

# The Value of Service

## Model 337 is the right fit for ACE Enterprises

Braden Jones knows the value of service. In fact, the motto of ACE Enterprises, Inc., the Baton Rouge, La.-based portable toilet and waste-management firm run by Braden and his brother Brian, reflects their business mantra: Where Service Matters.

“A major factor in the success of our company is an absolute commitment to customer service,” says Braden. “This philosophy has made us what we are.”

But it wasn't long ago that another kind of service threatened to define operations at ACE. That would be the service the ACE fleet was often in the shop for,

**“I knew right away that the Peterbilt was just a 10-times better-built truck. And the guys driving it knew it, too.”**

one breakdown after another.

And that kind of equipment service record was starting to threaten the company's hard-earned reputation for customer service, a reputation that's made ACE the biggest business of its kind in the Baton Rouge area.

“We were just having too many breakdowns,” says Jones. “The air conditioning, especially. You really need that working for

our drivers in this part of the country.”

A solution, almost literally, was often at the door in the form of local Peterbilt sales representative Glen Elrod, who was a regular caller. But Jones didn't see many premium trucks in the portable toilet business, and had managed to get by with lesser equipment for years.

By 2007, Jones made a decision that would change the direction and the profile of his company for good.

### Overcoming perceptions

ACE got off to a modest start in 1981 when Braden's father, C.R. Jones, bought a truck and 25 portable toilets and set up shop in Baton Rouge. By 1996, the company expanded its offerings with roll-off dumping units and frontloading refuse equipment.

But equipment problems just seemed to keep the company from flourishing like Braden knew it could. And part of his challenge was overcoming what he saw as an industry perception.

“In this industry, a lot of people don't think they can afford a Peterbilt. They think they can get by on lesser, cheaper equipment.”

“Get by” he could, but Jones wanted better. He finally told Elrod to set him up with Peterbilt's then medium-duty offering, the Model 335.



Work takes ACE Enterprises' president Braden Jones and his fleet of Peterbilt Model 337s to diverse places, such as industrial job sites or the Louisiana State Fair, shown here.

He was pleasantly surprised when he finally put the first medium-duty Peterbilt to work in the fleet.

“I knew right away that it was just a 10-times better-built truck than the other trucks we were running,” says Braden. “And the guys driving it knew it too. They know these trucks are top of the line. You can see the way they respect the truck.”

If running a Peterbilt had some of his

personnel holding their heads a little higher, Jones says he noticed an effect on customers as well.

“You can see the heads turn when we pull into a jobsite,” he says.

### Value payback

Jones began cycling out his old trucks and replacing them with Peterbilt's medium-duty upgrade, the Model 337. Today, all of the trucks that deliver and

service their 3,000-plus portable toilets are Peterbilts. Nearly all are PACCAR PX-6-powered Model 337s, equipped with either a tank and a pump or an innovative Jones-designed body that can carry 1,000 gallons of waste in the floor, which also serves as a base for up to 12 portable toilets.

And Jones has found the Model 337 a money-saver in the long run.

“Our maintenance costs are defi-

nately lower with Peterbilts,” he says. “Besides eliminating the major repairs, I've noticed smaller things too. For example, we don't change the brakes as much as we used to, and constant problems with the injectors and turbos have been eliminated.

“And the PX-6 has been a good engine for us. I've never had to go

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inside an engine for repair. It's getting about 7 miles per gallon, and with the amount of idling we do, that's pretty good."

Jones also reports that resale on the Peterbilt medium-duty trucks has been impressive. He says the sweet spot for maximizing value is between 24 and 30 months.

"We do very well on them," he says.

But at the end of the day, Peterbilts earn their keep by their day-in, day-out productivity, which allows Jones to keep his focus on servicing customers.

"C.R. always says that if you take care of business, business takes care of you," says Elrod — now ACE's sales manager. "Peterbilt trucks allow us to take care of business as effectively and as cost and time-efficiently as we possibly can. That benefits both us and our customers."

Peterbilt medium-duty trucks, whether in tank configuration (shown here) or flat-beds for hauling portable toilets, always bring an impressive return at resale time for ACE Enterprises.



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# Making Their Luck

## Conservative business approach — and an all-Peterbilt fleet — pays dividends at Goodluck

The Goetgeluck family name may have a familiar pronunciation ("good luck"), but luck hasn't had much of a role in the growth and tenure of Romeo, Mich.-based Goodluck Refrigeration Services.

Rather, the family members running the firm credit the steady longevity of the 30-plus-year-old company to prudent, careful decision-making over the years.

"We're pretty conservative when it comes to making changes," says John Goetgeluck Sr., the company president. "We say if it isn't broken, don't fix it."

Goetgeluck says there have been plenty of opportunities to take a chance at doubling or tripling the size of their business, but he's seen others take similar risks and fail, with staggering consequences.

They're also reluctant to make equipment changes, but almost a quarter century ago, they made one he hasn't regretted since.

That's when Goodluck Refrigeration Services introduced the first Peterbilt to its fleet.

"We just felt Peterbilt was a better-built truck than the trucks we had in our fleet," says Goetgeluck Sr. "Plus, we knew Peterbilt held its trade-in value too."

While Peterbilt trucks have long since validated Goetgeluck's decision to commit to them back in 1988, the firm is looking for a similar affirmation from the PACCAR MX engine, which have been running in the Goodluck fleet since last



John Goetgeluck Sr. and Jim Goetgeluck trust their hauling needs to the Peterbilt Model 587 and the PACCAR MX engine.

spring. And early returns — particularly in fuel economy — have been excellent.

#### Seeing a need

Sons Jim and John Jr. both had jobs with a local carrier in 1979 when they and their father saw a need for a higher level of service that wasn't being offered locally. So they incorporated, with John Jr. as vice-president and Jim as secretary/treasurer.

The Goetgelucks found a single customer — one they still have today — with a need for delivery of their highly specialized, temperature-sensitive cargo in multiple stops from coast-to-coast. They quickly discovered some back-haul business with various temperature-sensitive food products, and they were in business.

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