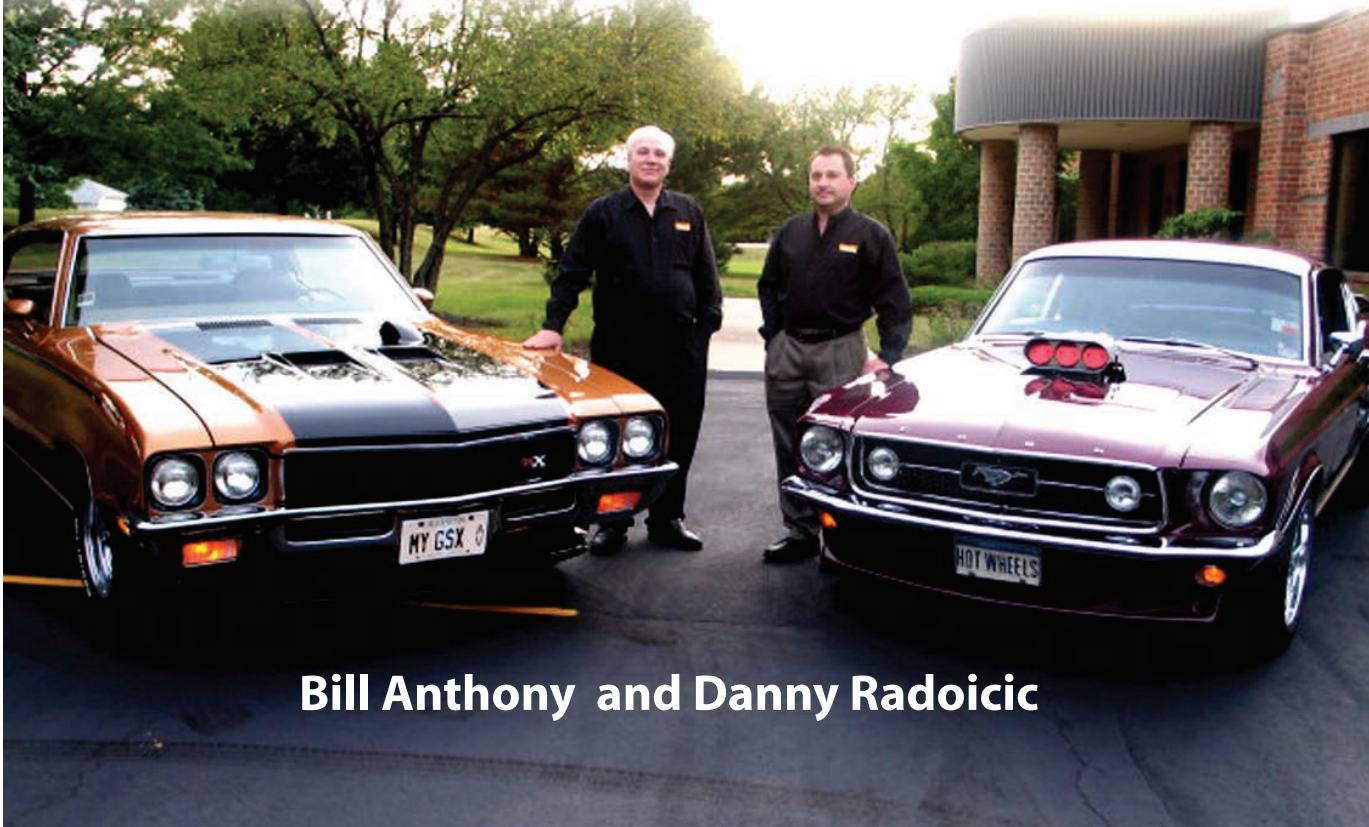


Seal Aftermarket Products *A Company You Can Count On*



Bill Anthony and Danny Radoicic

At a time when cost cutting is everywhere and inventory reduction is on the top five list of what keeps you up at night; how can you be really sure that you are getting the best bang for your inventory/parts buck? At Seal Aftermarket Products we want you to be able to sleep well at night. We are focused on having those products on our shelf and offering fast order turn around time so that you can keep your inventory dollars to a minimum.

Seal Aftermarket Products division of Parker Hannifin Corporation supplies OE solenoids, hard parts, bushings, washers, kits, all kit components, bands, pistons, and some tools and we have been supplying these product groups to the Aftermarket for more than 30 years. Specializing in this broad

range of product groups gives us further knowledge on the requirements of the entire rebuild as oppose to those who just specialize in one or two product group offerings.

