

# Right Lines

NEWS AND INSIDE STORIES FROM THE CARTWRIGHT GROUP

**New**  
**Cheetah Fastback**

See Page 2 & 3



## **Featured In This Issue...**

- › *Cheetah Fastback Launched*
- › *Asda Curtainsider Double Deck*
- › *Poundland Urban Trailer*
- › *Howard Tenens Cheetah Trailer*
- › *Downton Partnership*
- › *Dreams High Cube Trailer*
- › *News From Cartwright Rentals*



**The Cartwright Group  
of Companies**

## 50th Anniversary



1960

This year we are celebrating our 50th anniversary of manufacturing in Altrincham.

From building timber framed bodywork in the 1950s to aerodynamic double deck trailers in 2010, the company has grown considerably, offering one of the largest product ranges within the UK.

Alan and Peter Cartwright, sons of founder Stanley Cartwright are still active members of the board of directors, which also includes John, Steven and Mark.

Commenting on the company's growth, chairman Alan said: *"We are very proud to have achieved 50 years of manufacturing at Altrincham. The key to our success is listening to what our customers want and translating it into a finished product at the right price."*

He continued: *"Our product range, services offered and versatility is the reason why we are here today and will be well into the future!"*

2010



## Cheetah Fastback Sets The Pace...

**After months of development the Cheetah Fastback is one of the most exciting trailers we have produced.**

The idea and design comes direct from listening to our customer's requirements for a trailer that helps reduce carbon emissions and escalating fuel costs, whilst dimensionally being able to operate in a general fleet.

The Fastback features a straight line conventional roof at the front of the trailer, with the rear fifty percent of the trailer roof tapered.

This corresponds to the chassis 'wedge' design, which enables us to maintain internal cubic capacity.

**The trailer is available as van, curtainsider or fridge design.**

When presented on a loading bay, the high lift air suspension of the trailer is automati-

cally lifted to suit the loading bay height with a simple push/pull valve in the rear frame.

A new side guard design has also been fitted, keeping to the original Cheetah test principles of letting the air flow under the chassis and out through the rear.

All the latest design improvements on the Fastback are a net result of our new in house 'CFD' (computational fluid dynamics) programme (see opposite page).

John Cartwright, Director, said: *"This new design tool for trailer and bodywork design, utilising 'CFD' is extremely exciting. The Fastback is the first product result, but other products and innovations are to follow as we endeavour to design and manufacture low carbon, energy efficient road transport products."*

# Fastback Saves You Money...

**The Cheetah Fastback can achieve fuel savings of up to 10% over a standard 'box' trailer when combined with a tractor unit with air management kit.**

In Independent road and MIRA fuel trials the Fastback achieved: **9 to 10% fuel savings.**

This equates to the following financial saving based on a fuel cost of (£1.216/litre) (AA fuel price report April 2010):

Example annual Mileage: **100,000 Miles**

Fuel cost based on standard trailer at 10mpg = **£55,280**

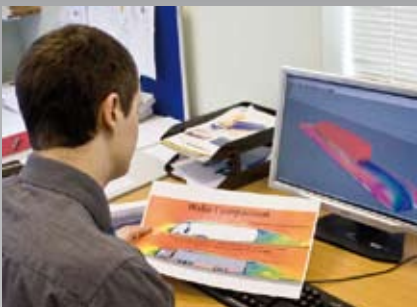
Fuel cost based on Fastback trailer at 11mpg = **£49,752**

**Total Savings per annum = £5,528**



▲ The first two 4 metre high Cheetah Fastback trailers are going into operation with TNT in Germany and Holland.

## CFD Formula 1 Technology Improves Aerodynamics



▲ Anthony Bukowski busy developing the Cheetah Fastback with CFD.

We have recently adopted the use of CFD (Computational Fluid Dynamics), better known for its use by Formula 1 racing teams, to improve the aerodynamics of the Cheetah Fastback.

We have developed close links with Manchester Metropolitan University, investing in a knowledge transfer partnership scheme (KTP) to develop our range of Cheetah trailer products, using CFD.

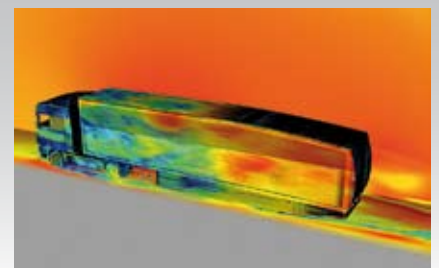
Anthony, our MMU graduate researching his doctorate, is based at our factory. He is using CFD on our road transport products including the Cheetah Fastback trailer.

Anthony Bukowski commented: "The British road transport industry consumes 6.5 million tonnes of fuel per year (Office for National Statistics).

