



TEK TALK

Distributor Newsletter

4th Quarter 2016

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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.

FEATURED DISTRIBUTOR

KO Manufacturing, Inc. in Springfield, MO

by Marc DeFalkenberg

Congratulations to KO Mfg. not only for third quarter sales, but for having over 50 percent growth so far in 2016. KO Manufacturing began its journey in the early 60's as a company called Citation in Siloam Springs, AR. It was there they manufactured pressure washing units and car wash equipment. In 1976, the owners moved to Southwest Missouri and started KO Manufacturing where they produced chemicals for the car wash and pressure washer industries. Due to expansion in 1999 KO bought a building 2 blocks down from their plant and opened up KO Pressure Supply in Springfield, MO.

KO attributes part of their success to providing quality equipment with a professional staff. KO keeps a well stocked 12,000 sq/ft showroom floor with multiple machines and accessories for customers to choose from. It's no surprise customers are satisfied when leaving KO Pressure Supply due to excellent customer service skills. Customers come first at KO. With their excellent sales and service skills there is no doubt they will continue to be a leader in this industry.



SALES / MARKETING

Current Promotions

Wash, Recover, Reuse - *No Water Wasted* Trailer Package Includes:

Mobile wash skid – SC35005VS

- Gas powered 570cc Vanguard, twin cylinder, 110v diesel burner, belt drive pump, includes 2900w onboard generator for auxiliary power outlets

Single axle trailer – T2NWA

- 200 gallon ProTowWash trailer with rear storage tray, includes stainless high pressure hose reel
- Optional upgrade to 400 gallon, dual axle, ProTowWash trailer available

Vacuum recovery / filtration system – AZV55

- Recover and filter water for reuse or disposal. No external power needed, runs off pressure washer generator, includes containment berms, scupper, and vacuum hose

FREE freight to distributor location within the continental US

Nationally advertised package price is \$12,499

Call for net distributor pricing and ask for the *No Water Wasted* promotion



Annual Wall Calendars

The 2017 Hydro Tek wall calendars were mailed four weeks ago. If you haven't received yours, please call the inside sales department at Ext: 3 and ask for a replacement to be sent to you.

Automated Shipment Notification

Have you been receiving order shipment tracking numbers or notices via email? We have been experimenting with an automated shipping confirmation program to send you tracking numbers the morning after your shipment leaves the Redlands facility. If you have not received your shipment confirmations, we may need to update your email address. Please contact the inside sales department at Ext: 3 and ask to get your account updated.

SALES / MARKETING

Packaging Changes

In the end of August, packaging changes were implemented for SM, HD, HP Series pressure washers. Freight carriers have been rough on shipments, including double stacking them even when labels on the boxes say "Do NOT Stack".

Since these three series of pressure washers do not have a Pro-Tect-It style machine frame, the freight team came up with a simple crating process to protect these pressure washers during shipment, even if double stacked, without adding unnecessary weight to the shipment. The first 6 weeks there were ZERO recorded freight damage incidents.



In addition, shipping pallets are now standardized to one of three size pallets and have uniform forklift access, and also accommodate most pallet jacks, for easier in-plant movement and storage at your facility.

Receiving Freight Shipments

When you receive freight shipments from Hydro Tek, or any of your other vendors, there are some simple preventative steps you can take initially that will save you headaches in the event of concealed or visible damage and 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 or 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 gives you a better chance at getting prompt and satisfactory settlement of a freight claim.



Outdoor Signs

Promote your pressure washer distributorship 24/7. Order a large, 5' x 5' outdoor, lighted sign that is visible from the highway. There are two installation options to choose from. Available to any Hydro Tek distributor. Ask the inside sales department how to get a significant discount on the sign or possibly even qualify for a FREE sign.

Double sided, mounts between two poles, #ABSOP
Single sided, wall mount, #ABSOW



Trade Shows

We just wrapped up the ISSA/InterClean – CETA trade show in Chicago. This was the first showcase of Pressure Pro and Hydro Tek combined as the Nilfisk High Pressure Washer Division. We had a fantastic time talking to distributors and dealers who stopped by the booth and also enjoyed spending time with the rest of our High Pressure Washer team from the east coast.



To add even more excitement...The CUBS were playing the World Series while we were in Chicago. Nilfisk used their floor machines to etch Go Cubs on their flooring.



Future trade show dates and locations

- Pressure Washers of North America (PWNA)
Nov. 17-19 in Charleston, SC
- World of Concrete (WOC)
January 17-20, 2017 in Las Vegas, NV
- Conexpo-Con/Agg
March 7-11, 2017 in Las Vegas, NV
- ISSA/InterClean – CETA
September 12-14, 2017 in Las Vegas, NV

Promotion of Darla Loenhorst to Inside Sales
Darla began her career at Hydro Tek as a machine operator in April of 2014. She is a team player, has a strong work ethic and an infectious positive attitude. Darla transitioned to the position of Customer Care Representative on Monday, September 26th. Congratulations!



