



TEK TALK

Distributor Newsletter

4th Quarter 2015

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We are pleased to provide our distribution network with valuable product information, updates and marketing tools. Current & past newsletters, promotional information and other technical data can be viewed or printed from our web site at www.hydrotek.us under distributor services.

SALES / MARKETING

Hydro Tek Distributor Meeting Recap

A few weeks ago, was the Hydro Tek Distributor meeting in San Diego, CA. On Thursday night there was a welcome reception so that everyone could unwind and mingle, getting to know each other and share ideas. After the reception about 40 people went to a dueling piano bar and closed out the night. Friday was the meeting with a theme of "Simply the Best" followed by a relaxing dinner on the USS Midway aircraft carrier.

To all who attended, Thank You! Thank you for taking time from your schedule to come to San Diego, meet your fellow distributors and Hydro Tek staff, and help us celebrate our 30th anniversary. We certainly wouldn't be having our 30th anniversary without the Best distributors.

If you happened to take any photos or video, we would like to get a copy. Please email them to marketing@hydrotek.us



Outdoor Sign Program

There are less than 10 signs left.

Any distributor may purchase the outdoor signs (wall mount or between pole mount options). Take advantage of our bulk discount order for these signs. The low net price includes freight in the U.S. Give your business credibility with a professional sign that is illuminated even at night to literally drive traffic to your store.

Do you qualify for a rebate? Yes, you may qualify for a \$750 to \$5000 sign rebate, up to the price of the sign, if your sign will have outdoor highway visibility and your company's sales volume is at least \$150K ytd or was at the end of 2014. Call your insides sales team or regional manager to order.

FEATURED DISTRIBUTOR

Equipment Specialists by Steve Ostergren

Equipment Specialists is a London, Ohio-based family business that traces its roots to 1988. Owner and founder, William (Bill) Fischer, is known as the "Ambassador" of pressure washers to his customers and in industry circles. He started the business in his home's two car garage after being laid off from his factory representative job at a midwest pressure washer manufacturer on the last day of December in 1988.

Bill is married to Kay, has three daughters and many grandchildren. He is an outdoorsman who enjoys spending time at the lake boating with his family.

The past several years, Equipment Specialists has ranked among the top ten distributors in the nation for a few of its represented manufacturers. They maintain this status by having employees that go the extra mile for customers. Their #1 line is Hydro Tek and accounts for nearly half of all company revenues. He attributes doing so well with the Hydro Tek line because of the simplicity, quality, warranty, and being made in the USA.

The location that houses Equipment Specialists has tripled in size since moving into the building in 1992 to better accommodate customer and employee needs. Part of Bill Fischer's success is due to his great staff. Mike Haskins (Operations manager), Jim Mayabb (Senior tech/Sales), Dave Nafz (Outside tech), Anthony "Dusty" North (Service writer/Tech), and Cheryl Baltzer (Senior administrator) are part of the team that makes all the magic happen on a day to day basis. Some of their customers include parks, farmers, automotive dealers, trucking companies, transportation departments (state, county & local), and more.

The business has experienced yearly double-digit growth over the last 2 decades by focusing on customer service, depth in stocking of parts and accessories, private labeling cleaning products and being flexible to meet and exceed customers' expectations and equipment needs. They offer quality products at competitive pricing and back it up with service.

They attribute overall success by offering industry leading products, joining local trade associations, working regional industry tradeshows and events, and listening and reacting to customers' needs.



Receiving Freight Shipments

When you receive freight shipments from Hydro Tek, or any other vendor, there are some simple preventative steps you can take initially that will save you headaches in the event of damaged or missing pieces.

- Always confirm the number of cartons (not just pallet count) received matches the number of cartons listed on the delivery receipt. (Ex: 6 pieces on 4 pallets)
- Inspect the boxes and pallets for damage. Even the slightest tear, puncture, crease and dent are cause for further inspection. Have the delivery driver wait while you at least open the top of the box and have a look inside. In the event there is damage, you will need to keep the boxes and pallets for a carrier inspection.

