

A Matter of **DEGREES**

A publication for the over-the-road transport temperature control industry.

WHITE ARROW DELIVERS COAST TO COAST INTERMODAL SOLUTIONS

RELIABLE, CONSISTENT SERVICE, LIMITED LIABILITIES AND SUSTAINABILITY ARE KEY BENEFITS



Headquartered in Los Angeles, with four additional locations strategically located along its primarily coast-to-coast routes, White Arrow, Inc. is an over-the-road (OTR) / less than truckload (LTL) turned Intermodal transportation company.

The transition began in early 2006 when the company moved its first load via rail. Today, White Arrow's Intermodal business makes up about 92 percent of its loads.

"It's a business model that makes sense," says Chris Ceausu, owner of White Arrow. "Variables are drastically reduced by transporting via rail. There are no questions about delivery times, which are comparable to OTR times (that run legal). Business growth is eminent due to fuel costs, changes in Federal regulations on long haul truckers, and growing OTR driver shortages."

Two specifics Ceausu notes are the Federal Motor Carrier Safety Administration's Compliance, Safety, Accountability (CSA) program* and the Department of Transportation's (DOT) move towards electronic logbooks.

... continued on page 4

- Page 2** Game-Changer: Stoops Freightliner-Quality Trailer and Thermo King Team Up
- Page 3** Tapia Brothers Uses Innovation to Deliver Superior Performance
- Page 5** Thermo King Knows Rail

- Page 6** Idealease Recognizes Thermo King with Supplier Award
- Page 6** Thermo King Tough! Through Wind, Rain, Heat, Snow ... and Tornadoes?
- Page 7** Thermo King Introduces New Aftermarket Products

Game-Changer

A deep-frozen transport solution for vans is the result of teamwork, a high-power refrigeration unit and an innovative insulation package

It's no secret. Obtaining – and maintaining – accurate cooling temperatures have always been a challenge for van applications. Commonly used by food distributors for inner-city deliveries, over-flow storage or hot shot deliveries, preserving the cargo hold temperature is a constant battle between refrigeration unit, frequent door openings, and insulation properties that struggle to prevent air penetration through door seals, tail lights, wheel wells and more. Achieving consistent fresh cargo temperatures between 0 and 30 degrees F has been the norm ... until now.

Sprinter van dealer Stoops Freightliner-Quality Trailer, in partnership with Thermo King, has developed the Glacier King -20°. With a specially-designed R28-rated insulation package and Thermo King's V-520 rooftop truck refrigeration unit, the van is four times more thermally efficient than other van packages. As a result, the Glacier King -20° can achieve – and maintain – a never-before-seen temperature of -20 degrees F.

"We were hoping to exceed all fresh refrigerated and light frozen application requirements, but the test results surpassed our own expectations," said Jeff Jones, sales manager, Stoops Specialty Trucks Department.

"The performance of this package will drive a huge benefit in terms of temperature control, temperature recovery, and potential applications," said Scott Bates, truck product manager for Thermo King. "It will be a great option for distribution companies needing a smaller vehicle for high value cargo or deep frozen product."

The Freightliner Sprinter van comes with a fuel-efficient 188 HP V6 turbo-charged diesel engine that features a 320 torque rating and boasts a 16-18 MPG average. The van offers up to a 3,200 pound payload with 13.5 feet of available cargo space due to the roof height. "No other van product can match the capacity of our high-roof model," says Jones, "but various van styles and customization options are available depending on customer need including multi-temperature compartments, shelving, door sizes and more."

It's the high density insulation package coupled with V-520 RT unit that make the Glacier King -20° unique. Stoops Freightliner carefully chose and designed the insulation package to overcome the common air leakage issues preventing van applications from holding lower transport temperatures.

Thermo King's V-520 RT direct drive unit features an engine-driven compressor, optional SmartPower™ electric standby, and a Direct Smart Reefer (DSR) controller that delivers optimum power, temperature control and monitoring. The rooftop, direct drive unit configuration contributes to the overall payload available and the fuel efficiency of the entire application.