Promotion of Mike Waldum to Site Manager
Mike started at Hydro Tek in March 2016 as the Inside Sales Manager. He has an extensive background in total operations and had been promoted to Site Manager to use those skills. He will continue to manage the inside sales team while gaining control of inventory and buying and plant processes. Congratulations!

SALES / MARKETING



John Koen has Retired
On October 31 our founder, John Koen, officially retired. John spent the last 30 years establishing best practices and procedures to ensure that standards of quality and attention to detail are never compromised. He instilled a culture into a unified team that shares his values.



We had a staff retirement party for him, signed a banner for him to hang in his garage, and had a chance to share many stories and memories. John was a mentor and a friend to many of us and will certainly be missed.



NEW PRODUCTS

NEW – Optional Handle and Handle Bracket Kits

All of our surface cleaners are designed with a free floating handle to be able to fold the handle flat for transportation and to have a low profile to clean under things such as park benches. Occasionally you may have a user who would prefer to have a handle that rests in an angled and fixed position. There is an optional kit available for two of the surface cleaners that you can install for your customer.

For the ANT4C Contractor 4-in-1 surface cleaner, you will receive a replacement handle kit
Part# HLS99, List Price \$169



For the ANTV5 Vac Twister, you will receive a bracket kit for the existing handle.
Part# HLT55, List Price \$79

Brilliant Design. Tough on Grime

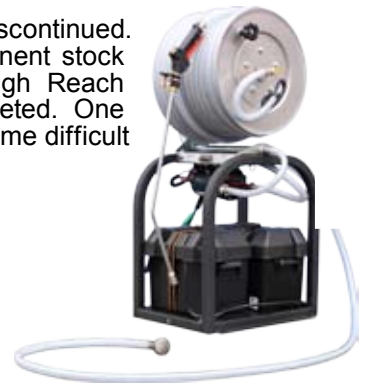
NEW PRODUCTS

Coming soon! Self-contained Gas Vac system
The current gas vac (model# RGV40) requires 110v power to run the pump out. The new gas vac system (#RGV40H12) will be completely self-contained and will also be offered with a Honda engine. Watch for the product release.



PRODUCT UPDATES

High Reach Sprayer to be discontinued. Once we have depleted component stock on the AC110 Low Impact, High Reach Spraying System, it will be obsolete. One of the key components has become difficult to order.



Mini Vac Twister to be discontinued. The ANT12 small 12" recovery surface cleaner will be discontinued as soon as component stock is depleted.

UPDATE: All CPS Series, cold water skids, now have the new EZ Start unloader. This unloader makes the machine much easier to start by preventing pump head load until the engine starts. Once the expected flow of a running engine is detected by the unloader, the system pressure is allowed to build normally.



UPDATE: T300 Series Trailer Tires, from 13" to 14"
The T300 Series trailers (dual axle, 270g bulk tank) will be getting larger tires effective immediately. The T300 Series was the only ProTowWash trailer with 13" tires. All ProTowWash trailers will be standard with 14" tires, effective this week. (A replacement tire/wheel in 13" is still available for trailers already in use)

UPDATE: Chrome Wheels on Trailers
If you have ordered a trailer recently, you may have noticed your trailer had upgraded chrome wheels. Chrome wheels will be included on all trailers, at no additional charge, effective this week.



SERVICE BULLETIN

Cold Weather Reminders

Winter protection for machines in severe weather:

During the severe winter months it is ideal for the customer to anti-freeze their machine. This can be achieved by running anti-freeze through the unit by using the float tank (if equipped). Hydro Tek has available a 3.5 gallon tank assembly accessory (WTOSC) that can be used with most units for winterizing purposes. With the basic step of anti-freezing this will allow added protection and extend the life of the pressure washer components such as the coil and the pump.

If your customer has a garden hose inlet pressure washer you can suggest they purchase a garden hose siphon mixer that they can install in-line with the garden hose. This will allow you draw anti-freeze from a bucket or the anti-freeze bottle through the inlet of the unit to winterize the machine.

Pictured is the Siphon mixer you can find at your local hardware store or Walmart.



Prevent freezing while in transit to your location:

Additionally, you have an option available to prevent freezing of the coil and plumbing while in transit from Southern California to your location.

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. If you want to have antifreeze run through the coil, piping, and tank, don't forget to order "winterizing" when placing new machine orders. 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.

Part# ANTIF, List price \$0



*Happy Thanksgiving to all of you from
your Hydro Tek family.*

**Our offices will be closed Thursday, November 24 and
will reopen Monday, November 28**

Christmas Season is near.

**On December 20, please be aware that we will have limited phone support after
2pm (Pacific). Employees and their families will be celebrating at our company
Christmas party.**

**Our offices will be closed Monday, December 26 to observe Christmas
and Monday, January 2 for the New Year Holiday**

