

# OFFICIAL SHOW GUIDE



**ATLANTIC  
TRUCK** SHOWS

**June 5-6, 2015**

MONCTON COLISEUM COMPLEX

*Moncton, New Brunswick*

## SHOW HOURS

Friday, June 5 9 am – 5 pm

Saturday, June 6 10 am – 4 pm

**[www.AtlanticTruckShow.com](http://www.AtlanticTruckShow.com)**

*Presented by:*

**apta**  
ATLANTIC PROVINCES  
TRUCKING ASSOCIATION

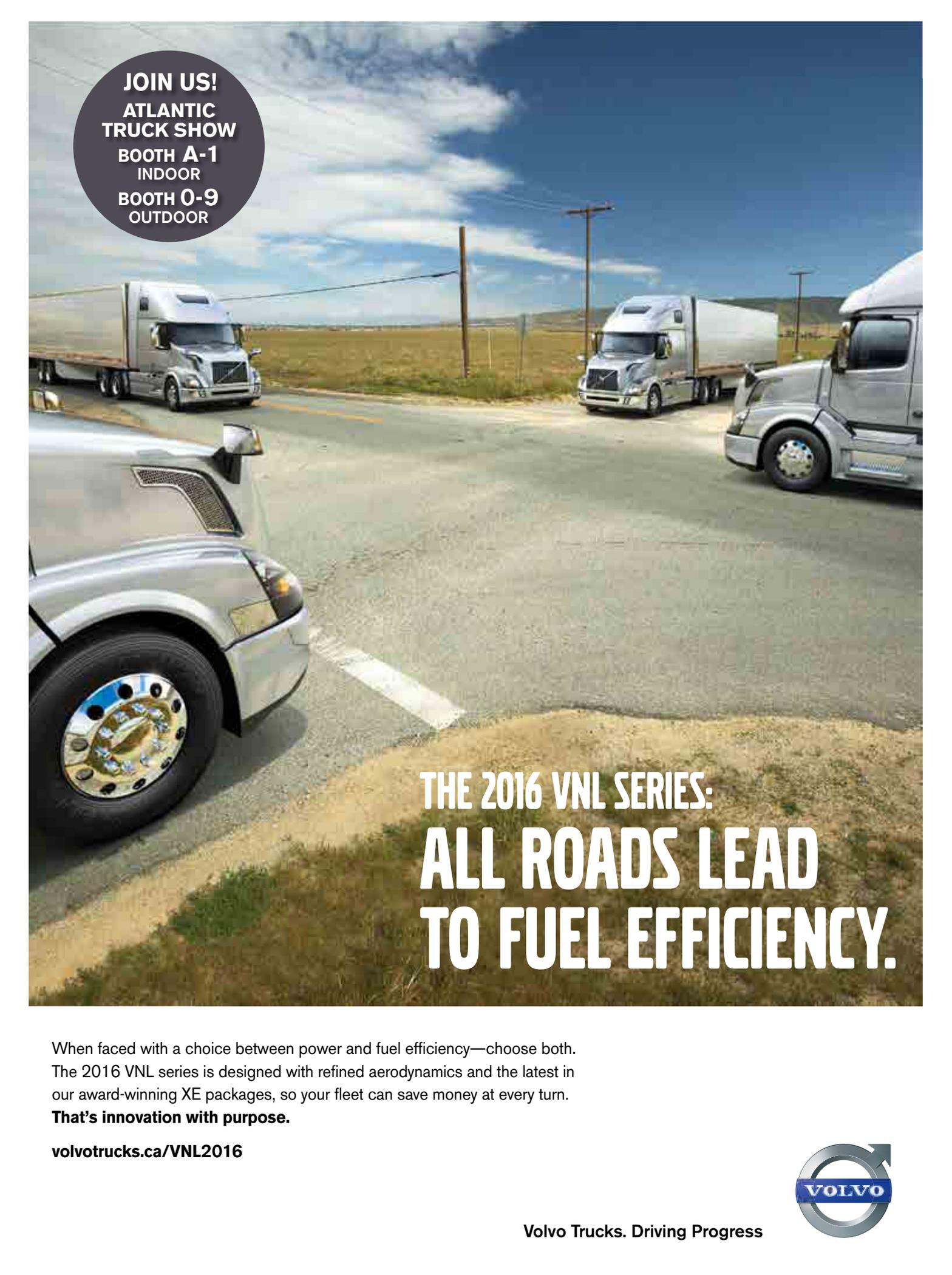
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**M** Master  
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**TRUCK NEWS**

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**TRUCK SHOW**  
**BOOTH A-1**  
INDOOR  
**BOOTH 0-9**  
OUTDOOR



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## Welcome from the APTA Chair

---

Welcome to the 2015 Atlantic Truck Show. On behalf of APTA's Board of Directors, we would like to thank the exhibitors and attendees who have supported this terrific event in the past and we welcome you back. For those of you joining us for the first time, I trust you will enjoy yourselves and that you will get to see new innovative products, as well as get the chance to make new friends and acquaintances.

