

## **Who We Are / Meet the Team**

Rubber-Inc. is a family-owned warehouse distributor of tire service supplies, serving the automotive, commercial, and off-the-road industries with high-quality tools, equipment, and tire repair materials.

Since 1939, we've built lasting partnerships by delivering personalized service, expert solutions, and trusted brands that keep businesses running smoothly.

While Rubber-Inc. supplies tire repair materials, tools, and equipment to shops nationwide, we also operate regional warehouses in Chicago, IL; Durand, WI; St. Louis, MO; Charlotte, NC; and Wareham, MA, allowing for faster shipping and convenient local order pick-up.

Our belief is that the true measure of a business partner is defined by how quickly and correctly people react when there is a problem to be solved.

## **Our Vision**

Bring a personalized, local touch to businesses nationwide, becoming the supplier of choice and preferred employer in the tire service industry.

## **Our Mission**

Offering a family-owned experience on a national scale, we aim to be the trusted partner for customers, delivering personalized service and quality products that keep their wheels rolling profitably. We build lasting partnerships, solve challenges swiftly, and empower our team to create meaningful relationships—making Rubber Inc. the top choice for business solutions and a great place to work.

## **Our Values**

### **Our People**

Employing highly trained field sales and US-based support staff to serve you.

- Investing in our employees with extensive and continued training.
- Empowered workforce to quickly and efficiently help you.
- Multiple points of contact to serve your business.

### **Our Solutions**

Providing personalized plans to ensure your business has what you need, when you need it.

- Consultative approach to your business needs, including on-site inventory management and training.
- Quick, accurate shipping nationwide with multiple warehouses to serve you.
- National service at a local level.

## Our Brand

Standing behind our products, customers, and vendors since 1939.

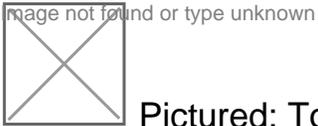
- Serving the tire service industry since 1939.
- Sourcing top tier, trusted brands.
- Family-owned and operated, we stand behind what we sell.

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# TRUST IN...OUR PEOPLE...OUR SOLUTIONS...OUR BRAND

Rubber Inc team members

## Our Story



Pictured: Tony (L), Joe (R)

Rubber Inc. was founded in 1939 but has been in our family since 1965 when it was acquired by Joe Nolan. His stepson, Tony Maffia, came into the business full-time in 1977, and Tony's son, Joe Maffia, joined full-time in 2004. Both

Tony (CEO) and Joe (President) serve active roles in the company today and believe in a servant-leadership approach to business.

[Continue Reading the Rubber-Inc story.](#)

## **Who We Serve: Tire Dealers, Tire Shops, Fleets, Retreaders**

At Rubber-Inc., our core customers are tire dealers, tire repair shops, and service professionals who keep vehicles moving safely and efficiently. We proudly supply tire shops, retreaders, wholesalers, and commercial fleet service centers across the United States with the equipment, tools, and tire repair materials they depend on every day. Whether you specialize in passenger and light-truck tires, commercial trucking, agricultural and OTR service, or tire retreading, Rubber-Inc. provides the products and expertise to keep your business running efficiently.

## **Industries We Support**

- Passenger / Retail Tire Dealers & Tire Repair Shops
- Commercial Truck Tire Shops & Fleet Service Providers
- Tire Retreaders and Retreading Facilities
- Tire Wholesalers & Distributors
- Agricultural & Off-the-Road (OTR) Tire Service Operations

# Core Products

We carry only high-quality tire service supplies and equipment from top U.S. and global brands trusted by tire professionals, including:

- Wheel Weights & Balancing Supplies
  - Tire Valves & TPMS Tools
  - Tire Repair Materials
  - Tire Shop Equipment (changers, balancers, lifts, inflation cages, and more)
  - Retread Products & Buffing Tools
  - Tire and Automotive Service Tools (hydraulic jacks, impact wrenches, shop chemicals, safety gear, and more)
- 

