

# TRAILER BODY BUILDERS®

REACHING MANUFACTURING & DISTRIBUTING EXECUTIVES

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### Phillips reorganizes, expands strategic businesses, promotes 2 presidents

Phillips recently reorganized into five strategic business units in a move it says will allow it to better focus resources on specific markets, improving customer responsiveness and product innovation.

The new units under Phillips' corporate umbrella are Phillips Aftermarket, Phillips OEM, Phillips Connect Technologies, Phillips Asia-Pacific and Phillips Europe. Each unit will have a separate board of advisors to assist in business and performance planning within their distinct markets.

The restructure includes two senior leadership promotions. Rob Myers was named president of Aftermarket and Filiberto Coello will take the helm as president of the OEM business unit.

"We are at a place with our business today where doing things the same way will simply not allow us to grow at the pace which we have in the past," said Rob Phillips, president and chief operating officer of Phillips Industries. "We've over-stretched our existing organizational structure and are showing signs of becoming 'too corporate.'"

"In our business, big doesn't beat small. It's the fast that beats the slow, and we are reorganizing in a way that places customer responsiveness and the ability to be flexible as our highest objective."

The company's evolution began more than nine decades ago with the design and patent of a reflective turning "signal arm" to make signaling safer for trucks. Since then, Phillips has progressed from a regional truck parts distributor to an innovator and manufacturer of advanced air and electrical components for the heavy-duty trucking industry. Within the last two decades, Phillips has grown from a few hundred employees and three locations in North America to more than 1,500 employees and eight locations worldwide.

"We were raised on ease, flexibility, and a TNT (today-not-tomorrow) attitude," Rob Phillips said. "By breaking into smaller, more focused businesses, we will continue our tradition of being incredibly easy to do business with."

With a team-oriented and relationship-driven attitude, Myers has strong background leading successful teams and building lasting connections, Phillips said. As a board member of the Heavy-Duty Marketing and Sales Forum (HDMSF, part of HDMA), he also is recognized as knowledgeable within the industry, staying abreast of industry successes and challenges.

Coello joined Phillips in 2008 as general manager of Phillips' Electrical Harness Division (EHD) in Arteaga, Mexico. He came to Phillips with a background in lean manufacturing. Trained in Japan in the Toyota Production System.

Over the course of his career, Coello has been instrumental in the development and expansion of Phillips EHD, which has experienced 600% growth since 2008, Phillips added. Coello was promoted to the position of general director in 2011 and has maintained director-level positions throughout his career at Phillips.



Rob Myers



Filito Coello

### VIPAR touts 'group value,' PARTSPHERE digital platforms at IMPACT Conference

VIPAR Heavy Duty highlighted its efforts to provide "true group value" and launched the new PARTSPHERE digital ecosystem during the recent IMPACT Conference in San Antonio TX.

The organization said the 2019 event was well-attended by VIPAR stockholders, suppliers and industry associates, with more than 130 suppliers providing distributors with information about their products and technologies during the tradeshow, and more than 1,500 one-on-one meetings between suppliers and stockholders.

VIPAR introduced PARTSPHERE and the first three platforms—the PARTSPHERE Order Management System (OMS), PARTSPHERE Product Information Management (PIM) and PARTSPHERE CLOUD—within the technology suite during the general session.

OMS supports the electronic transmission of orders between distributors, suppliers and national fleet trading partners within the VIPAR Heavy Duty network; PIM facilitates the storage, management and distribution of aftermarket parts data; and the CLOUD provides enhanced file-sharing capabilities that support growing data needs.

"VIPAR Heavy Duty is dedicated to providing solutions and services to our network that are meaningful and impactful now and for years to come," said Jeff Paul, vice president of marketing at VIPAR Heavy Duty. "The launch of our PARTSPHERE environment and related technology platforms exemplifies our commitment to providing 'true group value' to best support our distributors and ultimately our end-user customers."

Famed college basketball analyst Dick Vitale delivered the keynote address, sharing his approach to facing challenges and opportunities in business head-on by drawing on lessons learned throughout his career as an educator, coach and analyst.

Dirk Beveridge, an entrepreneur, strategist and advocate of innovation, spoke with stockholders about rethinking business models during the Distributor Educational Session. Beveridge's presentation focused on creating a culture of innovation, and put an obsession with customers at the core of distributors' value proposition.

During the Young Leaders Forum and Lunch, Dr Howard Fero, author of the book "Lead Me Out to the Ballgame," presented the Ten Bases of Leadership to help young professionals cultivate leadership skills and focus their motivation to create high performing teams.

The 2020 VIPAR Heavy Duty IMPACT Conference is slated for Oct 18-23, 2020 at the JW Marriott Orlando Grande Lakes.

