

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.

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

Image used for illustrative purposes only.
Pictured (Left to Right): 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)

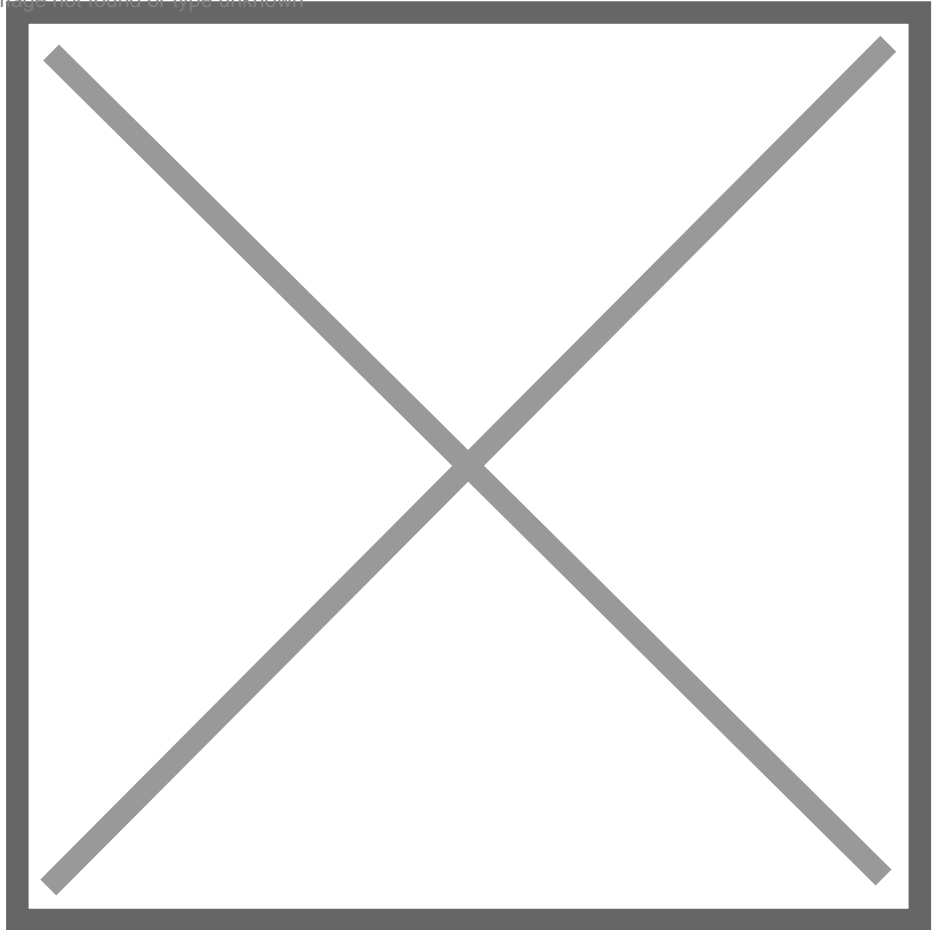
Matt Witz (Director of Sales), Todd Davis (Regional Sales Manager), Todd Peterson (Regional Sales Manager), Ken Neil (Regional Sales Manager), Juan Rodriguez (Regional Sales Manager), Colt Adams (Special Projects Coordinator), Jim Mills (Regional Sales Manager), Eric Stridde (VP of Sales)

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.