Product Offering: Our product offering has changed over the years. Bryco by Carfel™ was known for offering the hard to find items. In 1995, we developed a Honda Bushing Installer/Remover Kit, part number 28999. We stocked so many of them that it took us a painfully slow process of ten years to sell them all. But then, in 2008, we began receiving calls asking for this kit again. The problem was we had already discontinued this kit because it was such a slow moving item. However, you explained to us that ‘now’ the bushings need to be replaced in almost every unit and



**Honda Bushing
Installer/Remover Kit,
part number 28999**

without this Honda Bushing Installer/Remover Kit from Bryco by Carfel™, it is a time consuming and difficult process to remove these bushings. So in September of this year, we will once again start shipping part number 28999, the Bryco by Carfel™ Honda Bushing Installer/Remover kit.

We heard you when you said to us that, "Not all parts are created equal." Our patented reinforced 4L60E/4L65E sunshell gear called The Beast™ continues to be a popular Aftermarket product solution in spite of all the substandard imitations that infiltrated our industry. Investing in this part with your 4L60E/4L65E rebuilds saves time and money especially for those customers of yours who tow, drive off road, or are high performance buffs.

The acquisition that merged our Roadmaster™ and ProSelect™ brands brought together solenoids and hard part products and experience. As a

direct customer of Ford OEM Components, Seal Aftermarket Products has access to a wide range of these OEM parts. And by your request; we bring in whatever it is that you need from Ford.

In the past three years there have been many changes with regards to the manufacture and supply of solenoids and hard parts. Seal Aftermarket Products considers it our obligation to the industry to continue to offer difficult and hard to get solenoids and hard parts.



The Real King of the Beasts

ProSELECT® Beast

Known by transmission professionals as "The Beast" for its remarkable weight and strength, the ProSelect sungear shell has been redesigned to eliminate cracking and breaking. In fact, our aftermarket Beast is even better and stronger than OE sungear shells designed for TH700-R4, 4L60E and 4L65E transmissions. We've strengthened and reinforced the neck collar spine with heavier and thicker material to eliminate fatigue failure on the shell. What's more, transmissions protected by the Beast won't lose Reverse or Second and Fourth gears as they frequently do with the OEM sungear shells.

If you want a sungear shell that's better than the OE, ask for The Beast by ProSelect.

You'll discover the real King of the Beasts

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RoadMaster™

Bulletin No. TS10254

A604 / 41TE 5 Pinion Rear Planet Kit

This planet package will retro back to 1991 when used as a complete assembly.

*Components included in this planet package:

- Rear Planet
- Rear Sun Gear
- Front and Rear Planet Ring Gear
- Front Planet
- 2-4 Clutch Hub
- Overdrive Clutch Hub

All internal Torrington bearings are genuine Timken™ brand product.

This kit is available under part number **K92749A**

This product is available for immediate shipment today.

Please contact your Parker SAP representative to order this high quality planetary gear train package.

Customer Value Proposition

This planetary gear train package contains the highest quality Aftermarket components. These components have been engineered for proper tolerance and material for maximum durability.

*Parts are not sold separately.



www.parker.com



Send orders to Parker Hannifin Corporation, Seal Aftermarket Products/Seal Group/Engineering, 2315 SW 32 Avenue, Pembroke Park, FL 33028, Tel: (954) 364-2000 Fax: (954) 364-2401. All items Net 30 days. All shipments are FCA Parkers. Price and availability subject to change. Provision of price list does not constitute offer to sell. "Make To Order" registered trademark of BP Amoco. © 2008 PARKER HANNIFIN CORPORATION. ALL RIGHTS RESERVED © 2008 PARKER HANNIFIN CORPORATION. ALL RIGHTS RESERVED

Seal Aftermarket Products has two customers; the wholesale distributors and the installers/ rebuilders. We have to achieve or exceed the expectations of both customers and sometimes what is important to the end user is not what is important to the wholesale distributor.



