

## Made in the Mid-Willamette Valley: Star Rentals

July 4, 2010

**Business Description:** On a dusty street in 1900, Christian Rabel proudly opened the doors of his Star Machinery Company. Located smartly in the heart of the rapidly growing Northwest, this young enterprise soon gained a worldwide reputation for supplying a variety of trades with the absolute finest in industrial equipment. From logging, shipping to saw milling, the Northwest's most successful companies came to Star Machinery for their equipment and supplies. Mr. Rabel founded his company on the belief that "expert service based on the understanding of a customer's specialized needs is the most important part of the job in supplying industry with equipment."

While much of our business has changed through the years, the way we do business has not. Today, Star Rentals is the largest independent supplier in the Western United States. Still family owned, and still giving customers expert service based on our understanding of their specialized needs.

**Employees:** 240 spread between our 18 branches in the Pacific Northwest.

**Business Specialties:** Star Rentals has many employees that have been here for over 30 years. Most worked in construction or industrial jobs prior to joining our team. With this experience we are experts at getting your job done with the most suitable equipment. If we don't have what you need, we know where you can get it.

**Business History:** Star Industries was started in Seattle over 100 years ago by the Rabel family (still the owners).

**What is biggest advantage of doing business in the Mid-Willamette Valley:** The industrial and construction base has great variety in this area so the needs of our customers require creative solutions and equipment and we enjoy the challenge. Many of our customers want to know why we don't expand to other areas of the country. We like the Pacific Northwest and partner well with companies that share our values, goals, and work ethics. Providing the newest equipment, best service, and a competitive price to our Pacific Northwest neighbors is our top priority.

**Essential Business Philosophy:** Best equipment at competitive prices.

**Best Way to Stay Competitive:** Over perform in areas rated by our customers as high importance.

**What is most Challenging in Work:** To keep a long term outlook rather than focusing on this



**Special to the Statesman Journal**  
Star Rentals is the largest independent supplier in the Western United States.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

short term recession. Our national and international competitors cut costs by closing branches and laying off a large percentage of their employees. We have kept our ability to service our customers and believe they will appreciate newer equipment, on time deliveries, and fast field service response times (when needed). We have one great advantage that allows us to offer these advantages and keep our prices competitive: We are debt free.

Best Business Decision: To keep our equipments average age under three years (newest in the rental industry).

Toughest Business Decision: Keep layoffs to a bare minimum to maintain high service and delivery capability when all of our competitors had massive layoffs and branch closures to lower overhead.

What Trends do you see happening in your Industry: Lack of business opportunities leading to downsizing and consolidation of the multi-national stock held rental companies. Their quarterly reports list their average age of fleet and it is high (48 months in many cases) and moving higher. These older machines will need more service at a time when these companies have laid off a significant percentage of employees. This has resulted in increased "downtime", late deliveries, and poor field service response.

Company Affiliations: SEDCOR, Salem Area Chamber of Commerce, Keizer Chamber of Commerce, Contractor Exchange of Salem, North Salem Business Association, Associated General Contractors of America, A.B.C.

Major Clients: With 18 branches in the Pacific Northwest, we are the last locally owned rental company of any size. We partner with leading Oregon and Washington construction and industrial companies.

For additional information contact SEDCOR at 503-584-7303 or email [sappleby@sedcor.com](mailto:sappleby@sedcor.com).