

MIDWEST TOOL & EQUIPMENT CENTER



Homeowners, Contractors Rent to Cut Costs

Having weathered economic storms since 1968, Midwest Tool and Equipment Center (MTEC) continues to offer a variety of resources to homeowners, landscapers, contractors and the like seeking to cut costs. Despite its reputation for stellar customer service, the award-winning equipment rental and sales company, located at 4485 Highland Road (M-59) in Waterford, hopes to raise the industry standard even higher this spring.

General Manager Steve Vanker has worked in the rental business since his father launched the company under another name over 40 years ago. Over the years, he has sought help his customers with the best possible service.

"The customers we serve are many and varied," Vanker says. "They may be homeowners, construction companies, manufacturing plants, government agencies, churches, or schools. All are looking for equipment supplies and services that will provide them with the easiest and most economical way of doing a job around the house or cutting costs on construction and building projects."

MTEC has developed its rental inventory over the years to include affordable home maintenance items such as lawn and garden tools, flooring and painting equipment, generators, air compressors, scaffolding and lifts. In addition, they have maintained an impressive fleet of larger machines for moving earth, working with concrete, lifting material, working in sewers, etc. "We try to courteously supply our customers with a variety, quantity, and quality of equipment . . . at a competitive price," Vanker says. Nevertheless, MTEC does a lot

more than rent home, construction, and industrial equipment. The company now sells new and used equipment, supplies and accessories, and concrete color and stamps. They also offer delivery of large items and equipment repairs.

In recent years, the company has incorporated the sale of bulk salt in the winter. Understanding the financial pressures on its customers, MTEC broke the industry trend this winter by providing affordable salt to those responsible for the safety of Michigan roads and parking lots.

Although 9 states ran out of salt mid-season, Vanker and his staff agreed to put forth a tremendous amount of time and effort to locate and secure this valuable material. They shipped in loads from Ohio, West Virginia, and Canada. While other salt suppliers significantly increased their prices, MTEC only raised their price enough to cover the additional cost incurred by shipping in salt from out-of-state.

"Salt sales have had a tremendous impact helping us during the slower winter season," Vanker says. "From the comments we have heard about how well we serviced our current customers, we expect our salt business to double next year."

Such service is what has earned the company high recognition from the community and rental industry. Over the years, MTEC has been highlighted and recommended by such companies as Pontiac Engineering West, Flint truck assembly, and Construction Equipment Distribution Magazine. As of now, it is the only two-time winner of the American Rental Association's national "Best Customer Service Award".

In addition, General Motors Truck & Bus Group's Pontiac facility acknowledged MTEC for their "outstanding commitment to customer satisfaction and dedicated attitude toward continuous improvement as evidenced through...timely response to requests, on-time delivery, attention to detail, quality material, and commitment to understanding GM's policies, procedures and paperwork."

"Dependable seems to be their buzzword," wrote GM associates in their letter of appreciation.

Customers can take advantage of MTEC's dependable service through this year's seasonal specials. Homeowners will be offered discounted "items of the month" to help them work on projects around the house. Reduced rates are also available for weekend rentals, multiple item rentals, and long-term rentals. In addition, MTEC will continue to offer weekly and monthly rates for such items as chainsaws, leaf blowers, concrete cutting saws and diamond blades.

For more information, call MTEC at 248-674-4833 or check out their on-line catalogue (www.mtec.us).



MTEC's "knowledgeable staff" has earned numerous Customer Service "award"