The APTA is proud to have a long standing relationship with our show producer, Master Promotions. Their team works hard each show to ensure there is a full complement of quality exhibitors. I would also like to extend a sincere thank-

you to our Truck Show Committee, to the APTA staff, to all of the exhibitors, and especially to our Associated Trades members for their hard work and for making this event a huge success.

This 2015 Atlantic Truck Show features the latest products, services, and technology related to the trucking industry. I encourage you to stop by the various show booths and engage in conversations with the exhibitors from throughout North America.

While in our city, please enjoy our great restaurants, entertainment, and Maritime hospitality. We hope to see you again in 2017!

DONNIE FILLMORE  
CHAIR, APTA



## Greetings from the Show Manager

---

Welcome back to Atlantic Canada's largest and most-inclusive trucking show!

This is the only national truck show east of Montreal and we're pleased to welcome members of the trucking industry to Moncton, NB to check out the latest in commercial truck and transportation equipment.

This year's edition of the Atlantic Truck Show encompasses over 200,000 square feet of exhibits – taking over the entire Moncton Coliseum Complex, inside and out. You'll find products and solutions to save you money and make your business more efficient, plus all the latest and most innovative equipment available today.

There's no better time to check out the new, more fuel-efficient models – while you have the opportunity to get all the information you need from company rep-

resentatives and technical staff, all under one roof.

At the show, be sure to check out our 'Recruiting Here' feature – particularly if you or someone you know is job hunting. Many of our exhibitors are currently hiring or are planning now in anticipation of the increased demand that industry reports predict over the coming 5-10 years.

We're also delighted to have the Western Star Optimus Prime Truck onsite at the show, generously sponsored by the Maritime Western Star Dealers.

This event would not be possible without the continued support of the Atlantic Provinces Trucking Association. Thank you for your ongoing contributions.

Enjoy the 2015 edition of the Atlantic Truck Show!

MARK CUSACK  
NATIONAL SHOW MANAGER





## Message from the Executive Director

*Dear Atlantic Truck Show Exhibitors, Members, and all Guests,*

**O**n behalf of the Atlantic Provinces Trucking Association, it gives me great pleasure to welcome you to the 2015 Atlantic Truck Show.

We are pleased to host another great truck show, but mostly we are extremely excited by the response from the industry to attend our world class event. Our show continues to attract great exhibitors and stakeholders, so they can showcase their goods and services to a great industry in Atlantic Canada.

The trucking industry keeps showing growth and stability in Atlantic Canada, and this event provides an opportunity to discover new products and technology for our industry. Join us in Moncton, NB on June 5-6, 2015 to see for yourself.

Again, the APTA extends a warm welcome to all exhibitors and guests, the support is always very appreciated.

This marks our 17th show and Master Promotions organized another world class event for the APTA, its members, and our industry.

Thank You,

JEAN MARC PICARD  
EXECUTIVE DIRECTOR  
APTA

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**WHEN WE DIG IN HARDER  
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Uptime is more than building trucks designed to stay on the road longer. It's our renewed commitment to the industry. It's having a passion to deliver innovation, tools and services to keep our customers moving forward. It's performing well beyond expectations at every turn, and having the drive to be better every day. Uptime is taking pride in engineering a line of durable workhorses that keep your jobsites running on schedule.

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# THE LARGEST TRUCK SHOW



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### 2015 SHOW HOURS

Friday, June 5 9 am – 5 pm

Saturday, June 6 10 am – 4 pm

### Moncton Coliseum Complex

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12,000 Attendees**  
in only 2 days

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Presented by:



# THIS SHOW HAS IT ALL...

## RECRUITING HERE

Job seekers are encouraged to bring their resume and connect with exhibiting companies who are on the hunt for new talent.

*Sponsored by: Maizis & Miller Recruitment Specialists*



## RIDE & DRIVE

Experience the latest in comfort, efficiency and performance as you test drive brand new trucks from participating manufacturers!

## SHOW & SHINE

Back for 2015! You'll get to vote for your favourite from an impressive showcase of custom rigs, all vying for honours as the people's choice!

## WESTERN STAR OPTIMUS PRIME TRUCK

A fan favourite! Don't miss the Western Star Optimus Prime Truck onsite at the show – sponsored by the Maritime Western Star Dealers.



[www.AtlanticTruckShow.com](http://www.AtlanticTruckShow.com)

*Sponsored by:*

# RECRUITING HERE

Exhibitors who are looking to grow their ranks and hire new employees will display **'Recruiting Here'** signage indicating they are on the hunt for new talent! Visitors should come with resumes in hand to meet prospective new employers in the trucking industry.

This is a specialized program showcasing the best fleets, looking to recruit drivers, promoting policies and services that will help these drivers have a long and productive trucking career.



