



A Solid Foundation: Heavy Truck Maintenance

STRIBLING EQUIPMENT

A Third-Generation Family Business

Truck, tractor and heavy equipment sales and service company is committed to maintaining clean, safe and aesthetically-pleasing facilities, with the mission of providing superior services and retaining quality technicians.



Stribling Equipment is a leader in construction equipment, as well as forestry-related products and services, with locations throughout the Mid-Southern US. Stribling Equipment (John Deere Construction & Forestry Equipment) currently operates 20 locations and Empire Truck Sales (Freightliner & Western Star Trucks) operates 13 locations.

Its mission since 1944 has been to continually improve its products and services to meet customers' needs. Stribling offers a full line of industry-leading products, the services of highly trained professionals, outstanding parts availability and unmatched service capability.

Their investment in strategically-placed store locations keeps them close to where its clientele are working, affording

its clients quick access to parts and service support.

"Our aim is that our geographic footprint will reduce downtime for our customers," Stribling Equipment Chairman of the Board Jason Greener says.

Stribling is also continually expanding at a rate of one to two new facilities per year.

Typically Stribling builds new facilities, but occasionally they retrofit existing structures. Whether new or existing, Greener says Stribling is dedicated to maintaining a world-class operation at all locations.

"We build a new facility or two every year," Greener says. "For dealing with big tractors and heavy equipment, I have to say our shops are extraordinary."



Jackson, TN
Memphis, TN
Jonesboro, AR
Little Rock, AR
Monticello, AR
Camden, AR
Arkadelphia, AR
Texarkana, AR
Fort Smith, AR
Springdale, AR
Tupelo, MS
Columbus, MS
Winona, MS
Philadelphia, MS
Meridian, MS
Jackson, MS
Brookhaven, MS
Natchez, MS
Hattiesburg, MS
Biloxi, MS

"Every floor has a smooth finish, which we keep dry and clean, and free of chemicals and oils...We work very hard to protect our floors, which in turn promotes employees to keep their areas clean as well."

- Jason Greener
Stribling Equipment

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In addition to strategic geography, Stribling's dedication to building and maintaining state-of-the-art facilities has a specific purpose.

"We strive to have a 'first class facility' for our service technicians and that includes the best equipment and tools. We want to attract and retain the best in the business from a service and parts standpoint," says Greener.

In addition to state-of-the-art tools and equipment, the facilities themselves are designed to be streamlined, efficient and productive. According to Stribling Equipment CEO Jerry Swanson, one of the important, and often overlooked, aspects of a facility is the lighting and concrete floor treatment.

"The lighting and floor treatment (reflectivity of the floors) make a very big difference," Swanson states. "It is imperative to have a bright, light-reflective floor surface so technicians can see under these large vehicles."

The maintenance required on the heavy tractor equipment and trucks expose the floors in their dealerships to chemical attack from the various spills of oil, gasoline and brake fluid. In addition, the threads on big tractors, as well as trucks, can scratch and wear-out an uncoated concrete floor quite quickly. Rough, exposed concrete aggregate becomes difficult to impossible to keep clean. This eventually will discourage mechanics to keep their work areas clean and safe. Maintaining the aesthetics is a major part of Stribling's corporate agenda.

"Appearance is very important to us," Swanson says. "We want a place technicians are proud to work at. It's important to us to attract quality employees."

Stribling Equipment treats the concrete floors in the Warehouse and Service areas

"Protective Industrial Polymers' product line provides solutions for every unique performance requirement we encounter on these flooring projects. I can always count on PIP to provide the right solution."

- Dave Goetz

CRI Resinous Flooring Solutions LLC



Stribling Equipment's shop floors and traffic lines promote a bright, reflective and aesthetically-pleasing atmosphere that increases productivity and employee morale.

of each shop, totaling approximately 27,000 sq. ft. per location. They also incorporate industrial-grade traffic line striping.

"Every floor has a smooth finish, which we keep dry and clean, and free of chemicals and oils," Greener says. "We work very hard to protect our floors, which in turn promotes employees to keep their areas clean as well."

But this wasn't always the case.

"We learned the hard way in the past," Swanson says. "We always had our concrete floors coated, but couldn't keep consistent quality from location to location."

Previous concerns that Stribling encountered in the past with their previous flooring installations included delamination of the epoxy coatings due to poor preparation and vapor emissions. In addition, there was inadequate attention to details that ranged from not fixing cracks in the floors, aesthetic items caused by out-gassing and fish-eyes and improper placing of safety lines.

"We chalk this up to not working with the right flooring service provider," Greener adds.

TOTAL RESPONSIBILITY FLOORING

In 2006, Stribling Equipment contacted CRI Resinous Flooring Solutions LLC after experiencing numerous problems with the coated floors in their maintenance shops.

CRI is a project management company specializing in the installation of resinous flooring projects, managing multiple

installation crews throughout the mid-southern US. CRI also works with resinous flooring manufacturers to ensure turnkey management of these flooring projects. CRI terms this the "Total Responsibility Flooring Program".

"Stribling asked CRI to visit each facility and get back to them with a report. We visited six shops in the Jackson, MS area," says Dave Goetz, owner and principal of CRI. Stribling's floor problems ranged from the coatings peeling off the floor, bad out-gassing and/or large fish-eyes in the coatings.

