

Evolving Trailer **Technology**

Volume • 13 / Issue • 1



Lighter, More Puncture-Resistant Protection

How Great Dane's PunctureGuard Lining Stands Up to the Competition

Making Maximum Payloads Possible

Heavy-Duty Bottom Rail Option Reduces Weight, Boosts Capacity

Proven Strength and Performance That Shine

Putting Great Dane's MXP-120 All-Aluminum Flatbed to the Test



Great Dane Trailers

CALENDAR



April

April 6 – 10
Truck Trailer Manufacturers Association
(TTMA)
La Quinta Resort
Palm Springs, CA

April 7 – 9
Expocam
Place Bonaventure
Montreal, Quebec
Canada

April 19 – 19
National Private Truck Council Annual
Conference and Exhibition (NPTC)
Hilton Netherland Plaza Hotel
Cincinnati, OH

June

June 19 – 21
Georgia Motor Trucking Association
Annual Convention
Hilton Head Island Marriott Resort
Hilton Head Island, SC

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Quality Craftsmanship Goes Into Every Product We Make

Dear Customer,

At Great Dane Trailers, we proudly stand behind every trailer that we produce. Each unit we build has the same meticulous attention to detail which has created Great Dane's reputation as the quality leader of the trailer industry. Our company's focus on quality transcends all of our product lines that range from uniform high volume fleet trailers to individual units produced for specialized customer needs. The entire Great Dane organization is geared to supporting you, our customer, with one goal in mind.....your company's success.

In this issue of Evolving Trailer Technology, you'll read about a foodservice distributor that relies on Classic reefers—Great Dane's original product line—to make on-time deliveries to restaurants in six Southeastern states. Another customer in the snack foods industry gets the most out of its trailers with the long life and reduced maintenance qualities of Great Dane's dry freight vans.

Additionally, Great Dane continues to address the ever-changing nature of the trucking industry. Our engineers are dedicated to testing and designing components and equipment to improve our products which will allow our customers to stay ahead of the competition. Some recent developments discussed in this issue include our new all-aluminum MXP-120 platform trailer, a new heavy-duty bottom rail spec for The Composite dry van for heavy-duty, high payload hauls, and how our exclusive PunctureGuard interior lining stands up to the competition.

No matter what your company's trailer needs are, or the challenges it faces, Great Dane has the innovation to help you succeed. With our sales, parts and service support, we stand behind you every step of the way.

Regards,

Jim Pines
Executive Vice President
Great Dane Trailers



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Industry Outlook

Optimism Grows as Freight Tonnage—and Commercial Vehicle Orders and Sales—Continues to Rise

The trucking industry, while impacted greatly by the economy, has also been a long-time leading economic indicator. As the economy begins to grow, carriers are called on in advance to haul more freight needed to fill a depleted supply chain, from raw materials used in manufacturing to finished goods stocked at distribution centers and on store shelves. That, in turn, leads to a rise in trucking-related jobs and growth in sales of trucks, tractors and trailers.

That scenario is precisely what has been happening for the past few months. Truck tonnage grew 8 percent in January 2011 from a year earlier, boosted largely by growth in the manufacturing sector. That month, the American Trucking Associations' tonnage index rose to its highest level since January 2008, improving for the 14th consecutive month.

In December 2010, truck tonnage rose 4.2 percent from a year ago, also to its highest level in more than two years, and gained 2.2 percent over November. For all of 2010, tonnage increased 5.7 percent compared with the previous year.

Ending a prolonged decline, Class 8 vehicle registrations for the last quarter of 2010 increased slightly from the same period one year earlier, in the process reversing four straight quarters of year-over-year declines. The number of new commercial trailers registered in the U.S. last year represented a 42 percent increase over 2009.

Orders for new Class 8 trucks in North America more than doubled in December from the same month in 2009, and jumped again in January of this year, increasing 25 percent over the pace set in January 2010. In February, new Class 8 truck orders in North America jumped more than 200 percent over the same month last year.

Heavy-duty Class 8 commercial vehicle net orders did drop slightly between January and February of this year. However, while order volume is down between the two months, over the previous four months net order volume on an annualized basis is positive, indicating a trend toward sales growth over the longer term for heavy-duty trucks.

