

Quarterly  
October 2010

**E-Z Reach 1/4”  
Double Jointed  
Ratchet  
MR14DJ**



[Click on photos to view product info!](#)



**NEW!**  
**E-Z RED**  
**Alkaline Batteries**  
Click Photos Below



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AAA

**E-Z RED Fall Facebook Contest**

**Win \$200 in E-Z Red products!**

Receive a free super bright Pocket LED Light Stick just for entering the contest!

Post a comment on the E-Z RED Facebook page with a photo or video of the E-Z RED tool(s) you used on the job and a short story that explains how the tool(s) help increase your efficiency and you will be entered to win!

\*Criteria to be judged: (\*all will be taken into consideration when picking the winner).

- 1: Most efficient (saved the most time)
  - 2: Newest E-Z RED product(s) used
  - 3: The highest amount of E-Z RED products used.
- Remember, just for entering the contest you will receive the Pocket LED Light Stick, free!  
May the best E-Z RED Facebook post win!

\*Contest offer valid October 1st through November 31st, 2010.

**E-Z Reach Double Jointed Ratchet**

Introducing the new E-Z Reach 1/4” Double Jointed Ratchet, Part # MR14DJ. This Double jointed wonder reaches into the most awkward and tightest of spaces.

It features a 72 Tooth reversible ratcheting head with a unique, double jointed locking shaft. Durability is due to the heavy duty chrome vanadium construction.

The comfort micro grip handle is chemical resistant and long lasting. The MR14DJ Meets and exceeds ANSI torque requirement and also features a Lifetime Warranty on ratchet head operating assembly.

**Product Video Releases**

With so many questions about different applications for certain products we decided to make professional videos for a few of our items. 8 informative product videos have been added to our website. Please be sure to go check them out. Also, please contact us if you would like to feature any of these video's or our photos on your web site! Thanks for all your support with our products and we will see you at AAPEX-SEMA. Our booth is 844 at AAPEX.

**New Retail Sales Vice President**

E-Z Red announces the appointment of Ray DiFilippo to the position of VP Sales & Marketing. In his new position, Ray will be responsible for retail sales as well as a portion of the Mobile Tool Market.

“With over 30 years of experience in professional automotive tools, commercial, industrial and retail markets, Ray will be an outstanding addition to the E-Z Red team. His understanding of our customer base and the professional tool markets will further enhance E-Z Red's market leadership and allow us to better serve our customers. We're excited to have Ray on board and look forward to the future!”, Says Mark Tucker CEO of E-Z Red Co.



[Click photos for video!](#)

Luke Tucker

**Side Note**

Please check out the products and information and feel free to E-mail me [luketucker@ezred.com](mailto:luketucker@ezred.com) with any request or questions you have about EZ RED. Thank you for your support for our family business.