

REINKE DEALER DISCUSSES DECISION TO GO REINKE

DESHLER, Neb. (Nov. 19, 2007) – In an industry where ‘uptime’ is paramount, L.R. Miller Trucking president Ken Isaak has come to trust one flatbed to guide his fleet. That flatbed is a Reinke.

“In the eight years since we’ve used Reinke trailers, we’ve never had a breakdown,” said Isaak.

Ken Isaak is the president of L.R. Miller Trucking, which has been in business for 35 years. L.R. Miller Trucking operates nationwide, but typically does most of its business between the Midwest, Florida and the Carolinas. The company generally hauls wide, heavy loads on a flatbed trailer, including machinery such as injection molding machines. The company currently owns 50 trailers and 25 tractors with company drivers comprising 98 percent of its crew.

L.R. Miller has been a loyal Reinke customer for eight years. During the first four years of that time span, Ken Isaak purchased a combination of Reinke trailers and other brands. Over the course of the past four years he has shifted to purchasing Reinke flatbeds exclusively.

“We decided to use Reinke exclusively because of the superior quality,” said Isaak. “A number of our Reinke flatbeds are 10 and even 12 years old. The trailers are durable and the lighter weight allows for an extra payload, which positively impacts our bottom line.”

Additionally, the Reinke flooring is lightweight, which helps to meet heavily regulated requirements. And because L.R. Miller often hauls unusually shaped loads, the ability to nail chocks and other restraints to the wood flooring is an added benefit. Ken is also quick to mention the "outstanding appearance" of the Reinke flatbed.

Prompt delivery of products and parts is also a positive benefit to using Reinke,” said Isaak. “Having what you need when you need it is vital to surviving the constant deadlines within the trucking industry.”

Ken views the pricing of the Reinke flatbed as very competitive. Repairs and downtime are minimal therefore replacement costs are typically lower than the competitive brands that R.L. Miller has used. And again with downtime being a killer in the trucking industry, L.R. Miller operates its own service garage and services its trailers regularly.

While Ken Isaak believes that Reinke trailers typically have a lower profile outside the Midwest, it’s certainly not because of the product itself. Rather he feels it’s more a function of trucking companies and truckers across the nation that typically tend to be parochial in their trailer choices. As for Ken Isaak and crew at L.R. Miller Trucking the choice to use Reinke trailers exclusively was a “logical choice.”