

# PARTSbuzz

PARTS BUZZ NEWSLETTER IS PUBLISHED BY THE KOHLER POWER SYSTEMS AFTERMARKET PARTS DEPARTMENT **KOHLER** POWER SYSTEMS  
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## Introducing Kohler-Brand Belts and Belt Price Reductions

Included inside the Parts Buzz is a list of belts that are now Kohler-branded. Belt branding consists of Kohler's name and part number printed on the belt. Similar to the branded filters, each branded belt description ends with a "B" to indicate it is Kohler branded. The belts will continue to



be packaged as they are today, in a clear bag with a label indicating the part number.

### Effective

October 26, 2007, a weighted 30% belt price reduction will be effective for Kohler-brand belts in an effort to be more competitive in the market and increase sales of Kohler-brand belts.

Advantages of Kohler-brand belts:

- **Quality brand.** The Kohler name is associated with the quality that customers expect.
- **Repeat sales.** Customers return to their Kohler parts outlet for replacement parts.
- **Positive part identification.** Customers are confident they are getting the correct replacement part.
- **Competitive price.** The price is right.

Check the Service Parts & Literature Tools section of KOHLERnet for a current list of branded belts because more will be added as they become available.

Retain your customers ...buy Kohler-brand parts!

## Help Me, I'm Researching!

Included in this issue is an insert with various parts research tools available to you. Service Parts research is a critical step to ensuring your customer receives the correct replacement parts. By providing you a list of all research tools, we hope that you will be better prepared to perform parts research. The insert identifies the research tool, why you need it and what it includes, any helpful information for using the tool, where the tool can be found, and the availability to distributors and dealers. We hope you find the insert helpful and a good reference point for your next service part research!

## Who Do I Contact?

Over the past year several new faces joined the Aftermarket Parts staff. The table below provides you with an updated Aftermarket Parts Staff contact list to help you identify your sales coordinator.

Aftermarket Parts Contact Information	
Name	Phone Number
<b>Supervisor</b>	
Amy Ortlieb	(920) 457-6232
<b>Parts Coordinators</b>	
Anita Falls	(920) 459-1737
Grant Markus	(920) 459-1630
Judy Myers	(920) 453-5871
Lisa Bischoff	(920) 459-1629
Michele Schwartz	(920) 459-1777
Sam Allison	(920) 208-4797

## Welcome!

Welcome to the 19<sup>th</sup> edition of the Parts Buzz. We hope you had a delightful summer!

This issue of the Parts Buzz features the first in a series of distributor profiles to introduce you to other parts managers and their tips and tricks for working with Kohler.

In addition, we are excited to announce the availability of lower-cost Kohler-brand belts! Read the following article and refer to the insert to identify the branded belts and the cost savings to you!

As always, we invite your comments or suggestions!

## Price Book Reprint

Because of the number of price adjustments made since the May 1, 2007, price list release, the TP-5426 and TP-6070-CD were reprinted in June. The price adjustments contained on the TP-6070-CD were in effect with orders placed June 11, 2007. The CD-ROM included the following changes:

- Price adjustments released in the June 11, 2007, field letter.
- Description changes, such as adding the case quantity and branding designation to a numerous filters.
- Sales Accessory Kits—the addition of sales accessory kits offered through Aftermarket Parts.

For a list of all changes, refer to the 2007 Service Parts Price List-Changes.xls file, located in the Service Parts and Literature Tools section of KOHLERnet. We mailed the revised TP-6070-CD to each service file location during the first week of July 2007.

Paper price lists or additional CD-ROM price lists can be ordered through the Aftermarket Parts Department.

We apologize for any inconvenience this caused you and will do our best to prevent this from happening again.

## Parts Training at Casco Sales Co. in Puerto Rico



Michele assists the Casco associates with parts training

Michele Schwartz and Amy Ortlieb traveled to Catano, Puerto Rico, July 20-22, 2007, to train several Casco employees.

Abel Crespo, sales coordinator, initiated the training with Kohler to train new personnel. Subjects covered in the training were generator and ATS research,

Kohler Power PLUS, KOHLERnet, internal operations, and Kohler's practices and procedures. Michele and Amy enjoyed their time getting to know the Casco associates.

Send an email to Amy Ortlieb at [amy.ortlieb@kohler.com](mailto:amy.ortlieb@kohler.com) to obtain information on parts training.



Casco associates busy at work on their parts research test.

