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Transportation Resources Company Celebrates 65 Years, Dedicates New Building to Heavy Duty Parts

by Rochelle Craig



When the town of Hamburg, New York undertook improvements last summer to a former municipal landfill, 18,000 cubic yards of low permeable clay soil had to be trucked in for cover the landfill.

Zoladz Construction Company, Inc., an Alden, New York construction and trucking company, was awarded the contract for providing the trucking services. And, according to Zoladz fleet manager Gary Anstett, DeCarolis Truck Rental's Heavy Duty Parts Division is one of its most trusted and reliable suppliers for its transportation needs. "We buy anything to do with brakes: brake shoes, brake drums; electrical, truck rims," Anstett said. "DeCarolis is a top-notch supplier."

Most recently, DeCarolis Truck Rental expanded its Heavy Duty Parts division in Rochester, New York and is now located in a new 10,000 sq. ft. dedicated building separate from its headquarters facility.

It was in the mid-1980s when owner/operators would come over to its rental/lease division in Geneva to borrow heavy duty parts that DeCarolis was using to supply its own rental and leasing fleets.

"We recognized a need to supply

parts to the marketplace," said division sales manager Tim Coons. The Heavy Duty Parts Division took off in Geneva in 1986, and in Rochester in 1989.

The grand opening of the 10,000 sq. ft building is a demonstration of the commitment of DeCarolis to the industry and to the community, Coons said.

"Because of our knowledge in Parts," he said, "we add value to our rental and leasing divisions. The customer doesn't need to buy the required parts someplace else. And since we use what we sell to support our own fleets," he added, "quality is very important to us." DeCarolis has truly become an integrated transportation resources company, "providing solutions to our customers' needs," said Robert D. Merlo, marketing coordinator for DeCarolis Truck Rental, Inc. "Our operations have expanded geographically to provide transportation resources and solutions to more than 1,000 customers from various industries across western and central New York." This year, the company is celebrating 65 years as a privately-held, family-owned company whose operations, in addition to heavy duty parts, have expanded to offer services ranging from contract and full-service maintenance to truck body and trailer repair.

With a workforce of more than 170 transportation professionals and a fleet of more than 3,000 vehicles, it continues to grow, serving an area east to Syracuse, west to Buffalo and south to Perry.

Truck Equipment and Accessories, an ancillary part of the Heavy Duty Parts Division, sells all types of truck bodies – dry freight, refrigerator, platform, service bodies, and accessories such as flashing lights, tool boxes,

truck fenders, lift gates – anything used in accordance with the purchase of truck bodies.

"We can install any body we sell, or any body on the market today," said Ray Turner, sales manager, Truck Equipment and Accessories. DeCarolis' product line includes Morgan Corporation, Danzer Morrison, Omaha Standard, Ultron Liftgates, with Morgan Corporation giving DeCarolis "the widest variety of truck bodies to sell," Turner said. "It gives us a broader market from which to sell truck bodies."

Customer Gary Anstett is especially satisfied with the knowledge of DeCarolis' sales representatives, "If we're doing a particularly out-of-the-



ordinary brake job, for example, this guy is very helpful in identifying the parts we need," he said, referring to heavy duty parts sales representative Joseph Caliano whose New York eastern-southern territory covers Niagara Falls to Caledonia, east to Olean and Bath, and all points in-between "We call and say, 'Hey, stop over and figure out what we need,' and he really knows his numbers," Anstett said. "He's got them all in his head." In technology, DeCarolis is "ahead-of-the-curve," Coons said. "We have an internet-based point-of-purchase computer system operating on a JIT (just-in-time) inventory model. Most of our competition uses a closed-loop internal computer system," he said, "whereas ours is an open extranet-based system accessible to our customers. If a vendor changes a part or needs to make a correction, we can receive the update instantly."

"DeCarolis' expansion into a new and larger building in Rochester demonstrates its commitment to our customers' need, Coons said. "We supply anything any company with vehicles might need, including parts for all makes and models as well as shop equipment and tools."

To augment its Heavy Duty Parts services, DeCarolis is a member of the HDA Parts network, a group of more than 500 aftermarket parts and service companies worldwide that work together to provide the best products with the best value for the customers' money.

And to mark the company's 65th anniversary, a professional four-color magazine has been underwritten almost entirely by its vendors and suppliers, which, Merlo said, "shows their continuing faith in us and support over the years." The publication has been sent to 4,000 current and prospective customers, vendors and employees.