

# *Evolving Trailer* *Technology*

V16 • 3



## **Leveraging Technology**

*Now and in the future*

## **Selling Your Used Trailer**

*Increased demand means used trailer sales are strong*

## **Your Competitive AdvantEDGE**

*Keep trailers on the road earning revenue*

# 2014 Events Calendar

 Great Dane Event

 Johnson Refrigerated Truck Bodies Event

## October

 October 1-3  
National Trailer Dealer's Association (NTDA)  
LaQuinta, CA

 October 21-23  
Int'l Foodservice Distributors Association (IFDA)  
Distribution Solutions Conference  
Indianapolis, IN

## November

 November 10-13  
Int'l Association of Ice Cream Distributors &  
Vendors 45th Annual Convention (IAICDV)  
Orlando, FL

### Visit our website

[www.greatdanetrailers.com](http://www.greatdanetrailers.com)

Or connect with us online

 [facebook.com/greatdanetrailers](https://www.facebook.com/greatdanetrailers)

 [@\\_greatdane](https://twitter.com/_greatdane)

 [linkedin.com/company/great-dane-trailers](https://www.linkedin.com/company/great-dane-trailers)

### Questions or Comments?

Email us: [ett@greatdanetrailers.com](mailto:ett@greatdanetrailers.com)

Or write to:

Evolving Trailer Technology

Great Dane Trailers

P.O. Box 67

Savannah, GA 31402



## Delivering Solutions

Dear <Customer First Name>,

At Great Dane, we adhere to our high standards of excellence while meeting your unique needs, whether it's with a custom-designed product or delivering a cost-effective technology.

In this issue of Evolving Trailer Technology, we explain how Great Dane collaborated with Johnson Refrigerated Truck Bodies to develop the Alpine. A product that not only serves the needs of the rental and leasing market, but also helps to answer challenges presented to customers in other markets, like foodservice.

Learn how one customer depends on Great Dane for the long haul. It relies on Great Dane's proven durability as it runs 28 year-old trailers daily. Also find out how they spec their equipment so it can keep up with these rigorous demands.

Discover how another customer works with Great Dane to consistently come up with new ideas to help build a lightweight and durable trailer.

For more than a century, we've built our reputation on quality products and service. Today, we continue to be the industry leader in trailer innovation, and we look forward to putting our experience to work for you.

Regards,

Brandie M. Fuller  
Vice President, Marketing  
Great Dane

# CONTENTS

V 16 • E



- 4** Great Dane Spotlight
  - *Selling Your Used Trailer*
- 5** Truck Body Spotlight
  - *Johnson Expands Product Line*
- 6** Case Study - Alsum Farms & Produce
  - *From Field to Fork Fresh*
  - *Long Life Floor System*
- 8** Inside Track
  - *Champion CL with Semi-Insulated Options*
- 10** Case Study - NFI
  - *Rising Above the Competition*
  - *Lightweight Beverage Trailer*
- 12** Inside Track
  - *Leveraging Technology Now and in the Future*
- 13** Vendor View - Prolam
  - *Building Resistance: Winning the War Against Moisture*
- 14** AdvantEDGE Spotlight
  - *Your Competitive AdvantEDGE*



*Evolving Trailer Technology is published by  
Great Dane.*

# Selling Your Used Trailer

## Increased demand means used trailer sales are strong

**F**rom all indications, the recent economic downturn is behind us. One of the consequences of the recession was during the time trailer production dipped below replacement demand. That often led to selling used trailers for scrap because it was more lucrative to do so than actually selling trailers. When freight tonnage began to slowly increase in 2010, it released a pent-up demand for trailers. Because freight demands are stronger now, fleets are playing catch-up, buying both new and used trailers to handle shipping contracts. This demand is projected to be steady into 2018.

With used trailer demand at an all-time high—Great Dane wants to buy your used trailers (all makes)—and is making it easy. Selling used trailers to Great Dane can be the perfect choice since transactions can be done quickly and efficiently at any one of the 22 branch locations that are available as drop-off and pay points throughout the U.S. — you can even save freight since there are so many drop-off locations. Additionally, many of Great Dane's independent dealers often have their own used trailer programs.