COMPANY	BOOTH
Armour Transportation Systems	305
Atlantic Cat	C-4
Brookville Carriers Flatbed - LP	619
Clarke Road Transport	625
Commercial Safety College	608
Day & Ross Inc.	607
Drive Star Shuttle Systems Ltd.	508
Dynamic Transport Inc.	638
Easson's Transport Ltd.	407
The Gear Centre	234
Keltic Transportation Inc.	636
Midland Transport Ltd.	129
Parts for Trucks, Inc.	B-4
RST Industries & Sunbury Transport	624
SLH Transport	510



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With the largest terminal network in Atlantic Canada, Armour drivers have the opportunity to be based locally from within their community. Whether you want to drive full-time or part-time, our **Home Run program** allows you to enjoy flexibility, opportunity for advancement and the freedom of the open road while staying close to your home and your family.

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- Group Insurance – 50/50 cost share
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- Safety bonuses
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- Seniority based remuneration package
- Opportunity for advancement

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 Kevin Blackman, Retention and Recruiting Specialist  
 Phone: 506 853-4430 Cell: 506 381-8664  
 Email: kblackman@armour.ca or visit [www.armour.ca](http://www.armour.ca)





ATLANTIC PROVINCES  
TRUCKING ASSOCIATION

## WHO WE ARE...

### VISION

“To be the trusted  
and effective voice of the  
road transport industry that  
supports its members.”

#### 2015 Truck Show Committee Members:

**Peter Macgillivray**, Nova Truck Centres

**Charlie Taylor**, Grote Industries

**Steven Henman**, Traction Heavy Duty Parts – Div. of UAP

**Steve MacNeill**, Cummins Eastern Canada LP

**Kevin Swan**, Parts for Trucks

**Rudi Foster**, Parts for Trucks

**Donnie Fillmore Jr.**, Atlantic Pacific Transport

**Nancy Callendar**, Trailer Wizards

#### APTA Office Staff:

**Jean Marc Picard**, Executive Director  
jmpicard@apta.ca 506-875-2854

**Danielle Hébert**, Marketing Coordinator  
dhebert@apta.ca 506-875-2855

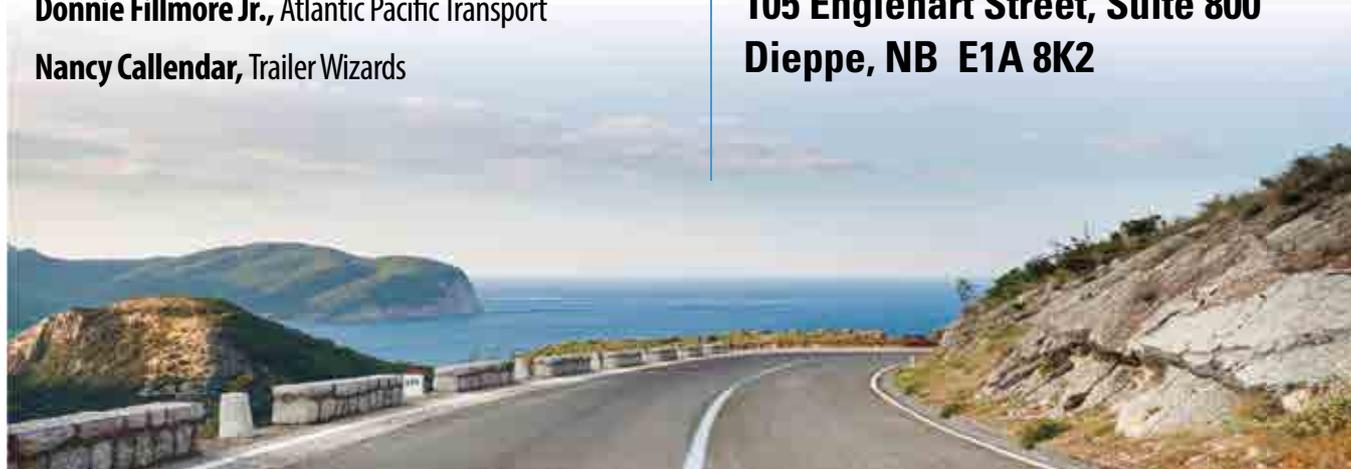
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**www.apta.ca**

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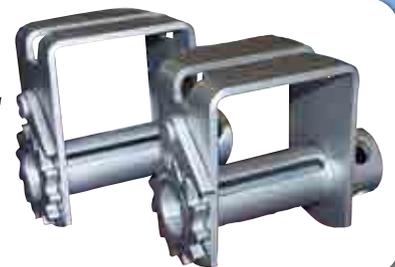
## **X-TREME** **ZINC™** Winches

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Greatly improved corrosion resistance when compared to zinc plated, painted, and powder coated winches resulting in a longer lasting winch.

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Winch bar stays in the winch until your straps are tight!

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Several 3 Bar Winch models are available with the X-treme Zinc finish for optimum corrosion resistance!

Reduced weight results in less fuel expense and/or greater net cargo capacity for the trailer.

