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ORANGE-TPMS

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Orange Map



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Simple[®] sensor **2 SKU's**
to meet all your TPMS needs



<http://www.orange-electronic.com>

Editor's Column

■ ■ ■ We are sure you will like our recent changes



Orange CEO



At Orange Electronic we are proud of our OE qualified products and quality has never been an issue for Orange over the past 10 years. Orange Electronic has had significant achievement- becoming an OE supplier of Mitsubishi, Toyota, Suzuki and Luxgen.

In 2007, NHTSA mandated that every new vehicle sold in USA comes equipped with TPMS to warn drivers of dangerous low air levels in tires, protecting them from untimely tire failure. Orange Electronic was there from the beginning, we are still here today and will be for many years to come.

Our U.S office, Orange Electronic Inc. is located in Los Angeles to provide quick service and support to our valuable customers. We are focused on constantly improving to meet the needs of all the customers in the U.S. Feel free to contact our U.S. branch Orange-Electronic Inc. anytime.

In order to provide much better and more efficient service in America, Orange Electronic has set local customer teams in New York, Detroit, Denver and Los Angeles. We hope to give all our customers personal service with these local staff. In addition, we have good coverage, patented id copy & OTO technology to support the tpms of all vehicles no matter new or old. We also offer our complete sales and service training and truly hope that our customers feel our tpms products and support bring increased profits to their business.

Table of Contents

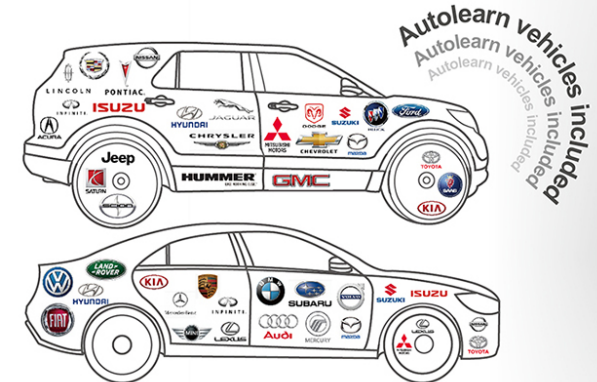
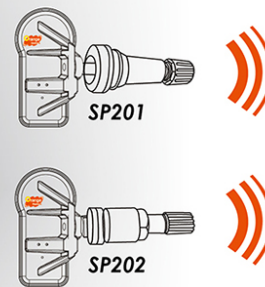
- Editor's Column - 01
- Cover story - 03
- Authorized Distributor - 05
- Industry News - 07
- Advertising - 09



- ◆ Rubber & Metal interchangeable Valve Stems
- ◆ OE qualification, quality guarantee
- ◆ Simple & Fast & Convenient
- ◆ ID Copy & Programmable
- ◆ Wireless Technology
- ◆ Reprogrammable
- ◆ Reduce inventory
- ◆ OTO technology
- ◆ 98% Coverage



Simple Sensor uses Orange wireless technology to transmit parameter to sensor via OPSSII user-friendly programming tool. Orange Electronic's TPMS program helps our customers reduce cost and inventory concerns. Simple Sensors are available in both snap-in and clamp-in versions to meet all your needs.



Autolearn vehicles included
Autolearn vehicles included

Cover Story

What's more important, **time or money?** . . . Both!

Have you ever heard the phrase "time is money"? If you are in business, any business, you have undoubtedly tossed it around without really thinking about what it means and how it can affect your bottom line. Orange Electronic Inc. was founded on this principal and spends every day thinking about "time is money". We are so focused on this phrase that we that we put our money where our mouth is and only do one thing...TPMS, tire pressure monitoring systems.

Orange was there in the beginning.

In 2007 NHTSA mandated that every new vehicle sold in the United States come equipped with TPMS to warn drivers of dangerous low air levels in their tires, protecting them from untimely tire failure. Orange Electronic was there from the beginning, collaborating with the NSF on what the guidelines for this new safety technology would look like. Since then, the number of companies offering some type of TPMS system has reached double digits, all claiming to be the one stop for TPMS and making shop owners' lives a little easier while giving consumers peace of mind.

Eliminating the timely relearn process

Shop owners across the country are familiar with the procedures for installing new sensors in vehicles or correcting a warning light problem. When they are done then they have to put the vehicle through a timely relearn process that can take as long as 45 minutes, tying up a service bay and minimizing a shop's revenue. Imagine if you did 5 sets of new sensors a day at an average of 30 minutes per set. That is 2.5 hours of shop time relearning cars. Now imagine cutting that time down to 5-7 minutes, that is about 0.5 hours, giving you back your bay for 2 hours a day, 12 hours a week, 50 hours a month, 600 hours a year. At \$90 an hour that is \$54,000 annually on your bottom line.

