APRIL 2023

RV PRO

rv-pro.com

The Sustainability Issue

AIRSTREAM COMMITS TO THE GREAT OUTDOORS

WINNEBAGO ON TAKING RESPONSIBILITY

15 EXPERTS ON WHAT CANNOT BE IGNORED

GO OFF-GRID WITH DENVER'S **B&B RV**

HOW TO 'GO LOCAL' AT YOUR DEALERSHIP

JAYCO'S **JAY FLIGHT** SOARS





LEVEL UP YOUR TRAILER JACK

Manual cranking can be time consuming and physically demanding. Husky Super Brute Power Jacks offer a better solution to level your trailer or connect it to your tow vehicle. These feature-packed jacks can lift up to 5000 pounds and offer a full 18" stroke. Super Brute jacks are engineered to produce less friction and draw less amperage than competitive jacks. Smart Stop™ technology cuts power to the motor before hitting a hard stop which reduces motor wear and contributes to long lasting performance. A high-output LED system illuminates the A-frame tongue area for easy hookup and flashes when powered on and off. An optional 40' range controller is also available to monitor leveling when operating the jack. Level up your tongue jack to a Super Brute for superior performance that won't let you down.



HUSKY®
TOWING PRODUCTS

Exclusively distributed by ntpstag
A Division of Keystone Automotive Operations

You Tube



GE Profile™

This is smarter living.™

Appliances designed to enhance the expedition lifestyle.

GE Profile has electrified and modernized life with cutting-edge products and innovations.

Our RV-ready appliances make it easier than ever for your customers to take the features, innovation and technology that they love at home on the road.

New to RV Appliances



GE Profile™ 24" Free-Standing Gas Range
PLS624RTSS

GE Profile™ 17" Drop-In Gas Range
PLD617RTSS

GE Profile™ 21" Drop-In Gas Range
PLD621RTSS

Explore our appliances for recreational living at **GEAppliances.com/RV-Appliances**

LAMILUX SUNSATION®

THE WORLD'S MOST COLOUR AND GLOSS RESISTANT COMPOSITE MATERIAL



Your Benefits

+ Extreme gloss resistance, extreme colour resistance
+ Brand new look even after years in the sun
+ 90 % less effort and costs for maintenance & care
+ Higher resale value

LAMILUX COMPOSITES GMBH | E-Mail: composites@lamilux.de | www.lamilux.com

WFCO

LEAD ACID

LITHIUM

AUTO DETECT

INTELLIGENT BATTERY DETECTION

4 SKUs are All You Need

WFCO's AUTO-DETECT is a patent-pending intelligent battery detection system that automatically selects the correct charging profiles for both lead acid and lithium ion batteries in your RV.

Auto-Detect streamlines the battery selection and installation process by providing 4 WFCO SKUs that solve most converter or power center needs, eliminating the need to stock multiple products and reducing inventory costs.

To learn more visit: WFCOelectronics.com

WFCO has a cross-reference guide available to help you choose the right replacement product for any obsolete or current converter at: **www.wfcoelectronics.com/wfco-cross-reference-guide/**



WF-8955-AD

A power center that allows you to satisfy most of your power center needs. More RVs are equipped with the WF-8955 power center that any other options.



WF-9855-AD

Our 55-amp deck mount converter with 3-stage charging will handle most deck mount replacement needs.



WF-8955-AD-MBA

An easy-to-install main board assembly that replaces the lower section in any WF-8955 Series power center and upgrades other select converter brands.



WF-8955-AD-REP

This universal converter replacement kit can upgrade power centers with removable converter sections, resulting in a high-performance three-stage charging powerhouse.

RV PRO

CONTENTS

April 2023 • Vol. 19, No. 4

RV MANUFACTURERS

14 Taking Flight
Jayco's revamped Jay Flight line aims to secure the top spot as one of the best-selling travel trailers for years to come.

34 Leaving a Trace
Winnebago Industries' dedication to people and the planet is key to long-sustaining profit and its growing global impact.

38 Airstream's Commitment to the Great Outdoors
Holding itself to a high standard of eco-consciousness, Airstream leads the way for sustainable manufacturing processes and innovations.

RV DEALERS

18 The Place to B&B
Denver-based B&B RV isn't a traditional dealership – its successful blend of off-grid sales, rentals and sustainable business practices make this shop the "place to be."

SUPPLIER FOCUS

22 Betting on a Sustainable Composite Material
When Airxcel acquired Elkhart Composites, the growth potential of the company's thermoplastic Elkboard was clear.







RV INDUSTRY VETERAN STEPS INTO NEW ROLE AT

GLOBAL EXPEDITION VEHICLES



From left to right:

Lee Conn (Storyteller COO)

Trent Tiffin

Rene and Mike Van Pelt (Global X Vehicles founders)

Jeffrey Hunter (Storyteller CEO)

Storyteller Overland, an industry leader in the class B RV and adventure vehicle manufacturing space, recently named Trent Tiffin as General Manager / Executive Vice President (EVP) of its subsidiary, Global Expedition Vehicles.

Trent brings eight years of RV industry experience to the table, having previously worked in sales and marketing at the family business, Tiffin Motorhomes.

"It was a real coup to have Trent Tiffin see the value in joining our team here at Storyteller," said Storyteller CEO Jeffrey Hunter. "I have had the privilege of knowing him for a number of years now, and of course I, like so many others, have always been aware of his stellar reputation in our industry. He shares our values of prioritizing the voice of the customer and doing everything in our power to create exceptional experiences for our growing community. It's just in his blood."



"While I have always been super impressed by Trent's considerable accomplishments at such a young age, I am even more excited about what we will be able to dream up and achieve together to inspire entirely new audiences and continue to revolutionize our industry with his leadership as EVP and GM of Global X."

Storyteller announced its acquisition of the industry-leading expedition vehicle manufacturer Global Expedition Vehicles, based in Springfiled, MO back in January 2022, along with its plans to bring an entirely new class of expedition rig and adventure truck to market.

When asked what his primary goal would be as he assumes the role of General Manager/EVP, Trent said his goal is simple, "We are going to **design and build the best** motorhomes available anywhere at any price, **take better care of our customers** than anyone else ever has, and make GXV the best place to work for all of its team members."

RV PRO

CONTENTS

RV AFTERMARKET

20 Keeping It Green and Clean
RV by Life focuses on educating distributors, dealers and consumers that eco-friendly options are just as effective.

26 Special Product Focus
The aftermarket showcase spotlights efficient and environment-friendly products.

RV INSIGHT

55 The World of DMS
Takeaways for finding the right dealer management system.

58 5 Ways To Go Local
Being a "locavore" isn't just for homegrown food and goods – RV dealers can take part in the buying trend and benefit communities, too.



Q&A

SUSTAINABILITY IN THE RV INDUSTRY

15 organizations on why being eco-friendly is important, what consumers are looking for from the industry and what cannot be ignored.

41-54



ABOUT THE COVER

Photo courtesy of Airstream

DEPARTMENTS

Editor's Note	8
News	10
Product Highlights	62
Ad Index	61
Pit Stop	64

CERTIFIED AUDIENCE

RV PRO (USPS 024-712) is published monthly by Cahaba Media Group, 1900 28th Ave S, Ste 200, Birmingham, AL 35209-2642. Periodicals postage paid at Birmingham, AL and additional mailing offices. Free to qualified recipients within the United States and U.S. Possessions. Publisher reserves the right to determine qualifications. Annual Subscription Prices: U.S. – one year, $45; two years, $80; three years, $108. Canada – one year, $76; two years, $142, three years, $201 (U.S. Funds); All other countries – one year $98, two years $186, three years, $267 (U.S. funds). Customer Service, call 800-256-2785. POSTMASTER: Please send address changes to RV PRO , PO Box 271, Lincolnshire, IL 60069-9835. All items submitted to RV PRO become the sole property of RV PRO and Cahaba Media Group and cannot be reproduced without the written consent of the publisher. Advertisers and/or their agencies, jointly and severally, assume all liabilities for printed advertisements in RV PRO. Opinions expressed in RV PRO may not necessarily reflect the opinion of the magazine, its management or its advertisers. Letters, photographs and manuscripts welcome.









MOMENTUM

Play hard and rest easy in the Momentum series. With its tall ceilings and spacious slide outs, the Momentum has truly raised the bar —and the square footage — when it comes to Toy Haulers. So go ahead, go big — comfortably. *Go where there's more to life.*

GRAND DESIGN
RECREATIONAL VEHICLES

MORE OF WHAT MATTERS

RV PRO



I'll never forget my first trip to Yellowstone National Park.

I was a teenager living in Rapid City, South Dakota, at the time, and my parents, sister and paternal grandparents drove out to Wyoming. I don't remember much about the drive or where we stayed, but I remember the mountains. Majestic is the only word that comes to mind when trying to describe the tall, dark peaks blanketed with snow at the tops, spilling down into a lake that was clearly carved out by glaciers many centuries ago.

The memory is still awe-inspiring, as were most of the landscapes I've been lucky enough to behold: the stark Badlands in South Dakota, fields of sunflowers in North Dakota and bright poppies in California. Otters swimming in Monterey Bay or butterflies dancing on the wind during their annual migration through Alabama's Gulf. And my favorite landscape of all: the mountains I hiked as a child in New York's Adirondacks, jutting into another lake carved by ancient glaciers.

These are the sights I recalled when the RV PRO team decided to put together an issue on sustainability. Traveling to see these wonderous views across the United States is what the RV industry is all about – what we encourage RVers to embrace and enjoy. And protecting those landscapes is vital to the industry's success.

In this issue, you'll hear from more than 15 companies and organizations on why sustainability is an important factor in their businesses today (pg. 41), what Elkhart Composites and makers of cleaning products like RV by Life are doing to keep environmentally friendly practices front of mind (pgs. 20 and 22). Airstream and Winnebago – both industry leaders in sustainability efforts – dive into how they keep the production of RVs from becoming a detriment to the very environment we're working to enjoy and how they work to be good stewards of the land (pgs. 34 and 38). And, as Chris Workman at Elkhart Composites explains, the practice of producing little waste and reusing/recycling whatever they can simply makes good business sense.

I quoted one of the country's foremost conservationists in an article in this issue – Theodore Roosevelt once said: "Do what you can, with what you have, where you are." I think this message rings true for RV PRO's Sustainability Issue. While individual companies or people can't solve all the environmental problems we face today, we can all pitch in. With each of us doing something, we can protect what we enjoy today for generations to come.

If you or your company has embarked on sustainability efforts that we weren't able to feature in this issue, we want to hear about it! Hopefully, we'll be able to spotlight more in future issues. Email me at jdking@cahabamedia.com.

As always, thanks for reading!

Jennifer King



Editor **Jennifer King** atop Buck Mountain in the Adirondacks above Lake George in New York.

EXECUTIVE EDITOR
Jennifer King
205-278-2826
jdking@cahabamedia.com

MANAGING EDITOR
Jordan Benschop
720-784-8074
jbenschop@cahabamedia.com

MANAGING EDITOR
Tony Kindelspire
720-784-8079
tkindelspire@cahabamedia.com

CONTRIBUTORS
Linda Cahan, Stephanie Patrick, Mel Selway, Ronnie Wendt

CREATIVE SERVICES

ART DIRECTOR
Melanie Magee

DIGITAL PROJECT MANAGER
Greg Ragsdale

WEB DEVELOPER
Greg Caudle

ADVERTISING

ASSOCIATE PUBLISHER
Chris Cieto
720-784-8073
ccieto@cahabamedia.com

ACCOUNT EXECUTIVE
Rebecca Tittel
720-784-8081
rtittel@cahabamedia.com

CLIENT SERVICES COORDINATOR
Holly Strickland
hstrickland@cahabamedia.com

CAHABA MEDIA GROUP

CAHABA MEDIA GROUP

Publisher
Matthew G. Conroy

VP of Sales
Greg Meineke

Director of Finance
Brandon Whittemore

Director of Operations
Laurie Tisdale

1900 28th Avenue South, Suite 200
Birmingham, AL 35209
Phone: 205-212-9402 • Fax: 205-314-8272 • rv-pro.com

RVDA ASSOCIATE MEMBER
RV INDUSTRY ASSOCIATION

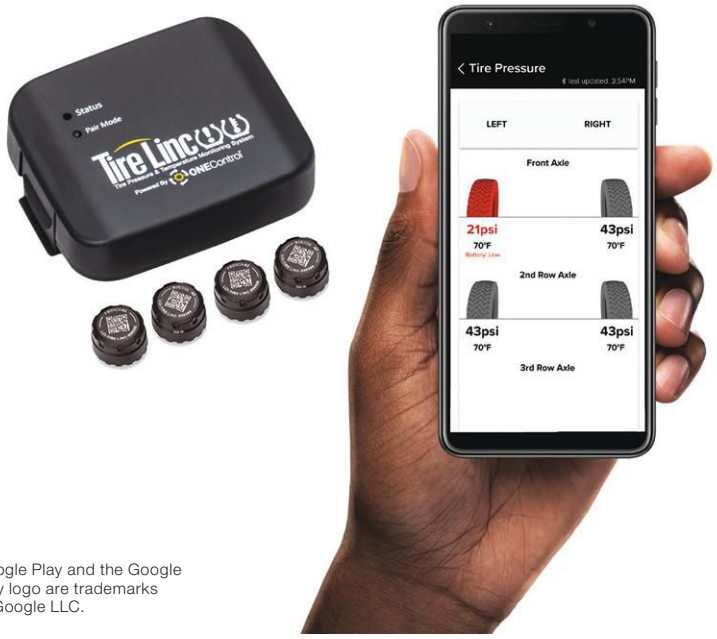


ALWAYS BE READY FOR THE ROAD.

TIRE LINC® TIRE PRESSURE AND TEMPERATURE MONITORING SYSTEM

Always be ready for the road. Upgrade your RV with the tire pressure and temperature monitoring system (TPMS), that sends you tire notifications directly to your phone.

- Monitors and alerts drivers of high or low tire pressure and temperature
- Easy, do-it-yourself installation
- Works with OneControl® app on iOS and Android devices
- Kit includes 4 sensors and can also monitor up to 20 tires simultaneously



Download the Lippert OneControl app via the Apple App Store or Google Play and take control of Tire Linc technology.

Download on the App Store

Apple and App Store are registered trademarks of Apple Inc.

GET IT ON Google Play

Google Play and the Google Play logo are trademarks of Google LLC.



WHENEVER, WHEREVER, WE MAKE YOUR EXPERIENCE BETTER.™ | lippert.com

RV RoadSigns Forecasts 324K to 344K Shipments in 2023

RV wholesale shipments are expected to retreat in 2023 in the face of challenging economic conditions, according to the spring 2023 issue of RV RoadSigns, the quarterly forecast prepared by ITR Economics for the RV Industry Association (RVIA).

The new forecast projects 2023 RV shipments to range from 324,300 to 344,000 units with a midpoint of 334,100 units, a 32% decline from the 493,300 wholesale shipments in 2022.

"ITR Economics' forecast reflects current market conditions – an uncertain economy, high inflation and rising interest rates. This is offset by encouraging reports of strong attendance at retail RV shows and traffic on RV dealer lots – both indicating that consumer interest in RV travel and camping has not diminished," said RVIA President and CEO Craig Kirby. "While we expect shipments to move lower through the first half of 2023 compared to 2022, we see the pace of that decline easing and beginning to recover in the latter part of the year."

January's shipments report matched the RoadSigns prediction. RVs shipped during January totaled 20,405, down nearly 62% from the 53,351 units shipped during January 2022.

Pre-COVID, in January of 2019, 25,540 units shipped.

Towable RVs shipped in January ended the month down 66.8% against last January with 16,117 shipments, and motorhomes finished the month down 10.1% compared to the same month last year with 4,288 units.

The lone bright spot was Park Models, which finished January up 64.8% compared to the same month last year, with 547 wholesale shipments.

According to the RoadSigns forecast, RV shipments are expected to fall through the first half of 2023 as consumers are squeezed by inflation, higher interest rates and a slowing economy. On the positive side of the ledger, retail inventories are normalizing and reports from RV consumer shows and dealers point toward continued strong interest in RV ownership. Shipments are expected to stabilize in the latter part of the year.

nuCamp's Barefoot Rolls Out to North American Market

In a project that dates back almost four years ago, nuCamp has started to roll its Barefoot travel trailers off the production line.

In 2019, nuCamp announced a partnership with the British-based Barefoot Caravans. This agreement granted nuCamp exclusive rights to manufacture and sell the Barefoot in North America. At the beginning of 2020, the company worked to "Americanize" the U.K. version, a process that took two years due to COVID and supply chain issues. In 2021 and 2022, unit prototypes were unveiled at the Florida RV SuperShow and Hershey RV Show. In December, the first unit rolled off the production line and was used at the official product launch held at Princess Craft RV in Austin, Texas.

According to the company, the Barefoot is a nostalgic travel camper featuring a spacious interior, curvy fiberglass body, seaglass-colored exterior and a free-flowing layout. The 16-foot trailer is packed with amenities, including a dinette that easily converts into a comfortable bed; a wet bath, including a cassette toilet; multiple storage options; a wardrobe inside the door; a medicine-style cabinet; and a hidden wine rack.

