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October 3, 2017

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## Safe Fleet Truck & Trailer Unveils its New Identity and Product Portfolio at the 2017 IFDA Distribution Solutions Conference

- *New identity, new product portfolio, new innovations featured at IFDA 2017*
- *Delivering new fleet video and camera solutions, as part of the broader product portfolio*

ELMHURST, IL (October 4, 2017) Safe Fleet Truck & Trailer – home of Bustin, Randall Temp Control, Randall Access, and ROM – will showcase its new identity and growing product portfolio during the 2017 IFDA Distribution Solutions Conference in booth #629. A highlight of Safe Fleet Truck & Trailer’s participation will be the introduction of its new Fleet Video & Camera Solutions.

“This is our most exciting year yet at IFDA’s Distribution Solutions Conference,” said Fred Jevaney, president of Safe Fleet Truck & Trailer. “Our new brand identity, Safe Fleet Truck & Trailer, firmly supports our commitment to stay true to our longstanding heritage and unwavering focus on the foodservice market and its drivers.”

Safe Fleet Truck & Trailer is featuring several innovative products at the Distribution Solutions Conference, including its new Smart Door, an automated retractable side door curtain. The driver-friendly Smart Door combines: a self-repairing breakaway curtain; surface mount design which can be installed on existing trailers; trailer’s scuff liner protects the curtain track from damage; superior temperature-control; and serves as a moisture infiltration barrier.

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Also highlighted is its new line of Fleet Video & Camera Solutions. Wired and wireless backup cameras will be on display showcasing the latest technology in backup safety. In addition, the DS2 Dual Camera Recording System provides in-cab technology to help improve the driver experience; recognize stellar driving behavior/correcting behavior outside the norm; and clarity and certainty with accidents.

IFDA Distribution Solutions Conference kicks off on Sunday, October 15<sup>th</sup> in National Harbor, Maryland.

Attendees are invited to visit Safe Fleet Truck & Trailer's exhibit booth #629 at the Gaylord National Resort and Convention Center. To learn more about the event, go to <https://www.theifdaconference.com/>.

"Our new brand identity launched this summer with the tagline, "New Name...Same Get It Done and hashtag #GetItDone," Jevaney continued. "At IFDA we are also saluting our combined history (Bustin, Randall, and ROM) of 180 years serving the foodservice market with the IFDA tagline, "New Name...Serious History". Our dedication has never been stronger, our product line has never been more focused, our team has never been more excited to meet the market's challenges head-on."

### **About Safe Fleet Truck & Trailer**

Safe Fleet Truck & Trailer is a division of Safe Fleet, is a leading manufacturer of temperature control, access, and video and camera product solutions to truck and trailer fleets across North America. Products include insulated bulkheads, rear and side door curtains, insulated pallet covers, walkramps, platforms, steps, and camera and video solutions. Our nationwide sales team provides personal service and innovative offerings to protect inventory, improve productivity, and promote safety. [www.sftruckandtrailer.net](http://www.sftruckandtrailer.net).

### **About Safe Fleet**

Headquartered in Belton, MO, Safe Fleet owns a portfolio of brands that provide safety solutions to fleet vehicle manufacturers and operators around the world. These brands serve several major markets including: Bus, Rail and RV, Truck and Trailer, Work Truck, Emergency, Waste, and Industrial and Military. With over 1,100 employees and 10 manufacturing locations, Safe Fleet targets markets with increasing demand for operator, passenger, and pedestrian safety. For more information about Safe Fleet and our portfolio of brands please visit [www.safefleet.net](http://www.safefleet.net).

