

UTILITOPICS



IFDA CONFERENCE '09
Attendees get a taste of what's new and cool at Utility



BACK ON THE MAP
Southern States Utility fully recovers from tornado strike



95 YEARS & GOING
Even in a tough economy, Utility continues to do well

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For more information on Utilitopics or to submit story ideas, please contact Antoinette Monreal at amonreal@utm.com

BRIGHT IDEAS IN HIGH VOLTAGE REFRIGERATION SYSTEMS

New high voltage refrigeration systems have become more popular with the higher diesel fuel costs and the new CARB regulations.

And when these high voltage systems are used with multi-temp remote evaporator configurations or with “shore power” electrical lines to the rear of the trailer for dock plug in, the high voltage lines are housed inside the trailer body construction, and may run the entire length of the trailer.

Consequently, to minimize the potential risks associated with high voltage lines in the trailer body, Utility is offering a long life, safe, low maintenance, high voltage refrigeration

system integrated into the trailer. Safeguards are installed at Utility factories and will provide consistency for similar high voltage systems, and will of course be warranted by Utility.

The design includes redundant grounding, high voltage line separation, compliance with applicable National Electric Code standards, refrigeration unit supplier approvals, and is complete with operating and maintenance warning labels for proper operation.

As the leading refrigerated trailer producer in North America, Utility is setting the standard for this growing high voltage refrigeration system option, that is designed for long life, low maintenance and safe operations for years to come. Contact your local Utility dealer for additional details. ➔

THE ROAD MORE (& MORE) TRAVELED

Corporate website continues to drive leads to dealers

More than just a portal for information, Utility’s website is a key marketing tool for generating leads by enabling potential customers to connect with dealers.

Year to date, Utility’s corporate website recorded over 242,000 unique visitors, while averaging 17,600 click-throughs to dealers. In the third quarter of this year, 17,000 leads were delivered to dealers from the site, and some dealers are getting in excess of 700 leads per quarter – these are record numbers.

According to Utility’s Senior Vice President, Sales and Marketing, Craig Bennett, Utility makes a priority of laying the groundwork for dealers by ensuring the website is continually enhanced and updated. Recently, the product

sections of the corporate website were redesigned to make it easier for end-users to navigate through to get the information they need. Additionally, products such as the 3000R® Multi-Temp and the plywood lined 4000D™ have been added.

Obviously a website should be engaging, easy to navigate, relevant and informative. That’s why Utility is continually monitoring and improving the capabilities of the corporate website for the purpose of keeping potential customers on the site, encouraging them to click the Dealer Locator tab to find a dealer near them.

UTILITIDBIT

In the second quarter of this year, 18,000 leads were delivered to dealers from Utility’s corporate website – a record number. ➔

1914
E.W. Bennett and H.C. Bennett, brothers purchased a small wagon company, marking the beginning of the trailer building business



1932
Introduced the first use of the elliptical spring running gear



1936
Invented the first shockless, air operated pintle hook for doubles operation



1944
First manufacturer in the West to build frameless trailers



1951
Pioneered the use of polyurethane insulation



1963
Developed the Trans-Spring converter dolly to pull trailers in tandem



1978
Invented industry’s first Barrier Rear Door® — design features less heat-loss and greater durability



1999
Built the largest reefer plant in the world — a new automated refrigerated van manufacturing plant in Clearfield, Utah



2003
Dealer network surpasses 100 locations throughout the USA, Canada, Mexico and South America



2009
Utility Trailer Manufacturing Co. — 95 years strong



CUSTOMIZATION & SERVICE

Two Reasons Customers Choose MPW, and MPW Chooses Utility

Trailers are the critical link in a diverse and complicated supply chain. The vast majority of trailers — reefers, flat beds and dry vans — are typically used for over-the-road transportation of goods. But trailers are used for more than picking up and delivering stuff. Some are retrofitted to perform truly specialized applications.

Such is the case for MPW Industrial Services. Headquartered in Hebron, Ohio, MPW grew from simple beginnings in 1972 when a young entrepreneur named Monte Black formed a company to provide truck-washing services, and has grown to become a leading provider of integrated technology-based services, including industrial cleaning, water purification and container management services in North America.

Today, with the help of a fleet of approximately 100 Utility customized trailers, MPW brings their mobile services to their appreciative customers. Each refrigerated trailer is retrofitted with tanks and piping, becoming a complete water purification system with the capacity to process up to 600 gallons per minute. All that is needed for the process to begin is for the trailer to be hooked up to the customer's existing system.