"Our goal was to take the beautiful U.K. Barefoot and transition it to the U.S. market," nuCamp CEO Scott Hubble said. "We wanted to maintain the look and feel of the unit all while adding in components and features the North American market has come to think of as a standard. The high quality you have come to expect with all the nuCamp products will be no exception with the Barefoot. This is an incredibly unique product we are sure you will love."

Bontrager Outdoors Acquires Braxton Creek RV

Bristol, Indiana-based Bontrager Outdoors has acquired Shipshewana, Indiana-based Braxton Creek RV. Terms of the deal were not disclosed.

"We are very excited to make Braxton Creek part of the Bontrager Outdoors family. Their products are high quality, the company has a very strong dealer base and the acquisition allows us to move into another great product segment that we know well," said Jason Bontrager, CEO of Bontrager Outdoors.

"The Braxton Creek team is really excited about this acquisition because it's going to an ownership team that grew up in and knows this industry, has a true passion for the product and loves the lifestyle. Austin and Jason are active in and well respected in the community. They are part of a family with whom Kent, several members of our management team and I have a great shared business history," said Jim Jacobs, president of Braxton Creek RV. "Even more importantly is that we are longtime friends. We couldn't have picked better owners to take this company to the next level, and we're genuinely excited about what this means for Braxton Creek, and more importantly, the long-term growth prospects for Bontrager Outdoors."

Austin and Jason Bontrager grew up working in their family's business, Jayco, and have a combined 30 years of experience working in the RV and overland camping industries. The Bontrager family has long been known for building high-quality RV products.

"Austin and I are on a mission to continue the reputation our grandpa, Lloyd Bontrager, established so many years ago with Jayco. Taking care of our dealer network and the end customers will be a priority, combined with some much-needed innovation in the RV industry," Jason Bontrager said.

Bontrager Outdoors was founded in 2019 with the launch of Skinny Guy Campers. The Bristol-based camper company designs and manufactures what it said is the world's lightest and most aerodynamic overland truck bed camper made entirely out of aluminum and stainless steel. The company also has several other products and services in its portfolio, all related to the outdoor industry.

Jason Bontrager said Braxton Creek and Skinny Guy will continue to operate under each name independently.

New Top Execs Named at Lance Camper

REV Group - which makes RVs, delivery and emergency/specialty vehicles - said Hector Flores is its new vice president and general manager of Lance Camper, the maker of ultra-lightweight composite-built truck campers and travel trailers. Flores will report to Mike Lanciotti, president of the REV Recreation Segment.

Flores joins REV Group from Horizon Global, where he was the vice president of global operations for Europe and South Africa. Prior to that role, Flores served as global vice president for Certus Automotive. Additionally, he has served in many director leadership roles in manufacturing.

Gary Conley has been named director of

ONE STEP AHEAD

& CAPABLE
FLEXIBLE LAMINATION
ENGINEERED PRODUCTS
WHOLESALE DISTRIBUTION

Robert Weed has been serving RV, marine and manufactured home OEMs since 1966. With our industry-leading processes and supply chain management, we're able to meet your needs in the most cost-efficient way. Learn how we can help you by visiting robertweedcorp.com.

Robert Weed



ROBERT WEED CORP. | 800.771.9632 | www.robertweedcorp.com | 705 Maple Street, Bristol, IN 46507

sales and marketing for Lance Camper, reporting to Hector Flores. In Conley's 40 years with Lance, he has held many roles including national sales manager, purchasing manager, vice president/general manager and has led the sales team.

"Along with Hector's proven business growth success in rapid-change environments, he is focused on ensuring a safety-first, quality-focused, continuous-improvement culture," Lanciotti said. "Gary has been instrumental in the growth of Lance Camper; his depth of knowledge and expertise with Lance Camper has contributed to the continued success of the company. We're delighted to have Hector and Gary on the Lance leadership team."

Lippert Appoints New CTO

Mark Woloszyk has been named the new chief technology officer (CTO) at Lippert. He succeeds Rob Ford, who retired at the end of 2022.

"I would like to thank Rob for his leadership and countless contributions to the company through the years," said Jamie Schnur, president of Aftermarket & Technology for Lippert. "He joined Lippert in 2014 through the acquisition of IDS Electronics. During his tenure, Rob and his team have been instrumental in Lippert's success in the technology and innovation space, with countless product developments and improvements. Our OneControl platform was the key building block in the foundation for our digital products. Rob and his team empowered the rest of our organization to build world-class connected products. We are sorry to see him go and wish him all the best in the future."

Schnur will be Woloszyk's direct supervisor in his role as CTO.

"Mark Woloszyk is an industry veteran, with over 25 years of experience, and over eight of those years at Lippert," Schnur said. "Mark and Rob worked closely together for decades and he is well equipped to lead Lippert's technology and innovation initiatives in 2023 and beyond. His vision for our organization will allow us to continue to build industry-leading products that please our customers and their end users."

Blue Compass RV Acquires Coach-Net

Blue Compass RV has acquired Coach-Net, a company designed to provide peace of mind to its member-RVers. The company has a network of more than 40,000 roadside assistance providers in the U.S. and Canada.

"We established a partnership with Coach-Net in 2019 to provide member benefits including technical and roadside assistance, for all customers that purchase a new or used RV from one of our over 100 stores across America," said Jon Ferrando, founder, CEO and president of Blue Compass RV. "The level of customer service and benefits that Coach-Net provides for RV customers is second to none in the industry. We are excited to invest in the growth of Coach-Net to provide even more benefits for RV customers and the network of dealers who sell the roadside assistance program."

Blue Compass closed the acquisition on Feb. 8 and terms were not disclosed.

Coach-Net will continue to operate as a separate business supporting all customers of Coach-Net under its relationships with OEMs, RV rental partners, dealers and individuals.

"David Ostlund will continue as president of Coach-Net," Ferrando said. "Under his leadership in recent years Coach-Net has excelled to provide the highest quality roadside and technical assistance products offered in the RV industry, while building a great culture aligned with ours to provide an exceptional work environment and customer experience."

"Our team is excited to join the Blue Compass RV family," Ostlund said. "With the support from Blue Compass we are positioned to continue developing value added products and services for our RV members and key partners including OEMs, dealers, RV renters and individual RV owners."

Lazydays Makes First Silver State Acquisition

Lazydays has made its first acquisition of 2023 and its first in Nevada with the purchase of Findlay RV in Las Vegas.

The store borders four of the top 15 RV market states and complements its existing operations in Arizona.

Concurrent with the acquisition, Lazydays has been awarded the Tiffin brand for the Las Vegas market that will be added to the existing lineup of Coachmen, Winnebago, Forest River and others.

The store is expected to add approximately $40 million in annualized revenue at steady state and represents the company's 19th location.

Meyer's RV Superstores Acquires Johnston RV Country

Meyer's RV Superstores has purchased Johnston RV Country in Webster, New York, from Aaron Johnston, son of the founder.

Terms of the sale were not disclosed.

Meyer's RV Superstores was founded by the Meyer family in 1967. The RV group currently operates 14 locations across New York, Pennsylvania, New Jersey, Ohio and Maryland.

Johnston RV was founded in 1988 by Gary Johnston, who got his start in the RV business at a small Airstream dealership in 1959. The Johnston family operated a full-line Jayco dealership for the past 32 years. Johnston's oldest son, Aaron, joined the business in 1991 and became president in 2002.

Johnston RV has been renamed Meyer's RV of Rochester and will continue to operate at its current location at 784 Ridge Road in Webster, New York, under the ownership of Mark Meyer and Mark Calzone, who have more than 70 years of combined experience in the RV business.

"Knowing Aaron (Johnston) throughout most of my career made this an exciting transaction," Meyer said. "His dealership was one of the cleanest and organized stores we've come across, and adding Jayco and Rockwood to our franchises completes our lineup. We look forward to making Johnston RV Country part of the Meyer's family and taking it to the next level."

Jesse Stopnitzky, senior partner and director of the RV division at Performance Brokerage Services, acted as the exclusive advisor for this transaction.

"We would like to thank the Johnston family for entrusting us with the sale of their generational family business," Stopnitzky said. "Being intimately involved in such pivotal moments, our clients often become our friends through the process. This was certainly the case and a privilege working with Aaron Johnston. He was an absolute gentleman and governed by a higher code of ethics and honesty, on which we connected from our first conversation." RVP

GOT NEWS?
Send your company news items to tkindelspire@cahabamedia.com.

Your Source for Aftermarket RV Parts

FAST

Perfectly fit, quality components are so important on my cars. We also need to trust the parts on our RVs, ensuring a safe & fun time for our families. I recommend ICON Aftermarket Parts to all who work on RVs.

AMBER BALCAEN, PROFESSIONAL RACE CAR DRIVER



ICON™

icondirect.com 1-888-362-4266

Fender Skirts • Holding Tanks • Fresh Water Tanks • A/C Shrouds • Skylights • Bathtubs
Shower Pans • Propane Tank Covers • Wind Deflectors • Vent Caps • Corner Trims • Step Trims



Taking Flight

Jayco's revamped Jay Flight line aims to secure the top spot as ***one of the best-selling travel trailers*** for years to come.

BY RONNIE WENDT

The Jayco Jay Flight isn't new to RVers. The company first introduced Jay Flight Travel Trailers in 2002.

Since then, the well-built and well-appointed travel trailer line has racked up a following, with the RV capturing the title as the No. 1 selling travel trailer in North America for 15 consecutive years.

Matt Fisher, director of product development for Jay Flight, explains the travel trailer's success comes down to a handful of things: a quality build, quality products, competitive price point and a two-year manufacturer's warranty, which is "unique to the industry."

The company is committed to developing the best products possible at competitive prices, and the 2023 Jay Flight lineup hits that mark.

"It starts in our foundation and quality frame, continues with our American-made Goodyear tires, plywood floors and roofs, the thickest metal material possible on the outside and quality finishes on the inside," Fisher says. "We focus on building a quality product at a price point that is attractive to customers."

Adding to that is a knowledgeable dealer body spread throughout the United States and Canada.

"Our dealers understand the product and do well with it," he says. "Our success began early because we offered features that other companies didn't. We added DVD players before others in the industry did, for example. We've continued to innovate and lead, offering the things that customers tell us are important."

SAFETY FIRST

As one of the company's longest-running brands, the Jay Flight has emerged as a true family favorite, owing largely to its construction and safety features.

Jayco uses an integrated A-frame and Magnum Truss Roof System on all 2023 Jay Flight models, spreading the stress of the road across the entire trailer. Fisher says it's not just the bottom of the trailer being towed, but the entire frame, making the travel trailer more stable as it moves down the road.

Jayco engineers design a frame for each Jay Flight model.

"Whatever the floorplan and the location of the outriggers, we have an integrated frame," he says. "We've also done a lot of testing on our roofs. Our roofs are walkable. We want people to be able to get up on the roof and inspect the seals and, when they do, be walking on a very safe platform. Safety is very important to us, and it goes hand in hand with construction."

Jayco also makes each roof in one seamless piece.

Fisher explains, "A roof made of one seamless piece prevents leaks and tears."



Fisher counts Goodyear tires among the Jay Flight's safety features. He notes many RV companies would not put such high-quality, durable tires on a budget-friendly RV, but Jayco does so because of its commitment to safety.

"We reduce tire blowouts, which are quite common in our industry. If road debris gets kicked up, the RV floor is protected with galvanized steel above the tires," he says.

Jay Flight models are easier to tow and maneuver on the roads because of their sturdy, stable and safe design. E-Z Lube hubs and powerful Nev-R-Adjust brakes also make it easy for RVers to slow down and stop the trailer.

FOCUS ON THE FAMILY

Jayco designs its Jay Flights with families in mind, according to Fisher. The beginning of this is affordable pricing. The 2023 Jay Flight starts at an MSRP $24,309 and goes up from there, depending on the floorplan, which range from 17 feet to 42 feet, and the amenities families select. Jayco offers Jay Flights in a variety of floorplans with multiple sleeping options to meet the needs of every family.

"We try to have what families are looking for, whether it is bunk beds, a sitting area, multiple TV locations and so on. A big part of Jay Flight's success is because we have a floorplan to fit almost every need. If someone comes in with towing or weight restrictions, we have a model for them. If someone wants to do more destination camping or seasonal camping, we have units for them," he says.

For 2023, Jayco redesigned many floorplans and streamlined the Jay Flight line, Fisher says.

The most notable change was in the Jay Flight SLX 8-wides and the Jay Flight Elites. Both travel trailers were similar in size and weight, but each offered unique features. The Jay Flight Elites had more features and amenities at a higher price point.

"Our dealers told us that they liked the Jay Flight Elite floorplans but wanted them at a lower price. So, we realigned everything and made them all Jay Flights," he says. "One of the biggest features was its 80 gallons of fresh water. All the other Jay Flights had 40 gallons. All of them have 40 gallons of fresh water now."



The Jay Flight Elites also had a different backsplash and faucet and more options.

"Today's market being what it is, we could streamline the product and make it less confusing for dealers and customers," he



says. “Production wise, we can build just one Jay Flight versus two or three differentiated Jay Flights. We have been able to simplify the parts we use and the production process thanks to the change.”

Now the company offers “Jay Flight SLX single axles, one regular Jay Flight travel trailer and the Jay Flight Bungalow, which is a destination trailer. We have gone from having four Jay Flights to three.”

There are 32 different floorplans for 2023, and a few of them are completely new. The 274BH, which starts at $34,125, is new for this year. This travel trailer can sleep up to nine people but is 30 feet, 7 inches long and weighs 5,265 pounds.

Another new floorplan is the 331BTS, which starts at $52,674, and can sleep up to eight people in a 37-foot, 10-inch RV weighing 8,465 pounds. At 37 feet, 8 inches and weighing 8,590 pounds, the 334RTS, which is also new, sleeps five and costs $52,649.

For families traveling with kids, the 224BHW is one of the smaller and more affordable options in the Jay Flight lineup. The rear of this trailer divides into a wall of bunk beds and a bathroom. The queen-size master bedroom is upfront to give parents some privacy with a kitchen dining room occupying the center of the trailer.

The 265TH is the Jay Flight toy hauler model and it’s designed to carry bulky gear. The trailer will appeal to the adventurer with its 7-foot ramp and ample-sized cargo area.

A NEW LOOK

Jayco changed the exterior look of the Jay Flight for 2023, according to Fisher.

“We’ve gone to a more rounded, aerodynamic wall for a more modern, less boxy look,” he says. “We also added more color to the front. Last year, most of the trailer was white. Now, the front wall is a charcoal color, which makes it look more attractive and definitely more modern.”

Fisher says engineers zeroed in on the front profile, which he says changed everything on the inside as well.

“When you change the profile, you change everything from bedroom wardrobes to overhead cabinets. This meant subtle changes to every floorplan, which took a while,” he says.

Exterior LED lighting, marine-grade exterior speakers, an outside shower, G20 dark-tinted safety glass privacy windows and exterior TV mounts round out the exterior look.

Inside, the look stayed much the same. The trailers offer 81-inch ceilings, hardwood cabinetry, residential-style kitchen countertops and 600-pound rated bunk beds.

NEW APPLIANCES

The 2023 Jay Flight will not disappoint with the appliances and other amenities it offers, Fisher adds.

The biggest change was a new water heater. Jay Flights were using 6-gallon electric water heaters, but now they offer on-demand tankless water heaters.

“That is very beneficial to our customers,” he says. “They can take showers, wash dishes and have an endless supply of hot water.”

For 2023, microwave ovens and stovetops come standard, while customers have a choice between gas-electric refrigerators and 12-volt refrigerators.

“The industry is moving toward 12-volt refrigerators, and we see ourselves doing more 12-volt refrigerators as we educate customers on their benefits,” he says.

Fisher adds, “There are a lot of advantages of 12-volt refrigerators. One of the most glaring advantages is the increase of interior space. In the same cavity of a 6-cubic-foot gas-electric, we are able to fit an 8-cubic-foot 12-volt. Offering this extra 2 cubic feet of refrigerator space to customers is a very good thing.”

Because of the increased popularity of solar, the Jay Flight also offers solar prep on all models. Customers can add an Overlander 1 Solar Package with a 200-watt solar panel and 30-amp digital controller, which allows people to dry camp or boondock on a 12-volt battery, Fisher says.

There’s much to talk about with the new Jay Flight lineup, and the revamped 2023 line may secure its spot as one of the best-selling travel trailers in North America for years to come. RVP

BLUE OX

Towing Doesn't Have to be a Drag™



5th Wheel Hitches



Dual articulating head.
True kingpin connection. No adapters.
Hitch head guides the kingpin into place.
Adjustable height: 17", 18", and 19".
Lightweight, 2-piece design.
A complete range of accessories.
Limited lifetime warranty.
Tested to SAE J2638.



BXR2100

2-5/16" Gooseneck, 3" Offset to Rear of Truck
Weight: 122lbs. Head: 50lbs. Base: 72lbs.
21,000 lb. GTC
5,000 lb. Vertical Load Limit

BXR2410

Industry Standard Rails
Weight: 100lbs. Head: 50lbs. Base: 50lbs.
24,000 lb. GTC
6,000 lb. Vertical Load Limit

blueox.com 800-228-9289

THE PLACE TO B&B



Denver-based B&B RV isn't a traditional dealership – its successful blend of off-grid sales, rentals and sustainable business practices make this shop the "place to be."

