

Evolving Trailer Technology



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Handling Heavy Hauls

Freedom Flatbeds get the job done

Keeping Your (Proper) Cool

Inside tips to help you comply with FSMA rules

What You Need to Know About GHG

Key points to prepare for the changes

2015 Events Calendar



Great Dane Event



Johnson Refrigerated Truck Bodies Event

November



November 2-4
Int'l Association of Ice Cream Distributors &
Vendors Annual Conference
Las Vegas, NV



November 16-18
CCJ Fall Symposium



November 18-20
Expo Transporte
Guadalajara, Mexico

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Staying on the Cutting Edge

Dear Customer,

Government legislation continues to drive equipment choices in our industry. Great Dane and other truck and trailer OEMs are working with legislators to make sure that the more stringent requirements are met without significant extra cost to our customers. Two key pieces of legislation affecting our industry right now are related to tractor/trailer fuel efficiency and the future of food distribution. You'll find important information on these upcoming regulations in this issue of ETT.

Due to the changing landscape of government legislation, it is now more important than ever to focus on trailer manufacturing excellence and innovation. Working within these goals, this year we initiated a new collaborative program specifically designed to work more closely with our key suppliers and continue to broaden our opportunities. Great Dane hosted the inaugural Supplier Summit in conjunction with the Innovation Challenge in late September. The event provided a forum to celebrate the contributions of Great Dane's key suppliers and brought together the most talented and creative resources to create cutting-edge solutions for Great Dane and its customers.

Within the pages of this magazine are more details on the programs noted above, the coming regulatory changes, and information about Great Dane customers. I hope you enjoy the latest edition of ETT.

Regards,

Brandie M. Fuller
Vice President, Marketing
Great Dane

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*Evolving Trailer Technology is published by
Great Dane.*



Supplier Summit & Innovation Challenge

In late September, Great Dane hosted its first Supplier Summit and Innovation Challenge. The goal of the new program is to celebrate past successes while setting the stage for continued innovation and advancement. During the special awards dinner, Great Dane recognized the company's top supplier partners who have excelled in the categories of cost savings, quality and safety, as well as a large and small supplier of the year.

Also new this year is the company's Innovation Challenge, an optional event designed to bring together the most talented and creative resources to create cutting-edge solutions for Great Dane and its customers. Rick Mullinix, Great Dane's EVP of Engineering and a member of the company's Innovation Advisory Board notes, "The Innovation Challenge is designed to provide participating suppliers with an opportunity to spend

additional time in collaborative discussions with a cross-functional team of Great Dane managers and leaders—with the goal of developing new business solutions that leverage both company's specific areas of expertise."

Collaboration

"We're truly excited about these new opportunities to collaborate with our key suppliers and by the strong participation and creativity displayed at this first Supplier Summit." Mullinix added.



GREAT DANE
SUPPLIER SUMMIT
ACCELERATING
BUSINESS SOLUTIONS

When Safety is Job 1

Two Great Dane Plants Honored for Safety

Recently, the Truck Trailer Manufacturers Association (TTMA) recognized the exceptional safety standards of both the Great Dane Huntsville and Brazil manufacturing facilities by awarding each TTMA's Plant Safety Award. This is the first time that two plants from one trailer manufacturer have been awarded outstanding safety records in the same year. TTMA recognizes plants each year that exhibit exceptional work environments with safety as a top priority. Awards are determined based on Occupational Safety and Health Administration (OSHA) data.

Top Honors

The Brazil plant received the top award in the Large Plant Category. Earlier this year the facility celebrated five million man-hours of work without lost time due to injury; the equivalent of nearly 4,000 hours on the job per employee.

First Time Honors

For the first time, our Huntsville plant won the Plant Safety Award in the Medium Plant Category for the first time. These awards are a great honor and clearly demonstrate the culture of safety that exists at Great Dane.



GHG & Trailer Fuel Efficiency

Over the past decade, the trucking industry has faced increasingly more stringent fuel economy and emissions regulations. Some of the recent regulatory activity began with passage of the Energy Independence and Security Act (EISA) of 2007 and picked up momentum in 2010, when President Obama signed a Memorandum of Understanding directing the U.S. Department of Transportation (DOT) and the U.S. Environmental Protection Agency (EPA) to develop joint-rulemaking for medium and heavy-duty vehicles under EISA and the federal Clean Air Act.