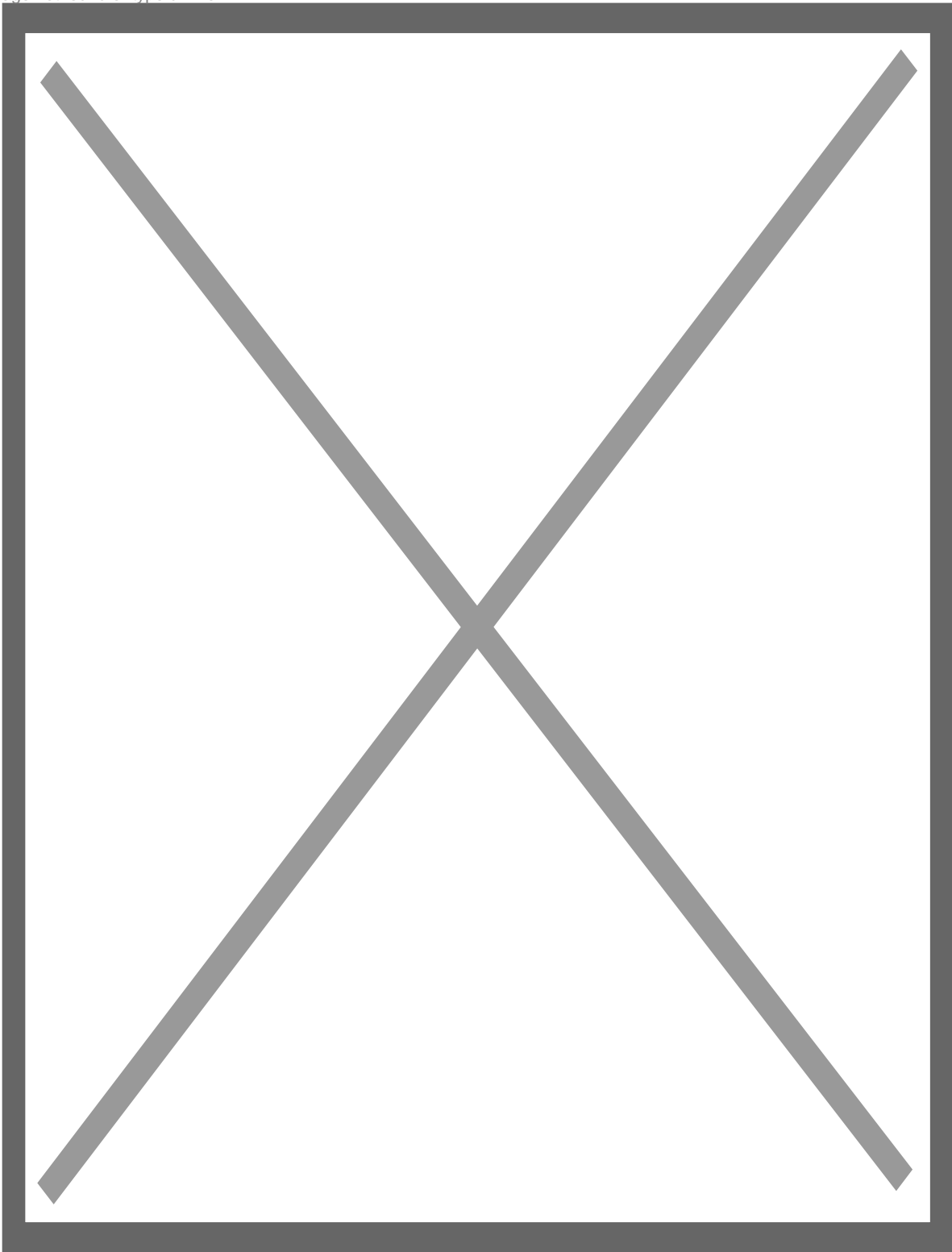
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Meet Our Vendors

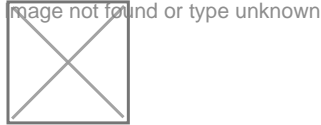
Rubber Inc. works with 100+ vendors from around the world so that we can provide you with the best products for your business in the tire industry.

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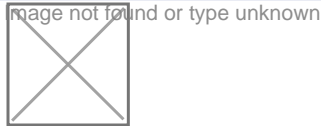
Meet Our Sales Team