With nearly 40 years in the business and innumerable insights into service and technology, MPW is an expert in water management. Their water services include not only mobile water treatment for emergency and short-term needs, but also mobile water treatment services for deionization, reverse osmosis and filtration. Many industries such as power generation, paint production, food and beverage manufacturing and pharmaceutical production require pure water. In the case of powerplants, even small amounts of mineral buildup can diminish heat transfer and systems can shut down, causing inefficiency and higher operating costs.

MPW helps overcome these challenges for their customers by offering exceptional service and the implementation of the latest in technology. Indeed, MPW has the competitive edge. "We do have an advantage over our two larger competitors because of our equipment design, our responsive service, our attitude, and our ability to come up with comprehensive customized solutions," stated Jared Black, General Manager at MPW. "They [competitors] only provide cookie cutter solutions."

MPW's own approach to business has made MPW a great fit for Utility, and vice versa. MPW equips their trailers with fiberglass tanks, which are substantially lighter than the stainless steel tanks used by their main competitors. Lighter weight is a strategic edge

for MPW because each trailer can carry more equipment, allowing MPW to process up to two times the water per trailer given the same water chemistry.

The light weight 3000R® trailer also helps lower transportation costs. A large portion of operating costs is freight, and MPW can make one trip or send fewer trailers to a job, while their competitors would need to make several trips.

MPW began working with Utility's Cincinnati dealer, Interstate Trailer and Equipment, for several reasons. Utility's 3000R® could be quickly built to MPW's exacting specifications, including reinforcing the ceiling so MPW could run pipes along it. "Interstate also demonstrated great service upfront, and we've had a great experience working with them for all necessary repairs," Black added.

Finally, the 3000R® contributes to MPW's competitive edge. Utility's strong yet lighter-weight reefer contributes to the light weight edge that MPW delivers, allowing them to be more cost efficient, benefiting both MPW's and their customers' bottom-line.

Despite the economy, MPW anticipates growth ahead. "We are looking to expand to the Gulf Coast and out West," says Black. And with Utility's strong dealer network, there is no doubt that MPW and Utility will be there for each other, every mile of the way. ➔



AIR QUALITY UPDATE II

Deadlines extended for new CARB regulation



The California Air Resources Board (ARB or Board) has delayed two compliance deadlines for the Transport Refrigeration Unit (TRU) Airborne Toxic Control Measure (ATCM)*:

1. "The TRU registration and operator report requirements deadline for California based TRUs has been extended until July 31, 2009 (previously delayed from January 31, 2009, until March 16, 2009). Enforcement of the registration requirements will begin in August 2009."
2. "The deadline for meeting the Low-Emission TRU (LETRU) In-Use Performance Standards for 2001 and older TRU engines has been delayed until December 31, 2009, (previously delayed from December 31, 2008, until July 16, 2009). Enforcement of the in-use performance standards will begin in January 2010, for all model year 2002 and older engines."**

ARB is extending these deadlines because as the close of the grace period approached, it became clear that several thousand TRUs were not in position to comply by mid July. The reasons for this include: lack of timely action by TRU owners, higher costs for compliance than originally anticipated, some retrofit systems not becoming available until May 2009, tightening of credit, and longer lead times for delivery of systems. Given these factors, ARB has determined that a two phase enforcement schedule would allow for more complete registration and provide some additional time for pre 2002 TRUs to come into compliance in an orderly manner.*

The CARB Heavy Duty Vehicle Greenhouse Gas Emission Reduction Measure is scheduled to go into effect January 1, 2010. This law requires certain trailers in California to be equipped with various combinations of aerodynamic technologies.

Additionally, the regulation contains exemptions and a disclosure requirement. For more information, please visit the California Air Resources Board website at <http://www.arb.ca.gov/cc/hdghg/hdghg.htm>.

Exemptions to and details of the law are

complex; what we have noted above is not exhaustive. Trailer operators will need to review the regulation in detail to determine the applicability of a particular exemption.



To help you comply with the new California regulations, Utility has recently made available additional options for U.S. EPA-approved low rolling resistance tires, as well as aerodynamic devices. Utility has announced the release of two of their own aerodynamic skirt devices. Both of these new side skirts have passed Utility's rigorous structural tests and have achieved SmartWay Verification. The USS-120 side skirt achieved in excess of 4% fuel economy savings and the USS-160 side skirt achieved in excess of 5% fuel economy savings. These numbers are based on the SmartWay required SAE J-1321 type II fuel economy test procedures. The unique bracing system of Utility's side skirt provides unrivaled durability because the side skirt is allowed to flex both inward and outward.