BY STEPHANIE PATRICK

Off-road travel trailer enthusiasts love adventure, living off the grid and traveling to rugged, remote places that intimidate others. Enduring extreme weather conditions, uneven terrain and mud-caked tires are all part of the fun.

That same risk-taking spirit has kept B&B RV successful for nearly 25 years. The family-owned, boutique dealer in Denver's trendy Central Park area specializes in both selling off-road, off-grid, lightweight towables and renting Class C RVs, camper vans and Mercedes diesels. Timothy Beckett and fellow owners Steve and Jay Beyer have one of the largest single-location rental fleets in the United States, drawing customers nationwide and even some internationally.

In fact, 40% to 60% of B&B's rental customers fly into Denver to rent RVs such as a 24-foot Class C Conquest or a 24-foot Mercedes Diesel Quantum. They find B&B through the website, but also via the dealership's TikTok, Instagram and Facebook accounts. Meanwhile, lovers of off-roading vehicles such as Opus OP15 hybrid campers and Vorsheer XOC teardrops flock to B&B's Pinterest site for pictures of cool models and available products, do-it-yourself projects and travel suggestions; those customers are looking to get away from the crowds, not leisurely camp in fifth wheels.

"We don't want to feel like a car dealership or even a traditional RV dealership," says Nicholas Beckett, B&B's general manager and Timothy's son. "So, especially with the marketing, one of the things we focus on is how we can promote the lifestyle… We want to be a resource for people who already own RVs or already rent, even if they rent from somewhere else."

That means watching trends and consistently being an early adopter. Such was the case when B&B started carrying the then-innovative Livin Lite's CampLite in 2010, the dealership's first new trailer-sales offering. The line of wood-free, all-aluminum, hard-side models were introduced by Scott Tuttle in mid-2010 as an entry level, ultra-lightweight towable option and the units were popular for a few years.







General Manager Nicholas Beckett *(left)* **and father Timothy Beckett**

B&B's RV sales side really took off when it became one of initial dealers to offer TAXA Outdoors' Cricket habitats, then Tigermoth and Mantis models too. Now, B&B offers both OPUS and inTech units and has for several years, because the manufacturers focus on providing quality products and customer service, Nicholas says. B&B also sells The Black Series, Encores and To Extremes.

"We are constantly looking for something new, but the number one thing for us is how it's built," says Nicholas, who says even retirees are seeking off-road options. "If you are building something that's high quality, that's something we are interested in."

B&B recently became the exclusive U.S. dealer for Arkto Campers G12, a 20-foot hybrid unit that sleeps two to three people. The Canadian product is built with all composite materials.

"The Arkto is intriguing to campers looking for a unit that does well in all seasons and gives the luxuries of a camper with none of the unnecessary fluff," Nicholas says. "Arkto hopes to build 20-plus units in the first year of production designated for the United States market."

Tackling Trends

Sustainability practices matter to both B&B and its customers, many of whom choose to be off the grid during their travels.

"We advocate for using solar, when possible, in place of shore power or generators, and we are in the process of trying to eliminate paper from our sales and rental processes," Nicholas says.

Those purchasing off-road units spend a lot of time researching options – they know what they want before entering the dealership. B&B sells more than 200 RVs each year and recently moved to a larger location to accommodate both the increased inventory and growing staff. B&B has about 20 employees.

Nicholas says OPUS and inTech account for about three-fourths of all sales, and most customers hail from within Colorado. However, B&B has attracted customers from as far away as North Carolina and Alaska.

"People will travel for this type of product," Nicholas says.

While it fluctuates from year to year, B&B's rental business and its sales activity usually are evenly split. There are about 65 to 75 rental units available at any time. Popular units include 24-foot Class C THOR Compasses, 24-foot Class C THOR Chateaus and 30-foot and 32-foot Class C Gulf Stream Coach Conquests. With a nod to sustainable practices, multiple models have lithium upgrades to limit the need for outside power; with 800 amp-hours of lithium, the Sequence 20K fully eliminates the need for a generator.

Timothy Beckett, who entered the RV industry after a successful career in information technology, says part of B&B's rental success is attributed to selling the rental units after two seasons, keeping the fleet fresh. B&B's first rental was a Fleetwood Class C to an Italian family in April 2000, who found the dealership through its website – something relatively rare for dealerships at the time.

Over the years, the elder Beckett watched as larger dealers and chains tried to profit from rental sales. They wanted used inventory to sell but didn't offer customers guidance and support.

"Having rentals is a separate business and much more work than simply tossing the keys to a rental customer," he says. "Consequently, almost all of them gave up their efforts to rent."

He adds, there are some fairly large differences between renting from an individual meeting at Walmart to exchange a unit and the service a renter gets from an established dealer with on-site maintenance.

B&B has a small service department, mostly dedicated to servicing its own units. However, the dealership does sell some products; among the most popular items are solar panels from Zamp and wireless brake controllers from Prodigy, Nicholas says. B&B also carries Mountainsmith outdoor gear and many manufacturer-specific components.

"We continue to adjust with the market trends and grow our advertising in an effort to be one of the best values available," Timothy says. "We are a five-star member of RVRD (RV Rental Dealers), allowing us to collaborate with many of the best independent rental companies in the country; this helps us to be aware of the trends and changes. RVP





Keeping It Green and Clean

Educating distributors, dealers and consumers that eco-friendly products are just as effective is a focus for ***RV by Life.***

BY JENNIFER KING

WHEN IT COMES TO BEING AN ECO-FRIENDLY TRAVELER, of course RVers are going to contemplate their source of power, cleaning up their campsite and recycling whatever they can while on the road.

But just as green household cleaning products have become popular – 72% of respondents in an Accenture study said they are actively buying more environmentally friendly products than they did five years ago – sustainable RV cleaning products are also catching on.

The RV by Life brand features a product that is environmentally safe – Suds – a popular product, and the company has also produced others for the marine side of its business for years.

"We know the land environment is also important, so we thought it was a good fit for our line," says Maike Kowal, Life Industries Corp. marketing director.

Suds was reformulated about five years ago, Kowal says, and the concentrated cleaner is even more eco-friendly now than it was in the past. The North Charleston, South Carolina-based company mostly sells directly to distributors, but they've heard from consumers at various shows across the United States that they're looking for environmentally friendly products.

"The older generation – some people they hear 'green' and they think it doesn't work as well," Kowal says, "the younger generation is more accepting."

Information about Suds on the company's website says it is an "environmentally safe, nonphosphate, biodegradable formula. Cleans without removing LifeWax from fiberglass. Perfect for general washing of RV. Safe on painted surfaces. Pleasant fragrance."

Kowal says RV by Life has recently started marketing the cleaner heavily and sending out samples to debunk the myth that since it's a "green" product, it won't work as well.

She explains that because the formula is made with a limited foaming agent, it does not create a large amount of bubbles the way most people expect cleaners to produce bubbles.

Kowal points out that it's not the bubbles that make the surface clean – so the lack of bubbles does not change its cleaning ability.

"It's getting more and more popular to create these green products," Kowal says.

She adds that Suds is sold as a concentrate, so users can add water to the product and use as much or as little water to make the cleaner as potent as you need.

RV by Life once had three other green products – a carpet cleaner, a black streak remover and a hull cleaner – that it discontinued years ago because at the time, many people wouldn't buy it because they thought it wouldn't work as well or it would be more expensive, Kowal says. Now she believes that's changing directions and the company may consider bringing those products back.

To keep themselves informed, RV by Life keeps an eye on reports from organizations such as the U.S. Department of Commerce, which Kowal says has a report on federal regulations on which they try to stay up to date.

California's Proposition 65 is one the company must abide by and sets many of its standards. Prop 65 was approved in 1986 by California voters and requires businesses to provide warnings to state residents about chemicals that could cause cancer, birth defects or other reproductive harm, according to the California Office of Environmental Health Hazard Assessment.

The proposition also prohibits businesses in the state from knowingly discharging significant amounts of the harmful chemicals on the Prop 65 list to drinking water sources. (For a list of the chemicals, visit oehha.ca.gov/proposition-65.)

There's a lot to do in the industry, Kowal says, to teach distributors, dealers and consumers about the efficacy of green products.

"I think the industry needs to forward the message that green doesn't necessarily mean a worse product or a bad product," she says. "Not just the distributors telling the dealers but on to the end consumer." RVP

Get designer aesthetic without giving up sustainability



DUO DUO FORM

Together we can make a difference

Our ABS showers and baths contain 90% recycled plastic.

Plastic is typically 30% lighter than alternate materials, meaning less weight and better gas milage.

Sustainability is our priority. We regrind and recycle all of our plastic scrap.

269.663.8525
69836 Kraus Rd. Edwardsburg, MI 49112
info@duoformplastics.com

#COUNTONDUO

DUOFORMPLASTICS.COM

Betting on a **Sustainable Composite Material**

When Airxcel acquired Elkhart Composites Inc., the growth potential of the company's thermoplastic Elkboard was clear.

BY JENNIFER KING



Raw scrap board composite pellets that will be ground into a finished recycled plastic compound to make Elkboard sheets.

Elkhart Composites Inc. (ECI) General Manager Chris Workman is no stranger to sustainability. With a degree in environmental management, he spent a stint at one point in his life cleaning up hazardous waste.

"I did that for about a year, and I said, God, there has to be a better way to make a living," Workman says with a laugh, describing the hazmat suit he was required to don.

Somewhat of a newcomer to the RV industry with four years in, Workman is now the general manager of ECI, an Airxcel brand. He is working with what he described as a "startup" brand that was founded with a sustainability mission.

RV PRO spoke with Workman about ECI's commitment to the environment as it makes headway in the industry with its Elkboard composite material.

RV PRO: Tell us about the founding of ECI – what was the jumping off point for the business?

Workman: It was 2019 when the founder [John Petrofsky] established and launched the product that we produce – Elkboard. Based here in Elkhart, the founder saw the supply chain disruption and volatility of a product that typically goes under the brand name of Luan. Luan is a thin-gauge plywood primarily sourced out of Asia. It is used literally by the tens of millions of square feet in not only the RV industry, but around a host of industries. It's a substrate that goes into two primary applications. One is the actual construction of the wall, which is a sandwich of materials. The outer layer is fiberglass reinforced plastic, typically known as FRP. You'll have a substrate layer bonded to that that then attaches to framing, which is normally aluminum. And that's what builds the actual wall structure itself.

Then there's a separate application where it's typically referred to as a decor board, but it's that same substrate and it has a decorative film laminated to it. When you're done building the RV, kind of the last step before you start assembling and installing appliances and cabinetry, you're putting that decorative finish on the wall.

So, that's the historic way that Luan, which is still the dominant material in the industry, is used. The founder of the company, he wasn't in the RV industry, but being based here locally, saw the volatility of the supply of Luan related to quality, availability and price. And then also doing his research into where it's sourced from; I mean, just think about the millions of acres required to harvest that – the size of those forests.

So, there's a supply need as well as the sustainability connection to be able to validate a composite-based material that could be a substitute. Airxcel then bought this business Dec. 1, 2021.



WE HAVE ALL YOUR POWER NEEDS COVERED!

Surge Protectors



- Stops electronic damage
- Analyzes circuits
- Identifies outlet faults
- Lights show power status
- Available in 30A & 50A

Circuit Testers



- Tests for faulty wiring in receptacles
- Detects wiring faults
- Lights indicate circuit condition
- Available in 30A & 50A

CHECK IT PROTECT IT

Digital AC Voltmeter



- Measures AC 80-300V
- Easy to read backlit LCD screen
- Protects against damage caused by high/low voltage

RV Extension Cords



- Constructed with heavy-duty cable
- Safe for outdoor use

MIGHTY CORD®

VALTERRA | DOMETIC

RV PRO: Tell us more about ECI and its operations.

Workman: Right now, as far as brands in the Airxcel family go, we're a relatively small team but we've got huge potential to grow. From an office perspective, there's roughly half a dozen of us, all based in Elkhart. From a manufacturing perspective, we have a roughly 100,000-square-foot facility in central Elkhart, and with the majority of our customer base being local as well, we can offer them just-in-time delivery.

RV PRO: What do you think appealed to Airxcel about the brand?

Workman: I think the attracting piece is the long-term potential that Elkboard has for elevating RV construction with opportunities for growth in other industries as well. The feedback from our customers is extremely positive in terms of ease of handling and ease of processing. We quickly learned that this is a great fit in the RV space and there's tremendous potential elsewhere. If you think of any of those environments where people want water resistance, decay and mold resistance, where it needs to be fire retardant or formable; that's where Elkboard can be a trailblazer.

RV PRO: When we spoke in February, you were increasing capacity at your facility. Tell us about the capacity growth – why is it necessary?

Workman: Recognizing the potential for the product – again, if you think literally of the tens of millions of square feet of Luan that's used in the RV industry. When you think about the fact that in a typical RV, you're probably using roughly 10 to 20 sheets of Luan per RV depending on the unit size and design. That means historic requirement in the RV industry is about a million sheets a week of Luan. Now, with supply chain issues over the past few years plus problems with quality and unstable pricing, that Luan pipeline coming from Asia is no longer always reliable or of the best quality. So, from a capacity perspective, growth was vital at ECI because the RV industry needed sustainability in manufacutring and Elkboard offers that reliability in production.

RV PRO: Tell us about other capacities this expansion will create for ECI?

Workman: There's also some process capabilities that come with this from a proprietary perspective – we will have the ability to extrude the widest in the industry. If you think about a lumber mill, it's very similar to a steel mill, and that is they kind of make what they want to make. You don't have a lot of flexibility in that. You're very set on a 4-foot width, and then they come in set lengths – 8 feet, 9 feet, sometimes 10 feet. But there's a lot of restrictions on it because the RV industry, while it's an enormous user of that Luan plywood, they're one of the many industries that use it.

We'll have the ability to go up to 9 feet in width and, really, any length. So, what that gives our customers is the opportunity for things like seamless walls. If you think about some of the weaknesses of current RV construction – and this kind of ties into one of the benefits that our product Elkboard offers – but if you think about a seam where they have to line those sheets of plywood side by side to get the right dimensions – every one of those seams becomes a potential leak path. And it's those leak paths that ultimately lead to the decay and rotting of the natural wood product. So that ties directly into the life cycle of the RV.

One of the advantages we bring as a composite material is that it's a thermoplastic – it's not going to rot over time.

RV PRO: Tell me more about the composite material.

Workman: It's actually a thermal plastic compound – a reinforced, foamed thermoplastic.

It has a very significant recycle content – that was one of the targets of the founder from the standpoint of environmental friendliness. The fact that it's a significant concentration of recycled material in that base formula.

Elkboard is roughly 25% lighter than the natural Luan plywood in the same thickness. It provides the strength, it provides ease of bonding because we treat both surfaces to enable them to be easily bonded with poly thin adhesives.

It's 25% lighter than the wood it's replacing, and that has a tremendous impact on the fuel efficiency of today's RVs.

RV PRO: Tell us about the appeal of the sustainability message that came with ECI.

Workman: At Airxcel, we think of it as sustainability is the roof of a house that governs everything. We try to present it to our team members and to our marketplaces as it's really a focus on continuous improvement.

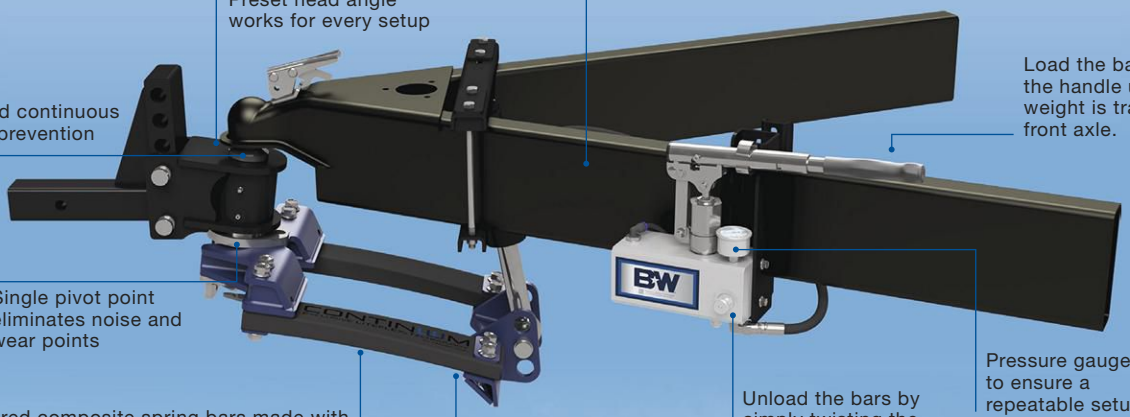
Sustainability is nothing more than Lean, right? It's driving continuous improvement, whether that be in better retention of my employees or stronger engagement with my community, or a reduced greenhouse gas footprint. It's driving continuous improvement. That's the philosophy we bring to the table. Then environmental, social and governance [standards] are the pillars of the house. And that foundation is our team members and our community. So that's the way we look at it.

