

WHITE PAPER

The Drive to be Green

How HWC Transportation prospers while caring for the environment

- Enhance driver comfort
- Improve fuel efficiency
- Increase payloads
- Reduce maintenance costs
- Minimize environmental impact



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In these difficult times fleets are cutting costs and looking for every possible competitive advantage just to stay alive. Under the visionary leadership of company president, H. Wade Carden, Jr., HWC Transportation L.L.C. has discovered a way to navigate this tough economic environment while caring for the natural environment. By working closely with Penske and Fontaine Trailer, a creative solution has emerged that gives HWC a real competitive advantage that lets them operate in the green.

HWC Transportation Background. HWC Transportation was originally started by Wade Carden to transport home building wood products out of his company, Land & Sea Forest Products, to retailer distribution networks from Virginia to Maine. Having grown up in the lumber industry, Wade Carden recognized the impact of a carrier's dependability on the business of a shipper and was determined to build a transportation company with integrity. HWC Transportation is the product of that vision.

Prior to the creation of HWC Transportation, Wade Carden could not find a carrier that offered the payloads he needed for his lumber business since the haulers that do business in the Northeast typically run very heavy fleets. The lighter fleets in the southern part of the country usually do not operate north beyond Philadelphia, Pennsylvania. With HWC Transportation's lower equipment weights and bigger payloads, Wade Carden has created a model that customers are pleased to have as an option.

As the business grew, back-hauls became a requirement for HWC Transportation and its customers. The need to have equipment that could haul building products other than wood products, including steel, steel coils, shingles and gypsum products, became evident to HWC Transportation. "Profitability is a goal of every company, but what sets HWC Transportation apart from other transportation companies is HWC Transportation's personal understanding of what is required to

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fulfill the needs of every customer," Wade Carden pledges. HWC Transportation ensures its own success and the success of its customers by being a pioneer in weight savings, better payloads and by continuing its efforts to be environmentally sensitive with Smart Way Certification and other innovative technologies and equipment.

In just five short years the fleet grew from two to 70 trucks and 100 trailers with a long list of satisfied, grateful customers: "A recession has caused us all to minimize cost in any way we can. HWC's lightweight equipment maximizes freight volume. Our customers benefit with a lower cost per pound, and we profit while helping the environment with every truck load," said Frank Miffin, Traffic Supervisor at Coilplus in Philadelphia.

"Many times customers ask if we can handle hundreds or even thousands of pounds more than the standard 48,000 pound load. With HWC Transportation we can deliver up to 53,000 pounds per load on-time and in an efficient manner," added Ray Archick of Allied Tube and Conduit in Morrisville.

Earlier this year, Lowe's recognized HWC Transportation for its invaluable service. This outstanding achievement is evidence on HWC Transportation's success and the value of its efforts.

How does HWC do it?

To meet its goal of being the best flatbed carrier in the country, HWC Transportation hires and trains the most qualified people to operate every aspect of its business. The dispatch team and drivers are not only experienced, they put in the extra effort to provide outstanding service to HWC Transportation's customers. In addition, HWC Transportation makes sure that every person in the organization has the tools they need to take care of the customer.

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“The key to our success is our professional workforce utilizing advanced technology from McLeod, TMW and DriverTech on the systems side, while running with the lightest, most fuel-efficient equipment available,” said Wade Carden. We deliver a competitive advantage for our customers because we offer a 53,000-pound payload on a 48' x 102" platform trailer while operating at the highest possible level of compliance to the EPA SmartWay program. HWC's actual shipping rates are not the lowest in the industry, but when a potential customer understands the benefits of the larger payloads they see that HWC offers the lowest cost solution. HWC Transportation's top customers appreciate this and the EPA's SmartWay program which helped HWC Transportation reach its goals.



The EPA's SmartWay program establishes specifications in order to reduce emissions and improve fuel efficiency. Over the years truck manufacturers have made significant

breakthroughs to meet the challenge. Tractors are stingier than ever when it comes to fuel, while exhaust gasses are getting cleaner and cleaner; but sometimes solving one problem can lead to another...

The solution caused a problem. “We worked with the Penske team to spec our tractors to make sure we are taking advantage of the latest technology regarding fuel economy and emissions,” remarked Wade Carden. However, the solution caused a problem since the required components that helped HWC reach its fuel economy and emission targets added considerable weight to the tractor. So, the team looked for other ways to shed a few pounds. For example, they spec'd aluminum wheels and twin 80-gallon fuel tanks rather than standard 100-gallon tanks. They roll with fuel saving tires in the front and wide-based tires in rear. They made tractor specification decisions based on weight and fuel economy without sacrificing driver comfort and durability.

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HWC TRACTOR SPECIFICATIONS:

- 2010 Freightliner Cascadia
- 189" BBC fully-aerodynamic tandem drive
- 72" sleeper tractors
- Fuel-saving front tires
- Wide-based rear tires
- Thermo-King APU
- DD15 455 HP Multi Torque 1550/1750 engine
- Fuller 10-speed OD transmission
- 3.36 rear axle ratio
- Top speed limited to 65 MPH
- Idle shutdown spec'd at 5 minutes
- All aluminum wheels
- Twin 80-gallon fuel tanks (rather than standard 100-gallon tanks)



These weight-saving measures proved successful, but in order to reach their goal of a 53,000-pound payload, the trailer had to be lighter and stronger than anything on the market. That's when HWC turned to Hale Trailer, a Fontaine Trailer Company dealer, to find a revolutionary new idea.

