

FLUID Rx® HONORED WITH 2009 PTEN INNOVATION AWARD



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Preventative Maintenance Tool of the Year

Professional Tool & Equipment News (PTEN), the independent tool authority to the automotive repair industry, honored Fluid Rx with the Innovation Award for "Preventative Maintenance Tool of the Year". This marks the second time in recent years that a Fluid Rx product has won a PTEN Innovation Award.

Judges for PTEN's Innovation Award were composed of a panel of active and independent techs, shop owners, mechanics and tool distributors. The group of trained professionals scrutinized the nominees and focused on special new tools that increase productivity and simplify tasks in the service bays.

The award winning Fluid Rx Instant Lubricant Diagnostics technology is packaged into a user friendly testing and analysis tool that shows the technician and customer alike when vehicle fluids need servicing; including coolants, transmission, power steering and brake fluids. The consumer sees what the service writer sees at the same time. There is no guesswork, with results verified within minutes.

PTEN review panelist Dustin Poepfel of Mark's Auto in Fort Atkinson, Wisconsin, sees the Fluid Rx Instant Lubricant Diagnostics kit as an essential tool to help shops communicate better with their customers. "These strips are especially useful when you have a car in that you suspect the fluids need to be changed," Dustin said. "You can use the strips to get hard evidence to show to the customer the fluid condition . . . especially for brake or transmission service that people don't think about as frequently as oil."

"It also gives the customer the opportunity to ask more questions about their car . . . and the more proof we can show them, it improves the service we can give."

"The strips were very easy to use, and the process fairly self-explanatory. And the strips show little extras – like moisture in the oil, or freeze point and alkalinity of the coolant."

Banny Hom of Hom Automotive in El Cajon, California concurs saying, "customers have been very impressed with the results and have a renewed faith that we are genuinely interested in the wellbeing of their car."

Fluid Rx, "The Leader in Instant Lubricant Diagnostics", ups ticket averages and bolsters customer loyalty and retention. Fluid Rx diagnostics increases fluid services and chemical sales by reinforcing service recommendations – providing a simple and accurate verification that a fluid should be changed in accordance with MAP/AMRA UICS fluid recommendations and California BAR guidelines.

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