

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

Rubber Inc. is a family-owned warehouse distributor serving the automotive, commercial, and off-the-road industries with high-quality tools, equipment, tire repair materials, and supplies. Since 1939, we have built lasting partnerships by providing personalized service, expert solutions, and trusted brands that keep businesses running smoothly. We have locations in Chicago, IL; Durand, WI; St. Louis, MO; and Charlotte, NC to serve you promptly.

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



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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.](#)

## **Our Core Customer is the Tire Dealer.**

This can break down into a variety of specialties, including but not limited to:

- Passenger / Retail
- Commercial Truck
- Tire Retreaders
- Tire Wholesalers
- Agricultural & OTR

## **Core Products**

We carry only high-quality products from top brands in the USA and the world.

- Wheel Weights & Balancing
  - Tire Valves & TPMS
  - Tire Repair Materials
  - Equipment
  - Retread Products
  - Tire and Automotive Service Tools (hydraulic jacks, impact tools, chemicals, etc.)
-

# 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

**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)

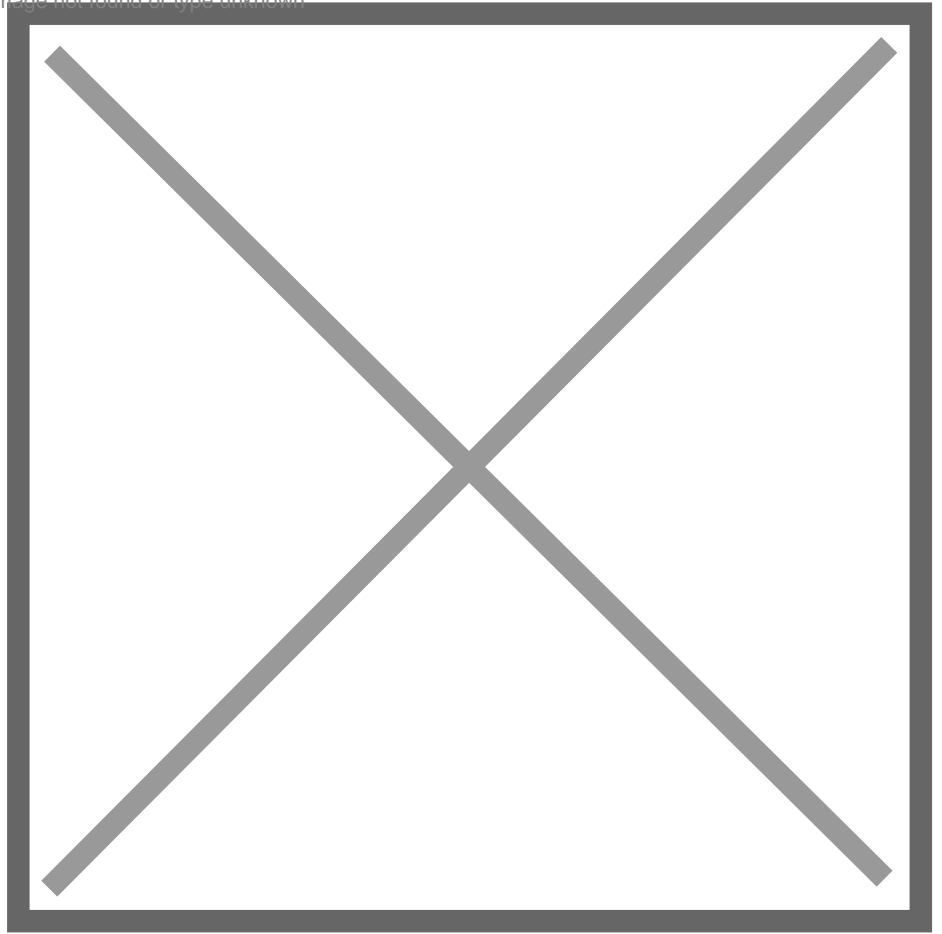
of Sales)

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**

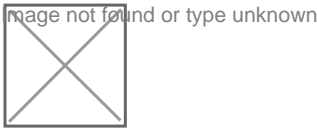
In the late 1960's six tire supply companies came together to create the Ascot Supply Corporation buying group. As a founding member of Ascot, Rubber Inc., was thrilled to help Ascot celebrate 50 years in existence in 2018. With 14 members today, Ascot has become a quality brand name of equipment, tools 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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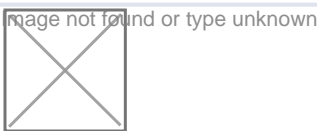
**Meet Our Vendors**

**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.

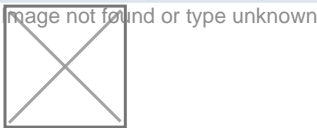


# Meet Our Sales Team

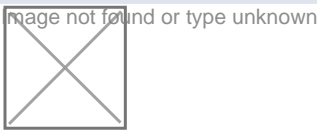
**Rubber Inc.** Sales Team is committed to serving the needs of our customers!



