

NATESA ON WARRANTEES

In this consumerism era, we are certain that all producer/marketers of home electronics products will have to face up to realities.

Governmental consumerism agencies at all levels are taking a continuously closer inspection of plans that affect the public.

It is no longer enough for a company to claim they warranty their products. How they fulfill their warranty is another thing.

As an example, those companies that do not pay a service's legitimate cost

of doing business at the going rate, are not in fact really fulfilling their warranties. Obviously no service agency can do good warranty service at below cost and still survive. Acceptance of these cut-rate deals eats up their assets and sincere servicers sooner or later must decide whether to cut corners or go out of business. To jeopardize continuity of an ethical professional caliber service company is unthinkable, especially today with a shortage of facilities. If the servicer is forced to pay below American standard wages and deprive technicians of normal benefits, he and the industry will lose him. The alternative (and some producer/marketers close their eyes to this when it involves servicers working for dealers who sell substantial volume of sets) is to double bill and make all jobs "majors." This is unfair because it makes the servicer a cheater. Clearly it is unfair also to other warranty services not connected with mass-volume dealers.

Another very unbusiness-like attitude, is failure to provide a fair markup on all replacement parts used during warranty. It is one thing depriving the servicer of profit on parts which historically has always been part of needed gross income. It is another thing to deny servicers repayment for costs obtaining, stocking and exchanging, especially since required red tape increases costs.

Probably the most unthinking part of
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warranty procedures works directly against the warranty purveyor. One of the main reasons for red tape in processing warranty claims and parts forms is accumulation of facts on breakdowns and performance. If a warranty servicer must "play games" on reports to survive, then the feedback is useless. Computer people have an adage, namely, "Put garbage in and you get garbage out."

This then will indicate that set quality suffers and this costs the public more because of errors encouraged by the producer/marketer.

It is clear then that not only is the servicer unfairly deprived of earned compensation, but so also is the buyer of the product. In the first case, they destroy short-in-supply service agencies. In the second, they destroy the acceptance of set purchasers. Paying substandard in-warranty rates with implied loss recovery by overcharging on out of warranty is fraudulent. Neither policy is smart or honest and soon aggressive consumerism will ask for an accounting. In speaking to a high level law enforcement official, he called many current warranty policies fraudulent.

NATESA urges that all warranty purveyors (1) pay the legitimate going rate for service and we suggest that the rate they themselves ask when they service sets is more nearly honest; (2) that a markup of 40% be paid on all components used; (3) that they scrupulously weed out double billers and other cheaters after sound and legitimate compensation policies are adopted.

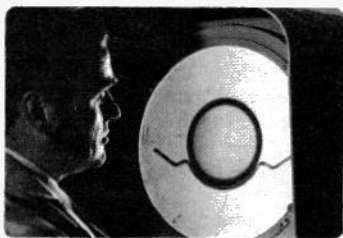
Ethical professional servicers refuse to cheat their employees, their customers, their families and others they deal with by continued acceptance of unbusiness-like offers. At the same time, they refuse to be deprived of the right to compete. They are being pushed to seek help from law enforcement agencies at various levels.

There is NO alternative and independent servicers hope showdowns are not forced.

FRANK J. MOCH
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No mere T will tortu: like we do

By the time we get through building an Opti-Vue, it's ready for anything. Some call it quality control. We call it "torture testing." Because while we were making it, our engineers never left it alone for a minute--constantly testing, checking, probing, measuring---making the Opti-Vue the best replacement tube money can buy.



They tested the components that go into the electron guns we make, down to 1/1000 of an inch. Then they examined every finished gun.



They tested for glass quality and neck annealing.



They checked the blistering temperatures in the exhaust ovens, way up to 420°C.