

LOAD COVERING NEWSROOM

SEPTEMBER / OCTOBER 2014



“After seeing what these sliding systems can do... I will never purchase another flatbed without one on it...they are amazing”... Executive VP, Adam Cooney

The Cooney Group is about to celebrate its 70th year in business. Started by Chuck Cooney in 1945, this family owned and operated business began with one truck, hauling lumber to local farmers in the Stirling/Quinte area of eastern Ontario. From that, it has slowly grown to one of the largest privately owned fleets in Ontario with over 225 trucks on the road. For decades now, Gary and Adam Cooney (father and son) operate the group as four distinct divisions in truck load van freight, multi-axle flatbeds, dry bulk tankers and logistics. The Head Office is located in Belleville, Ontario with six other terminal locations in Quebec & Ontario. They service a large customer base, picking up and delivering loads throughout North America.

The flatbed division operates 65 trucks with tandem & multi-axle B-Train flatbeds. This division recently contacted LCS to outfit some of their tandem fleet running into the U.S. with the “LOOK” square top sliding & aerodynamic dome roof Slide Kit Systems. The flatbed division works with a large customer base that hauls finished coiled aluminum and delivers to the

automotive sector . They felt that in order to secure more business & eliminate the threat of weather related claims, that they should make an investment into sliding tarping systems.

Since that time Cooney has put 23 LCS – Sliding Systems into service and absolutely love them. Drivers report that they can cover the cargo in minutes versus hours with the old lumber tarps they were forced to use. Driver time is up, while waiting time to finish loading is down. Another major factor that Cooney was able to report was their WSIB claims have decreased sharply over the last 2 years, because drivers are not slugging tarps any more, just rolling the systems into place and locking it down.

Executive Vice President, Adam Cooney said that

“...after seeing what these sliding systems can do for the Cooney Group & how they make the drivers life easier, I will NEVER purchase another flatbed without one on it, they are amazing. ”

“Sincere thanks to the “Cooney Group” for your ongoing patronage and support. LCS Load Covering Solutions, Brian Petelka, President.



Are fuel costs eating up your profit? You are not alone!

Fleets are trying out new methods to reduce fuel costs. Fuel costs have risen considerably over the past few years and we all know that there seems to be no end in sight particularly as governments struggle to fund aging road infrastructure with much resistance from the public in raising gas tax prices. An informal survey conducted by “Government Fleet” which had 134 respondents found for public agencies that their fleet fuel budget had increased for 82 percent of the fleets from 2006-2011. Of these, 28% say their fuel budget had increased by more than 25%.

There are three main ways fleets are looking at reducing fuel costs:

1. Change purchasing methods
2. Reduce fuel consumption
3. Pass on increased costs to the customer via a fuel surcharge.

The more common methods to reduce fuels expenses include purchasing more fuel efficient vehicles and enforcing anti-idling policies

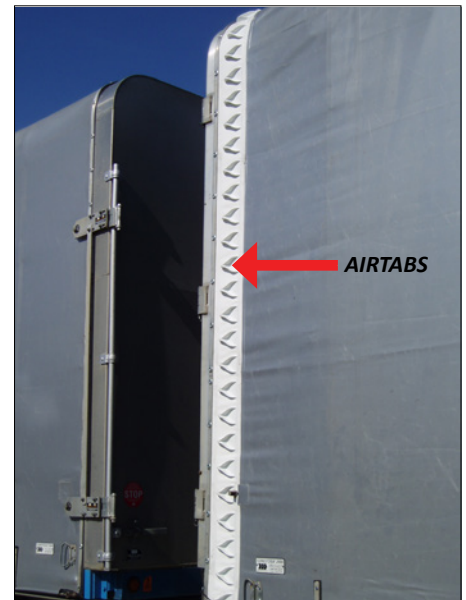
Only 5% of those surveyed indicated that they looked at aftermarket devices to reduce fuel consumption. However, many of LCS’s customers have recognized the benefits of after market fuel saving devices such as air tabs, wind skirts, whale tails and nose cones. Air tabs can improve fuel efficiency between 3% & 6% . As such we now include it as a standard on some of our products. We have received many “after purchase” orders for this product from an expanded market base including recreation equipment (e.g. RV’s, buses, etc.) due to the recognized reduction in fuel consumption.

Streamlining a trailer can achieve a 7% to 10% savings in fuel consumption. By virtue of their box like shape, some trailers are inefficient and produce considerable drag. This results in increased fuel consumption as well increasing harmful environmental emissions as more fuel is consumed. The only way to reduce this is by streamlining the trailer to create less aerodynamic drag. Installing LCS Series Wind Skirts has proven to be one of the most effective method for increasing aerodynamics. Drivers have reported improved truck handling and performance as well as fuel savings and reduced road spray immediately after installation.

