



FOR IMMEDIATE RELEASE
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Safe Fleet Truck & Trailer Launches New, Comprehensive Website

Safe Fleet Truck & Trailer is pleased to announce the launch of its new company website. The new website has been designed to provide an intuitive user experience throughout, easy access to a complete product portfolio, detailed product information, and videos in one website, not three.

ELMHURST, IL – February 7, 2018 – The site includes extensive product information to help users understand Safe Fleet Truck & Trailer’s complete range of temperature control, access, and video & camera product solutions. Technical information, videos, and sell sheets work together to provide a detailed overview of Safe Fleet Truck & Trailer’s capacities across a wide range of delivery worlds, including multi-temp foodservice delivery, last mile delivery, and straight truck delivery.

Departing from the format of three different websites (Randall Manufacturing, ROM, and Bustin-USA), the new website is the central home to each brand’s Truck & Trailer products. Users are able to compare and contrast products easily, access the latest product information, view product images and download specifications and technical information. The division’s Workbook covers the full solutions portfolio of Safe Fleet Truck & Trailer and can be accessed via the new website.

“The new website is a key component of our digital strategy, said Fred Jevaney, president of Safe Fleet Truck & Trailer. “ The passel of changes: combining multiple sites into one; updating product information and technical data; new product galleries; and one point of contact are all intended to improve the user experience and communicate our new brand.”

For more information on the new website, visit www.sftruckandtrailer.net, email info@sftruckandtrailer.net or call 800-323-7424.

Key Features

- **Improved user experience:** Users no longer need to navigate three different websites. Products are now integrated under one website with intuitive navigation.
- **Product structure and organization:** A unified product presentation makes it easier to compare and contrast product features and benefits.
- **Blog & social media:** These sections will feature the latest announcements, product introductions, industry best practices.

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About Safe Fleet Truck & Trailer

Safe Fleet Truck & Trailer, a division of Safe Fleet, a leading manufacturer of temperature control, access, and video & 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 & video solutions. Our nationwide sales team provides personal service and unmatched industry knowledge to protect inventory, improve productivity, and promote safety. www.sftruckandtrailer.net

About Safe Fleet

Headquartered in Belton, MO, Safe Fleet owns a portfolio of brands that provide safety solution to fleet vehicle manufacturers and operators around the world. These brands serve 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. www.safefleet.net