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Super Therm insulates reefers

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Industrial Coatings Alliance Group Inc. is an international consultant, distributor, application and maintenance company of roof coatings and roofing systems. Headquartered in Roswell, GA, ICAG is a charter member of the EPA's Energy Star Roof Coatings Program and is a leader in researching and implementing energy conservation roofing programs for various prominent business owners. With more than 5 million square feet of roofing surface coated, as well as more than 30,000 over-the-road trucking trailers, ICAG is recognized as a leader in roofing solutions.



HOT ISSUES

While most roofing systems are merely a means of keeping the weather out, ICAG's coating and roofing systems will provide superior insulating qualities, structural protection and aesthetics that will significantly lower utility cost, provide maintenance savings and enhance the aesthetics of the facilities and/or vehicle. Our research indicates that energy savings alone provide an extremely favorable payback period making the application a viable financial option.

RUNNING COMPLIANT

HOURS OF SERVICE

NAFTA

NATIONAL SECURITY

Industrial Coatings Alliance Group has recently tested its proprietary insulation coating with one of the nations largest private refrigerated carriers. ICAG is pleased to announce that Super Therm, its proprietary coating, when applied to the top of a refrigerated trailer, can reduce the units fuel consumption approximately 30 percent versus a multi-temp refrigerated unit with traditional aluminum roofs.

SPECIAL REPORTS

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WEEKLY POLL

Super Therm is a non-conductive ceramic coating that repels 99.5 percent of long-wave energy, 92.5 percent of short-wave energy and 99.9 percent infrared heat energy.

PRODUCT ANNOUNCEMENTS

ADVERTISE

The test began in July 2002. Super Therm roof coating was applied to five multi-temp reefers in Tolleson, AZ. This facility was chosen due to the extreme amount of radiant heat that refrigerated units were exposed to daily, on mostly a year-round basis.

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OOIDA GEAR

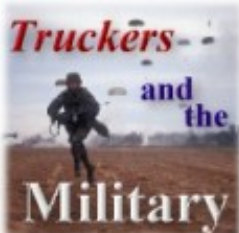
LINKS

The "Control Group" consisted of five multi-temp trailers with traditional aluminum roofs. A third group of trailers, five multi-temp trailers coated with the trailer manufacturer's proprietary heatresistant composite roof, was included in the test as well. All 15 units were 2001 model year and manufactured to identical build specifications, with the exception of the addition of the heatresistant composite roof by the manufacturer.

The primary area of focus for this test was on fuel economy; would the Super Therm coated reefers burn less fuel than the control group and even the group with the heat-resistant composite roofing system. In addition, would the difference in fuel consumed justify the cost of the product?

After gathering and analyzing test results for the months of July and October, ICAG is pleased to announce that Super Therm not only met, but also exceeded the expectations of the private refrigerated carrier.

In July, the Super Therm coated units burned 30 percent less fuel than the "control" units and 20 percent less than the manufacturers heat-resistant composite units. On an annual basis, this



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Land Line Magazine is exploring the impact of the U.S. military mobilization may have on the American trucking industry and owner operators. Please take a minute to fill out this short six-question survey for us.

resulted in decreased fuel consumption of 1,039 gallons and 463 gallons respectively. At \$1.10 per gallon, the cost savings were \$1,143 and \$509 per unit.

In October, the Super Therm units burned 27 percent less fuel than the "control" units and 22 percent less fuel than the manufacturers' heat-resistant composite roofing system units. On an annualized basis, this resulted in decreased fuel consumption of 599 gallons and 435 gallons respectively. At \$1.10 per gallon, the cost savings were \$659 and \$479 per unit. Per our test, we can expect that savings would be highest in the summer months, lowest in the winter months and average in fall and spring months.

With product cost and installation cost considered, a payback could be expected of less than one year. These savings estimates do not include maintenance savings which would likely result from the refrigeration unit running less hours, or running a higher percent of hours in low speed versus high. This would, in theory, also extend the life of the refrigeration unit. In addition, savings associated with a decrease in labor that would result from fueling the reefers less often is not included in the cost savings.

Industrial Coatings Alliance Group Inc. believes that this coating system is consistent with private and for-hire refrigerated unit carriers' goal to provide superior service to their customers and staff while improving the bottom line of that company through significant cost reductions.

For information, contact Industrial Coatings Alliance Group Inc. at (770) 313-3735.

Publisher's Note: These announcements are written and provided by the manufacturers of the products and are offered here as a service to our readers. Product announcements are the opinion of the manufacturer or marketing company and do not reflect the opinions or beliefs of *Land Line Magazine* and its publisher.



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