## Benefits of Doing Business with Rubber Inc.

**Working with Rubber Inc. comes with many benefits that can boost your business. This includes, but is not limited to the following:**

- Consultation - Product Knowledge and Technical Support
- Inventory Control Service - On-Site Maintenance and Dynamic Usage Reporting
- Relationship Development - Integrity / Validation
- Infrastructure - Customer Service, Empowered Decision Makers, and Online Information System

- Timely & Accurate Order Fill Rate
  - On-Hand Inventory (Multiple Facilities)
  - Products Sourced Globally
  - Program Development - Personalized to Each Customer
  - Product Training (both virtual and in person)
- 

## Service Strategy

Manufactured by Luviturn.com  
Pictured (Left to Right): Matt Witz (Director of Sales), Todd Davis (Regional Sales Manager)

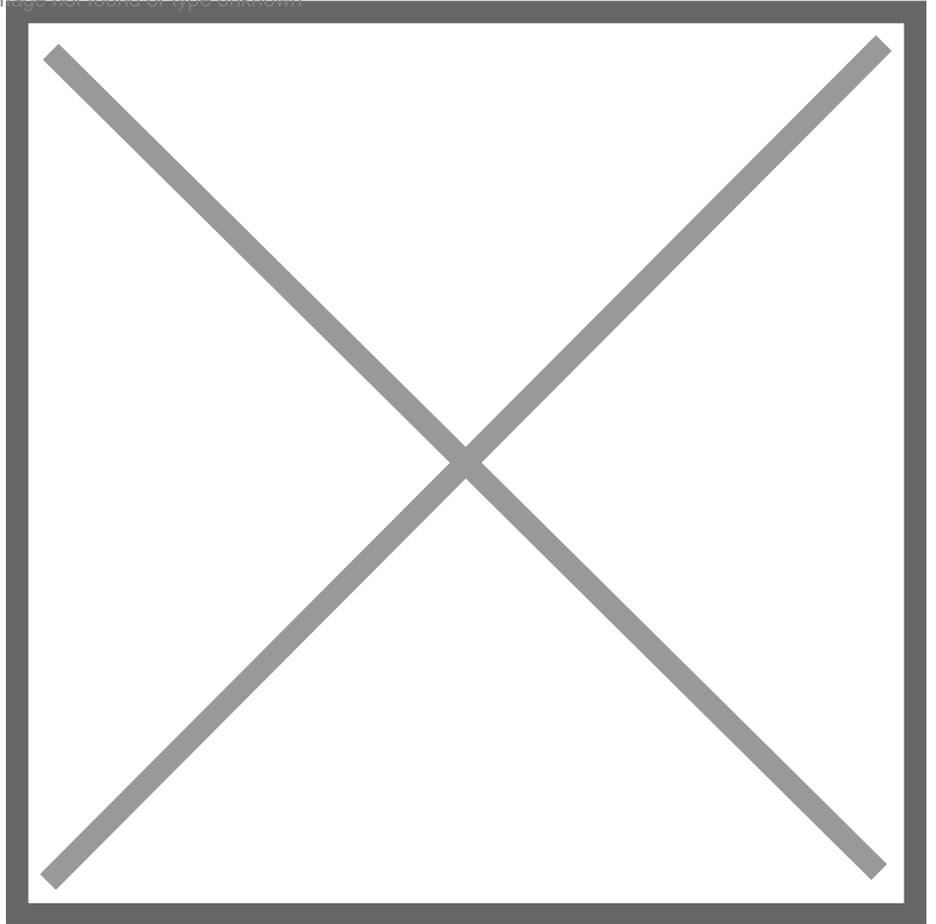
Matt Witz (Director of Sales), Todd Davis (Regional Sales Manager), Todd Peterson (Regional Sales Manager), Ken Neil (Regional Sales Manager), Juan Rodriguez (Regional Sales Manager), Colt Adams (Special Projects Coordinator), Jim Mills (Regional Sales Manager), Eric Stridde (VP of Sales)

We believe that quality service can only be achieved through strong relationship building. As such, we dedicate significant time and effort to fostering a service-oriented culture, along with ongoing training and team development. Our sales strategy features a local sales representative in each market who makes regular visits for both consultative services and stockroom replenishment. These representatives report to Regional Sales Managers, who not only coach and develop their teams but also work directly with customers to ensure their needs are being met.

