

# Featured Partner: Brown Trucking

## About Brown Trucking

Brown Trucking is a Southeast regional dedicated short haul dry van truckload carrier, operating primarily in nine Southeastern states with more than 1,000 power units and nearly 5,000 trailers. Operations are highly decentralized, with 22 local terminals, many of which are on-site at a dedicated customer. Brown Trucking is the truckload subsidiary of Brown Integrated Logistics, Inc.

For more information, visit our websites: [www.brownintegratedlogistics.com](http://www.brownintegratedlogistics.com) and [www.browntrucking.com](http://www.browntrucking.com)

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## Brown Trucking Promotes Efficiency through Technology, People and Process



“Brown Trucking is committed to being an active SmartWay partner by constantly working to improve all aspects of our operations, especially improving the fuel efficiency of our power units, reducing emissions and eliminating waste. Operating in a short-haul, largely urban environment with a lot of equipment spending time on surface streets creates challenges in finding meaningful improvements, but the upgrades are paying off as we implement the changes.”

– Brian Kinsey, CEO, Brown Trucking

### Why SmartWay?

Joining SmartWay in 2008 as an incentive to reduce its carbon footprint was a strategic move for Brown Trucking. Brown used SmartWay resources to improve efficiency through technology, people, and process. Fuel economy improved from 5.7 MPG to 6.4 MPG, idle gallons were reduced by 35%, and driver coaching helped eliminate inefficiencies and waste. Brown Trucking believes that never being satisfied with how things are today will lead to a better tomorrow.

### Technology

As a SmartWay Partner, Brown Trucking has invested in numerous technologies to improve efficiency. Use of wide-based tires and aluminum wheels on drive axles reduced weight and lowered rolling resistance. Rear end ratio was reduced to improve fuel economy. Ten-minute automatic idle shutdowns were installed and all company trucks were optimized with progressive shifting programming to reduce engine over-speeding. Purchase of solar powered trailer satellites eliminated waste batteries, as well as reducing miles-traveled for their replacement. For low-carbon comfort, battery powered APU installation was completed on sleeper tractors to cool drivers in the heat of summer, and keep them warm in winter – without running the engine.

### People

Drivers were coached to reduce idle gallons, which saved resources while providing the environmental benefit of reduced emissions. With this success of reducing idle gallons by 35%, Brown plans to expand coaching on any behavior that creates inefficiencies and waste. As a SmartWay partner, Brown Trucking leveraged knowledge it gleaned from peers participating in the program, as well as from their suppliers. Brown works weekly with major customers to reduce empty miles on dedicated trucks and provide customers with key performance indicators (KPIs) to help them more efficiently plan and load freight.

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## Process

Business practice ultimately helps to drive operational and technological improvements. Brown Trucking joined SmartWay with the goals of reducing its carbon footprint while also reducing operating costs. Some practices implemented included setting road speed at 65mph to improve fuel economy and safety, implementing a solar unit replacement plan of 15 per week until the entire fleet is converted, and setting a timeline to have 100% of its road tractors Certified Clean Idle by end of year 2017.\*

By implementing a new mobile scanning app, drivers are now able to submit their paperwork remotely, eliminating the need to drive additional miles for the sole purpose of submitting paperwork. Brown also engaged a 3rd party consulting service to improve load and route optimizations.

## What's Next?

Brown Trucking is committed to being an active SmartWay partner by constantly working to improve all aspects of operations.

Please visit the SmartWay website at [www.epa.gov/smartway](http://www.epa.gov/smartway) for more information about our partners.

\* Note: **California Air Resources Board (CARB) "Certified Clean Idle" label**  
Effective in 2008, CARB requires heavy-duty diesel engines that run in California to have added controls or auxiliary equipment to reduce emissions during idling.

