro, contact Launch USA at: www.launchtechusa.com ■

To watch a video about this tool, scan the QR code at right with your smart phone. To download a QR code reader for your smart phone, go to <http://i-nigma.mobi>.





The Master Appliance PH-1400 Dial-in Heat Gun.

Master Appliance Proheat LCD Dial-in Heat Gun

Tool provides fast, dial-in display and lockable temperature and airflow settings

Compact, lightweight and easy to use, the professional quality electronic Master Appliance Proheat Heat Gun, No. PH-1400, provides fast, dial-in display and lockability of temperature and airflow settings. This makes it easy to set just the right temperature and airflow and lock it in for each job, making each job easy to repeat.

Features and benefits

Dial-in/lockable temperature and airflow. Select just the right temperature and airflow for every job. Temperatures are selectable between 130 degrees F to 900 degrees F and variable airflow from 6 to 15 CFM with the Proloc magnetic locking feature.

Proloc supervisor locking feature. After dialing in the temperature and airflow that is best for your application, the supervisor can lock the controls to prevent the changing of temperature or airflow by using the unique Proloc magnetic key provided with every unit.

Built-in LCD display. Provides easy-to-see visual display of temperature and airflow.

Electronic temperature control system. Maintains constant tempera-

ture when varying airflow or using one of a broad range of optional attachments.

18 professional quality attachments available. This broad range of special attachments makes the Proheat LCD Heat Gun usable for a wide variety of applications.

Product applications

- Applying and removing decals.
- Quick drying paint and body filler.
- Installing window tint.
- Softening, forming and stretching vinyls.
- Shrink tubing and terminating shrinkable specialty connectors.
- Softening and forming plastics.
- Thawing locks and frozen parts.
- Welding plastics.

The product is designed for a variety of applications, including heating, drying, shrinking, soldering, desoldering, welding plastics and more.

A lighter-weight option

The Master Proheat is a lighter weight version of the company's high-performance Master Heat Gun. It can be used for holding for extended periods of time. It puts out high temperature flameless heat and airflow to perform most automotive aftermarket applications.

This product gives the distributor a compact, lighter-weight alternative to the heavy-duty, high performance Master Heat Gun which is still capable of performing most automotive appli-

cations. The unique Proloc feature prevents inadvertent temperature and airflow setting changes, enabling specific application repeatability.

Specs

Designed and manufactured by Master Appliance Corp. in Racine, WI, USA.

- Variable temperature from 130 degrees F to 900 degrees F.
- Variable airflow from 6 to 15 CFM.
- 120V, 60Hz, 11A max.
- Enclosed ceramic heating element.
- Permanent magnet motor.
- Rugged, thermoplastic housing.
- 6', three-wire grounded cordset.
- 1.6 lbs net weight.
- cULus listed.

Selling points

- Compact, lightweight, easy to use.
- Fast, dial-in visual display and lockability of temperature and airflow using the Proloc magnetic key.
- 18 professional quality, stainless steel attachments available for a wide variety of applications.
- Available individually or in a professional kit which includes five of the company's most popular attachments.

Suggested retail price

Individual unit: \$239
Professional kit: \$289

For more information

Master Appliance Corp.
2420 18th Street
Racine, WI 53403
(800) 558-9413
sales@masterappliance.com
www.masterappliance.com ■



The professional kit features the Master Appliance PH-1400 Dial-in Heat Gun, and comes in a blow-mold case with five of the company's most popular attachments.

Autel MaxiCheck Service Tools

Quickly access specific vehicle service systems to perform diagnostics, repairs and resets

Due to the increase in vehicle maintenance versus necessary vehicle repairs, Autel designed a line of tools needed to address this change in industry focus.

This MaxiCheck Service Tools line includes the OLS301-Oil/Service Light Tool, EBS301-Electronic Brake Service



The Autel all-in-one MaxiCheck Pro performs all of the functions of the other MaxiCheck tools combined. Photos by Autel

Tool and the all-in-one MaxiCheck Pro. The systems that are needed to complete vehicle maintenance and are included on the MaxiCheck Pro are:

- Oil/service light reset.
- Electronic parking brake (EPB).
- Anti-lock brakes (ABS).
- Supplemental restraint system (SRS).
- Steering angle sensor (SAS).
- Tire pressure monitoring system (TPMS).

