

# *Evolving Trailer* *Technology*

V16 • 4



## **Own the Back Alleys with Everest CL**

*This versatile foodservice reefer delivers*

## **Same-Day Trailers**

*Branches and dealers offer customizable stock trailers*

## **Award Winning Service**

*Great Dane Customer Service Award recognizes suppliers*

# 2014 Events Calendar

-  Great Dane Event
-  Johnson Refrigerated Truck Bodies Event

## February

-  February 16-19  
TMC- Technology & Maintenance Council  
Annual Meeting & Transport Tech Exhibition  
Nashville, TN

## March

-  March 3-6  
NTEA  
The Work Truck Show  
Indianapolis, IN
-  March 15-19  
TRALA-Truck Renting & Leasing Association  
Annual Meeting  
Amelia Island, FL
-  March 26-28  
MATS-Mid America Truck Show  
Louisville, KY

## April

-  April 16-18  
EXPO CAM Montreal  
Montreal, Canada

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## Questions or Comments?

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Or write to:  
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Great Dane Trailers  
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Savannah, GA 31402



## From the Beginning

Dear Customer,

From our beginnings, Great Dane has worked hard to build and maintain our reputation as an industry leader in technology, innovation and quality. But we also value individuality, and our comprehensive assortment of products and equipment are designed to fit the individual needs of our customers.

This issue of Evolving Trailer Technology explores the accomplishments of customers who attribute part of their own success to the relationship they have with Great Dane and the equipment we produce. Take a ride with Ritchie Trucking as they mark their 50-year milestone with a celebratory road tour, then get an inside look at how Great Dane's Everest CL provides the lowest total cost of ownership. From same-day stock trailers to factory or in-house customizations, our goal is to provide our customers with both a unique and rewarding experience.

The success of our business relies solely on the satisfaction of customers like you. As always, we truly value our relationship and greatly appreciate your business.

Regards,

Brandie M. Fuller  
Vice President, Marketing  
Great Dane

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# Awarding Winning Service

**E**stablished in 2010, the Great Dane Customer Service Award recognizes suppliers that go above and beyond the call-of-duty to support Great Dane and its customers through warranty and field technical support. The Great Dane Customer Service Group, in conjunction with branch and dealer personnel, select candidates for the award based on feedback about supplier support. The award is presented at the Great Dane Aftermarket Parts and Service Conference, which is held every two years.

The winners are chosen based on the day-in and day-out and year-after-year support our suppliers provide that enhances Great Dane customer service. That includes supplier warranty coverage, warranty claims, warranty processes, and electronic claim submission—as well as field technical support. Other key components include the level of field trailer inspection, issue resolution, accident investigation and root cause analysis—all of which must be superior.

## **And the winners are...**

The 2014 winners, Grote Industries and Hendrickson International earned the prestigious award because they increased their overall level of support for Great Dane:

- Grote Industries, makers of LED marker-lamps, interior lighting, wiring and reflectors, provides Great Dane's standard LED lighting package and the Grote LongLife Light system.
- Hendrickson International makers of air suspensions, axle systems, auxiliary lift axle systems and supplies the ULTRAA-K suspension, which is standard on all Great Dane refrigerated trailer models.

According to Barry Mitchell, Great Dane's Director of Customer Service, these suppliers earned the award because they quickly identified and resolved field issues, provided prompt warranty claim resolution, and improved in-the-field technical support with maintenance and trouble shooting training for branch and dealer service facilities as well as fleet customers.

Suppliers like Grote and Hendrickson help Great Dane provide superior customer service by providing knowledgeable sales, technical and warranty support that allows for collective and quick analysis of customer field concerns—and expedite corrective actions. Their field training also provides better product and maintenance knowledge for customers reducing their exposure to field issues and ultimately improving trailer uptime to keep their trailers on the road moving product. All of this helps to reduce the cost of ownership of a Great Dane trailer. 🐾



# JRTB Named Dean Foods Fleet Maintenance Supplier of the Year



The Dean Foods Company recently singled out Johnson Refrigerated Truck Bodies (JRTB) to receive the **Dean Foods Fleet Maintenance Supplier of the Year Award**. This prestigious award is presented once a year at a special event where key suppliers present their latest products, technology and services to Dean's fleet managers.