Important: Note any discrepancies for visible shortage or damage to boxes or contents, no matter how minor, in detail right on the delivery receipt. *At minimum* make the notation "Subject to Inspection, possible concealed damage" when boxes show any sign of damage. If there is an opportunity to take photos of any damage, even better.

Carriers are not responsible for shortages and damages without notations on delivery receipts. Following these steps for each and every shipment you receive give you a better chance at getting prompt and satisfactory settlement of a freight claim.



Technical School

In early/mid December there will be a troubleshooting technical webinar. No travel required, just be in front of a computer and have a phone available for the audio. This seminar will focus on the HN Series stationary pressure washer and is expected to last about 2 hours. Watch your email for more information to follow.



Cold Weather Reminders

Prevent freezing of the coil and plumbing while in transit. If you want to have your pressure washer blown out, then the additional step of antifreeze through the coil, piping, and tank, don't forget to order "winterizing" when placing new machine orders. We blow out all machines with air year round, but your climate may require additional protection during transit in the colder months to further protect from freezing. This option is provided free, but does need to be added to the machine at time of order since only a few regions need this level of winterizing.



Also, as cold weather approaches please remind your customers to take a couple extra minutes to protect their coil and pump by running antifreeze through their pressure washers when not in use.
Part# ANTIF, List price \$0

Brilliant Design. Tough on Grime

Current Promotions

If you have any questions or aren't sure of your special net pricing, please call your inside sales team at (800) 274-9376

Just Add Water – Trailer Package

Advertised retail price is \$7995

Price includes free freight to distributor location in the continental US. (part# SS30005VS/T2JAW/ANT25)

Package includes:

Mobile Wash Skid

- Gas Powered, Diesel Heated – 12v burner
- 3000psi, 4.8gpm Belt drive pump
- Cold/Hot/Wet steam, adjustable up to 250°F
- 479cc Vanguard twin cylinder engine
- SpiraLast coil with Lifetime Coil Warranty

Just Add Water Trailer

- 200 gallon open back deck trailer with torsion axles
- Stainless high pressure and inlet hose reels
- 50' high pressure and 100' inlet hose

Hydro Twister Surface Cleaner

- 24" Stainless deck & handle
- Large flat free rear tires, single front caster
- Adjustable pressure control



SS30005VS – Skid Package

Advertised retail price is \$4995

Price include free freight to distributor location in the continental US (part# SS30005VS/AHS12/ANT24)

Package includes:

Mobile Wash Skid

- Gas Powered, Diesel Heated – 12v burner
- 3000psi, 4.8gpm Belt drive pump
- Cold/Hot/Wet steam, adjustable up to 250°F
- 479cc Vanguard twin cylinder engine
- SpiraLast coil with Lifetime Coil Warranty
- Price includes 4 wheel kit

Trident Hydro Twister

- 24" Stainless deck & handle
- 3 casters for easy mobility in any direction



SALES / MARKETING

Current Promotions (cont.)

FREE Stainless frame upgrade with any HN Series (\$1440 value) or SM Series (\$900 value) pressure washer. Ask for the Stainless frame upgrade when you place your order.
SM Frame upgrade, part# HSM22
HN Frame upgrade, part# HS222



SM Series



HN Series

No Water Wasted Drought Buster – Trailer Package
Retail price is not advertised
(part#: SC35005VH/T2NWA/AZV55)

This package is a self-contained wash, recover, recycle and reuse wash rig. Ideal for drought areas that still require regularly scheduled cleaning. Can also be used to treat and dispose of your wastewater where permitted, instead of reuse.

SC Series Hot Water Pressure Washer

- Gas Powered, Diesel Heated – 110v burner
- 3500psi, 4.8gpm, Belt drive pump
- 570cc Vanguard twin cylinder engine
- On-board 2900w generator

Drought Buster Trailer (Shown with optional chrome wheels)

- 200 gallon ProTowWash® trailer with rear storage tray
- Torsion axles for smooth ride
- Pivoting stainless steel high pressure hose reel

Vacuum Recycle System

- Recover and filter your wash water for reuse or disposal
- No external power needed, powered by on-board pressure washer generator
- Includes containment berms and vacuum hose bundle



PRODUCT UPDATES

UPDATE Optional quiet pack for SCX Series

There is an optional quiet pack that you can add to your customer's Kubota powered SCX Series skid for a reduction in engine noise. In addition, there is an optional silencer/spark arrestor for the SCX Series. Combine both the silencer and installed, insulated panel kit to make a tremendous difference in decibel level that has been approved by contract cleaners who even clean at night.