As being a relative newcomer to the RV industry, I've never experienced an industry that is so sincerely and naturally connected to the communities where we live and work. I really think that's a strength of the RV industry. Everyone's trying to be a good citizen. It's as much an education process as anything else.

It also ties into other Airxcel products, and it comes down to durability, reduced labor and cost of installation, greater efficiency during operation. And if you are familiar at all with Lean, there's seven or eight types of waste in Lean. So, if you're putting CO_2 out the chimney and it's not translating to customer value, isn't that waste also? [Thinking of it that way] makes it less emotional and more of a business conversation if you put it into that context of driving continuous improvement. RVP

CONTINUUM™

The whole point of weight distribution is getting the correct amount of weight moved from the rear axles to the front axles of your vehicle. Current weight distribution hitches take an all-or-nothing approach: loaded or unloaded. Our composite LITEFLEX® bars make it possible to fine-tune your setup with just the pump of a handle.



LEARN MORE



ECO-FRIENDLY PRODUCTS



BIODEGRADABLE AWNING CLEANER

Bio-Kleen Products, Kalamazoo, Michigan, offers its Awning Cleaner, a concentrated cleaner designed to clean your awnings and a multitude of other surfaces including carpet, canvas, vinyl, leather and much more. Removes tough stains, mold, mildew, dirt, insect debris, tree sap, bird hits and more. Safe for all awning types including vinyl, canvas and acrylic fabric. No harsh ingredients. Nonaerosol. Biodegradable.

biokleen.com



PVC ROOFING

Dicor Products, an Airxcel brand, Elkhart, Indiana, presents its Tufflex PVC Roofing. With high solar reflectivity, Tufflex PVC Roofing easily reflects solar heat and UV rays. Instead of heating the cabin interior, solar energy is bounced back into the atmosphere keeping RVs cool. Dicor's Tufflex PVC system is the coolest roof in the industry, certified by Energy Star and the Cool Roof Council. Additionally, because it is heat weldable throughout its entire life, PVC is highly recyclable. Dicor offers both Tufflex PVC Roofing and an Installation Kit for PVC Roofing.

dicorproducts.com



RV/MARINE TOILET TREATMENTS

Camco Mfg., Greensboro, North Carolina, presents its TST RV/Marine toilet treatments. Experience the ultimate freshness with Camco's TST RV/marine toilet treatments. TST treats up to a 40-gallon tank and stops odors for up to seven days. Environmentally friendly, all components are biodegradable, septic safe and do not contain harmful formaldehyde, pesticides or biocides. TST toilet treatments are proudly made in the USA.

camco.net



RIVERSIDE RV

Accepting New Dealers!

Sales@GoRiversideRV.com
260-499-4578 Ext 108
GoRiversideRV.com



XPLORER

XPLORER

Unlock Your
Wanderlust

Retro

RETRO

Vintage Look
Modern Comforts

INTREPID

INTREPID

Made for the
Modern Traveler









POWER-SAVING AIR CONDITIONER

Coleman-Mach, an Airxcel brand, Wichita, Kansas, offers its PowerSaver AC with Soft Start. Since smartly regulating power consumption is a key part of energy efficiency in an RV, Coleman-Mach provides products designed for creating comfort with low relative power consumption. PowerSaver ACs with Soft Start from Coleman-Mach are ideal when power inversion is an option; the Power Saver units, when paired with a soft start module, reduce overall power required to provide a comfortable interior climate. Available in ducted (Mach 3, Mach 15) or nonducted (Mach 10); choice of black or white.

coleman-mach.com



LED LIGHTBULBS

Valterra Products, Mission Hills, California, offers its Diamond LED Platinum Series. Includes technology with the No. 1 Diode in the world, Phillips Lumileds, and a cutting-edge design. LED bulbs are more efficient, less costly and better for the environment because they use less energy than alternatives. An LED bulb's life span is around 50,000 hours, or about 10 years – that's 10 times longer than incandescent. The Platinum Series replaces the top five most common applications, available in cool white (5500K) and warm white (3500K) with a seven-year warranty.

valterra.com



BIODEGRADABLE HOLDING TANK TREATMENTS

Cheltec, Sarasota, Florida, presents its Camp Champ RV Super Digest. Camp Champ is a premium line of holding tank odor control and treatments. Camp Champ's RV Odor Abate and RV Super Digest is a variation of Cheltec's eco-friendly and biodegradable industrial odor control products. They are compliant for use in all 50 states.

campchamprv.com



ECO-SAFE RV WASH

RV by Life, North Charleston, South Carolina, offers its Suds. Perfect for general washing of RVs, it cleans without removing wax. It is safe on painted surfaces and rubber roofs. Suds will aid in the removal of black streaks, bugs and dirt. It is environmentally safe, phosphate-free and biodegradable. Packaged as a concentrate, just add water. Available in quarts and gallons. Ask about bulk packaging.

rvbylife.com



SOLAR-POWERED EXTERIOR LIGHT

Airboardshop.com, California, presents its StreamLights. This "green" solar powered light drinks the sun's energy all day, stores it internally and gleams for 8-10 hours throughout the night. Brightly displays your RV address (or any numbers) and comes in panel or lantern styles, available in stainless steel or black. High-quality, weather resistant materials. No tools installation and mounts on a post for which DIY plans are available. RV PRO discount code RVPRO2023 saves 10% on StreamLight. Shine bright with StreamLight!

airboardshop.com



LITHIUM-ION BATTERY

Dragonfly Energy/Battle Born Batteries, Reno, Nevada, presents its 100Ah 12-volt Lithium-Ion Battery. This battery is the pinnacle of deep-cycle lithium battery technology and a green energy storage solution. Weighing in at just 31 pounds and with a life expectancy of 10 to 15 years, Battle Born Batteries are the safe, reliable and maintenance-free alternative to lead acid. Have confidence in 100% depth of discharge, five times faster charging, and two to three times the power when compared to lead acid. Heated options are also available, allowing for the power you need, no matter the weather.

battlebornbatteries.com



RV AIR CONDITIONER

Dometic, Elkhart, Indiana, offers its Dometic FreshJet 3000. Dometic FreshJet Series harnesses the latest technology in RV air conditioning to deliver uniform temperatures and even circulation throughout the coach. It produces more airflow, uses less power consumption and cuts perceived noise level by one-third compared to previous models. The unit is a more sustainable option, using 28% less refrigerant over previous Brisk II models, equating to a significant reduction in use of greenhouse gases.

dometic.com



600-WATT SOLAR, INVERTER SYSTEM

Go Power!, Victoria, British Columbia, Canada, presents its 600-watt Solar & Inverter System. Remove reliance on generators from the equation with a solar and inverter/charger system. Designed with RVs in mind, the 600-watt Solar Extreme from Go Power! is ideal for RVers looking to go off the grid, power
their appliances and recharge using solar. When paired with 500Ah of lithium batteries, this system fits on most bumper pulls, toy haulers or fifth wheels and provides everything customers need to have a silent, renewable mobile power system added to their rig.

gopowersolar.com



RV HOLDING TANK TREATMENT

Ecostrong, Batavia, Illinois, offers its Ecostrong RV Holding Tank Treatment. RV Holding Tank Treatment is a fast-acting, bio-enzymatic formulation for reducing black water odor. Billions of beneficial enzyme-producing bacteria break down and eat sewage, fats, oils and greases and toilet paper. It is suitable for use in both gray and black water RV tanks.

ecostrong.com



RV WATER PURIFIER

Lippert, Elkhart, Indiana, presents its Acuva Wanderer 2.0 RV Water Purifier. By partnering with an innovative company like Acuva, Lippert is paving the way for outdoor adventurists to experience better off-grid living. Lippert's aim is to offer an energy-efficient, low-maintenance water purification system that provides clean and safe drinking water to customers while eliminating single-use plastics, like water bottles and jugs. In doing so, Lippert hopes to make a positive social impact and create a healthier planet for generations to come.

lippert.com



BIOBASED FIREWOOD LOGS

Green Mountain Firewood, Massachusetts, offers its firewood logs made with only one ingredient – 100% aromatic, hardwood sawdust recycled from the U.S. timber industry, compressed and extruded at temperatures of 475 to 600 F into bug free, infestation free, mold-free logs. Green Mountain Firewood logs do not contain any waxes, chemicals or harmful binders. They are easy to start, burn efficiently and won't pop, spit or spark. They are also portable and compact for road tripping and safe to cross state lines. The company's extrusion technology produces ultra-dense, low moisture, clean, heat-efficient logs. In 2022, Green Mountain was USDA certified as a 100% Biobased Product. The company started the "Buy a bag, Plant a tree" initiative to make a donation every year toward planting new trees.

greenmountainfirewood.com



PORTABLE POWER STATION

Southwire, Carrollton, Georgia, offers its Southwire Elite 500 Series Portable Power Station. Power your adventure no matter where you are. Includes a 515-watt-hour, UL Certified lithium-ion battery with Pure Sine Wave to ensure your electronics run properly and are protected with clean power output. Perfect for emergency backup power, camping/RVs and remote power. Includes two AC outlets (three prongs), four USB-A ports, one USB-C port, PD input/output port, rated power 60-watt and 27-watt, two separate DC outputs with 12-volt/5A (maximum) and one DC car output with 12-volt/10A (maximum).

southwire.com



HOLDING TANK TREATMENTS

Century Chemical Corp., Elkhart, Indiana, offers its Supreme Green enzyme and bacteria-based treatments, which help break down tissue and waste while being safe for all septic systems. This eco-friendly product breaks down solids in holding tanks, eliminates odors and lubricates drain valves. Each tub comes with 36 water-soluble, 2-ounce toss-in packets, designed specifically for full-time travelers. Century also offers liquid formulations from 8-ounce bottles to 1-gallon containers. With one 2-ounce packet or one 4-ounce liquid charge, a 40-gallon tank can be treated for up to one week. Supreme Green comes in easy-storage sizes and is packaged in reusable and recyclable materials, helping the planet stay healthy.

centurychemical.com



CLICK, LOAD AND GO!

ACTIVELINK™ BIKE RACKS

NEW

- Rubber bumper pad on vertical support tube to protects the bike
- Flip-back arm makes loading loading inner bikes easy (Ultra only)
- Bikes can easily be lifted onto cradles from underneath (Ultra only)
- Steel construction with dual E-coat and carbide black powder coat finish



ACTIVELINK™ ALUMINUM CARGO CARRIER

NEW

- Weighs only 25 lbs. for easy moving and handling
- Eye bolts provide secure attachment points
- Carrier can be flipped in the shank when not carrying a load for compact transport
- Built-in reflectors add visibility for increased safety



HOW THE ACTIVELINK™ SYSTEM WORKS

1. Install the shank just once



Shank provides integrated resting point for struggle-free installation

2. Click in your accessory



Unique connection allows you to easily swap out accessories as needed

3. Insert pin & clip and go!



Patent-pending ActiveLink design for fast, secure attachment with pin and clip



TRUST THE TOWING EXPERTS | curtmfg.com

LIPPERT



200-WATT SOLAR PANEL KITS

Samlex America, Burnaby, British Columbia, presents its 200-watt Solar Panel Kits. Keep batteries charged and healthy while camping off-grid, using renewable energy from the sun. Every SRV Solar Charging Kit includes a 200-watt monocrystalline solar panel, a 30-amp flush mount charge controller and all hardware needed for installation. The included SCC-30AB charge controller is lithium-compatible and can manage up to 600 watts of solar power, so you can customize or expand an existing solar system with our SSP expansion kits.

samlexamerica.com

LITHIUM-ION BATTERY



Briter Products, South Bend, Indiana, presents its Ion-Ready battery, which won "2023 World's Greatest" for sustainability and performance. Boasting industry leading charge/discharge efficiency, reparability and long life, Ion-Ready redefines lithium batteries. Cells can be replaced to create a new battery. It is a fire-resistant, serviceable RV battery with nonconductive steel housing and a display with state-of-charge information. Owners can read their power usage in real time, and installers can diagnose the circuit preventing downtime and optimizing maintenance efforts.

briterproducts.com



HOLDING TANK TREATMENT

Thetford, Ann Arbor, Michigan, presents its Aqua MAX Holding Tank Treatment. Aqua MAX holding tank treatment's triple enzyme formula is specifically tailored to the three main goals of a holding tank treatment: odor control, waste breakdown and tissue digestion. Proudly made in the USA, Thetford's family of Aqua MAX holding tank treatments were researched and tested safe for all RV and marine toilets, holding tanks and septic systems and are compliant with the state of California regulations because they contain environmentally friendly enzymes and probiotics not harsh chemicals.

thetford.com



SAFE-T-RAIL

Entering and exiting your RV is now easier and safer with MORryde's Safe-T-Rail.

- Residential-style handrail provides safety for your RV
- Provides 54" of continuous rail surface and extends 42.5" from the RV wall
- Easy and quick to install
- Magnetic lock securely holds rail in place during travel

NEW



LATCH EXTENDER

Offers additional leverage and stability when getting into your RV.

- Great for kids and seniors
- Attaches to door lock
- Longer handle = greater gripping surface
- Easier to reach and open door

MORryde

FOR MORE INFORMATION:
MORryde.com | 574-293-1581



NATURAL ENZYME HOLDING TANK TREATMENT

Walex Products Co., Leland, North Carolina, presents its Bio-Pak in Ocean Mist. Bio-Pak Premium Natural Enzyme Holding Tank Treatment is a pre-packaged water-soluble packet that controls odors, breaks down solids and lubricates valves and seals. The innovative formula contains natural enzymes that liquefy waste and control odor. Bio-Pak also liquefies paper, eliminating the need for special toilet paper. Bio-Pak is safe for the environment and septic systems. Continued use ensures that sensors, pipes, valves and seals will be trouble-free. Bio-Pak is now available in Ocean Mist fragrance.

walex.com



SOLAR POWER SYSTEM

Renogy, Ontario, California, offers its REGO Series specifically designed for first-timers, DIYers and experienced solar users. The REGO Series is a true plug-and-play power system, where all of the components are made to work together seamlessly, saving users time and stress. REGO Series products make it easier for anyone to add a solar power system to their van, RV or other mobile application, eliminating the hassle of researching multiple components and the complications of a faulty setup.

renogy.com

SUSTAINABLE PRODUCT CERTIFICATION

TRA Certification, Elkhart, Indiana, offers its Green RVs certification. RV and park model manufacturers who incorporate sustainable practices/products into their units get Green Certified by TRA. Materials, energy, water and indoor air are evaluated, and manufacturers can proudly show consumers that their products are superior.

certifiedgreenrvs.com



Leaving a Trace

Winnebago Industries' dedication to people and the planet is key to long-sustaining profit and its growing global impact.

BY JORDAN BENSCHOP

Mother Nature means business. Words like "green" and "eco-friendly" have become standard lingo among companies in many markets – and arguably an obligation in the outdoor recreation industry. The environment is a growing priority in sustaining both business and life, and for Winnebago Industries, that doesn't just mean awareness – it means taking responsibility.

"As an outdoor lifestyle company, the long-term sustainability of our business is really linked to the environment," says Katy Friesz, Winnebago's vice president of corporate responsibility.

Friesz joined the RV manufacturer in 2018. Her team was tasked with building upon its sustainable practices, sparking a newly focused journey that led to Winnebago's first published Corporate Responsibility Report in 2019. The trend spread throughout the RV industry, with other manufacturers such as REV Group, Patrick Industries and THOR releasing their own reports. Winnebago's rendition unveiled an underlying goal for the company – having a big footprint, minus the carbon.

"We conducted what's called an ESG (environmental, social, governance) materiality assessment. The main purpose was to identify and focus on the issues that we can have the most impact on," Friesz says. "We conducted stakeholder interviews and did some research around the competitive landscape, what's happening in the



Katy Friesz
VP of corporate responsibility



industry and what matters to our consumers and our employees."

The assessment, in addition to tapping management frameworks such as the Global Reporting Initiative, the Climate Disclosure Project and others, set the building blocks for the company's ESG pillars. Those priority areas have since become specific and measurable goals.

Reducing waste sent to landfills by 90% and freshwater use by 30% – including reclaiming and reusing water in all its operating sites experiencing high water stress – are two actions Winnebago aims to accomplish in the next seven years. In 2021, the company's "Zero Waste to Landfill" target hit a 60% reduction.

The manufacturer is striving to offer eco-friendly upgrade options for all its new products. By 2030, it plans to have a Lifecycle Assessment process that looks at the environmental impact of Winnebago product lines, upstream and downstream. An alternative materials audit, product stewardship team and the much-anticipated e-RV concept are also currently underway.

"We are committed to the Business Ambition for 1.5 degrees Celsius," Friesz adds. "That's a global coalition of business leaders really focused on achieving net zero greenhouse gas emissions by 2050. It's the international community that has agreed to help us progress toward that dimension of sustainability."

Winnebago also signed with the United Nations Global Compact (UNGC) in 2021, whose Goal 13 is to "Take urgent action to combat climate change and its impact." The UNGC reported global carbon dioxide (CO_2) emissions shrank by 5.2% in 2020 due to COVID-caused social and economic disruptions. When pandemic restrictions phased out in 2021, CO_2 emissions spiked by 6% – the highest level ever.

