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## LEVAN MACHINE & TRUCK EQUIPMENT



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# LEVAN MACHINE & TRUCK EQUIPMENT

## A Tradition of Excellence for Over 80 Years!

Pop quiz: Levan Machine & Truck Equipment is: A) a provider of a comprehensive array of machine shop services; B) a provider of welding services; C) a commercial truck and van upfitter; D) a truck maintenance and repair shop; E) a vendor/provider of after-market truck and van accessories, parts and equipment; or F) all of the above. If you answered, "F) all of the above," you are absolutely correct!

In an ever-changing world where businesses of every type come and go, Levan Machine and Truck Equipment has been a model of stability and endurance for more than eight decades, achieved through a strategy of providing exceptional quality and customer service and through diversification of product lines and services. While that diversity offers flexibility and options, it also creates challenges in terms of defining who you are and what you do. Today, Levan Machine and Truck Equipment has evolved into a one-stop, full-service machine shop and custom fabricator, for all things related to machining and commercial vehicle upfitting. Since 1936 their machine shop has serviced customers throughout the United States and currently also services customers internationally. From custom machining and fabricating, to prototyping, to welding, to completely engineered projects, Levan Machine and Truck Equipment is a job shop that specializes in custom work.

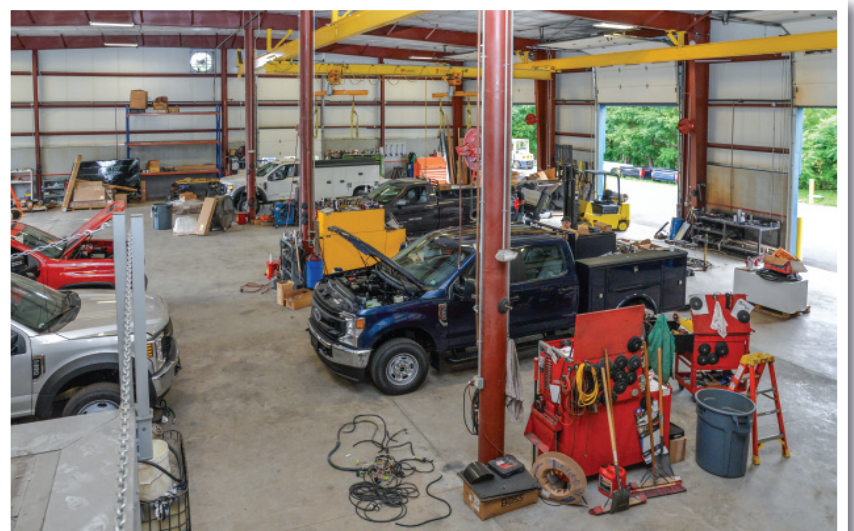
In 2010, Levan launched their Commercial Truck Upfit division which

services the commercial and fleet market throughout Pennsylvania, New Jersey and Maryland. Their highly qualified, experienced team builds a commercial truck specific to your daily work needs. Whether you need a service, platform, crane or dump body, snowplow or spreader, liftgate, central hydraulic system or PTO, Levan's truck experts are trained to build a truck that will increase your efficiency and get the job done. They also offer general truck repair and maintenance.

As a third-generation business owner, Brian Levan, president and CEO of Levan Machine & Truck Equipment, has pretty much seen it all during his 40 years with the company. Through good times and bad, and everything in between — including the current global COVID-19 crisis — Levan's company, headquartered in Fleetwood, PA, just outside of Reading, has adapted in order to survive and expanded in order to thrive over the years, and today it is recognized as one of the top 50 businesses based in Berks County.



**BRIAN LEVAN, PRESIDENT**



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY WITH ADDITIONAL PHOTOS PROVIDED BY LEVAN MACHINE & TRUCK EQUIPMENT



“When I took over the reins from my parents in 1992, we had five employees, and as of right now we have 39,” Brian Levan says proudly. “We had a vision (to grow the company), and luckily enough I’ve had some great people around me the whole way. You certainly can’t do it yourself,” he said, “and I was so fortunate through the years to have great accountants, bankers, lawyers, and the great employees who have been with us a long time and grew with the company. I was very fortunate to be able to do that, and we are still looking towards the future of where the growth is next. What are we going to refine to get better and to be a better corporation?”

Of course, when Brian’s grandfather Walter W. Levan started providing machine, general repair, and welding services for his Berks County neighbors in 1936, little did he know that over the next 84 years

his family business would grow tremendously and diversify to the point where one of the company’s greatest challenges is clearly defining everything they do.

“I don’t think people understand everything we do,” said Lisa Schaeffer, Levan’s vice president of marketing and business development. “Driving by (our facility) it’s kind of hard to tell. We look at our business as having three divisions. One is a machine shop. We do a lot of manufacturing and repair machining for large companies throughout the country and we do a lot of tooling for large manufacturing companies,” she said, pointing out that the machine shop also supports the company’s second division — upfitting work trucks and vans.



Lisa Schaeffer

“A truck upfit can include anything from toolboxes and ladder racks and specialty lighting, to building an entire truck,” Schaeffer explains. “A customer finds the front half, the chassis from Ford, GM or RAM, and we build the back half to meet the customer’s work needs

depending on the functions they require. We work with a lot of auto dealers and they’ve done a good job of vetting the type of things that customers need. But the greatest benefit is when we have face time with the end user/customer, because we can ask those types of questions,” she said.

Although they have been in the truck upfit, repair and maintenance business since 1949, Levan’s truck & van upfitting division exploded in the early 2000s when they began partnering with industry-leading manufacturers like Knapheide, BOSS Snowplow and Eby.

