

Company

NationaLease

Industry

Trucking

Location

Downers Grove, Illinois

Vehicles Serviced

**Trucks, Tractors, Trailers,
Vans, Light Duty Trucks,
Refrigerated Equipment**

Products Purchased from Lawson:

**Fasteners, Electrical, Cutting
Tools, Abrasives, Chemicals,
Material Handling, Fluid
Power, Hand Tools,
Automotive, Shop Supplies,
Welding, Safety**

Services Provided by Lawson:

- **Inventory Management**
- **Safety Training**
- **Product Usage Training**
- **Quarterly Reporting**



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— Jane Clark,
Vice President of Member
Services, NationaLease



NationaLease maps out greater efficiency and profits for members through partnership with Lawson Products

Imagine hauling a full shipment of a customer’s perishable cargo – ice cream – and your refrigeration unit fails. On a hot day. In rush hour traffic.

With a combined customer fleet of over 125,000 tractors, trucks, and trailers, **NationaLease** knows the best way to fix breakdowns is to prevent them from happening. Having the right maintenance and repair products, reliable service and technical expertise via Lawson Products optimized inventory management programs is helping NationaLease members reduce indirect spend and overall costs while extending the life of their vehicles.

NationaLease is North America’s largest and oldest member-owned association of independent full-service truck leasing and rental firms. The company provides comprehensive fleet management services for private fleets and transportation providers in more than 700 service locations throughout the U.S. and Canada, and is recognized for its responsive, high-quality, services, and leading edge technology. Lawson Products is a NationaLease Select Supplier.

“In selecting Lawson as an MRO consumables distributor, we looked specifically at how our members define value, and kept returning to no forced outage time and ensuring best productivity from equipment,” says Jane Clark, Vice President of Member Services, NationaLease. “Lawson’s approach is parallel to NationaLease’s: provide customized solutions and exceptional service, be customer centric in everything we do, and serve as the go-to expert.”

“Our Lawson rep got to know our business needs and is well integrated into our operation. Lawson isn’t just a vendor, they’ve become a strategic advisor to our maintenance shop. With Lawson, my mechanics and managers have fewer interruptions and can finish jobs faster, which saves us time and money.”

— Chris Banks, Tandet NationaLease

The NationaLease and Lawson Difference

NationaLease stands for service. It’s committed to customers and it shows – its customer retention rate exceeds 98 percent and is the best in industry. One of the most important member benefits is the NationaLease Reciprocal Service network. If a truck breaks down outside its geographic area, the service network is available at over 700 service and repair facilities throughout the continental US and Canada.

From Lawson, NationaLease members purchase high-quality, engineered fastening systems, cutting tools, chemicals, abrasives, hydraulics, automotive products and more. But the service excellence is what resonates most.



“Our Lawson rep has been wonderful. She points in the right direction and shows us products she thinks we might be interested in. Our relationship with Lawson has been fantastic.”

— Ed Darling,
Ballard Truck Leasing



“Lawson reps aren’t sales people,” Clark says. “They’re problem solvers, on-site engineers, product support experts. They are on-site and hands-on with tools, training and technology. Sometimes with a more efficient way to do a job or an alternate use for a tool, that’s safer and better for the mechanic.”

For this reason, Lawson terms its approach to inventory management, “Lawson Managed Inventory,” a combination of high quality products, technical expertise and the ability to assess and optimize each customer’s unique inventory needs and stocking practices.

When **Ballard Truck Leasing** joined NationaLease, they invited Lawson to manage their small parts. Like others, Ballard recognized an opportunity to improve efficiency, increase productivity and reduce costs by outsourcing to an expert in optimized vendor managed inventory. The service Lawson provides enables transportation companies to be operationally sound and financially prudent regardless of the size of their fleet.

The bottom line: greater efficiency means greater profit. This holds true for operators with a fleet of 10 trucks, one hundred trucks or one thousand.

The Road to Value

“Our Lawson rep has been wonderful. She points in the right direction and shows us products she thinks we might be interested in. Our relationship with Lawson has been fantastic. They are in all four of our buildings because of the excellent service. We were wasting a lot of time chasing after parts, and they solved that for us!”

— Ed Darling, Ballard Truck Leasing

Fleets can’t afford to have a piece of equipment out of commission for a day while the mechanic waits for a replacement part. Indeed, every hour that truck is not on the road, is revenue and opportunity lost. Lawson’s higher quality fasteners and components means improved uptime, with fewer breakdowns and unplanned servicing.

“Members getting the most out of the Lawson offering understand the relationship between cost and value,” Clark says.

And this proven approach to VMI can positively impact members’ earnings. Lawson Managed Inventory is the lowest cost alternative that leads to the higher profit for organizations.



“It’s largely due to Lawson’s service orientation. They understand the rigors of our business, anticipate our needs, and they partner with us on innovation.”

— Jack Hernandez,
Director of Maintenance,
Suppose U Drive

Several NationaLease members, who, before partnering with Lawson, had a strategy to maintain a high parts and maintenance inventory because the organization had no time or resources to accurately forecast. The result was a disorganized, overstocked shop, with thousands of dollars tied up in unneeded inventory, including stocking parts no longer used.

Lawson helped by redefining inventory parameters, controls and metrics to manage inventory investment and performance, while ensuring just right inventory levels and that the items used most are always at hand.

Expect the Unexpected

A roadside breakdown with a customer’s load in transit can wreak havoc down the line. Schedules are affected; there are supply chain interruptions, contractual obligations and penalties to consider, possible damage to both your and your customers’ image and reputation, to say nothing of the cargo, which could be damaged or ruined by the breakdown.

Suppose U Drive was one of the first truck rental companies in Southern California. In 2016, it celebrated 80 years in business and nearly 60 as a NationaLease member. Jack Hernandez, Director of Maintenance, says in recent years, the company used several MRO consumables suppliers, but now, just Lawson. “It’s largely due to Lawson’s service orientation. They understand the rigors of our business, anticipate our needs, and they partner with us on innovation.”

One result of that collaboration: Suppose U Drive’s new roadside disaster avoidance program.

Mechanics and engineers from both companies brainstormed a variety of disruption scenarios and tested stopwatch-driven recovery and repair solutions (*think NASCAR pit crew*). The game changer was Suppose U Drive’s Mobile Response Solution center. Lawson experts worked with Jack and his team to customize a parts inventory specific to vehicle types and the most common roadside breakdowns. Lawson then pre-stocked each mobile service truck with the products needed for repairs. Being able to respond to a driver with an 18-wheeler full of perishables on the side of the road, and fix it rather than tow, it is a huge win for all parties.

Trucking Forecast

More new trailers were ordered in 2015 than any other time in history according to ACT Research. As existing equipment ages and the new inventory runs through prescriptive upkeep schedules, the industry will need as many as 200,000 technicians over the next 10 years to keep up with truck maintenance demands says Truckpartsandservice.com.

With national connections and local ownership, NationaLease is dedicated to helping its customers respond to industry shifts and pressures. They facilitate cost reductions and support members’ focus on core businesses, ensuring rapid decision making, accountability and an entrepreneurial approach to identify solutions not found anywhere else.

“I’d describe Lawson Products much the same way,” Clark says, “which is why ours is such a complementary relationship.”