

Member News

Personnel updates

Work Truck Solutions adds to board of directors

Work Truck Solutions (Chico, California) welcomed Bernie Brenner to its board of directors. His extensive experience in automotive and mature market disruption will provide the company with key strategic guidance. Brenner spent the majority of his career building innovative companies in the automotive industry. He was EVP of business development and chief strategy officer at TrueCar Inc., a company he co-founded in 2005 and took public in 2014. He's currently co-founder and CEO of Rollick Outdoor Inc.

BOSS Industries appoints new VP of business development and OEM sales

BOSS Industries LLC (La Porte, Indiana) named Jim Perschke as vice president of business development and OEM sales. He identifies and captures growth opportunities in all markets and assists with product enhancements, sales, service, training and marketing efforts as needed. Perschke's previous experience includes VP of sales at Work Truck Solutions, VP of global sales at Vanair Manufacturing and general sales manager at The Knapheide Manufacturing Company.

FORCE America announces executive promotions

FORCE America (Burnsville, Minnesota) named four key individuals as vice presidents.

Ryan Pobuda was promoted to vice president of sales. A Hennepin Technical College graduate, Pobuda has more than two decades of industry experience. He joined FORCE America in 2002 and held several customer-facing roles, most recently as regional sales manager for OEM-based customers. He will assume sales leadership in both FORCE America distribution and manufacturing.

Robert Pokrzywa was promoted to vice president of distribution. He joined FORCE America in 1986 and served in virtually every aspect of distribution over his 33 years of service. His passion for developing people has been a key factor in the company's growth. Pokrzywa will be responsible for all aspects of distribution, including customer service, supply chain, training and field service.

Eric Holland was promoted to vice president of manufacturing. After earning degrees in both industrial engineering and business management, Holland joined FORCE America in 1997. He has been instrumental in the development, growth and integration of each business in FORCE America's manufacturing divisions, with a particular emphasis on lean manufacturing and continuous improvement. Holland will lead manufacturing and logistics efforts company-wide.

Matthew Loeffler was promoted to vice president of products and engineering. With a bachelor's in mechanical engineering and master's in business administration, Loeffler brought Fortune 500 and high-tech experience to FORCE America after joining in 2010. Since then, he has led engineering and product management teams and was a key contributor to the ERP implementation completed in 2016. Loeffler will focus on strategic products, partnerships and the long-term vision for FORCE America solutions.

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Company announcements

KEITH WalkBox™ Unloader named Top-10 New Product



KEITH Manufacturing Co. (Madras, Oregon) announced KEITH WalkBox Unloader was selected as a winner for the 2019 World Ag Expo Top-10 New Products Competition. WalkBox Unloader is a smaller version of the company's WALKING FLOOR® system, installed on a standard cab/chassis. It incorporates WALKING FLOOR technology, which is a series of floor slats powered by a hydraulic drive that walks material out of the back of the truck body, with no tipping. Unlike a typical dump or tipping unit, WalkBox safely unloads under utility cables and trees, as well as inside buildings.

The system has a multi-ton capacity, and can haul and unload bulk, baled and palletized goods. Since horizontal unloading can be controlled, unlike the all-or-nothing action of a dump box, WalkBox can consistently meter material out of the back or deliver partial loads.

Industries benefiting from this unloader include landscaping, farming, nurseries, golf courses, road maintenance, and any other application where a smaller footprint is needed. The system can also deliver sand, gravel and fill materials to ecologically sensitive areas that can't be served by larger vehicles.

For more information, visit keithwalkingfloor.com.

Deist Industries to relocate Switch-N-Go® and AmeriDeck™

Deist Industries (Hadley, Pennsylvania) and its subsidiaries purchased a vacant manufacturing facility in Saegertown, Pennsylvania, with plans to relocate manufacture of Switch-N-Go and AmeriDeck products to this site.

The facility will support the company's commitment to developing and manufacturing innovative products for the work truck industry, along with increased levels of service for dealer partnerships. The move is expected to be completed in the third quarter of 2019.

Visit switchngo.com for company information.

SAF-HOLLAND acquires PressureGuard

SAF-HOLLAND Inc. (Muskegon, Michigan) acquired a majority stake in PressureGuard LLC, an automatic tire pressure management specialist based in Nashville, Tennessee. This strengthens the SAF-HOLLAND product portfolio for tire pressure systems in North America and adds a key foundational element in advanced digital SMART products for trailer applications.