“We take the vehicle and turn it into a tool,” Brian Levan explains. “Everything today is about better tools. Whatever makes your job easier, faster, more efficient. That’s what we do with a vehicle. We figure out what is going to be the most efficient configuration, and where you can put the right tooling in the toolboxes, so that when you go to a job site, it makes it more efficient.”

Levan Machine and Truck Equipment has an extensive selection of truck products regardless of the size of commercial vehicle from Class 1 up to Class 8.

*(Continued on page 6)*



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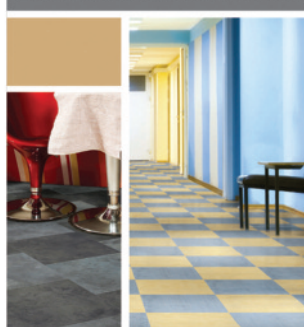
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## COVER STORY

*(Continued from page 5)*

The team at Levan listens to their customers before, during and after the sale is complete. They work hard to ensure they build a truck to meet your daily work needs, and if you aren't sure what you need, they'll help you figure it out. Often times a customer will talk to them before they even pick their chassis in order to guarantee they are getting the right vehicle to get the job done. Levan has a number of great relationships with commercial auto and truck dealers and can help facilitate the buying process too. They specialize in truck bodies, van solutions, toolboxes, mobile power solutions, lift solutions, hydraulic systems, specialty lighting, and crane systems.

In addition to the general truck building that they do, Levan has expanded quite a bit this past year into the emergency services part of the business. "Volunteer fire departments are looking to have utility vehicles that they can use, and we help build those," Brian Levan said. "Everything from the emergency lighting to storage systems and other things that they need. A lot of these volunteer fire companies are very tight on budget," he adds. "They need something that just gets the job done, without the bells and whistles, and we can do it for a right price. We're filling that niche," he said.

The company's third division — providing after-market truck accessories/parts — is still evolving as the company considers the possibility of adding retail showroom space to their facilities at some point in the future. "We do a lot of drive line type of work with hydraulic cylinders and drive shafts, rebuilds and repairs" Schaeffer said. "That all falls into that cut across as a machine shop, but it's kind of like our third bucket, of truck equipment parts and accessories. We also have a Levan spray liner service. So, if someone's looking for a protective coating on the back of their work truck or van or pickup truck, we do that as well. It's

kind of like a full-service, one-stop shop in that regard. Somebody can come to us and get everything they need," she said.

As the company continues to expand its product lines and services, it remains focused on the fundamentals — providing exceptional customer service. "We are proud to service all products we sell, which has been a huge competitive advantage for us," Lisa Schaeffer said. "Customers know we stand behind our work. We are also proud to be known as a 'job shop.' The reputation we have for custom work, whether it's in the truck shop or machine shop, has been with us since the beginning, and our uniqueness has been part of our core values," she explains. "The partnerships we have with our vendors, the quality of the products we offer, and the services we provide our customers have also been keys to our growth."

The company's longevity and ongoing success is also a result of putting a premium on the art of communication. "Communication is key," Brian Levan said. "Listening to and understanding the customer is the foundation of our company and our vision for the future. We have a mindset throughout the company that every customer is a priority, and really what it comes down to is we are here to serve them. When a customer comes to us with an urgent or time-related issue, the answer is never 'no.' We ask ourselves, 'If we were in this situation, how would we like to be treated?' We will go on site, we'll do it here, weekends, nights, whatever it takes to help that customer get the job done," he said. "We try to take it to the next level all the time. I have the mindset that I will do everything I possibly can and look the customer in the eye and say I did my best, and that's what I expect from every employee we have, and I try to lead the way."

*(Continued on page 8)*

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## COVER STORY

*(Continued from page 6)*

"It comes back to we stand behind our product and our installation," Lisa Schaeffer adds. "We've grown considerably in the last two years. Last year we had about 20 percent growth in sales. Part of that was due to hiring a second outside sales representative that allowed us to move into some other areas that we weren't currently working. Some of it was, we service everything we sell, which is different than a lot of our competitors. That has brought us a lot of new business because we fixed other people's errors. We stand behind our work and we get a lot of repeat business and word of mouth referrals as well," she said.

"We continue to change as the truck upfit business changes of course, and the demands of our customers also drive change, but in a good way," Schaeffer adds. "We have an extensive parts department and offer a ton of after-market truck accessories for everyday truck owners too. Our inventory now includes leveling and lift kits, wheels and tires, LED lighting, and more. We continue to add services as well as the number of product lines we offer. Our commercial truck business now reaches customers in Maryland, New Jersey, Delaware and New York, as well as Pennsylvania," she said, adding that locally, over the past

18 months, Levan has greatly expanded its customer base along the Route 422 corridor into Montgomery and Chester counties as well.

As the company continues to grow and diversify, so does the need to clearly communicate and define who they are and what they do. "We're very well-rounded, so we do a lot of different things," Brien Levan said in conclusion. "So, it's a continuing challenge to let people know who we are and what we do, and to understand that we are not just that truck shop or machine shop. We combine the two, and that's a neat thing. When we build the custom truck for exactly what a customer needs, if we can't buy a part, we have the full capabilities of machining or making anything we want and make it work to what you need," he said.

**Levan Machine & Truck Equipment is located at 3417 Pricetown Road, Fleetwood, PA. For additional information, please call 610.944.7455, and visit: [www.levanmachine.com](http://www.levanmachine.com).**



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