

## Roundy's Transportation – Trailer Skirts

### Challenge

Roundy's Supermarkets, Inc. (Roundy's) is a leading grocer in the Midwest with nearly \$4 billion in sales and 18,000 employees. Its warehouse distribution facility in Oconomowoc serves grocery stores under the Pick 'n Save, Copps, Rainbow, Metro Market and Mariano's Fresh Market banner in Wisconsin, Minnesota and Illinois.

Roundy's Transportation is constantly looking to increase the fuel efficiency of its transportation fleet, especially as the company's overall transportation mileage is increasing in line with the growth of the company as a whole.

### Strategy

In 2009, Roundy's started installing Green Wing skirts on their trailers to decrease aerodynamic drag. The company conducted a pilot study with seven trailers to test the viability of the skirts. The test yielded positive results, and in 2010 the decision was made to equip the remaining trailers with the skirts.

At a cost of \$1677.98 per trailer, the overall cost of this conversion will be \$87,254.96. There are no additional costs, maintenance costs or procedural changes associated with the addition of the skirts.

By summer 2011, the company had equipped 125 trailers with the skirts out of their fleet of 370 trailers.

### Results

The trailer skirts have shown to improve fuel efficiency by about 0.5 to 0.7 mpg. With the 52 trailers so far equipped, Roundy's has saved over 3,621 gallons of fuel, or \$13,216.65.

The company is planning to equip the remaining trailers in their fleet by 2014.

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