Getting Ready for Change

The industry is now getting ready for EPA and the National Highway Safety Administration (NHTSA)'s proposed fuel consumption standards (a continuation of the Energy Independence and Security Act of 2007) and EPA's proposed GHG emission standards are authorized under the Clean Air Act. GHG 2 initiatives will include trailers pulled by combination tractors. Trailers contribute significantly to carbon pollution emissions and to the vehicle's fuel consumption. Cost-effective technologies, including aerodynamic devices, low rolling resistance tires, and automatic tire inflation systems can offer significant CO₂ emissions and fuel use reductions, providing a benefit to the environment and the nation's energy security, and reducing fuel costs.

Support and Advocacy

Great Dane is actively involved in discussions with EPA and NHTSA and has provided comments for their consideration. In the company's opinion, one shared with many industry thought leaders, a main issue with these proposed

regulations lies in the difficulty of creating a regulation for an industry where a high degree of customer-specified customization and critical variations in product configurations and specifications are the norm. Because trailer manufacturers tailor designs to meet customers needs, fleet owners and owner-operators rely on trailer OEMs to build the optimum product—based on their operations, influencing everything from size, number of axles and door placement to weight and load capacity and everything in-between.

The difficulty in establishing a regulation for trailers is compounded by the number of factors that affect fuel efficiency, such as tire selection, weight and aerodynamic device compatibility. On the surface, weight reduction may appear to be a key factor in decreasing fuel consumption. However, reducing the weight of a trailer may result in increased maintenance costs and the premature need for replacement. Aerodynamic devices are widely available in the marketplace and are generally recognized as having the greatest potential to impact fuel efficiency of vehicles pulling trailers. Yet, not all trailers are configured to allow them to be equipped with these devices, and many operational factors and necessities, such as operational speed, maintenance issues and damage concerns, influence many fleets to avoid using them entirely.

Thorough Evaluation

Great Dane believes that thorough evaluation of the technologies required to comply with the proposed regulation is necessary to gauge the overall impact of proposed changes. There are many products on the market that claim to positively impact fuel efficiency, but there are differences of opinions on their effectiveness. Any regulation or the addition of any mandatory equipment or devices must be borne out with consistent and reliable data that confirms not only a real and positive environmental impact, and a reasonable payback period for those who invest in them. 🚛

Key Points

- The EPA program: initial proposed standards for trailers would apply beginning January 1, 2018
- The NHTSA trailer standards would be voluntary from 2018 to 2020, and would become mandatory in 2021.
- The standards would gradually increase in stringency in model years 2021 and 2024, and the most stringent requirements would not apply until model year 2027.
- The intent of the rule is to be performance regulating rather than design-specific or technology-forcing.
- These changes would apply only to new production of trucks and trailers.
- The proposed Federal standards only apply for new trailers, with no requirement for owners or operators to retire or retrofit trailers. The California Air Resources Board may impose separate standard though, which could involve retrofits.



Handling HEAVY HAULS

When you carry steel you need a robust trailer

Norfolk Iron & Metal (NIM), headquartered in Norfolk Nebraska, has been in business for more than a century. What started as a hide and scrap metal company in 1908 has evolved into one of the industry's largest and most technologically advanced carbon steel provider. NIM prides itself on consistently delivering two things: products and promises. With a fleet of more than 120 semi-tractors and 250 trailers (each can carry up to 50,000 lbs. of steel), it can provide next-day delivery to 90% of its customers.

Meeting Expectations

According to Director of Logistics for NIM, Jeff Bessmer, "We are a steel service center, as part of our operation we are running a route business with most of our fleet. We have multiple stop loads and get into all kinds of areas to make our deliveries. We can either be in the middle of nowhere making a jobsite delivery or in





NIM

NORFOLK IRON & METAL

the middle of a metro area.” Bessmer goes on to say, “With the multiple stop loads where we are twisting and turning in tight spots, also we have a vast array of carbon materials on our loads. The trailers must be very durable and without much arch for our operation.” The company runs Great Dane Freedom LT flatbeds.

The Right Features & Benefits

Bessmer says when choosing the right trailers for its application, the company wanted trailers that were not only lightweight, but also durable, so they chose the Great

Dane Freedom LT. The NIM spec includes having all of the trailers outfitted with a sliding covering system to protect the product from the elements. In addition, NIM added smart lift systems to the front axles of their new flatbeds for empty back-hauls and an electric rear axle rear axle dump for backing ease. Surprisingly both of these specs had not been done together before. Great Dane was able to overcome this obstacle with the help of its vendors and deliver NIM the trailer it needs.

