

Custom Trailer Leads to Success for Bulk Trucking Fleet

By specifically designing the right dump trailer to fit Page Trucking's needs, East Manufacturing has enabled the company to own the largest fleet in the bulk transport industry.

Page Trucking's commitment to keeping the wheels on the road for its customers while preserving its drivers' family life is the force behind the decisions they make for their bulk trucking solutions fleet. Specializing in agriculture, industrial and environmental cleanup, Page Trucking can haul any bulk commodity in North America from its numerous U.S. locations. Dan Titus, President, attributes the fleet's success to its dedicated owner operators combined with its diverse, well-maintained fleet of equipment, which includes its ability to build custom trailers for its customers' hauling needs.

"From the raw materials through the byproducts, we haul the entire supply chain for our customers," explains Titus. These customers are the largest producers in the lead, steel and aluminum industries. In the supply chain, Page Trucking starts by hauling raw materials in for production, then hauls the finished product out and completes the cycle by hauling the byproducts through recycling and final landfill or processing.

Fine-Tuned Trailers

Page Trucking, headquartered in Weedsport, NY, boasts that its owner operators are the "cream of the crop" within the bulk

transport industry. Its owner operators along with the right equipment, customized to a fine-tuned spec by East Manufacturing Corp., have enabled Page Trucking to become the largest fleet in this highly specialized bulk segment.

East Manufacturing Corp. is a leading manufacturer of a full line of aluminum platform, dump and refuse trailers, and steel dump trailers and dump bodies, for the commercial vehicle, construction, agricultural and refuse markets. Headquartered in Randolph, OH, East has provided innovative standard and custom trailer products that deliver superior performance, strength and flexibility for more than 45 years through its network of over 70 trailer dealer locations.

The bulk hauler's very unique applications require an equally unique trailer—one designed to work with all aspects of the supply chain. East has customized a dump trailer to do just that. It is engineered with reinforced flooring, specifically configured for multiple use and additional stiffness added to side walls—all light weighted for strength. East aluminum dump trailers are manufactured with the ideal balance of strength and weight to provide maximum payload without compromising strength.

The specially-designed dump trailer, typically 39-foot long

Page Trucking takes pride in its fleet's appearance so it custom specs its East trailers with smooth-sided Genesis® side walls. Photo courtesy of Page Trucking.



with 5 foot-tall side walls, uses high-quality aluminum, which improves resale value and keeps Page Trucking's trailers looking good. Because Page Trucking owner operators take pride in their equipment's appearance, they like the smooth-sided Genesis® side walls that are easier to clean and do not show dents from the inside. And, the trailers have superior dump stability, giving drivers more confidence.

Improved Technology

Page Trucking was established in 1977 on the family farm by Titus' father, Keith, who designed the original dump trailer with East. After his father's death in 1999, his mother, Debbie kept the fleet afloat through an economic downturn. She understood the value of the business and put everything on the line, which allowed Titus and his sister, Piper, to purchase the fleet in 2012. Coming from seven generations of farmers, Dan and Piper refine the spec hand-in-hand with East. "Technology has improved over the years, but the base concept still remains strong," added Titus.

Titus credits his owner operators with providing feedback to improve their unique dump trailer. "Because 92 percent of our drivers are owner operators, these specialized trailers are important to their livelihood. Our guys are dedicated to providing feedback from the field when it can improve their jobs and our fleet," said Titus. With typical annual orders between 20 to 50 trailers, Page Trucking applies that feedback to new generation equipment.

Dependability and Reliability

Titus noted that Page Trucking aligns itself with vendors like East because of their similar values—those who pride themselves on quality versus quantity and size. Reliability influences Page Trucking to continue to specify its customized East trailer today. "East understands that every trailer is important to us," said

Titus. "So they make sure every trailer coming off their line is correct, and still delivered in the required timeframe. They are competing with huge companies to be the best. They deliver great quality whether they're producing one trailer or 100."

Dedication to its customers is paramount with Page Trucking. In addition to its owner operators' commitment to timely deliveries, Titus attributes the dependability and reliability to the long service life of the East equipment. East's quality reduces downtime, which not only keeps the fleet's owner operators on the road more, but also keeps costs down as well. Page Trucking has implemented an advanced, rigorous preventive maintenance program that ensures that both trailers and tractors are safe and capable of meeting the requirements of every shipment. The program allows owner operators more uptime.

According to Titus, there is a common theme between Page, its owner operators and East, "All three of us are dedicated to customer service and deliver a quality product that's better than the competitors." | **WA**

With more than 45 years of trailer engineering experience, East Manufacturing (Randolph, OH), makes aluminum flatbed, drop deck, dump and transfer trailers as well as aluminum truck bodies for the commercial vehicle industry. East aluminum trailers are designed to maximize payload and still provide the strength to handle the stresses of hauling day in and day out. Selling through a network of more than 50 dealers with more than 70 locations, East aluminum trailers deliver strength and durability to meet the needs of a wide variety of trailer applications. East combines lightweight, strength and high-load ratings to provide versatile and flexible load options. By incorporating the lightest weight and longest lasting components into every trailer, East has earned the reputation of having higher resale value. For more information, visit www.EastMfg.com.

*We refuse to sacrifice
durability.*



You don't have to give up strength to get the payload you need with East. Our refuse trailers are designed to maximize payload and still provide you the strength to handle the stresses of hauling refuse day in and day out. Combining the aerodynamics of the East Genesis® smooth-side design with the advanced system of floor-to-wall attachment adds strength to East's refuse trailers. And, the unique wall is welded inside and out for maximum strength and easier repair.

East refuse trailers are designed with you in mind—You can depend on East. Visit us at www.eastmfg.com, or call East at 888-405-3278.

**You need strength.
You need payload.**