"We're thinking a lot about waste management and circularity. We're thinking about our product and product stewardship, with offerings that are zero- and low-emission. We're also thinking about sustainable procurement and supply chain – making sure that the elements in our products are moving toward sustainable and eco-aware components," Friesz says.



The company plans to refresh its materiality assessment before the end of 2024 and will continue to set climate targets aligned with the Science Based Targets Initiative (SBTi).

Building the Pipeline

When it comes to having a big eco-footprint, Winnebago knows it can't act alone.

"Everybody plays a role in sustainability and corporate responsibility. We're really excited about partnering with others in the industry, and with community-based organizations out there to make sure we're advancing collectively," Friesz says. "It's really important to be finding those kinds of partnerships outside of the industry, as well."

Winnebago will collaborate on a panel with the RV Industry Association (RVIA) at its Leadership Conference in March to show manufacturers, suppliers and dealers that "there's an entry point for everyone into this journey," she says. Outside of the industry, the company's CommunityGO teams tap employee volunteers to host park and beach cleanups, tree planting and more within their respective communities.

"We've had real success in harnessing the community spirit and engagement of our employees to make sure people understand that sustainability happens in real life, on an individual and community level, as well as a global level," Friesz says.

While the RV manufacturer talks specifically about protecting the great outdoors, its broader focus is on being ambassadors for every person who wants to experience it. In 2022, Winnebago launched the All In, Outdoors campaign – its approach to hitting the S (social) in ESG.

"When we think about corporate responsibility, we think about what we are doing to advance diversity, equity and inclusion," Friesz says. "How are we thinking about the safety of both our employees and our customers? How are we engaging proactively in the communities we support?"

Sustaining the next generation of outdoor enthusiasts is a family affair. The company recently renewed a partnership with the National Park Foundation (NPF)'s Service Corps, which works to expand the pipeline of talent in outdoor conservation. The program is a cohort-based service that connects diverse students, usually young adults, with paid work opportunities at national parks across the country.

"It's really great because it gives candidates who may or may not have been able to access that career path an entry point, and some real tangible experience," Friesz says. "We're hoping that will parlay into a more diverse talent pipeline for the broader outdoor industry."

Other partnerships include Park Ventures, a program that bridges Winnebago with community-based organizations such as Outdoor Afro – a group connecting Black people with the outdoors through education, recreation and environmental conservation.

"Some of our evolving partnerships, based on the needs that the National Park Foundation has expressed, will look more like connecting those kinds of organizations, communities and people with different lived experiences to the parks," Friesz says.

Winnebago's dealer network is also an essential partnership for its ESG advancement.

"Dealers are really focused on striving to meet consumer needs," she says. "Throughout the pandemic, we've seen



Winnebago boosted its marine presence with the acquisition of Barletta Pontoon Boats in 2021.





through various research and anecdotal that there's been an increase in RV ownership, and a lot of new RVers are potentially younger and increasingly diverse. We're learning that these new outdoor enthusiasts really care about the environment – they're a new segment that is vocal about caring for all the elements of corporate responsibility. It's very important to us to make sure we're keeping in mind the needs of these RV owners."

Education for Winnebago's employees is also necessary for the company's growth. The manufacturer's vice president of diversity, equity and inclusion, Jil Littlejohn Bostick, recently hosted Earl B. Hunter Jr., founder and president of Black Folks Camp Too, as a speaker for a reoccurring series about "ideas, inclusion, diversity, equity and action" – available to all Winnebago employees virtually and through a recording.

The ESG Journey

When it comes to sustainability of all kinds, Winnebago's priorities are truly about ethics and responsible business, Friesz says – which means evolving policies and procedures.

"Because really, corporate responsibility is about putting our company values into action," Friesz says. "We care deeply about the environment. Our owners care deeply about the environment. It's important to us to think about everything varying from product innovation to operational and manufacturing efficiencies.

"We have been working over the past several years to set meaningful goals and move forward in this journey, because as you know, environmental sustainability and corporate responsibility don't happen overnight. It really is a journey – and one that we're excited to be committed to." RVP



Airstream's Commitment to the Great Outdoors

Holding itself to a high standard of eco-consciousness, Airstream leads the way for sustainable manufacturing processes and innovations.

BY JENNIFER KING



Bob Wheeler

"Responsible by design." This tagline appears on Airstream's website and succinctly describes the company's efforts to conserve resources in its manufacturing practices and promote sustainability efforts not only in the RV industry, but also among its users.

Just looking through the Airstream website, this dedication to the environment is evident – with webpages explaining how the company pushes this mission "at the factory," "on the road," and "at the campsite."

"The Airstream experience requires the natural world outdoors, which is why we feel it's our responsibility to make efforts to reduce Airstream's overall environmental impact," Airstream President and CEO Bob Wheeler says, communicating with RV PRO via email in late February. "Airstreamers travel beyond the city, out into the quiet, the solitude and the majesty of the natural world. As a community, we must protect the world we live in and explore."

Minimizing Its Environmental Impact

To support this mission, Airstream has embarked on a number of initiatives.

"To that end, we've made efforts to reduce Airstream's overall environmental impact. In partnership with the National Forest Foundation (NFF), our Caravan to Carbon Neutral initiative continues to underwrite the planting of trees to help sequester the estimated carbon generated during the first year of use of new Airstream travel trailers and touring coaches purchased during a specific year. That figure also includes estimated carbon emitted during the manufacturing and transportation of Airstream from the Jackson Center, Ohio, production facility to dealerships nationwide during a specific year," Wheeler says. "Owners can sequester additional carbon emissions by purchasing 'Carbon Reduction Kits' from the National Forest Foundation. Each Carbon Reduction Kit purchased is tax deductible, with 100% of the proceeds directly supporting the NFF's tree planting program.

"The beauty of this effort is that we are both sequestering estimated carbon and enhancing our national forests, which are popular outdoor recreation destinations for all Americans."

The company's Ohio facilities are fully powered by renewable energy.





"Airstream is dedicated to leaving our natural world better than we found it and addressing the causes of climate change is central to that mission," Wheeler says. "Transportation accounts for a significant portion of the greenhouse gas emissions in the U.S., so this is an area where we, as an industry, have a responsibility and an opportunity to lead.

"The electricity at Airstream's production facility in Jackson Center, Ohio, is powered by renewable energy credits purchased through Jackson Center Municipal Power's EcoSmart Choice program. In addition, Airstream has established a future goal of zero-waste-to-landfill.

"The industry is getting better across the board, and we're trying hard to lead the way on these types of efforts."

Airstream also works to use durable materials during manufacturing and recycle any materials leftover. Airstream's website shows in 2021, it has recycled:

- 13 tons of plastic
- 6 tons of Styrofoam
- 14 tons of copper
- 145 tons of steel
- 261 tons of cardboard
- 237 tons of pallets
- 1,326 tons of aluminum

At the Jackson Center facility, the company says it is "implementing smart technologies and equipment upgrades, including LED lighting and variable speed air compressors."

In addition, Airstream recycles water used at its factory. The company sprays each Airstream with 10,000 gallons of water for 30 minutes in a testing bay, monitoring the interior for leaks. All of this water is processed through filters before reused for the next test, according to the website.

Designed for Efficiency and Longevity

Airstream says its RVs are "as green as it is silver." The "aerodynamic, aluminum shell reduces drag on the highway, helping tow vehicles get better mileage."

"With an eye toward the environment, Airstream endeavors to use sustainable materials when possible and create products that stand the test of time. One of the things we joke about is that Airstream travel trailers are built in such a way that they just don't end up in landfills," Wheeler says. "That's the result of more than 90 years of innovation and design evolution – and it really started back when Wally Byam founded the company in 1931.

"He was always innovating, always looking for new techniques and materials that would push the industry ahead. He always said that he wanted these travel trailers to slip down the highway like a stream of air, and that design mentality is alive and well today. We've conducted wind tunnel testing on certain travel trailers that demonstrates how the curved shape results in reduced aerodynamic drag. That's a big deal as we see more and more people towing with electric vehicles and wanting to tow with smaller internal combustion vehicles.

"But it's not just about the exterior. Airstream is seeking to use sustainably produced materials inside our products whenever practicable. You see it in our new REI Co-op Basecamp travel trailer, where we're using post-consumer recycled materials in a portion of the surfaces and upholstery. And we're incorporating features like an optional composting toilet that saves water and power, and an on-demand water heater that results in less water going down the drain while you're waiting for it to heat up."

Empowering Campers

Airstream's owners are like-minded when it comes to protecting the environment – the company says after speaking with thousands of users, they learned that 80% of them believe that spending time outside is important for their well-being – and the same number also believe in leaving the places where they've camped more beautiful than how they found it. Airstream's "Leave it Beautiful" campaign helps owners make as little impact as possible on their environment while traveling, the company's website says.

Through its Leave it Beautiful campaign, Airstream has sourced tips and supplies that help their users travel responsibly – including purchasing Carbon Reduction Kits, and clean-up gear such as reusable bags and gloves to collect trash. The Airstream Supply Company website has biogradeable plates for sale, reusable stainless steel cutlery, sustainably made mattresses and more.

A few tips Airstream offers its owners for traveling sustainably include:

- Park the Airstream in the shade
- Use open windows and onboard fans to create airflow
- Reduce use of gas-powered generators
- Use recycled and compostable trash bags
- Reduce single-use plastics
- Purchase sustainably manufactured plates, silverware and cups (consider compostable items made of recycled materials)
- Limit the load on the Airstream's onboard batteries by using rechargeable power sources
- Get to nearby attractions from your campsite using bicycles
- Find campgrounds and camping locations that use sustainable practices
- Buy local ingredients and cook in the Airstream or over a campfire

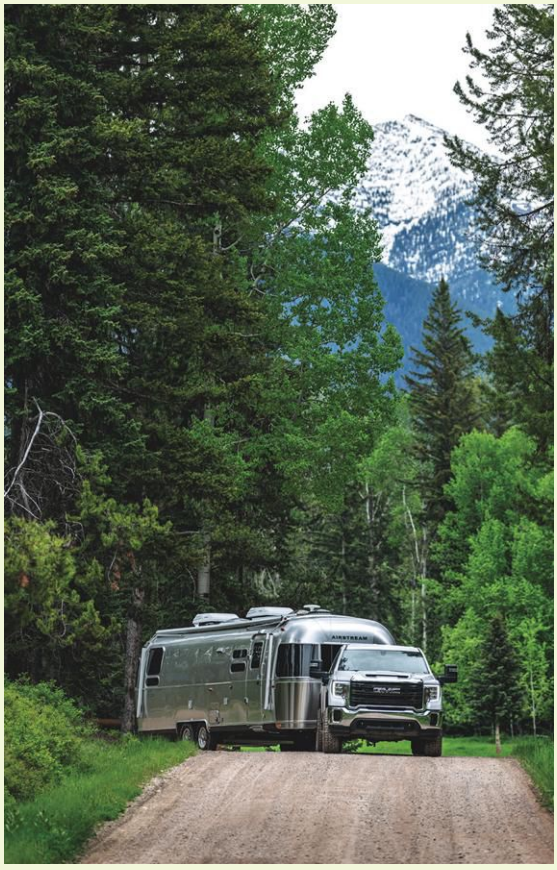
"From our headquarters to our nationwide dealer network, Airstream's mission is to bring people together in the experience of exploration and adventure," Wheeler says. "And we feel a responsibility to promote stewardship of the outdoor world through programs like our Caravan to Carbon Neutral,

through the design and material choices we're making, and the manufacturing processes we've established. We strive to uphold our promises to both our customers and the natural world in every aspect of the Airstream experience – at the factory, on the road and at the campsite."

Those efforts have led to innovations with its parent company THOR Industries, including the Airstream eStream Concept Travel Trailer, which has high-voltage batteries, a solar rooftop and electronic systems for camping far from shore power. The eStream has a full powertrain integrated into the chassis, a drive axle with dual motors to extend towing range, and advanced sensors and stability controls that eliminate the need for a weight distribution hitch. In addition, rooftop features have been integrated inside the body to further reduce drag. The company says the eStream is "the most technologically advanced travel trailer ever produced by Airstream or its THOR partners."

"As we look to the future, we're always trying to innovate with an eye toward sustainability. Concept designs like the eStream Concept Travel Trailer we built in partnership with our parent company, THOR Industries, are just one facet of how we're exploring the future of sustainable design," Wheeler says.

"As EV towing becomes more prevalent – and as consumers become more tuned into living and traveling sustainably – we want to be at the forefront of the conversation. Innovation and evolution are the way to do that, and our concept vehicles point the way toward achieving those goals." RVP





SUSTAINABILITY IN THE RV INDUSTRY

15 organizations tell us why being eco-friendly is important to them, what consumers are looking for from the industry and more.

One of the United States' most avid supporters of conservation, Theodore Roosevelt, once said "Do what you can, with what you have, where you are."

RV PRO learned that organizations in the RV industry are certainly doing just that – they understand that as part of an industry that encourages people to get outside and appreciate the natural beauty of the land on which we live, part of our mission must be to take care of that land, as well as its waters and air. Here, 15 industry representatives tell us why promoting sustainability in their organizations' operations is important and what the industry does well in this arena.

WHAT DOES ENVIRONMENTAL SUSTAINABILITY MEAN TO YOU AS IT RELATES TO THE RV INDUSTRY?

Dragonfly Energy

In the past, sustainability in RVs wasn't as big of a focus as it is now throughout the industry. However, as people start to change the way they look at RVs and start to look at them as a home on wheels for the long term, the way we connect sustainability to the industry has shifted. Solar power and solar battery storage allow for off-grid living for longer periods of time, allowing for a deeper exploration of nature. As the industry shifts away from fossil fuels, and less reliance on noisy generators, we see electrification happen in all aspects of the industry. Younger generations of RV buyers purchase with sustainability and longevity in mind. Nature is where we want to spend our time and we need to protect it. At Dragonfly Energy, we are passionate about getting away from lead acid batteries, which has huge environmental impacts if they are not recycled properly. We are inspired by the sustainability innovations that are rapidly accelerating in the RV industry, and we are thrilled to be a part of it.

RELiON

One important aspect of environmental sustainability is reducing emissions as much as possible. Eliminating and reducing the number of generators commonly used in various RV applications can help decrease these emissions. Replacing generators with lithium storage and charging with green alternatives, such as PV or solar, is a way to sustain an environmentally green alternative.

TRA Certification

It means working with manufacturers that utilize better materials and practices to create smarter RVs.

Go Power!

Environmental sustainability means minimizing the negative impacts of RV production and environmental use. By reducing greenhouse gas emissions, conserving energy and water, using environmentally friendly materials in construction, and promoting environmentally responsible behavior by RV owners, the industry can stand behind its products and practices as a sustainable recreation for generations to come.

Genesis Products

Genesis specializes in laminate composite wood components for RV and is passionate about educating the industry on the value of adopting laminates versus hardwood. By its very nature, composite wood is carbon neutral. Our ability to apply virtually any laminate overlay offers additional benefits, including increased durability, cleanability and design flexibility.

WHAT DOES ENVIRONMENTAL SUSTAINABILITY MEAN TO YOU AS IT RELATES TO THE RV INDUSTRY?

REV Group

Environmental sustainability within the RV industry is a two-fold issue. First off, all REV Group companies that manufacture specialty vehicles – whether fire apparatus or Class A motorhomes – have an obligation to maintain compliance with state and federal environmental regulations, but we also are committed to being good stewards of the environment in how we operate and build our products. Whether it be in the chemicals and materials that we use to build our vehicles, the energy efficiency and emissions from our manufacturing operations or our wastes going to landfill and recycling, we need to continue to evaluate and identify opportunities to reduce our impact to the environment and our contribution to climate change. For example, pallets and other wood waste are diverted from going to a landfill, and instead produce energy for the building operations. Another example is our reduction of hazardous waste – aerosol paint cans used within the operations are now punctured to remove all residual paint and the metal is recycled. This process is anticipated to drastically reduce hazardous waste. We also have the opportunity to provide our customers with products that allow them to enjoy the RV lifestyle in many different environments and help reduce the impact to the environment and climate change. This includes fuel efficiency (or impact from a towable), alternative fuel vehicles and off-grid power sources. In an effort to demonstrate our commitment and share our sustainability journey, REV Group introduced its first Sustainability Report in 2019. The fourth annual report for 2022 was published in January and can be found at revgroup.com/rev-sustainability.

Samlex

For Samlex, environmental sustainability in the RV industry means taking a comprehensive approach to minimize the environmental impact of RVs and promote responsible use of natural resources in the industry. This is done by using solar power for renewable energy, conserving natural resources, reducing emissions, and protecting wildlife and ecosystems through responsible RV camping practices.

Patrick Industries Inc.

At Patrick, environmental sustainability is about the people, materials, processes and policies that must come together to ensure the very places where our products are used and enjoyed are preserved for generations to come. We firmly believe we are Better Together, and this cultural foundation underpins our approach to sustainability. At Patrick, building a more sustainable world and workplace is an ongoing collaborative endeavor that intersects with every aspect of our business.

