

Company

**RSD Leasing, Inc.**

Industry

**Commercial Truck Leasing**

Location

**White River Junction,  
Vermont**

Vehicles Serviced

**Trucks and Trailers**

Products Purchased from Lawson:

**Fasteners, brass fittings,  
paint, cutting tools  
and chemicals**



## How Lawson makes life easy for parts managers

Mike Murphy is a one-man parts department. When the 400 trailers and 300 trucks in RSD Leasing's fleet need maintenance, they all go through Murphy, the parts manager. With two shifts of mechanics servicing thousands of vehicles each year, Murphy's two shops go through a lot of hardware.

The more time Murphy has to spend managing inventory to keep the right parts stocked, the less time he can devote to the constant stream of other demands. For a while, his suppliers were making the hassle worse. They would show up when he was out to lunch and order parts that he didn't need or they wouldn't show up at all.

Then, when mechanics began complaining about the poor quality paint, cheap brass fittings falling apart and nuts not spinning onto bolts, Murphy knew he needed help. He didn't have time to manage quality issues on top of everything else.

"I got more complaints from the mechanics than I wanted to deal with," Murphy says. "It was time to make a change."

So eight years ago, RSD Leasing, Inc. began buying from Lawson Products — at first, just brass fittings and bolts. Initially, RSD was drawn to Lawson's quality products, as well as its depth of technical knowledge about those products. With Lawson Products, nuts were spinning onto bolts like they should, brass fittings weren't breaking and high-solids paints were performing better than ever.

"The overall quality of Lawson's products is just superior to anybody else," Murphy says. "We've tried other companies, and their product was just not up to par."

### Personal attention

As Lawson proved out in quality, RSD turned to it for more. Brass fittings and bolts soon grew into more comprehensive inventory management. Lawson became more than just an order taker to RSD by combining quality products with the technical expertise to manage them. Doug Phelps, Lawson sales representative, brings those benefits on-site every week when he visits both RSD shops to manage inventory.

"I like the personal contact — there's only one person I'm dealing with, and it makes me feel a lot more comfortable," Murphy says.

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— *Mike Murphy,  
Parts Manager,  
RSD Leasing, Inc.*

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— *Mike Murphy,*  
*Parts Manager,*  
*RSD Leasing Inc.*



Having that single point-of-contact in house gives RSD a reliable, recognizable addition to its parts department. Employees don’t hesitate to call Phelps on his cell phone with an urgent request.

But Lawson does more than take orders. Because reps such as Phelps bring a wealth of technical expertise and spend time on-site, they understand the customer’s business beyond a purchase order. That, in turn, allows them to look deeper than empty bins to determine what parts need to be filled and when.

“Doug is somebody I can trust,” Murphy says. “I don’t have to worry about him loading me up with something I don’t need. I feel comfortable with him coming in here and taking my orders, and not having to worry about it. Some of these guys will just push stuff on you, high pressure. I don’t like that at all, and I don’t get that at Lawson.”

That doesn’t mean Phelps won’t recommend better products to RSD when he sees a problem Lawson can solve. Lawson reps understand the customer’s business beyond just the parts it sells, so it can anticipate needs and recommend solutions.

“Doug knows the nature of this business at both locations, so you don’t have to explain it to him all over again,” Murphy says. “He makes suggestions. Lawson saves me a lot of time. He knows what I use, and he’s been doing this with me for so long that I just don’t have to worry about it. I’m a one-man show here; I don’t have any parts people. I’m the department, so that’s really valuable to me.”

## Providing solutions

For a busy parts manager, smooth operations come down to the details, and upgrading one small part can increase productivity and reduce time. For RSD, that means trucks moving through the shop quicker so they can generate revenue sooner.

So when Phelps saw locally purchased zip ties snapping when mechanics pulled them tight, he saw a problem that Lawson could solve. Now, after trying Lawson’s more durable zip ties, RSD won’t stock anything else. Why?

“I’ve tried them out,” Murphy says of the competition. “I’ve been in this business for years and I know exactly what they’re all about. I’ve dealt with Lawson at other companies I’ve been at, and I never had any problem with them. But other companies, we’ve had many problems.”

With reliable quality products, consistent on-site service and the loyal relationship that developed along the way, Lawson has become more than just a supplier to RSD. It is an extension of the parts department that seamlessly manages inventory, meeting needs before Murphy ever has to worry.

“Lawson seems to do everything to make me happy,” Murphy says. “Doug just makes my life a lot easier. I don’t have to worry about whether something’s going to be there or not. As far as orders go, I can count on them coming right in, right on time, every time. I’m just all the way around happy with Lawson.”