Other good news is coming from the jobs sector. In February, preliminary estimates by the U.S. Department of Labor's Bureau

of Labor Statistics (BLS) show that for-hire trucking companies added 11,200 jobs. Unadjusted, the increase in trucking jobs represents the largest one-month surge since December 1990.

Likewise, according to the preliminary BLS figures payroll employment at for-hire trucking companies in February, which includes new hires and positions filled with replacements, increased 3.1 percent year-over-year.

Since the beginning of March 2010, when the number of trucking jobs hit bottom, carriers have added 39,000 jobs. Furthermore, the BLS numbers reflect all payroll employment in for-hire trucking, but don't include jobs in other industry segments, such as truck drivers for private fleets or figures for express delivery companies.

All things considered, recent increases in truck tonnage, commercial vehicle orders and sales, and trucking employment are signs that the industry is climbing out of the recession. Fueling optimism in trucking, this growth can also be seen as an indicator that the North American economy is growing again at last. 



Improving PunctureGuard

*Lighter, Stronger Lining
Prevents Damage and
Protects Cargo*

Among Great Dane's many unique product offerings is PunctureGuard. This thin yet extremely puncture-resistant material is a lighter weight option on all dry freight and refrigerated product lines. In several ways, PunctureGuard liners stand up to alternative and competitive solutions in terms of both damage prevention and cargo protection.

Already lighter than the weight of traditional FRP linings, PunctureGuard will soon weigh even less, tipping the scales at just 80 percent of the weight of other products being used in the marketplace. On a typical 53-foot trailer with approximately 900 square feet of sidewall area, the resulting savings is about 90 lbs.

When it comes to PunctureGuard, lighter does not mean that strength or performance is reduced. While incredibly thin, allowing for additional cargo carrying capacity, this unique Great Dane offering remains extremely strong. In two distinct and comprehensive tests measuring strength and impact resistance, PunctureGuard was found to be 25 to 33 percent stronger than competitive products, with 100 to 500 percent more impact resistance.

PunctureGuard's performance also translates into greater durability and longer service life. With a proven twice to three times better delamination resistance, the liner remains firmly attached to the walls of a trailer.

Designed to protect a trailer's interior walls from normal abuse, and especially during loading and unloading operations, PunctureGuard

is the result of a unique and innovative manufacturing process that thermally joins woven polypropylene and glass fibers into continuous rigid panels. The lighter-weight, stronger and tougher product replaces wood and steel, traditionally the strongest materials to protect against forklift and cargo damage, but also the heaviest.

Originally developed as a scuffband, PunctureGuard quickly proved to be such an excellent damage barrier that it was soon made available as an interior lining. Today, PunctureGuard liners and scuffbands offer several benefits.

In addition to strength and lightweight advantages, PunctureGuard is easy to repair, lowering maintenance costs. It is also easy to clean, making it simpler to maintain the appearance of the liner's smooth, glossy finish, and in turn increase a trailer's resale value.

PunctureGuard, an amazing product that has resulted from Great Dane's continued commitment to research and development, is now getting even better in many ways. 🚛



Saving Weight While Raising Durability and Capacity on The Composite Dry Freight Vans

Several newly available options for Great Dane The Composite dry freight vans can provide a weight savings for fleets hauling heavy loads, while also boosting durability and floor load capacity. Already offering strength and durability in a high cubic capacity vehicle, The Composite is becoming available with a new heavy-duty bottom rail and other options that reduce weight while potentially increasing floor ratings.

The new Heavy-Duty Bottom Rail (HBR) option for The Composite is a 21-inch high, one-piece aluminum extrusion that not only replaces the standard 11-inch high bottom rail but eliminates the need for a 6-inch integral steel scuffband inside the trailer. The advantage of the taller bottom rail is that it adds rigidity and strength to the trailer's structure, leading to less flexing—especially when trailers are lifted onto rail cars in intermodal operations.

The result is reduced sidewall bulging, which means less damage to composite sidewalls. Also, the taller bottom rail acts as a scuffband, providing protection from forklift damage during loading and unloading operations. Additionally, the aluminum bottom rail, if damaged, can be repaired more easily than sidewall panels.

