



THEY ARE CUSTOMER DRIVEN

Shrader Tire & Oil

Joseph Shrader, Mark Meyer, David Stark
Toledo, Ohio

Shrader Tire & Oil is a company that values its history. “My grandfather provided a solid foundation for our success,” said Joe Shrader the company’s third generation president. “He shared with us many sayings and good examples about business ethics and integrity. Those have been passed down from generation to generation, and they are still in use today.”

One example Joe cites is that Shrader Tire & Oil is a customer service driven company. “We instill that in all our employees from the operators who answer the phones to the janitors who sweep the floors and say hello to the people that walk in the front door. My grandfather passed that attitude down to my father, and my father passed it down to me.”

Founded in 1948, Shrader Tire & Oil services primarily commercial fleet accounts. Its fleet stores, located in Ohio, Indiana and Michigan, provide everything from tires, to lubricants and shop supplies, to 24-hour road service. The headquarters in Toledo still remains open to retail customers. Most customers, however, range from small local fleet operators to national companies like UPS. Shrader also sells bulk oil to commercial and industrial customers and has recently launched an innovative new product from its retread tire facility in Blissfield, Michigan, called Ring Tread.

Unlike traditional retread tires, the “Ring Tread” features one continuous piece of rubber stretched and applied onto the casing like a giant rubber band. “The beauty is that it rides perfectly true,” said Mark Meyer, Controller of Shrader Tire & Oil. “You have less rolling resistance because it’s all one piece. And what it really means to customers is improved safety, decreased wear and a lower cost per mile.”

Shrader Tire & Oil counts on Savages & Associates to handle its employee benefit programs, including the firm’s 401(k) retirement plan. “We had a unique situation with our retirement plans because of several acquisitions we’d made,” said David Stark, Human Resource Director of Shrader Tire & Oil. “Russ Karban of Savage & Associates asked a lot of important questions, did the appropriate research, and worked with us to design a customized solution that met our needs.”

“It was obvious to us from the very beginning that Russ was an expert,” added David. “From an educational standpoint, he was able to shed light on how we should evaluate the different 401(k) plan options. Russ quickly became an important advisor in our decision-making process.

Dave appreciates the service he gets from the entire Savage team. “Russ has good people behind him. They’re very professional when you call in, and get back to you, right away, with whatever you need. I value my relationship with Russ and with Savage & Associates.”

