



DON ZAVATTERO BEATS THE RECESSION

(Don is vice president and general manager of “Tech Supply” . The main office is in Hayward, which is in the East Bay - approximately 15 miles south of Oakland)

As usual it was a pleasure to sit down with Don, and as usual he was very low-keyed. He was pleased , however, to report that 2009 had been a very good year for the company. Sales were up and profit margins were up.

We discussed 2 things:

1) Change from lead wheel weights to steel.

Don’s strategy has been very simple: Since mid year he has informed all his customers about the new law. Over and above that was the following offer:

If you returned your lead weights and purchased steel weights you would receive the following refunds for lead wheel weights:

- During the month of October -100%
- During the month of November - 75%
- During the month of December - 50%
- From January 1, 2010 - Recycle price.
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I believe that his customer information and service are one of the main reasons for his success.

The steel and zinc weights are not as flexible as lead, and if you are not careful you may ruin the rim. It is very important to match the correct weight to the rim. **Wall Charts and Rim Gauges are available.**

2) The California Air Resources Board’s proposed regulation regarding tire inflation.

Apparently it is not enough that TPMS has been installed in most cars. Over and above that a new regulation will affect all tire and automobile dealers, lube/oil and smog stations. The regulations states:

- A tire inflation service is required for all vehicles that are brought in for service or repair.
- The dealer must state on the invoice that the inflate service was performed and indicate the psi.
- The dealer must have access to a reference manual or electronic access to tire pressure inflation specifications.
- The dealer must keep the invoice for three years.
- **The accuracy of the tire gauge must be within +/- 2 psi**

The last point is the most difficult to handle. Many dealers use “pen type gauges” because they are convenient and because they do not take up space in the store. They are, however, not within the limits indicated by the Resources Board. We have informed the Board of this problem and we have asked them to change it to +/- 4 psi, but they have refused to change.

Right now Don Zavattero is trying to solve the psi problem regarding the “pen type gauge” and we will get back to you as soon as we have news. **Call Don or Jeff Zavattero: 1 800 245 8324. You may want to know what Tech Supply can offer you.**