



STRICKLY SPEAKING

— SUMMER 2019

AN INDUSTRY FIRST

It was exciting to release the trucking industry's first fiberglass reinforced composite (FRC) dry van trailer in March. The FRC trailer made its debut during TMC's Annual Meeting & Transportation Technology Exhibition in Atlanta, GA, and again at NPTC in Cincinnati, OH. Since its release, it has been creating a positive buzz and garnering favorable feedback.

"The seamless, snag-free, full-length FRC side-wall panels are pultruded with a moisture-resistant PET core that is 100% recyclable," says Justin Bell, Vice President of Strick Engineering. "The hydrophobic characteristics prevent 'wicking,' ensuring zero water intrusion or weight gain." Bell also notes that simply removing all alloy components eliminates the concern of any future rust or corrosion. No other trailer in the market today delivers this unique and compelling combination.

The FRC is available in any combination from 28' pups to 60' vans, and can be paired with Strick's many customized options, such as E-track, various cargo control systems, and enhanced insulation packages for greater climate control capabilities. These configurations provide carriers with an endless array of choices to meet unique transportation demands.

To request a quote or to learn more about the FRC, please contact Strick customer service at strickcs@stricktrailers.com, your local sales representative, or your nearest Strick dealer.



Strick reveals industry's first Fiberglass Reinforced Composite (FRC) dry van trailer during TMC's Annual Meeting & Transportation Technology Exhibition in Atlanta, GA.

STRICK SECURES FOURTH TTMA PLANT SAFETY AWARD

Strick is proud to be a winner of the plant safety award from the Truck Trailer Manufacturers Association (TTMA) in Category B, which is for medium-sized trailer plants with 300,000 to 750,000 hours worked. This is Strick's fourth TTMA plant safety award since 2007.

"We are honored to receive this award," said Chris Burt, Strick's safety leader. "Strick diligently focuses on safety every day. As a part of Strick's mission statement, we take time and pride in working with our employees in all aspects of safety. Being proactive to come in whole and leave whole is a strong guiding philosophy."

TTMA introduced its plant safety contest in 1971. The winners are chosen from the plants with the leading plant safety data on their OSHA 300A Summary Form with awards given in two classes: tank trailer manufacturers and general trailer manufacturers.

Living out Strick's mission statement, safety is the #1 focus in all manufacturing plants. Providing regularly scheduled training for all workers, on all equipment, is simply a part of the daily routine. "If appropriate safety measures are in place and employees are aware of hazardous conditions, the safety risks on the production floor are decreased immensely," Burt said.

Most accidents are preventable. Following basic safety procedures every day can keep us all safe!



TRUCKING... A LIFEblood OF AMERICA

Trucking is one of America's number one jobs today, and one that most Americans take for granted. Truck driving remains one of the fastest-growing occupations in the United States with more than 1.7 million heavy-duty and tractor-trailer truck driving jobs today, according to the U.S. Bureau of Labor Statistics. As the world continues to grow, so does the population, and the demand for more "stuff".

Trucking impacts the entire country. Trucks move everything, everywhere. It is estimated that roughly 70% of domestic freight is transported by means of trucking.

This equates to approximately 10.5 billion tons of various commodities moved annually, making it possible for thousands of products to hit the shelves for you to buy 24/7. So, how do we keep up with such a demand? Truck drivers, of course.

Truck drivers run America. Without them, the movement of consumer goods would be severely limited. Think about what would happen if every truck were pulled off the road. Perishable goods and drinking water would quickly disappear and ATMs would be empty within days. Our culture simply would not be the same without the trucking industry. Yet, trucking has one of the highest

turnover rates due to long work hours, extended time away from home, health issues, etc. A healthy trucking industry requires proper physical and physiological management and safety monitoring. If it weren't for trucks, most of the country's businesses wouldn't be able to operate.

Truck driving is tough work, and consumers can thank the trucking industry for providing them with opportunities to buy products at nearly any time of day. So, next time you see a trucker, stop and say 'hello', and show your appreciation.



Moving trucks are a sign of a healthy economy making truck drivers crucial to the lifeblood of our economy.



HAVE “INTELLIGENT” TRAILERS FINALLY ARRIVED?

Historically, North American dry van trailer design goals were many: maximized cargo space, decreased tare weight, reduced maintenance costs, extended useful life, and lower purchase pricing. The list does not end there. Let's not forget that new government regulations have also had tangible effects on trailer designs.

While technology is evident in our daily lives, with data sensors and computer monitoring systems that have successfully overtaken our homes, automobiles, and the driver seat of truck tractors, it has not quite found its place in new trailer design.

The trailer industry has seen some effective technological innovation for trailers and trailer components over the last 20 years. Implementation of trailer location tracking devices, remote cargo temperature monitoring, and tire pressure

management systems come to mind. However, these products are independent and not integrated into the trailer design. The absence of a “central nervous system” in the trailer requires that sensor data from individual components be communicated independently to the driver or dispatcher, or in some cases, through a cellular tracking device with limited data transmission capacity.

A major obstacle to technological advancement has been developing a “fully integrated data stream” within the trailer, a central platform that works with all ancillary equipment, one that provides for proper data collection and management. There are numerous variations in powering, hardware, and communication available, but a standard integration platform is key for advanced trailer intelligence. To fully harness the power from such a platform, it must be compatible with devices, sensors,

controllers and applications that need to speak to each other and seamlessly share data.

The good news is that there are major industry component suppliers initiating this smart trucking movement. Each are poised for full commercial launches of integrated sensor hub systems hoping to provide a flexible, one-stop solution that will give customers the control to decide how to effectively customize each trailer.

Each of the three component supplier systems are open platform, open sourced, and shared API designs that provide maximum opportunity for compatibility with other component suppliers. The products have variations in powering, hardware, and communication, as well as in the timing of available features, but overall, they open the door to the exciting new world of trailer intelligence.

As with all pioneering technologies, challenges remain to be addressed including connection compatibility with current tractor systems, and retrofitting active trailer fleets, but all three suppliers have developed mitigation plans for overcoming these issues. Meanwhile, we expect that once these products are fully introduced, they will inspire the development of other ideas and applications that have not yet been considered.

Initially, you should watch for these new products to be included in trailers transporting higher value cargo like hazmat, military supplies, and temperature control, but to then spread rapidly across the full industry as the products are fine-tuned, pricing is scaled, and new management apps are developed.

All in all, we believe that this new technology will mark one of the most significant opportunities for trucking productivity in decades.



The National Trailer Dealers Association (NTDA) was established in 1990 and is headquartered in Detroit, MI. It is the only trade association for independent semi-trailer dealers in North America. Today, the NTDA has nearly 900 Dealer and Allied member companies that sell, manufacture, lease, and repair semi-trailers and trailer parts and accessories throughout North America.

The NTDA provides knowledge and resources that bring value to member companies. Influencing and improving the economic and regulatory environments affecting the trailer industry, educating members on critical industry news, issues and trends, and broadening the management skills of member employees to help promote company growth are just a few of their objectives. **Strick will be one of more than 100 exhibitors at this year's annual NTDA convention October 9-11, 2019 at The Breakers in West Palm Beach, FL.**

If you're a trailer dealer, but not currently a member of NTDA, you just might want to consider the benefits. Membership provides access to peers in one of the largest networks of trailer dealers, leading OEMs, component manufacturers, and industry service providers. You will be exposed to industry experts to hear where the industry and economy are headed, and learn about the latest trends and regulatory changes that could impact your business. For more information or to join, contact the NTDA at 1-800-800-4552, e-mail info@ntda.org, or visit www.ntda.org.