While replacing The Composite's standard bottom rail and steel scuffband with the higher base rail maintains the trailer's empty weight, the added strength this design provides offers the ability to cut weight in several ways. Included is the use of shorter sidewall panels as well as lighter weight wall construction.

In the standard design, for example, The Composite features a

heavier combination of materials required to sustain impact and loading damage in the lower zone of the trailer. With the heavy-duty bottom rail adding rigidity to the sidewalls and removing panels in the lower impact zone, lighter weight panel construction can be installed above the scuffband. The upper zone above the scuffband does not sustain impact as frequently where light weight panels are a better choice to save weight.

Other design changes on The Composite are saving weight as well. Those include revisions to the rear frame and the use of composite panels in front walls, eliminating the need for interior front wall linings. In addition, a Havco composite floor and aluminum crossmembers in place of steel, despite the extra crossmembers required, add up to lower weight.

All of this being accomplished by Great Dane while also potentially raising the floor rating on The Composite about 20 percent using TTMA testing, under the association's RP-3702, which is currently underway to validate that specification.

The new Heavy-Duty Bottom Rail option and lighter, yet stronger options for The Composite dry freight van are ready to benefit customers, such as those in the beverage industry and other haulers with frequent heavy floor loads. 



Testing Proves High Value of Great Dane's MXP-120 All-Aluminum Flatbed

After two years of exhaustive performance and component testing, Great Dane's new all-aluminum MXP-120 flatbed has proven it can withstand the rigors of the most demanding hauls.

Testing of the MXP-120 began in 2008 at Great Dane's R&D testing facility in Savannah, Georgia. Included was static testing as well as many months on a Great Dane's one-of-a-kind road simulator. In addition, a test unit was sent to a major suspension manufacturer's lab for further evaluation of suspension connections.

Among the extensive laboratory and R&D tests performed on the MXP-120 were the following:

- Static Testing/Road Stress Measurement, which measured the displacement and strength of the trailer under both distributed and concentrated loads.
- Full Durability and Fatigue Life Estimation, in which the trailer was placed on Great Dane's Road Simulator for realistic "on-the-road" testing.
- Drag Turn Testing on Suspension, an estimation of the strength of the trailer's suspension and its attaching structure.
- Braking Fatigue, which gauged the effect of repeated panic braking.
- SG Lateral and Longitudinal Testing, an assessment and analysis of the load-carrying capability of the support gear attachment structure.
- Bulkhead Testing, in which the ability of the bulkhead to resist horizontal loading is tested.

In addition to testing in controlled environments, one dozen MXP-120 units were placed in real-life operation at several flatbed fleets hauling a wide range of loads under a variety of operating conditions. Data on these vehicles was sent to Great Dane's Engineering Department, which also inspected the test trailers on a quarterly basis. In all cases, feedback for the MXP-120 has been tremendous.

Great Dane's all-aluminum MXP-120 flatbed, offered in 48- and 53-ft lengths, is built with 4-inch aluminum crossmembers on 16-

inch centers. The trailers feature two-piece overlapping extrusions for mainbeams that are fastened with stainless steel Huckbolts. The mechanical fasteners are not only much easier to control in the manufacturing process in comparison to welding, but also result in improved fatigue life for maximum durability.

Highly competitive for weight sensitive carriers, the MXP-120 all-aluminum flatbed can be specified in the low 8,000-lb range. The strength of the MXP-120 is reflected in its massive static frame ratings of 120,000 pounds for evenly distributed loads and 60,000 pounds for concentrated loads. Additionally, it is designed with approximately 5-1/2 inches of camber and will maintain positive camber with all kinds of typical highway loads.

Other features of the new Great Dane all-aluminum MXP-120 flatbed include a unique rear impact guard that meets U.S. and Canadian requirements, a steel upper coupler, two-piece heavy-duty outriggers, and a 1.25-inch extruded aluminum Sure-Grip floor with apitong nail strips. Standard as well as are a coil package with chain ties, sliding winch track on both sides that accepts standard Double L winches, Great Dane heavy duty support gears, LED lamps with Great Dane's Long Life wiring system and a Hendrickson INTRAAX air ride suspension. For corrosion protection there is a barrier between connections of dissimilar metals.

