STRICK STRICKLY SPEAKING
— WINTER 2018

WHAT THE HECK IS AN ERB?

An "Exterior Roof Bow"…obviously! Ever heard of such a thing? Not many folks have, but Strick has been using them in special, super heavy-duty applications for over 20 years!

The concept of an ERB is simple…mount the roof bows of the trailer on top of the roof instead of under it. While this may seem a little unconventional and counterintuitive, the reason is both economical and logical…doing so eliminates snag points inside the trailer without having to install a costly and heavy interior ceiling lining.

Roof bow snagging and coinciding aluminum roof sheet damage are common in forklift loading and unloading operations, especially fast moving, abusive operations like just-in-time automotive assembly line parts supply. Not only does it damage the roof, it is very expensive to repair and can put trailers out of service for weeks at a time until they are fixed. Not good.

To find a solution to reduce and protect the trailer roof from this type of damage, Strick worked with a valued automotive parts carrier customer who was able to share numerous instances of new dry vans with roof bows ripped out and the aluminum roof sheet torn back like a hand-opened tuna can. From these examples, along with extensive structural and material testing, Strick's engineering team developed the ERB system!

Strick's standard van roof consists of an .040 aluminum sheet and unique pre-arched, galvanized steel tension roof bows that snap into place during assembly to create a super tight roof with a slightly higher center arch to facilitate rain and snow run-off. Innovative and very popular in its own right.

In comparison, the ERB roof is made from a translucent fiberglass sheet, manufactured in Germany exclusively for Strick by the LAMILUX Group. Using 50% more glass fiber than conventional fiberglass panels and a special epoxy resin designed for the lowest possible thermal expansion, the LAMILUX X-TREME roof sheet has a strength and rigidity that is many times higher than normal composites. The result is extreme impact resistance. In over 20 years of use, our original automotive parts carrier customer has not had a single roof failure!

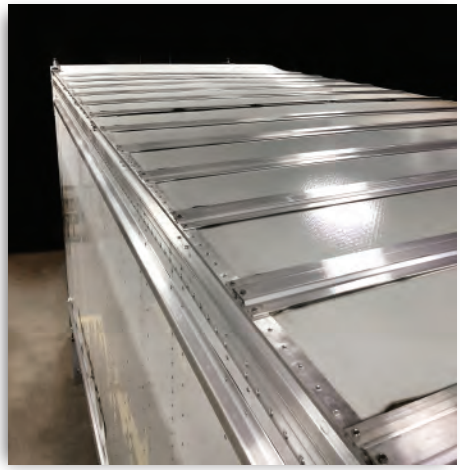
The LAMILUX roof sheet is held in place by low profile, pre-arched aluminum roof bows on top of the roof sheet and bonded to the fiberglass roof with high strength epoxy. The low profile of the exterior bows clears below the 13'6" overall height, and increased wind resistance is minimal.

What about maintenance, you ask? Yes, the LAMILUX roof is translucent, but if you are remembering the old translucent roofs of the 1980s and 90s that cracked around the edges, the LAMILUX roof is in a whole different league. In the unlikely event that your ERB roof is ever damaged, a standard fiberglass repair kit is all you need. Strick provides instructions on the simple steps for a clean repair.

On a 53' trailer, the ERB LAMILUX roof weighs about 212 lbs. more than Strick's standard aluminum roof with galvanized steel tension roof bows, and it costs a little more, but customers plagued with routine roof and bow damage from normal operations see a quick return on the investment and lasting benefits from reducing undesirable out-of-service time.

At Strick, our ERB LAMILUX roof option is one more example of what we mean by "Customer-ization"…understanding the customer's operation and requirements, designing and presenting possible solutions, and building the highest quality trailer available, on time, every time!

We look forward to "Customer-izing" vans for your operation, too. Give us a call today!



STRICK TRAILERS RECOGNIZES TOP DEALER

Strick has awarded Capitol City Trailers, of Obetz, OH, with its 2018 Dealer of the Year award for achieving an outstanding level of sales. This marks the third year that Strick Trailers has recognized CCT as its top dealer.

Of more than 30 dealers that are part of the company's dealer network, many were in contention for the top performer spot. The Strick Dealer of the Year requires a high level of performance to keep pace with our standards, growing customer expectations and heightened industry demands.