## *Above and Beyond Expectations*

According to Marvin Psalmond, Senior Director of Fleet Maintenance at Dean Foods, "We distribute wholesome, great-tasting dairy products to 150,000 locations across the U.S., so food safety is of the utmost importance," he said. "Our customers depend on prompt delivery, so if a unit goes down, the integrity of the product and the quality of our service could be compromised. It is essential that our suppliers be available should a problem arise." While there is no fixed formula for determining the recipient of the award, Psalmond stated, "At the annual workshop, we take a retrospective look at the year and select the company we feel has gone above and beyond to provide

Dean Foods and our customers with seamless support, including service, training, warranty coverage, and product maintenance."

Johnson's Senior Director of Aftermarket, Rob Cherry, accepted the award on behalf of JRTB, stating, "This distinguished award represents a true team effort by all of us at Johnson Truck Bodies. Every one of us works hard to earn the trust of our customers, doing what it takes to keep fleets performing at the level they expect. Dean Foods is a highly valued partner with a large and complex distribution network. They operate 24/7, but when they call we make every effort to be there for them day or night."

## *Performance and Innovation*

JRTB strives to meet and exceed these expectations, delivering high-performing products, customer service and innovation at a competitive price. Dean Foods operates approximately 4,000 highly specified truck

bodies built specifically to protect and insulate. "Most of these are 21-ft. medium-temp milk bodies or low-temp ice cream bodies," said Cherry. "We're honored to accept this award and look forward to a long partnership with Dean Foods." 🇺🇸





# Marking 50 Years of Exceptional Service

Ritchie Trucking wraps half a century with a celebratory road tour

**W**hether a customer needs a shipment picked up and delivered across town or hundreds of miles away, Ritchie Trucking of Fresno, CA, prides itself on accommodating any shipment in an LTL mode or a full truckload. As a result of its great service, over the last 50 years the company has built a strong and loyal customer base and continues to enjoy relationships that have lasted decades.

To celebrate the anniversary this year, the company chose to use a new Great Dane Champion CP trailer as part of the recognition program. According to Bruce Lackey, President of Ritchie Trucking, "We decided to do a complete wrap of a new tractor and trailer to commemorate our 50-year anniversary. We then traveled with the wrapped tractor/trailer to our six locations for a celebration at each to mark our milestone."



*"Great Dane trailers offer dependability and durability, and the maintenance required is relatively nil, which means less time on maintenance and repair - that equates to ROI."*