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- New 7mm vs. 9mm Frame
- Heat Treated Material Maintains Strength
- Reduces Weight per Winch by 2 lbs. on Average
- Load Capacity & WLL Ratings Remain the Same



Various Styles & Finishes Available

# Shifting Gears Breakfast

Friday, June 5, 2015

7:30 - 9:00 am at the Moncton Coliseum



# APTA Lobster Dinner & Charity Silent Auction

Friday, June 5, 2015

Reception at 6:30 pm / Dinner at 7:30 pm  
at Casino New Brunswick



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# INDUSTRY SPEAK

**Jean Marc Picard, executive director, APTA, speaks frankly on the challenges and opportunities for Atlantic trucking**

**Q:** Market conditions have seemed fairly steady across much of Canada and in the US over the past 12 months or so. How has the

market been faring in Eastern Canada? Are your members doing well? Is there a good balance of freight coming in and going out of the region?

**PICARD:** Market conditions have been steady in Atlantic Canada but the long and hard winter was tough and it affected the entire industry.

Some weeks were complete write-offs due to weather and delays. Aside from that, members are doing well, everyone is busy. The outbound freight has always been an issue during certain times of the year and I'm not sure if that will ever change. It is something we have learned to manage.

**Q:** What are the biggest challenges facing your members today?

**PICARD:** Our biggest challenge is getting government to make changes to regulations or policies (in a timely manner) in our industry that would help us achieve better efficiencies and become a better industry.

We had our share of challenges in the last year: A diesel tax increase in New Brunswick, recruiting good people (including drivers), getting the 185 twinned completely, the weather - it's worse than ever in the winter and it's impacting service to Newfoundland, etc.

**Q:** Is the driver shortage still a pressing issue in Eastern Canada, and if so, how is the industry there coping with it?

**PICARD:** The shortage of drivers is still an issue although APTA took on a project last year to raise awareness of the truck driver position.

We are playing a key role in educating and creating awareness about truck driver career opportunities. We are working with government, training schools, carriers, stakeholders, students, second career seekers, etc. So far the project has been going very well. The next step is to have mandatory entry-level training.

**Q:** Is there still a need for the Temporary Foreign Worker Program, now that demand for drivers in Western Canada's oil patch has dried up, and is that program still effective with the restrictions the government has placed on it?

**PICARD:** The TFW changes had a big impact on our members and carriers are struggling to find good drivers as people are still flocking out west. The program was working well, but carriers will have to adjust to the changes and find alternatives.

**Q:** You, at least in New Brunswick, seem to have a fairly opportunistic government, which raised diesel taxes, effectively wiping out any relief at the pumps your fleets were enjoying. You're not real happy about that diesel tax increase, are you?

**PICARD:** It is obvious that we weren't pleased about the diesel tax increase and what we have committed in the next year is to educate these governments better on the impact that we, as the trucking industry, have on the economy, employment, essential service, etc.

This will be a focus for the APTA for the next 12 months. Now they are talking about tolls again, which would be another blow to the industry, especially since they want to use toll money to reduce the department and not maintain or build new roads - don't get me started!

**Q:** How is the LCV program working out? Are they a practical solution in the eastern provinces where truck parking is scarce and extreme weather can arise with little notice?

**PICARD:** The LCV program is working very well. We adopted the same program for driver certification as Ontario. We want the program to continue to grow but until they finish twinning the 185 in Quebec, I don't think it will grow more than what we are seeing today.

We also need to address the rest stop areas because we are in desperate need of more pull-off areas, so drivers can at least rest. We are talking with the New Brunswick government on that issue.

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Booth	Exhibitor
401	Absolute Traffic Services Ltd./Absolute Sign Solutions
331	Alemite/Stewart Warner Canada
313	Ali Arc Industries
209	<b>Ancra Canada</b>
305	<b>Armour Transportation Systems*</b>
566	Atlantic Air Cleaning Specialists Ltd.
A-5	<b>Atlantic Carrier Transcold*</b>
C-4	Atlantic Cat*
616	Atlantic Chemex Ltd.*
333	<b>Atlantic Oliver Retread Ltd.</b>
601	Atlantic Provinces Trucking Association*
623	Atlantic Road Builders Magazine
411	Atlantic Truck & Trailer Parts
104	Axalta Coating Systems
618	Axon Development Corporation*
327	Baldwin Filters
C-8	Bayview Trucks & Equipment*
560	Bell Mobility*
619	Brookville Carriers Inc. Flatbed Div.*
A-2	Brunswick Hino
506	Business Development Bank of Canada
O-6	<b>BWS Manufacturing*</b>
564	Cabot Shipping Supplies Ltd.
326	Camions International Elite Ltee
306	CCNB (College Communautaire de Nouveau-Brunswick)*
301	Chevron Canada Limited
113	CIT Financial Ltd.*
625	Clarke Road Transport*
210	Class Eight Manufacturing Inc.*
405	CLE Leasing
606	Cleral Scales - Les Entreprises NAMA Inc.
608	Commercial Safety College*
132	Complete Innovations Inc.*
301	Crevier Lubrifiants
620	CSP Web Based Management Inc.
114	Cummins Eastern Canada*
607	Day & Ross Inc.*
303	DE-ON Supply
O-2	Del Equipment
413	Dhollandia Canada
433	Diesel Spec Inc.
O-13	Doepker Trailers
217	Drake Truck Bodies Ltd.*
C-5	Drive Products*
508	Drive Star Shuttle Systems Ltd.
638	Dynamic Transport Inc.*
407	Easson's Transport Ltd.*
123/O-13	East Coast International Trucks Ltd.*
410	East Coast Mobile Medical Inc.*
617	Eastern Trucking News
418	Easy Kleen Pressure Systems Ltd.
135	Eaton Roadranger*
310	Element Financial Corporation
206	Eveley International Corp
207	FBC
412	Fleet Harmony Inc.*
105	Fraser & Hoyt Insurance Ltd.
E-1	Freightliner*
E-6	GCR Tire Centres*
211	Gibson Energy Ltd.