"The Glacier King -20° product is essentially a walk-in freezer integrated into the Sprinter van," said Don Reinhart, vice president and general manger, Thermo King of Indiana. "It's an extremely fuel efficient and environmentally-savvy sustainable van solution for customers who transport fresh, lightly frozen, and now, deep-frozen products."

Stoops Freightliner - Quality Trailer is one of the largest heavy and medium duty truck dealers in North America with a combined seven locations in Indiana and Ohio.



More information can be found at
www.stoops.com.

TAPIA BROTHERS USES INNOVATION TO DELIVER SUPERIOR PERFORMANCE

Latest effort includes a powerful, eco-friendly direct drive refrigeration unit

Raul Sr., Francisco and Ramon Tapia started their business partnership in the restaurant business.

Their disappointment with supply vendors became the catalyst that drove them to create Tapia Brothers 25 years ago, a food service distributor that services Mexican Restaurants in California, Arizona, Colorado, Nevada, Utah, Idaho, and New Mexico. The brothers' vision: to become one of the largest suppliers for Mexican restaurants in their area by providing the service and commitment to customers that they saw was lacking.

From the start, Tapia Brothers – the company and the family – was committed to exceptional service and hard work. One truck and a small warehouse has grown to a 250,000-square-foot warehouse; a fleet of 150 (mostly refrigerated) trucks and trailers; four distribution centers located in Fresno, California, Maywood, California, Phoenix, Arizona, and Las Vegas, Nevada; and more than 200 employees.

“The goal of Tapia Brothers is, and always has been, to provide the service restaurants can depend on,” said Raul Tapia, Jr., president. “From fresh and frozen foods, to equipment, beverages, paper products and disposables, to janitorial supplies, they count on us. And because my father and uncles were in the business themselves, they understand how important accurate, reliable service is to the fast-paced restaurant industry.”

Investments in technology and innovation have been a big part of Tapia Brothers' success in meeting, and exceeding, customer needs. From warehouse stocking and order filling strategies, to internal communication systems, to its fleet of refrigerated trucks, everything Tapia Brothers does is for the benefit of its customers.

Installing Thermo King's first V-700 direct drive truck refrigeration unit in North America is an example. Accurate transport temperature control is a must in the food distribution business, and Tapia Brothers is continually updating its fleet to ensure their customers' products are delivered in optimum condition.

When Tapia Brothers heard about the V-700 truck unit, they wanted to learn more about its sustainable technology for cost efficiency, environmental emission regulations and superior product protection. The V-700 unit was recently introduced by Thermo King in Europe, touting functionality, power, fuel efficiency, eco-friendliness and cost-effectiveness.

Working with vendor partners TK Services, Inc., Inland Kenworth and Morgan Bodies, Tapia Brothers had a truck built with the new V-700 unit for its fleet. Because there is no engine on the unit – it runs off the truck engine – it emits no carbon dioxide and falls outside of CARB regulations. It is a high-capacity unit that efficiently cools the larger straight truck; Tapia Brothers' Morgan body measures 22 feet x 96 inches tall. The Kenworth truck features a Class 3 chassis.

“The V-700 truck unit is a great option for food distributors as it's a low-noise, high-performing unit that meets environmental policies and provides varying product temperature parameters to satisfy the many requirements of food distributors,” said Alan Grenier, sales & marketing manager at TK Services, Inc., Tapia Brothers' Thermo King dealer.

The V-700 series comprises two-piece split units – a condenser and evaporator, and is designed for fresh and frozen truck applications. The road compressor is powered by the vehicle's engine and the electric stand-by compressor is powered by an electric motor.

“We are excited about the V-700 unit,” said Tapia Jr. “It offers the right temperature control for whatever product we are hauling for our customer, giving us flexibility in one truck while meeting customer needs. And that's our number one priority.”