Great Dane used trailers are particularly valuable because they are hard to come by and because they hold their value—value that indicates the way they help owners reach and maintain the lowest cost of ownership. Because residual value remains high, we are buying used trailers outright as well as accepting trailers for trade-in value. 🚛

*Pictured: The manufacturing team in Brazil, IN who helped build the Alpine prototypes for the rental and leasing market.*



# Johnson Now Has Something for Everyone

*JRTB Alpine completes the refrigerated truck body offerings for customers*



Johnson Refrigerated Truck Bodies (JRTB) has teamed up with its parent company, Great Dane, to collaborate in the design and development of the next generation of refrigerated truck bodies. The Alpine is manufactured for a variety of customers including the rental and leasing industry.

The joint engineering teams have developed a number of structural modifications as well as design features utilizing best-in-class suppliers and manufacturing processes. Because of their combined experience and engineering methodology, Johnson and Great Dane were able to design a new product from the ground up. The Alpine was designed with three major objectives:

- 1. Lowering cost of operation and maintenance**
- 2. Providing superior thermal efficiency**
- 3. Improving residual value**

Because rental and leasing customers have distinct needs, engineers and sales representatives from both Johnson and Great Dane paid close attention to their needs when designing the Alpine. They met one-on-one with major rental and leasing customers to clearly define the requirements unique to their business model. These specifications were validated, tested and incorporated into the construction of demo vehicles put into service with some of the largest leasing companies for evaluation. Because of the customer-focused strategy, the sales team was able to seed a number of units in the market with two of the largest leasing companies.

The joint venture process took about a year but is paying off. "The Alpine model is quite versatile and gives us the opportunity to serve a new market that is very sensitive to certain features, like return on investment," said Eduardo Navarro, Director of Business Development at JRTB. "With

this product, our customers have the opportunity to offer a quality product with less maintenance without sacrificing durability. The feedback from the field has been very positive. One leasing company has already signed up for a second order, which will be delivered later in the year."

Great Dane's Manager of Branch Truck Body Sales, Rob Ulsh, led the sales effort by collecting feedback from customers on the demo vehicle at Great Dane's Mt. Joy, PA branch. "The Alpine model is a natural extension of our existing reefer product line," he said. "We've received positive feedback from regional leasing companies, and we believe there is tremendous potential for crossover with current customers in other markets, like foodservice."

The Alpine truck bodies are manufactured in Brazil, Indiana. 🇺🇸

From  
 “Field  
 to Fork”  
 Fresh

*Protecting farm-raised produce in transit is a top priority for Alsum Farms & Produce*



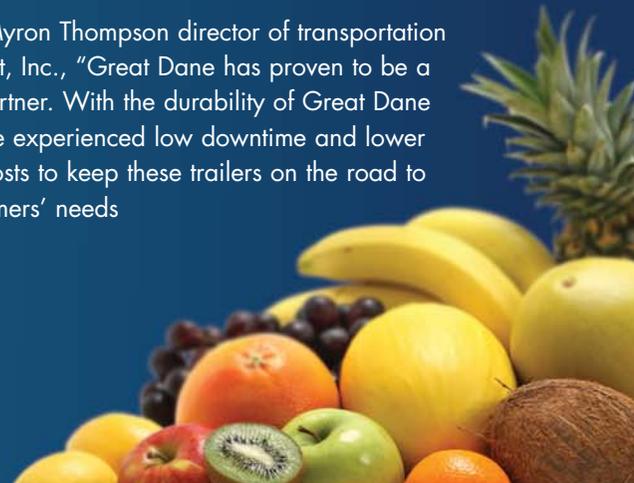
**T**rudell Trailers of Milwaukee began calling on Larry Alsum, President and CEO of Alsum Farms & Produce, in the summer of 1984 and sold him his first Great Dane Classic stainless steel reefer in September of that year. Over the years and over many lunches at a local diner in Cambria, WI, Alsum educated Trudell on various phases of the potato business, as Trudell educated Alsum on the ever-changing trailer industry.