"HWC Transportation was looking for a 48' x 102" trailer that weighed less than 8,000 pounds. The owner, Wade Carden, is a tough customer who refuses to compromise weight, strength and durability," explained Hank Prochazka, VP Sales and Marketing for Fontaine Trailer Company.

The solution offered by Fontaine is a bold, new trailer design that is much lighter than a conventional trailer without losing an ounce of strength; Fontaine calls it the Revolution, and deservedly so.

"When Mr. Carden explained what he was looking for in a trailer and we understood his concern for the environment, his desire to serve his customers with bigger payloads and his commitment to his employees, it was clear that the Fontaine

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Revolution was the perfect solution," said Barry Hale, Jr. of Hale Trailer. "We expect the Fontaine Revolution all-aluminum, Revolution Hybrid and Revolution Hybrid dropdeck products to drive the future of our business," he concluded.

FONTAINE REVOLUTION TRAILER SPECIFICATIONS:

- **Revolution Aluminum Flatbed 48' x 102" wide spread air**
- **Estimated weight: 7,960 lbs +/- 3%**
- **Frame rating: 80,000 lbs distributed–50,000 lbs concentrated in 4 feet**
- **Number of axles: 2**
- **Suspension detail: Hendrickson AANT23K Intraax air ride**
- **TireMax inflation system**
- **Axle spindle: P spindle to accept wide-based tires**
- **Main beams: extruded aluminum 7-1/2 inch bottom flange**
- **ABS: 4S/2M**
- **Wheels: wide-based Michelin tires with aluminum wheels**
- **Flooring: knurled extruded 3-1/8 inch aluminum, friction stir welded, built to handle forklift traffic**
- **Side Rails: one-piece aluminum extrusion to withstand heavy forklift side loading**
- **Winch track: dual full-length integrated aluminum – double L design on both sides of trailer**
- **10-Year warranted Revolution / Grote LED lights and sealed electrical system**

Lighter and stronger. When you first see the Fontaine Revolution, the first thing you notice is the sleek aerodynamic design. It features unitized construction made possible by technology borrowed from the aerospace industry. The floor is a continuous span of 230 connected crossmembers providing superior strength, durability and structural integrity. To match the Revolution's weight, a conventional trailer would have to reduce the number of crossmembers to 24 (weakening the floor substantially). The resulting loss of strength with this approach is obviously unacceptable to HWC and ultimately to its customers.

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Up to 3% better fuel economy. You might think that the improved aerodynamics and lighter weight are the keys to the Revolution's fuel savings, and that is partially true. But the real savings comes from the straight-line tracking resulting from the rigid unitized design. Since the tires track behind the tractor in a straighter line, there is far less transitional pull. This reduces road friction to give up to 3% better fuel efficiency while providing longer tire life. Given the science behind the Revolution design, it's easy to see that these savings are real.

Up to 45% longer tire wear. Wide based tires on a conventional spread-axle trailers are notorious for premature wear due to trailer flexing and bending in transition as it moves down the road. Fontaine's unitized floor design virtually eliminates trailer flex keeping the wheels rolling straight and true without tire scrub at medium to high speeds. The result is up to 30-45% better tire wear and lower operating costs. This important feature helps HWC meet weight and operating cost goals in this competitive environment.

Handles punishing conditions. "Platform trailers work in a tough environment; in many cases they are side-loaded and that means forklifts banging into rubrails. In other cases trailers are loaded on a dock and forklift tires roll right along the siderail under load. Needless to say, siderail damage is a common occurrence. Again, the Fontaine Revolution offers a solution: a revolutionary routed-aluminum, extruded rubrail that withstands side impacts much better than traditional pipe-spool and stake-pocket designs. Since the Revolution siderail is strong and load-rated from

end-to-end, HWC decided to eliminate chain tie downs to save even more weight. The new industry-leading design allows HWC to minimize maintenance costs, and they expect better residual values in the future.



The Revolution trailer in this photo features double tires. HWC opted for wide based tires to further reduce weight.

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Driver comfort. Wade Carden believes in his people and takes keen interest in the comfort of his drivers; Revolution trailers score big in this arena as well. The ride is incredibly smooth with none of the snapping, jerking and flexing under load that driver's experience with conventional flatbed trailers. Drivers really appreciate the superior handling characteristics, comfortable ride and convenient load securement system. Handy strap retainers slide in a track to keep straps in place so they do not drop while you are securing loads. Plus, you don't have to constantly re-adjust straps as you travel

thanks to the superior road stability. Taking care of drivers by providing comfortable, convenient, dependable equipment builds loyalty. That's one of the reasons why HWC is way on top when it comes to driver retention.



"HWC wants to set themselves apart from their competition, and with our Revolution product they take a major step in that direction. We wish them continued success," concluded John Craig, President of Fontaine Trailer Company.

HWC Transportation proves that you can grow a successful business by taking care of customers, taking care of employees and taking care of the environment.

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