

ators, so there is enough force to secure the cover in the closed position and, when opening, “break free” any ice buildup that may accumulate.

“Rizor is the only hard cover that doesn’t restrict the load size, because you can drive with the cover open,” said Scott Getschel. “Simply secure the cargo, lower the doors until they touch the cargo, and you are good to go! There is virtually no need to ever take the cover off your truck.”

The Rizor also features hardware that’s either stainless steel or aluminum, so there is no chance of it rusting, and rubber seals and built-in “rain channels” that make the cover as weather proof as any other on the market. It is CAD designed and the molds are CNC machined for a tight, sleek fit.

“Our commitment is to quality,” Getschel said. “When someone thinks of Rizor, I would like them to think of it as the ‘New Style’ tonneau covers and others as the ‘Old Style.’ Our goal is to brand Rizor as the ‘Cadillac of Tonneau Covers’ with unsurpassed style, quality, and functionality.”

“Our product, like others before it, appeals to truck owners because they allow security, weather protection, and improved fuel economy while also adding aesthetic value to the vehicle,” he added. “Now, with the introduction of Rizor, we can also add increased functionality and virtual ‘hands-free operation’ to the mix.”

**3M** is rolling out its new Truck Bed Lighting Kits that can illuminate the inside of a truck bed with the customer’s choice of six or 12 high power LEDs. These brand new kits are being launched during the first quarter of 2009.

Featuring 3M’s Light-by-Wire technology, the main components of these kits are flexible strips in which LEDs are mounted to flat cable conductors. They are over-molded to protect the LEDs from the environment. Each strip is four feet long and has six LEDs. The strips are interconnected via a jumper cable. The primary Light-by-Wire strip has a 3M Capacitive Sensor Switch that senses the capacitance in the human body. When touched, the switch turns the lights on or off, with no moving parts.

For power, the lighting kits can be connected to the truck’s taillight or

trailer tow harness, in which cases they will work only when those light are on, or to the truck’s battery, so they’ll work at any time. The switch has a 20-minute time-out feature that shuts off the lights if the owner forgets. The strips are attached to the truck or another surface with 3M Acrylic Plus Tape PT1100, the same tape used to attach trim pieces to vehicles. The whole system has been tested to SAE J1889, an SAE ground vehicle lighting standard.

“It’s easy to install; I’ve installed several and I’d say the average time was 45 minutes,” said Earl Hayes, technical manager, 3M Industrial and Transportation Business. “The LEDs are 1 watt, high power LEDs. They’re cool white, as far as the color temperature. That’s the same as sunlight, so you get a nice, crisp, bright light.”

The 3M Truck Bed Lighting kits are available with a choice of one or two of the flexible strips. There’s also a kit designed for commercial tool boxes that is battery powered and includes a three-foot strip with three LEDs.

“I think the primary application for these kits would be under the bed rail, but they could be mounted on the underside of a hard tonneau or on the roof of a truck cap,” Hayes said. “They can be mounted to a drop-in liner, they can be mounted to a spray-in bed-liner, they can be mounted to bare paint, they can be mounted to the underside of a tonneau cover — so, any number of surfaces.”

**Truck Covers USA** offers two versions of its signature product: the **American Roll Cover**, which is an aluminum roll cover, and the **American Work Cover**, which adds a tool box. These roll covers feature automatic locking, which enables them to give the user the option of locking every 12 inches for diversified load carrying and then in the fully closed position. A keyless entry option is available, which can be used without the key to unlock the cover. The American Work Cover’s toolbox has a high-end, OEM-grade locking system and offers options such as central locking, LED lights, stainless steel trays, and chrome handles.

“We have diversified into catering to both the commercial and domestic markets,” said Nils Forssman. “Our roll cover’s high quality, durability, and strength are unparalleled and have

set us apart in the market, appealing to both segments — those at work and those at play — offering security and great looks.”

“We have always believed that people are prepared to pay for quality and durability, and our goal has always been and remains to manufacture high-end, high-quality premium products at value prices,” he added.

**Truck Covers USA** offers a variety of other accessories for pickup trucks and SUVs as well, including cargo lighting, cargo management, roof racks, and hitch steps. The company also recently acquired the American Rack System for SUVs.

“Our research, development, and testing has enabled us to offer accessories that enhance trucks and go along with our roll cover as well,” Forssman said. “Incorporating other products with our roll covers makes the entire range we offer far more desirable and gives us the ability to cater to many different needs of our customer base — from sports enthusiasts, to construction workers, to the soccer mom, or just the simple truck enthusiast.”

**Jotto-Cargo Slide** makes it easy to retrieve stuff from a truck bed. Rather than having to reach in or climb in the bed, the user can simply slide the floor back out through the tailgate. Three slides are available with capacities of 800, 1,200 and 2,000 pounds.

“The way it was conceptualized was, the owner of our company bought an Avalanche and within six weeks was tired of climbing into it,” said Curt Hatton. “He decided he wanted a tray that slides out, so he built one himself.”

The Jotto-Cargo Slides slide back and forth easily, because they’re equipped with between 20 and 24 roller bearings and because the 100% aircraft grade aluminum components are engineered for this purpose and are extruded with tolerances of .030. “A .030 tolerance — 30 thousandths — is about three business cards thick,” said Hatton. “One of the things you get with the tighter tolerances is less slop.”

About half of the Jotto-Cargo Slides sold are installed by DIYers and half are installed by pros. The products are UPSable, so a retailer can have them dropshipped to the consumer. The