The Great Dane all-aluminum flatbed was developed based on the projected growth in demand from fleet customers. Those companies are realizing that there are several advantages to all aluminum models. In addition to maximizing weight savings and increasing payload capacity, all-aluminum flatbeds are nearly corrosion free, leading to an improved fleet image, lower maintenance costs and higher resale values. And because of Great Dane's thorough testing and analysis, the MXP-120 is a solid trailer that is sure to provide years of hardworking service. 



CASE STUDY

"Our industry is tough on equipment. We found out a long time ago that Great Dane builds trailers that will hold up to the demands we place on them."

Marc Gruber
President of Customized Distribution, Inc.

Customized Distribution, LLC.

Great Dane Classic Reefers Key to Success of Growing Foodservice Distributor

Great Dane has been our exclusive supplier of trailers for the 11 years that we've been in business," says Marc Gruber, president of Customized Distribution, Inc. (CDI). "One reason for the long-standing relationship between our companies is that we share many of the same values, including the belief that providing quality products and services is integral to our success and that of our customers."

With a fleet of 51 Great Dane Classic reefers, all sourced under a full-service lease from Penske Truck Leasing, CDI services chain restaurants in six Southeastern states including Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee. The company operates from a combined 226,000 square feet of dry storage, freezers, coolers and refrigerated docks in its Jacksonville, Florida and Atlanta, Georgia distribution centers.

A second-generation foodservice distributor, CDI traces its roots to IDI (Interstate Distributors, Inc.), founded in 1972 and sold in the early 1990s. Asked by former customers to return to the business, IDI's former owner Tom Willingham along with Win Willingham, Bill Bartels and Marc Gruber opened CDI in early 2000.

"We picked up where IDI left off," Gruber says, "including spec'ing only trailers from Great Dane to ensure the quality of the products we deliver to our customers. Today, our lease suppliers know that we simply aren't interested in any trailers that aren't built by Great Dane."

"Our industry is tough on equipment," Gruber continues. "We found out a long time ago that Great Dane builds trailers that will hold up to the demands we place on them. Our trailers are

not just durable because Great Dane pays attention to structural quality. Their craftsmanship extends to every detail."

Specified for an expected eight-year service life, the number of Classic reefers in the CDI fleet grew significantly in the past year. In 2010, the company added 40 new trailers to its operation, half as replacements and 20 more for growth.

The 48-ft Great Dane Classics at CDI are all equipped with Thermo King multi-temp refrigeration units and fitted with an ITW Maxair air return and two F&G bulkheads to accommodate frozen, refrigerated and dry products on each load. Extra insulation is also specified in the trailers' roofs, side and front walls for better temperature control along with a Whiting Coldsaver III aluminum roll-up rear door in a stainless steel frame.

For enhanced cargo and trailer protection, CDI now specs Great Dane's PunctureGuard interior lining on both sidewalls and ceilings where load lock rods placed vertically can cause damage. In use is 0.070-inch PunctureGuard on sidewalls and 0.100-inch on ceilings. The durable, lighter weight option is a rigid, thin material manufactured using a unique process that thermally joins woven polypropylene and glass fibers into continuous thermo-plastic panels.

To facilitate delivery operations, CDI specs two 40-inch single roadside doors on all of its Classic reefers. "We want to provide a productive and safe work environment for our drivers," Gruber states. "Each side door is equipped with a pull out platform and a ramp and a grab handle. In addition, we spec an aluminum heavy-duty safety-grip floor and four Truck-Lite LED interior dome lights on each trailer."

One other custom specification on CDI's newest Classic refers is a full width aluminum front top rail protector to address concerns about potential damage from low hanging tree branches in customer locations. Other specs for the trailers include Hutchens spring suspensions and Meritor axles and Q Plus extended service brakes and automatic slack adjusters. Meritor WABCO ABS, Haldex brake chambers, Stemco Guardian wheels seals, Stemco-Engler hubodometers, Accuride steel disc wheels and 11R22.5 Goodyear G316 LHT Fuel Max tires, and Truck-Lite LED lamps are all standard as well.