"We met with Stribling to discuss flooring solutions that would perform to their expectations," says Goetz. "We formulated a plan to fix problems in their existing locations, as well as options for future expansions, both existing and new construction."

To date, CRI has managed installations totaling over 400,000 Sq. ft. at 18 Stribling facilities. Stribling is now adding about 2 shops a year.

When it comes to flooring, Stribling prefers to work with a dedicated, single-source team to ensure new facilities are up to par with their other locations.

"We prefer the Total Responsibility Program because I have one point of contact at CRI that handles all the logistics of choosing the right material and assembling the proper installation crew," says Greener.

Since 2006, Stribling have put their trust in CRI to give them a flooring experience that aligns with their corporate philosophy.

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ASSEMBLING THE TEAM

The Total Responsibility Flooring Program for Stribling specifies Protective Industrial Polymers' (PIP) resinous flooring materials for every floor application.

CRI chose Protective Industrial Polymers' flooring products and systems because of a long successful experience and relationship with PIP.

"The combination of quality, long lasting and durable products, coupled with very competitive pricing and great on time delivery have been instrumental to keeping Stribling Equipment a satisfied customer over many years," says Goetz.

According to Goetz and Greener, Protective Industrial Polymers has always been able to offer concrete protection solutions that exceed their expectations.

"PIP's product line provides solutions for every unique performance requirement we encounter on these flooring projects," says Goetz. "I can always count on PIP to provide the right solution."

"We rely on their (PIP's) best judgment to recommend the right products for unique circumstances," adds Greener.

Because each Stribling project is unique, CRI has worked to match the right installation crew to each project based upon their capabilities.

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- Jason Greener
Stribling Equipment

"Stribling has been very pleased with the CRI-supervised installation crews," says Goetz. "CRI's vendor and installer relationships allows us to take advantage of lower material pricing, higher performance, quality of workmanship, and on-time delivery for every project."

"They are the 'A-Teams'. We wait for the CRI-vetted installation team's availability because we trust them to do it right every time," Swanson says.

APPLICATION OVERVIEW

New Shops:

After Stribling gets the buildings heated and/or air conditioned, the concrete floors are tested for moisture content and the

installation is scheduled. The floors are first shot-blasted to provide a suitable profile for proper adhesion of the resinous flooring system. Since aesthetics are important to Stribling, the concrete is then diamond grinded to remove the tracking lines that are created by the shot-blasting machine. A clear primer is applied to deeply penetrate into the prepared concrete surface. This allows for subsequent build coat(s) of a self-leveling epoxy to adhere, and also provides the smooth, glossy, light-reflective surface Stribling requires. At this point safety lines are laid-out custom to each facility, then installed. A final coat of chemical-resistant polyurethane is applied, providing both the aesthetics and protection desired by Stribling.

Existing Shops:

Many of the floors in existing shops have fluid-soaked floors and rough concrete. These floors are prepared more aggressively by shot-blasting to remove fluid saturation and create a smoother surface. Low concave areas are pre-filled with patching material and then the entire area is resurfaced with a nominal ¼" epoxy mortar system. The floor is then finished with two epoxy coats, traffic/safety lines, and a polyurethane topcoat as done in new facility applications.

UP AND RUNNING

The new, smooth floors allow all spills of oil, fuel and brake fluids to be easily and quickly wiped up. This helps eliminate potential slip hazards in these shops. The installed flooring system protects the concrete from chemical attack and wear from the heavy equipment being serviced. In addition, service technicians appreciate how easily their crawlers move around on the smooth floors. All shops have floor scrubbers to help to keep the floors clean and dry each shift.

Each component of the flooring project, from the material vendor to the installation arm, to the project management arm, is crucial to the success of the Total Responsibility Flooring Program. There are many moving parts and communication requirements in a successful flooring application that need to be managed and addressed. No detail is too small to be overlooked or ignored.

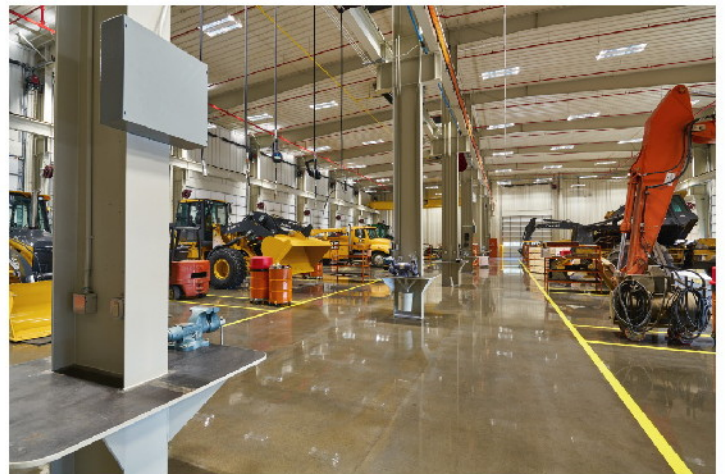
Greener adds that the installation of the floor is indeed an organized effort.

"We've developed a great relationship with CRI and the installation teams," he says. "We are very meticulous, and the team understands our expectations. It works out very well for Stribling."



Protective Industrial Polymers' resinous floor coatings protect the concrete substrate while providing superior resistance to abrasion and chemical attack.

Photo Gallery



Existing Facility Floor Resurfacing



Before



During



After



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