

OF PROOF POINTS AND TOUCH POINTS — AND MODAL SHARE

With the acquisition of certain rail-car components from Holland, *TrinityRail* continues to find ways to provide full life-cycle solutions for customers

Taking advantage of opportunities in the marketplace is key to any company's ability to better-serve customers. When Holland LP announced in late July that it was exiting certain segments of the rail-car component realm, *TrinityRail*® strategists knew an opportunity when they saw one.

"We identified it as an opportunity," says Dan Anderson, *TrinityRail*'s Vice President of Corporate Strategy. "Trinity continues to explore new ways to generate value — for our customers and shareholders. Over the last five years, there have been a number of proof points where we've done it. The Holland transaction is another proof point."



In mid-October, *TrinityRail*® closed on its acquisition of certain rail-car components from Holland LP. Products acquired include Door Defender door-edge protection, a multi-level car product (top photo); and the LP-II low-profile lock, an intermodal/flat-car product (at right).

Others include Quasar Platform Inc., an end-to-end rail logistics platform *TrinityRail* acquired in 2022; Holden America, a manufacturer of multi-level vehicle securement and protection systems, gravity outlet gates and gate accessories the company purchased in 2023; and RSI Logistics, a provider of software, logistics services and terminal management solutions acquired in 2023.

Such proof points beget touch points, and *TrinityRail* is "creating more touch points with the shipper," Anderson says. And the more touch points you create, the better shot you have at influencing shippers' modal decisions.

"Modal conversion happens one shipper at a time," Anderson says. "As you string together a series of victories, you create a value proposition. You've got to keep on winning these victories."

Witness the victory that is the Holland acquisition, which closed in mid-October.

"We're not buying a company or facilities, or related assets and liabilities — we're taking a product line the industry is familiar with and folding it into our portfolio," says Bruno Pietrobon, Senior Vice President of *TrinityRail* Parts, and President of Holden America. "It's also an intellectual property play."

The products the acquisition netted include:

- box-car load-securement products, including the Load Snugger System and Wall Anchor System;
- multi-level products such as Door Defender door-edge protection, Lock 'N Load bi-level chock securement, Winchock uni-level securement, Tri-Lo tri-level chock securement, G & F securement straps, and Bridge-Plate hinges and hardware;
- an intermodal/flat-car product known as the LP-II low-profile container lock; and
- a coil-car product: the Crossbar Beam Liner.

"Some products complement the products we build," Pietrobon says. "By contrast, one of the areas where we didn't have as strong a presence was on the intermodal side. It gave us the opportunity to step into the intermodal space with a product that was established — the LP-II locks for the containers that are mounted to the container or flat car."

On the box-car front, Holland also had a "very robust" product in the Load Snugger System, Pietrobon says. "The box-car load securement system is something we didn't have," he says.

"We *did* have it for multi-levels and tri-levels."

Speaking of multi-levels: The Parts team is excited about being able to offer the Door Defender, "a padding product that runs the length of the rail car," Pietrobon says. "It's a popular product we're happy to add to the portfolio."

And in the coil-car product segment, the Crossbar Beam Liners "blend well" with what *TrinityRail* has in terms of intellectual property, Pietrobon says.

"We've really extended our reach," he adds.

TrinityRail officials say they'll continue extending it.

"We view this as a growth business," says Lindsay Franckowiak, Vice President of *TrinityRail* Parts, adding that her group will continue seeking ways to improve the customer experience, be it in the new-car or maintenance spaces.

It's all part of *TrinityRail*'s mission to provide full life-cycle solutions for customers. One victory at a time.

"The Holland acquisition is just one more step in the process," Pietrobon says. ■

A Partner That

DELIVERS MORE



VISIT [TRINITYRAIL.COM](https://www.trinityrail.com)