

J.D. & Billy Hines Trucking of Prescott, Arkansas, uses innovation and strong supplier relationships to enhance profitability.

Founded in 1936 by J.D. Hines as a log hauling operation, Hines Trucking has undergone a number of evolutions and enhancements emerging as an industry leader in the residual wood products hauling industry.

# Getting More Out of Every Load

Today, the Hines fleet has 150 power units and 300 chip hauling trailers, serving pulp, paper and wood products mills in Arkansas, Texas, Oklahoma, Louisiana and Mississippi.

The fleet has an additional 50 flatbed and log trailers. The flatbed division hauls building products throughout the southeast quarter of the United States.

It is Hines' much larger chip hauling operation that has benefited most from a more, than 30 year relationship with the Bandag brand and its dealer network.

Billy Hines joined his father in the business

in the 1960s and purchased the fleet from his father in 1979. He recalls the Bandag relationship when the fleet was primarily a dump truck operation hauling gravel and aggregate. He said: "At that time we were experiencing some cut and chip damage to the tires on our dump trucks. Bandag came to our assistance by developing and introducing a tread compound that solved that problem."

After purchasing the fleet from his father, Billy was looking for a new and less seasonal type of hauling with growth potential. He found that in the residual wood hauling segment of the business.

Just replacing dump trucks with chip hauling units would not result in the success and leadership Hines Trucking enjoys. Billy Hines had to do what he does best: innovate.

## Capacity is Key

The residual wood products hauling aspect of the business rewards trucking firms for cumulative tons hauled. This aspiration brought inherent challenges. How do you increase capacity without compromising business integrity and employees, and maintain diligent resolve on safety? Easy – you simply instill the diligence and foresight into your employees, customers and suppliers. Hines quickly learned, the larger the capacity the bigger the reward for everyone. The capacity to legally move 4,000 – 6,000 pounds per load more than reduces the number of loads required to meet mill



(L to R) Willie Gulley, Billy Hines and David Jackson of Hines Trucking, Jack Cole and Gene Evans, Southern Tire Mart and Jeff Risor, Bridgestone Bandag.



production and provides a competitive edge. In addition, this annually removes a significant amount of trucks from the highways, reducing the company's exposure and risk to the public, customers and Hines Trucking. There is an environmental benefit, too, as fuel consumption per ton and emissions released into the atmosphere are lowered. An avid outdoorsman, Billy Hines says protecting the environment is essential to running a successful business.

Hines said: "My father was a born-again Christian. He established this business with a strong Christian ethic. That ethic continues to be our guideline for how we treat our employees and customers, and as well as how we conduct business. The Lord has blessed my family and this business. His guidance is always part of my business decision making process."

He continued: "Rather than purposely run overloaded trucks to make extra profit, we worked with the manufacturers of both our tractors and trailers to drive the weight out of the equipment so we can have more capacity. We gained a hauling capacity of about 6,000 pounds. A lot of that gain resulted from replacing steel with aluminum in both our tractors and our chip hauling trailers. We also knew we could gain close to 1,000 pounds of hauling capacity by replacing the duals on both the tractors and trailers with super singles."

#### Best Practices Emerge

Hines Trucking was one of the first chip hauling fleets to move to super singles. Running super singles comes with a few challenges. If a tire goes down as the result of impact failure, you have to have the structure in place to keep on top of your tire program.

Hines said: "We are successful running super singles because we have the best practices in place and a tire program supported by Bridgestone Bandag Tire Solutions,

Southern Tire Mart and most importantly David Jackson, our Hines Trucking tire manager."

Jackson was a driver for the Hines Fleet back when it was a dump truck operation. Hines said: "I watched David. His concern for equipment maintenance and his conscientious approach to the business convinced me to take him out of the truck and put him in charge of our major operational expenses, our tire program."

Jackson subsequently hired Willie Gulley as a Hines tire technician. Together they maintain excellent tire performance records. They know which tire and tread products perform best in the fleet. They also make sure that the fleet has a strong air pressure maintenance program in place. Jackson and Gulley annually visit the retread manufacturing facilities of their tire suppliers.

Southern Tire Mart was selected as their Bandag retread tire supplier for a number of reasons including: Jack Cole, their Southern Tire Mart sales representative and Gene Evans, the general manager of Southern Tire Mart's North Little Rock facility.

Southern Tire Mart has the service and coverage capacity to assure Hines Trucking has the uptime needed for success. Southern Tire Mart supplies the tires and retreads for the Hines fleet, with tire banks located within 50 miles of their numerous operations.

When it comes to making the right tire and tread selections, Jackson has the assistance of Jeff Risor, a Bridgestone Bandag Tire Solutions fleet sales manager.

As new and better tire products are developed, Risor keeps Jackson on the cutting edge of technology.

Jackson also has over 18 years of experience in his present position and extensive performance records which help him make the right tire purchase decisions.

Bandag's Wide Base Lug is his tread design of choice for the 425 super sin-

gles he runs in the drive-axle position. Jackson said: "We have evaluated virtually every retread brand and Bandag Wide Base Lug runs at least 25 percent longer than the competition. The Wide Base Lug has only an 18/32nds tread depth. When run against a competitor's new tire with 23/32nds tread depth, we still find the Wide Base Lug is superior and we can purchase the Wide Base Lug for hundreds of dollars less than the competitive brand new tire."

Jackson is also very enthusiastic about his Bandag trailer tire design, the ECL™ STM-WB.

He said: "We specify our new equipment with a Bridgestone 844 or Firestone 839. We like to retread our casings twice, so we like casings that will deliver that extra life. We have found with the modern casing inspection technology and the improved tread compounds we can safely maximize our tire assets to enhance our bottom line."

In addition to tire performance, Jackson understands the importance of good fuel mileage. He said: "Our tractors are set not to exceed speeds of 64 mph. We appreciate Bandag's concern for better fuel performance products and we will continue to evaluate new tread designs and compounds that make sense for our operation." •