Good Relationships

“Great Dane has been a great customer of ours for years,” notes Bessmer, “and whenever possible we

like to do business with our family of customers. It also helped that we had a good relationship with our Great Dane dealer, Jim Hawk.” He goes on to say that NIM has been buying parts for its existing fleet through the Jim Hawk dealership and that the dealer is very familiar with the NIM operation. But ultimately, Great Dane’s ability to provide customized trailers tailored to customers’ needs is one of the main reasons they keep coming back. 🚛

KEEPING YOUR (Proper) COOL

Inside tips to help comply with the FSMA Rules

When it comes to maintaining the right environment for temperature-sensitive loads—especially considering the upcoming FSMA Sanitary Food Control & Transportation Rules—thermal efficiency of trailers plays a key role. Trailers designed and built with the required thermal efficiency to effectively protect cargo are a must, but thermal efficiency is just one part of the equation, properly maintaining trailers is the other.

Spec' and Maintain

First of all, to get and maintain optimum thermal efficiency, fleets need to spec equipment to reduce the probability of damage. Then they need to be committed to regularly scheduled inspections and timely repairs of that equipment. The next step is to ensure proper loading and airflow in the trailer. This includes making sure units are correctly precooled and that the cargo is at the proper temperature when loaded. Temperature sensing and recording equipment—and diligence in using that equipment—is going to be necessary to prove compliance with shipper specs.

High performance linings like PunctureGuard and ThermoGuard don't provide insulation performance per se, but rather protect the insulation from bad things like moisture intrusion, outgassing (ThermoGuard), and to some extent, mechanical damage. So choosing the right linings is important.

Final Details

Remember to spec the right options. Consider using protective measures or materials that can prevent the scars, scrapes and holes. Various scuff specs and materials, and logistic track, etc., can help protect the trailer interior. Careful floor and scuffband specs are critical. Load restraint may be helpful to maintain airspace around the load. For certain loads (chilled/produce) air distribution is critically important, so fleets transporting those products need to focus on the specs for bulkheads and the air delivery system. 🚚



Delivering Good Things

The perfect temp equals the perfect taste

Piazza's Ice Cream & Ice House believes that too much of a good thing is good! Sal Piazza and his wife Tricia, own and operate the full service distribution company, which delivers ice cream, ice cubes, dry ice, ice sculptures, rock salt and ice luges in to mom and pop stores throughout New York City, Brooklyn and Staten Island. According to Sal Piazza, "When it comes to dedication and keeping promises, our efforts are directed first and foremost to our customers. One of the things that we hear over and over again is that our customers enjoy our promptness assisting them. We will drive through even the stormiest days to ensure that every order arrives on time—and at the right temperature. We not only pride ourselves on our delivery service, but also that we have friendly drivers, clean trucks and warehouses that are accessible to our customers with freezers that are full of inventory."

Reputation & Quality

Piazza's Ice Cream & Ice House runs a fleet of 10 compartmentalized trucks, three of which are Johnson Refrigerated Truck Body (JRTB) trucks. The units, which have five compartments on each side that hold cargo, which are removable, containers that can be loaded

by hand, stored in the freezer and then placed in the compartments prior to deliver—this process saves time. Piazza notes that his first JRTB trucks were used units, he was so pleased with their performance that he decided to place an order for customized JRTBs the next time he needed trucks. "I chose the JRTB trucks because of their excellent reputation and quality. The compartments are all set at the same temperature, and hold that temperature steady throughout delivery during the day."

Piazza goes on to say, that has he spec'd out his custom JRTB trucks with his dealer, "I found working with Bill Elliott at Northeast Great Dane to be very easy. He listened to our needs and made sure that the units were designed to our specs. His attention to detail makes me wished he worked for me." 🍦





Spec'd for **MAX LOAD**

*When you haul
steel the right
flatbed for the job
is imperative*

Tennessee Steel Haulers (TSH) is a flatbed logistics company based in Nashville, TN. It is a growing company with a diversified customer base that specializes in hauling steel coils and other flatbed freight.

Structural Integrity

Gregg Stanley, Vice President of Operations, talks about his company's choice of Great Dane Freedom LT trailers, he says, "Our business model demands enhanced structural integrity. As such, 12-inch cross-members with a coil package are required. Furthermore, the auxiliary outlets allow for signaling during wide load events and combination flooring to alleviate weight limitations. As with any competitive carrier, we have tested several options, nothing that we would consider a "special spec." However, from both a risk/liability and overall safety perspective, we are considering disc brakes as a viable addition to our spec going into 2016.

