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Loveless & Loveless has found that real savings, 50 percent, are realized by working with their Bandag dealer to run a maintenance program for its fleet of compactors, roll-off trucks and tri-axle dump trucks.

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At an average cost \$600 per hour when freight is delayed, CW Leasing & Transport takes its scheduled delivery times seriously. This fleet relies on Bandag® retreads to deliver 95,000 pound shipments and save 60 percent on tire costs.

Bandagram is published quarterly for our North American commercial fleet trucking customers. Its purpose is to foster best practices for controlling costs through tire management and tire-related services. Free subscriptions are available at www.bandagram.com

If you would like to make improvements in your tire program, or obtain further information on a tread or service described here, please contact: Bandag Customer Service and Support 1-800-523-6366 ext. 6 or visit us at www.bandag.com.

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SAFETY DR

The "safety driven, excellence delivered" slogan found on H. O. Bouchard equipment pretty much sums up what the Hampden, Maine fleet is all about.

Founded almost 50 years ago by Harold O. Bouchard with a single dump truck, the fleet has grown to 75 company-owned power units and about 150 trailers. The Bouchard fleet also enjoys the services of approximately 25 owner-operators.

The founder's son, Brian Bouchard, serves as president of the company, which is involved in various kinds of hauling operations.

The fleet includes about 100 tank trailers used in the movement of petroleum products, liquid asphalt, dry bulk cement and industrial chemicals. Most of the bulk operations are conducted in traffic lanes within a 250 mile radius of the fleet's Hampden headquarters.

The most critical service demands for the bulk fleet might be the movement of petroleum products to northern Maine's paper manufacturing plants. The petroleum trucks run on a 24/7 basis and are responsible for keeping the plants running with a consistent supply of petroleum.

The fleet also includes 30 flatbed and drop deck trailers used in the movement of lumber, building materials and manufactured log homes throughout the lower 48 states and Canada.

Dump trailers in the H. O. Bouchard fleet are utilized for rock and aggregate hauling.

The fleet also has several dry vans used to move baled pulp wood.

SERVICE STANDARDS ARE STRINGENT

Whatever the type of hauling operation, the service standards are stringent. For that reason their tire supplier, Jim McCurdy and Maine Commercial Tire, has them on application specific tread designs from Bandag.

Bandag's BDR-W design is trusted for the drive-axle wheel positions while a new Application Specific design, BTL-SA has been selected for the trailer-axle positions.

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GIVEN, EXCELLENCE DELIVERED



Left to right:
Galen Deprey, maintenance
director H.O. Bouchard,
Jim McCurdy of Maine
Commercial Tire and
Brian Bouchard, president
H.O. Bouchard.

H.O. BOUCHARD, INC

MAX CLEARANCE 14' 6"

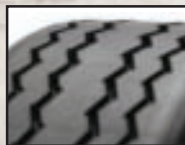
\$285



"SAFETY IS NOT OVERLOOKED WHEN IT IS CONVENIENT. SAFETY IS NOT OVERLOOKED SO THAT ANOTHER LOAD CAN BE HAULED."

McCurdy said: "Their trailer tires had been running on ECL SST from Bandag. The SST product worked quite well for most of their applications. But technology made it possible for Bandag to introduce the BTL-SA, which works better for those severe scrubbing problems. With BTL-SA we have a product that works well on all of their trailers."

Bouchard maintenance director Galen Deprey said: "The Bandag tread designs were selected because they provide us with traction and improved wear mileage performance. Traction is extremely important because of the priority we place on safety. We have found the BDR-W gives us the traction we need in the Northeast and Canada."



BTL-SA

Designed specifically for spread axle and multi-axle applications. This design provides serious protection from casing damage caused by twisting, scraping or scrubbing.



BDR-W

Directional drive tread design for extremely aggressive winter traction.

SAFETY IS MORE THAN A SLOGAN

Brian Bouchard added. "We give safety a higher priority than wear mileage."

He went on to explain the "safety driven, excellence delivered" slogan. He said: "Safety is not overlooked when it is convenient. Safety is not overlooked so that another load can be hauled. Safety does not start at the top or the bottom. Safety at H. O. Bouchard is continuous, like a circle."

Deprey made clear that the commitment to safety goes well beyond the fleet's tire program. The company recently custom-designed and started installing safety rails on the tops of all tank trailers.

McCurdy said: "Whether it's Bouchard's tire program or any other aspect of their operation, nothing is left to chance. Meticulous would be the single best word to describe the Bouchard fleet. The meticulous label fits regardless if you are looking at their clean maintenance facilities, the freshly washed trucks or the organized equipment staging area at the Bouchard terminal."



Instead of removing the Maine Commercial Tire logo in the back portion of this trailer, they simply added the Bouchard logo in the front portion and a transition line which reads: "two companies, one goal, customer satisfaction."



SAFETY DOES NOT START AT THE TOP OR THE BOTTOM. SAFETY AT H.O. BOUCHARD IS CONTINUOUS, LIKE A CIRCLE. - BRIAN BOUCHARD

An example of the meticulous concern for tires can be found in the fact that the Bouchard fleet recently purchased the latest technology in tire balancing equipment to be sure all of the steer-axes on the fleets tractors are running on balanced tires.

SOLID RELATIONSHIP

The professional relationship between H.O. Bouchard and Maine Commercial Tire might just be a bit stronger than most vendor relationships. An example of that strength can be found on a van trailer Bouchard purchased that was previously owned by Maine Commercial Tire. Instead of removing the Maine Commercial Tire logo in the back portion of the trailer, they simply added the Bouchard logo in the front portion of the trailer and a transition line which reads: "two companies, one goal, customer satisfaction."

That close relationship is based on the fact that Bouchard knows that the quality retreads Maine Commercial Tire delivers result in substantial tire budget savings. Those savings come with all of the

reliability and safety the fleet demands.

Because of the close relationship and the professionalism of Maine Commercial Tire, rather than using an arbitrary casing age specification, Deprey allows Maine Commercial Tire to determine if a casing should be retreaded based on the results of an inspection on the Bandag 7400 Insight® Casing



Analyzer. By relying on the inspection technology Bouchard gets about four retreads per casing without downtime. With many of the trucks running 24/7, a casing can be retreaded up to four times in a five-year time period.

Deprey said, "Our tire program was developed in conjunction with Jim McCurdy and Maine Commercial Tire. They know about our business, our commitment to the safety of our employees and to our customer's service expectations. We have been able to tap into their tire knowledge to establish air pressure standards, pull points and tire rotation guidelines to maximize safety and the return on our tire investment." ■