

**Windows of Opportunity in
Horse and Agricultural Trailers**



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Introducing the Clydesdale Series Doors

There's a new group of horse and pig trailer feed and manger doors that is stronger and more durable than anything previously available on the market. They're called the Clydesdale Series of heavy-duty feed doors, and you can only find them at StateWide Windows in Elkhart, Indiana.

"With this heavy-duty style, we're one of the only ones doing it," says StateWide Sales and Marketing Manager Jason Barhydt. "It's a mill extrusion with a longer flange, graphite pins and a heavy-duty look." Part of this look comes from strong hinges that are welded to the frame rather than riveted. Barhydt explains why they are stronger.

"Our graphite pins are ½-inch in diameter. Others use ¼-inch stainless steel. Theirs are painted extrusions, with maybe .06-inch walls. Ours are .1-inch walls in the heavy-duty design and our inner frame has a hollow flange, which gives it a lot of

strength—which they don't have."

"When retail customers look at buying a trailer, the first thing they do is open the door and try to rack it," says Operations Manager Irv Kontowsky.

He is referring, of course, to how people test the stiffness and integrity of a door by rocking it back and forth with their hands. "The least amount of racking will tell you whether it is a good door or not. So, that is what we are trying to do and why we have a great hinge system now."



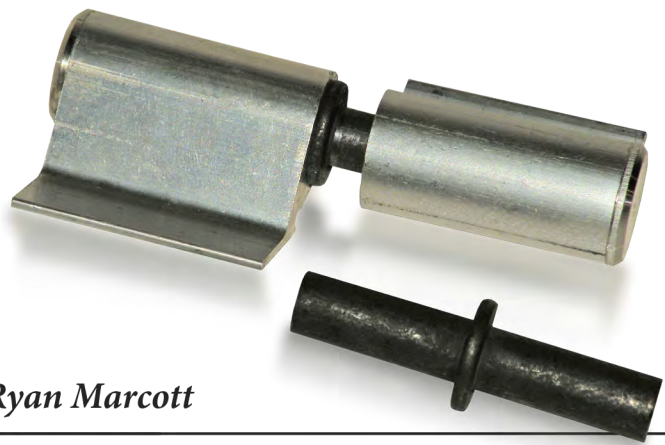
By the Numbers

The competition relies on industry-standard tolerances. Between the door's pin and the hinge, there is a tolerance, or space, between the two. When this tolerance is larger, an OEM is going to end up with a little bit of racking in their door—which is essentially a looser fit to the hinge.

If the tolerance is smaller, the OEM will have a nice, tight fit. Because these tolerances vary, manufacturers don't know which situation they are going to end up with each time. StateWide came up with a solution to this problem.

StateWide Windows engineers figured out a way around this issue. We build our hinges to create a tighter tolerance every time. We know we're within .03-inches of where we need to be, whereas the aluminum extrusion is plus or minus .015-inches.

Our hinges are exactly right to specifications, so there isn't a large variance. That's why our hinges don't have any racking to them and fit tightly every time.



Customer Testimonial: Merhow General Manager Ryan Marcott

WINNING BUSINESS BACK WITH GREAT CUSTOMER SERVICE

“We worked with StateWide for a while, then left. We’ve been with them again for about a year,” says Merhow General Manager Ryan Marcott. The well-known OEM, which has been making horse trailers for more than 50 years, uses StateWide’s windows, feed doors and manger doors.

After a short hiatus, Merhow came back to StateWide for several reasons. “Their customer service is good. In the past we liked them, but had some product issues. They took care of those issues, so we gave them another try. For the last year, it’s been pretty much trouble-free.”

Merhow uses StateWide’s mitered doors from the Clydesdale Series among others. “It looks really heavy-duty with those hinges,” says Marcott. “We also like the fact that it’s no-finish aluminum and glass, so we only have to carry one SKU to match all of our trailers.”

Service was key in winning the account. “Their overall response time if you have issues or need products is good. We work with Jason Barhydt and he’s quick to respond or get us information. He’s proactive, good on price and good to work with. We’re happy we switched back to StateWide Windows.”



Photo Courtesy of Merhow



Photo Courtesy of FeatherLite

Customer Testimonial: Ryan Stump—

Universal Trailer Corporation Category Business Manager – Horse & Livestock

DELIVERING QUALITY AND CUSTOMIZED SOLUTIONS FOR 10 YEARS

Universal Trailer, which owns Featherlite, Exiss, Sooner, Haulmark, Haulmark Motorcoach and Wells Cargo, has been using products from StateWide windows in their trailers for more than a decade, according to Ryan Stump, Universal Trailer Corporation Category Business Manager for Horse & Livestock. The heavy-duty Clydesdale doors from StateWide have been utilized on production lines for about three years, with the Mustang (formerly 425 Series) doors being standard on several of their products even longer.