Quiet panel pack, part# ASCX0, List price \$3210

Silencer/Spark arrestor, part# AMU10, List price \$299



UPDATE CPS Series

CPS Series cold water wash skids now include a NEW Large 8 gallon fuel tank for longer run time between fill ups. The new, larger tank is also non-permeable to comply with EPA fuel evaporation standards. (Previously the CPS Series had a 4gal fuel tank)



UPDATE Hydro Twister Surface Cleaners:

A brush splash guard and non-marking casters have been added to both of the 28" octagon deck Hydro Twisters® (ANT28 & Contractor ANT4C). In addition, the Contractor 4-in-1 Twister now has a longer handle for improved user comfort.



NEW PRODUCTS

NEW Burner Tool

One of our main engineers started his career in the service department so he knows what it takes and the frustrations faced by service techs in the field. He takes this into account when designing machines. Also every time we develop a new product we take it out back to our service technician and ask him what he thinks about this machine in terms of if he had to do maintenance on it.

Adjusting a burner just right is a very important part of dialing in your pressure washer during a service call.... we now have a tool designed for adjusting the burner ideal for your service technicians.

Part# ABBT0, List price \$16



NEW Hydro Twister Rotary Surface Cleaners

Hydro Tek recently released the new 24" deck Trident Hydro Twister® Series. They are at a competitive price point even being made of stainless steel. These two surface cleaners have a hardened aluminum rotary arm and a brush skirt to contain the splash. Available in choice of wheel preference: three casters for the convenience of free movement to wash side to side or choose the large, airless tires to reduce fatigue when working in straight lines.

The unique spray arm and nozzle angles are effective for "to the edge" cleaning and cover more area (18,000 sq.ft/hour), without zebra striping, to clean faster.

Model# ANT24, Three, non-marking casters

List Price \$849

Model# ANT25, Large, airless rear tires, hoop handle, has an adjustable pressure knob for sensitive jobs

List Price \$999



ANT24



ANT25

Internalize the Golden Rule of sales that says:
All things being equal, people will do business
with, and refer business to, those people they
know, like and trust.

~ Bob Burg

SERVICE BULLETIN

HIGH ALTITUDE EFFECTS ON GAS ENGINES

High Altitude Kits are available for some pressure washer engines that serve to lean out the fuel mixture in the carburetors allowing them to start & run better at higher altitudes. Be aware the engine will lose approximately 3½% of its horsepower for every 1000' of elevation gain.

For example, a 27HP engine running at 9000 ft would deliver little more than 2/3rd the horsepower at sea level.

Example:

27 HP X 9000 ft = 243,000

243,000/1000=243

243 x .035=8.5 hp loss

27 - 8.5 = 18.5 hp available

18.5 - 2.0 = 16.5 (2.0 hp used for generator)

About 16.5hp is available for pumping the water to high pressure. Fortunately, some adjustments can be made in the field to the regulator/ unloader valve to reduce the pressure and effectively reduce the load on the engine until it can sustain the necessary RPM's for correct generator & burner operation. Drive or pulley changes can also be made & configured through our custom order system in order to maintain the same pressure. But those types of flow rate changes are best performed by the factory.

Also, for hot water machines, care must be given to also "lean out" the diesel fuel delivery system. At lower altitudes (3000 to 4500 ft) one can lean out the fuel delivery by lowering the fuel pressure while checking the burn quality with an exhaust gas sampling devise, and the diesel fuel pressure with a pressure gauge. Above 4500 feet however, one should reduce this fuel delivery with nozzle size reductions as diesel fuel pressures should not drop below 100 psi to insure good fuel atomization.

Available High Altitude Kits:

AMK27 – 725cc Kohler

AMS34 – 896cc Vanguard

AMS33 – 479cc Vanguard

AMS31 – 570cc Vanguard

AMS32 – 627cc Vanguard