

Getting It Wright

ALL ABOUT CALIPERS

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Do Aftermarket Manufacturers Understand How Shops Make Money?

In *Aftermarket Business* (December 2005) Mitch Schneider nailed it. He wrote that he's "convinced that [only a] few people on the distribution or manufacturing side of the industry understand anything about how revenue is generated in a contemporary automotive repair facility." He's right. Only a few of us do understand. UCX remanufactures brake calipers "precision designed with the technician in mind." We know (a) a tech's time is money and (b) warranty work results in lost revenue. In fact, a comeback means the shop has, at best, lost all the profit on the original work and, at worst, lost the customer. We understand how shops make money and, as a result, have done everything imaginable to protect and improve profits. For example:

(1) Our calipers have all applicable hardware, brackets and pads **pre-assembled** at our plant ... not just dropped in a bag and tossed in the box. The caliper is then triple checked using our ISO-certified procedures before being shrink-wrapped to insure nothing gets lost. This saves time because the tech doesn't have to scrounge around for missing hardware.

2) We include and install the "banjo" or hose inlet bolt to insure that the tech doesn't install the caliper only to do the job again because the inlet threads are stripped.

3) Our single calipers are boxed using our unique "Q" labeling system that prevents the time-consuming mis-box.

Yes, Mitch, there are those who don't understand ... and those that do! **RW**

LOADED, SEMI-LOADED, & UNLOADED CALIPERS

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