### Casco Training Attendees

Angel Albizu—Generator Technician  
Jonatan Ortiz—Generator Technician  
Ariel Vega—Parts Salesman  
Javier Molina—Shop and Service Clerk  
Carlos Pagan—Generator Technician  
Eduardo Hernandez—Parts Salesman  
Ileana Marrero—Parts Coordinator  
Jose Rivera—Parts Supervisor  
Ruben Soto—Service Manager  
Jose Picasso—Generator Technician

## Distributor Profile—Fidelity Engineering Corporation, Mike Herbert



Mike Herbert—Parts Manager, Fidelity Engineering

Founded in 1945, Fidelity Engineering Corporation is a leader in the mechanical engineering, contracting and generator business. Mike Herbert, Service Parts Manager, gave insight into the company and the daily routine as a parts manager.

### Company Profile

Q. What Kohler markets/business lines is Fidelity in?

A. We handle all Kohler markets except the marine line.

Q. Where is Fidelity's Corporate Office located?

A. Our main office is in Sparks, Maryland.

Q. How many branches does Fidelity have?

A. We have one branch in Richmond Virginia and three satellite offices with one or two techs in Virginia Beach, Roanoke, and Delaware.

Q. How long have you been employed with Fidelity?

A. I have been with the company since 1981, but with the generator division since 1989.

### Mike's Workday

Q. What is a normal day like at Fidelity?

A. There is no "normal" day at work. With 40+ techs on the road it seems there is always a fire to put out. It's fast paced, but rewarding, when you can solve a parts mystery and get the customer back on line. We have a total of 5 parts coordinators here to handle the parts for our techs. Each one has a group of techs that they work with every day along with a dispatcher and assistant dispatcher. We service many brands of equipment so we have to constantly find ways to solve parts research issues that sometimes are not as easy as looking at Kohler Power PLUS.

Q. What do you find is the most difficult part of your day?

A. I handle the over-the-counter sales or *walk-in* business. Sometimes that can be quite a challenge because the customer is standing at your counter waiting for results. It's a little easier when you have them on the phone and you can hang up and take time to get it right. If they are waiting and watching you it just puts some additional pressure on.

Continued on next page . . .

**Mike Herbert, continued . . .**

Q. What is your favorite part of the parts business?

A. For me the best part of the job now is twofold. First I enjoy getting the right item for the customer. Finding that part that Herb Kohler's grandfather made is also a cool thing. I like the old stuff.

The second part of the job is being able to have some knowledge of the product and being able to share that with my people. It's cool to have something in your brain when asked, without having to look it up, and being right.

Q. What is your least favorite part of the parts business?

A. I don't like the fact that people will call you with no information and expect you to be able to pull a rabbit out of your hat. That comment "aren't they all the same?" doesn't work anymore. With modular specs and new equipment around every bend, you need good information to get good information.

**Working with Kohler**

Q. What's the best part about working with Kohler?

A. I consider Kohler to be the class of the generator business under 2000 kW. We have a good product and back it up. I have had my little spats with the factory but we do get results.

Q. What do you find is one of the downsides of working with Kohler?

A. For quite some time the parts end of the business was left out in the cold. I feel that Kohler is just now stepping up and taking this part of the business seriously. It's getting better with time.

Q. Do you have any tips or tricks to offer other distributors and dealers when working with Kohler?

A. They say you can catch more flies with sugar than with salt. I have had the good fortune of meeting most of the parts staff and feel that they are true professionals and want to do a great job. It's always good to let them know what you have done first in trying to solve a problem so they don't backtrack and spend time doing something that you already have. That helps to speed up the answer to the question you have asked.

Q. What gives you the most job satisfaction?

A. As I said earlier I like to get it right the first time. When that happens or you solve something that others can't it's a good day. I try to leave the office on an upswing every day.

Q. What's the most unusual generator application you've had to get emergency parts for?

A. Because we cover Washington DC, we get some slightly high-level requests. I think some repairs around the capital would be considered unusual. But the most interesting thing I have had recently was some repair items for our guys in Iraq.

**Literature Release**

Following is a list of parts-related literature that was released to the field since the June 2007 newsletter was issued. Please make sure that your parts department has a copy of each publication. Order additional copies from your supplier of Kohler Power Systems aftermarket parts.