In 1991, the original premise of the Toledo TransKit (TTK) brand was to provide a comprehensive kit to the industry with all of the ‘bells and whistles,’ a product that offers more in the bag than any other kit packager. They may claim that their kits contain all the necessary paper and rubber components for an overhaul, but TTK raised the bar when it came to what is in the bag. It continues to be the most comprehensive rebuild tool in a bag in the automatic aftermarket transmission industry. For example, in our Honda kits you will find nuts and bolt retainers; our E4OD kits you will find a set of metal and a set of PTFE forward clutch rings to accommodate all rebuild preferences. The TTK kits provide a complete set of plastic check balls for units that use them and in many of our domestic applications, the front pump seal remains either Federal Mogul™ or a Parker brand seal. With quality and quantity of content like this, the rebuild does not have to order these items separate because they come in the TTK bag for one competitive price.

You have told us that quality, price, and availability are your primary concerns and today and we are listening. Seal Aftermarket Products continues to adapt to the needs of today’s master technician. When you told us you wanted the o’ring hook and pick tool, we made it available (part number

99023A). When you told us you needed an A604 5 pinion planet set, we made it happen (part number K92749A). We are listening when you tell us that you need solenoids for the TF60SN/09G transmission. We are working to supply the items you need when you need them. We are here to help make your job quick and easy.

Seal Aftermarket Products has two customers; the wholesale distributors and the installers/ rebuilders. We have to achieve or exceed the expectations of both customers and sometimes what is important to the end user is not what is important to the wholesale distributor. We asked three of our fastest growing customers what they thought was important to them as it relates to product and service.

Tristar Group is the largest production rebuild in the Middle East and the first in the Kingdom of Saudi Arabia to specialize in Automatic Transmissions. According to Scott Dodson, Vice President of Operations, “Honesty is the most important quality he wants to have in a vendor.” Key to any vendor-customer relationship is ‘trust and honesty’. Scott trusts that his orders will be on his dock when requested. Tristar’s global business requires a high level of service. “Parker’s service levels have been on mark for well over the

last 24 months; less back orders; more communication. They are one of my top 3 vendors” according to Dodson. There are times when Scott needs something rushed or something out of the ordinary to happen quickly; Seal Aftermarket Products provides that extra service for him which in turn makes it easier for him to do business. Tristar currently has 12 locations along with production and retail facilities and has plans for expansion.

Capital Core, President and CEO, Jay Shingala, “I try to put myself in my customer’s shoes and figure out what kind of products or services would help me out? What I like about Seal Aftermarket Products is that you send us the product bulletins and Tech Sheets so that we have the information in our hand to help our customers.” Jay wants no back orders, short lead times, clear and concise product information, and prices that are set and won’t change frequently or without notice. Jay stresses the fact that we are all connected in this industry and our successes depend on each other; “Everybody is busy and response time should be within a day. Whenever I have a problem it is real easy to get a hold of someone at Seal Aftermarket Products. Capital Core and Seal Aftermarket Products, we do work hand in hand; there have been



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times when I have had special requests and Seal Aftermarket Products comes through for me." Capital Core currently has locations in Columbus, Ohio, Dayton, Ohio, and their newest location is located in Pittsburgh, PA. "I am one of the youngest owners in this industry and I have to create a business that will sustain my family and my employees for a long time. The industry will not be as good as it was in the heyday of the 80's or 90's but it will get better than it is today. Jay Shingala states, "I am building and growing my business to last many, many years."

Whatever It Takes Transmission Parts (WIT) has 23 locations currently and has no intention of stopping there. In WIT's newest location many of the customers were already using another brand of overhaul kit when WIT opened. WIT's sales staff stood behind the Toledo Trans Kit (TTK) brand and now many of those customers have happily converted to TTK with no objections or issues. WIT President, Kenny Hester mentioned being pleased during a combined group kit audit when the results of the audit reflected that the TTK kit offered superior premium rubber compounds. According to Kenny "premium quality and 100% fill rates are the most important things a vendor should have. The toughest times for WIT in regards to TTK Kits were during the Seal Aftermarket Products acquisition. There is not much pain now,



Kenny Hester, Whatever It Takes Transmission Parts (WIT) President, "premium quality and 100% fill rates are the most important things a vendor should have..."

Seal Aftermarket products is a whole lot easier to work with." A big portion of WIT's growth has been because of the products and services that come from Parker.

So how can you be really sure that you are getting the best bang for your parts/inventory buck? Demand a quality product from a company who can deliver that product when you need it. Insist on a brand by Seal Aftermarket Products; we have a proven record of over 30 years of listening and responding to the needs in the

Automatic Transmission Aftermarket and we have no plans stopping now. Seal Aftermarket Products, a company you can count on.

