

# Kris-Way Committed to Local Business

## COURTESY OF KRIS-WAY

Kris-Way Truck Leasing is New England's largest independent truck leasing company. Although Kris-Way is one of Maine's largest locally owned and operated companies, it tends to fly a little under the radar. Some of that is due to the fact that Kris-Way's full service leased vehicles bear the colors and decals of the end user. Household names such as Dunkin' Donuts, L.L.Bean, and Sysco all lease trucks from Kris-Way. In addition, Kris-Way serves some of Maine's best known companies, including Dennis Paper and Foodservice, Oakhurst Dairy, and Hannaford. But unless you look closely at the Kris-Way sticker on the cab, the average person would never realize it.

Kris-Way was founded in 1978 under the idea that a locally-owned Maine company can provide strong, consistent customer service as an alternative to large national firms. Local ownership that's "in the store" allows for quick decisions and direct relationships

between management and the customer. Over the years, Kris-Way has grown from two trucks to over 1,500 pieces of equipment on contract. With units based in Maine, New Hampshire, and Vermont, Kris-Way provides 24-hour service through nine service facilities.

"Our growth has been controlled and well planned. Much of our expansion has come from the success of our customers and their expanding territories and fleets," said Evan Keefer, business development director. "We've been able to meet the ever changing needs of our customers while helping guide them to new heights."

At the same time, Kris-Way's goal is to be the employer of choice in the markets they serve.

"We strive to create a positive work environment for our employees. In the truck leasing industry we sell responsive service. If we have the best employees we'll have the best service," Keefer said.

Kris-Way is a true family business. Tom Keefer, Kris-Way president, founded the

business. His three sons are now involved. Beyond immediate family members, Kris-Way has many longtime employees who have been with Kris-Way since the very beginning.

"Our people are the key to our success," Tom Keefer said. "The consistency of our employees has been a great asset, and the passion they've put into the business shows."

Of the company's original five employees, three retired from Kris-Way

and two still remain.

Kris-Way will continue to grow while remaining committed to their original founding principles of providing consistent customer service while continuing to be a strong employer. It's a company that takes great pride in its Maine roots and independence. And the product the customers receive is a direct result.



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