“They’ve always been a good company for us as far as developing product for our specific needs,” says Stump. “Working with Jason at StateWide has been good. He’s a guy that has a background in engineering, so he knows the product well. At the same time, he operates as our salesman. It’s nice to be able to call him and ask him for something specific and he has a good idea of whether it’s going to work or not right off the bat. Even if it is something he feels might not work, he’ll try to figure out a way to get it done.”

The flexibility of StateWide’s offerings can help them tailor their products to OEMs. “With Featherlite, the doors come pre-skinned, but with Exiss we skin them ourselves. It’s a matter of what the manufacturing plant prefers. Which type of door used by each plant is also dependent on style and price point.”

“Up until recently, there wasn’t any company out there who could make anything close to what you could make

in-house,” adds Stump. Universal Trailer has transitioned from making their own doors for some models and instead replacing them with StateWide’s doors or windows.



“Our plant isn’t developed to build windows and doors. It’s set up to build trailers. We’re not going to be as efficient as StateWide, who has the equipment and processes and manufacturing layout. We do see some savings from using their doors instead of building our own, and it takes some pressure off of us not having to build windows and doors ourselves.”

In addition to using StateWide’s doors instead of the OEM making their own, Universal Trailer has also switched over from using competitors’ doors. “We were using some light duty doors from a competitor,” says Stump. “We made the determination that we wanted to move to something more heavy-duty, so we talked to StateWide about it. We gave them a very limited time frame to deliver one to us so we could show it at our dealer meeting. StateWide was able to deliver it and get us a product that was sized for our exact needs. They were able to get it to us quickly to meet our show deadline and create some excitement around the product.”

Quality is a very important factor that attracted Universal Trailer to StateWide’s doors and windows. “We’ve had very minimal issues—if any—with quality or durability. After ten years, we would have dropped them if it wasn’t working for us,” jokes Stump.

OEMS DEPEND ON STATEWIDE— WINDOW AND DOOR EXPERTS

Another benefit of StateWide's quality is that their Clydesdale line can replace well-built feed doors being made by OEMs in their own plants. This frees up skilled laborers at the OEM who can now work on trailers instead of building windows or feed doors, making the production process more efficient and faster for trailer OEMs. It is a way to better leverage their labor force.

“Let us build the door for you,” StateWide General Manager Doug Eberlein tells his customers, “and then it's just plug and play. When OEMS are determining how much it costs them to build their own feed doors, it's important for them to figure out not just how much they have invested in raw materials, but also the labor invested in building these doors on site, and the ‘lost cost’ of not having two or three workers dedicated to a door department working on trailers instead.”

THE BREAKDOWN – WHAT'S IN THE CLYDESDALE SERIES?

The Clydesdale line includes three types of feed doors. There is a radius version, a mitered version and a panel version. The radius version features a rounded frame and can commonly be seen on several brands of trailers. The mitered version is square, welded, and popular with many manufacturers, especially southern markets. The panel version is similar to what OEMs are building themselves, according to Eberlein.

“We have very good welders here. That's one of the things we're known for. With the TIG welding on the front of our doors—everybody loves the way ours looks and always comments on that. The OEMS all weld too, and appreciate what it takes to do it right.”

While around 85 percent of trailers are white, there are other colors out there as well, such as red, black, natural or mill. “That's why we also make a door that's re-skinable, so OEMs can match their door to the color of the trailer.”



THE CLYDESDALE QUALITY CHECKLIST

- Milled extrusions
- Longer, more robust flanges
- Hollow flanges for added strength
- Graphite pins
- High-quality, consistent TIG welds
- Available skinned or non-skinned
- Virtually no racking
- Weight distribution in the unlatched position keeps the window up providing more safety

About StateWide

StateWide Windows was born from humble beginnings in 1940, originally founded as a storm door manufacturer that quickly transitioned into an aluminum extruder, eventually entering the aluminum window market in the 1980's. The company also supplied the truck cap market for many years before branching out into the horse trailer market, supplying livestock windows.

StateWide is a pioneer in developing innovative technologies for all of these markets, introducing bonded windows for the truck cap market and drop-down feed doors to the horse trailer market. In 2013, StateWide

officially changed its name from Statewide Aluminum to StateWide Windows to more accurately reflect the products being produced and marketed.

At this same time, StateWide entered the burgeoning RV window market with a frameless, bonded window design. In the last three years, SWW has steadily grown this market and projects significant growth in this segment of the business over the next five years. StateWide Windows is a great place to learn and grow, and continues to recruit individuals who will contribute to their future success. Check out www.state-wide.com for more information.



Photo Courtesy of FeatherLite



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