EXHIBITORS GIVE IT UP AT THIS YEAR’S EXPO

One of the great things about being at the Powertrain Expo is the interaction between the exhibitors-suppliers who have booths on the show floor, and the attendees – all customers, or potential customers. It seems that each year the exhibitors work particularly hard to demonstrate their wares, and the result is often as fun to see and experience as it is informative.

Axiom Automotive Technologies, formerly known as the ATC Distribution Group, not only showcased their products in a beautiful booth with lots of people on hand to answer questions, but sponsored a contest in which a new Isuzu Axiom SUV was awarded to one lucky winner. Talk about drawing a crowd, and generating an air of excitement!

The Transtar Industries booth featured a large plasma screen that displayed a live “trivia”-type contest in which participants answered questions related to Transtar products. Winners of the contest were awarded prizes, and I found it very interesting just how much the typical technician knew about Transtar products.

Smart Blend Synthetics by Life Automotive Products had what every business-person looks for: a real cash machine. A participant would stand in a clear plastic rectangular box, reminiscent of a phone-booth, while an air blower circulated dollar bills fed into the flow from the outside. Over a never-long-enough time period, the person in the booth grabbed as many of the floating bills as he or she was able. Trust me … it’s not nearly as easy as you might think, and brought about some very funny moments. There was never a shortage of attendees that waited in line for their chance to catch as much cash as they could. It was a great and entertaining promotion, and added extra excitement to an already energized tradeshow floor.

Larry and the gang from Profit Tool gave away another scooter to some lucky show attendee. It was seen throughout the show, weaving through the crowd, and bringing a great deal of attention to the Profit Tool booth.

And how could I not comment on the ATRA booth, where a drawing took
place every 50 minutes to celebrate the 50th anniversary of the industry’s premier trade association? Winners were awarded $50 gift certificates redeemable at the ATRA BookStore.

The biggest and best display of the whole show? How about every single exhibitor and attendee that made the effort to be there, making ATRA’S 2004 Powertrain Expo one of the best and largest ever produced. Our thanks to everyone ... and it’s never too early to start thinking about next year’s show, also in Las Vegas.

RAYBESTOS LOGOS BY MILLERWHITE RECOGNIZED

Marketing solutions created by MillerWhite for Raybestos Powertrain have been chosen to appear in Global Corporate Identity. Global Corporate Identity recognized MillerWhite for logos created for two Raybestos Powertrain products; X-32 friction material and SW Carbon torque converter wafers. The logos are used in integrated marketing materials such as trade ads, collateral materials and the Raybestos Powertrain website.

ILII EXPANDS MULTI-MILLION DOLLAR RESEARCH LAB

International Lubricants, Inc. (ILI) recently announced the expansion of their research laboratory. “We have invested in more additional state of the art equipment to expand our research capabilities with the installation of a new multipurpose high pressure reactor system,” said Frank Erickson, company president and CEO. “As we continue to expand our capabilities, our customer base is growing in new industry markets allowing ILI to invent new performance molecules. We formulate and manufacture our patented molecular technology and products, unlike other companies who have their products produced by independent lubricant companies.”

Global Corporate Identity is used by design professionals as a reference book to illustrate outstanding corporate identities and solutions in use outside of the United States. It showcases the best new work from more than 40 countries around the world. MillerWhite’s winning entries will appear in the book to be published later this year.

Raybestos Powertrain is one of the largest distributors of transmission-related friction products in the world, and is a major supplier of racing and performance friction products. MillerWhite provides integrated marketing/research, advertising, public relations and interactive media services to its clients from offices in Terre Haute, Indiana.

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TCRS, provider of quality torque converter rebuilding machinery, has introduced the “More For ‘04” Program to help existing transmission shops broaden their base of business through torque converter rebuilding. The program is also designed to help people set up new stand-alone torque converter rebuilding shops. “TCRS has provided top quality rebuilding machinery for over 15 years,” according to Scott Giles, president of The HELC Group. “But in today’s competitive business environment – and with margins being squeezed - we believe that quality machinery isn’t always enough. Our ‘More For ‘04 Program assists people with setting up a turn-key operation to help produce more profit.”

A brochure explaining the Program is available free of charge by calling 888.442.5546, or through the “Contact Us” page at www.helc.net.
ACCURATE TRANSMISSIONS’ TECHNICAL SEMINAR/PLANT TOUR IS A HUGE SUCCESS

Accurate Transmissions Inc., one of the nation’s largest transmission remanufacturers, held its annual Technical Seminar/Plant Tour for its customers on October 16, 2004. This event, held at Accurate Transmissions’ plant in Mundelein Illinois, celebrated Accurate’s 20th year in business and included a plant tour, various technical seminars, lunch, fantastic giveaways and a raffle. Over 200 people attended, as well as numerous vendors. Brian Drommer, account manager for Accurate Transmissions said: “This annual event is a great way in which to build relationships with customers and keep everyone ahead of technical changes in the transmission industry”.

Rich Kuempel, president of Accurate Transmissions, stated: “This event would not be possible without the support of our vendors. We truly appreciate their assistance. Accurate Transmissions can be reached at 800-428-7726.

