

Case 4: Trailer Manufacturers offer more value with new trailer floor solution

Summary: *Before WISA-TopGrip Evo2 trailer flooring was launched on the market, its performance has been measured not only in laboratory tests but also in user tests under demanding road conditions in Northern and Central Europe. By pre-installing WISA-TopGrip Evo2, trailer manufacturers are able to differentiate themselves from the competition by offering trucking companies a true cost-saving and efficient solution.*

CLEAR International, a UK-based consulting firm working with players in the automotive and transport markets, reported that trailer registrations in Western Europe in 2017 was just over 190 000, the third highest level of demand ever recorded.¹ A separate study by Roland Berger GmbH released in August 2018 said that four megatrends – new Logistics, Electrification, Autonomous trucks and Digitalisation – along with region-specific drivers are expected to lead to a positive development of the truck and trailer market over the coming years.²

In fact, CLEAR says that apart from a small dip in demand in 2019, trailer registrations are forecast to be higher from 2017-2021 than in any other five-year period in history.³ Trailer production is expected to achieve the same result.

According to Colin Holthaus, technical director for the National Association of Trailer Manufacturers, reducing costs and increasing safety are the main drivers behind new technologies for trucks and trailers.⁴ This mindset among trailer manufacturers reflect the growing competition in the trucking industry, as each player seeks to differentiate itself in terms of efficiency, effectiveness, and value for money.⁵

New flooring solution adds value

The trucking industry is not without its share of challenges. New regulations on emissions, rising road toll prices in places like Germany, restrictions on driving time and other issues make it paramount for business owners to maximise profit without sacrificing efficiency and safety.

Trailer manufacturers have the possibility of helping business owners in the trucking industry meet these goals by replacing regular trailer floors with the new WISA-TopGrip Evo2 flooring. Doing this would eliminate the need for trucking companies to use manually-placed friction mats to secure their loads.

While using anti-slip or friction mats is a popular option for making sure that heavy loads are secured properly during transport, there are many downsides to using them. Trucking personnel are exposed to several risks, such as falling off the trailer while installing the mats or having a body part caught under the cargo during loading.

Anti-slip mats also have a fairly short lifespan and need to be replaced constantly. Considering that anti-slip mats cost about €0.50, each, truck load can cost the business between €15 to €20, not to mention the additional time and labour cost from inefficient loading and unloading practices.

¹ “West European trailer registrations at 3rd highest level ever.” Fleetwatch. 02 March 2018. Retrieved from the internet on 25 January 2019. www.fleetwatch.co.za/west-european-trailer-registrations-at-3rd-highest-level-ever

² “Trends in the truck & trailer market: Market study”. Roland Berger GmbH. 8 August 2018. Retrieved from the internet on 25 January 2019. www.rolandberger.com/de/Publications/Trends-in-the-truck-trailer-market.html

³ “Western European trailer registrations set for new record” Fleetwatch. 22 June 2018. Retrieved from the internet 24 January 2019. www.fleetwatch.co.za/western-european-trailer-registrations-set-for-new-record/

⁴ McDaniel, Jason. “Trailer trends: Technology driving change in vehicles.” Trailer/Bodybuilders. 31 May 2018. Retrieved from the internet on 24 January 2019. www.trailer-bodybuilders.com/trailers/trailer-trends-technology-driving-change-vehicles

⁵ Callahan, Amanda. “Competition Heats Up in the Trucking Industry.” *Shipping & Logistics Blog*, Lilly & Associates, 9 April 2018, www.shiplilly.com/blog/competition-heats-up-in-the-trucking-industry/

The new WISA-TopGrip Evo2 flooring is a safe, sustainable and cost-effective alternative to friction mats. Manufacturers that offer trailers with pre-installed WISA-TopGrip Evo2 flooring can save customers up to €10 000 euros in material and labour costs. This is because trucking companies save between 5 to 15 minutes during loading and unloading with WISA-TopGrip Evo2.

Testing of the new WISA-TopGrip Evo2 trailer flooring has been carried out in the past couple of years. The second generation WISA-TopGrip Evo2 trailer flooring has performed well in laboratory testing measuring its friction coefficient when used with paper reels, EPAL pallets and gitter boxes.⁶ In test situations, which included testing WISA-TopGrip Evo2 floors against extreme loads, the floors showed no sign of damage even after a year of use.⁷ Most importantly, installing WISA-TopGrip Evo2 trailer flooring instead of using friction mats minimises the accident risks that trucking personnel are exposed to.

By pre-installing WISA-TopGrip Evo2 trailer floors, manufacturers bring much needed added value to their clients by offering an alternative that saves trucking companies time and money without sacrificing safety or efficiency.

⁶ WISA-TopGrip Evo2 product sheet. <https://www.wisaplywood.com/siteassets/documents/brochures/wisa-topgrip-evo2-en-fs.pdf>

⁷ "Transportation companies are convinced about the top performance of WISA-TopGrip Evo2 floors." WISA Plywood, retrieved from the internet, 16 January 2019, <https://www.wisaplywood.com/news-and-stories/references/transportation-companies-are-convinced-about-the-top-performance-of-wisa-topgrip-evo2-floors/>