Features and benefits

The MaxiCheck line of tools enable a technician to quickly access specific vehicle service systems to perform diagnostics, repairs and resets, while also having the ability to read and clear enhanced OBDII trouble codes for powertrain faults.

Examples include:

- Oil light reset will enable the technician to quickly reset service lights, service mileage and service intervals on a range of vehicles including the latest BMW, Mercedes, Volvo, VW/Audi, Fiat, etc. This is a time and money saver for the service garage to have the service light turned out without using the expensive OEM scan tool or looking up service procedures in technical manuals. (Available as a stand-alone tool. Part number: OLS301)
- ABS and SRS are included to allow the reading and clearing of trouble codes in the vehicle's ABS and SRS for all OBDII vehicles model year 1996 to 2012.
- Electronic parking brake functionality is designed for safe and professional replacement and recalibration of brake pads on a growing number of vehicles with electronic parking brakes. By disengaging the brake system, it increases safety with the push of a button. Eliminating the need to use expensive OE diagnostic systems to do the job on EPB systems makes the tool a time saver and a money maker. (Also available as stand-alone tool. Part number: EBS301)



- Steering angle sensor software is designed to perform the required zero position calibration for the

The Autel TS401 MaxiTPMS Tool.

The Autel EBS301-Electronic Brake Service Tool.



- steering angle sensor in a growing number of vehicles equipped with ESP (electronic stability program).
- TPMS software is specially designed to reprogram TPMS on vehicles that do not have a TPMS relearn facility in the ECU and register or re-register sensor IDs. When paired with Autel's RF activation tool, the MaxiTPMS TS401, TPMS relearning is possible for 99 percent of vehicles on the road today with TPMS.

Applications

Applications include: Toyota, Honda, Acura, Daewoo, Hyundai, Isuzu, Infiniti, KIA, Lexus, Mazda, Mitsubishi, Nissan, Scion, Subaru, Suzuki, Porsche, Audi, Mercedes-Benz, BMW, Bentley, Jaguar, Land Rover, MINI, Maybach, SAAB, Smart, VW, Volvo, GM, Ford, Chrysler, Dodge, Jeep.

Specs

- Strong housing with protective rubber boot.
- Crystal clear TFT color screen.
- Comes with hard plastic carrying case.

Suggested retail prices

MaxiCheck Pro: \$599.99
 OLS301: \$199.95
 EBS301: \$299.99

For more information

email: contact@autel.us
 website: www.autel.us
 phone: (855) AUTEL-US (288-3587) ■

SNEAK PEEK

Welcome to Sneak Peek! This product 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.

AUTO-DETECTS AND ALERTS REPAIR SOLUTIONS

The **OTC Genisys Touch Diagnostic System** is a PC-based tablet diagnostic system with an J2534 reflash/reprogramming device, and it includes an exclusive AutoDetect feature. This uniquely-designed, experience-based information solution is aimed at providing the technician with instant repair information solutions on the spot. The system automatically detects and alerts the technician if there are any on-tool or Internet repair solutions available for the specific year, make and model based on trouble code or symptom. With one touch, a technician can call up repair information assets, eliminating the need to search elsewhere, thus significantly saving time in the diagnostic process. **Available Nov. 1, 2012.** Enter 73 at "e-inquiry" on VehicleServicePros.com



OEM-ENHANCED CODE SCANNER

The **Launch CReader Pro**, No. CRP129, features OEM-enhanced functionality one might expect from a bigger scan tool. Functions include electronic parking brake release, steering angle reset and service reminder reset - as well as the ability to display and graph live PID data for A/T, SRS and ABS, along with complete generic OBDII. The tool includes quick boot up, manufacturer-specific code definitions, DTC-specific troubleshooter tips, free Internet updates and the ability to print via PC. **Available January 2013.** Enter 74 at "e-inquiry" on VehicleServicePros.com

