

## FIRST SLXi Local Win Transcends Expectations

*Thermo King Central Carolinas finds perfect fit for the unit with east coast plant distributor*

While the SLXi Local trailer refrigeration unit was introduced as an excellent option for urban food distribution markets, **William Brown**, account manager at 2019 Eastern Region Dealer of the Year Thermo King Central Carolinas has proven that we should never pigeonhole ourselves with expectations. The dealership won the very first SLXi Local order from [Metrolina Greenhouses](#), a long-time competitive account that delivers plants to major box stores.

**“We’ve been working to get our foot in the door at Metrolina Greenhouses for a long time – they had not purchased Thermo King for nearly 20 years.** We called on them frequently to initiate a relationship and find a pain point that we could capitalize on... the door opened a crack in 2017 when they shared some headaches related to liftgate power. That crack opened a bit wider in 2018 when we learned more about their trailer retrofitting practices and specifications to accommodate extra product.

“And then in early 2019, when we learned that the Local was coming to North America – with its slim profile, that door swung open,” said William. “We were able to incorporate solar panels and boost chargers with the new slim-line unit, solving some long-time headaches for Metrolina and winning their 2020 unit order in its entirety.”

### *The Road to the SLXi Local*

*May 2017* – William first learned that Metrolina’s owner-operator-driven fleet was experiencing drained lift gate batteries, primarily due to drivers forgetting to plug in the stinger cable before departures.

*May 2018* – William and **Chad Koll**, Thermo King Aftermarket Product and Sales manager for Power Solutions, met with the customer again to share Thermo King’s 40-watt [solar panel](#) and 20 amp [boost charger solutions](#), which would eliminate the stinger cable altogether. While getting the customer’s attention – and approval for a demo of the [power solutions](#), William also learned more about Metrolina’s fleet trailer specifications and the retrofitting required with their competitive refrigeration units in order to maximize cargo space.

“Trailer space is important to the customer and proper airflow around the plants is imperative,” said William. “Their retrofit solution was a spacer in the front of the trailer, which gave them more space inside but pushed their refrigeration units too close to the tractors causing other challenges like melted grills.”

*May 2019* – With successful demos completed for the power solutions products, William and Thermo King District Sales Manager **Steve Duckworth** sat down with the customer to share news about the Local and its availability in January 2020. “The slim-line, light-weight unit appealed to the customer because it provided much of what they were already trying to create in their current fleet – primarily more cargo space, and at a competitive price.

“In fact, with the Local’s flush mount evaporator, our customer was able to gain the space needed to fit one more row of carts, which is vital to their operations. It also provides the airflow performance required for the plants, more than enough capacity – Metrolina only needs 45-60 degree temps for transport, and the latest refrigerant, which puts the customer ahead of the curve environmentally,” said Steve.

The Thermo King team gave Metrolina a quote that included the Local and power solutions, and by November 2019, they learned that they earned the customer’s 2020 order for 10 new trailers along with the retrofitting of three existing trailers – all with the solar panels and boost chargers.

*February 2020* – All 10 new trailers will be ready for delivery by the end of February, and Thermo King Central Carolinas expects to complete the retrofitting of the three existing trailers by April.

“First and foremost, the dealer’s persistence with the customer was vital – and demonstrates why they are a leader at Thermo King,” said Steve. “They kept digging to learn the pain points (think Sandler!) that would break down the door and allow them to offer real solutions. When the Local became an option, they went above and beyond to get the customer the information needed in order to make 2020 purchasing decision deadlines.

“The result was the very first SLXi Local sale in the network and a conquest account win for Thermo King!”

[Learn more about SLXi Local.](#)