Buck Stewart started the company in April of 1994 with two other employees. Brother Tim heads up new and used trailer sales, and daughter Cassie leads with truck body sales. Other key team leadership includes Scott Brown, CFO and Matt Hackney, Sales. Today, CCT boasts 50 employees and operates a 30,000 sq. ft. facility, including a 10-bay shop.

CCT CAPITOL CITY TRAILERS INC. BOSTON TRAILER

Boston Trailer was awarded the 2018 Best Dealer Sales Growth award for a stellar 120% increase in sales growth over 2017!

"Our top dealers continually demonstrate that they share our values of quality and innovation in serving our mutual customers," said Charlie Willmott, Chief Sales Officer, The Strick Group. "Our dealers are some of Strick's most valuable assets and an integral part of the company's success. It's a privilege to work with them to keep America moving."

Find Strick Trailers dealers online at https://www.stricktrailers.com/strick-trailers-dealers/.

"BOLDLY GO WHERE NO ONE HAS GONE BEFORE..."

Is it the StarShip Strick? No. Actually, its real name is the "Shell StarShip" sponsored by Shell Lubricants. More specifically, it is a futuristic concept vehicle designed and built by the AirFlow Truck Company of Newington, Connecticut, pulling a super lightweight, custom built Strick 53' trailer.

According to the Shell team, "the StarShip is an innovative, material step towards reducing emissions and increasing overall efficiency and fuel economy in the transport sector. This next-generation truck features a custom, aerodynamic design and aims to demonstrate improvements in fuel economy for class 8 trucks while lowering CO2 emissions."

Looking more like it belongs in a Star Trek episode than carrying freight on I-80, this sleek machine is full of high-tech gadgetry, making the cab interior look like the cockpit of a super-sonic stealth fighter jet. Aerodynamic features abound, from the smooth, large radii tractor nose that includes an active grill system, to the tractor/trailer gap sealer, a pneumatic landing gear that fully retracts, low-slung continuous full-length skirts on both sides, and back to a modified Stemco Trailer Tail at the rear.

Additional efficiency features of the StarShip added by AirFlow Truck Company include cameras with displays inside the cab instead of mirrors for better aerodynamics, a custom tire inflation system to minimize rolling resistance, down speed axle configuration for further fuel efficiency, and a 5,000 watt solar array on the trailer roof to power the cab AC system.

Behind the tractor is a Strick Model 99 sheet and post dry van with many customized specs to reduce weight and maximize fuel efficiency. "Trailers are as important, aerodynamically, as the tractor is, all things considered," said Bob Sliwa, Founder and President of AirFlow Truck Company.

Justin Bell, Strick Trailers Director of Engineering, agrees. "While much effort has been devoted over the last two decades to making tractors more fuel efficient, the trailer has remained largely ignored when, in reality, a few special design options can bring significant fuel savings. Where else can a fleet get that kind of productivity today?"

From the factory, the 53' Strick trailer in the StarShip rig included the following weight and fuel saving options:

- Anti-slip aluminum floor in lieu of laminated oak
- Aluminum crossmembers in the bay in lieu of steel
- Aluminum side posts in lieu of galvanized steel
- PTS50 Pneumatic folding landing gear in lieu of fixed
- No interior lining, scuff only, in lieu of plywood or plastic lining with scuff
- Whiting Innovator swing doors in lieu of composite plate
- Low riding resistant tires
- PSI tire inflation system
- Disc brakes in lieu of drum type
- Estimated tare weight – 10,900 lbs +/- 3%

Strick's Bell further noted, "Lighter trailers save fuel, but not all fleets are well advised to incorporate all these light weight features in their trailers. Consideration needs to be given to cargoes to be carried, operational circumstances, and long-term maintenance costs. At Strick, we help the customer work through these choices in a process we call "Customer-ization" to result in the optimal trailer for their fleet."

Meanwhile, the Shell StarShip recently completed a 2,300 mile demonstration run across the southern United States. Dave Schaller, Industry Engagement Director of the NACFE (North American Council on Freight Efficiency, www.NACFE.org) followed the truck all the way from San Diego, CA to Jacksonville, FL and worked with his colleague, NACFE Engineering Director, Yunsu Park, to collect and analyze telematic data. According to their field research, the truck attained 178.4 ton-miles per gallon freight ton efficiency, 2.48 times better than the North American average of 72 ton-miles per gallon.

