

Western Storage

Western Transport Ltd. has acquired a new identity which better reflects the service it offers. The company name was changed to Western Storage at the end of May and the new logo is gradually replacing the old as the company acquires new trailers.

"It's a small change, but we believe it will bring greater clarity to our brand name, thereby strengthening our position as one of Canada's leaders in storage rental trailers," says Ross Arnold who operates the company with his brother, Gerald, and sister, Sandra Tucker. "What we won't be changing is our commitment to being the best provider of storage rental trailers, great value and responsive customer care.

"With the ever increasing cost of real estate and the high fixed cost of permanent storage space, we can offer our customers rapid and efficient temporary storage to meet peak storage needs. We are the only regional storage trailer/container rental source in western Canada."

The Arnold Family founded Western Transport cum Storage in 1970 as a offshoot of Arnold Bros. Transport. The company is engaged in the short, mid and long term rental of storage trailers and containers. With offices and on-site storage facilities in Winnipeg, Calgary and Edmonton and satellite operations in Brandon, London, Ontario, and



Company President Ross Arnold reports that Western Storage has close to 900 trailers and containers available for temporary storage rental in six market areas.

The company started out with a fleet of ten trailers, providing local storage in the Winnipeg area. Today, Western Storage has a rental fleet of close to 900 trailers and containers spread over six market areas, allowing the company to react quickly by repositioning equipment to meet customer needs.

"Whether an individual consumer wanting to rent temporary storage during a household move or large national companies seeking to acquire temporary warehousing for peak inventories of seasonal merchandise, Western Storage has the temporary storage equipment to meet

Winnipeg," Arnold says. "Elsewhere, we hire drivers and trucks as needed."

Arnold reports that the company has a diverse group of customers. It's largest client accounts for roughly 10% of Western Storage's business. "In August, we had two customers in Edmonton order 20 trailers each," Arnold says. "Those were among the largest orders we have had."

Arnold notes that Western Storage installed a new computer system within the past few months which allows the company to better monitor use of its rental fleet and quickly locate available equipment to meet rental needs. The company replaces its trailer stock as needed.

"Western Storage's future looks bright," Arnold says. "With a healthy business plan and asset base, our organization is poised for measured growth. We are also on the lookout for acquisitions where opportunity presents itself.

"Stable management, a strong balance sheet, brand recognition and a team of experienced, motivated and dedicated staff are all key ingredients that will contribute to our organization's future success."

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Vancouver (where Arnold reports the company is looking to hire a sales person as well), Western Storage covers a large market area.

"In each market, we consistently provide an equal or higher quality trailer/container at competitive pricing."

their needs," Arnold states.

The company's equipment consists of a choice of 20', 40' and 48' containers and 27', 48' and 53' dry van trailers which Western Storage can deliver to the customers and pick up again after use.

"We have one driver on staff in