Xponent Power

When we think about Xponent Power's customers, we think about avid RVers who love to experience the natural environment. The RV industry should be among the strongest supporters of environmental sustainability practices that avoid pollution and damaging climate change. This preserves the natural environment that RV customers want to experience.

Lippert

For the RV industry, environmental sustainability is indirectly the core business strategy because the environment is the only stakeholder that is meaningful to the outdoor recreation industry's existence. The RV industry is constantly innovating across its product and value chain to have an impact on environment by making such changes to their products, understanding its impact on the community and achieve material circularity in the production process.

Schumacher Electric Corp.

The future of RVing is moving toward electric. Sustainability is at the core of RV life. By using our patented technologies, we are continually working to merge efficiency and sustainability without sacrificing quality. That is evident in the products we develop at Schumacher.

Southwire

We see a great opportunity in the industry to invest in sustainable and local sourcing. Supporting domestic suppliers not only reduces emissions from transportation but enables OEMs to mitigate the risks of international supply chain constraints. The materials that go into our products matter – this year, Southwire is undergoing the process of applying for Copper Mark certification at four of our manufacturing sites. Copper is an increasingly critical mineral for the transition to electrification, and Southwire is proud to do our part in supporting the responsible production of copper.

RV Dealers Association (RVDA)

Sustainability as it applies to the RV industry means providing customers with practical products that they can use to enjoy camping and RV travel while sustaining the country's natural resources.

WHY IS ENVIRONMENTAL SUSTAINABILITY IMPORTANT TO YOU AND YOUR ORGANIZATION?

Cummins Inc.

Sustainability is a major part of Cummins' mission to make people's lives better by powering a more prosperous world. It is our priority to nurture a healthier planet, vibrant communities and engaged citizens. We do this by providing RVers with power generation solutions that support a healthy environment and lifestyle. Ultimately, we aim to make their RV adventure better because we are there, powering their journey. We are constantly developing new power technologies that allow us to use natural resources in the most sustainable way. Part of our ongoing Planet 2050 environmental sustainability strategy is the aspiration to be completely carbon neutral by the year 2050.

Cummins' Destination Zero decarbonization strategy is designed to guide us as we help our customers make the energy transition in a way that works for them to reduce carbon and protect our planet.

The Cummins team is investing in hybrid power solutions and other efforts to minimize carbon emissions for our RV power generators. Due to the upcoming California Air Resource Board (CARB) changes, Cummins will introduce an improved QG 2800i and a new QG 4000i.

Genesis Products

At Genesis, ensuring that we source our composite wood products from sustainably managed forests is a top priority. This helps ensure reliability in our production and natural ecosystems. We form partnerships with suppliers that share the importance of both quality and environmental responsibility.

Schumacher Electric Corp.

It's important we do our part to be mindful of environmental impact. We participate in programs across our global footprint to develop solutions for this challenge. All of these small steps add up to make a difference.

Dragonfly Energy

Our mission is founded with sustainability in mind. We are dedicated to deploying energy storage that facilitates the use of renewable energy that is accessible to everyone – from RVs to family homes to large office buildings. Everything we do, whether it is displacing lead batteries or rolling out new innovative technologies, is aimed at a greater proliferation of green energy.

TRA Certification

Environmental sustainability is our forte. Working with RV manufacturers and home builders to build better than the bare minimum is what drives us. We are always looking at how something can be "greener." This means being better for people and better for the planet.

Go Power!

Environmental sustainability is important because the health and well-being of the planet and its inhabitants are paramount. Keeping green spaces green and reducing the environmental impact of recreational activities should be at the forefront of policies and procedures. For us, building systems that are less reliant on fossil fuels (or eliminates the need completely) drives everything we do.

WHY IS ENVIRONMENTAL SUSTAINABILITY IMPORTANT TO YOU AND YOUR ORGANIZATION?

RELiON

Our customers live and breathe adventure and relish the opportunities that our planet provides. As such, we feel it is our duty to do better as a business, making our products as sustainable as possible so our customers can continue enjoying the environment in which they live, work and play. We also believe it's our responsibility to reduce our negative environmental impacts for our team members around the globe, who also care about the environment. Many of our team members spend their free time out in nature, and they bring that passion and connection back into what we do.

REV Group

Environmental sustainability is important to REV Recreation Group and REV Group – our company as a whole is focused on being good stewards of the environment, as well as protecting our reputation within the RV industry and community. We have an obligation to ensure we are compliant to state and federal environmental regulations for air, waste, hazardous water, etc. We also have the opportunity to review our operations to reduce the risks and impacts to the environment through our waste to landfill and recycling, water use, chemical use and overall emissions from our operations. At REV Group, we are committed to improving the quality of life for our customers and communities by fulfilling our priorities as an industry leader and champion of sustainability and safety.

Patrick Industries Inc.

More than important, for us it's critical. The truth is, people's desire to spend time outdoors and in nature is what drives the key industries we serve. And consumers increasing desire for products that align with environmental consciousness while continuing to elevate their experience – whether at home, on the road or on the water – drives growth and innovation across every industry we serve.

RVDA

RVDA is a member of the Outdoor Recreation Roundtable and one of that organization's guiding principles is to support balanced policies that conserve public lands and waterways so that they can be accessed and enjoyed today and by future generations of Americans.

RV Industry Association (RVIA)

Our country's iconic lands are central to the RVing tradition – we must protect them for the enjoyment of future generations. That's why the RV industry has partnered with local, state, and federal agencies on projects and policies that support America's public lands and promote responsible visitor practices. In addition, RV industry brands have set ambitious sustainability goals that include net-zero emissions, sourcing of environmentally friendly materials, and promoting circular supply chains.

Xponent Power

Sustainability is at the heart of what Xponent Power does; our core innovations are around solar energy production for RVs. Our products enable our customers to experience nature in its truest form, by boondocking away from developed areas, while self-generating power without noise or environmental pollution.

Southwire

Sustainability is essential to Southwire's strategy. As a family-owned company, we aim to be generationally sustainable for the next 100 years and beyond. We also look at sustainability through a broader lens than solely environmental. Southwire's sustainability strategy is organized by five core tenets: Growing Green, Living Well, Giving Back, Doing Right and Building Worth. By improving our environmental footprint, building a safe and inclusive employee experience, contributing to our local communities, operating ethically and responsibly, and delivering sustainable solutions, we can live up to our motto: We Deliver Power…Responsibly.

© 2022 Garmin Ltd. or its subsidiaries.

ONE



OPERATION. NAVIGATION. ENTERTAINMENT. ALL IN ONE.

VIEO™ RV INFOTAINMENT SERIES
PORTABLE 7", 8" OR 10"

Our Garmin brands have joined forces to bring you a fully integrated RV experience with effortless systems control, superior navigation and top-tier entertainment systems.

GARMIN.

WHAT DO YOU THINK THE RV INDUSTRY DOES WELL REGARDING SUSTAINABILITY?

Dragonfly Energy

Every year, especially in 2022, we see great strides within the industry on the manufacturing side of things; to innovate and build with sustainability in mind. For example, Jayco has a great zero-landfill initiative that has been in place for years, for all the byproducts of their manufacturing projects.

Go Power!

The RV industry has made some strides in recent years toward greater sustainability, but there is still a ways to go. We've seen RV manufacturers increase their vehicles' energy efficiency by adding solar to offset generator use, installing low-flow water features and improving systems overall.

RVIA

The RV industry is committed to promoting exploration, adventure, and responsible recreation, while advocating for innovation and conservation in our business practices. As an association, we encourage and promote sustainability, diversity, safety and the many community activities of our member companies. The RV industry and our partners in the outdoor segment are working together to create accessible, inclusive and lasting positive experiences for millions of Americans looking to enjoy the benefits of an active outdoor lifestyle.

Schumacher Electric Corp.

The RV industry has made strides in recent years. Schumacher is at the forefront of this movement. A few things the industry does well are the development of lightweight materials, energy-efficient appliances, solar panels and recycling programs.

TRA Certification

More RV manufacturers are factoring sustainability into their corporate goals. So, not only at the unit level but also within the company as a whole. This demonstrates a commitment to continuously improving.

Patrick Industries Inc.

The RV industry has made significant strides in sustainability by focusing on advocacy, innovation and collaboration. Many industry leaders have become advocates for sustainable practices, pushing for increased environmental awareness and conservation efforts. This has led to a culture of innovation, with manufacturers seeking out new and creative ways to reduce their environmental impact. The industry has also taken a collaborative approach, sharing data and best practices to help others in the supply chain implement sustainability initiatives to create a more sustainable future while continuing to provide enjoyable and memorable experiences for travelers.

Southwire

Thus far, there have been some strong efforts to advance recycling in the industry. However, working toward a circular economy requires true cross-collaboration. For example, there is an outstanding opportunity to reduce landfill waste and costs by recycling fiberboard drums and reels used to package wire. We offer a reel return program for our customers where practical, but the value and convenience of returning reels needs to be effectively communicated through the distributor to the end user. Otherwise, reels will continue to end up in the landfill. In order for us to advance sustainability as an industry, we all need to work together to make recycling the most convenient option for the end user.

Samlex

The RV industry has made significant strides with the recent developments in RV electrification, the use of solar panels for renewable energy, educating customers on responsible camping practices, and using more eco-friendly materials in the manufacturing process. We're finding more and more RV dealers are taking advantage of the free training program that Samlex offers to educate their sales and parts teams on the benefits of solar power systems. With an off-grid solar system, RVers can enjoy the freedom of boondocking and use their electronics without the need for plugging in to shore power or a generator.

RVDA

For several years, many RV manufacturers have earned TRA Green Certification, which evaluates the RV manufacturing facility, its procedures and practices, and measures it against criteria based on national consensus standards. According to TRA, criteria include resource efficiency, energy efficiency, water efficiency and indoor air quality.

WHAT DO YOU THINK THE INDUSTRY'S BIGGEST CHALLENGES ARE?



Patrick Industries Inc.

The macro challenge for our industry and most others is remaining agile and adapting to the pace of change, in the field of sustainability and beyond. Consumer expectations, technologies and requirements evolve constantly and will continue to do so.

We recognize that sustainability isn't an end state that you achieve, it's an ongoing process of continuous improvement(CI). The CI mindset has always been core to our business as a leading manufacturer of life and leisure solutions.

We also know that challenging environments drive evolution and growth. We've integrated powerful data collection, management and reporting platforms into our business, and though we have more work to be done in this regard, we recognize such efforts allow us to lead with transparency and accuracy as we continue on our path toward a more sustainable future.

Go Power!

The biggest challenge is reducing the environmental impact through production processes. Reprioritizing sustainability regarding waste and byproducts on the industry's production lines would allow for some significant improvements.

The plastics and packaging – specifically – used in shipping and manufacturing processes may see an uphill battle for how to reuse or recycle them once they exit the product life cycle.

Lithium battery recycling is also another area where the industry will need to innovate to ensure the benefits of the technology is not counteracted by their disposal.

Dragonfly Energy

Each time you make a big shift within an industry, there is a cost associated with it. As the RV industry shifts focus to becoming more sustainable, there are costs that are not initially considered. The industry and shifts are prone to the discretionary spending of the consumer. More expensive shifts ask for more money from the customer. However, each of these changes allows for more longevity in the long term, as well as less money invested in fossil fuels. It can be a challenge to showcase those long-term savings, with the initial upfront cost to the customer.

TRA Certification

Sacrificing quality of materials for price. Of course it's important for RVs to be affordable. But there needs to be a balance between using better components/materials and still being cost-effective

Lippert

When it comes to the challenges, RV industry is treated on par with the automobile industry for sustainability ratings. Supply chain requests on sustainability efforts and ratings are the biggest challenge to the RV industry because of relative performance in the peer industry. Unless industry specific sustainability requests or rating standards are implemented it is going to be a challenging path to become a leader in this field. With the SEC considering mandated disclosures, it is going to be challenging to collect and report the information, specially on Scope 3 emissions.

RVDA

The industry is working with its allies inside and outside government to ensure installation of an adequate number of EV charging stations for camping and RV travel. This will help address "range anxiety" for consumers towing with EVs and traveling in the EV motorhomes of the future.

Xponent Power

We see power as the customers' biggest challenge, which is why we started Xponent Power. When we talk about power, we mean the energy needed to drive RVs from place to place as well as the power needed to run rigs once they are set up to camp. The solutions that exist today are limiting (shore power) or loud and polluting (gas generators and engines), and we are hard at work to make solar power a viable solution for the RV life.

SAFE-T-ALERT™
NEW!
Slim Line Dual CO/Propane Alarm
Universal Replacement!
Replaces All Brands/Models of LP Gas Detectors and Dual CO/LP Gas Alarms.

Surface Mount Models:
85-741-WT-TR (White)
85-741-BL-TR (Black)
85-741 includes a trim ring that covers previous installation cutouts.
Learn more at STAdealer.com

WHAT ARE SOME GREAT INNOVATIONS IN THE INDUSTRY THAT KEEP SUSTAINABILITY IN MIND?

Go Power!

Connectivity for mobile power systems – giving people more control over what they use and how they use it allows people the opportunity to offset their generator use and minimize noise and air pollution impacting the environment. Also, programs like Green RV Certifications that award companies that make sustainable or renewable choices to their productions are a great example of initiatives that the industry has taken already.

Dragonfly Energy

One major thing we have seen is the electrification happening across the industry. Keystone RV, among others, have switched to lithium-ion batteries. This is a toxic-free product, which allows for the use of less fuel in the long run. There is nonstop research on other lightweight products – composites, wood, better insulation, cut down on thermal bridges – really anything that will allow energy to last longer, which stems from a focus on sustainability. As consumer interest increases in sustainability, so does the research and innovation behind the product.

TRA Certification

More units are coming out of the factory with solar installed. More units are eliminating gas and going "all electric."

RVDA

At recent distributor shows many suppliers' innovative use of energy sources for onboard power generation, especially new developments in batteries and improved solar panels, was impressive.

RELiON

In addition to reducing emissions, one big opportunity for our industry to work together is on the end of life of products. Not only do we need to design products that last a long time, but we also need to implement a correct and safe way to dispose of them. We all can innovate more to reduce our use of virgin materials and to provide clear direction to customers in terms of how to dispose of products at the end of their life. It is critical that there is more of an industry effort here.

WHO DO YOU LOOK TO AS A ROLE MODEL FOR SUSTAINABILITY IN THE RV INDUSTRY?

Dragonfly Energy

THOR Industries has been a leader for years in the ESG world. They are committed to designing and manufacturing products that prioritize sustainability, which allows their consumers flexibility and freedom to explore the outdoors, while not compromising their standards of quality. We have been so proud to be a part of their incredible sustainability efforts with the implementation of lithium-ion batteries in many of their subsidiary companies' RVs including Keystone RV and Airstream.

RVDA

There are many companies doing good work in this is area. Collectively, RV dealers spend millions of dollars each year on upgrades to existing and new facilities that save resources through energy efficient design (LED lighting, heating and ventilation systems) as well as water conservation/rainwater management and other sustainability initiatives. TRA Green Certified companies, of which there are many include THOR Industries' brands and Forest River brands. Winnebago Industries has its EV motorhome project as does THOR. REV Group and THOR issue regular sustainability reports. Lippert has an EV towable chassis prototype. There are many suppliers providing components that make vehicles lighter and energy efficient, as well as taking steps to make their plants more sustainable.

TRA Certification

RV manufacturers are at the mercy of the innovation of component manufacturers. These are the products they have to work with. So, it is exciting for companies like Truma, Genesis Products, Lippert, etc., to lead the way in product development that has a sustainability focus.

Call to learn more about our seasonal merchandising program

651-407-3335





NORTHERN WHOLESALE SUPPLY

www.northernwholesale.com

WHAT DO YOU THINK CONSUMERS ARE LOOKING FOR FROM THE INDUSTRY ON THIS TOPIC?

RVDA

Consumers will need guidance from EV manufacturers on "real-world" towing experiences with the new pickups, SUVs and crossovers that are already available or on the drawing board. This will also be critical information for dealers so they can help customers find the right RV for the customer's EV tow vehicle. Manufacturers are working on extending ranges on the protypes of EV motorhomes, which will be a game changer for that segment.

Dragonfly Energy

I believe one of the most important aspects for consumers is the reliability, quality and longevity of that new product. Lots of folks are willing to pay more, especially the new generation of RV buyers, with sustainability in mind if the product is meant to last.

Samlex

Overall, I think they are looking for the industry to take a proactive approach and provide sustainable options. They want RVs with features such as solar panels, energy-efficient appliances, and LED lighting to reduce their carbon footprint and save money on energy costs. At campgrounds and RV parks, they want to see sustainable infrastructure such as charging stations for electric vehicles, recycling programs, and sustainable water and sewage management.



RVIA

Research has shown that consumers are asking for more sustainable products and this expectation will grow in the future. Customers are also willing to pay for products they view as sustainable. A recent survey of U.S. adults showed that 66% are willing to pay more for a sustainable product; that number jumps to 80% for those under 35.

Go Power!