Dave Schaller reported, "The truck was operating with some untested technology, but still managed to average 8.94 miles per U.S. gallon, with the best economy segment reaching just over 10 miles per gallon, and achieved an impressive 178.4 ton-miles per gallon freight ton efficiency. We look forward to seeing the next steps in the drive for improved freight ton efficiency."

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IS THE FUTURE NOW?

If you are old enough, you, no doubt, remember the original 1960's cartoon, "The Jetsons," an animated sitcom by Hannah-Barbera about a "space age" family of the future. ("Meet George Jetson, his boy Elroy, daughter Judy, Jane his wife…"). In direct contrast to George Orwell's depressing future view, "1984," Hannah-Barbera's depiction of tomorrow was hopeful and light-hearted, with flying cars crowding the air, as well as robots, computers, and machines that did just about everything for everyone.

Lucky for us, our future appears to look more Jetsonian than Orwellian, with drones, autonomous vehicles, and tourist trips around the moon becoming more of a reality every day. In no part of our world is this move toward the future more prevalent than in freight transportation.

With the abundance of smartphones, tablets, and mobile apps, all with seemingly unlimited capabilities, one can buy virtually any product online, from anywhere. The way we shop has certainly changed. The exponential growth of e-commerce shopping and home delivery is the rocket fuel that is jetting our nation's freight distribution network ever closer to looking like something out of George Jetson's daily routine. As more consumers turn to e-commerce for all their shopping needs, speedy fulfillment isn't just a "nice to have" — it's the expectation of every online shopping experience. Being a consumer, you know what you want, where you want it, and when you want it.

The Last Mile is Always the Hardest

Change always brings both challenges and opportunities. In freight transportation, one of the biggest challenges/opportunities driven by changing delivery needs, is how to most efficiently complete the delivery over the "last mile." In a product's journey from warehouse to customer doorstep, the "last mile" of delivery is the final step of the process. It's when the package finally arrives at the door. Not only is the last mile important for customer satisfaction, it is also the most expensive and time-consuming part of the shipping process. In this new shopping landscape, it is up to the retailer and its last-mile delivery provider to adjust to the consumer's schedule and meet higher expectations for flexibility.

To help retailers meet the rising expectations, a growing number of carriers and logistics providers are stepping into the final-mile sector with fresh, new ideas for how to complete that final step. Drones? Self-driving trucks? Modified step-vans? Mobile sorting system trucks? Uber/Lyft? What do those "last mile" solutions look like?

Last Mile Inefficiencies & New Strategies

Just a few years ago, "last mile" distribution was easier because delivery promises were longer. Most were 3-to-5 days, giving the retailer time to locate products and get them on the road to customers. Packages could travel farther distances because there was time. Today, same- and next-day are quickly becoming the new normal, which requires a different way to operate and manage these delivery promises.

Today, if you've ever tracked a package online, you understand that the great challenge of the "last mile" is operational inefficiency. That's because this final leg of shipment typically involves multiple stops with small drop quantities and sizes. In more rural areas, delivery stops along a route can be miles apart, with only one or two packages getting dropped off at each stop. In urban areas, drivers often get held up in traffic and congestion delays.

The challenge for trucking companies is how to address these realities, and to develop the equipment, employee skills, and company processes to be most efficient.

Across the supply chain and logistics industry, innovative strategies are being implemented to reduce costs, improve efficiency and meet the fast-paced demand for the delivery of goods to consumers. A few tactics being explored include:

- Consolidating and de-consolidating shipments
- Truckloads split up and shipped as partial truckloads
- Consolidating online orders into truckloads and moving goods closer to final distribution points for de-consolidation and delivery
- Changes in origins and destination pairs

In addition, there are numerous equipment prototype development projects ongoing nationwide to test new delivery concepts. From package delivery drones dispatched off mobile sorting trucks to driverless mini-cars shuttling groceries across town, new technologies are becoming more commonplace every day.