Booth	Exhibitor
O-4	Gillis Truckways*
408	Gillray Industries Inc.
C-3	Green Diamond Equipment
330A	Groeneveld CPL Systems*
122	Grote Industries*
578	Groundmax Ltd.
208	Haldex Ltd.*
314	Hamsar Diversco Inc.
222	Hella Inc. - Canada
D-1	Highland Nissan Limited
570	Hitech Communications Ltd.
231	Hi-Tech Original (Hi-Tech Antimicrobial)
524	Hunter Engineering Company
414	Ideal Equipment Ltd.
633	Infosite Technologies Inc.
232	Ingersoll Axles
A-3	<b>International Truck &amp; Engine/ Navistar Inc.*</b>
220	Irving Blending & Packaging*
223	JD Coyle Sales
406	Jensen's Powertrain
227	Jetco Heavy Duty Lighting
636	Keltic Transportation Inc.*
558	Kerr Global Communications*
501	Kinedyne Canada Ltd.
578	Lame-Mobile
144	Larca Enviro*
C-6	Les Produits Metalliques A.T. Inc.
611	Lloyds Laboratories
E-1	Lockhart Truck Center*
E-5	Lounsbury Isuzu Truck*
605	Lytix Inc.
B-1	Mack Trucks Canada*
233	Macleod Lorway Insurance*
O-5	Manac Inc.*
576	Maritime Hose Specialties Ltd.
574	MarketBook
572	Mascot Truck Parts Ltd.
224	Master Sourcing Inc.
309	Metal Pless
128	Michelin North America (Canada)*
A-4	Michelin North America (Canada)*
129	Midland Transport Limited*
420	<b>Miller Tirecraft*</b>
513	Mitchell 1
637	Money In Motion Inc.
138	Multi Radiator Services Ltd.
511	Multiserve Petroleum Equipment*
204	National Leasing
200/O-10	Never Enuf Chrome & Detailing Ltd.*
435	New Way Diesel Ltd.
O-6	Northeast Truck & Trailer Sales*
E-1/O-11	Nova Enterprises Ltd.*
E-1	Nova Truck Centres*
236	OK Tire Stores Inc.
116	Ormac Industrial Supply
562	OtterBox Products
610	Over the Road Magazine
502	Owner-Operator's Business Association of Canada (OBAC)
127	Palmer Atlantic Insurance & Risk Services*
B-4	Parts for Trucks*
B-2	Peterbilt Atlantic*
115	Petro-Canada Lubricants*

Booth	Exhibitor
O-12	Phil Larochele Equipment Inc.
230	Phillips Industries
D-2	Prema Canada, ULC
108	Pro Force Marketing Ltd.
107	ProLab Technolub Inc.
528	Prolam
141	Ridewell Suspensions
613	RJB Sales & Marketing Agencies
621	Royal Financial Corp
139	Royal Bank of Canada*
624	RST Industries & Sunbury Transport*
315	SAF Holland Canada Ltd.
614	Salvatore Insurance Brokers Ltd.*
109	Shaw Tracking*
518	Shoreline Lubricants*
329	Sinto Inc.
510	SLH Transport Inc.*
504	Special Olympics Nova Scotia
221	Stemco Canada*
111	Stockford Reefer Services Inc.*
521	Sysco Food Services of Atlantic Canada
434	Tarp-Rite Inc.
622	TCI Manufacturing Inc.*
234	The Gear Centre*
609	The Supply Post Newspaper
A-6	Thermo King of Eastern Canada*
632	<b>Today's Trucking*</b>
620	Tom Tom Telematics
320	Total Canada Inc.
431	Traction*
119	Trailer Wizards*
328	Tramec Sloan LLC
130	Transcore Link Logistics*
568	Transcourt Tank Leasing*
103/O-3	Transeast Trailers Ltd.*
514	Transport for Christ
B-2	Tremcar
143	Trimac Transportation Services Inc.*
526	Trip Data & Safety Management Inc.*
O-1	Trout River Industries
603	<b>Truck News Magazine*</b>
635	Trucker's Guide Camionneur - Div of Les Editions JJM Inc.
604	Trucking Human Resources Sector Council*
205	Truck-Lite Co. Inc.*
312	Tyre Protector (North America) Inc./CentraBalance
311	ULT Powertrain Remon & Services
556	Unique-Diesel-Solutions
427	Universal Truck & Trailer*
140	Urquhart-MacDonald & Associates*
O-6	Valley Equipment Ltd.*
520	Vecima Networks
125	Verduyn Tarps Inc.
142	Versatile Training Solutions*
620	Virtace Inc.
A-1/O-9	<b>Volvo Trucks Canada Inc.*</b>
409	Wajax Power Systems*
E-1	Western Star*
E-3	Western Star OPTIMUS PRIME TRUCK
110	Whelen Engineering Co. Inc.