"Every effort is being made to help reduce fuel consumption through aerodynamic development that, in turn, can directly reduce transport costs and Co2 emissions."

Anthony continued: "The first results of these developments have been realised in the new Cheetah Fastback, making it the most advanced aerodynamic trailer in the industry today."

"It's exciting to be able to apply high-end CFD techniques to the transport industry, and I have high expectations for the ongoing partnership between myself, MMU and Cartwright" he said.



## Asda Chose Cartwright Cheetah...



### Chris Hall, Asda Network Transport Manager Comments :



*"We have recently achieved our target of cutting carbon emissions by 40% across our distribution fleet."*

*"The implementation of a double-deck fleet was a significant enabler to this and the introduction of double-deck fleet into store deliveries will further reduce our fleet carbon footprint."*



**Asda has recently taken delivery of 68 Cheetah moving deck, double-deck trailers.**

This latest order follows Asda's purchase late last year of 173 of our aerodynamic Cheetah trailers.

The double-deck trailers have been built to a new specification that will allow Asda to deliver ambient food to its network of stores more effectively.

Chris Hall, Asda's network transport manager, said: *"We chose Cartwright because they were able to offer a number of specification options which were key for this project. The majority of previous double-deck purchases have been for internal depot - depot trunking, whereas this was our first significant step into utilising this fleet within our store operations."*

*"The new specification includes a simple, direct drive hydraulic deck operation and the ability to load pallets and roll-cages on either deck area. It gives us the flexibility to either unload from the rear or through the side, giving us more options to fully utilise this fleet."*

*"We have included the Cartwright Cheetah air-kit to maximise the fuel efficiency on this fleet."*

The order comes as Asda is making great progress in cutting CO2 emissions and reducing their road miles travelled.



## ***Poundland Pleased With Flexibility...***

Fast expanding, single price discount retailer Poundland has been one of the UK's major retail success stories for over two decades and an important and respected customer.

Poundland were operating a mix of their own fleet and a variety of lease arrangements with various trailer hire companies, when they took the decision to identify a trailer company that would not only satisfy its trailer build needs, but also their rental requirements.

John Collins, Transport Controller of Poundland explained: *"We wanted to build a relationship with a single supplier who could offer the flexibility of handling our trailer build*



*requirements, but have the ability to cope with our trailer rental needs for seasonal fluctuations in demand such as the busy Christmas period.*

*"It's all about flexibility and Cartwright offer that solution. We are developing the build element with the Cartwright team progressively, but have*

*the comfort in the knowledge that they can help us in the short and medium term with trailer rental,"* he said.

Poundland have recently taken delivery of five Urban Trailers.

## ***Howard Tenens Cheetah Trailer at Multimodal Show...***

We were delighted that Howard Tenens displayed our new Cheetah trailer and a dual fuel tractor unit at the recent Multimodal Show at the NEC.

By using the patented OIGI dual fuel system Howard Tenens' fleet is being converted to run simultaneously on natural gas and diesel and to promote this new initiative it is attending several industry shows this year.

Tom Bain, Group Operations Director commented: *"We have significantly reduced our carbon footprint by running dual fuel vehicles and we*



*expect further reductions from the addition of the Cheetah trailer."*

Steven Cartwright, commented: *"We were very pleased*

*with the trailer being at the Multimodal Show to help promote Howard Tenens environmental logistics initiatives."*

## **Downton: A Total Trailer Management Solution...**



One of the UK's leading independent distribution specialists, Gloucestershire based CM Downton has recently ordered 80 new curtainsided trailers.

The new order adds to the 500 plus trailers that Downton have ordered from us in the years and further cements the 'model' partnership we have enjoyed with Downton over the past seven years.

The company's growth required a trailer partner such as Cartwright that could meet the flexibility required by Downton.

Major clients include Pets At Home, Dyson, Constellation Wines, Magners, Dairy Crest, Tesco and many other major brand names.

Andrew Downton, Managing Director of CM Downton commented: "Our strength is that we have become a very diverse logistics provider that can provide a full range of

*services from distribution to warehousing and fulfilment.*

*"We have grown on average by 10 per cent per year over the past five years and in order to maintain that business performance we require quality partnerships. Companies who share our culture of going the extra mile.*

*"I don't believe that there is a single source trailer provider in the marketplace that can provide everything the Cartwrights do. It undoubtedly offers a total trailer management solution," he said.*

**Andrew Downton  
Managing Director  
Commented :**

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*"Our strength is that we have become a very diverse logistics provider that can provide a full range of services from distribution to warehousing and fulfilment.*

The CM Downton Managing Director stressed that a major competitive advantage of Cartwright compared to its competitors was its ability to offer spot rental at very short notice.

