



SitePro Rentals Looks to Lawson for Turnkey Shop Set-ups, Productivity and Profitability Solutions

Its sights set on disrupting the industry, SitePro Rentals blazed onto the general equipment rental scene in late 2021. Led by a team of industry veterans, the start-up already has more than a dozen branches throughout the Southeast and more planned in the coming months.

"We deal in commercial construction and industrial equipment, and we're technology-focused, but this is really a people business, connecting with customers on a one-on-one basis," says Abe Farrington, District Manager for SitePro Rentals. "We aim to provide amazing service and equipment and deliver on what we say we'll do. That's what we're trying to build here. And it's what makes us stand out." It's also what SitePro Rentals expects of its vendors.

"Whenever we open a new store, Lawson Products comes in and we talk about the specifics of that market. Customer segmentation is critical in equipment rental," he says. Aerial work platforms are always in demand, but Farrington says some areas are seeing a big uptick in earthmoving equipment, for example, both for big earth and small to medium jobs that require skid steer loaders and mini excavators. Lawson customizes shop set-ups with the maintenance assortments and storage systems best for each branch.

Once the branch is up and running, Lawson is on-site every few weeks. "Our Lawson reps help problem solve, they order and restock as appropriate, and there's never excess inventory," Farrington says. "They don't push product or top off bins unnecessarily. They monitor our usage for demand planning and allocation and find ways to lower our costs.

"I love that we just don't have to think about it. They make things turnkey for us. Our managers can be focused on customer needs, delivering equipment to the job sites, and building relationships, while Lawson keeps our shops equipped, so we can keep our machines up and running."

Growth Via Increased Uptime And Efficiency

Farrington says Lawson brings value to SitePro Rentals in other ways. Lawson created a hydraulics maintenance program and trained SitePro staff so they can make OEM-quality custom assemblies in-house or in the field. That helps reduce downtime and it cut their hose costs in half.

Lawson installs its Torrent parts washer system in every branch. Torrent's enclosed wash area is safer for staff, and its combination of pressure, temperature and chemistry provides a significantly faster and more effective cleaning process than solvent-based, sink-on-drum set-ups.

According to Farrington, the Torrent parts washer is an essential shop tool. It's part of the maintenance equation, improving parts' longevity and overall equipment performance.

"What's best about our relationship with Lawson is that our two companies think and act alike," said Farrington. "Talk to one another, provide an excellent experience, treat people how you want to be treated. It's a partnership that's helped our business grow. In my opinion, they're the best in the industry."

Learn more at:

www.lawsonproducts.com/resources/torrent-product-solutions

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After



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