

# For Reliable Wood Products, Only the Best Will Do

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Reliable Wood, is the huge boom in demand for their finished mulch product as well. "With the building boom and the growth in the consumption of mulch, we run a 12-month operation now," he said. "This used to be a seasonal business, but now it takes all year to gear up for that 5-month explosion of demand."

Reliable Wood can satisfy over 100 tractor trailer loads of material each day in their busy season, an issue that Vene finds to be one of the toughest challenges. "Fortunately we have five great sales people, so finding outlets to sell our material into has not been a problem," he explained. "We service a pretty wide market for organic and colored mulch, and can deliver to nurseries and large landscape contractors throughout a 120-mile radius. But gearing up to deal with the daily deliveries, logistically scheduling transportation anywhere over the distances that we cover is tough. Providing timely delivery is very important from a customer's satisfaction point of view, and we can't afford to fail there."

With the tremendous growth Reliable Wood has experienced from a



Alex Padamo and Elmer Morales proudly show off their final product.

Reliable maintains a large team of people to keep the mulch supply flowing steadily.

concept start-up operation four years ago, to the three-quarters-of-a-million-yard production network they are today, Vene still sees opportunity out there, and intends to continue following up on those that make sense. "What has happened lately is as we get larger, the opportunities present themselves to us, so we can carefully analyze them and pick and choose the ones that best fit our business plan," he detailed. "It's exciting, but it's also getting to the point where we were getting very large very quickly. In the end, we're still a family business and I think we really want to take a step back and wrap our arms around where we are for a year or so until we're ready to hit another growth spurt."

What Reliable Wood has already accomplished is more than many would ever aspire to. Growing from a start-up operation to a market leader in four years is hardly an easy task. But Vene and his team have done all the right things to ensure they have a loyal customer base, an efficient and productive organization, and a high-quality dependable product. As long as they continue to follow that successful recipe, there is little doubt that whatever challenges they may accept in the future, the results are likely to remain the same.

## Construction and Industrial Equipment: Thirty Years of Earned Trust

by Mark Scheer

For thirty years, Construction and Industrial Equipment Corp. has been helping companies throughout New England identify the proper equipment for their applications. After all, you get to know a thing or two in thirty years, and for Jack Moninger, founder and president of C&I, his experience does not stop there. "I've been thirty years here in my own business," he explained. "But I worked for someone before that for another twenty." With more years of knowledge himself than many other well-established dealers may have on their staff combined, Jack knows good equipment when he sees it. And customers that come to him for advice take confidence in knowing that his recommendations will be sound and well-informed.

The Lodi, New Jersey-based dealer represents a number of product lines of construction, transportation, recycling, waste-processing and other related equipment. "Leeboy, Interstate Trailers, Amerimax compactors, CEC screening, Rubblemaster..." Jack listed. C&I is also the New England dealer for Diamond Z grinders. "We've been a Diamond Z dealer for ten years now," he continued. "They are a great company to rep, just the best." Responsible for the sale and support of over 100 Diamond Z machines on the ground in his territory, C&I consistently ranks at the top of Diamond Z dealers, being recognized as a number one or number two 'Dealer of the Year' quite regularly.

Founded in 1989, Diamond Z offers a broad range of industrial tub grinders, horizontal grinders and track grinders for a broad range of applications from high-volume composting needs to C&D and solid waste reduction to material recycling. Diamond Z also produces a line of trommel screens to complement their grinding capabilities. Known for their depend-

ability and frequent innovations, Diamond Z has become a worldwide leader in horizontal and tub grinders, delivering machines throughout North America, Asia, Australia, and Europe. In 1999, they were recognized for this accomplishment with the Governor's Award for Export Marketing for outstanding accomplishments in the export of goods and services around the globe.

Jack attributes his success as a Diamond Z dealer to the support he receives from the company themselves. "Through all they have accomplished, they are still a pretty down-home organization that can provide both a top-of-the-line product with top-of-the-line service." He further emphasized the ease with which he can count on getting the attention he needs to support his customers. "You call them up and you get a person every time," Jack explained. "You don't get a menu, you get people, and you get mobile numbers and home numbers and weekend numbers. You don't ever feel abandoned by that organization."

Likewise, Jack is equally as responsive and attentive to his customers, and believes his dedication is clearly the key to the long-term success of C&I. "I care about my customers' needs and service. I'll drive 100 miles with a nut and a bolt to get a customer going if that's what it takes." As a result, C&I has established a deep list of satisfied customers that continue to return for their equipment needs. "We work with a lot of allies; people I've known for years and years and years. We get a lot of business because of the relationships we've built over the years. We thrive on those customers that come back for their second and third and fourth machine because of the satisfaction they received when they bought their first machine from us."

Of course, having the infrastructure to support the strong regional demand is crucial to being able to

deliver those expectations. "Having a decent product to sell that the customer can produce a profit with and not spend a lot to maintain is first and foremost," Jack added. "But we also maintain a tremendous amount of parts inventory and have five great service guys to take care of our customers. Our product knowledge is second to none." Another important issue C&I makes a priority is equipment availability. "We keep a good inventory of machines in stock or lined up for sale," continued Jack. "It's unusual for a customer to wait long to get a piece of equipment."

Having such deep experience in the industry, Jack has witnessed the evolution of recycling equipment, and appreciates the variability of products to better satisfy the wide variety of application needs. "The designs of the products have changed quite a bit," he recalled. "We've gone from tub grinders to horizontal grinders; increased horsepower to where we now have machines that are bigger and better and more capable. And you can get wheeled machines or machines on tracks. All these options make for a better fit for each customer."

But for as much as things have changed, there remains one constant that will always stay the same. And after thirty years in business, it is clear that Jack has figured it out, and well. "Make sure that what you sell a customer makes them happy," he said matter-of-factly. It may seem so easy, but C&I has been doing that so well for so long. "That's what gives you your repeat business," he continued. "Our repeat customers trust us to advise and support them with their equipment needs because we've proven we're a partner to them now. And each time we deliver another machine and continue to provide that support, it reinforces that. That's what C&I works so hard to maintain."