At Strick, our engineers are actively "futuring" new, "last mile" trailer design solutions together with several key customers. All of these concepts are exciting, and some of them are truly revolutionary. Stand by for more on this topic as early as Q1 2019.

The race to the future of freight transportation is on! Thank you, George Jetson, for leading the way.

CYBERSECURITY: AWARENESS IS KEY

The online world offers businesses the potential for reaching a broader customer base, use international suppliers, and save on supply costs. On the other hand, the world of online business can bring the potential for security risks. Cyberattacks hit the headlines every day, and they are not only a threat to governments, banks, and large corporations, but also to small / medium businesses and individuals. In fact, small to medium businesses are more likely to be targets of such attacks due to their lower security budgets.

Cybersecurity and physical security mirror each other in many ways. Just like buildings have locks on their doors to prevent intruders from entering, internet connections utilize firewalls and encryption in similar manners. Alarm systems keep watch and notify appropriate personnel of intruders. Virus scanners and intrusion detection systems also notify of potential intruders or malware. **HOWEVER, the best locks and security systems on the planet won't make a difference if an employee simply lets an intruder walk through the door.**

For this reason, up to 84% of cybersecurity threats utilize some form of social engineering, according to a recent Nuix survey. Social Engineered attacks are security threats designed to leverage the human element. We as humans make mistakes, and attackers exploit this fact to "Get an employee to let me in the door." It happens in many ways, including SPAM emails, ads, malware, website redirects, viruses, and more. It will typically leverage a human's curiosity or fear to induce a quick emotional response. Ever see a popup on the internet that says your computer is infected and you should "Click Here" to remedy the problem? This is a classic example of leveraging a person's fear to induce a quick click response. Unfortunately, this is the world we live in today. Simply clicking the wrong link on the web or in an email has the potential to cripple a company, costing anywhere from hundreds to thousands to even millions of dollars to remedy the situation.

Ken Gleason, Manager of IT at Strick Trailers, states, "At Strick, we utilize a multi-layered approach to cybersecurity with emphasis on:
1. Keeping unwanted people out. Strick has invested thousands of dollars in robust network security software and devices designed to do just that.
2. Protecting and backing up our data. Strick's backup system is top of the line, utilizing up to the hour backups, offsite storage, and virtual machines for easy recovery in the event something does happen.
3. Educating and guiding our employees. Strick utilizes many training programs and security-based policies and procedures to keep employees aware of potential threats and guide them to safe practices while doing business. Gleason says, "We consider this our highest priority, and where we spend most of our time, when looking at cybersecurity within the company because we know it is the weakest link."

Strick Trailers goes to great lengths to ensure that customer and vendor information is safe. Strick's systems are designed to minimize the potential of an attack, and at the same time, overcome and recover from an attack with minimal business impact in a matter of hours. In today's ever evolving digital world, this is more important than ever. The inability to do business for even a few hours can have a detrimental impact on the business.

Remember, "Awareness is Key!!" With the vast majority of attacks against companies being social engineering attacks, it is no longer just the job of the IT department to keep your company safe. Every employee plays a vital role in the security and integrity of your company's data / information.

- Be vigilant.
- Think before you click.
- Call the person who sent you that suspicious email to verify that they sent it. If it has anything to do with banking information, call even if the email doesn't seem suspicious.
- Ask your IT personnel if you are at all concerned about something. It is much easier for them to quickly check out a fishy attachment than it is to repair the damage if that attachment is malicious.
- Stick to company related websites and business to minimize exposure to potentially harmful content.

Staying safe in this ever-evolving digital world needs to remain a top priority in business. Strick Trailers takes network security very seriously. Stay aware and vigilant so we all may continue doing business for years to come.

2019 SHOW SCHEDULE

SHOW	DATE	EVENT CITY	BOOTH #	VENUE
PepsiCo Fleet Technology Summit (Invitation Only)	March 11-14	Arlington, TX	TBD	Arlington Convention Center
TMC Meeting and Transportation Technology Exhibition	March 18-21	Atlanta, GA	3778	Georgia World Congress Center
National Private Truck Council (NPTC) Conference	April 14-16	Cincinnati, OH	432	Duke Energy Convention Center
National Trailer Dealer Association (NTDA) Convention	Oct. 9-11	West Palm Beach, FL	67	The Breakers