## Ascot Supply Celebrating Over 50 Years

In the late 1960's six tire supply companies came together to create the Ascot Supply Corporation buying group. As a founding member of Ascot, Rubber Inc., was thrilled to help Ascot celebrate 50 years in existence in 2018. With 14 members today, Ascot has become a quality brand name of equipment, tools and supplies for the tire industry. Rubber Inc.'s membership in Ascot Supply increases our ability to source multiple lines of products from all over the globe. This enhances our ability to provide excellent order fill, unique product choice, and competitive pricing to our customer base.

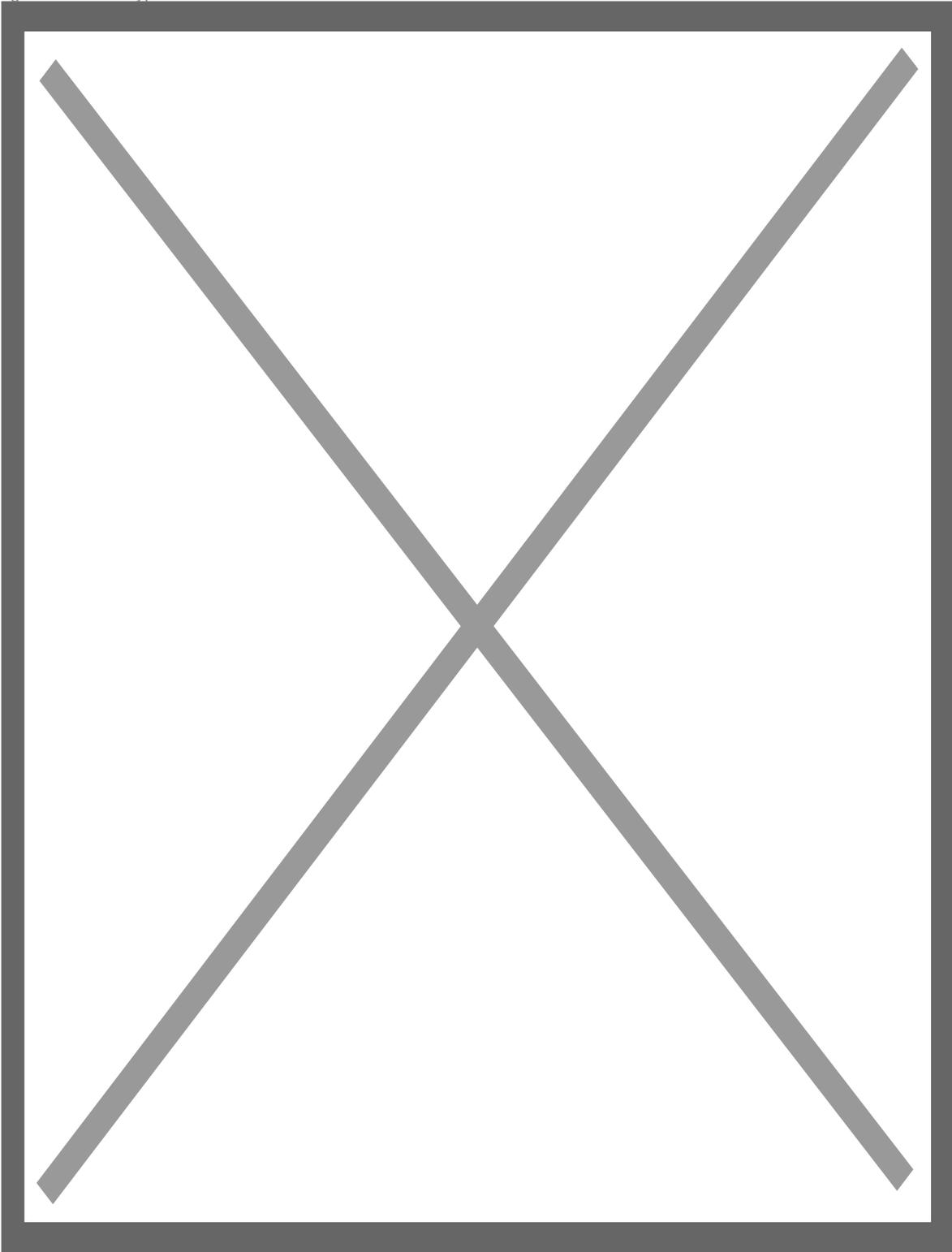
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## Meet Our Vendors