Windscreens when installed on a flatbed trailer—with a soft side curtain or retractable system on top, will reduce considerable drag and provide improved driver handling. *Jerry—Owner/Operator for J. Syvret Trucking travels North America & says he purchased windscreens on his 2012 MAC trailer with an LCS sliding System and the results in fuel efficiency and handling were noticed immediately.*

Ontario’s MTO just recognized how more fuel efficient “Whale Tails” can make transportation fleets. As a result, whale tails have now been approved for use by Transportation Fleets.

Call LCS today to enquire how our “AIR TABS, NOSECONES AND WINDSKIRTS” can reduce the drag on your **bottom line** or check out our website at www.loadcovering.com and read more on how taking these cost effective steps to improve trailer aero-dynamics can be reached with a low Return on Investment (ROI) cost. Our sales team are knowledgeable and ready to answer any questions you may have.



LCS ... STAYING ABREAST OF EMERGING TRENDS



HANNOVER, GERMANY— Recently the LCS team attended the 65th IAA — the largest show for Commercial Vehicle Equipment in the world. This show is unique in that it represents practically all the world suppliers alongside of all the manufacturers. The Exposition Centre in Hanover, warehousing just under 2.4 M sq.ft., hosted 2066 Exhibitors from over 45 Countries from around the world from September 25—October 5th. This is the place to see many of the world's newest innovations in the marketplace.

Why do we attend? To see why and how we can improve our product and better serve our customers, of course.



Some of the questions we ask ourselves are:

- ❖ How can these concepts be adapted to the North American market?
- ❖ How can they expand LCS's customer base by giving us a product line for customers we don't currently have?
- ❖ How could this help LCS resolve a problem a customer is currently experiencing?
- ❖ Are there new vendors that have more diversified product lines that can make LCS's products more cost effective for the customer?

One thing the team noticed is that the European market is all about aerodynamics. The styling of all of their products is to maximize fuel savings. LCS is committed to finding innovative solutions to meet the needs of our customers and help improve their bottom line through fuel efficiency.



Curtain Sides with Retractable Roofs

Meeting Customers Expectations... Are you???

Customers are more demanding than ever. Even if you thought you were meeting their needs, maybe their expectations have changed. The old adage of "underpromise and over deliver" may no longer be relevant in the market place especially if you think the "under promise" may lose you the order in the first place so you never have a chance to over deliver.

Getting the facts by asking your customers to complete a simple customer survey, may help you put yourself in the driver seat by getting an refresher on exactly what they want to see in terms of customer service, costs, and what you are already doing well and where they would like to see improvements. Responding to feedback from your customer should be your number 1 priority . Failure to act could be your biggest downfall.

HELLO, THIS IS CUSTOMER SATISFACTION SURVEY, ARE YOU SATISFIED? IF YOU SAY NO, YOU WILL HAVE TO ANSWER TOO MANY QUESTIONS... SO SUIT YOURSELF...



Wonder Woman ... responsible for LCS's production scheduling



Introducing Lisa Davidson as LCS's **Wonder Woman**. She is the master of organization. Beyond organizing the manufacturing and production of the company's sales order book, she handles procurement of the critical parts for LCS products making sure they get produced and arrive on time to meet our production schedule. This is no easy task as vendors frequently experience delay's caused by rejected goods or materials or have their own production issues. In Lisa's world, the magic rope and cape are needed daily to keep the ball rolling in a timely fashion. She understands the vendors weak points and keeps on top of them so that her production timelines and commitments are rarely jeopardized.

Lisa started with LCS (formerly Aero-Kit Industries) back in 1998 as Inside Sales and Customer Service Representative. Lisa is a key component to LCS's success as she is an effective communicator with all the department leads for manufacturing both metal and tarp components as well as ensuring timely assembly and installation. Lisa's ability to manage paper flow & customer timelines gave her instant recognition to become a main contact at LCS for co-ordinating orders. Back when she was in sales, she realized she could not control the production, so when the job position became available LCS decided she could be more effective for the corporation as Production Coordinator.

Lisa is a highly valued and respected team member! We never have to ask what our "Wonder Woman" is up to.... as she makes every effort to accommodate LCS's customers everchanging load covering requirements.

LCS's Dealers continue to shine!

As LCS continues our expansion across North America, the network of dealers continue to embrace our product and recognize it's features, advantages and benefits over our competition. Our network of Dealers have produced some outstanding units that will be featured in an upcoming newsletter. If we don't have a Dealer that is convenient to your location just call us. We are happy to reach out to potential dealers and send our technical trainer out there to complete your installation with a high quality outcome. LCS expertise is just a phone call away. Contact us at 1 -877-790-5665 if you are located in the US or email us at info@loadcovering.com.



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Dealers, Service and Installation Locations