**Colt Adams**  
Strategic Projects Coordinator



**Derek Brammer**  
IA  
Sales Representative

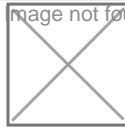


**Matt Bush**



OH

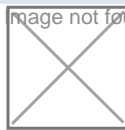
Sales Representative



**David Cahill**

ME

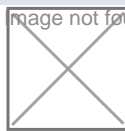
Sales Representative



**Kindra Darneal**

AR / OK

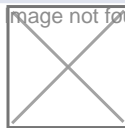
Sales Representative



**Ted Forrett**

WI / IL

Sales Representative



**Dustin Fortune**

IL

Sales Representative



**Bill Fosnaugh**

IN / MI

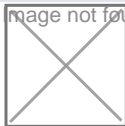
Sales Representative



**Ben Franz**

KY

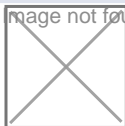
Sales Representative



**Steve Fulton**

GA

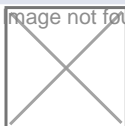
Sales Representative



**Pete Georgantas**

ME / NH

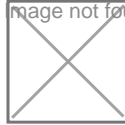
Sales Representative



**Larry Golob**

FL

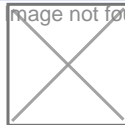
Sales Representative



**Frank Harcrow**

AL

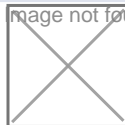
Sales Representative



**Paul Hartness**

MN / ND / SD

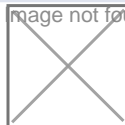
Sales Representative



**Kevin Heubner**

IL

Sales Representative



**Charlie Hill**

OH

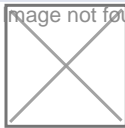
Sales Representative



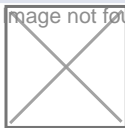
**Tiffany Hilliard**  
GA  
Sales Representative



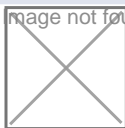
**Mark Holt**  
WI  
Sales Representative



**Jamey Immergluck**  
MO  
Sales Representative



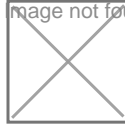
**Tristan Jenks**  
GA  
Sales Representative



**Clay Jones**

TN

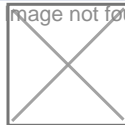
Sales Representative



**Bill Keffer**

KS

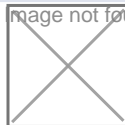
Sales Representative



**Tiffany Keiser**

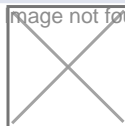
OH / MI / PA

Sales Representative



**Ben Kelly**

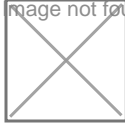
Key Accounts Specialist



**Kirk Leaphart**

SC

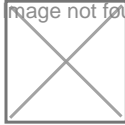
Sales Representative



**Chris Lear**

NC

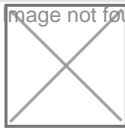
Sales Representative



**Ciro Montoya**

IL / IN

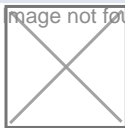
Sales Representative



**Pete Muscarella**

IL

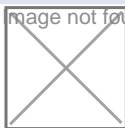
Sales Representative



**John Nellinger**

IN

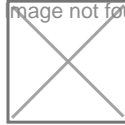
Sales Representative



**Matt Newberry**

MO

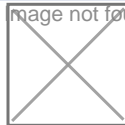
Sales Representative



**John O'Barr**

GA / TN

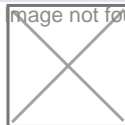
Sales Representative



**Lori Osterman**

OR / WA

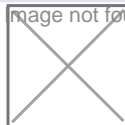
Sales Representative



**Barbara Rhode**

NJ

Sales Representative



**Scott Robertson**

FL

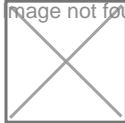
Sales Representative



**Paul Saenz**

CO

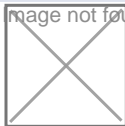
Sales Representative



**Brent Schomaker**

IA / NE

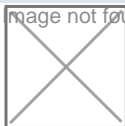
Sales Representative



**Ken Schuneman**

MN / SD

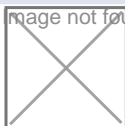
Sales Representative



**Steve Sheldon**

WI

Sales Representative

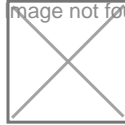




**Bill Slager**

IL

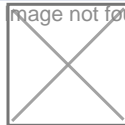
Sales Representative



**Kirk Strohm**

IN

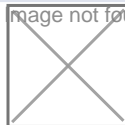
Sales Representative



**Tommy Williams**

LA / MS

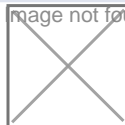
Sales Representative



**Candice Wireman**

IN / MI

Sales Representative



**Andy Wright**

TX

Sales Representative

## 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!



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**Tony Maffia**  
CEO



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**Joe Maffia**  
President



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**Eric Stridde**  
Vice President of Sales



**Matt Witz**  
Director of Sales Operations



**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



**JJ Bock**  
Director of Operations

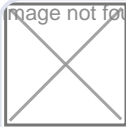


**Kim Mraz**  
Marketing Director



**Ron Jenkins**  
MO Branch Manager

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**Greg Lombardi**  
IL Branch Manager

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**Brad Olsen**  
WI Branch Manager

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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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Chicago, IL

Durand, WI

St. Louis, MO

Charlotte, NC