# June 5-6, 2015



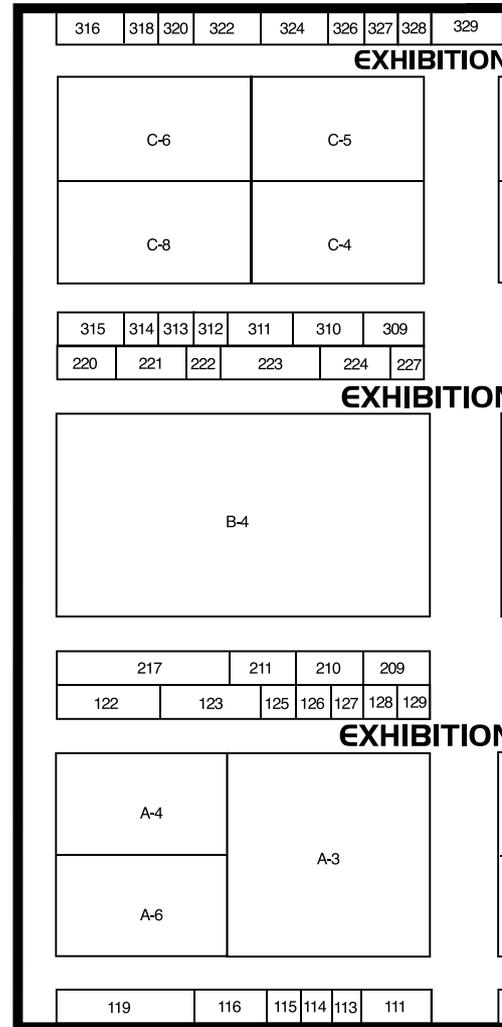
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- **RIDE & DRIVE**
- **WESTERN STAR**
- **OPTIMUS PRIME TRUCK**



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## DETAILED EXHIBITOR LISTINGS

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Absolute Sign Solutions  
401**

139 Park Road, Unit#2  
Elmsdale, NS B2S 2L3  
www.absolutetraffic.ca

**Alemite/Stewart Warner Canada  
331**

175 Cedarwood Lane SW  
Calgary, AB T2W 6J3  
www.alemite.com

**Ali Arc Industries  
313**

155 Elan Blvd  
Winnipeg, MB R2J 4H1  
www.aliarc.com

**Ancra Canada  
209**

Unit 1, 520 Beards Lane  
Woodstock, ON N4S 7W3  
www.ancra.com

**Armour Transportation Systems  
305**

689 Edinburgh Dr  
Moncton, NB E1E 2L4  
www.armour.ca

**Atlantic Air Cleaning Specialists Ltd.  
566**

34 Marr Road  
Rothesay, NB E2L 5X8  
www.aircleaning.ca

**Atlantic Carrier Transicold  
A-5**

295 MacNaughton Avenue  
Moncton, NB E1H 2S7  
www.atlanticcarrier.com

**Atlantic Cat  
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175 Akerley Blvd.  
Dartmouth, NS B2Y 3Z6  
www.atlcat.ca

**Atlantic Chemex Ltd.  
616**

280 Main Street  
Truro, NS B2N 4H4  
www.atlanticchemex.ca

**Atlantic Oliver Retread Ltd.  
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659 Babin Street  
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**Atlantic Road Builders Magazine  
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2289 Route 101 Hwy  
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www.atlanticroadbuilders.com

**Atlantic Provinces Trucking  
Association  
601**

105 Englehart Street  
Dieppe, NB E1A  
www.apta.ca

**Atlantic Truck & Trailer Parts  
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925 Champlain Street  
Dieppe, NB E1A 5T6  
www.universalsales.com

**Axalta Coating Systems  
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555 Avenue Victor Davis  
Pointe Claire, QC H9R 0B5  
www.axaltacs.com