For more information on VIPAR Heavy Duty, visit [vipar.com](http://vipar.com).

Visit [www.trailer-bodybuilders.com](http://www.trailer-bodybuilders.com)

## East introduces Truck-Lite's Road Ready as trailer option

TRUCK-LITE's Road Ready trailer telematics system now is an optional feature for all East Manufacturing flatbed, dump and refuse trailers, according to the trailer manufacturer.

Released in 2017, Road Ready provides fleets with wireless, remote visibility to their trailers' location, freight and equipment health in real time. The Road Ready's hard-wired Master Control Unit (MCU) serves as the telematic brain of the system, as well as the Light-Out Detection System (LODS) nosebox and ABS warning sensor.

The East BST at NACV also featured PSI's TireView tire pressure monitoring system, the Hendrickson TireMaax Tire Inflation System and SKF's Wheel End Monitor (WEM) system, which all are integrated in the Road Ready user interface via Truck-Lite's SmartBridge Integrator (SBI).

The Truck-Lite 99 Series harness system has been standard on East's BST, BST II, MMX and NARROW NECK flatbed trailers since 2018. The system uses a clamp, which serves as the mounting bracket, that wraps around the width of the plug to create a secure connection. Its

trapezoidal connection makes for quick and easy installation and achieves proper pin alignment and a positive lock, improving the overall durability of a trailer's electrical system.

East plans to expand the 99 Series to include dump and refuse trailers in 2020.

"East always strives to be the industry leader in innovation, providing our customers with unsurpassed quality and value with our products," said Dave Kinsley, vice president of purchasing.

New for 2020, East trailer models now have an option of the Truck-Lite MCU, which sends regular updates to the Road Ready user interface and provides real-time location via GPS. Data plans and additional sensors will be available through Truck-Lite.

"Truck-Lite is pleased to continue its long-term partnership with East, first through harness and lighting systems, and now through trailer telematics technology," said Jon Stineman, vice president of OEM sales for Truck-Lite.

"Truck-Lite provides the most dependable electrical products to the heavy-duty market and we're proud to deliver this technology to East customers." ■

## Phillips debuts lighting solution for reefer, dry van trailers

PHILLIPS Industries recently revealed an ultra-compact, high-output LED system for dry vans that it says represents a breakthrough in interior lighting technology.

The solution was displayed on multiple Utility trailers at the North American Commercial Vehicle Show.

The Phillips PERMALITE XB Corner Cargo Lamp is the first complete interior lighting solution designed specifically for dry vans, the company maintained, and it's expected to be "widely" available in the market starting in November.

The new PERMALITE XB lamp is easily retrofitted to the inside of a dry van because it does not require a

ceiling pan or conduits, Phillips said. Until now, interior lights were impractical in dry vans because of their thin roofs, so loading and unloading relied on flashlights, cell phone lights or "porch lights" mounted on loading docks to see inside the trailer. Now, with PERMALITE XB lamps installed, dry vans can be fully illuminated while requiring low power.

"Corner lights are an exciting trend in the refrigerated trailer industry, which started several years back in Europe," said Steve Bennett, vice president at Utility. "They are ideal for multi-temp applications, especially with multi-temp and center-divide applications. Low profile and

high output provide an excellent light source for both refrigerated and dry van trailers. They are also easily retrofitted."

The PERMALITE XB Corner Cargo Lamps have high-power diodes, 1200 effective lumens and can work with body-heat activated motion sensors. The lamps are angled for best light projection over the load and floor, and the corner mounting protects them from potential damage. The circuit boards have a waterproof coating to protect the lamps from moisture. The design allows daisy-chaining the lamps to fully illuminate a trailer while minimizing voltage drop.

Visit [phillipsind.com](http://phillipsind.com) to learn more.

## WABCO launches iABS for trailers in North America

WABCO, a supplier of braking control systems for commercial vehicles, recently introduced the Intelligent Anti-Lock Braking System, or iABS, which is its next-generation anti-lock braking system for commercial trailers in North America.

WABCO says iABS is part of the its Global Intelligent Braking Platform, which enhances trailer system functionality and supports the strategies of trailer manufacturers to increase standardization and modularity.

"In addition to optimizing trailer control during

emergency braking by preventing the trailer's wheels from locking and slipping, WABCO iABS combines with additional sensors to become the 'brain' of the trailer, resulting in increased operational effectiveness, improved safety and driver comfort," said Jon Morrison, president of WABCO Americas. "The iABS focuses on making the trailer smarter and allowing, for the first time, the activation of up to 20 functions of WABCO's award-winning Intelligent Trailer Program, such as Lift Axle Control, Door Ajar or Axle Load Monitoring, among others."