

# Top Fleet Employers lead the way in showcasing industry as a great place to work

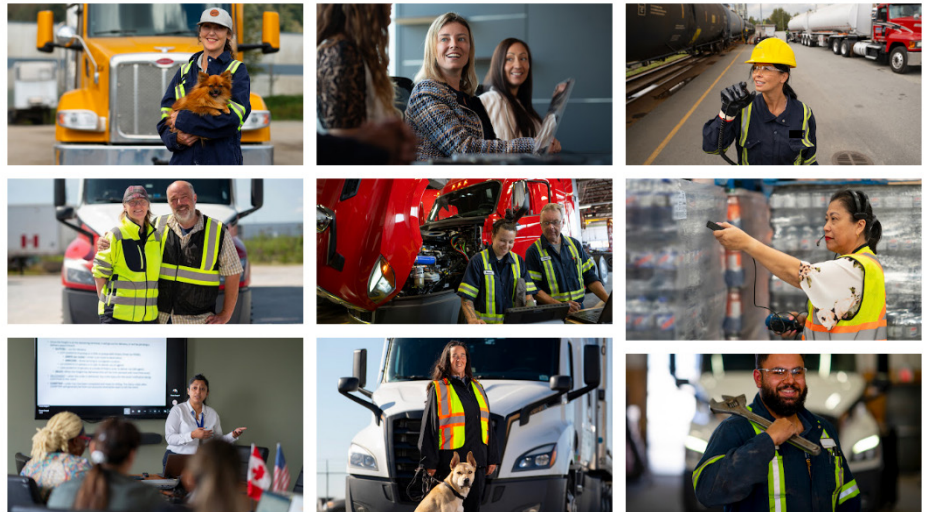
**OTTAWA, ON** (May 6, 2025) — Trucking HR Canada has been working with Top Fleet Employers over the past year to build a photo library depicting workers in their workplaces, engaged in their real everyday activities supporting Canada's supply chain.

“The research shows that realism is crucial,” says Rebecka Freels, THRC’s Director, Communications and Marketing. “Our goal is to replace tired and over-used stock photos to show real people in our sector doing their jobs in real-life environments.”

These images are having an impact. THRC is using them in outward facing materials — helping to showcase the vast array of occupations, cross-sectoral impact, and great workplaces our sector offers.

THRC evidence-based research underscores the importance of job seekers seeing themselves in real life situations, and how depicting real people helps overcome stereotypes and sets the record straight on industry perceptions.

Trucking and logistics is an essential contributor to Canada’s economy and the backbone of the supply chain. This proprietary photo library will help THRC continue to support industry employers with workforce sustainability.





THRC worked with current TFEs across the country to gather the images. Thanks to their participation, THRC now has a rich, proprietary library of photos showing drivers, warehouse workers, office staff, company leaders, and more.

Thank you to the following companies who kindly opened their doors to THRC so far to get the high-quality images:

- **Armour Transportation Systems**
- **Arnold Bros. Transport Ltd.**
- **Arrow Transportation Systems Inc.**
- **Bandstra Transportation Systems Ltd.**
- **Bison Transport**
- **C.A.T. Inc.**
- **ColdStar Solutions Inc.**
- **JD Smith Supply Chain Solutions**
- **Northern Resource Trucking**
- **Polaris Transportation Group**
- **Trimac Transportation**
- **Triton Transport Ltd.**

THRC's [recent Impact Report](#) used many of the new photos, as well March's [International Women's Day campaign on LinkedIn](#). Watch for more in upcoming THRC resources, tools, marketing material, and social posts.

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*Trucking HR Canada is the only national, non-profit, workforce development council and the most trusted source of labour market intelligence and HR resources and tools for Canada's trucking and logistics sector. We're a national centre of excellence, actively engaging with employers, governments, think tanks, business groups, and stakeholders nationwide.*

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