



Introduction to DCCconcepts "Trade Shots"

It's time we started communication regularly about products, offers and issues!

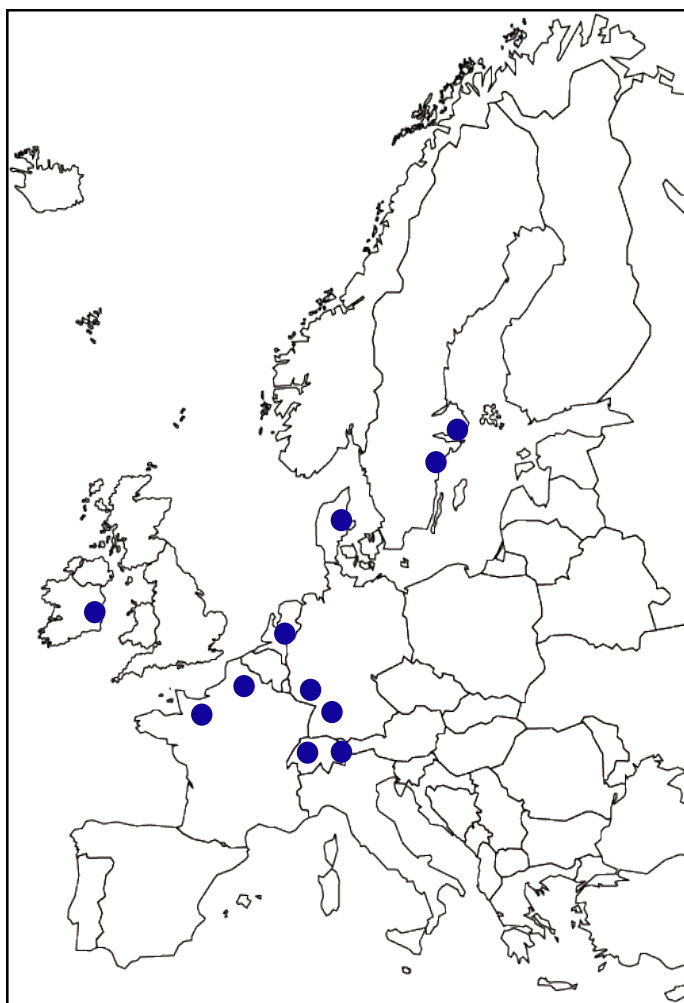
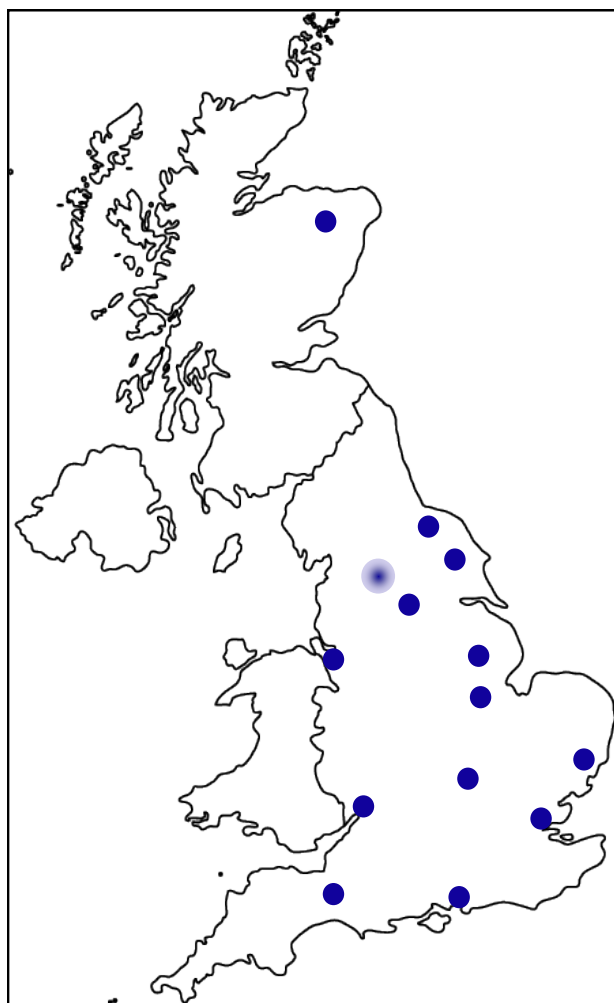
DCCconcepts "Trade shots" will be sent out semi-regularly to a select group of DCCconcepts specialised dealers. Nominally monthly, there will also occasionally be added "special issues" covering new models or new announcements we do not think should wait for too long.