For additional information about the regulation, see the link at www.utilitytrailer.com – at the home page, click on the picture of the 4000D-X Composite™ trailer/SmartWay® logo; scroll to the bottom of the next page and click on the "more information about CARB laws" link, which will take you to the California Environmental Protection Agency Air Resources Board Web site. ↻



New Utility side skirt coming February 2010

*Source: <http://www.arb.ca.gov/diesel/tru.htm>

INTERNATIONAL FOODSERVICE DISTRIBUTORS ASSOCIATION, 2009

Annual show gives attendees a taste of what's new and cool at Utility



**'09 IFDA
Distribution
Solutions
Conference**

The fall season signaled cooling temperatures and the changing of the leaves — and this year's IFDA Distribution Solutions Conference, took place October 19th through October 21st in Baltimore, Maryland.

The show's focus was on helping distributors find efficiencies and prepare for future growth. For Utility, it was to give distributors a tempting sample of what Utility products can do to help ensure success on both counts.

On display were two multi-temp refrigerated trailers which are used to deliver to one of the biggest names in foodservice, McDonald's.

Also front and center was a showing of a variety of trailer features that satisfy foodservice distributors' appetite for quality and ease-of-use — for instance, high-voltage refrigeration systems that can make trailers CARB (California Air Resources Board) compliant; ingress and egress devices that boost speed and safety; and multi-temp systems for improved flexibility and efficiency.

It's all about bottom-line results and sharing technology and insights to improve operations. Sometimes, it's great ideas that feed the future of the food distribution industry. Here's to an inspiring and productive IDFA conference! ☺

FOOD FOR THOUGHT

This year's IFDA Distribution Solutions Conference featured over 40 sessions addressing key issues pertaining to the foodservice industry, including "Ten Ways to Optimize the Performance of Your Distribution Center" and "From the Warehouse to the Consumer: How Much Does One Trip Actually Cost?" Plus, there were chances to make new contacts and share knowledge and insights with peers and customers.



Keystone Foods



2009 IFDA Show Trailer



Utility's Craig Bennett & Mark Glasgow



Attendees from Golden State Foods



Utility Booth During Exhibition

HAPPY ENDING FOR A TORNADO STORY

Main branch of Southern States Utility Trailer Sales, Inc. regroups, rebuilds and reopens after tornado strikes

If there is a team that knows how to pull together, it is the resilient and hard-working staff of Southern States Utility Trailer Sales, Inc., based in Richland, Mississippi.

As we reported in the Summer 2008 issue of *Utilitopics*, a series of tornados swept through the South in the spring of 2008. One of the twisters ripped through the Richland dealership, damaging it severely. That was on a Friday. Thanks to the can-do attitude of the dealership's staff, the help of other Southern States Utility Trailer Sales branches, and the generosity of Empire Truck Sales, Inc. whose president graciously provided temporary space, the dealership was open for business the following Monday.

Though the dealership's recovery from devastation to working order was amazing if not miraculous, things at the new temporary space were not ideal. The dealership's Aaron Smith paints the picture: "The parts department was spread wide, with parts in an unfamiliar order. The trailer sales department had trailers spread out in several different locations. The service department was working in much smaller bays, and the mechanics really had to make adjustments to work around each other."

With this situation being temporary, thoughts immediately turned to the new facility. Should Southern States Utility Trailer Sales, Inc. change locations or stay put? Repair or rebuild?

It was quickly decided that the existing structure was beyond repair — a complete demo and rebuild on the existing site was in order. In some ways the timing of construction could not have been better. "We had just recently built a new facility in Olive Branch, Mississippi," explains Smith. "This experience gave us fresh ideas of what we wanted to build and how we would lay everything out for the new Richland facility."

The results are stunning. The trailer sales department is downstairs and easily accessible from the main entrance. The administrative spaces, including a large conference room, are all upstairs. The office area totals more than 15,000 square feet. The parts department boasts a 5,000-square-foot showroom and chrome shop filled top to bottom with chrome, lights, exhaust stacks, buttons, knobs, seats — you name it, they've got it. The 12,000-square-foot parts warehouse, meanwhile, contains over 800 pallet positions and is large enough to house the dealership's entire parts inventory — a vast improvement over the

previous storage set up, which was partially outdoors and forced some inventory into storage containers.

Other highlights of the new facility include a new 30,000-square-foot shop with customer lounge; 10 trailer service bays; a quick-repair bay; a service office; six new refrigeration bays and a concrete parking lot that can accommodate up to 300 trailers.