Consumers want to see a declaration or a goal to reduce environmental impact (in a quantifiable way) by a specific year. As businesses, states and countries have done in the past, this would promote that the industry is behind the idea of building on and improving sustainable practices. Also moving toward more sustainable, recyclable and reusable materials has been at the top of many consumer research reports across multiple markets, and RV would be no different.

Cummins Inc.

From a power generation point of view, RVers are looking for quiet, clean power that gives them the flexibility they have at home. They also want the peace of mind that they aren't harming the beautiful places they see while RVing. Cummins' Destination Zero strategy calls for bringing to market today no- and low-carbon technologies for applications where it makes sense and improving our existing technologies for applications that will be more challenging to decarbonize. What's critical, the company believes, is to begin reducing carbon now rather than wait for a perfect answer later on.

RELiON

More consumers today are focusing on conscious camping. RVing is the catalyst for getting people closer to nature, but they want to make sure they're doing it responsibly. They also want to make sure the products they select are durable and long-lasting, have less impact on nature and that the products come from companies that also care about mitigating impact on our planet.

TRA Certification

The number one reason I hear from consumers is regarding indoor air quality. They want to know that manufacturers are at least trying to do better. The use of low VOC [volatile organic compounds] materials is crucial.

Genesis Products

As RV buyer demographics age down, expectations for education on both the quality and materials in their RV are going up. Research shows that both millennials and Gen Z consumers are willing to pay more for sustainable products. As an industry, it's our responsibility to provide insight and education on the materials going into RV units and how they contribute to being more sustainable.

Patrick Industries Inc.

There's interest in features that promote sustainable natural resource use, such as energy-efficient appliances, water systems and waste management components. Consumers are also paying attention to environmental impacts, driving interest in renewable materials, renewable energy sources and innovations that help reduce vehicle emissions.
But beyond features and specs, we believe consumers are looking for leadership. We know that consumers want to understand what kind of stewards the companies they buy from are, at all points in the value chain. That's one of many reasons we take sustainability seriously, and why we're developing a future-facing strategic framework to guide our efforts while also sharing the story of our journey through our annual Responsibility and Sustainability Report and content through the year.

Schumacher Electric Corp.

Consumers want smart, safe and sustainable solutions. They want products that allow them to enjoy RVing and being "off-the-grid" with minimal impact to their surroundings. In an RV, keeping the power and the lights running is the difference between a fun trip and a disaster.

RVIA

Research has shown that consumers are asking for more sustainable products and this expectation will grow in the future. Customers are also willing to pay for products they view as sustainable. A recent survey of U.S. adults showed that 66% are willing to pay more for a sustainable product; that number jumps to 80% for those under 35.

WHAT TRENDS OR RESEARCH HAVE YOU NOTICED CONTRIBUTE TO MAKING SUSTAINABILITY A PRIORITY IN THE INDUSTRY?

Dragonfly Energy

The trend to shift to electrification has been huge. Folks aren't just implementing lithium batteries in the industry, they are looking at how to make things at higher voltages, which makes their systems more efficient. Electrification is a big deal because as consumers start to think about boondocking and spending more time in their RVs, the interest in mirroring the comforts of a traditional home becomes more imperative. There is a push to provide more power for the customer that is done in a more efficient and sustainable way.

Cummins Inc.

Go RVing reported in its story "Repeat RV Buyers Path to Purchase Customer Journey Map" that RVers are increasingly interested in RVs that are built with more sustainable materials and appliances. We believe this will continue to be a priority for RVers, especially the younger generations.

According to Go RVing's Real Trends Report (March 2022), there is a desire among new RVers to buy secondhand RVs because it is a "sustainable and more environmentally conscious way to shop."

Keeping reports like this in mind, Cummins aims to provide generators that align with this growing mindset among RV consumers while continually looking for innovations reducing harmful emissions.
https://www.gorving.com/sites/default/files/2022-03/GoRVing_Trend_Report_MARCH_022422.pdf



Xponent Power

We continue to see new and innovative water, energy and waste disposal products, all of which feature sustainability as a priority, in the industry. As we mentioned, power has always been a concern for the RV industry, and power efficient appliances and devices continue to make inroads in RVs and find applications beyond RVs.

Lippert

There is a significant push for sustainability from investors and external stakeholders. EMEA region is on the forefront of sustainability disclosures across the supply chain. Significant opportunities can be realized once the baseline emissions are established and the impact is realized across the enterprise. Sustainability transition also results not just in environmental impact mitigation but also unlocks high ROI opportunities, which ends up being great financial incentives in the long run for companies while having a minimal impact on environment and the community.

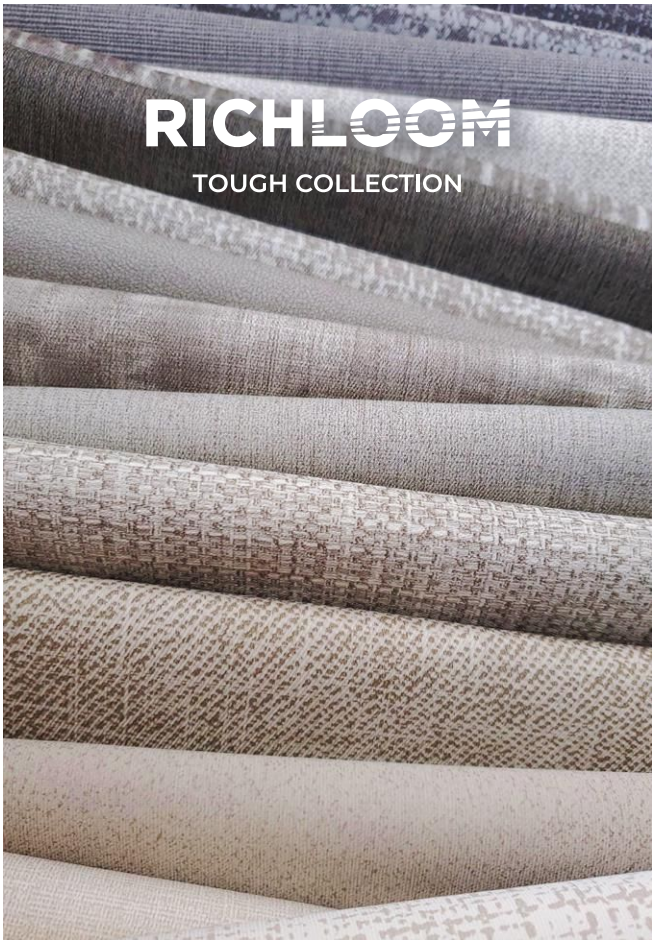
TRA Certification

Younger consumers are incorporating sustainability into their buying decisions and it means a lot to this market segment. It's important for them to do more with less and it may mean trading fancy countertops for solar.

RVDA

Tow vehicle and motorhome chassis manufacturers' actual EV production reports and future production projections (electric and ICE as a percent of production) are something the RV industry will have to watch closely.









WHAT SOURCES DO YOU/ YOUR COMPANY FIND USEFUL FOR INFORMATION ABOUT SUSTAINABILITY?

REV Group

Our primary sources for our operational sustainability information comes from the sustainability industry and metrics standards such as the TFCD [Task Force on Climate-Related Financial Disclosures], SASB [Sustainability Accounting Standards Board], GRI [Global Reporting Initiative] and CDP [a not-for-profit charity that runs the global disclosure system for investors, companies, cities, states and regions to manage their environmental impact]. In addition, we follow ESG service providers to receive specific guidance on identifying risks and opportunities, as well as best practices. Services include Institutional Shareholder Services ESG, NYSE webinars, etc.

RVDA

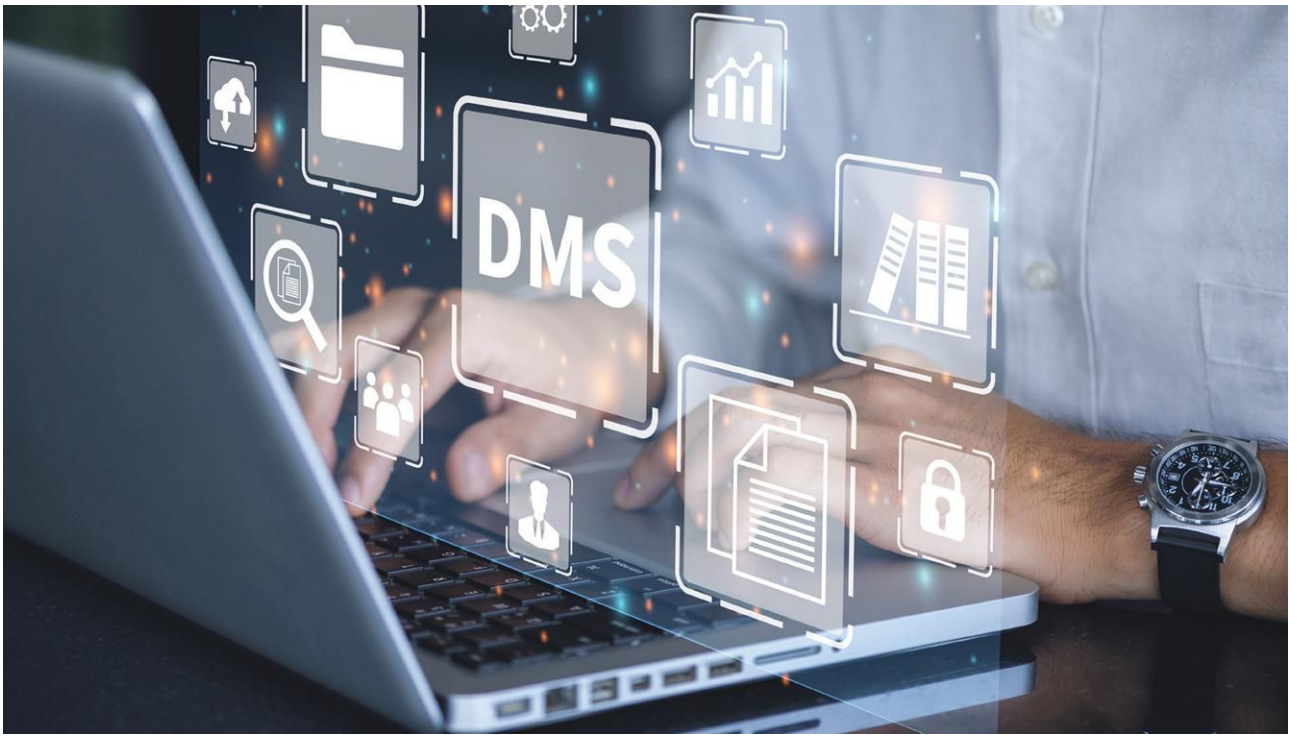
Outdoor Recreation Roundtable, various manufacturer and supplier sustainability reports.

Dragonfly Energy

Hands down, the THOR Industries sustainability report has been incredibly beneficial in staying up to date on trends in the industry. And RV PRO has obviously done an incredible job propagating that conversation with consumers and businesses alike. As a company, our mission is sustainability, so of course, that goes hand and hand with staying up to date on the newest technologies and what sustainability initiatives can arise from that. Scientific journals are also a go-to resource. We are regularly researching new materials and applauding the innovations from other companies that make things more efficient.

TRA Certification

Energy Star, LEED for homes and other green building programs.



The World of DMS

Takeaways for finding the right DMS from my experience with the first system I worked with.

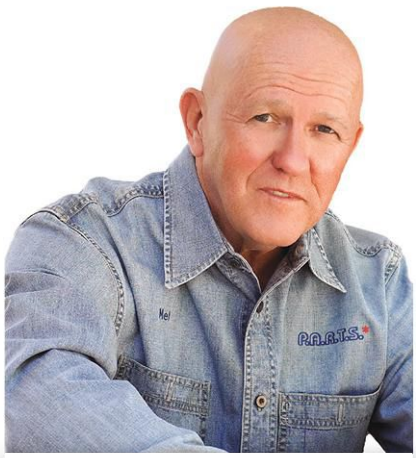
THEN AND NOW

In 1977, when I first entered the inventory management career path, our inventory control system was a very simple analog system. This system required substantial monitoring that involved the attachment of various colored clips to the storage bins that contained our "hard parts." Accessories and gear were dependent of my memory to maintain stock levels and to anticipate our customers' needs and wants.

In 1979, I was contacted by a dealer principal to operate his parts and accessory department. I knew that his P&A department had a computer system for managing the inventory; and I knew that if I intended to continue on my inventory management career path, I should become fluent in the application of digital functions.

So you can appreciate the comparison of that computer system with the system that you currently use to manage and control your P&A inventories, here are some of the details of that system:

- 256 kilobyte operating system
- disc storage comprised of four 10 megabyte discs approximately 12 inches in diameter
- the hardware was housed in a box the size of a household refrigerator
- the terminals had green characters on a black background display
- printers were dot-matrix using green-bar paper



Mel Selway is the president of P.A.R.T.S. Inc., a Sahuarita, Arizona-based firm providing business management analysis and training to retailers. He can be reached at 520-336-8606 or melselway@aol.com.





Yes, this was a dinosaur compared to the DMS (dealer management systems) currently available and in use. However, I learned what this system could do and what it could not do regarding providing reports and offering functions to assist me in controlling and managing the P&A inventories.

At this point in my column, you might be wondering why I am taking this walk down memory lane. My reminiscing focuses on my statement in the previous paragraph, regarding my decision to understand the capabilities and limitations of the DMS with which I had to work.

In the 44 years since I first became acquainted with inventory management software, the offerings of most DMS have improved and expanded. Most of those offer the basic features and functions required to control and manage goods inventories. However, some features and functions in one vendor's system might differ from the features and functions offered by other vendors' systems.

The point is, if you have a DMS, you should learn what it is capable of and what it is not capable of providing in the way of tools to assist you in controlling and managing your goods inventories.

Haves and Have-Nots

Let's look at some examples of "haves" and "have-nots."

Exceptions Reports – These reports could assist you in identifying inventory items that are outside the operating criteria that you have established for your inventories. Some of these exceptions could be items:

- without an assigned bin location
- achieving a gross profit percentage less than your required minimum
- having a minus on-hand quantity
- with no demand in more than 12 months

Or, any other situations that you deem are important to the efficient and effective operation of your inventories.

Some DMS have the capability of enabling you to create exceptions reports that specifically comply with those exceptions that you require. Whereas some DMS offer a set of "canned" exceptions reports that may not include each of the exceptions that you prefer.

Ranking Reports – These assign "ranks" to items in your inventory based on various factors, which could include:

- quantity of unit pieces sold in a specific period
- amount of gross sales generated in a specific period
- amount of gross profit generated in a specific period

Or, other performance criteria that could be ranked. Some DMS offer this function, yet not all do.

Management Reports – These provide summary and/or detail information about how your inventory or subsets of your inventory are performing regarding several operating criteria

that could include, yet not be exclusive to:

- gross turns
- the aging of your inventory
- level of service
- lost sales

And other inventory performance factors. Some DMS offer this function; however, not all of them do.

These are three types of features and functions that could be useful to your inventory management and control portfolio; there are many others. What is important is that you determine what are the "haves" and the "have-nots" contained in your DMS inventory management software toolbox so that you can develop a plan to optimize the information available to you.

The Rest of My Story

Referring back to that DMS with which I was saddled in 1979, here are some methods that I applied to learn of the "haves" and "have-nots" in that system's software.

I generated reports that I thought would provide me with the information I required, yet not each of these reports provided the results I desired. So, I applied my A.S.K.* acronym, and contacted the software support team at the DMS. These contacts were documented so that after learning how I should have formatted the report, I had a record to which I could refer in the future. After approximately six months of this trial-and-error training, I was quite conversant with the capabilities and deficiencies of this inventory management software.

Two years later, our dealership was approached to become the "alpha test site" for an enhanced inventory management software package. I questioned why we needed this since I was utilizing the existing package quite efficiently. The DMS vendor said that my inquisitive nature was important to the refinement of their new package and that I would have access to a set of features that could enable me to improve the performance of my inventory. Fortunately, my dealer principal agreed to be the alpha site and that has made all the difference in my career path.

So, What's in It for Me?

You might be questioning why I included this tale from the early years of my career? My hope is you will consider if you are getting the most out of your inventory management software by ASK*ing questions of your DMS support team (A.S.K. = Always Seek Knowledge). And that you will consider what operating criteria you have established for your inventory management portfolio and determine if you can obtain reports of these criteria so you can enhance and improve your inventory performance.

If you cannot obtain this information using the existing features and functions, then decide if there are any workarounds that you could apply to get these data.

Yes, I have suggested more work. But the benefits might justify the efforts. RVP







5 Ways To Go Local

Being a "locavore" isn't just for homegrown food and goods – RV dealers can take part in the buying trend and benefit communities, too.

Going local is smart business. It is a huge trend in buying across the board. "Locavores" are people who choose to shop, buy and eat food that is grown within 100 miles of its final destination. The purpose is to cut down on transportation costs, including the cost to the environment in shipping goods long distances. Plus, there is the added benefit of supporting people within your community.

Localization works for RV dealers as well. Although your merchandise isn't (in most cases) manufactured locally, you can still be part of this trend in several ways.