BORGWARNER OFFERS TWO NEW TECHNOLOGIES

BorgWarner TorqTransfer Systems is leading independent global designer and producer of transfer cases and systems for four-wheel drive vehicles for the sport-utility and light truck markets. Its systems enhance driver security, reliability and ease of use.

BorgWarner, Inc. is a product leader in highly engineered components and systems for vehicle powertrain applications worldwide. The company operates manufacturing and technical facilities in 43 locations in 14 countries. For further information contact BorgWarner Corporate Communications at 312.322.8500.

PAYBACK CALCULATOR BY AXILINE PROVIDES ACCURATE CB COST

For years, comebacks have been an accepted part of life in transmission shops – sort of like death and taxes. Yet as everyone in the business knows, comebacks cost shops money. According to Scott Giles, president of The HELC Group, “Reducing comebacks not only saves business owners the grief and labor costs of reworking for free, but creates time for more work to be done at profit – all with the same manpower. With the Axiline brand, we provide quality computerized transmission dynamometers and related products that are tops in accuracy. We’re committed to precise repeatable results for our testing machinery, but we go beyond just the machinery with our payback calculator. We’re also committed to help customers increase profitability.”

The payback calculator helps shop owners figure the revenue they are losing now due to comebacks. It then factors in a reduced comeback rate in order to project future income and how that relates to payments and payback on a dynamometer. “The bottom line,” says Giles, “is that greater testing accuracy leads to fewer comebacks and more income.” The payback calculator is easy to use. The shop owner just plugs in a few numbers and the calculator does the rest. It’s available to use free of charge and with no obligation at www.helc.net.

SLTG MEMBERS MEET AT EXPO

Several members of the SLTG group met for some face-to-face conversation during ATRA’s Powertrain Expo this year. Members pictured include: L-R Standing: Bruce McKinney, Keith Barnard, Roy Delfran, Keith Loura, Mike Sousa, Rod Cayko, Stevie Lavallee, Leo Schneggenburger. Kneeling: Richard “Man From Japan” Mente, Reese Blaylock, Martin Brooks

PORTABLE PARTS WASHER BY SYSTEMONE

Take Your Parts Washer To The Job! SystemOne’s Model 110 is an adjustable height portable parts washer
POWER INDUSTRY NEWS

with a 9” X 19” X 6” deep work area that can be raised to a 54” work height and can be taken to the job, even when the job is up to 20’ from a power source. The Model 110 is a non-recycling satellite parts washer specifically designed for use with the SystemOne 500 Series on-site recycling parts washers. When the solvent gets dirty you merely roll the Model 110 next to a SystemOne Model 501 or Model 571 and using the pneumatic height adjustment, lift the Model 110 to the appropriate sink height, drain the dirty solvent and refill with clean solvent from the 500 Series unit.

Model 110’s operate on 1 AMP, 115 VAC power and are equipped with an automatic 15-minute shutoff feature and a lid to reduce solvent evaporation. The flow through hand wash brush delivers solvent at 3–4 GPM flow rate. For more information, please visit: www.systemonetechnologies.com.

NEW SMART BLEND SYNTHETIC SUV & TRUCK FORMULA

Smart Blend Synthetics Truck and SUV treatment is specifically engineered and formulated with advanced Synteum technology. It is recommend for use as an ATF treatment when replacing or topping off fluid for all trucks, SUVs, 4X2, 4X4, and racing applications with automatic transmissions under heavier loads such as hauling, towing and racing. SMART BLEND Synthetic SUV and Truck Formula is available at your local transmission parts distributors. For more information call Smart Blend Synthetics at 800.525.6816.

TOOLPAK BY PAKTEK

Paktek, Inc., has taken the world’s first patented backpack for tools – ToolPak – and made it better. By adding a layer of foam to the back panel, the ToolPak is now easier to carry. The new, heavy shoulder straps allows you to carry every thing you need, hands-free. Features include six tool fold-out panels, over 100 pockets to hold tools, quick-release trouble light loop, made from durable, puncture resistant nylon. Available nationwide from your local ToolPak dealer. For more information visit the website at www.ToolPak.com or call 800.258.8458.

EDELMANN INTRODUCES TRANS COOLER LINE PRODUCTS

The Plews/Edelmann Division of Tomkins is a leading manufacturer and marketer of Edelmann power steering system products and fittings, Plews/LubriMatic lubrication equipment, Tru-Flate, Schrader, Amflo, and Camel tire hardware and air accessories, and LubriMatic greases and oils for automotive, heavy-duty, marine, and industrial applications. Tomkins serves customers worldwide in the industrial and automotive markets with a full line of products and systems components. In addition to the Plews/Edelmann product lines, Tomkins Industrial and Automotive companies manufacture and market Gates belts, hoses and hydraulic products; Stant closure caps, thermostats, testers and heater cores; TRICO windshield wiper blades and refills; Roberk wiper blades and refills; Tridon wiper blades, refills, and electronic turn signal flashers; Ideal and Tridon hose clamps; and Standard-Thomson thermostats.

For more information, visit www.plews-edelmann.com, write Plews/Edelmann Division, Route 38 East, Airport Industrial Park, Dixon, IL, or call 800.545.1689.