"Every day of the week," Gruber says, "our chain restaurant customers rely on us to deliver food, packaging, cleaning supplies and other products necessary for running their restaurants. Their expectation is that deliveries will be accurate, undamaged, at the correct temperature and on time."

"We believe in providing that level of service and much more," Gruber adds, "so our customers' needs guide us in every decision we make, including those for trailers. With Great Dane we have a supplier that cares about its customers, and takes pride in the trailers it builds."



Refrigeration Leadership

For 70 years, Great Dane has never relinquished its pioneering role or leadership in the reefer market, always leading the way in developing revolutionary products. From the first produce van with a wet ice bunker and a gas engine and blower system in the early 1940s to the first factory finished aluminum refrigerated van in 1949, ongoing innovation continued to include new insulating methods and the creation of the broadest line of reefers in the industry. The revolution also included development of ThermoGuard, the exclusive interior liner that helps seals the reefer's insulation, significantly reducing the loss of insulation performance, cutting costs through decreased cooling unit run-time, lower fuel consumption, reduced maintenance and extended life. In 2010, Great Dane acquired Johnson Refrigerated Truck Bodies, the industry leader in the manufacture of insulated fiberglass refrigerated truck bodies and all-electric refrigeration solutions.



SAF-HOLLAND Landing Gear

Consolidation of Great Dane landing gear models produced by leading global supplier SAF-HOLLAND is set to reduce the number of offerings and variations, while still providing broad and comprehensive coverage for customers of all types. From a current lineup of 10 base models with four customer specific variants, future offerings—all backed by standard five-year warranties—will feature three models in one or two variants, including:

Great Dane Model 70 (GDP70)/SAF-HOLLAND Model LG6 (Atlas 65 Series)

Designed for heavy-duty applications, the GDP70 support gear has an ultimate load capacity of 200,000 lbs, a rated lift capacity of 62,500 lbs and a rated side load capacity of 32,000 lbs. Three travel lengths of 15.5, 17 and 19 inches are available for the constant mesh gear design that operates at 2.5 turns per inch in high gear and 33.8 turns per inch in low gear.

The GDP70 is offered with a heavy-duty 12- by 17-inch sand shoe and a self-leveling foot, and is available with Great Dane proprietary removable cushion foot in 10- and 12-inch square sizes. Also optional is the low maintenance NoLube system that encases the elevating screw in a sealed grease tube, giving it a new coating whenever the legs are raised or lowered, and a 10-year warranty.

Great Dane Model 60 (GDP60)/SAF-HOLLAND Model LG4 (Atlas 55 Series)

The GDP60 landing gear model features a lightweight design and the strength to handle loads up to 170,000 lbs. Its lift capacity is rated at 55,000 lbs and it has a side load capacity of 30,000 lbs. Combining a constant mesh gearbox and floating nut design for high-speed capacity, the GDP60 support gear operates at 4.5 turns per inch in high gear and 38.7 turns per inch in low gear.



The GDP60 is standard with the low maintenance NoLube system and Black Armour corrosion protection that provides an impenetrable barrier to water and damaging de-icing chemicals. Available in 15.5-, 17-, and 19-inch travel lengths, The GDP60 landing gear is offered with an optional removable heavy-duty cushion foot that can help absorb 50 percent more shock, as well as other sand shoe options.

Great Dane Model 50 (GDP50)/SAF-HOLLAND Model LG2

The GDP50 landing gear model, rated at an ultimate load capacity of 170,000 lbs, a lift capacity of 55,000 lbs and a side load capacity of 30,000 lbs, also features a universal mount to accommodate all types of trailer applications. The landing gear's design offers increased structural resistance to side-load forces and its floating nut feature with twin-bulkhead construction protects the elevating screw and helps prevent damage caused by dock walk.

Rated at 4.5 turns per inch in high gear and 38.7 turns per inch in low gear, the GDP50 support gear's constant mesh gearbox provides smooth shifting, even when loaded, eliminates high-to-low shifting problems and functions exceptionally well in cold weather. The GDP50 is offered in 15.5- and 17-inch travel lengths with removable cushion foot and sand shoe footwear. 





