



## Springfield's Sitterly Movers integrates green technology into its fleet

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Springfield-based Sitterly Movers has installed new green technology, Trailer Tail, on one of its major moving vans.

Submitted Photo

**SPRINGFIELD -Sitterly Movers-Roger Sitterly & Son**, a Springfield-based moving company since 1930, has added innovative green technology to one of its

moving trucks.

Sitterly is deploying the "Trailer Tail" to one of its largest fleet vehicles. The technology, which it had custom made by California-based **ATDynamics**, is designed to reduce fuel costs by cutting down on "drag."

The "Trailer Tail" is a lightweight, thermo-dynamic plastic composite faring installed to the back of a tractor trailer, to streamline airflow behind the trailer. It was awarded the 2012 Wall Street Journal Technology Innovation Award.

"Sitterly Movers is the first moving company to employ this technology," said Sitterly's marketing director Mary Jo Cranmore. "Because moving company vehicles are built different than regular tractor trailers, Rod (Sitterly, third generation Sitterly Movers owner) worked with the company to sort of re-engineer it a little."

Cranmore said the technology is designed to cut fuel costs by an average of 5 to 7 percent per year.

So far, the technology has been installed on one truck, as the company keeps an eye on its fuel reduction. It cost about \$4,000.

"We want to see how much cost savings it is," Cranmore said. "(Sitterly) looks around for ways to make cost savings work with customer service." Cranmore said the company, which does commercial moving in addition to residential moving, is committed to instituting green initiatives.

"It's our job to make it cost efficient, and also make it something people want to align themselves with," she said. "Rod wants to align himself with the philosophy of being earth friendly."

Another truck in Sitterly's fleet runs on bio-diesel, and the company uses recyclable boxes and trade show materials. Sitterly works to pack its trucks in the most efficient way possible to reduce wear and tear on its vehicles.

As a third-generation small business, Sitterly works to maintain its reputation in an often competitive industry, according to Cranmore. "He offers advice to people on moving, and gives information on how to pack," Cranmore said. "You can spend a lot of money if you make mistakes (packing and moving)."

Sitterly said he is proud his company was able to work with ATDynamics to make this technology available in the moving industry.

"This is just one of the things Sitterly does to update our technology, save our customers money and work to help restore our environment," he said.

Sitterly Movers is an agent of Atlas Van Lines and specializes in moving medical and laboratory equipment, museums and libraries. It also moves offices for local and state governments. Sitterly has offices in Springfield and South Deerfield, and employs up to 80 people during its busy time of year. □

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