Alsum Farms & Produce grows, sources, packs and delivers high quality fresh fruits and veggies, and prides itself on delivering "Integrity from Field to Fork®." Products include

eco-friendly russet, red, white, golden and purple Healthy Grown® Wisconsin potatoes.

The company partners with family farms around the nation to provide over 300 quality fruits and vegetables every day to grocery stores through out the year.

According to Myron Thompson director of transportation Alsum Transport, Inc., "Great Dane has proven to be a dependable partner. With the durability of Great Dane trailers we have experienced low downtime and lower maintenance costs to keep these trailers on the road to meet our customers' needs and demands."



*"With the durability of Great Dane trailers we have experienced low downtime and lower maintenance costs..."*

*Myron Thompson director of transportation Alsum Transport, Inc.*



As for controlling costs and providing a good ROI, Camron Dornfeld, shop supervisor says, "We currently have 28-year-old Great Dane trailers. We work them as hard as our newer models. These same trailers haul fresh produce to the marketplace and then trudge through a farmer's field to load freshly dug potatoes during the harvest season. During the spring and fall, to support our farming operations, we have an exemption to haul 15 percent heavier than normal, so the trailers are working extremely hard. The ROI speaks for itself with 28-year-old trailers in daily use. To meet the demands placed on our trailers, we spec' closer cross-beam members, closer wall supports and overall heavier duty structure." Trailers in service are 20 percent Everest SS models and 80 percent Everest CLs.

#### **Meeting our demands**

"Great Dane has continuously improved their trailers to meet our demands," states Thompson. "For example, changes have been made to the rear floor along with an interior scuff plate to minimize water saturating the trailer. Also, our spec' now includes a composite material in the sub floor because of the washout process we use to unload the potatoes. We flood the trailer with water and the potatoes float out the back of the trailer to start the packing process."

Both Thompson and Dornfeld agree that from sales to service Great Dane has provided superior support. The fleet does all of its maintenance in-house, but when the demand is more than it can handle, Great Dane has always been there to lend a hand. "Their customer service is second to none," adds Thompson. "Alsum Transport is proud to be a partner with Great Dane." The fleet currently runs 66 trailers, 58 of them are Great Danes. 🇺🇸



## **Long Life Floor System**

*Alsum floods their potato-packed trailers with water in order to float the produce out to start their packing process. Because of Great Dane's Long Life Floor System, Alsum can rest easy knowing that the water will not ruin their trailer. The floor is automatically welded to seal out moisture, and composite sills support the floor continuously for maximum support. The sills are anchored by sill screws that employ an organic multi-layer coating system that resists corrosion. An impact-resistant thermoplastic sub-pan completes the floor design creating an extremely durable floor.*



# Champion CL Semi-Insulated Options

*Like a winter coat  
for your cargo*



**G**reat Dane often serves customers that operate in warm climates with our Everest refrigerated trailers to help ensure temperature-sensitive cargo is delivered at the right temperature without overheating, but where do customers turn when they are fighting the opposite battle? Did you know that Great Dane builds trailers that help keep temperature-sensitive cargo cold, but also has you covered when it comes to protecting cargo from sub-freezing temperatures? Many customers haul freight in harsh cold climates and need to protect shipments from freezing. Freezing temperatures can damage and render certain cargo useless such as cosmetics, pharmaceuticals, beverages, certain food products, liquids and more. Customers, who need assistance maintaining acceptable temperatures in cold climates while deliveries are en route to their destination, can utilize Great Dane's dry van, the Champion CL, with semi-insulated options.

### **Versatile Option**

The Great Dane Champion CL is a dry van that can come equipped with semi-insulated options which include insulated sidewalls, roof

structure and front walls which can also include bracing for heaters. These trailers undergo a precisely controlled foaming process and modular panel construction, and are built using the same foaming techniques as Great Dane reefers. However, the Champion dry van's hardwood floor typically is spec'd without additional insulation, since wood is an effective thermal break for many operations. As a result, the semi-insulated dry van trailer can be used to haul cargo that can endure cool temps, but cannot be subjected to freezing.

