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# Eastern

## TRUCKING NEWS

November 2013  
ISSUE 66

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# Never Enuf Chrome, Moncton, New Brunswick

BY GEORGE FULLERTON

"Everyone likes to have a little bling when they are going down the road," explained Dan Boudreau in the showroom of Never Enuf Chrome on the Irishtown Road, seven kilometres from the Route 2 exit in Moncton, New Brunswick.

Dan and his partner Jo-Anne Phillips own and manage Jeramand Trucking which operates sixteen trucks brokered to Midland Transport, in addition to a truck service shop, a small construction firm, a Corporate Wellness Company and the Never Enuf Chrome shop.

"We created this business, initially to source products to dress up our own trucks. I found that the 'dress up' product offerings from truck dealers was very limited and the cost was fairly steep, so we began to look around and talk to different suppliers and found there was an extensive industry out there offering very high quality products. I realized that lots of operators and fleets are looking for product. Recognizing we had a business opportu-

ity to serve our fellow truckers, we established Never Enuf Chrome," explained Boudreau, adding, "Lots of owner-operators and small fleets are looking for distinctive lights and chrome accessories to bring special character and eye appeal to their trucks." Never Enuf Chrome relies on a number of suppliers from across North America to provide exactly what the truck owner is looking for.

Boudreau started in the trucking industry twenty four years ago as a driver and fleet manager. Purchasing his own unit in 2000, he began with a single truck and has built the company to the present sixteen units with additional units on order for delivery in 2013-2014. The trucking business inspired the couple to build a service shop on their Irishtown Road property, initially to provide cleaning services, basic maintenance, and detailing for their own trucks. However, once the one hundred-by-fifty foot shop was outfitted, staffed and operating, it began extending these same services to the wider

trucking industry.

The shop includes a covered wash bay with heated floor. In addition to service, maintenance and detailing, the staff dedicates time to installing Never Enuf Chrome products on customers' trucks. The menu of maintenance services runs from one shot wash and service appointments to detail weekly and bi-weekly maintenance programs. Never Enuf Chrome also offers a detailed 'pre-MVI' inspection.

Customers waiting for service are welcomed into a well appointed lounge/waiting room next door in the office/showroom building. The lounge offers shower facilities and basic beverage and food service in a clean, comfortable, bright and inviting environment.

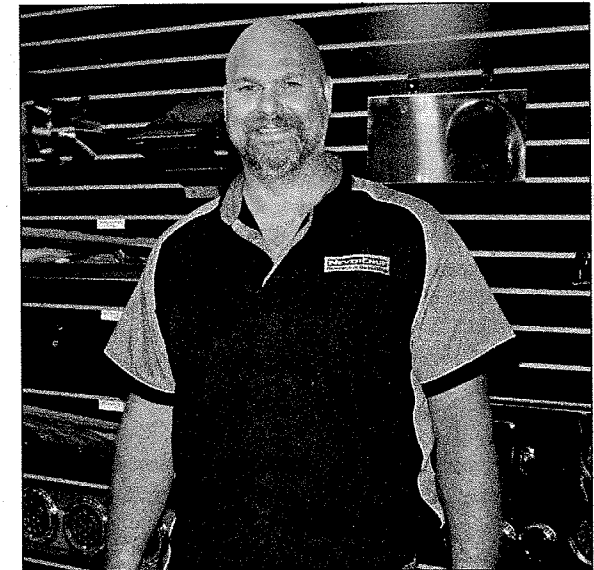
The Never Enuf Chrome showroom includes a sales desk as well as a number of floor and wall displays featuring chrome, stainless steel and lighting products to 'bling your ride'. In addition to displayed products, the sales staff relies on a shelf of product catalogues that pretty well meet any par-

ticular taste for dressing up the ride. The catalogue sales provide direct ordering from suppliers right across North America. Customers can speak with product consultants to hone in on exactly what they are looking for. The sales team points out products that fit the bill and offer advice on additional items that may enhance the desired effect.

Customers can pick up their orders from Never Enuf Chrome offices and take them to their service shop for installation. Alternatively, they can arrange an appointment to have products installed by the Never Enuf Chrome team.

In addition to showroom sales, Never Enuf Chrome operates an enclosed tri-axle trailer, essentially a travelling showroom at truck shows and other industry events. The unit is decked out with an eye catching airbrushed exterior motif and an interior sporting a tasteful amount of stainless steel panels, shelving, and displays of polished truck hardware and lighting products.

Product lines represented by Never Enuf Chrome in-



clude Air Weigh – on board scales, ATA trim products, steps and gear boxes, BFG grilles, Blue Magic cleaning and freshening products, Class Eight fenders and mud flap brackets, Dieters lighting products, Fiber Tech fiberglass products, Peterson lighting and mirrors, Truck Armour – lights, steps grilles, and Trux exhaust, wheels, mirrors and lighting.

While Never Enuf Chrome headquarters offers a well appointed showroom and shop service, Boudreau is convinced there is opportunity to expand the business.

"We are actively looking for real estate on Route 2 in the vicinity of the (Moncton) Caledonia Industrial Park, with intentions to build a larger shop and showroom, an enhanced driver lounge and additional amenities. We are doing a great job servicing our clients at our present location, but I am pretty sure we can expand our business with a site offering greater visibility," he commented. Boudreau said that opening additional retail locations in Eastern Canada is part of the long term goals for the business. ■