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SCANNER AND J2534 REFLASHER

Delphi's Auto IQ scanner tool can perform OEM-enhanced functions and operate as a J2534 reflasher. The tool includes OE-based service repair information, ASE-certified support, training, mobile e-catalog and a connected car telematics solution. It comes as a wi-fi-ready, touch-screen tablet. The tool includes a variety of parameters, tests, device controls and thousands of bi-directional device controls. Coverage starts with 1995-96 model year vehicles and includes complete coverage for all domestic and leading Asian manufacturers. European applications will be available in early 2013.
Enter 75 at "e-inquiry" on VehicleServicePros.com

HYBRID AND ELECTRIC VEHICLE TEST KIT

Silvertronic's Hybrid and Electric Vehicle Test Kit has been developed to be the first complete testing solution as outlined by the electric and hybrid industry, according to the manufacturer. The digital multimeter (DMM) performs precision insulation, megaohm and milliohm measurements using a single instrument in concert with the use of specialty test leads included in the kit. This compact DMM can also perform common temperature, frequency and AC/DC voltage measurements. The complete kit includes an orange carrying case for hybrid environment identification and the instrument itself comes with an orange protective sleeve. **Available Oct. 30, 2012.**
Enter 76 at "e-inquiry" on VehicleServicePros.com



REMOVE STRETCH BELTS

Lisle's Stretch Belt Installer/Remover, No. 59370, allows the technician to easily slip off the old stretch belt and slip on the new one without having the tool fall to the shop floor when turning the pulley. This is done by having a powerful internal magnet inside the tool that keeps it securely on the pulley, even when upside down. It can be used on both the front and back side of the pulley. This helps prevent damage to the belt and/or pulley during removal and installation. **Available now.**
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LIVE TRAINING EVENTS

NEW! LIVE TRAINING EVENTS from VehicleServicePros.com, the official website of Professional Distributor.

Who: Madison College Trainers Dave Heinzen and Under Car Specialist Steve Wilcox in partnership with VehicleServicePros.com

What: 2010 Ford Escape with TPMS indicator on

When: Dec 19th, 7 p.m. CST

Learn about new tools to increase your efficiency in finding the TPMS sensor miscommunication and reprogramming the sensors. Have you heard about new universal sensors? We'll cover this and the tools available for programming these universal sensors.

For more information, or to register for the event, visit www.vehicleservicepros.com/livetraining.

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Your Customer's Work Environment: *It's Your Business Too!*

The cleanliness of a shop sends a message about value

You have just closed the sale on a shop tool and you bring it into the customer's garage. After a glance around for a place to set it down, you ask, "Where would you like me to put this?" The reply strikes you as less than enthusiastic: "Set it anywhere."

Driving to the next shop, you recount the last transaction with the shop owner and how long it took for a decision to be made on the purchase due to the cost. But the very next minute, the tool almost seemed to have no value, as if where it would reside in the shop was of no concern. The reason is this customer pays little attention to organization and cleanliness.

It is your business

It's easy to dismiss this as the customer's business. But isn't the customer's business ultimately your business? Isn't a well-organized customer a better customer?



JOE POULIN

Joe Poulin is a former mobile distributor and a current district manager in Gray, Me., for Mac Tools. Send any comments to dpoulin2@maine.rr.com.

We all get busy, and by design, certain things just do not get the attention they deserve. Sometimes it is paperwork. Other times it could be taking care of stock/inventory. Oftentimes, it is cleaning and organizing the shop.

Years ago, a shop owner asked me what I thought they could do to make the shop more profitable. When I told him a cleaner and better organized

shop would be more profitable, he disagreed with me. His view was that it takes too much time to clean and organize the shop each day. "That is time another vehicle could be brought in for repair," he said. To which I countered, "But it takes longer to find everything"

This became a running dispute between us. It was his shop to run as he saw fit. But any time he asked my opinion on a shop matter, I would eventually bring the conversation around to the condition of the shop, its appearance and the value of cleanliness and organization.

Every time he came on my truck to purchase a tool he *used* to have, I would smirk and say under my breath, "My business is okay with the disarray of yours." He would always see the smirk while laying down the greenbacks and say, "I don't want to hear it."

