



# Target Products Ltd.

"SOME OF OUR CUSTOMERS DEAL  
EXCLUSIVELY WITH US BECAUSE THEY  
KNOW OUR DELIVERIES ARE RELIABLE"

Randy Weibe, Plant Manager  
Target Products Ltd.

## INDUSTRY

- AGGREGATES AND CONCRETE

## COMPANY

- TARGET PRODUCTS LTD.

## CHALLENGES

- COST OF MAINTAINING THEIR OWN EQUIPMENT WAS OVERWHELMING
- POOR CUSTOMER SERVICE WITH ONLY ONE PRIVATE DELIVERY VEHICLE
- GROWING BUSINESS REQUIRED EXPANDED DELIVERY OPTIONS

## SOLUTIONS

- RYDER PROVIDED RELIABLE EQUIPMENT WITH NO HASSLE MAINTENANCE
- RYDER TAKES CARE OF LICENSING, INSURANCE AND EVEN FLEET WASHING

## RESULTS

- TARGET CAN FOCUS ON CORE BUSINESS WITHOUT DISTRACTIONS
- TARGET HAS PREDICTABLE MONTHLY COSTS
- CAPITAL IS FREED UP FROM NOT HAVING TO PURCHASE NEW EQUIPMENT
- BENEFIT OF RELIABLE EQUIPMENT, INCREASED DAILY DELIVERIES AND IMPROVED CUSTOMER SERVICE

Target Products Ltd., is a leading supplier of aggregate and concrete products to contractors and retailers in Western Canada and the U.S. The company brings top quality natural sands from surrounding locations to its plant in Edmonton, for cleaning, processing, packaging and distributing to customers in Alberta, British Columbia and Saskatchewan. The Edmonton plant includes a drying and screening facility, with packaging and warehouse storage. From the dryer, sand and aggregates are elevated to the screening plant where they are separated into various fractional sizes utilizing high-frequency vibrating screens, and then sent into silos for bulk shipping or packaging in paper or bulk bags.

If a bulk or custom order is needed for sandblasting, nurseries, water treatment plants, golf courses, traction products, grouts, ferro-cement work, polymer mortars or concrete, the order can be created combining specified weights and proportions of a variety of screened sizes depending on its end use.

To support the business, heavy-duty tractors and trailers, capable of transporting up to 40 tonnes of aggregates to customer locations are required. If a customer





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## TARGET AND RYDER HAVE A CONCRETE RELATIONSHIP.



needs to store materials in its own silos, the equipment is then modified with power blowers to convey the sand into them.



For more than 30 years, Target purchased, operated and maintained its own fleet of vehicles, because at the time, leasing companies did not carry this type of specialized equipment. However, the large outlay of capital to purchase the equipment and the expense to maintain the aging fleet was becoming a burden.



In 1999, Plant Manager, Randy Weibe, and Project Engineer, Chad Mowat, sought out a single-source provider to supply and manage a customized transportation program, allowing Target to focus on growing its business.



Under a full service lease contract, Ryder was selected. Ryder supplemented Target's existing fleet with three tandem-axle tractors and two B-Train trailers, with the intention to eventually phase out the aging fleet completely and have Ryder provide all new equipment.

Target is extremely pleased with Ryder—their outsourcing provider. They no longer have to worry about fleet operations. The vehicles are reliable and clean, Target's drivers are well-trained and accommodating, cash flow has increased and the overall customer service has improved, resulting in more business and an enhanced bottom line. Even the administrative functions such as insurance, licensing, fuel tax reporting and trip reporting are taken care of by Ryder.

Now the company can concentrate on expanding its core business and leave their transportation needs to Ryder.



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