

NEWSLETTER

INSIGHTS FROM SNAP-ON CLIMATE SOLUTIONS SRL

@ PERIODICAL NEWS EDITION – THE INFORMATION DRIVEN BUSINESS SUPPORT

2022 DECEMBER

Information supported Customer Connection

Constantly updated information flow is undeletable for a good customer connection. With the desire to better share relevant and valuable information with our network of customers and colleagues, Snap-on Climate Solutions starts with a periodical edition of Newsletters.

Information is not just part of competent know how, but enables deeper connection due to storytelling as a fundamental human experience. Storytelling unites people and drives stronger connections, highly meaningful in any business relationship.

We do not sell just products, we pay attention on relationships done by stories building up our brands and help our partners to engage consumers in a fragmented media world.



AUTOMATIC TRANSMISSION FLUID

ATF: A NEW DIMENSION

Snap-on Climate Solutions enters the world of lubricant oil service stations

Snap-on Climate Solutions has listened to new market needs in the maintenance of automatic transmissions and designed a new dimension of ATF Station with the workshop in focus: keep the service easy by automatic workflows, software guided procedures and complete information available in the databank of vehicles and oil.

After new product presentation on the occasion of Automechanika in Frankfurt and Equipauto in Paris, a Presentation and Demonstration ATF Event has been held in SOE headquarters in Correggio while the team of Snap-on Equipment Germany, Unterneukirchen had introductive preview presentations. Further events follow promptly and market introduction starts in January.

Selected distributors, area management, salesforce and technicians have been involved in a detailed presentation of the product and a life-demonstration "hands-on" in the workshop.

Snap-on Climate Solutions is proud of the excellent answers received. A promising new priority story for Snap-on surrounded by a detailed program of sales support and technical service. Created for Ecotechnics and Sun brand.

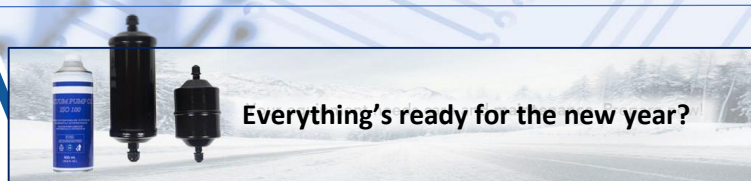


2023 Brand image

The new 2023 Ecotechnics catalogue comes closer to the technician in the workshop

The brand image of Ecotechnics comes closer to the technician in the workshop increasing efficiency in communication and sales support. The personality of the mechanic offers an image of a "contemporary hero" who makes things working. Our hero can work efficiently, ecologically and ethically thanks to Ecotechnics machines. Attractive and realistic environment inside a workshop shows the activity of the mechanic with our product and becomes the mainplayer of Ecotechnics. This communication speaks directly the language of all professionals looking for professional tools and enables active attraction of attention and interest.

Please have preview on the backstage (click on the photo icon)



Everything's ready for the new year?

Workshop's equipment needs care and maintenance. Please remember to set now the action plan for your maintenance program during the winter months. Carefully prepared equipment will guarantee professional and efficient service. On our homepage you can find a helpful information flyer.



Trade fair activities

Profiservicetage

November 19 – 20th in Frankfurt Fair, Hall 3

This year's edition of Copart's main sales action completely in presence again. 160 of most important Coparts suppliers in car tuck and workshop equipment have presented their actual range. As usual the fair has been enriched by conventions and presentation of today's business and highlights for the future.

For Snap-on the opportunity to present the Airconditioning range with focus on ECK FLAG, ECK NEXT PRO and ECK TWIN 12.