That "little bit extra"

Does it seem odd that a business with spotless floors, that is also very well organized, is more efficient? These businesses generally have the time to do "that little bit extra" that others don't have time for. At disorganized shops, on the other hand, each job takes longer due to moving, unburying or searching for items needed.

Could it be that "that little bit extra" is what keeps some businesses busier than others? What comes first, the chicken or the egg?

Have you ever noticed that a constantly dirty floor always dictates the cleanliness of its surroundings? Without having the ability to literally speak, a dirty floor says a lot!

A shop owner would often ask me why I was so intent on him having a clean floor. I would reply that it is



one of the first things a customer sees when they enter the establishment. He found my answer odd since there were so many other things to see in the shop besides the floor. I acknowledged his point; however, I noted that the floor is about the only thing that the majority of his customers pay attention to when they first walk in. If the floor is clean, there is a greater comfort level about the care and attention they and their automobile will receive.

Many shop owners don't think about this subject due to time constraints and hurrying to make the next sale. But it begs the question: "Just how much money does dirty cost?"

It's hard to assign a fixed number to the value of organization and cleanliness. But a building built with a strong foundation will stand a long time!

It doesn't matter if it is paperwork back in the office, the desk in your truck or the floor your customers stand on. Dirty or clean, there is a cost, and a message being sent about value. ■

OTC

OT 3421-141 Genisys™ 2012 Super Bundle Productivity Kit

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- Also included, the System 5.0 software with a pre-loaded high speed commercial grade 4 GB memory card for fast installation



OT 3421-145 Genisys™ 2012 Software Loyalty Kit

- This powerful kit recognizes loyal Genisys™ customers that have System 4.0 or newer software.
- Includes most vehicle coverage ever released at a value price — USA 2012 Domestic/Asian with ABS, European 2011 with Code-Assist™ and Repair-Trac® experienced-based Confirmed Fixes™ from Identifix®.



OT 3875 Genisys™ EVO® USA 2011/2012 OBD II Kit

- Includes FREE 2012 Domestic/Asian Software Update with Product Registration
- Includes Genisys EVO featuring the NEW System 5.0 with Code-Assist™ experienced-based Confirmed Fixes™ from Identifix®
- NEW USA 2011/2012 Domestic / Asian with ABS and European 2010 software including Pathfinder, Repair-Trac®, Fast fixes™ information, InfoTech Component Information software, Automated System Test™, OBD II Smart Cable, manuals, and carrying case

SK

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SuperKrome® Combination Wrench Set, 12 Pt.

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- SureGrip® hex design drives the side of the fastener, not the corner
- Feature a thicker shank and rounded edges for improved gripping and increased comfort
- Packaged on a SureGrip® locking wrench rack
- Lifetime Warranty



SK 86255 15 Pc. Fractional Set Includes Sizes: 1/4"–1"

SK 86265 15 Pc. Metric Set Includes Sizes: 8–22mm



6 Point Standard & Deep Fractional & Metric Socket Sets

- SuperKrome® finish provides long life and maximum corrosion resistance
- SureGrip® hex design drives the side of the fastener, not the corner
- Lifetime Warranty

SK 91848 48 Pc. 1/4" Drive Set

- 4.5" Pro Ratchet, 2" & 6" Extensions
- 1.5" Pro Thumbwheel Ratchet, Adapters, and Universal Joint
- 10 Pc. SAE: 3/16"–9/16"
- 13 Pc. Metric: 4–15mm
- 8 Pc. Deep SAE: 1/4"–9/16"
- 10 Pc. Deep Metric: 6–15mm

SK 94549 49 Pc. 3/8" Drive Set

- 7.5" Pro Ratchet, 3" & 6" Extensions
- 1.5" Pro Thumbwheel Ratchet, and Universal Joint
- 11 Pc. SAE: 1/4"–7/8"
- 14 Pc. Metric: 6–19mm
- 9 Pc. Deep SAE: 3/8"–7/8"
- 10 Pc. Deep Metric: 10–19mm



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