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## FOR IMMEDIATE RELEASE

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### **Stoughton PureBlue® Refrigerated Trailer Delivers Industry-Leading Efficiency as Production Capacity Expands**

STOUGHTON, Wis. (March 17, 2026)—Stoughton Trailers, a national leader in transportation equipment, is setting a new benchmark for thermal efficiency, helping fleets maintain more stable temperatures while reducing energy demand and lowering total cost of ownership.

Stoughton Trailers commissioned Element Labs to conduct independent, third-party competitive testing to benchmark PureBlue against five leading refrigerated trailers. The results showed that PureBlue was, on average, 18.2% more thermally efficient than the competitive set, potentially reducing average annual fuel costs by up to \$910. The design, 27.7% more airtight on average than competing units, minimizes temperature fluctuations and extends refrigeration system life. In addition, its lighter than four of the five competitor trailers tested and, when compared directly to the market-leading trailer, delivers both superior thermal efficiency and lighter overall weight.

“When fleets, owner-operators and leasing companies evaluate new reefer trailers, they focus on performance, reliability and total cost of ownership,” said Jack Hartnagel, Fleet Sales Director – Refrigeration.

In addition to its thermal efficiency and lightweight design, PureBlue refrigerated trailers are now available with factory-installed equipment that allows multiple temperature zones within the trailer, giving fleets greater flexibility when transporting mixed loads. The company recently completed a multi-temperature production build for a national retailer, demonstrating the growing demand for advanced cold-chain capabilities.

“The ability to produce multi-temp trailers allows Stoughton to better serve existing customers while opening new opportunities in food, pharmaceutical and other cold-chain markets,” said Hartnagel.



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To support the continued growth of its refrigerated trailer product line, Stoughton Trailers has completed a significant, multimillion-dollar investment to expand refrigerated trailer production capacity at its Evansville, Wisconsin manufacturing facility. The facility has been fully reconfigured to improve product flow, flexibility and workplace safety, while increasing floor space dedicated to refrigerated trailers by 87%. The redesigned production line features multiple parallel paths that provide additional space for complex trailer configurations.

“The investments made in Evansville have dramatically increased our production capacity,” said Todd Eicher, Vice President of Refrigerated Products. “The investments in expanding our product offering, production capacity and third-party competitive testing shows our commitment to the refrigerated trailer line and our growth expectations.”

### **About Stoughton Trailers**

Stoughton Trailers is one of the largest manufacturers of semi-truck trailers in North America. The Wisconsin-based company designs, manufactures and markets a wide range of dependable semi-trailers as well as intermodal containers and chassis used for over-the-road trucking, agricultural trailers and other specialty transportation equipment. It provides one-stop build, finance, rental and fleet management solutions through world-class responsiveness and design value. For more information, visit [StoughtonTrailers.com](http://StoughtonTrailers.com).