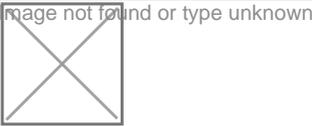
**Rubber Inc.** works with 100+ vendors from around the world so that we can provide you with the best products for your business in the tire industry.

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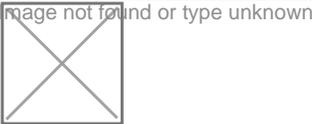


# Meet Our Sales Team

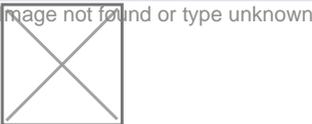
Rubber Inc. Sales Team is committed to serving the needs of our customers!



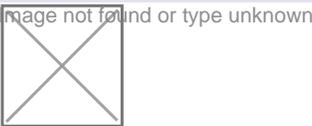
**Colt Adams**  
Strategic Projects Coordinator



**Derek Brammer**  
IA  
Account Manager

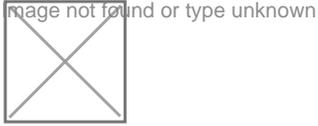


**Matt Bush**  
OH  
Account Manager



**David Cahill**  
ME

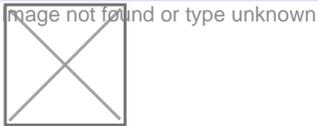
Account Manager



**Chris Case**

TX / OK

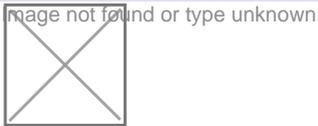
Account Manager



**Kindra Darneal**

AR / OK

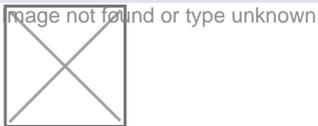
Account Manager



**Christine DeJongh**

AR / OK

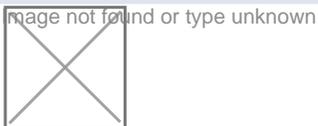
Account Manager



**Dustin Fortune**

IL

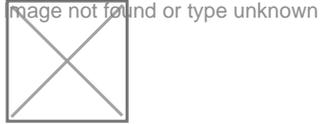
Account Manager



**Ben Franz**

KY

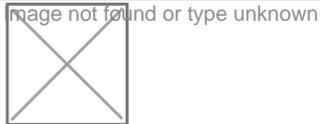
Account Manager



**Steve Fulton**

GA

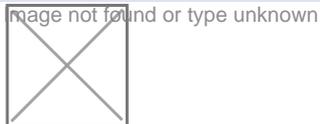
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**Tevus Funderburk**

SC

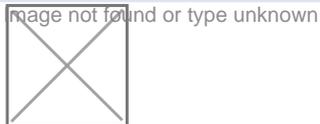
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**Pete Georgantas**