*"Our business flexes with demand so with the rental and the manufacturing options from Cartwrights we get the best of both worlds."*

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# Dreams Maximises Distribution Operation

## With Cartwright HighCube Trailer....



Dreams have taken delivery of eight 'HighCube' tandem axle van trailers with the 'CubeLift' loading platform fitted, this enables Dreams mattresses to be stacked, providing an increase in bed and divan set product carrying capacity of between 30 and 40 per cent.

John Hirst explained: *"This was the solution I was looking for in order to maximise our delivery function. I had looked at other trailer manufacturers but found that only Cartwright could offer the solution of these HighCube trailers and ordered eight trailers for trials."*

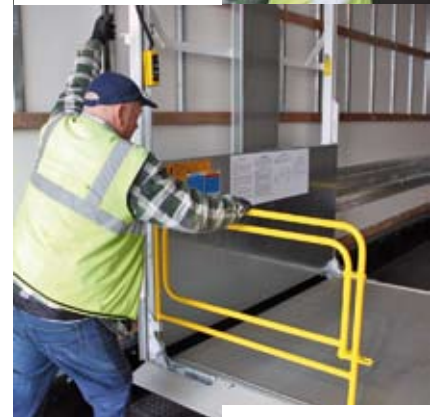
The trials were successful and Dreams' distribution performance confirmed between 30 and 40 per cent extra capacity in product delivery utilising the new Cartwright HighCube trailers.

The combination of the High-Cube trailer and 'CubeLift' ensures maximum use of the load capacity in a safe way.

John Hirst continued: *"Cartwright were our number one choice because of their ability to innovate and to adapt a proven design to our specific needs."*

*"The fact that we could have the flexibility with them to test the product before we made the final decision to buy their trailers was also a major factor in our decision making process,"*

John Hirst concluded: *"We are delighted with the High-Cube trailers from Cartwright and we may be looking for more of these trailers for our fleet towards the middle or end of the year."* he said.



▲ Cartwright CubeLift in operation.



# ***Cartwright Rentals Expands its Fleet and Locations...***



***Phil Rodman  
Cartwright Rentals  
Operations Director  
Commented :***



*"We welcome the addition of our new site in Bruntingthorpe, the growing demand for used trailers alongside our rental commitments has lead to this expansion.*

*"Our specialist trailer rental division sees our large fleet of double deck trailers (350) join forces with our mechanical handling equipment."*

Phil continued: *"Added to this is our growing fleet of urban delivery trailers, which in the summer this year will expand dramatically with the investment in new single and urban double deck trailers."*

Due to increased demand for double deck trailer rental and urban delivery trailers, Cartwright Rentals are investing in a new fleet of double deck and urban delivery trailers.

Coming onto the fleet in August this year will be 11-metre city urban trailers, dry freight and refrigerated, featuring twin axles, rear tail lift and rear steer.

Due to the significant interest in urban double deck trailers, we will have a number of 11-metre urban double decks also joining the fleet. For enquiries regarding these new exciting trailers please contact Cartwright Rentals.

### **Rental Range**

Cartwright has a diverse fleet of trailers and equipment available to rent.

#### **Standard Range:**

- *Curtainsider Trailers*
- *Box Van Trailers*
- *Refrigerated Trailers*
- *Skeletal & Flatbed Trailers*

#### **Specialist Range:**

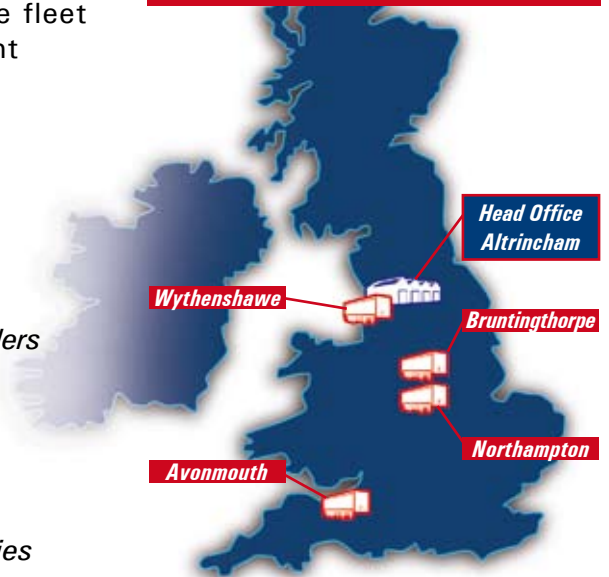
- *Double Deck Trailers*
- *City & Urban Trailers*
- *Intermodal Swap Bodies*
- *Mechanical Handling*
- *Cold Stores*



▲ John Cartwright, Director (left) and Clive Dingle, Sales Manager at our new Bruntingthorpe location.

**Cartwright Rentals (Head Office)**

**0161 928 0966**



**Cartwright Rentals Locations**