These will not be NOT general announcements to the hobby trade – they will be just for YOU.

Subjects will vary, and now that we have established a baseline dealer group based on the policy approach we have discussed with you, we hope to start to focus more and more on the subjects that will bring customers to your door – special limited availability offers, special technical information and of course, the commencement of "group meeting" days.

As always, your feedback will be welcome, so if you want us to cover anything else – or something special, please feel free to drop us a line at r.brighton@dccconcepts.com

We hope you find something interesting in this – and future Trade Shots.



Trade Shot-Offers: *A limited special offer on DCG-SR4*

This is the highest quality, most useful tool ever created for 4mm scale modellers!

Sometimes we create things then almost forget to tell you about them! The DCG-SR4 Scale ruler and handrail making jig is a great example!

As a modeller in 4mm scale that loves to build and add details to the models I create, it occurred to me that there almost NO tools specially designed for the 4mm scale modeller... and some really were needed!

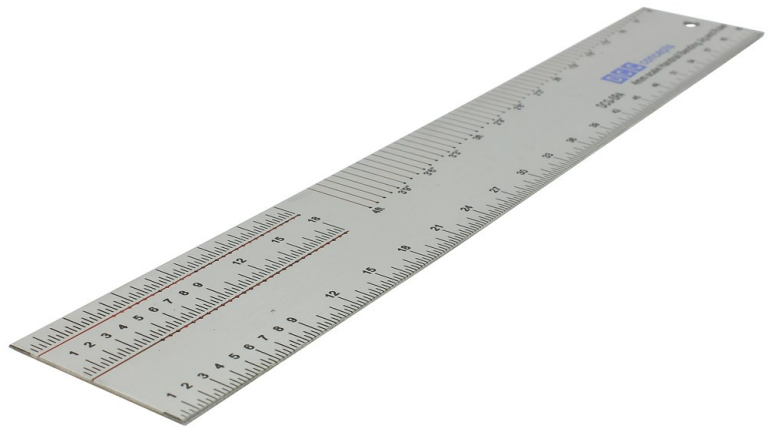
For example, I often need a scale ruler AND I am forever bending up handrails to add them where needed and to replace those moulded onto less detailed models.

Not so hard to do with ONE – but most models need several... and making them consistently without some form of jig is, even with practice, a frustrating task.

A little research showed that with a bit of effort, a truly great tool could be made with incredible versatility...

The "Scale ruler" part was easy to achieve and DCG-SR4 can of course measure accurately in 4mm scale – but the handrail bending jig was the important bit - AND a LOT of fun to create.

(Mind you, when we asked for heavier-than-normal Stainless steel AND more than 100 laser-cut holes at minimum diameter, the reaction of the ruler manufacturer was to say the least, interesting!)



The final product - To quote from our website:

The DCG-SR4 is a new and innovative tool from DCCconcepts. It is a top quality, truly comprehensive scale rule and an accurate handrail bending jig.

The very fine laser-cut holes are 0.3mm or a little under 1 scale inch in diameter, and the increments from 6" to 4 feet in handrail length are 1" too... making ANY handrail size easy to do accurately. You can even decide to make dimensions internal or external just by moving from hole to hole... so "near enough" is a thing of the past.

This same precision exists in the larger lengths, allowing handrails of up to 18ft long (for Guards vans and special vehicles etc) to be created with steps of 3" or 1mm.

Each step has a recessed groove to hold the wire straight as it is bent, so accuracy is always maintained, no matter how many you create! Made in high grade stainless steel, this is a tool that will last for several lifetimes!

(We have even included a 0.5mm drill with each ruler to help you open out holes for larger wire. Please don't use a power drill for doing this – hand drills only or the drill will overheat)

The DCG-SR4 special offer for APRIL~MAY 2018.

This product was VERY expensive to make... and so the recommended retail was £29.95

However, we want to encourage you to promote it, so we'd like to offer you both a special buy price AND a special new "introductory retail price" for the next 2 months. (If you do well, we may extend this offer).

This offer will ONLY be available to our "DCCconcepts direct" dealers of course

Retail price: £24.95
Purchase quantity: 10 pcs
Special Discount: 45%... giving you a huge margin on a very special product!

Trade Shot-Products: *New exclusive ZEN decoder*

A new EXCLUSIVE Zen decoder for our direct dealers!