Whiting SHIELDseries Dry Freight Door

Lightweight, More Durable Composite Door Features Unique Construction

A new generation of composite trailer doors from Whiting Door Manufacturing Corp., the Whiting SHIELDseries Dry Freight Door, is available on Great Dane trailers.

Designed with thermoplastic polymer base panels topped with an automotive grade polymer layer, the doors are 20 percent lighter than standard plywood doors and offer high levels of durability in a variety of applications.

The 3/4-inch thick proprietary co-extruded thermoplastic panels in Whiting SHIELDseries Dry Freight Doors do not contain any PVC and provide for a paint-less finish, making them environmentally friendly. Capped by a polymer surface, they offer superior UV protection and color and gloss retention. Without any exposed exterior hinge rivets, the doors also have a smooth surface for decals. All of the door hardware is E-COATED for automotive quality corrosion protection.

Other features of the Whiting SHIELDseries Dry Freight Door include:

- High-tensile steel inserts that stiffen panels and provide solid backing for hinge fasteners. Heavy-duty brackets are used to strengthen bottom corners.

- Contoured and sealed panel joints and top, bottom and side seals that keep water out. For added strength, a specially designed metal jacket carries the top seal across the entire door width. A full width, rigid aluminum channel with an easily replaceable vinyl bottom seal and a top closure bracket to easily adjust the top panel and provide a tight door seal are also standard.
- Four rows of hinges that include a center hinge with a contoured design to prevent cargo damage.
- A heavy-duty, 2-inch nylon bottom roller adds strength and durability while a patented roller-change hinge design with a removable cap allows roller changes without removing the hinge.
- Heavy duty, 2-inch, 13-gauge tongue and groove track.
- A two-cable balancer for each cable with independent springs that are treated with rust preventative.
- A cam-type lock that allows one-hand operation and easily accommodates a padlock or car seal.

The panel thickness of the Whiting SHIELDseries allows for easy retrofitting on any standard Whiting Premium dry freight trailer door. With a unique panel construction and proven quality hardware, the SHIELDseries door is unlike any other composite door in the industry. 





Frito-Lay North America

Great Dane The Composite and Classic Dry Freight Vans Meeting Goals of Long Life and Reduced Maintenance

From every perspective, says Kevin Podmore, who oversees the long-haul fleet at Frito-Lay North America, Great Dane builds perfect trailers for our operation. “Our goal is two-fold, to realize 20 or more years of reliable service from our trailers and to do so with minimal maintenance,” he states. “Working with Great Dane, we learn what’s available to us to achieve those objectives and to specify the best trailers.”

Frito-Lay North America is a wholly owned subsidiary of PepsiCo, Inc., which is headquartered in Purchase, NY, and includes Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. The \$13 billion convenient foods business unit’s brands account for 59 percent of the U.S. snack chip industry.

Headquartered in Plano, Texas, the Frito-Lay fleet includes about 600 Great Danes. The trailers, which operate from 26 traffic centers across the U.S., haul loads from plants to company distribution centers and make store deliveries to grocery chains and wholesale clubs. Also part of the fleet’s portfolio is handling hauls for PepsiCo sister companies as part of a company-wide effort to find optimal transportation and routing solutions.

“We’ve been a Great Dane customer since 1998,” Podmore says, “and some of our original trailers are actually still in service. In many ways they still look new. That’s how well the Great Danes hold up in our operation.”

Frito-Lay’s newest Great Dane trailers include The Composite

and Classic dry freight vans. In 2010, the company purchased about 60 The Composite plate wall vans. For 2011, Frito-Lay has ordered 70 more Great Danes, including Composite models, and Classic dry freight vans with Interlift liftgates.

“The Composite is a great asset for us,” Podmore states. “With a full 101-inch interior width they help handle high cube loads, and the .30-inch thick composite wall panels provide more puncture-resistance, which helps reduce damage to the trailers during loading and unloading operations. Also, with the composite walls and composite doors we specify, we can fight the effects of corrosion, especially in areas of U.S. where that is a big concern.”

All of Frito-Lay’s new trailers purchased since 2009 have also been treated with CorroGuard, Great Dane’s exclusive spray-in-place thermoplastic elastomeric coating that completely covers sub-frames and landing gear, providing unmatched impact protection from road abrasion to combat corrosion.