Bruce Lackey, President of Ritchie Trucking

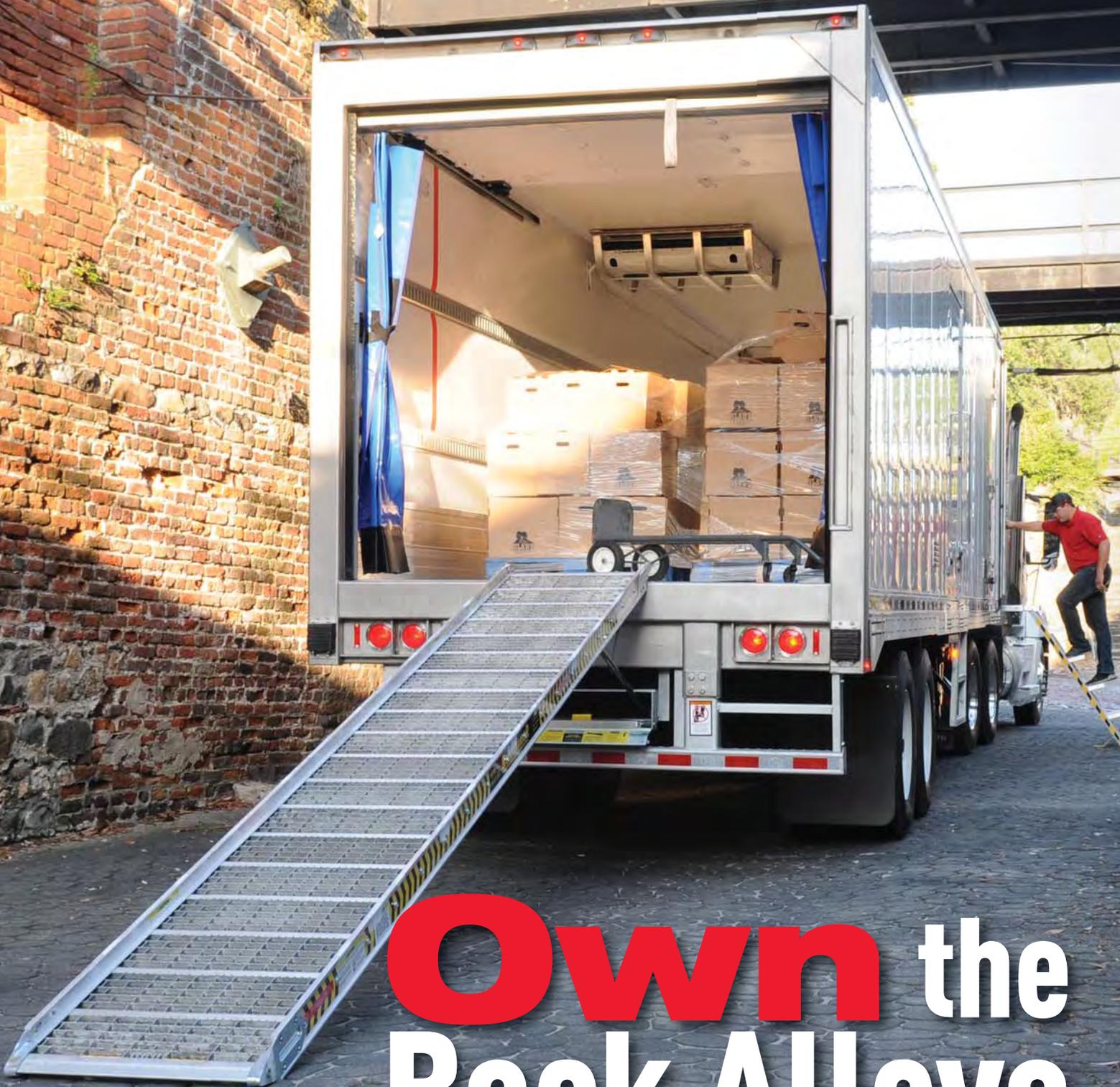
One of the reasons the company chose Great Dane trailers, says Lackey, is because of the smooth ride the air ride system provides. He goes on to say, "This enables us to reduce cargo damage and deliver freight to our customers intact. However, the biggest appeal is that the appearance of the trailers live up to the reputation that Ritchie Trucking strives to maintain. When our customers see a Great Dane with a Ritchie Trucking logo roll into the yard, they know we are the partner they want to accommodate their freight needs." When it comes to Great Dane helping the fleet control costs, Lackey notes that the trailers offer dependability and durability, and the maintenance required is relatively nil, which means less time on maintenance and repair—that equates to ROI.

### **Spec'd for Service & Dependability**

Ritchie Trucking works closely with its Great Dane dealer, Central Valley Trailer Repair, in Fresno to customize its Great Dane trailers. "We spec the trailers for swing doors, air ride suspensions, tire inflation systems and composite trailer bodies with the added interior width," states Lackey. "These are very specific specs and Great Dane is able to fill our orders in a very timely manner."

