

Contractors Add TrucBrush® to Menu of Snow Services

TrucBrush Corporation offers a mobile device to address the winter's challenge of snow accumulation on fleet rooftops for companies who move freight across North America's Snowbelt. The polypropylene-bristled broom device, called TrucBrush®, quickly connects to a front-end loader that is commonly utilized in snow management, making it a mobile, fast and safer method than other alternatives.

Embraced by the trucking industry, TrucBrush® is the first device that is easily outsourced to a facility's snow service contractor. In the past, contractors could only employ manual labor, one of the most dangerous options for clearing snow off the tops of trucks and trailers, that has more recently come under scrutiny by insurance companies. "The tops of trailers are not designed to withstand the weight of a driver or other personnel on top to clean the accumulated snow and ice," said the American Transportation Research Institute (ATRI) in a study of the issue. "Furthermore, the potential for slips, falls and even death associated with individuals attempting to get to the tops of trailers covered in snow and ice to clean the trailer top far outweigh any potential benefits," they said.

The continuation of harsh winters has driven more states to institute additional transportation legislation aimed at reducing the number of vehicles traveling with accumulated snow and icy debris on their rooftops. "Canadian efforts to address this safety issue mirror those in the U.S., though some aspects are more progressive than the U.S.," said ATRI. Quebec, for example, has a regulation specifically prohibiting any vehicle operator from allowing snow and ice to fall from their vehicle.

For many contractors, TrucBrush represents an opportunity for a new pool of clients, namely distributions centers, trucking terminals and bus companies. Others are utilizing TrucBrush to elevate their strategic relevance with existing clients by expanding their service offerings. "I added TrucBrush at two of my clients' distribution centers last winter as a secondary service to my snow management contracts, which also replaced a fixed snow scraper system at one location that had been an issue for my client," said Dale DesMarais of DesMa-

rais & Sons.

"TrucBrush is a great way to grow your business and show your client that you can assist them with one of their biggest winter-related issues: safely and effectively removing snow from the tops of their fleets."

It is a win-win for contractors and their clients. "The TrucBrush has been a pivotal component to our fleet when dealing with our harsh winters," said TrucBrush customer Jarod Warsofsky, general manager of Boston Trailer.

"The savings we have gained from significantly reducing down time has made this investment well worth it. TrucBrush is quick, easy and very effective. Now we can effectively clear 20 to 30 trailers in the amount of time that it would take us to shovel one," he said. It takes approximately one minute to clear snow from a tractor-trailer and 30 seconds for a typical box truck.

"I've worked on the issue of accumulated snow on trucks and trailers in transit for twenty years," said Mike Riley, president of the Motor Transport Association of Connecticut. "TrucBrush is a really innovative approach and one answer to what the trucking industry has been looking for to address the concern," he said.

TrucBrush originated as a response to a request by a manager of a large Boston-based airfreight company to find a way to manage the largest snow-related problem in their industry. "He was seeking



a solution that was safer than the manual method and did not require significant infrastructure and year-round dedicated facility space to effectively remove snow from the tops of the company's trucks and trailers," said Debora Babin Katz, vice president of TrucBrush Corporation who noted that TrucBrush recently received its patent. Manufactured in the U.S. and sold throughout North America, Canadian TrucBrush dealers include Quebec-based E2HS and Spectrum Equipment in Calgary, Alberta.

Source: TrucBrush Corporation

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