The unit has been in operation since August and the company is hoping to add more to its fleet next year.



More information about Tapia Brothers can be found at www.tapiabrothers.com.

WHITE ARROW DELIVERS COAST TO COAST INTERMODAL SOLUTIONS

... continued from page 1



“The CSA program ranks carriers in five public and two agency-view-only categories, which creates greater accountability to fleets. And the industry’s transition to electronic logbooks will prevent falsifying of records. Both will level out the long haul playing field, and I believe, will make Intermodal hauling more attractive to customers.”

This belief has led Ceausu, an OTR driver himself in the past, to move his company into Intermodal transport. White Arrow runs 308 trailers on flatcar (TOFC) today, 111 of which are refrigerated. The majority boast Thermo King reefers. The company added 30 new SB-230RR units in 2010, another 25 in early 2011, and 30 more were delivered in September.

A Thermo King customer since the mid-1990s (OTR units), White Arrow began specifying Thermo King’s Intermodal product in 2007 when it decided to grow its Intermodal business.

“We choose Thermo King because of equipment reliability, an important factor for rail due to long unattended periods during transit. We also get quality, prompt service from our dealer, TK Services, Inc. in Los Angeles and Stockton, California,” said Ceausu.

“They understand our business. We often have only a couple hours in the evening for service and repairs to keep our equipment on schedule. They make sure we are back up and running, which translates directly to White Arrow’s bottom line.”

To ensure product safety and secure transport, White Arrow chooses Burlington Northern Santa Fe (BNSF). “The railroad has done a phenomenal job implementing technology that has re-defined rail transport,” says Ceausu. “BNSF operates 75-80% of the temperature controlled rail market. They realize the importance of refrigerated rail transport and they keep up with issues and technologies.”

Once trailers are in-gated at the railroad, BNSF employees perform regular inspections throughout the trip to ensure that the reefers are running per White Arrow’s requirements, and that the company’s TOFCs are transported seamlessly, safely and on schedule.

BNSF reports train location and trailer conditions regularly to White Arrow, which in turn, passes the information on to its customers. The company also utilizes third party telematics StarTrac for remote monitoring to ensure its trailers are operating within required parameters.

“Our reefer customers, who primarily consist of food manufacturers, wine and beer distributors, can see their product location through our website 24 hours a day, if they so choose,” says Ceausu. “Real-time reefer temperature monitoring via our website will be available to customers in the very near future, offering additional peace of mind.”

Another perk to White Arrow’s Intermodal solution is that its TOFCs are transported with a nearly 50% reduced carbon footprint versus trailers by truck. **In fact, one train carrying 123 trailers (15.6 lading tons per trailer) will emit a 275.0 metric ton CO₂e carbon footprint. 123 trucks with 1 trailer each will emit a 539.7 tons CO₂e carbon footprint. That’s a significant impact on the environment.

“Everything about Intermodal transport makes sense,” concludes Ceausu. “I’m a trucker by trade, but I can’t argue the fact that this works. Reliable service, limited liabilities, increasing regulations for OTR, and the environmental benefits make rail a better value all the way around.”

Family-run White Arrow employs more than 60 local drivers who ensure product gets to the final destination after off-loading from the flat cars. The company also offers LTL services for customers who require it.



What a typical TOFC trip looks like

California to New York

- 1) Trailer leaves L.A. and in-gates to railroad.
- 2) Temperatures are checked to ensure the trailer is in range (+/- 5 degrees).
- 3) Reefer fuel level is checked.
- 4) Before trailer is hoisted to railroad flatcar, railroad workers check temperature again.
- 5) Trailer is checked again (container temperature and reefer fuel levels) at New Mexico railroad checkpoint by railroad crew.
- 6) Trailer is off-loaded in Chicago and temperature/fuel is physically checked again by railroad crew before transferring to Eastern Railroad.
- 7) White Arrow utilizes StarTrac to continually monitor the loads along the rail route; data is sent directly to corporate office computers.

