

FEATURE

MOBILE MASTERS

PUTTING AMERICA'S BUSINESSES ON WHEELS IS BUSINESS AS USUAL FOR KENTUCKY TRAILER TECHNOLOGIES.

"How can we drive more customers through our door?" It's a question business owners have been asking for decades. For a growing number of forward-thinking companies, one answer makes perfect sense—bring your business to the customer.

Inside a 40,000-square-foot facility in Walled Lake, Mich., Kentucky Trailer Technologies helps a wide range of companies take their business to the street. From event marketing vehicles for hundreds of customers including

TaylorMade Golf, Monster.com and Little Caesars Pizza®, to mobile medical facilities that allow healthcare providers to take their products and services directly to customers, the company is recognized across the country as the premier manufacturer of custom specialty vehicles.

A true "one-stop shop," Kentucky Trailer Technologies designs, engineers and builds trailers, trucks and mobile platforms for applications within five strategic business units: Mobile

Marketing, Military & Government, Mobile Broadcast/Production, Mobile Medical and Enclosed Vehicle Transport.

Although the company was established just 12 years ago, it has quickly made its mark on the specialty trailer industry. This is due in no small part to the prominence of its parent company, Louisville-based Kentucky Trailer—an innovative, highly respected leader in the transportation business since 1879. For both entities, premium quality is the highest priority.

"Quality is extremely important because every trailer we build—whether it's for mobile marketing or military training—is a representation of our customer and ourselves," explains Tom Harper, vice president, sales, marketing and business development for Kentucky Trailer Technologies. "We strive to produce a high quality product that looks great. So we approach each build like we're doing it for ourselves. And if we're not happy with it, it doesn't leave the facility."

AT A GLANCE

2001 YEAR EST.

40,000 SQ. FT.

83 EMPLOYEES (3 PAINTERS)

3 (GIANT) PAINT BOOTHS

DELFLEET® EVOLUTION

PAINT SYSTEM:

- PPG EPOXY PRIMERS
- FDG SINGLE-STAGE POLYURETHANE
- FDGH HIGH SOLIDS SINGLE-STAGE POLYURETHANE
- ASC908 ANTI-SKID COATING

Quality is one reason Kentucky Trailer Technologies selected PPG's DELFLEET® Evolution commercial finishing system, supplied by FinishMaster Automotive & Industrial Paint in Farmington Hills, Mich. From day one, the specialty trailer manufacturer insisted on a paint system that delivers a "Class A" finish with exceptional gloss. "This is a unique company that does spectacular work on some really unique projects," says Rick Selover, business development manager for FinishMaster. "They take a great deal of pride in what they do and they settle for nothing less than the highest quality building materials and coatings."

Another reason Kentucky Trailer Technologies rolls with the *Delfleet Evolution* system is performance. This is especially important for military applications, where it's not uncommon for a custom Mobile Command Center to be built in Walled Lake, and dropped shipped into Afghanistan. "Our trailers go all over the world," explains Mike Fenton, head painter, exterior team leader for Kentucky Trailer Technologies. "You'll find our work from the Alaska pipeline to Saudi Arabia and all points in between. So the durability to withstand extremely harsh climates is an absolute must for our paint system. And that's what *Delfleet Evolution* system delivers. In fact, we've had trailers come back after 10 years for repurposing and the paint still looks great. It's just a fantastic product. Combined with the support we get from FinishMaster, it's the perfect solution for our needs."

On the home front, Kentucky Trailer Technologies has built Mobile Crisis/ Technical Response Command Centers for the FBI. These cutting-edge vehicles play an important role with respect to national security, and are the central base of operations during hurricane response. Applications such as this not only require a tough, durable coating, but the trailers themselves must be able to handle whatever Mother Nature sends their way. For this reason, Kentucky Trailer Technologies maintains an on-site testing station capable of spraying a specialty vehicle with 60,000 gallons of water per minute in order to replicate a hurricane-type event. Any leaks or compromised components, and it's back to the shop. But according to Fenton, this pretty much never happens.

"The reason we've become the go-to manufacturer of custom trailers is the quality of our people," relates Fenton.



"From engineering, mechanical and electrical staff to the people in the shop who do fabrication, assembly, hydraulics, pneumatics and paint, we have an operation that is second to none. We take pride in getting things done right the first time."

In addition to the quality of their work, the people at Kentucky Trailer Technologies are proud of the mobile solutions they provide their customers. A high degree of pride comes with developing a mobile MRI, PET-CT or mammography vehicle that allows a hospital to extend its reach to a greater number of patients in need while working to minimize costs. The same can be said for equipping the U.S. Army with mobile training simulators that train soldiers on the M1A1 Abrams tank, Apache helicopter and more.

The company has also built a state-of-the-art Mobile Operations Unit for the DEA (Drug Enforcement Administration). Mission capable in as few as 20 minutes, this customized trailer was shipped via C-5 transport and deployed in Kabul, Afghanistan, to help in the agency's battle against the opium trade.

Regardless of what the application might be, if a customer has the need for a high-quality, customized specialty vehicle, Kentucky Trailer Technologies will design, engineer and manufacture a top-level solution. The company's well-deserved reputation for excellence was confirmed by their recent expansion to a second

production facility in nearby New Hudson, Mich.—a move that came in response to the heavy demand generated by their unique products.

"Oftentimes when a company is faced with a growing number of orders, they'll try to speed up production and rush things out the door," explains Harper. "But that's not something we would even consider. We would rather expand our footprint here in Michigan and hire another group of high quality, enthusiastic employees who simply want to build the best custom specialty vehicles on the market. That's just who we are and how we get things done."

"DURABILITY TO WITHSTAND EXTREMELY HARSH CLIMATES IS AN ABSOLUTE MUST FOR OUR PAINT SYSTEM. AND THAT'S WHAT DELFLEET EVOLUTION SYSTEM DELIVERS."

**MIKE FENTON
HEAD PAINTER,
EXTERIOR TEAM LEADER**



ON-SITE DURABILITY TESTING REPLICATES A HURRICANE EVENT.

