

Local people illustrate the values of local trucking

by Transport Routier ([version français](#))

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For years, human resources specialists have been hammering home the following message to carriers: your job offers must reflect the reality of your trucking business. Without creating false expectations, but nevertheless showing it in a positive light to overcome stubborn stereotypes.

Trucking HR Canada (THRC) decided to put its money where its mouth is, and set out a year ago to build a bank of images of Canadian trucking, to illustrate what the trucking industry is like here, every day. This bank is now ready.



The C.A.T. team is one of the local people showcased in THRC's new image bank (Photo: THRC).

To do so, the organization visited some of the country's Top Fleet Employers, including Quebec-based C.A.T. of Coteau-du-Lac, Bison Transport, Trimac Transportation and several others, which the more attentive will be able to identify (see friendly contest below).

All trades illustrated

A professional photographer has captured scenes from the day-to-day work of the men and women who support our supply chains as truck drivers, warehouse workers, dispatchers and more.

These images will be used by THRC to illustrate promotional and educational materials that help highlight the wide diversity of professions, their impact on many sectors of the economy, and the great workplaces our industry has to offer.

“Research shows that realism is crucial,” says Rebecka Freels, Director of Marketing and Communications at THRC. “Our goal is to replace old, overused stock photos to show real people doing their jobs in real-life conditions.”

In fact, some of these photos have already begun to appear in certain THRC reports.



This photo emphasizes the use of a clean fuel, compressed natural gas. (Photo: THRC)

You'll notice that trucking company logos appear little or not at all in these photos, even though they come from exceptional employers. That's because the initiative is designed to promote the trucking industry as a whole, not to advertise a few.

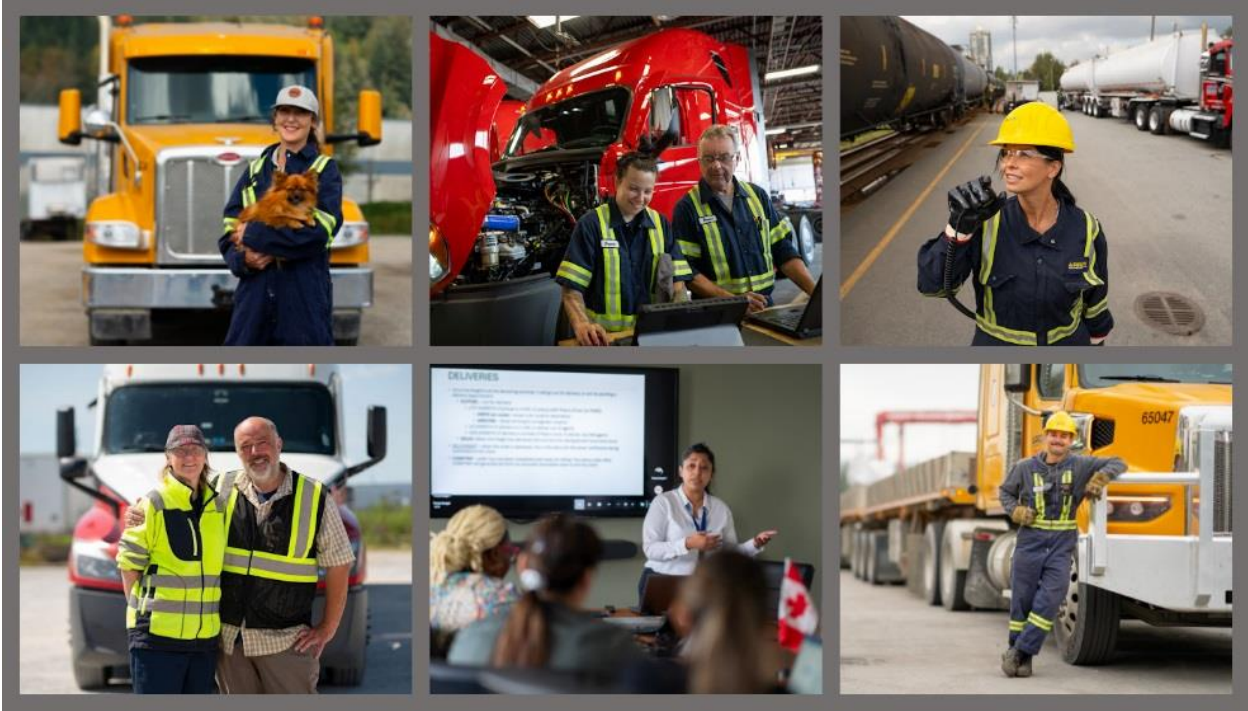
“It's deliberate. We want to promote the industry as a great place to work,” says the THRC spokeswoman in an e-mail exchange with Transport Routier.

Do you have a good eye? Test your knowledge of local trucking

As we've just mentioned, company logos appear only rarely, if at all, in the collage photos below. Yet details like truck colors and models might be familiar to those with a sharp eye and knowledge of their trucking industry.

Use the “Have your say” comments section below to identify as many companies as you recognize, specifying which one(s) (e.g., the lady with the CB, the duo in the garage, the trucker leaning on the bumper, etc.).

There are no prizes to be won, just the right to brag about your fine knowledge of Canadian trucking!



Can you recognize the people and trucking companies featured in this collage? Use the “Have your say” comments section below to do so. (Photo: THRC)