1. **A Sense of Place:** Almost every city and town in the U.S. has something that sets it apart from neighboring towns. In Sisters, Oregon, there are the Three Sisters mountains that are seen from all locations. In Portland, there's Mt. Hood, the eight bridges that cross the rivers, and the proliferation of roses (Portland is the Rose City), just to name a few. In another town in the middle of the country – Poplar Bluff, Montana – I found a charming reproduction of a European village complete with a windmill, the Iron Horse Festival and a downtown



Linda Cahan is the president of Portland, Oregon-based Cahan & Co., a consulting firm that works with retailers of all sizes and categories to improve their bottom line through creative, affordable and appropriate visual merchandising, store design and renovations. For more information, visit lindacahan.com.

revitalization project.

Think of Pawnee, Indiana, and their little horse mascot from the "Parks and Recreation" TV show as an example of something that sets it apart. There may be a scenic overlook nearby that is well-known to locals and tourists as the place to go for picnics, submarine race-watching or great photos. You can use this scene in your store to identify your place as being a part of the community. Framed photos of significant people in the history of your town or city can also be part of your localization décor.

Photo blowups can be printed in wallpaper form for reasonable rates. You could (ideally) find a local print company with a large format digital printer that can do the work for you at a reasonable cost. Work locally with a wallpaper hanger as well, and position this photo blowup in a clearly seen focal area. Add warm LED wide spotlights or floodlights on tracks 3 feet up (if possible) from the top of the focal area, and 3 to 4 feet out from the face of the wall. Don't even bother with less expensive incandescent lights. You will pay for the LEDs within one and a half years, with lower bulb replacement costs as well as lower electric bills. Make sure that whatever you add to a wall or window is large enough to be seen. Go big or go home!

2. **Connect With Local Events:** Most towns and cities have major events that bring people together. Rather than just taping a poster to your window at the request of someone who stopped by with a stack of them, see how you can participate in the event in a more connected way. If the event is near your showroom and during good weather, consider having a DJ play dance music in the showroom or on the lot. Offer (limited) beer and wine plus a grill with hot dogs or burgers. You can limit the beverage intake with tickets for drinks – no ticket, no drink, and two is the limit. Weather permitting, this could be a lot of fun on semi-cool days and nights. Invite all your customers, friends and family. Invite the local press. Give them two tickets as well!

   Signs are vital for this to work and every sign should have your name and logo on the top or top left to remind people who is sponsoring the fun. Stick to simplicity with the signs. Bigger is better and use clear fonts and good contrast along with your identifying store color(s). The same goes for your invitations, email blasts and website notices.

3. **Donate:** Chances are good that you are asked for either money or a donation of a product at least three times a week for local charitable or fundraising organizations.





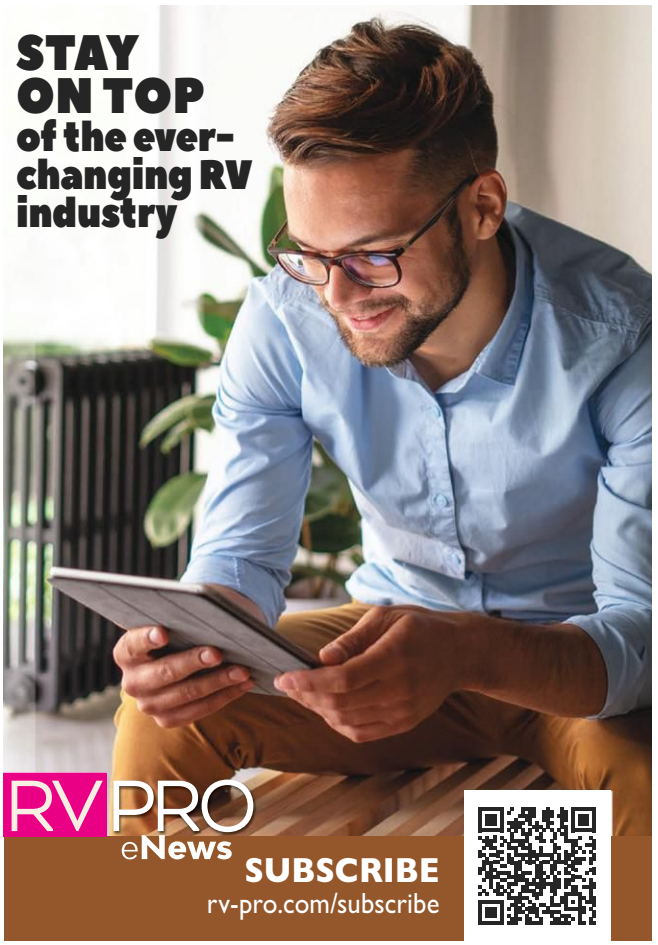
BAL®
BY NORCO INDUSTRIES



- 21100000 Full-Timer
- TriPod FASTJACK
- Lightweight - 23 lbs.
- Aluminum/Steel
- Independent adjustment
- Fully Assembled
- Fast, simple setup

Worth The Difference

www.balrvproducts.com



It's not likely that you're going to be giving away an RV, but you probably have items in your accessories area that would be decent donations. There are several ways to deal with these endless requests. One idea is to pick five local organizations a year to which you will donate product. You can let the other organizations know that you will put them on your list for the following years. Each year, you will pick five organizations out of a hat and those will receive contributions. Consider not including the most recent year's recipients to be fair to the others.

Look at your products and see what will work for even non-RV owners. Folding outdoor chairs are one thought. You can plan ahead by ordering a bunch just for these organizations, plus for your store. Make them fabulous and don't skimp on quality. If your donation is being held up in front of hundreds of potential customers and it looks like something from a discount store, that's the impression all those people will have of your dealership.

4. **Buy Local:** If possible, buy all your store supplies locally. Contract with local service people, work with local contractors and get your printing done locally. Let customers know on your website (yes, they are looking at it) and in your ads that you source as much as possible from your local area. If you can do this, you have genuine bragging rights. Put a "Made Locally" sticker on each of these items.

5. **Localize Your Windows:** If you have see-through windows into your showroom, think about adding a local image to your window display. Once again, a photo blowup can be printed on inexpensive vinyl or fabric and hung from the ceiling. Consider making the photo double-sided so it enhances the inside of your showroom or store area as well. Have one or two flexible mannequins wearing T-shirts (and pants!) that advertise a local area or your RV center standing in front of the photo blowup. Google "foam flexible adult mannequins" or check out Etsy. If there is a school in your area that has fashion marketing or visual merchandising students, ask their department director if you could work with one or two of them to style your mannequins for the window, and possibly create a "local" window display for you as extra credit or as part of an assignment.

Go local, even when you have more than one or two stores. Customize the shopping experience in each of your locations with local images. Go local not only to do more business, but also to support and be apart of your chosen community. RVP



advertiser index

ADVERTISER	PAGE
Arterra Distribution	3
B&W Trailer Hitches	25
Blue Ox	15
Camco Manufacturing, LLC	37,62
Century Chemical Corp	56
Cheltec	54
Clearsource	62
DealerPro Training	59
Design Engineering Inc/DEI	57
Dragonfly	52
Duo Form Plastics	21,62
Eclipse Recreational Vehicles	BC
Garmin Corp.	45
Go Power!	IBC
Grand Design RV LLC	7
Haier US Appliance Solutions Inc dba GE Appliances	1
Icon Technologies Ltd	13
Lamilux Composites GmbH	2
Lippert Components Inc	9,31
Marshall Excelsior	33

ADVERTISER	PAGE
MBA Insurance	50
MORryde Intl	32
MTI Industries	48
Norco Industries Inc dba BAL RV Products	60
Northern Wholesale Supply Inc	49
NTP-STAG	IFC
Richloom Fabrics Group	53
Riverside RV	27
Robert Weed Plywood Corp	11
RV Roof Magic	63
Southwire Co	54
Specialty Recreation Inc	57
Star brite	62
Storyteller Overland	5
Sweepovac Ltd	56
Thermo-Tec	59
TowMate LLC	62
TRA Certification Inc	53
Trim-Lok Inc	40
Valterra Products Inc	23



SUBSCRIBE TODAY TO OUR NEWSLETTER & MAGAZINE

All the RV knowledge you need – and it's FREE!

Subscribe now and get:
- Coverage of News & Trends
- Acquisitions & Brand Changes
- Promotions & Accolades

RVPRO

rv-pro.com/subscribe

PRODUCT HIGHLIGHTS





Clearsource®

The most innovative RV water filtration system on the market.

Our three-stage Ultra RV water filter system with Clearsource exclusive VirusGuard™ filters uses NASA developed technology to filter out bacteria, cysts, and viruses.

No other RV water filter on the market provides anything close to that level of protection.

Scan to Learn More

Scan the QR Code to learn more about the features of the Clearsource Ultra® RV water filter system or visit us at clearsourcerv.com








Stock RvRoofMagic Today!
Give your Customer
the Best Rv Sealant on the Market
BEFORE
AFTER
HISTORY OF SUCCESS
30 YEARS
The Only
Liquid BUTYL Rubber
in the world
Key Points
30-yr history of success
Never a primer needed
Easy DIY Application
One coat
Dries in 5-6 hrs.
10 yr warranty
Out-performs elastomerics and acrylics 3X
Withstands ponding water 365 days a year
RV ROOF MAGIC
WWW.RVROOFMAGIC.COM
Call: 855-281-0907
Mention you saw this in RvPro and ask for wholesale pricing!


rvdealerprotraining.com
RV SERVICE
ADVISOR & MANAGER
TRAINING WORKSHOPS
UP TO
35% OFF!
SERVICE ADVISOR
MAY 8th — 9th
MANAGER
MAY 10th — 12th
888.553.0100
DEALERPRO RV
results@dealerprotraining.com
LIMITED SEATING, REGISTER NOW!


BREAKING NEWS
DUO FORM
MFG excellence AWARDS
2022 WINNER
Duo Form WINS: 2022
MICHIGAN MANUFACTURING
Excellence Award- Top Tier
DUO FORM
www.DuoFormPlastics.com


RV PRO
Steady as She Goes
MADE IN THE USA
RV PRO
RV PRO is your Trusted Industry Resource!
• eNewsletters
• Monthly Magazines
• Products & Deals
• And More!
Subscribe today: rv-pro.com/renew

Pit Stop



PUT TO THE TEST:

TRA Certification is a system that ranks RVs on their level of eco-friendliness. The company's **"Green Performance" scale** uses bronze, silver, gold and emerald ratings in four categories:



- **Resource efficiency** (construction materials, components, rain drainage)
- **Energy efficiency** (lighting, appliances, weight, heating/cooling)
- **Water efficiency** (fixtures, hot water, recycled water supply)
- **Indoor air quality** (low VOC, nonemitting materials, ventilation)

WANT TO SEE HOW YOUR RV RANKS? *VISIT* **CERTIFIEDGREENRVS.COM** *AND FIND THE "GREEN RV CHECKLIST."*

JANUARY SHIPMENTS

20,405 TOTAL RV SHIPMENTS

61.8% DECREASE compared to January 2022 record (53,351 units)

2022 IS THIRD BEST YEAR ON RECORD

DECEMBER '22 shipments ended month with 19,907 units – a 50.7% decrease compared to December 2021

"With record high RV production through the first half of 2022, the year over year decrease we are seeing in this report was expected," said Craig Kirby, RV Industry Association president and CEO. "We are encouraged by the positive news and high attendance at RV shows across the country and the strong reservation numbers reported by campgrounds."

JUST THE FACTS

- A hot water faucet that leaks one drop per second can add up to 165 gallons/month. That's more than one person uses in two weeks.
- A crack as small as 1/16th of an inch around a window frame can let in as much cold air as leaving the window open 3 inches.
- Only 10% of electricity when using an incandescent light bulb is turned into light. The other 90% is wasted as heat.
- One ton of 100% recycled paper saves the equivalent of 4,100 kWh of energy, 7,000 gallons of water, 60 pounds of air emissions and 3 cubic yards of landfill space.
- In the U.S., more than 40% of municipal solid waste is paper – about 71.8 tons a year.

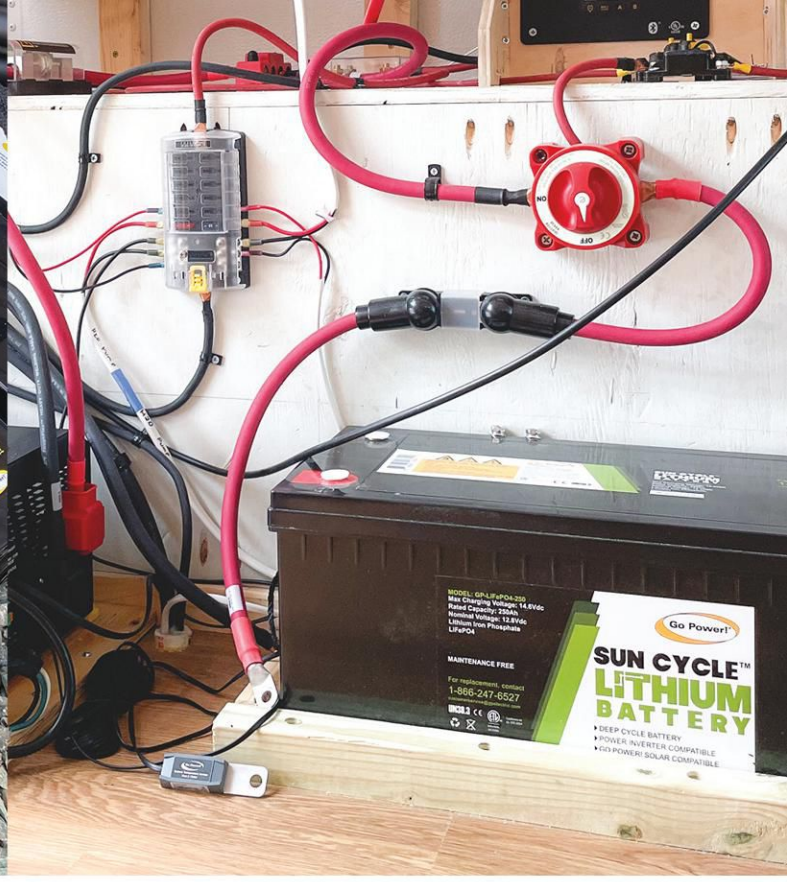
SOURCE: POINT PARK UNIVERSITY

5 WAYS FOR RV DEALERS TO GO LOCAL

1. **Debut a photo blowup of something that makes your town/community special**
2. **Connect with local events (or host your own BBQ!)**
3. **Donate to five local causes each year**
4. **Buy store supplies locally**
5. **Add a "localized" window display**

Read more in April's column by Linda Cahan on pg. 58.





HAZARDS & EARLY FAILURES – WHY QUALITY MATTERS WHEN SHOPPING FOR LITHIUM BATTERIES

by Eva Mitic, Marketing Manager, Go Power! | Dometic

For all outdoor adventurers out there, lithium batteries are now the go-to solution for RVs and mobile homes. Lighter in weight and boasting a much longer lifespan than their lead-acid counterparts - it's no wonder these power sources have established themselves as key components of any mobile solar system!

But there are vast differences in quality. Offshore manufacturers are flooding the market with cheap products that do not stand up to our standards. Battery fires, shortened battery life, failure on the road, poor performance and dealing with toxic materials can be the results of an ill-advised purchase. But how can you protect yourself and your customers?

Lithium battery buying tips

1. **Choose quality over price**

   Investing in a top-tier RV battery is essential for reliable, consistent power on the road - especially when you find yourself off the beaten track. When considering your purchase options, make sure to source only certified products that have been specifically designed and tested with mobile home living in mind - or otherwise risk being stranded far from civilization! Don't let price be your deciding factor; choose quality and avoid any embarrassing "I told you so" moments down the line.

2. **Buy with confidence**

   Filing a warranty claim with a company abroad can be challenging, especially when dealing with complex items like lithium batteries. Make sure to select a provider that will stand by their product to honor all warranties. Additionally, domestic suppliers often adhere to higher quality standards in terms of testing – something that is often lacking from imported products without physical representation in North America. So, for peace of mind, safety, and customer service, trust a local provider like Go Power!

3. **Use a reputable supplier**

   Always do your research on the company whose products you're buying to ensure they have a reliable track record in creating quality RV-ready products. For optimal performance, consider looking into vendors that specialize in engineering mobile solutions and apply rigorous testing of all the needed components as one coherent system.

Contact your local sales representative or visit **gopowersolar.com** for more information.

Go Power! | DOMETIC

20 YEARS

ECLIPSE

RECREATIONAL VEHICLES INC.



















ECLIPSE RECREATIONAL VEHICLES, INC CELEBRATES 20 YEARS BRINGING AN ECLIPSE IN THE RV INDUSTRY.

Our Toyhaulers: ATTITUDE, ICONIC, STELLAR are known for meeting our customers with function, design, styles...eclipsing the Adventure lifestyle. Our newest introductions, Outlanders: MOXI and MOJO, offroading with comfort of your own home; reintro of MILAN II, travel trailers! Interiors to rave about, offering sleek and Above the rest design. We offer outstanding value to fit your play hard, have fun, join family, friends new and old, to share adventures and making memories that last a lifetime.

ECLIPSERVMFG.COM