Orange Electronic saw this as an opportunity to address the age old phrase "time is money". We created and patented ID copy sensors that allow us to copy and retain the information from the original sensor and paste it into a blank Orange sensor and effectively creating a duplicate of the original sensor. This technology allows Orange sensors to bypass the lengthy relearn process, and create new efficiencies for shop owners. I know what you're thinking, sure, sure but what about hooking up my OBD tool and relearning the car? What about rotations? How will the car know where the sensor is? As far as the car is concerned, the new sensors are the originals, what would there be to relearn?

- **ID Copy 4 sensors in less than 5 mins**
- **By pass vehicle relearn**
- **Save your labor cost**
- **Simplify your installation procedure**



Orange Electronic is now ready for the next phase of TPMS.

In 2016 we are introducing a new 2 SKU sensor system with both rubber and metal stems. The two sensor system will have one sensor dedicated to 315 MHz and one dedicated to 433 MHz. However, unlike other companies that have streamlined the number of SKUs, Orange Electronic gives you a truly interchangeable valve stem. One sensor and you pick your stem, not a sensor for rubber and a sensor for metal. In addition, our sensors utilize Orange Tire Orientation (OTO) to address the wireless needs of vehicles such as Jeep, Dodge, Chrysler and Mercedes Benz, just to name a few. We did not stop there, remembering that time is money. Once a vehicle is outfitted with Orange Electronic sensors, there is no need for all the variety of valve rebuild kits. Now instead of working with all the tiny pieces in a rebuild kit, simply unscrew the old valve stem, slide a new Orange valve stem into place and tighten it down. And the cost, Orange valves cost about as much as a rebuild kit but take less time to install . . . efficiency.

The efficient solution to programming

We are not done just yet. Have you ever had a technician change out the sensors for a customer, mount the new tires on the car, only to realize he forgot to program the new sensors? Remembering that Orange Electronic is all about efficiency, we thought about it and have an efficient solution that does not include dismounting the tires and taking the sensors out. Simply lower the inflation in the tires to <3psi and the Orange Sensor can be programmed while still mounted inside the tire. Wow! Now that is efficient. After all, time is money.

Orange Electronic delivers.

Orange Electronic is a global company. We build a sensor that stands apart in the crowded and noisy TPMS industry. We focus on making TPMS as simple and efficient as possible, focusing on every situation that a shop owner might find themselves in. We save time with Copy ID and bypassing the vehicle relearn. We create opportunities for additional revenue by reducing the installation time by more than 50%.

We streamline your inventory with 2 SKUs and 2 interchangeable valve stems, that's it. We even think about what-ifs and have a sensor that can be programmed even while still inside the tire. With the patents to prove it, Orange Electronic is a shop owner's best choice for turning TPMS into a valuable new revenue stream for your bottom line.



Authorized Distributor

■■■ TIRE EXPRESS



As we enter a new era in the aftermarket industry we see a new vision and hunger with today's current entrepreneur in the tire industry. The reason for this vision is today's virtually un known market of the TPMS[tire pressure monitor system } I have spoken to countless business owners in the tire industry ranging from mom and pop tire dealers to large distributors and, I have found that about 75% to 80% of them shy away from TPMS. During my time researching I have found that most shy away because it is the land of the unknown, others try self educating but when things go wrong they soon give up and resort to just guiding there customer down the road to someone that can perform the job.



In the North West corner of Pennsylvania lays Pittsburg PA and on the outskirts of that city you will find a visionary tire retailer known as Tire Express. Jason Andy is the current proprietor, Jason and I first made contact at this past years SEMA show in Las Vegas, at that time he expressed to me that he was in the market to buy A TPMS system and wanted to educate himself further along and we had spoken about me paying him a visit in Pittsburgh so I could see his facility, meet his staff and gather his vision on where he wanted to strategically position himself in the current marketplace as well as learning more about our product offering. Soon after my arrival I sat with Jason as I needed to understand his level of knowledge on TPMS. Jason has had a certain level of success selling sensors but generally had no support to speak of and was not capable of expanding his market in this arena. Also he was looking to offer his product not only for his retail segment but also offer this for his wholesale segment as well. First we needed to be able to train and support his staff from service writers to the technician so the entire facility was on the same page and using a concise standard operating procedure.

The decision was made and we soon thereafter put the plan into motion, first step was to train his staff on the retail side of things and then move onto the sales reps on the wholesale side of the business. I had spent the good part of the day working with the staff in groups, this was done so half of the crew continued with the day to day service procedures while the other half were ensconced in my training. Once everyone felt comfortable they were left to utilize the system and put it thru its paces. After about a month and several phone conversations assisting them with questions along the way the crew seemed to be working with the TPMS System quite well, just like any new system it takes a certain amount of time to become acclimated on the steps that are necessary to be successful, the crew at Tire Express have done that and have adapted well and are now utilizing one complete system with uniformity throughout the facility, and are now able to keep their customers well versed on TPMS.

By James Avila

Advertising

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Take advantage of volume pricing



Simple Sensor Starter Kit

Get special bundle price for 12 sensors + OPSS II tool

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