

The Aftermarket changes its business approach

Santech Industries, in Fort Worth, Texas has been a pioneer in supplying small parts and service kits to the Air Conditioning aftermarket for over 36 years. There is a good chance that many of the products you have been purchasing over the years were probably developed or designed by Santech. The only difference being is that they were supplied to re-packagers who boxed or labeled them under their own brand name.

Founded by my father in 1971, the business of Santech Industries is focused solely on two segments of the mobile air conditioning aftermarket, parts for compressor remanufactures and parts for the A/C service industry. Our parts are the highest quality available and we have now updated our ISO9000 status to include engineering. We also organize small parts into systems that help make their distribution efficient.

Originally a manufacturer of sealing materials for aerospace, military, oil field and semi-conductor industries, Santech today brings its full focus to automotive applications.

There is a vast difference between OEM requirements for an O-ring, for example, and those of the A/C compressor remanufacturers in the aftermarket. To perform acceptably in a rebuilt component, the seal must be designed to compensate for different tolerances and dimensions in the used cores often the original design is simply not adequate to meet the remanufactures performance demands. We frequently discovered that it was more cost-effective to start with a completely new seal, designed for a specific application and fabricated from carefully formulated elastomers.

In the late 1970's Santech was the first to introduce a box kit containing service parts for a



company by the name of ARA Manufacturing, who at the time was the largest A/C unit manufacturer in the United States. We also designed the first catalog for rebuilding parts that included exploded view drawings in the early 1980's.

Unfortunately today many of the box kits being supplied into the automotive aftermarket are far from fool-proof. Some companies supply o-rings that are only close to the original size and incorrect. We all have accumulated parts over the years that did not fit any specific application. So, how do we solve this problem?

There are also a lot of makes and models coming off the assembly lines and traipsing around our streets and highways for years. That's good for the consumer but bad for the parts distributor and service shop. Compound the problem with component changes and revisions during a given production year, inventory-driven substitutions, and limited OEM record-keeping, and you begin to understand why no one's taken on the challenge – until now.

We knew, from customer inquiries, there was a large, industry-wide need for a simple to use, all inclusive, A/C system repair package. What we didn't realize was why no one else had ever put such a system together. We discovered that there was no single point of reference – not OEM, not the vendors. This was an incredible challenge.

Another problem is that many of the large components such as compressors, condensers and driers now include a bag kit for sealing the system. Even better yet, the technician is informed by their supplier that in order to warrant the component, they are required to flush the system first to help remove any broken debris that may have been left in the system by a faulty or worn out component. To do this the technician has to break down the system and then reconnect the system with all new seals. Unfortunately, it is the technician who is left holding the bag. Why, because they were not given all the seals necessary to do the job, only a band aid.

In the process of finding a solution to this problem, we decided to send our people to visit our local parts stores with the task of locating a specific o-ring and gasket. This is when the parts adventure of "Seek and Find" began. In some cases this adventure lasted somewhere between 20 and 30 minutes. On several occasions our people were asked to participate and join in the hunt along with the counter person.

Now take the total time it took for this parts adventure and multiply it by the number of hours there are

in a work day, then multiply it by the days in the month, then... Oh well, I guess you get the idea.

Not only is this parts adventure time consuming, but it can also be very expensive. How many of customers get tired of waiting and just leave? Wouldn't you rather your counter person focus their attention to the next sale? Unfortunately this is the norm for a lot of part stores today. Please don't get mad at your counter person, especially if these are the only tools they have to work with.



**Michael Deese,
President**

Parts you've purchased over the years may have been designed by us.

What is needed is a single use kit containing all the parts required for a specific make and model. A system of bag kits that are designed to eliminate all the guess work that ties up the salesperson at the counter every day. Remember that all the technician wants is to buy the one kit knowing it is all "in the bag" ready to install, so the customer can be on their way. This is a nice idea but very tough to implement.

After years of research, an undisclosed amount of funding, and many hours of development Santech now has the U.S. Patent 7,325,809 on our Rapid-Seal™ A/C System Repair Kits. These kits offer complete A/C system coverage for over 97% of the U.S. Market! The new Rapid-Seal™ Repair Kits have been Electronically Cataloged by Make, Model and Year to AAIA, ACTIVANT (Formerly CCI/Triad) and Wrenchhead. Coverage for Acura, Audi, BMW, Chrysler Ford, General Motors, Honda, Hyundai, Infiniti, Isuzu, Jeep, Lexus, Mazda, Mercedes, Mitsubishi, Nissan, Saturn, Subaru, Toyota, Volkswagen, and Volvo. Contact Santech for the nearest distributor of this revolutionary product that is changing the way the aftermarket is doing business.



With Rapid-Seal™ A/C System Repair Kits U.S. Patent 7,325,809 design "It's All There"

- 2007 – 1985 Applications!
- Buy and Bill by the Job!
- All the Seals to complete the Job!
- Increase Your Sales and Profits!
- Fast and Easy -No more Seek and Find!
- SUV and Van Rear Air Applications!
- Electronically Cataloged by Make, Model and Year to AAIA, ACTIVANT (Formerly CCI/Triad), Wrenchhead