More information on the company can be found at

www.whitearrow.com.

* More about CSA can be found at <http://csa.fmcsa.dot.gov/default.aspx>.

** Provided by BNSF's carbon emission estimator, formed in collaboration with ClearCarbon Consulting, Inc. to illustrate the estimated environmental benefit that is obtained by utilizing rail as part of a company's supply chain.



Thermo King Knows Rail

Thermo King has been designing custom rail solutions for customers since 1948. The company understands that rail products need to offer unsurpassed reliability in unattended service situations, as well as the opportunity to lower fuel, maintenance and overall operational costs.

Complete understanding of the customer's application allows Thermo King to utilize its knowledge to assist in developing proper specification features that exceed customer expectations. The company's expansive service network of dealers provides expert service coast to coast, when and where it's needed.

Thermo King's SB-230RR and SB-330RR are perfect for trailer on flat car (TOFC) and Intermodal, as well as domestic refrigerated container (DRC). Both products, which can be customized to fit individual needs, offer:

- Unsurpassed reliability in unattended rail service
- Rail Ready product features
- The longest warranty in the rail industry
- Less maintenance with the EMI-3000 extended maintenance interval, which decreases downtime and expense
- Expert mobile service and support nationwide from e-RAILSAFE-certified Thermo King dealers (premier Workforce Safety and Security Management program for Class 1 Railroads and the businesses that serve them)
- Lower operating costs and the lowest cost of ownership



Learn more at

www.thermoking.com/rail/index.asp.

Idealease Recognizes Thermo King with Supplier Award

Idealease presented Thermo King with a Supplier Award at its National Meeting in September. With more than 430 locations in North America, Idealease expects service excellence from its vendors across the nation.

"Being recognized by customers is always appreciated," said Martin Duffy, Thermo King vice president, sales and market development. "An award like this is special because it reflects a collaborative effort from the entire Thermo King family – our dealers and corporate representatives."

More than 90 percent of Thermo King's nearly 200 North American dealerships have a local relationship with an Idealease location.

Other suppliers recognized by Idealease include Navistar Financial, ExxonMobil and Allison Transportation.

With more than 430 locations in the USA, Canada, and Mexico, and a fleet of 45,000 trucks, tractors and trailers, Idealease is one of North America's largest full service transportation companies. Idealease locations are owned and operated by International® dealers in the U.S., Canada and

Mexico which provides access to millions of dollars of parts inventory, the newest diagnostic equipment and the industry's most proficient certified technicians.

Idealease offers commercial truck leasing, dedicated maintenance, truck rentals and a portfolio of valuable support services. The Idealease National Account Group coordinates and manages the service of some of North America's largest private fleets. Because of its National Accounts organization and locally owned and operated locations, Idealease can service fleets of all sizes.



For more information, please visit our website

www.idealease.com

THERMO KING TOUGH!

THROUGH WIND, RAIN, HEAT,
SNOW ... AND TORNADOS?

The nation's deadliest tornado in nearly six decades struck Joplin, Missouri on Sunday, May 22. The twister devastated homes, schools, businesses, tractor trailers and more. The local Pepsi Cola Distribution warehouse was leveled, as were many of its trucks. In the rubble, lay a barely recognizable Thermo King SB-210+ reefer, still attached to the nose of an AbovePar Transportation trailer.

"The devastation from this tornado was like nothing I'd ever seen," said Brandon Freed, AbovePar Transportation. "When I went to Pepsi Cola to look for our trailer/reefer, I could only find 30 feet of the trailer floor -- nothing else. I told the clean-up crew to let me know if they found the unit, hoping that we could salvage the 2007 (CARB-compliant) model engine in the 2008 SB-210+.

"A couple days later, the unit was found under the debris and we hauled it back to our shop. Amazingly, the controller screen lit up when we turned it on. So we stood it up and the engine fired right up. Now that's one tough unit!"