"The value received is well worth the investment. The sales team made us aware of every available option and helped us tailor those to our needs. They were very easy to work with and did so with short lead times since we needed new trailers in a short period of time. Although we have not had any warranty repairs or needed repairs, we know that Great Dane will be prepared and respond quickly to any needs." 🚛

INSIDE TRACK



# Own the Back Alleys

*This versatile foodservice reefer delivers*

- **Lightweight**
- **Durable**
- **Flexible Configurations**

The Everest CL aims to deliver the lowest total cost of ownership (TCO) with flexibility, durability and its lightweight design. This long-life refrigerated trailer meets the demanding needs of foodservice customers, is built for compliance with stringent food safety regulations, and is designed for long-life service.

### **In-Service Flexibility**

Because grocery, multi-temp, and foodservice delivery customers have distinctly different requirements than their long haul counterparts, the ECL is designed with versatility in mind. Highly customizable options are available to accommodate any temperature-controlled application. Moveable bulkheads allow an ambient section and up to three precisely controlled compartments for sensitive cargo. Multiple side and rear door configurations and access systems are available.

### **Wood-Free and Durable**

The ECL helps customers reduce weight-gain and maintenance because the body is built with composite sills and composite furring, which help eliminate use of wood in the trailer. Less wood means a longer lifespan and greater durability. For enhanced strength, the Everest lightweight bonded composite roof system and heavy-duty floor construction provides the ultimate defense against wear and tear. Other standard features across the Everest line include the industry's strongest stainless steel rear frame, a stainless steel front bottom rail and Great Dane's highly consistent

modular panel foaming process. Standard PunctureGuard interior lining, premium landing gear and Stemco Platinum Performance Plus wheel-end system deliver unbeatable performance and dependability on every Everest reefer.

### **Special Options**

Great Dane ECL refrigerated trailers offer many optional components. Available exclusively from Great Dane, ThermoGuard interior lining helps prevent moisture intrusion into the insulation. Grote's LED Entrance Lighting provides the industry's highest illumination with 12' of exterior lighting. Also available is a 20,000 lb. forklift load-rated heavy-duty reefer floor. Additionally, the ECL may be spec'd with side doors that feature Great Dane's exclusive blade lock system with full-length seal or a variety of folding platforms including Randall Folding EL Platform and a newly developed Randall Floor-Deployed Platform for ease and efficiency of side deliveries. 🚚



# Attracting Attention

Quest Global specs trailers for dependability and as an homage to our veterans

**Q**uest Global prides itself on providing exemplary shipping service by handling freight in a time-efficient manner. The fleet relies on its equipment to meet its deadlines, protect its freight—and project a positive image. According to Chris Champion, Vice President of Quest Global, “Our trailers are probably our most obvious assets in terms of visual presence. Essentially they are rolling billboards, so we choose to utilize them as such. This allows us to invest in our equipment as well as the image of our company and the industry.”

***“We spec Great Dane Everest TL reefers not only because they support the needs of our refrigerated business model, but also because they provide a competitive value with others in the industry.”***

*Chris Champion,  
Vice President  
Quest Global, Inc.*



## Honoring our Vets

Quest knows the value in their trailers' visibility. After all, they travel from coast to coast, and that's a lot of ground to cover. The fleet has taken considerable care and utilized their resources to ensure the image they are projecting is more than just a logo. While one of the co-owners of Quest has a father who has served, several of their employees and drivers are veterans as well. They recognize much of the trucking industry is also made up of veterans and wanted to take the opportunity to thank those who have served for their sacrifices. Chris Champion, Vice President of Quest Global, mentions that he hopes their decals not only express how the trucking industry is a community that takes care of its own, but that it also encourages other veterans to get involved in the industry and consider a career at Quest.