The advantages of a semi-insulated van versus a reefer are that they provide more inside height and width, and can be a more affordable option when all the bells and whistles of a refrigerated trailer are not necessary for the operation. The thermal capability of the trailer is much less than a reefer trailer since the walls are thinner than in reefers. These trailers function as a dry freight van with added protection for freeze-sensitive cargo, which customers in colder climates need to help protect some loads. ❄️



# Standard Features

## Champion CL Semi-Insulated Van

- Innovative foaming process
- Modular panel construction
- Post cavities standard at 24"
- Variety of scuff band options available
- Upper coupler options available
- 99" inside width
- Logistic track overlaid installation
- Submerged roof bows
- Standard rear frame design is comb- high-strength stainless steel



# Rising ABOVE the Competition

NFI prides itself on entrepreneurial spirit  
and exemplary customer service



It's a story about heritage and service. NFI started out with one truck during its founding in 1932. Today, it is one of the top supply chain solutions providers in North America. In addition to carrying a proud history of world-class customer service, NFI also prides itself on solving complex supply chain challenges with its end-to-end capabilities and consultative solutions.

## **Built to meet demand**

Great Dane has been helping the fleet meet customer demands. According to Bill Bliem, Senior Vice President Fleet Services for NFI, "Our standard fleet spec allows our trailers to be versatile enough to accommodate a wide variety of customers from numerous industries including food,

beverage, grocery and retail with their ever changing needs. By maintaining a standard fleet spec with components of our choice, we are able to better maintain parts prices and manage inventory. With increased technology such as LED lighting, weatherproof wiring harnesses, and tire inflation systems we can extend the life of a trailer more cost-effectively."

## **Spec'd for success**

With flexibility in mind, the fleet specs its trailers to meet customer demands. "For a large portion of its business, NFI runs standard 53- and 48-foot box with swing doors," notes Bliem. NFI utilizes Champion SEs and Champion CPs with and without drop decks.



**“Great Dane has always shown a willingness to work with us on our needs and are consistently coming up with new ideas to help us build a lightweight and durable trailer.”**

*Bill Bliem, Senior Vice President Fleet Services for NFI*

NFI's recent refrigerated trailer order was also spec'd with flexibility in mind. “Single temp units offer better fuel economy with increased insulation as our standard for our Great Dane Everest units. We also spec one of the best floors in the business, the Great Dane heavy-duty aluminum flat floor. They all feature the Great Dane PunctureGuard lining for increased durability and protection of our customers’ freight. The refrigerated trailers also include LED lighting, weatherproof wiring harnesses and tire inflation systems, as well as internal LED lighting.”

Bliem goes on to say, “As our existing customers continue to grow and NFI expands its customer base, we needed to increase our temperature controlled fleet to accommodate that growth. We doubled our refrigerated trailer fleet to 700 with this order.”

### **Great partnership**

Great Dane has helped NFI specify and maintain the trailers. Bliem notes, “We have a great partnership with the Great Dane team. Being a national fleet, we also use Great Dane dealers all over the country to help us maintain our equipment.”

The partnership between Great Dane and NFI goes back many years. “Great Dane has always shown a willingness to work with us on our needs and are consistently coming up with new ideas to help us build a lightweight and durable trailer,” said Bliem. A few years back, NFI asked Great Dane to help reduce 500 pounds out of their already light-weight trailer without sacrificing durability. A very challenging request, but Great Dane Sales and Engineering worked with the NFI team and together came up with several spec changes to meet the needs of NFI and its customers. 🍹

## **NFI's Lightweight Beverage Trailer**

**Making maximum payloads possible**

**NFI** touts lightweight and durable options on their trailers. They worked with Great Dane to take weight out of their already light trailers without sacrificing durability.

### **A few of these specs include:**

- Aluminum roof bows on 24” centers
- Lightweight composite panels on the trailer sides and front
- Composite floor
- Super single tires with aluminum wheels
- Lightweight beverage rear frame
- Aluminum treadplate

# Leveraging Technology Now and in the Future



**F**leet Equipment recently broke from its 40-year tradition of featuring only commercial trucks on its covers in order to feature the Great Dane Everest TL trailer. The magazine also asked Great Dane President, Dean Engelage, to comment on current industry perspectives and trailer technology. His comments are below.

