

Adrad Aftermarket News

~ Summer 2009 Edition ~

Christmas is Coming!



This is certainly a great time of the year with radiator shops taking in plenty of work - spurred on by a

combination of record high temperatures in many states and a general increase in confidence about the marketplace.

Customers are grateful to get work done before Xmas so pricing is often much less of an issue. The more lucrative work at this time of year helps to make up for some of the quieter times.

The traditional Xmas decorations are all around and families are preparing for the happy time of the year with a lot more good cheer and goodwill.

Winter blues have well and truly gone as we focus on getting everything done in readiness for Santa.



Merry Christmas to all our Customers and Friends from the ADRAD team!!!!

New Web Site Released



ADRAD has recently revamped its web site – we are sure that you will find the new site more informative and we encourage you to visit the site regularly for product updates and other news.

The News section should be of particular interest to all who have a stake in the air conditioning and radiator repair industry – please keep your eye on the news section for industry news and product updates just go to www.adrad.com.au .

The Year That Was

As we look back over the last year, we are sure most would agree that the radiator business has become more difficult.



The industry has declined significantly in the last ten years as radiators have become regarded as just another car part or throw-away item. In many ways the "Trade" has

become more challenging. Clearly, it is far better for radiator shops to win the whole job at retail prices rather than just receive the scraps. Remember that dedicated radiator repairers are the “specialists”.

Metropolitan radiator shops in particular cannot afford to have any further decline in their business. Workshops such as Midas and Ultra Tune target their appeal directly to the retail customer. *Radiator shops need to consider the customer’s position and make it attractive to use a “Radiator Specialist”. Let’s stand up, be counted and PROSPER.*

Australian Made Welded Tube



ADRAD is serious about quality. We are the only Australian radiator manufacturer that produces its own welded tube. This gives us superior quality control over the material that is simply not possible with imported tube. Our tube is used by Air Radiators to build Australian spec Original Equipment products for the likes of Kenworth, Caterpillar, Iveco and many others. Naturally, aftermarket replacement cores made by ADRAD also benefit from the same high quality, locally manufactured welded tube.

Fin Machine Upgrades

During the year fin production machines at two of our manufacturing plants were significantly upgraded to ensure we maintain the highest fin quality and louver performance.

New Products “ADSHIELD”



The new innovation in heavy duty radiators, ADSHIELD, was released in June and has been well accepted by leading radiator repairers.

The patented ADSHIELD construction provides an extra layer of material protecting the nose of the tube across the entire face of the core. Coupled with solder plated fins and heavy gauge tube, ADSHIELD cores can withstand grit-blasting environments 2.5 times longer than conventional radiator cores.

Cruel to our Radiators but Kind to our Customers!

We MAKE them and BREAK them!



ADRAD is serious about quality!!

Amongst the methods and equipment at our disposal to test quality is this fiendish piece of equipment – the **SHAKER!!**.

It is a purpose built motorised rig that subjects a radiator to extended periods of harsh vibration while forcing extremely high temperature glycol through it with a pulsating pressure.

Put simply, the shaker is designed to destroy radiators. Poor quality products will quickly fail when exposed to such ruthless treatment.

Good quality parts will take much longer to destroy.

Happy Birthday Radshop



Radshop, our online ordering facility will celebrate its first birthday in January 2010. This website has been adopted by many customers as a preferred, convenient method of browsing and ordering radiator and air conditioning parts 24/7.

Visit www.radshop.com.au

New Catalogues for 2010!

The complete range of products from Adrad and Adair are displayed in our new catalogues for 2010. They feature easy to follow application listings to help you get the right part quickly and are also available in electronic form for even more convenience.

Hindalium Oil Coolers



For extreme heavy duty applications, Adrad offers oil coolers made from Hindalium. This Aluminium alloy is chosen for its strength, hardness, corrosion resistance and ability to withstand high temperatures. Hindalium is very hard wearing and is used to make cooking utensils such as skillets.

ADAIR Wows Customers

FY2010 is off to a flying start for the ADAIR Auto Air Products range.



New products such as world class quality **Koyoair** condensers (exclusive to ADAIR) and **Delphi** compressors have been welcomed with strong sales growth.

Many customers are turning to ADAIR and taking advantage of the great range of value-for-money air conditioning products. If you haven't yet seen the outstanding quality of these aftermarket products for yourself, arrange for your ADAIR representative to visit with samples and the latest ADAIR catalogue.

Call 1800-1-ADAIR.

National Radiators NZ Celebrates 75 Years



A gala dinner event was held in Auckland on Nov 14 with some 200 past and present employees, customers and suppliers all celebrating National Radiators 75th anniversary.

This special occasion was marked with the book launch “The Radiator Industry in New Zealand 1918-2009” compiling many memoirs and stories from employees and customers over the years.

As well as providing a complete range of radiator products, National Radiators NZ is still making authentic cellular



vintage radiator cores for discerning car restorers around the world. Radiator workshops can order them in Australia through your Adrad branch.

The PIN FIN Solution

EXTREME PRESSURE and HIGH TEMPERATURE oil and water cooling applications can be solved with the unique PIN FIN tubular heat exchanger.



Available in lengths up to 6m, PIN FIN coolers are suited to a wide variety of air-blast cooling applications including process liquids and gasses, oil, diesel fuel, high pressure water and steam.

The wire coated, heavy gauge copper tube walls will withstand pressures of around 150psi.

PIN FIN coolers are suited to a wide variety of air-blast cooling applications including process liquids and gasses, oil, diesel fuel, high pressure water and steam.

They can be manufactured using a variety of base tube materials including copper, brass, copper/nickel, aluminium/ brass, carbon steel and stainless steel.

Call your local ADRAD branch for details.

What's Coming Up Next?



New products are constantly being developed and released.

Keep checking our website for the latest aftermarket news from ADRAD, Australia's radiator supplier.