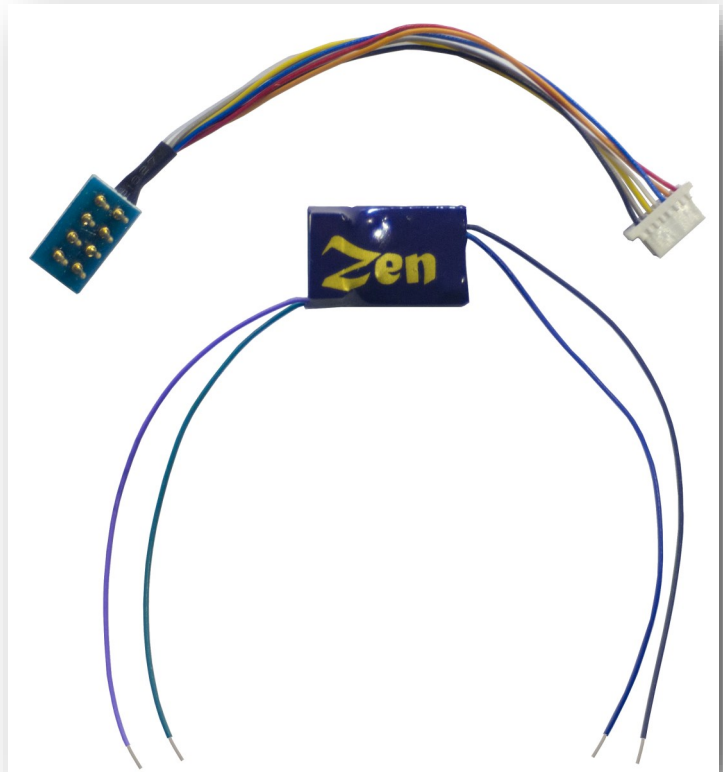
Introducing the ZEN Mini. This is a fantastic opportunity for your customers to experience the excellence of DCCconcepts Zen locomotive control!

Zen Mini is an affordable, compact and very versatile 8-pin harness decoder with smooth power delivery and exceptional reliability.

Now, pair that with **4** functions AND the ability to add either a standard or "super" stay-alive.

Why Zen Mini?

- *Versatile - can be fitted either plug-and-socket or hard-wired with a 75mm harness*
- *Small - fits into those awkward locomotives at just 18mm x 10mm*
- *Simple - easy installation thanks to the pre-attached 8-pin plug for DCC-ready locomotives*
- *Powerful - with connections to attach the ZNSA or ZNSSA stay-alives (available separately)*



Not only is this a thoroughly competent decoder, it's also available to you at a fantastic price giving great margin! Check the details below and order soon as availability will be limited.

The product and its pricing.

Model number: [DCD-ZMini](#)

Pack content: 1x Zen Mini 4 Function Locomotive Decoder
1x 75mm 8-pin Harness
1x Instruction Manual

Purchase quantity: Minimum purchase of 10 units - restricted DCCconcepts Specialist dealers.

Retail Price: £18.95

Trade Pricing: 10+ Units - 45% discount
100+ Units - 50% discount

Available for delivery NOW.

Trade Shot-Products: **New simple Route control product**

Things that were old are new again! Introducing the DCW-DM1 Diode matrix kit.

When we created the DCCconcepts catalog, we included several application diagrams that used diodes in concert with Cobalt iP Digital etc to enhance interlocking abilities or simplify switching.

That created another thought...

Why not make the use of diodes and the "diode matrix" easy to understand and use, because they are, in reality, just as relevant now as they always were, equally usable with Solenoids OR Cobalt iP Digital point motors AND equally applicable for DC or DCC layouts if used properly.

How to make it understandable to the average modeller was the question...

Diode Matrix have long been used by DC modellers for simplified yard or simplified control panel construction and route control but they have always also had one real issue – a need to understand logic control and a huge gap in "How to" information for those new to them.

(To be honest the instructions we had found online and elsewhere were badly written, with some so confusing they just made us lose the will to live... and so only those with a real desire to learn and explore had any chance of success.)

Planning a diode matrix uses quite a simple x-y chart process, so we were sure we could do better in the advice area - but translation of that into a working diode matrix still needs careful thought as to where the diodes actually needed to go in the real world... and we worried that that may well put modellers not familiar with electronics off a bit too easily.

So - apart from better instructions, we also had to make matrix construction easier too.