**Parts-Related Literature Releases**

Parts Catalog	Rev Date	Description
PB-130	6/07	Service Parts Model RSB, ATS
PB-131	6/07	Filter Maintenance Kits, 20-2800 kW
TP-5426	6/07e	Pricelist, Service Parts
TP-6026	4/07a	P/C MTU/DD S 2000, 450kW & 500kW 60Hz
TP-6257	7/07	P/C Kohler D1000 37.1A, 900/1000REOZM(B)
TP-6259	7/07	P/C Kohler D1600-D2000, 1600-2000REOZM(B)
TP-6282	7/07	P/C D750/D800 Engine, 750/800REOZM(B)
TP-6283	7/07	P/C Kohler D1250 Engine, 1250REOZM(B)
TP-6472	3/07	P/C MTU/DD 12V4000 Tier 2, 1250-1750kW
TP-6473	3/07	P/C MTU/DD 16V4000 Tier 1, 2000/2250kW
TP-6484	6/07	P/C 600-2000REOZMB, Industrial

Note: Include chargeable literature on parts orders, and mark all orders *ship complete* to avoid a small-order handling charge or disproportionate shipping charges.

**Parts Buzz Word Search**

Find the service part words hidden in the below word search. Good Luck!

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X P B C E N U Q B P D G J R E S Q Z U E
I P D R O Z B W R V U C B B T A X V S Q
A L T E R N A T O R T M U J A M O U N R
Z A Q N P O T G W U L S P D T U F T C M
Q Z F Y B D T A A V E F C Y S Z H M J D
X T Q L O R D S C K B N O T O C H F H A
T E K S A G A A I T P N O Z M F Q Q T E
D I K R M U W C K S O Q X Y R F M W Y U
E V G E X L S W K H E R N F E G D E X E
I W E K S T A R T E R R D O H A R L U W
R V N A O Y P Y B L T P J F T U B P H S
S A E E F O L X A N U A E I W S L H O F
Y G R R S Z E I F L E W S L A I I B T Y
A Q A B H B R W L V R I U T L K K P K Q
S A T N S T N E S E L I C E H O S E J O
T Z O J S U Y R T E Z P T R C V N O D Q
V S R U N Z L P N C A S D T Q B E S Q P
J X D Z G O A C R O T A I D A R E Z Z I
X N S J T D E K E E U Z P R L A Y Q W H
I W Y V A R R S L O D U W K S E A H W F

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adapter	alternator
belt	bracket
breaker	contactor
filter	fuse
gasket	generator
hose	industrial
piston	pulley
pump	radiator
resistor	silencer
starter	thermostat

## Make Your Opinions Known

To help us better serve you, please take a moment to complete and return this survey to Katie Tschudy-Paulsen at the fax number below, or mail to Katie Tschudy-Paulsen, Kohler Co. Power Systems MS 072, 444 Highland Dr., Kohler, WI 53044. *Distributors* please answer all questions. *Dealers* please answer any questions that apply or comment on any parts topic. Thank you for your help.

**Date:** \_\_\_\_\_

**To:** **Kohler—Katie Tschudy-Paulsen, fax no. 920-453-5868**

**From:** \_\_\_\_\_  
Name (optional, but extremely helpful in case we have questions)

\_\_\_\_\_  
Company

### Customer Service Report Card #19

Number of times per week someone in your parts department contacts Power Systems Aftermarket Parts \_\_\_\_\_

Average **response time** to questions: \_\_\_\_\_ hours \_\_\_\_\_ minutes

	Satisfaction				Trend	
	Very Satisfied	Satisfied	Somewhat dissatisfied	Very dissatisfied	Improving	Dedining
<b>Accuracy</b> of information received from Aftermarket Parts staff						
<b>Knowledge</b> of Aftermarket Parts staff						
<b>Attitudes</b> of Aftermarket Parts staff						
<b>Friendliness</b> of Aftermarket Parts staff						
<b>Satisfaction</b> with systems						
Overall <b>competitiveness</b> of Aftermarket Parts prices						
<b>Package</b> labeling						
<b>Packaging</b> quality						
<b>Delivery turnaround</b>						
Emergency Orders (same day shipment)						
Weekly Orders (5 business day shipment)						
Stock Orders (10 business day shipment)						
Overall Delivery turnaround						
<b>Fill Rate</b>						
<b>Shipment Accuracy</b>						

On a scale of 1 to 10 with ten being best, how helpful was the information in this newsletter to you? \_\_\_\_\_

**Thank you** for taking the time to complete this survey.