ME / NH

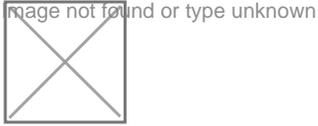
Account Manager



**Larry Golob**

FL

Account Manager



**Frank Harcrow**

AL

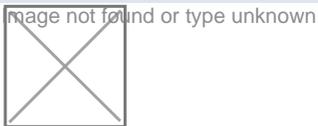
Account Manager



**Paul Hartness**

MN / ND / SD

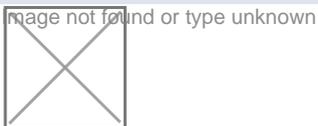
Account Manager



**David Henkel**

IL / WI

Account Manager



**Kevin Heubner**

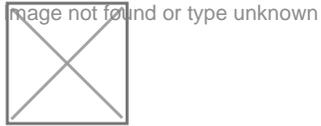
IL

Account Manager

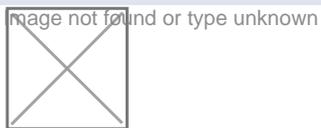


**Charlie Hill**

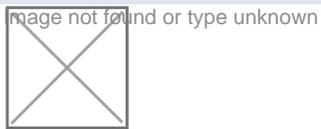
OH  
Account Manager



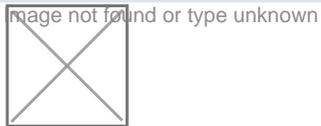
**Mark Holt**  
WI  
Account Manager



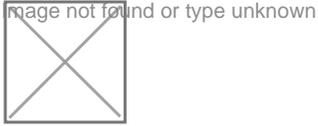
**Michael Janssen**  
GA  
Account Manager



**Jamey Immergluck**  
MO  
Account Manager



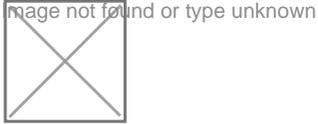
**Tristan Jenks**  
GA  
Account Manager



**Clay Jones**

TN

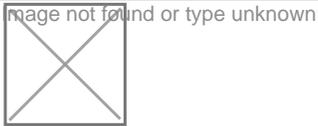
Account Manager



**Bill Keffer**

KS

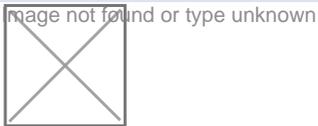
Account Manager



**Tiffany Keiser**

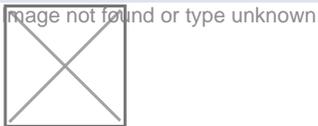
OH / MI / PA

Account Manager



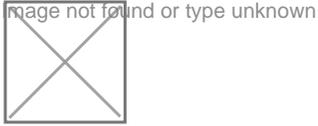
**Ben Kelly**

Key Accounts Specialist

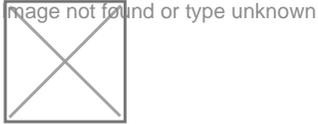


**David Lama Jr.**

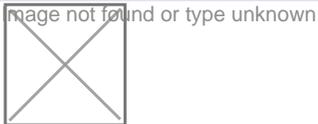
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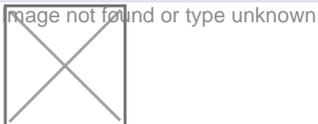
**David Lama Sr.**  
Account Manager



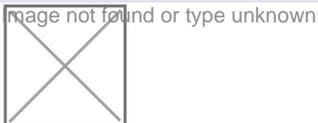
**Ciro Montoya**  
IL / IN  
Account Manager



**Pete Muscarella**  
IL  
Account Manager

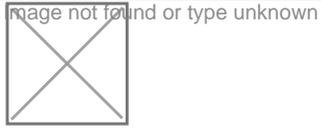


**John Nellinger**  
IN  
Account Manager



**Matt Newberry**  
MO

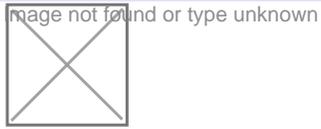
Account Manager



**John O'Barr**

GA / TN

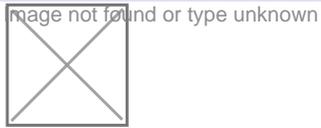
Account Manager



**Lori Osterman**

OR / WA

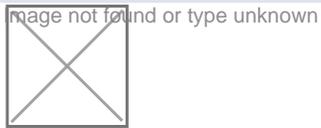
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**Barbara Rhode**

