

Featured Products



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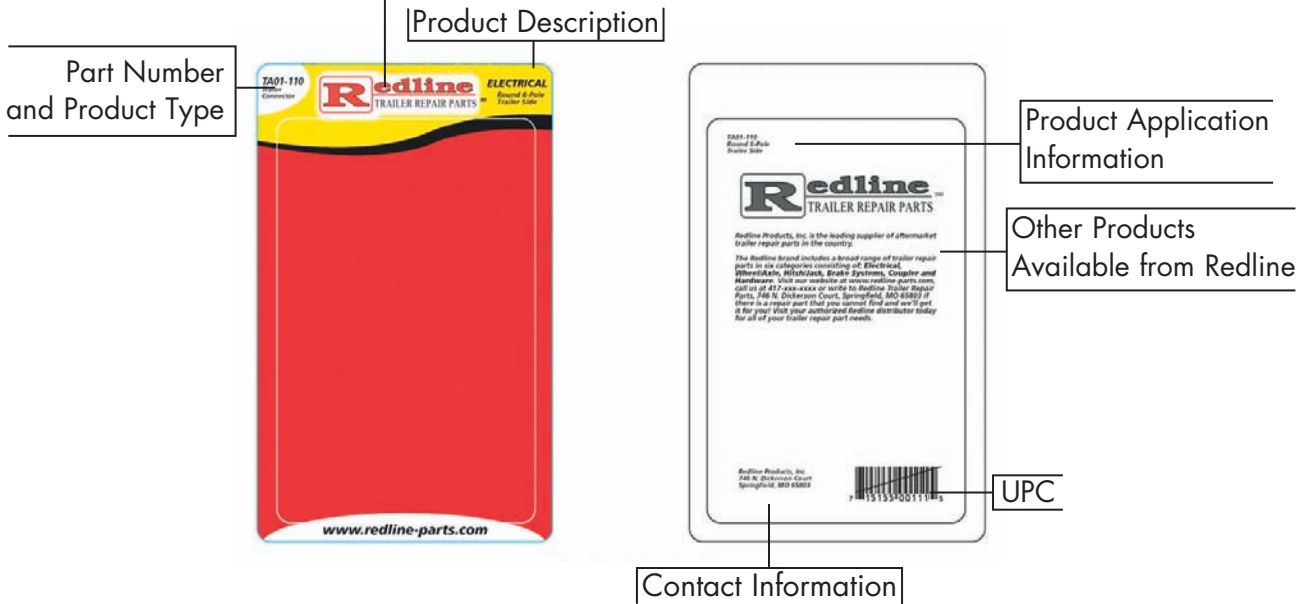
The Redline Story

Redline Products, LLC may seem like a new company, but we're far from it! In fact, the Redline brand was created in 1989 by Redneck Trailer Supplies as a captive point-of-purchase packaging operation and was located within their facility. The Redline brand grew steadily over the following years to become one of the most recognized packaged trailer parts brands in the trailer parts aftermarket. With over 500 packaged trailer parts, Redline has one of the broadest trailer repair parts selections in the business. And, with our strategic alliance with the largest trailer parts distributor in the country, we have fast, easy access to just about any trailer part you need. If we don't have it, we can get it, fast.

Today, Redline Products, LLC is located in a 20,000 sq. ft. facility with state-of-the-art packaging tools, a lean management staff, a manufacturing ERP system, and a warehouse to stock fast moving products. We have upgraded our packaging graphics and methods to help customers locate and purchase the exact part they need. The color-coded bars located at the top of each package guide the customer quickly to the right product category. The product description and application information on the front and back of the package helps to target the specific part that will do the job. We believe in making the right trailer repair part easy to find.

At Redline Products, we understand that the purpose of a package is to help consumers make the right choices as they make product purchases. We know that neither the consumer nor the store manager likes to buy or sell a product only to find out that it's not the right item when they get it home. It's doubly important to help consumers make the right choice when they have just driven several miles.

We have developed a packaging and product identification system to help consumers make better product choices before they get the product home. Our new color coded packaging system was designed to help consumers make the right product purchase the first time by guiding them, step by step, to the right product for the right application. First, we guide them to the product group by separating them by color code. Second, we guide them to the major product category and corresponding part number in the upper left corner of the package. Finally, we further identify the product or application in the upper right corner of the package. In addition, we print other pertinent information about the product, if necessary, on the back of the package along with the UPC number.



In addition, we have designed the product package so the consumer can view the contents clearly by using clear heat sealed preformed blisters or clear clamshells. In those cases where consumers are more likely to need to open the package and compare the new product with the old to make sure it's the same, we've used re-closable clamshells to make the job easier. Clamshells also help to make the display look better by eliminating ripped and torn packages from being placed back on the peg hook.