AbovePar Transportation, located about five miles away from Joplin, runs a fleet of 65 trucks and trailers, 51 of which are



refrigerated with Thermo King SB units. The company has been an exclusive Thermo King / Thermo King of Springfield customer since its inception in 1997. AbovePar Transportation provides logistics/brokerage service and warehousing, servicing all 48 contiguous states.

"We never did find much of the 2008 Great Dane trailer, not even the axles," said Freed. "We will be able to use the Thermo King engine as we hoped."

More importantly, AbovePar Transportation employees, friends and family suffered only a few lost homes as a result of the record-breaking tornado; no deaths or injuries immediately affected the company. "The damage was significant but it could have been much, much worse," concluded Freed.

The company was so impressed that the Thermo King unit started back up after its wrestling match with the Joplin tornado that Brandon posted a video of it on YouTube.

CHECK IT OUT AT:

www.youtube.com/watch?v=MdZfqKKwzE&feature=youtu.be
OR type "Thermo King Reefer F5 tornado" on YouTube

Thermo King Launches

New Aftermarket Solutions!

CargoLink™ Wireless Sensors

Thermo King has introduced a line of wireless sensors for doors and will soon be launching fuel and temperature sensors. These reliable, easy-to-install sensors save money, reduce maintenance and offer increased load protection when compared to conventional wired sensors.

Security

Combine wireless sensors with TracKing telematics to maximize the control and visibility of the load.



Cost Savings

With faster installation and no wires to break, wireless sensors save money and valuable time over conventional sensors.

- **Fuel Savings** Program the unit to shut off when the door is open to save fuel and save money
- **Installation Time Savings** Without wires to thread through the trailer, wireless sensors install in minutes
- **Maintenance Savings** High quality, long life components with no breakable wires

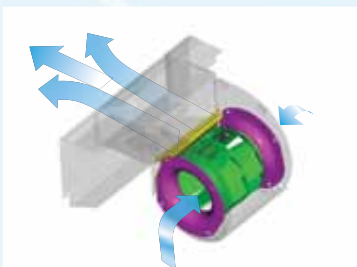
The wireless system is designed to grow with businesses and adapt to future technologies. The coordinator will work with up to 32 sensors – look for more wireless sensors with additional functions from Thermo King in the future to help customers protect and grow their businesses.

SmoothAir™ Blower Assembly

Thermo King's innovative new evaporator blower assembly, which saves fuel while increasing unit capacity, is now available as an aftermarket retrofit. A more efficient blade design allowed for a smaller blower assembly, and smoother air inlets mean less friction and less energy consumed, resulting in increased capacity. Retrofittable for all Thermo King SB, SB+ and SPECTRUM™ Trailer Units.

Why retrofit?

- Up to a 7% fuel savings
- 4% greater unit capacity
- Improved pulldown for reduced runtime
- 24% less power required



ColdCube™ Containers

ColdCube containers from Thermo King offer a flexible, portable solution for cooling and freezing for a wide variety of applications. These units are perfect for small vehicles with limited capacity requirements, load optimization in larger vehicles, loaner units during service or for seasonal events.

Flexible Cooling

- Powerful cooling (32°F) and deep freezing options (-6°F)
- Can easily be moved or transferred from one application to another
- Load optimization for added convenience
- Runs on 12/24V DC or 110-240V AC
- Maintains consistent temperature
- Digital compressor allows for efficient consumption of electrical power
- Integrated battery monitor to protect against dead battery



Visible User Interface

- View current temperature and status without opening the container
- Digital readout for precise temperature setpoint control

Constructed for Durability

- Made of tough molded polyethylene
- Rotationally-molded, single-piece construction for durability and light weight
- Internal components designed and tested for use in mobile applications
- Constructed of food-grade and UV-stabilized materials for easy cleaning
- Convenient portability with integrated handles or forklift base

Variety of Units

- Six different options available to fit a variety of business needs

For more information on any of these products, see your local Thermo King dealer!



THERMO KING

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A publication for the over-the-road transport temperature control industry.



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