

Stansfield Vending



When a Stansfield Vending vehicle leaves the company's premises in La Crosse or Waupaca, Wisconsin - often in the wee hours of the morning - it carries a lot more than the day's deliveries of vending machines and amusement equipment, or fresh foods, snacks, and beverages. It carries a reputation for dependability nurtured by three generations of Stansfields since 1942.

"Reliable equipment, reliable service - pure and simple" is the Stansfield promise to more than 2,000 customers in Wisconsin, Minnesota, and Iowa. And since the mid-1980's, a big factor in keeping their word has been UD TRUCKS.

Jim Stansfield, CEO, puts it this way: "Our UD's perform. They run longer and require less maintenance than our other trucks - they just do."

The 62-unit fleet consists of pickups, walk-in-vans, refrigerated vans, liftgate-equipped cargo vans, partially refrigerated hybrids, and multi-bay beverage trucks. Of the 44 medium-duty vehicles, 23 are UD's, the oldest, a 1993 with over 345,000 miles on the odometer.

According to Jim, the visibility, maneuverability, and overall driver-friendliness of a UD are just as important as reliability. "Our employees are service personnel first, drivers second. Their job is to deliver, stock, and maintain vending equipment, which can be tricky with some of our industrial and urban accounts. The UD's let them see where they're going and get in close."

"To keep our customers happy, our people have to be happy," Jim Stansfield concludes. "So what I like most about UD TRUCKS is, they make my employees happy."