NJ

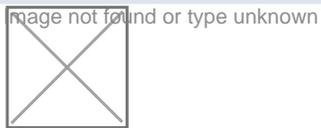
Account Manager



**Scott Robertson**

FL

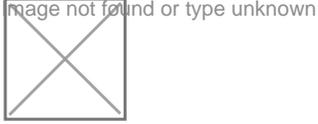
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**Paul Saenz**

CO

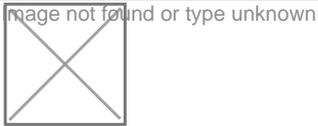
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**Brent Schomaker**

IA / NE

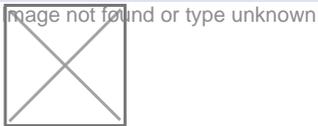
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**Ken Schuneman**

MN / SD

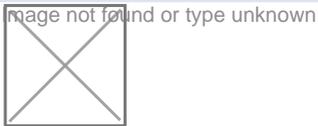
Account Manager



**Steve Sheldon**

WI

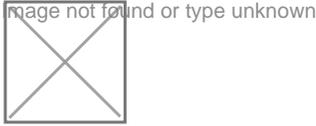
Account Manager



**Bill Slager**

IL

Account Manager



**Kirk Strohm**

IN

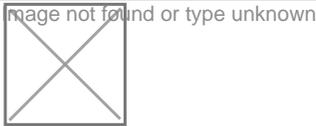
Account Manager



**Candice Wireman**

IN / MI

Account Manager



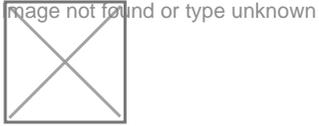
**Andy Wright**

TX

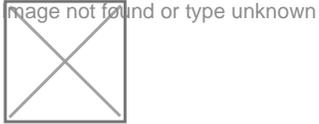
Account Manager

## Meet Our Support Team

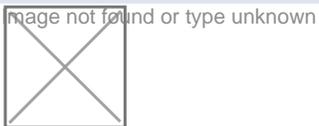
Our highly trained support staff is ready to assist you.



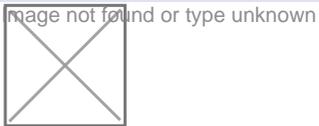
**Sydney Benoist**  
Purchasing



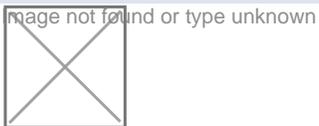
**Joel Leon**  
Customer Service



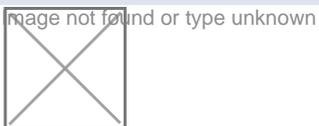
**Pablo Medina**  
Purchasing



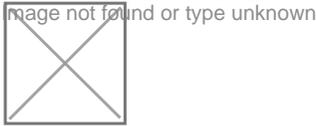
**Patty Negrete**  
Customer Service



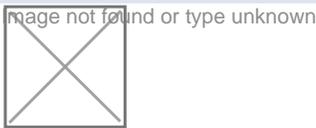
**William Powell**  
Customer Service



**Brenda Salgado**  
Purchasing



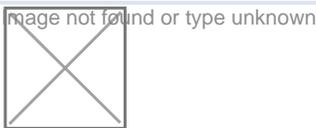
**Luis Villarreal**  
Purchasing



**Darlene Violet**  
Customer Service

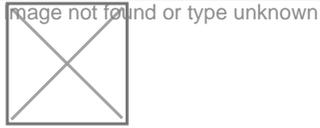
## Meet Our Management Team

**Rubber Inc.** team is committed to serving the needs of our customers in the tire industry. We appreciate every opportunity to service your needs and help you achieve your business goals. Please don't hesitate to contact any team member with any questions. Thank You for all your business!