Purchasing Considerations

They purchase equipment and provide a lease program for their drivers. Their business plan has allowed them grow as well as avoid shortage of drivers. Stanley says, "Great Dane has a solid reputation in the industry. Our drivers were inquiring about Great Dane trailers and your local sales rep was calling on us around that time as well. After further discussion with our rep, we decided to offer our drivers the Great Dane product. We have had only positive results. Driver's speak highly of the integrity and we appreciate Great Dane standing behind the product they sell."

“Our driver’s speak highly of the integrity and we appreciate Great Dane standing behind the product they sell.”

Gregg Stanley, Vice President of Operations



Driver Lease Program

TSH purchases equipment and provides a lease program for its drivers. According to Stanley, “We are an owner/operator based company that offers a lease/purchase option. Since we are able to procure equipment in bulk on a continual basis, it provides us with the opportunity for better pricing versus what a single owner operator could negotiate. As such, it allows us to sell the equipment to our owner/operator base at this discounted pricing. So, in essence, our drivers are provided a quality product, at a discounted rate. Our lease/purchase program continues to be a key component to company growth. As mentioned above, our drivers couldn’t be happier.”

Good Dealership Relation

Stanley says, “Our sales rep has been integral in working with our equipment team to ensure specs align with our needs, as well as helping to facilitate any warrantable issues are handled promptly. Our rep routinely follows up with us to review spec/purchase options as the market fluctuates and new technologies emerge, to ensure TSH continues sustainable growth.”



TENNESSEE STEEL HAULERS, INC.

SOMETHING FOR EVERYONE

Meeting Flatbed Trailer Customers' Needs

With three exceptional flatbed trailer offerings, Great Dane is able to satisfy a wide variety of fleet applications. For hauls that go cross-country, regionally or make city deliveries, the Freedom series has the right trailer solution for every application. Each is specially designed for exceptional duty within its niche.

The Freedom Choice Lineup

Fleets can select from three different and distinct flatbed trailers that include the Freedom LT a combination of steel and aluminum, the Freedom SE all-steel, and the Freedom XP all-aluminum. All of these are built with the customer in mind and include features and benefits that address specific fleet concerns such weight, reliability/durability and price.

The Right Weight

The Freedom LT is exceptionally lightweight and offers high performance solutions strong enough for heavy-duty hauling needs. This trailer's steel-aluminum combo offers a competitive weight and price with a long list of valuable options.

Weighing in at a trim 8,200 lbs. and equipped with aluminum wheels, the Freedom XP weighs nearly

1,000 lbs. less than a comparable combination steel/aluminum trailer. It is lighter in weight to increase payload and hefty enough to provide the load protection and great performance down the road.

When heavy-duty is the "right weight," the Freedom SE fits the spec' with its sturdy construction that easily handles heavy loads. With its exemplary blend of quality workmanship and innovative design, it goes the extra mile to deliver.

Reliability/Durability

The Freedom LT goes the distance with extreme structural integrity. The main beam is a one-piece standard 3"x5" heavy-duty 100 KSI steel to expertly handle capacity and heavy-duty aluminum side rails provide load versatility with multiple tie down options.



The all-aluminum Freedom XP is not only lighter weight, but it's also designed to maximize payload capacity and is able to withstand 60,000-lb loads concentrated in 4 feet and up to 120,000lbs. of uniform distributed loads. For fleets that want to increase fuel efficiency without giving up payload capacity, this is the perfect choice.

Exceptional durability is built into the Freedom SE with a design that offers unmatched versatility. This heavy-duty, all-steel flatbed delivers long-term value and proven performance. Standard features include heavy-duty side rails and 1.13-in. apitong flooring. In addition, with a wide range of customization options, the Freedom SE can be configured to match fleet applications.

Competitive Price

When competitive price is an issue, you can be sure that the value of each of these trailers puts them above the competition. All three flatbed trailers offer the features and benefits that ensure the best return on investment. 🚛

The Right Weigh

Great Dane platform trailers are engineered to be lightweight while delivering increased payload mile after mile. To make sure you are taking advantage of the reduced weight of your platform trailer, Air-Weigh's QuickLoad scales can give you on-the-ground weights at the loading site! Instead of relying on cargo weight averages that can vary because of density or moisture, you can be assured that your drivers are loading as close to their legal GVW as possible every trip and maximizing their payload.

