

Left to right: Nancy Wittmacher, Yves Labossière, Claude Robert, Serge Bachand, Stéphan Soutière and Éric Ricard



GROUPE ROBERT WINS 2022 NORTHBRIDGE INSURANCE NATIONAL TRANSPORTATION SAFETY AWARD



For more than 70 years, Northbridge Insurance has been helping transportation companies safely navigate risks on and off the road. In 2021, Northbridge launched its new Transportation Safety Award in Ontario, and expanded nationally this year.

Sixteen Canadian carriers with industry-leading safety practices made the shortlist, and Groupe Robert, from Rougemont, Québec, was selected as the 2022 national award recipient.

Since its inception in 1946, Groupe Robert has travelled far – literally and figuratively. Led by the Robert family, the company has always had a strong people focus. They may no longer be the small-town trucking company they used to be, but the legacy and values of their founder continue to guide them in their ongoing pursuit of excellence and dedication to safety.

Safety is an overriding priority

“We understand how important a safe, healthy workplace is to the well-being of our employees and the satisfaction of our clients,” said Claude Robert, chairman of Groupe Robert. “We’re committed to maintaining positive and productive work environment, and we make every effort to embrace and promote various safety initiatives to protect our employees on and off the road.”

In keeping with this focus, Group Robert’s health and safety team also continuously champions best practices at every step in the supply chain.

Groupe Robert's safety ratings consistently exceed Canadian and U.S. standards. For 12 consecutive years, they have won first place in their category for the Truckload Carriers Association (TCA) Fleet Safety Awards. With trucks that are fitted with onboard computers to provide real-time delivery information for clients, drivers also use electronic logging devices to help ensure their on-road safety and adherence to hours of service regulations.

"Safety comes first. It is part of who we are, not only what we do, and drives our decisions.", says Mr. Robert. "Offering our employees a safe work environment is non-negotiable."

Mr. Robert adds that the company works to promote safety in attitude, behaviour and everyday business practices.

"When we place such great focus on training and education, we build a culture where safety comes naturally," he says.



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A few examples of how they've raised the bar in transportation safety

- Installed driving assistance technology
 - Obstacle detection
 - Cameras
 - Brake assist systems
- Equipped vehicles with anti-rollover device
- Added lights on trailers for greater visibility to other drivers
 - Flashing lights on each side to better indicate lane changes and turns
 - Two strobe brake lights on the upper lintel for new 2023 trailers

"Groupe Robert has been a close collaborator, they truly lead the way in terms of Canadian transportation safety," said Scott Creighton, director of Risk Services at Northbridge Insurance. "Congratulations to the entire Groupe Robert team on your efforts, and for being recognized as the 2022 Northbridge Insurance Transportation Safety Award recipient."