## Meeting Industry Challenges

The current driver shortage is limiting fleet expansion and they are experiencing a capacity constraint. Nonetheless, new trailer builds have increased the first half of this year. Fleets are concerned with the total cost of ownership (TCO), and we continue to work to provide value. Our trailers are not just a commodity. We design for every application and build what customers' want, not what we want. For instance, for refrigerated vans we offer PunctureGuard lining systems that extend the life of the reefer by protecting inside walls from impact damage. With the addition of ThermoGuard, insulation outgassing and moisture

absorption are reduced. We're **eliminating wood** in our reefers to extend trailer lifespan by stopping damage from wood rot as

and galvanized steel components offer long-term durability and protection—all of which help to lower trailer maintenance costs.

## Looking Forward

In the future, Great Dane will likely use more new, non-traditional materials—less wood and more plastics—in trailer construction to reduce vehicle weight, increase payload and increase fuel economy. In addition, we may even be using Nano-materials and similar specialized coatings as water repellents to further mitigate corrosion. Also, newer adhesives may make it possible to reduce the number of construction fasteners.



the trailer ages. The thermal efficiency of ThermoGuard interiors also helps hold temperatures, which means that reefer units don't need to work as hard or consume as much fuel. Additional innovations, such as CorroGuard undercoating, protect against corrosion—and the EnduroGuard rear frame design with stainless

The demand for technology is only going to increase. With more data collection will come the need for more ways—and people—to collect and report the information. Customers will continue to look at long-term value. They will be looking beyond the initial cost of trailers to the long-term benefits of the unit—and that plays to our strengths. 🚛

# Building Resistance

Winning the war against moisture

**W**hen hardwood floors get wet they lose their strength, stiffness, and hardness. In addition, temperature fluctuations and heat exposure from the sun accelerate the deterioration of floors at the rear of the trailer. Spec'ing moisture-resistant PROLAM on Champion dry vans helps customers win the war against moisture.

## First line of defense: WAXIN 100

PROLAM standard floors also come with options that utilize the latest technology to best protect hardwood flooring. One option is PROLAM WAXIN, which is generally applied just to the areas that are most exposed and vulnerable to inclement weather, specifically the first eight feet from the rear door. Another option is WAXIN 100 which can be applied to the entire floor. When water hits the floor, most of it evaporates before it is absorbed into the hardwood. This process creates a virtually waterproof barrier for hardwood floors, making domestic North American hardwood similar to tropical woods like apitong, a very tough wood that has a natural resistance to outside conditions.

## Underside protection: P•U•R

PuR is another moisture resistance option. It is specifically formulated to protect the under-belly of the trailer, which is subjected to very harsh conditions. In extreme weather, water-based paint systems currently used to protect the underside of trailer floors can break down. Once water-based paint breaks down, the wood

absorbs moisture, causing warping, swelling and deteriorating glue bonds. Once the undercoating has been breached, water can migrate into the trailer, resulting in severe cargo damage. PROLAM's PuR protection is a hot-melt polyurethane reactive undercoating used on the underside of laminated trailer floors and eliminates degradation associated with traditional water-based paint undercoatings. It provides protection that standard water-based paint undercoatings cannot match.

## ZIG-ZAG: Moisture avoidance

Locking out moisture is also the purpose of another PROLAM standard feature, ZIG-ZAG Technology. This unique flooring construction technology provides fatigue resistance that is key to moisture resistance and longer lasting trailer floors. Fatigue resistance is based directly on the number and distribution of joints per square foot of flooring. ZIG-ZAG Technology is designed to ensure that weight-bearing stress from forklifts is distributed throughout the flooring—and is a giant leap in technology compared to conventional hook joints. With this technology, more than 90 percent of joints are sealed tightly during assembly, compared to just 40 to 50 percent built with traditional hook joints. The result: significantly increased protection against water penetration.

The bottom line—PROLAM trailer flooring solutions are winning the war against moisture damage. 🇺🇸

# PROLAM



Scan to watch a video about moisture and laminated hardwood floors.