With an Air-Weigh scale installed on your flatbed, you will not only be saving money by eliminating check weighs, but also you will be protecting your equipment. By avoiding overweight loads, you'll be reducing wear and tear and extending the life of your platform trailer. Available on all Great Dane trailers, QuickLoad scale saves you money. See how much by visiting Air-Weigh's ROI calculator at www.air-weigh.com.



Air-Weigh

Hardwoods, Easy Choice

There are two choices for flatbed flooring—wood and aluminum—and both have benefits. Overseas Hardwoods (OHC), providers of wood flooring, offers durable apitong (available in 8- to 20-ft. lengths) also known as keruing. The company has provided road load tested (RLT) apitong since 1990. This is a specific process that enables construction of full trailer-length (48-53'), machined stress-rated apitong, which eliminates: interior board ends; 100+ screws; dozens of potential maintenance areas (board ends). The process creates a stronger more durable floor system.

Twice the Life

RLT flooring can double the life of a random length floor, because wood flooring has more elasticity than aluminum. Apitong benefits include its strength to

weight ratio—and natural resin that helps it "heal" itself over time. Resin also prevents drying out of flooring and repairs damaged areas. Apitong is excellent for exterior applications and does not require undercoating. While it is the best commercially available wood species for industrial exterior applications, OHC recommends adding UV inhibitors to extend the life and performance of the flooring, especially if trailers are going to sit idle for any extended period of time. For more information, visit <http://www.ohc.net>.



AdvantEDGE Loyalty

Program a must-have for road breakdown manager

Denver-based Navajo Express' Road Breakdown Manager, Chris Wade, talks about his experiences with Great Dane's AdvantEDGE program. "I was so impressed with the AdvantEDGE program," says Wade, "that I brought it with me from my previous company and made it my first priority to get the program started at Navajo. What attracts me most are the capped prices on parts, the outstanding service we get from the Great Dane service shops, and the abundance and variety of parts available through the Great Dane Network for all the different trailers we run."

Peace of Mind

Wade goes on to say that the quality of service provided by the program, which include an expansive number of service shops in the network, provides peace of mind. "When I receive an estimate, I know I'm getting a reasonable price that I don't have to renegotiate it," adds Wade.

Building Relationships

"We're using the AdvantEDGE program mainly to put ourselves in positions to utilize our busiest lanes with the local shops and build relationships with these vendors. We run tight and constant loads with our customers, so downtime must be kept to a minimum. We've had nothing but the best responses from the AdvantEDGE network shops—they work to keep our equipment on the road. If there is ever an issue, network providers have been quick to communicate so we can find the best solution possible."

Open Lines of Communication

Wade believes in constant communication between his office and service providers. He has found the service locations in the AdvantEDGE program keep him constantly informed. He states, "Many of the providers with whom we work even feel comfortable calling me when I am off work if something comes up. For me this is an example of how the best business relationships should be."

TONY'S TECH TIP

Getting Your Trailer Ready For Winter

With winter fast approaching there are some things you can do to reduce winter breakdowns.

Thoroughly wash the trailer and undercarriage and inspect for excessive corrosion that could grow with the upcoming use of deicing chemicals.

Perform complete PM service with special attention to proper lubricating all grease fittings, door hinges and roll door operators. If the trailer is equipped with a lift gate, don't forget to lubricate all those grease fittings. Ensure ABS is working properly to help prevent brake lockup in icy conditions.

Add a corrosion preventative sealant to all electric connections to assist in keeping deicing chemicals from corroding connections.

Inspect and repair door seals. It is much easier to repair door seals when the temperature is warmer. Cold door seals are difficult to work with.



Tony Neven
Great Dane Aftermarket
Service Manager



ADVANTEDGE
National Aftermarket Parts & Service Program

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.



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

**WE CAN HELP YOU
PUT ON A FEW POUNDS.**



LIKE A THOUSAND.

Flatbed freight can come in all shapes and sizes. Pipe. Steel coil. I-beams. But whatever you haul, it's going to be heavy. That's why we've completely redesigned our all-aluminum Freedom XP flatbed. **It's tough enough to secure the heaviest loads, but nearly 1,000 lbs lighter than a comparable steel-aluminum trailer. That means more payload per haul. A lot more.** Available in 60,000 lb. and 52,000 lb. rated models, the innovative Freedom XP gives you the versatility to handle any load that comes your way. Learn more by visiting our website or a Great Dane location near you.

greatdanetrailers.com/Freedom-XP



GREAT DANE **FREEDOM FLATBEDS**

XP



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8,200 LB. BASE WEIGHT

YOUR PROMISE IS OUR PASSION

Great Dane