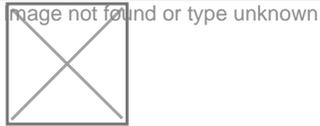


**Tony Maffia**

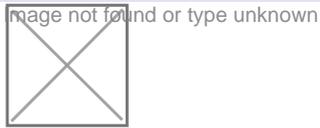
CEO



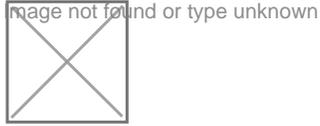
**Joe Maffia**  
President



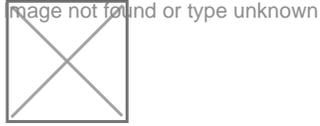
**Eric Stridde**  
Vice President of Sales



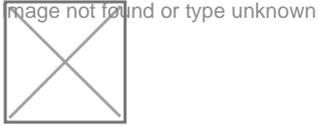
**Matt Witz**  
Director of Sales Operations



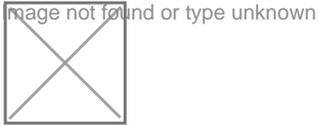
**JJ Bock**  
Director of Operations



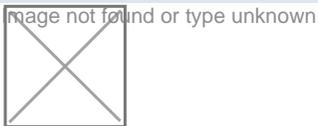
**Tony Pellegrino**  
Controller



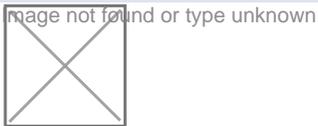
**Jackie McCaleb**  
Accounting Manager  
Privacy Officer  
Security Officer



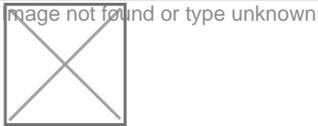
**Kim Mraz**  
Marketing Director



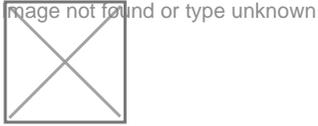
**Melissa Ramirez**  
Customer Service Manager



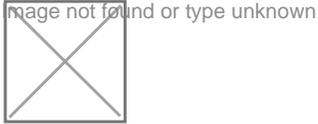
**Steve Beil**  
Sales Manager



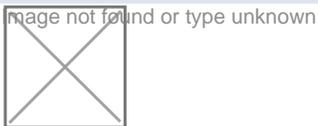
**Todd Davis**  
Sales Manager



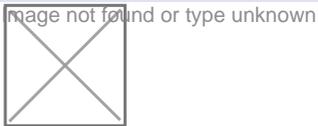
**Tom Griffin**  
Sales Manager



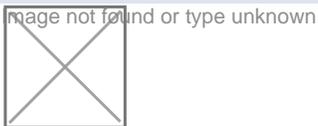
**Jim Mills**  
Sales Manager



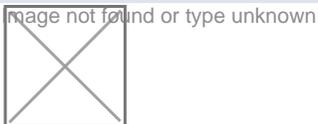
**Ken Neil**  
Sales Manager



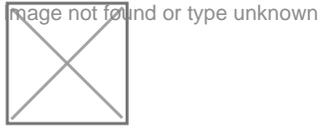
**Todd Peterson**  
Sales Manager



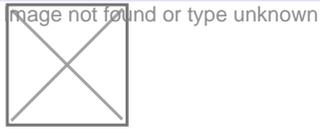
**Juan Rodriguez**  
Sales Manager



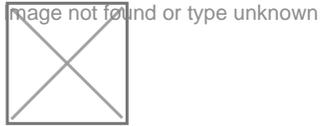
**Jimmy Cunningham**  
NC Branch Manager



**Ron Jenkins**  
MO Branch Manager



**Brad Olsen**  
WI Branch Manager



**Andrew Souza**  
MA Branch Manager

**Chicago, IL location**

**Durand, WI location**

**St. Louis, MO location**

**St. Louis, MO location**

**Wareham, MA location**

Chicago, IL

Durand, WI

St. Louis, MO

Charlotte, NC

Wareham, MA