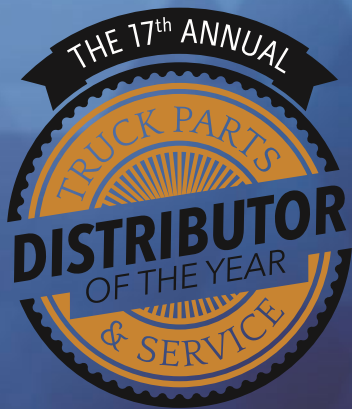


TRUCK PARTS & SERVICE

THE AFTERMARKET AUTHORITY



A continuous evolution

How CRW Parts became one of the aftermarket's oldest and most respected distributors

Upselling means
upping your
customer
service **20**



BCA Bearings receives Lone Star Award

NTN, the parent company of BCA Bearings, announced that BCA has received the Lone Star Award from the Aftermarket Auto Parts Alliance.

The Lone Star award winner is selected by the Alliance headquarters staff, and it recognizes a channel partner whose collaborative efforts and support of Alliance initiatives goes above and beyond the call of partnership. The award marks the fourth consecutive year BCA has been honored at the Aftermarket Auto Parts Alliance's annual Winter Supplier/Membership Meetings, NTN says.

"BCA is so pleased and proud to be honored by the Alliance shareholders and headquarter associates," says Kevin Judge, vice president of sales and marketing, automotive aftermarket. "This award is a group effort by all NTN employees that have supported the BCA resurrection into the automotive aftermarket."

Phillips Industries wins video production awards

Phillips Industries has won four 2018 Gold Davey Awards for its video productions related to the company's 90th anniversary celebration.

The awards were presented for: Best Online and Marketing Video, Best Branded Entertainment Promotional/Branding, Best Film/Video Direct Marketing and Best Film/Video Corporate Image.

The annual awards honor the achievements of smaller creative shops. They are sanctioned and judged by the Academy of Interactive and Visual Arts, which consists of professionals from media, advertising and marketing firms, the company says.

Phillips Industries has built an in-house audio/visual department to strengthen its marketing capabilities. The expanded A/V capabilities are being utilized to produce a library of content ranging from branding spots to training and technical videos that assist Phillips customers in the use of its products.

"Video content is an effective medium to communicate Phillips' capabilities in addition to telling our story," says David Diaz, director of marketing.

Kinedyne releases expanded catalog for anniversary

Kinedyne has released its expanded new 50th anniversary-themed 2018 catalog and video, which are available on Kinedyne's website. The catalog features 83 new products, several new product categories and more than 800 SKUs.

The catalog and video recount Kinedyne's historical progress and highlight the company's product innovation over its five decades of serving the cargo control needs of commercial and military customers, the company says.

"Over the last 50 years, Kinedyne has set the pace with innovative products that have helped the industries we serve become safer while making it possible to achieve higher levels of overall supply chain productivity," says Dan Schlotterbeck, Kinedyne president. "The new products and themes represented in our 50th anniversary catalog capture our sense of excitement as we transition from celebrating our remarkable history to creating a dynamic new future of cargo management technology."



Truck Parts & Service Calendar

Event information can be submitted at: www.truckpartsandservice.com/story-ideas/

- March 5-8** The Work Truck Show, Indianapolis
- March 18-21** Technology & Maintenance Council (TMC) Annual Meeting, Atlanta
- March 28-30** Mid-America Trucking Show, Louisville, Ky.
- April 2-3** HD Repair Forum, Fort Worth, Texas
- April 10-14** HDA Truck Pride Annual Meeting, Orlando