The Composite is an all around winner in our fleet,” Podmore says. “Our technicians say it’s the best trailer they’ve seen in 20 years and from our drivers’ perspective there aren’t any issues. They tell us that this is a great trailer and they are very confident when they load them and head down the road.”

Frito-Lay, according to Podmore, also looks to its trailer fleet to further the company’s sustainability initiatives. For example, since 2010 all new Great Danes in its fleet have been equipped with Alcoa aluminum wheels and SmartWay approved low rolling

resistance tires to help reduce fuel use. The lighter weight wheels also help boost payload capacity.

Fuel efficiency is also being addressed on Frito-Lay’s Great Danes by adding Nose Cone air deflectors on trailer front walls and Freight Wing belly fairings on every new trailer since 2009. Other fuel savings specs include the Eco-flap from Andersen Flaps, which cut drag by allowing air to flow through them, and according to the fleet’s drivers also reduce road spray.

Extending the life cycle of its Great Dane trailers and helping achieve its goal of minimal unscheduled downtime are Havco composite 1.19-inch laminated hardwood floors. “That floor will serve us well in the long run,” Podmore says, “and they save weight as well.”

Podmore also points out other long life components on Frito-Lay’s trailers, including Hendrickson INTRAAX axles and suspensions, TSE brake chambers—something the company’s technicians recommended in specification review meetings. One additional item, he notes, is EZ Claw, a tandem slider hose and cable management system that keep air lines tethered and shaped properly, eliminating spring and hose replacements.



“Working with Great Dane, we learn what’s available to us to achieve those objectives and to specify the best trailers.”

*Kevin Podmore
Frito-Lay North America*

Fighting Corrosion



Taking corrosion resistance and durability a step further, CorroGuard, Great Dane’s exclusive spray-in-place thermoplastic elastomeric coating applied to suspensions and support gear, is now providing superior long-term protection from road abrasion and corrosion on dry vans and refrigerated trailer models. Part of a complete package of comprehensive corrosion prevention solutions, CorroGuard is extremely durable and highly resistant to de-icing chemicals, road debris, climate fluctuations, and ice and snow. Air and water tight, it will not peel, crack, warp, flake or split under even the harshest of conditions, and it remains pliable over time and withstands prolonged UV exposure. CorroGuard also does not contain VOCs (Volatile Organic Compounds) or solvents so it is not carcinogenic, ozone depleting or harmful if inhaled.





Did You Know?



Social Media Changing the Way Trucking Industry Suppliers and Fleets Do Business

Regardless of the business you're in, whether it's manufacturing trailers, trucks, systems and components or hauling freight, the objective is the same. The focus is always on the customers, on learning how to deliver the products they need along with highly valuable and expert support.

Regardless of the business you're in as well, it takes open and effective communication with customers to succeed. Today, the trucking industry is quickly learning how new social media communications channels, such as blogs, and Facebook and Twitter to name just a few, can change the way they operate for the better.

Suppliers from all corners of the freight transportation marketplace are now using social media to have conversations that help develop improvements in the products they offer more rapidly. Through these channels, suppliers find that they and their customers can challenge each other to develop new solutions, and resolve problems more quickly and effectively.

Social media communications channels also give trucking companies the ability to more effectively meet their customers' and their employees' needs. Online social networking usage among motor

carriers is growing because these channels help drive up sales and work more effectively with employees. For many, social media is fast becoming an essential tool for streamlining operations and managing supply chains.

Growth in social media use is not limited to trucking businesses. In the 2010 version of the annual study by the University of Massachusetts Dartmouth Center for Marketing Research on the use of social media among the Inc. 500, the list of the fastest-growing private companies in the U.S., there was a considerable drop in the number of companies that did not use social media. In addition, while in 2009 just 43 percent of respondents reported social media was "very important" to their business strategy, that number jumped to 56 percent last year.

Social media is transforming and shaping how business is conducted, how we communicate with our customers, partners and employees. A set of highly effective tools, it is able to ultimately bring about a competitive advantage in an increasingly competitive marketplace. 🚚



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MyETTNews.com Categories

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Regulatory Developments: Tracking changes and proposed changes to rules and regulations affecting the trucking industry, such as CSA and HOS.

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