

# HARD HAT NEWS



LEE PUBLICATIONS, INC., 6113 STATE HIGHWAY 5, PALATINE BRIDGE, NY 13428

## Truck Rental Company Goes The Extra Mile With Leasing, Parts, and Customized Programs

by Rochelle Craig  
East Coast Field Editor

Warehouse foreman Dan McGuckin has dealt with DeCarolus Truck Rental, Inc. on and off for 25 years. When he came to Atlantic Plywood, Inc., he switched all of the trucks over to DeCarolus as their leases were up.

"Our motto is 'commitment to excellence'," McGuckin said, "and that's what DeCarolus is. They go the extra mile."

Atlantic Plywood, a plywood wholesaler based in Leroy, New York, is currently leasing five DeCarolus trucks, including a 2002 Sterling model AT9500 Tandem Axle Day Cab Tractor, two 2002 Freightliner model FL112 Tandem Axle Straight Truck, each with customer-owned 26 ft. Curtain Side Body, and a 1998 Volvo Model WG64 Tandem Axle Straight Truck with customer-owned 26 ft. Curtain Side Body.

The company also has DeCarolus maintenance contracts on equipment it owns: a 1998 Utility 48 ft. Curtain Side Trailer, a 1995 Chevrolet Straight Truck, and a 2000 Isuzu Straight Truck.

"We use the trucks every day, primarily for deliveries," McGuckin said. Atlantic Plywood customers range from cabinet manufacturers to refinishers, in locations across Western New York and Pennsylvania.

DeCarolus Truck Rental, Inc., based in Rochester, NY is a "total transportation resource company," said Vince DiSchino, DeCarolus executive vice-president. "We have a strong name in upstate New York, primarily in truck rentals, but we also offer truck leasing and other support services."

The leasing package offers customized vehicles designed for the customer's unique needs, with a customized maintenance program. In some cases, such as that of Atlantic Plywood, customizing means blending the decisions made by an out-of-state corporate office with DeCarolus' proven programs.

"Our rental/lease business is very appropriate for these economic times," DiSchino said. "In these times, people have to watch how they spend their money and they have to have flexibility. In our lease program, we have to get close to the customer's business, and be as flexible with our solutions over the lease term (normally five years) as possible. But we can also offer shorter term solutions through our rental program. That is, they wouldn't need a five-year commitment for a two-year need."

DeCarolus also offers customized support maintenance for a company's own equipment, and is also a distributor of a heavy-duty parts and equipment line. Two of the company's facilities in upstate New York just sell parts.

"We can provide their shops with parts they need to keep their fleet on the road," DiSchino said. "It's the same inventory that backs up our own shops and keeps our fleet on the road."

Equipment includes van bodies, flat beds, lift gates, tool boxes, mobile communications, all of which DeCarolus is a direct distributor. DeCarolus can also customize a maintenance program for fleets that have vehicles the company has elected to own.

Another DeCarolus line

is the "warehouse on wheels" storage trailers. These trailers have been used on construction sites, and by retail establishments, manufacturers and warehouses for temporary storage of inventory, seasonal needs, and construction materials, and are normally delivered to the customer's site by a DeCarolus shuttle driver.

Stone Construction Equipment, Inc., Honeoye, New York, a manufacturer of small equipment used in the construction industry, rents 45 ft. long storage trailers with wooden floors from DeCarolus for a few months at a time, frequently for use as additional warehouse space. The storage trailers are used to store either manufactured material that is going to sit in their warehouse awhile or inbound shipments that they are not using for awhile. The tractor is a single axle day cab. This is normally a late 1990's International. They use it as a yard horse just to move trailers around their yard.

Stone is a 100% employee-owned American company and a leader in the design, manufacture and marketing of light construction equipment for worldwide distribution: concrete and mortar mixers, power trowels, concrete and masonry saws, hand-held, walk-behind and ride-on dirt and asphalt compactors.

"DeCarolus is very responsive, very customer-oriented," said Barb Tobias, traffic manager for Stone.

DiSchino would like to see the lease end of DeCarolus' business be the highest percentage of their business, but because of uncertainties,



Keith Henry, left, a driver for Atlantic Plywood, talks with Todd Crnkovich, technician, DeCarolus Truck Rental. The truck is a 2002 Sterling T/A (tandem axle) conventional tractor with Model A T9500 day cab.

he said, customers may not be able to make five-year commitments.

"We understand this, so to grow the leasing portion of our lease business, we've tailored some of our lease programs and built relationship flexibility into them," he said. "If a customer makes a five-year commitment, but now needs a different body or an upgrade from a single axle tractor, for example, we can swap them for what his current needs are without penalizing him. This is that relationship flexibility we can offer because of our rental fleet and equipment lines of business."

"We pride ourselves on the fact that our people make the difference," said Robert Merlo, DeCarolus marketing coordinator. "It's our people first, and then the service that they deliver, that differentiates us from our competitors."

Atlantic Plywood is an out-of-state customer that has blended the needs of its corporate office with the services of a local company. "We've come up with a plan that can address multiple needs, so we're a one-stop shop for them,"

DiSchino said.

DiSchino is the brother-in-law of DeCarolus president Paul DeCarolus, and has been in the business with him 32 years. DeCarolus' son, Louis, is the head of information technology.

In a family business, as in any business, DiSchino said, there has to be a mix of talent, of likes and dislikes, strengths and weaknesses that complement each other. "But it has to cover the whole gamut," he said. "Our talents have complemented each other. Paul has been very cautious, and detailed, and looks at things from a CEO/owner's perspective. I'm looking at a broader picture of what's going on from a customer, employee and operational viewpoint."

The bottom line, he said, is that "you need a team of mixed talents to grow a company, and make sure all bases are covered."

DeCarolus Truck Rental keeps adjusting its business for the changing times, and keeps the company strong by offering our customers total transportation resources and solutions.