### Competitive Value

Champion goes on to say, “We spec Great Dane Everest TL reefers not only because they support the needs of our refrigerated business model, but also because they provide a competitive value with others in the industry. While many of the specifications for our equipment were outlined before Great Dane got involved, they worked with us throughout the initial and subsequent orders to make certain that our trailers met our specifications and thoroughly reviewed the finished products with us to ensure quality. Great Dane has also partnered with TKO Graphix to house dedicated decal installers in their facilities, making certain that our decal packages are expertly installed directly following production, eliminating the need for us to allocate space for installation at our facility.”

### Special Specs

The Quest Global specifications include a tandem slider location, which has been adjusted for easier access. It is located between the tires, as opposed to being in the front concealed by the skirt. The company specs a longer skirt that has a tighter gap to the truck and to trailer tires. Quest Global also maximizes the cube by spec'ing a wedge trailer—it is taller in the rear and shorter in the front. (Shorter in the front to accommodate the 5th wheel, and taller in the back because it doesn't have to account for the 5th wheel's height.) In addition, the fleet has carpet-spec'd reefers with smooth interior walls, which is perfect for hauling carpet (no snag) to the west coast, and then backhauling produce from the west coast to the east. 🌍



# Same-Day Trailers

Branches and dealers offer customizable stock trailers

**G**reat Dane customers can easily find a variety of stock trailer models that can be customized to their individual specifications at branch and dealer locations throughout the country. We're talking about popular models quickly customized and handed over to the customer quickly after the trailers are purchased. It's the ideal solution for operations of all sizes that need to add trailers to meet freight-hauling demands within tight time constraints.



### Availability and Flexibility

The key component of Great Dane's factory stock trailer program is that there is such a large list of trailer models. Trailers can be quickly moved between dealer and branch locations so that the right models are always available. They can also be customized quickly using any number of add-on components.

### Models & Options

The stock trailers are built using typical customer specifications. The list of customizable features Champion dry vans and Everest reefers include: side skirts, tire inflation systems and produce vents, just to name a few.

For flatbed trailers the option list includes wheels, many securement options, tools boxes and more. Add to this list branding options, decals, etc., and you come up with the perfect fast-track solution for getting new trailers on the road quickly, earning revenue.

### True Value

The value of Great Dane's factory stock program comes with the instant gratification of customization. Customers' needs are met very quickly and with high-quality trailers and options. Building a trailer to customer specs can take many months whereas customizing can take only days. It's a great solution for fleets that need new trailers fast. 🚛



# Highlighting Safety: Superior Exterior Lighting

*Grote's LED Entrance Lamp first to provide up to 12' of lighting*

Grote's LED **Exterior Entrance Lamp** provides the most illumination available in the industry on trailer side and rear doors—up to 12 feet of lighting reach. The lamp provides more than two-times the lumen output of current technology increasing safety at all entrance and exit points of the trailer.

This powerful LED lamp is slim, protruding only .75-inches from the rail and can be surface mounted. The lamp has a heavy-duty aluminum housing, which protects it from corrosion and wear-and-tear. All electrical components are protected within the lamp. The lamp has overvoltage protection and features six LEDs with 12/24 Volt at 1.25A. All of this adds up to better lighting for increased safety, and exceptional features for a solid return on investment.

Grote Industries, a leading worldwide manufacturer and supplier of lighting products and related safety systems for heavy-duty,

commercial, and specialized vehicles, provides Great Dane's standard LED lighting package, and the Great Dane LongLife Light System wiring harness. 



# ULTIMATE EASE: ELEVATING DELIVERY

Randall's new **Elevated Platform** is designed for a mid-trailer side door. The Elevated Platform brings more safety, efficiency and flexibility to side-door delivery. Featuring an intuitive deployment system, no transition plate, and the ability to use Randall straight or folding walkramp parallel or perpendicular with the trailer, this platform elevates and makes deliveries easier and safer. In less than 15 seconds the platform deploys to door-height. Stowing is even easier in just under 10 seconds! It even allows distributors to fully cube their trailer by using the platform as a first-stop safety zone.