# Your Competitive AdvantEDGE



**ADVANTEDGE**  
National Aftermarket Parts & Service Program

*Here's the best way to keep trailers on the road earning revenue*

**Y**ou know breakdowns and road calls are costly—money is needed for repairs AND money is lost when equipment is down. It's not always easy to manage maintenance. Every day you are called on to handle road service calls, locate the nearest dealer to the rig that's down, check road service invoices to make sure you were properly billed, deal with many different service locations, and negotiate for the best parts pricing. You have a million things going on at once—and you need to do them well the first time to stay competitive.

## **One-stop-solution**

There is one solution that can simplify your job—Great Dane's AdvantEDGE, is the only trailer OE national aftermarket parts and service program in the industry. Here's what it offers:

- Emergency Road Service 24/7—it's just one phone call or click to reach any AdvantEDGE provider.
- National Coverage in 100+ Locations—That means qualified trailer repair technicians can service your trailers while they are on the road.
- Consolidated Invoicing—One bill for services from your qualified service provider.
- Single-Point-of-Contact—AdvantEDGE providers are your agents in the field, they get to know your equipment and your business and are there to make sure your trailers get back on the road quickly.
- Not-to-Exceed Parts Pricing—You and AdvantEDGE will establish your National Account Parts Pricing setting your parts price limits. 🇺🇸

**What are you waiting for?  
Enroll FREE today to start enjoying the benefits.**



For **FREE** enrollment, scan the QR, call  
(877) 600-3433 or visit  
[greatdanetrailers.com/AdvantEDGE](http://greatdanetrailers.com/AdvantEDGE)



# Proven Customer Satisfaction

*"A larger network simplifies logistics and creates familiarity among the dealers of NFI. In addition, payment is much easier because Great Dane is a recognized vendor at our organization."*

*– Gary Marshall, NFI, Vendor Service Manager*

*"We are a small fleet, only 40 power units and 138 trailers. We run consistent dedicated lanes, but have the flexibility to go anywhere in the U.S.—an immense geographic area. Great Dane AdvantEDGE helps by providing emergency assistance in all areas of the country that will quickly get us back up and running. I am confident that when I send my equipment to a less-traveled area of the country that I can resolve a repair issue with one call."*

*– Phil Komorowski, Fairrington Transportation Corp., Division Manager*

**"In addition to the timely service I receive from the Great Dane dealers across the U.S. and Canada who offer the AdvantEDGE program, I really appreciate the standardized billing—it's one of the aspects of the program that sold me on it."**

**– Jim Freuck, Upstaging, Fleet Manager**

*"With the time-sensitive nature of our business and the unique features of our trailers (interior lighting, for example, which is crucial), having an expert a short distance away is critical to Stage Call. It's all about service, service, service."*

*– Kris Almquist, Stage Call, Maintenance Manager*

*"AdvantEDGE provides more vendor choices with the ability for consolidated billing. Using the program we've been better able to control cost because of the way the billing and invoicing is done and we are able to maintain better records of our fleet."*

*– Ryan Bievenue, Smith Transportation Service, Branch Manager*

**BRIDGESTONE**  
Your Journey, Our Passion

Scan to learn more.



**SAVING YOU FUEL  
AND SO MUCH MORE.\***



**Ecopia™ — Bridgestone's most fuel-efficient tire solution.**  
Easier on your budget. And our planet. Learn why smart fleets are turning this money saver into an eco-competitive advantage at [EcopiaTruckTires.com](http://EcopiaTruckTires.com).

Maximize your Ecopia investment — retread with Bandag FuelTech® and save up to 29% on your total tire wear costs.

**ECOPIA**  
LOWER COSTS. GREENER RETURNS.™

\*Based on rolling resistance and field mileage tests, Bridgestone Ecopia and Bandag FuelTech are our most fuel efficient and lowest total cost of ownership tire and retread solution. Combining proprietary low rolling resistance technology with a quality Bridgestone casing, Ecopia and FuelTech can help reduce fuel use and extend tire life for lower costs and greener returns, when compared to other Bridgestone tires.