SAF-HOLLAND acquired a 51 percent stake in PressureGuard. A purchase option for remaining outstanding shares, which may be exercised at a later date, was agreed between SAF-HOLLAND and the previous owner, Servitech Industries Inc. PressureGuard's management team will remain with the company in current roles to support ongoing production and integration into SAF-HOLLAND Group.

The PressureGuard tire management system has proven a durable and robust solution to meet growing market demand for reliable automatic tire inflation. Key features include stainless-steel braided hoses, specialized die-cast aluminum hubcaps with protective fins, patent-pending unique axle vent assembly and patented high-pressure relief capabilities. The non-pressurized axle design can accommodate all industry standard variations in axle configurations, tire sizes, rim types, axle spindle types, hub lubrication options, pressure settings, power and electrical harness options.

SAF-HOLLAND sees great potential in PressureGuard's proven tire pressure management technology to provide an even more comprehensive axle and suspension solution to its fleet customers in North America. This one-stop sourcing approach provides fleet managers a single point of contact and ensures a fully engineered system design addressing compatibility issues up-front. It also simplifies warranty and after-sale support needed by today's fleets.

"This acquisition is in line with our strategy of providing complete solutions to our customers and complements our product portfolio of a systems approach," said Dettel Borghardt, SAF-HOLLAND CEO. "This pre-assembled product addresses many of the challenges facing fleet managers today and simplifies the ordering, production and customer service processes. PressureGuard has proven itself in the market with a simple, yet robust design."

SAF-HOLLAND CFO Matthias Heiden added, "Similar to the acquisition of Axcend in 2018, the acquisition of PressureGuard also focuses on expanding our technological capabilities. PressureGuard's expertise seamlessly integrates with our digital SMART product platform, giving us a compelling solution for tire management systems to offer our customers."

Visit SAFHolland.us for more company details.

XL announces the addition of 40 hybrid vans and pickups to Puget Sound Energy fleet

XL (Boston, Massachusetts) announced Puget Sound Energy (PSE), Washington state's largest energy provider serving nearly 2 million customers, expanded its electrified fleet with 40 XL-equipped hybrid Ford vehicles, including Transit vans and F-250s. With its

latest order, Puget Sound Energy now has 110 work trucks equipped with XL's hybrid technology, with more additions anticipated later this year. XL's hybrid system has proven to improve fuel economy by an average of 25 percent while reducing carbon emissions by 20 percent, and the utility continues to take a leadership role in helping Washington meet sustainability goals.

Puget Sound Energy is supporting these efforts through electrification of its fleet vehicles. The hybrid vans will support natural gas first responders, and hybrid pickup trucks will serve natural gas inspectors and related routes — covering about 6,000 square miles over 10 counties and major metropolitan areas. As these vehicles do not have a return-to-base policy and are typically parked at drivers' homes due to emergency response needs, it's helpful they don't need a charging station or other hub in order to deploy, PSE reports.

"With roughly 43 percent of carbon emissions in Washington state coming from transportation, we are committed to accelerating the adoption of electrified vehicles," said Colin Davidson, fleet logistics manager for Puget Sound Energy. "By continuing to uplift our Ford Transit vans and F-250s with XL's hybrid technology, we will make significant progress toward achieving our goal to reduce our carbon footprint by 50 percent by 2040, without worrying about infrastructure requirements or high maintenance costs."

"Utilities are among the leading drivers of advancing electrified vehicles in the fleet industry," said Tod Hynes, CEO of XL. "PSE continues to demonstrate their commitment to sustainability to Washington residents, while showcasing the enormous impact that cleaner, more fuel-efficient fleet vehicles can have on a business and the community at large."

Visit xlfleet.com for additional company information.

ProTech focuses on work truck owner requirements with new website

ProTech Industries (LaVergne, Tennessee) launched a new website at protech.net — bringing together more elements that help work truck fleet and individual owners identify products to make workers more productive with their trucks.


"We've listened very closely to our customers and incorporated their needs into our new web site design," said John McCalla, senior executive VP at ProTech. "Our goal was to deliver more complete information faster to help them make decisions."

ProTech's site helps solve a truck operator's need to rapidly evaluate product functions and dimensions to fit their vehicles. Additionally, many operators need products customized for specific work requirements and are able to start the project directly from the new site.

Learn more at protech.net.


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Introducing The Automatic Mud Flap Lift System



Flaps-Up has created an automatic mud flap lift system that will provide for a safer work environment. Save time and money on installing and replacing mud flaps as well as DOT fines and lost time.

Thank you for seeing us at **The Work Truck Show™ 2019**



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