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



Colt Adams

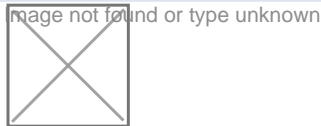
Strategic Projects Coordinator



Derek Brammer

IA

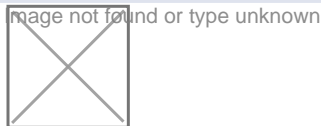
Account Manager



Matt Bush

OH

Account Manager



David Cahill

ME

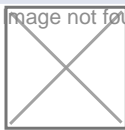
Account Manager



Kindra Darneal

AR / OK

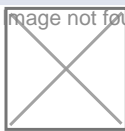
Account Manager



Christine DeJongh

AR / OK

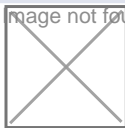
Account Manager



Ted Forrett

WI / IL

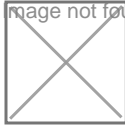
Account Manager



Dustin Fortune

IL

Account Manager



Ben Franz

KY

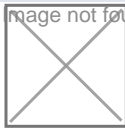
Account Manager



Steve Fulton

GA

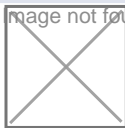
Account Manager



Pete Georgantas

ME / NH

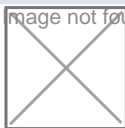
Account Manager



Larry Golob

FL

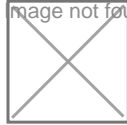
Account Manager



Frank Harcrow

AL

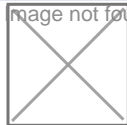
Account Manager



Paul Hartness

MN / ND / SD

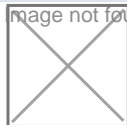
Account Manager



Kevin Heubner

IL

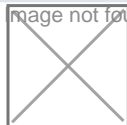
Account Manager



Charlie Hill

OH

Account Manager



Mark Holt

WI

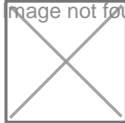
Account Manager



Jamey Immergluck

MO

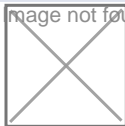
Account Manager



Tristan Jenks

GA

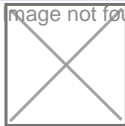
Account Manager



Clay Jones

TN

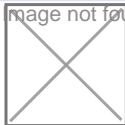
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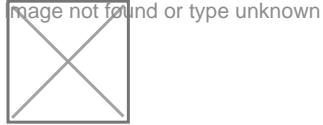
Bill Keffer

KS

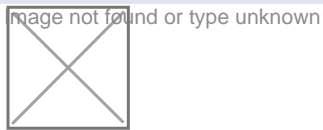
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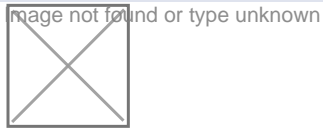
Tiffany Keiser
OH / MI / PA
Account Manager



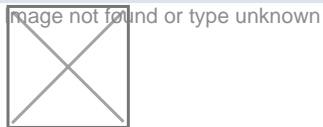
Ben Kelly
Key Accounts Specialist



David Lama Jr.
Account Manager



David Lama Sr.
Account Manager



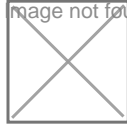
Ciro Montoya
IL / IN
Account Manager



Pete Muscarella

IL

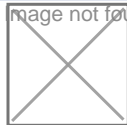
Account Manager



John Nellinger

IN

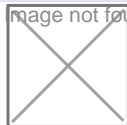
Account Manager



Matt Newberry

MO

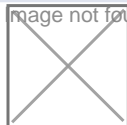
Account Manager



John O'Barr

GA / TN

Account Manager



Lori Osterman

OR / WA

Account Manager



Barbara Rhode

NJ

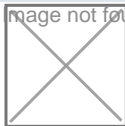
Account Manager



Scott Robertson

FL

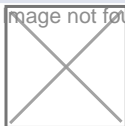
Account Manager



Paul Saenz

CO

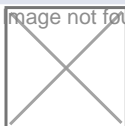
Account Manager



Brent Schomaker

IA / NE

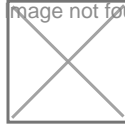
Account Manager



Ken Schuneman

MN / SD

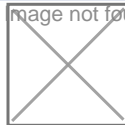
Account Manager



Steve Sheldon

WI

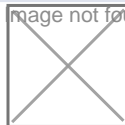
Account Manager



Bill Slager

IL

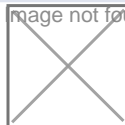
Account Manager



Kirk Strohm

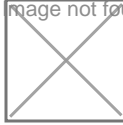
IN

Account Manager



Rich Whalen

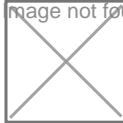
Key Accounts Specialist



Candice Wireman

IN / MI

Account Manager



Andy Wright

TX

Account Manager

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

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Joe Maffia
President

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Eric Stridde
Vice President of Sales

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Matt Witz
Director of Sales Operations

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Steve Beil
Sales Manager

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Todd Davis
Sales Manager



Tom Griffin
Sales Manager



Jim Mills
Sales Manager



Ken Neil
Sales Manager



Todd Peterson
Sales Manager



Juan Rodriguez
Sales Manager



JJ Bock
Director of Operations



Kim Mraz
Marketing Director



Ron Jenkins
MO Branch Manager



Brad Olsen
WI Branch Manager



Andrew Souza
MA Branch Manager



Jackie McCaleb

Accounting Manager
Privacy Officer
Security Officer



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Tony Pellegrino
Controller

Chicago, IL location

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Durand, WI location

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St. Louis, MO location

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St. Louis, MO location

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Wareham, MA location

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Chicago, IL

Durand, WI

St. Louis, MO

Charlotte, NC