**Axon Development Corporation  
618**

304-15 Innovation Blvd  
Saskatoon, SK S7N 2X8  
www.axonsoft.com

**Baldwin Filters  
327**

388 Seneca Court  
Newmarket, ON L3X 2C8  
www.baldwinfilter.com

**Bayview Trucks & Equipment  
C-8**

315 McAllister Drive  
Saint John, NB E2J 2S8  
www.bayviewtrucks.com

**Bell Mobility  
560**

Suite 403, 84 Chain Lake Drive  
Halifax, NS B3S 1A2  
www.bell.ca

**Brookville Carriers Inc. - Flatbed  
Division  
619**

65 Alloy Drive,  
Saint John, NB E2M 7S9  
www.brookville.ca

**Brunswick Hino  
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www.easykleen.com

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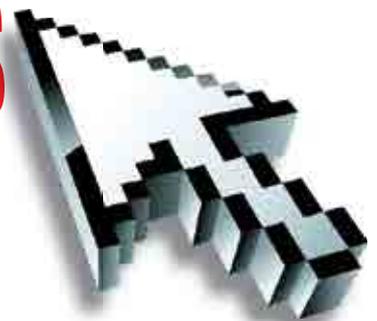
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# The Teddy Bear Convoy



**ST. JOHN'S, Nfld.** – The Just For Kids Transportation Group is an organization that truly lives up to its name. Each and every year, Just for Kids – a group of about 10 volunteers – comes together to organize events to help raise money, quite literally, “just for kids.”

The group's biggest fundraiser is called the Teddy Bear Convoy, an event that has been around for 15 years. Its goal is to raise money for the Janeway Children's Hospital – the only children's hospital in Newfoundland and Labrador.

This year, the Teddy Bear Convoy is set for June 7 at City Tire's Retread Plant on the TCH at 8:30 a.m., and organizers are hopeful that this year the event will have its best turn out yet.

“The event has gone from being a convoy of four or five trucks 15 years ago to 42 trucks last year,” said Gerry Dowden of Just for Kids Transportation Group. “Given the size of the perimeter of the hospital, it would only take another five or six trucks to completely circle the hospital, without any gaps. So we're really looking forward to this year, where maybe we can circle the hospital entirely.”

The event began 15 years ago when an owner/operator and a few friends decided to raise money for the hospital, added Dowden.

“They started collecting and pledging money and putting stuffed teddy bears in their trucks circling the hospital at the time and whatever money

they raised, they donated to the Janeway Foundation,” he said. “They did this in conjunction with their annual 24-hour telethon they have every year.”

To this day, the convoy's conjunction with the telethon is ongoing, and Just for Kids estimates that since the convoy's birth, it has raised more than \$300,000 for the children's hospital.

“We're asking Janeway this year to give us a tally of all the donations we've made because we only have an estimate,” said Dowden. “Last year was probably one of our biggest donations we gave, and it was around \$35,000. We had 42 trucks participating.”

This year, Dowden says the hope is to raise more than \$40,000 and have at least 50 trucks join the convoy to circle the hospital.

“I think we can definitely do that this year,” he said. “The convoy has just been evolving and growing... and it's grown to the point where a lot of companies and corporations in the area get involved and help with various parts of the sponsorship,

not just donating.”

Just for Kids says the day is a positive one that at its heart is to make the children at Janeway feel the support of the trucking community.

“It's been pretty popular especially with the children,” Dowden said. “It's a day for the kids in the hospital to come out on the decks and look out their windows at the trucks going by. The monetary value is transparent to them, but they enjoy the day. And of course, the hospital is very grateful for the donations.”

The event is documented by a ceremonial cheque presentation once all the money collected is tallied during the convoy. There is also live, local television coverage of the event.

Dowden says the day ends with a barbeque social sponsored by Marine Atlantic Inc, that all participants and their families like to attend.

“We depend on a lot of truck drivers and their trucks and their efforts and of course the trucking companies and corporate sponsors,” he said. “So we like to make it a family event so the drivers can have their wives, or girlfriends or children come into the truck with them while they circle the hospital.”

Donations can come from individuals or companies, but must be recorded on a pledge sheet. Contact Jocelyn Miller at 722-1991 or e-mail her at [auto@eastcantrans.com](mailto:auto@eastcantrans.com) for more information.