"The Elevated Platform concept is an intuitive, highly advanced platform that fully utilizes the platform floor allowing for a safer, more efficient side-door delivery option," said Fred Jevaney, Randall President.

Randall Manufacturing's Randall Access products combine advanced materials, innovative design, and progressive features that create a line of access solutions for foodservice delivery. 





**ADVANTEDGE**  
National Aftermarket Parts & Service Program

# Quick-Time Recovery AdvantEDGE

Great Dane Emergency Road Service is fast, reliable, and cost-conscious

To meet the growing need for elevated incident management, Great Dane's Emergency Road Service (ERS) has developed a comprehensive towing and recovery program for trucking fleets. The company is dedicated to timely response because it understands the importance of uptime – fleets can't get the job done when trucks are down.

## Incident management

The AdvantEDGE program's management of towing needs helps you control cost and mitigate risk. The ERS program utilizes a dedicated network of tow companies to provide quality service and competitive regional pricing. Together we deliver the premier service package for the trucking industry.

The AdvantEDGE incident management team provides 24/7 strategies and solutions for towing, winch-outs, load shifts, and incident recoveries. It can even provide resolution to help with non-consent tows—and reduce fleet liability exposure in a

variety of ways. According to Tony Neven, Great Dane Aftermarket Service Manager, "Our emergency road service (ERS) is more than just a call center for breakdowns. It's a full-service risk mitigation center that will not only rescue your breakdown in a time of need, but will do it in a manner that is as safe as possible while being economical."

Great Dane's ERS prides itself on knowing when to repair at the breakdown site versus when a tow is safer, which helps customer's better control cost. In addition it provides specialized transport logistics when needed. "For example," says Neven, "recently, we towed one customer over 200 miles to an important destination that saved them penalties for a time-sensitive delivery. The tow was across multiple state lines and required a team of qualified tow operators."

## The leading AdvantEDGE

The AdvantEDGE program, which has no enrollment fees, provides nationwide service and parts availability, consolidated statements in a variety of formats, consolidated billing, online program capability, customized purchasing controls—and—peace of mind. 🐕



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Enroll **FREE** today to start enjoying the benefits.



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

## TONY'S TECH TIP

### Beating Corrosion

Since the introduction of aggressive de-icing chemicals, these agents wreak havoc and cause corrosion on trailer components. The routine and thorough washing of equipment, including the undercarriage, will slow the corrosive action of these chemicals. If left to dry on

the trailer, these chemicals will reactivate when they get wet again. Also available as an option on Great Dane trailers is CorroGuard, an effective and durable barrier that blocks moisture, salts and debris from steel surfaces.



Tony Neven  
Great Dane Aftermarket Service Manager



Scan for more information on CorroGuard.

# EVEREST **CL**

CRAB SHACK



## WE RAMP UP CUSTOM THIS VERSATILE FOODSERVICE REEFER DELIVERS

Everest CL reefers are tailored to meet your needs...and save you money. When you're delivering refrigerated goods down narrow alleys and busy city streets, you need every advantage you can get. And that's where the proven Everest CL shines. Multiple rear and side-door options for quick, easy cargo access. Up to three controlled-temperature compartments. A wide selection of steps, platforms and ramps.



The Everest CL is the reefer of choice for many of the country's largest foodservice fleets. Let us customize a trailer to meet your specific needs.



Available with Great Dane's patented ThermoGuard liner to help prevent weight gain and insulation degradation caused by moisture intrusion.



### Great Dane

DRIVE AWAY WITH MORE



Scan this QR code to watch a video about Great Dane's innovative foaming process and modular panel construction. Or visit [www.greatdanetrailers.com/modularpanelconstruction](http://www.greatdanetrailers.com/modularpanelconstruction)

[www.greatdanetrailers.com/everest-cl](http://www.greatdanetrailers.com/everest-cl)

# EVEREST