Smith could go on and on about the new facilities, but what he is most eager to emphasize is his appreciation for the assistance the dealership received from Empire Truck. "Their help was crucial," Smith says. "If they hadn't stepped up and provided a place of business for us, who knows what would have happened."

Fortunately, what happened is a happy ending to the story. A little over a year after the tornado hit, Southern States Utility Trailer Sales, Inc. moved into their brand new space and hosted a grand re-opening on June 1st.

"Everyone who works here is happy with the new place and customers are happy to see the new building," says Smith. "But most of all, I'm thankful for the strength and diligence of our staff. We look forward to serving our customers from this new facility for many years to come." ☺

New and improved Richland facility reopened in June, 2009





FRESNO FOLLOW UP

New facility is up and running — and bringing in new business

There are many reasons to expand and remodel. One is to bring in the newest in technology. Another is to bring in creature comforts for both customers and employees. Yet another is to be more efficient and organized. But the ultimate reason is to improve service, thus improving sales and the bottom-line.

The team at Utility Trailer Sales of Central California, located in Fresno, took all this into consideration when revamping their facilities. You may recall a report on the dealership's remodel in our Fall 2008 issue of *Utilitopics*. The \$7-million project that was then underway is now complete, creating a source of pride — and increased revenue — for the dealership, one of Utility's oldest and largest.

"We're seeing improvement in sales for both our parts and service departments,"

says Bruce Gruver, Director of Aftermarket Parts & Service. "We've looked forward to this for years and are really pleased to see such positive results of the remodel."

For salesmen and their customers, there is a nicer display area for all models of Utility trailers — people driving by can see the trailers better from the street, enticing them in to take a closer look. The sales department is also now better integrated with parts and service. "It's all under one roof," explains Gruver. "It's more cohesive and we have more people coming to the parts department because it's a short walk from elsewhere in the dealership."

Speaking of the parts department, it's a grand place, with 3,000 square feet of retail space and a parts counter with four full-time counter people. Says Gruver, "We have a lot of merchandise in stock. Almost anything you can think of is on display."

Other improvements include a new 75-foot paint booth, a new three-million BTU heater and new high output T-5 lighting.

"We can now bake a paint job in the winter, and a paint job that used to take two to three days now takes 30 to 45 minutes," points out Gruver. A heated pressure washer and a new soda blaster make quick work of washing out trailers and taking off decals.

The dealership used to sell tires, but didn't have the facilities to install them.

Rounding out the upgrades are two added scissor lifts to improve safety and efficiency and four new refrigeration bays. The dealership has one reefer mechanic on duty and is in the process of adding more. "This is a whole new business we used to send out," comments Gruver. "Now we can do it on-site."

More business. That's what it's all about. And with the improvements they have implemented, Utility Trailer Sales of Central California can expect to continue to grow their sales in the agricultural heart of California. ☺



The Fresno dealership revamp offers easier access



Comfortable breakrooms with all the amenities help retain employees



A 3,000-square-foot parts department displays virtually everything under the sun





UTILITY TRAILER MANUFACTURING CO.
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The First Name In Trailers®

MARKET WATCH



95 YEARS AND STILL GOING STRONG

Utility continues to hold its own in a stormy climate

Tough economy? Sales across the board — in retail, manufacturing, services — a bit down? Sure, that may be the case, but don't count on Utility to be putting the freeze on optimism.

In fact, it's been a good year for Utility, and the "First Name in Trailers" is continuing to celebrate a great 95 years as it did at their annual dealer meeting, which took place in Southern California this past October.

During the day-and-a-half event, the focus was on new products and discussions on strategies for success as the economy recovers.

According to Utility's Craig Bennett, Senior Vice President, Sales and Marketing, "We are uniquely positioned to weather the storm. In this economic climate, many companies are going out of business. But we're weathering the downturn. We have a 4th-generation active daily management team. And we have the number one selling reefer, which continues to do well."

And how well is that? Explains Bennett, "The 3000R® achieved a new market share high for the refrigerated trailer segment. It is now in excess of 56% of that market. All of Utility's products combined have achieved 20% of the overall trailer market, which is also a new high."

With the help of the reefer — and all of our dealers from across North America and the world — Utility is crossing the 95-year mark with a strong balance sheet. At the dealer meeting and beyond, Utility celebrates that success and looks for ways to continue strengthening dealer relationships, customer loyalty and the Utility brand. ➔



Utility's 95th Anniversary Ad is currently running in several national publications