

## Trailer Transit



### PROFILE

**Trailer Transit**

**www.trailertransit.com**

**Headquarters:** Porter, Ind.

**Service:** Tow-away transportation

**Paul Kraker, vice president of**

**operations:** "We're still the largest and the most prominent out there."

Trailer Transit serves the entertainment, government, military and portable machinery markets.

## AN EFFECTIVE SOLUTION

Trailer Transit is the largest tow-away firm in the nation. It prides itself on giving its customers a cost-effective moving option.

**T**railer Transit is the largest tow-away firm in the nation and it prides itself on giving its customers a cost-effective option for moving their trailers or trailer mounted and portable equipment.

Sticking to its niche – power-only or tow-away transportation services – has served Trailer Transit well since the company was founded in 1981, Vice President of Operations Paul Kraker states. The company started out moving new, empty trailers from the manufacturers to dealers and today is involved in a wide range of operations for the enter-

tainment, government, military and portable machinery markets across the continental United States and Canada.

"Our 'cargo' is our customers' trailers or portable equipment," he says. "We custom-tailor transportation solutions to meet the specific needs of our clients, from cargo trailers to portable machinery, medical units to mobile classrooms, race-car trailers, sporting and entertainment equipment. The company is small by comparison to the trucking industry. We've been a leader in the industry from day one. Once people found there was a company that provided a reliable, cost-efficient way to get their equipment moved

from point A to point B, more and more avenues began to open up.”

For example, the entertainment industry realized it didn't have to own a fleet of trucks to move their equipment from venue to venue. "It's the same across the board," he notes. "They found it most cost effective to let us take care of it. There is no cost to maintain a fleet and all of the administrative costs associated, such as licensing, insurance, permits, fuel tax, etc."

#### SCHEDULE-DRIVEN

"Trailer Transit's customer service also sets the company apart," Kraker says. "We're still the largest and the most prominent [tow-away only company] out there. We have a very good reputation for what we do. Our business has always been based on excellent service. When we tell a customer we'll be there, we're there."

Director of Marketing and Research Brent Truex says that its clients look at the company as a partner in its operations. "Over the years, we've continued to provide a level of service that no one else

can match," he stresses.

For example the company is the preferred carrier for broadcast trailers because of its ability to meet the critical time needs of the customer. "It's very important for a broadcast to be on schedule," he explains. "Trailers of broadcast equipment must be there, and those companies look to us."

Time sensitive moves are no stranger to Trailer Transit whether it's a trailer dealer's customer needing their new trailer delivered so it can be put into service, a job site trailer for a construction project or an entertainment, or a sports venue with a tight schedule, Kraker says. "The greatest compliment we're paid is the fact our customers know we'll meet their scheduling needs, and it's just one less facet of their job that they don't have to worry about," he says.

#### DIVERSE AVENUES

The economy has not really had a significant impact on Trailer Transit. Because it is so diversified that when one particular market segment is down, another tends to go up. "As an example, trailer manufacturers

with orders for new trailers being down, that market has slowed, while business with the military has increased," Kraker says. "We are constantly identifying and developing new markets that can utilize our service and keep our customers' costs down."

#### FOCUSED ON SERVICE

Trailer Transit has 35 employees with its office located in Porter, Ind. "It's a very good company to work for," Kraker says. "Everyone understands their role - from our frontline sales, to our dispatchers, to our owner-operators. Everyone understands what is involved and expected, and everyone does their job."

Truex says he sees the company growing at a steady pace. "We're not going to jump out there and grow just to become big and lose quality," he says.

"There is a lot of trust involved, and that's very important," Kraker adds. "We don't want to become too big that we lose sight of that. In 10 years, we might be twice our size, but we expect quality over quantity." *usbr*