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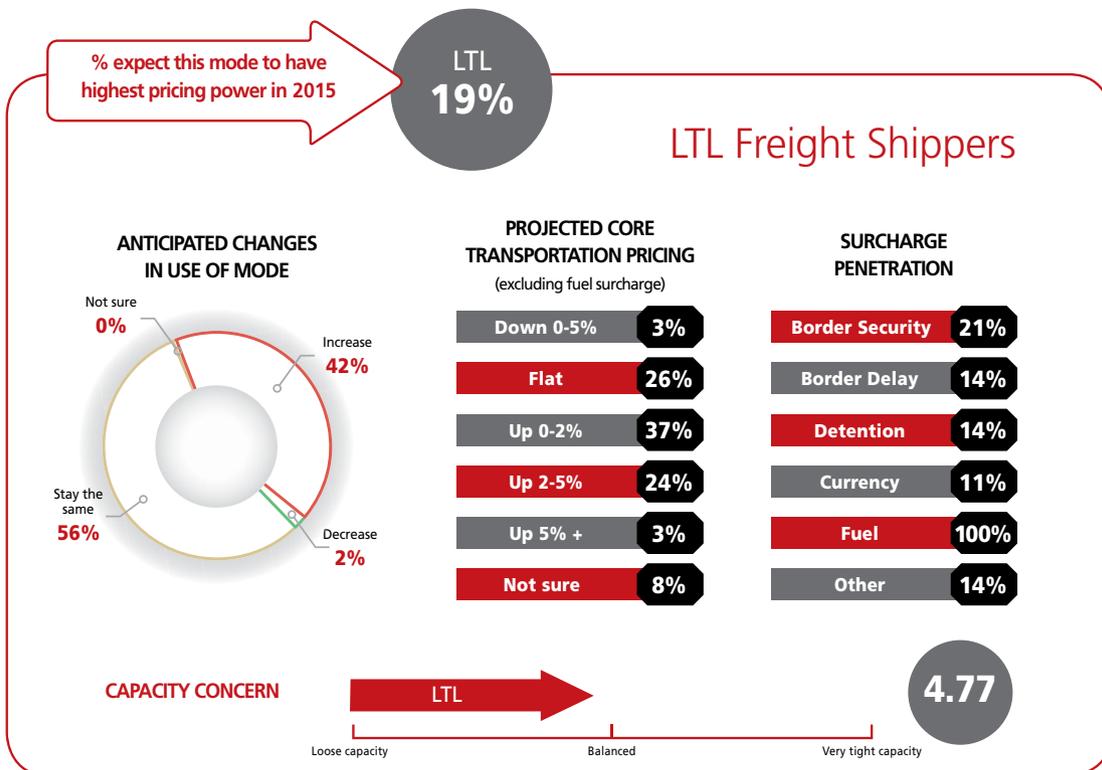
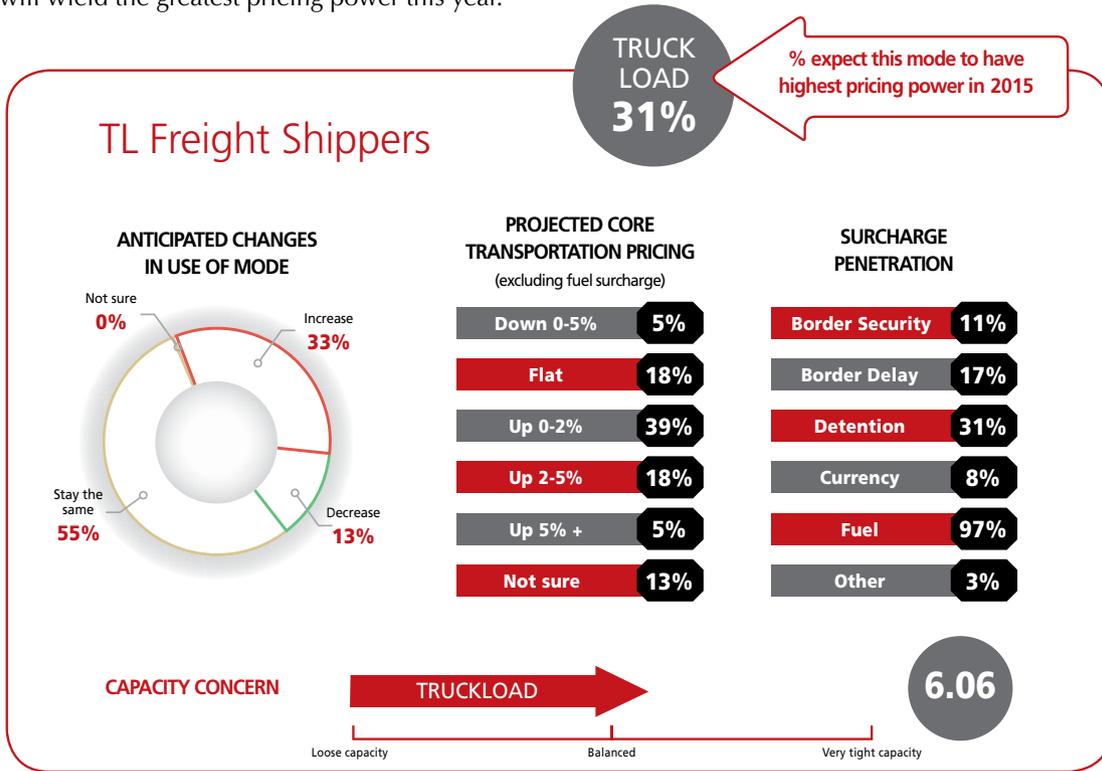
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