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# Texas Truck A/C: A new age

By Joey Rosato, Texas Truck A/C

It all began in 1996 when Nick Rosato had a vision to open a mobile air conditioning service business. Nick had a van, tools, rented shop space, and a ton of mechanical knowledge. He followed his dream and Texas Truck A/C was born. In the beginning, Nick focused on what he was most comfortable with -- trash trucks -- but it wasn't long before business expanded beyond all imaginable horizons. Nick was working on equipment ranging from pick-ups to off-road equipment. It didn't take long to see that Texas Truck A/C was destined to be more than a one-man operation -- demand was high.

Texas Truck A/C, Inc. is located in Dallas, Texas, and has accrued an elite amount of industry experience after operating for over 22 years. A piece of this industry experience is accounted for by many years of involvement with the MACS organization. Texas Truck A/C knows the ins and outs of the A/C industry, where it performs a variety of services that have a foundation in heavy-duty A/C installation and repair. Specific services offered are installation, repair, and maintenance on air conditioning, APU, heater, and refrigeration systems for an extreme variety of vehicles. Though this list of services is diverse, Texas Truck A/C earns most of its keep by way of A/C system repair on all make and model trucks. Although this area of business reaches its peak between the months of March and September, it has grown to be far more consistent over time.

This consistent growth is partially due to customer service, as Texas Truck A/C is always sure to place the customer first. A strong foundation in placing its customers' best interests first was forged more than 22 years ago when Nick Rosato made the decision to open the business. When asked if there is anything every customer in the market should know about Texas Truck A/C, Nick replied, "We understand the end-users, and will always act in their best interest." As a family-owned organization, Texas Truck A/C strives to develop long-lasting relationships with each of its customers to ensure value is maximized on both ends of business transactions. Texas Truck A/C desires to be your mobile climate expert for life.

### Why MACS?

Texas Truck A/C has been sure to keep up with its MACS membership because of the unique networking opportunity the organization's trade show offers this niche industry. Once every year, there is a chance for members of this market to come together through the sharing of knowledge and news allowing progress to be made together. MACS strives to make a global effort to keep mobile climate shops operating safely and efficiently by offering valuable training classes and opportunities to obtain section 609 certifications at tradeshow. It's rare that such an



established organization is able to maintain a direct connection to technicians within the industry, which is why Texas Truck A/C values MACS.

These excellent training opportunities are the primary avenue through which MACS helps Texas Truck A/C operate efficiently throughout each year. The knowledge transferred at MACS annual training events provides Texas Truck technicians with the ability to expand their expertise ensuring techniques used are in line with the latest industry trends. Learning arenas like this align perfectly with Texas Truck's affinity for promoting from within, due to an industry-wide difficulty in acquiring qualified technicians. Furthermore, opportunities to obtain section 609 safety certifications go a long way in promoting an environmentally friendly shop-space.

### Industry challenges

There is a major technological learning curve that will soon face the mobile air service industry, a learning curve that Texas Truck A/C has been sure to address for the sake of efficiency. This challenge is centered on the conversion to full-cycle enterprise resource planning (ERP) systems, and the move away from paper, to tablet and mobile device use. As time progresses, an industry that has traditionally been slow to turn with the tide of this new technological age will be forced into compliance. Texas Truck A/C has switched over to a software platform that improves efficiency through a streamlined process that begins with a service request, moves through technicians' personal tablets, and concludes with the accounting portion of the same software. These capabilities have created a limitless growth opportunity for the company, as the flow of accurate information within the business has been optimized. The innovative thinking that inspired Texas Truck A/C to go paperless are in keeping with the primary success of this organization. Creative business techniques taken Texas Truck A/C, Inc. from a one-man operation to an industry leader in mobile climate repair, maintenance, and installation.

If there's one piece of advice Texas Truck A/C would like to offer anyone in the mobile air service industry, it's to find your niche and work hard. Coming from a company that has been built on hard work and dedication, there's no secret to coming out on top; you simply have to want it most. Texas Truck A/C is currently in the midst of its biggest expansion to date with a brand-new facility preparing to enter its first hot season. This new shop has more floorspace than ever before, and includes an independent parts warehouse; these aspects come together to create a workflow far superior to any of the company's prior achievements. The new facility will make it possible to complete more work at a faster pace, raising the bar even higher for the company. A new age has begun for Texas Truck A/C, Inc. -- and -- there are no signs of slowing down. #StayCool! ❄️

