FleetOwner.

March 2018 fleetowner.com





PRODUCT SHOWCASE January 28-31 conference



PHILLIPS INDUSTRIES LOOKS BACK AT 90 YEARS IN BUSINESS

Phillips Industries used Heavy Duty Aftermarket Week as the start of a yearlong celebration marking its 90th year in business. Rob Phillips, president and chief operating officer, said 2017 had ended on a high note with the company winning a contract with Daimler AG to provide electrical/trailer cables for Mercedes-Benz trucks in Europe.

Phillips is the fourth generation of the family to lead the company, which was founded by H.W. Phillips in 1928, the year before the stock market crash and the beginning of the Great Depression.

In 1936, Phillips designed and patented the first reflective directional signal arm for trucks. It was one of several pieces of memorabilia the company displayed at its HDAW booth.

Today, Phillips has more than 1,000 employees and operates manufacturing facilities in California, Mexico, and China. It manufactures and distributes over 8,000 products in more than 40 countries. Every truck and more than half of all trailers manufactured in North America have Phillips products on it, the company said.

During 2017, the company started the Phillips Connect Technologies division to become more involved in connected technologies.



NEW PARTNERSHIPS AND PRODUCTS FOR HALDEX

Haldex, a global manufacturer of air brake systems for trucks, trailers and buses, made several announcements at HDAW 18. The company is now offering a full line of all-makes air disc brake pad repair kits for its North American customers through a joint sales and marketing partnership with Fras-le, which is part of the Randon Companies group.

Through this co-brand agreement, Haldex will market products under the "Midland" brand and assume the primary sales, marketing and distribution roles within this product range partnership. Along with maintaining a manufacturing role, Fras-le will provide comprehensive engineering and application expertise to support the Haldex driven sales efforts.

Haldex is also partnering with Utahbased OptiCat to provide standardized electronic detailed product information.

Haldex announced that Hendrickson, a global manufacturer and supplier to the global commercial transportation industry, has recently added the Haldex ModulTair disc brake as a product offering for trailer applications. The brake features a combination of low weight and high performance for a broad field of applications.



LOAD SECUREMENT STRAPS FROM KINEDYNE

Kinedyne introduced a family of new ultra-heavy-duty load securement straps during HDAW 2018. The new Rhino Max brand of winch straps and ratchet straps will replace Kinedyne's abrasion-resistant Rhino Web line. The K-Force brand of winch straps, ratchet straps and logistics straps is a completely new offering from the company.

According to the company, Rhino Max and K-Force winch straps have a working load limit (WLL) of 6,670 lbs., 23% greater than the current industry standard of 5,400 lbs. Rhino Max and K-Force ratchet straps have a WLL of 4,000 lbs., 20% greater than the current industry

standard of 3,335 lbs. The K-Force logistic strap has a WLL of 1,500 lbs., 50% greater than the traditional 1,000-lb. rating.



Driven by performance

MAHLE INTRODUCES FOUR NEW FLUIDPRO PRODUCTS

Mahle Service Solutions has expanded its FluidPro family of fluid exchange systems for the commercial vehicle aftermarket with the introduction of four new machines during HDAW 2018.

The CFF-1HD Multi-Fluid Filtration System is an all-in-one portable machine that can clean a wide variety of industrial fluids, filtering oil and water to minimize component wear and maximize the service life of hydraulic oil, engine oil, gear lube, and transmission fluids. The closed-loop filtration process eliminates spills and contamination while extending the life of vehicle fluids to help reduce a shop's operational costs. The CFF-1HD is ideal for on- and off-highway applications.

The VCX-32HD Coolant Exchange System allows for the extraction, storage, and refilling of large-capacity engine coolant systems—up to 32 gallons—while eliminating air pockets during engine maintenance.

The EFP-150HD Portable Fuel Priming System is a diesel fuel primer to help get stranded drivers safely and quickly back on the road. When diesel vehicles run out of fuel, the injectors require priming to restart the engine, and the EFP-150HD eliminates manual roadside priming to get vehicles back in service.

And the VOX-14HD Oil Exchange System uses air to purge used oil from the vehicle's filter and oil passages while the oil pan is evacuated and replaced with clean oil. The machine makes the oil change process virtually automatic, so technicians can perform other maintenance tasks while the machine operates. I