The conclusion...

Why not make it easier by just creating a PCB that is shaped just like the chart! So that's what we did!

Rather than use a lot more words here, here is a direct link to the all-new DCW-DM1 diode matrix kit that has resulted... the PDF file also forms the very clear instructions packed into each pack!

[Link to the full instruction manual for download](#)

The product and its pricing.

Model number: [DCW-DM1](#)

Pack content: **1x Diode matrix PCB – (With lots of PCB connections for switches and point motors to create multiple routes with 1 PCB)**

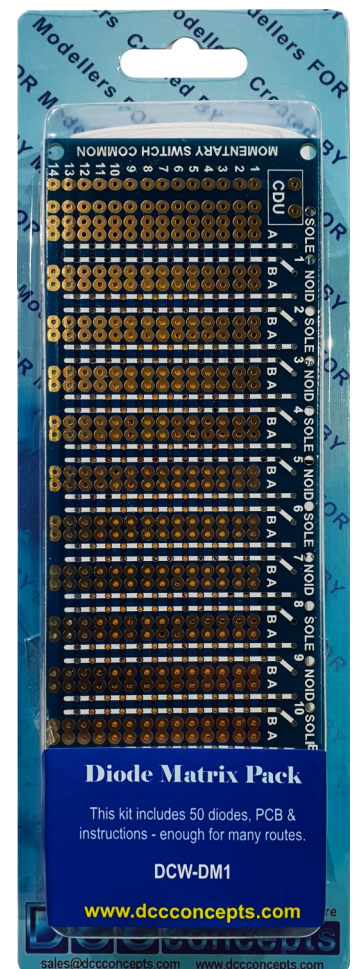
50 Diodes – (enough for several routes)

A VERY comprehensive set of instructions with numerous images and diagrams, covering use and connection of both solenoid point motors AND Cobalt point motors.

Availability: **Ex Stock- Pack size is 8 pcs per "inner "**

Pricing: **£13.95**

Trade Pricing: **Your usual discounts will apply.**



Trade Shot-Policy: *Splitting Cobalt point motor packs*

We make multi-packs to give consumers a benefit for buying quantity, not to be split.

We, and you, are all doing really well with Cobalt point motors, but we do notice an occasional problem in the way they are being sold by one or two resellers who are splitting up 6 & 12 packs.

That causes a problem as the customer then does not have instructions.... and we will, at best receive a call for help from the customer who has no guidelines to follow. The more serious result, which happens more often than is reasonable, is that we will receive a damaged motor in a "blue box" because it has been wired wrongly...

Of course - we understand that **you** are not doing that... however, we are advising everyone so that all are aware of our approach to this subject.

Service /warranty policy: (in relation to splitting of multi-packs for consumer sale)

We cannot really stop people splitting up 6 and 12 packs but that is not how they were created or sold, so it does mean that the product has effectively been modified by a sales policy decision of the reseller that does choose to do it – so we would like to clarify our position on this practice.

- 6 and 12 packs are only to be sold complete.
- If you choose to split them, then it is your companies sales policy decision and therefore any consequential customer service costs will become yours.
- Therefore, if, in our opinion, splitting packs results in a product failure because the product was not sold on properly, any repair costs will be passed on as an added cost on your next invoice.

Sales policy: (in relation to splitting of multi-packs for consumer sale)

We manage the sales of our products to defend all consumers, all dealers and ourselves from unnecessary problem or unfair practices. We are determined that this sales approach must stop.

- Therefore, we will continue to investigate, including secret shopping online and in store, and of course with consumers who have clearly been sold split-pack motors, where we suspect that this practice is being used.
- Where we prove to our satisfaction that this is indeed the case, then we will give one warning to the dealer involved that it is to cease.

If the practice is then continued, we will close the account of that dealer.

While we will never fail to support Cobalt users, We also need to clarify things for them so they are also aware of this issue. To do this properly, we will make a small packaging change too.

Product change to assist consumers:

We will soon add the words "Not to be sold singly" and "Warranty invalidated if sold singly" to the inner blue box.

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## **Signing off!**

*That's it for this "Trade Shot" - watch out for the next one for all sorts of great product information and special offers for you, our dealers!*

*If you need anything, please don't hesitate to pick up the phone and give me a call on 01729 821080 or email me at [r.brighton@dccconcepts.com](mailto:r.brighton@dccconcepts.com)*

*Until we speak again...*

*Richard Brighton*