

WARNER BODIES

Warner Bodies grows with the times

by Shari Held

Back in 1939 when Warner Bodies was founded, it manufactured specialized van bodies for the sales and service industry. In fact, its first truck was shaped like a shoe and used by a traveling shoe salesman to advertise his wares.

Over the years, the company grew and re-invented itself. When Warner Bodies was purchased by William Boice in 1985, the company continued to build specialized truck bodies, but with a difference. Delivery of a quality, competitively priced product was promised within five weeks. In 1997 The Select line marked the company's entrance into the standard body market.

Boice's son Mark was bitten by the entrepreneurial spirit at a young age. "I started welding when I was 10-years-old and I worked my way up slowly," he said. "I've worked in every facet of the business."

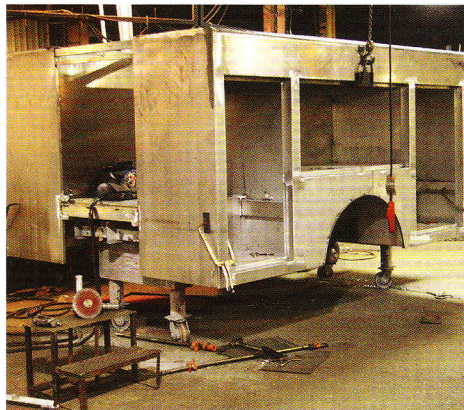
Enterprise Awards Business of the Year

In 1998, after graduating from Indiana University, Mark Boice became the company's vice president of sales. In 2002 he became owner and president of Warner Bodies. Other top management personnel include Controller Carl Rugenstein and Plant Manager Mike Henderson.

Today Warner Bodies employs 70 people and produces utility bodies and truck equipment, fire and rescue trucks and trailer-towing haulers, plus it fabricates products on a contractual basis. Last October, it completed a \$2 million expansion of its Noblesville facility so it could bring onboard former employees of Indianapolis-based Metro Products, which Warner Bodies purchased in January 2008. Last year it also won the Business

of the Year award from the Noblesville Chamber of Commerce.

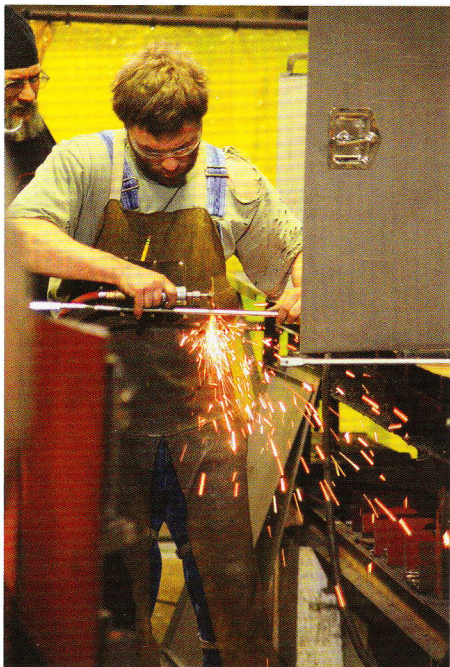
"Warner Bodies has contributed to local organizations, showing a great deal of community spirit," said Noblesville Chamber President, Sharon McMahon. "They are a very good example of a manufacturing facility that has upgraded their facility, keeping in step with the times. In general, the company has provided a very positive impact on the community."





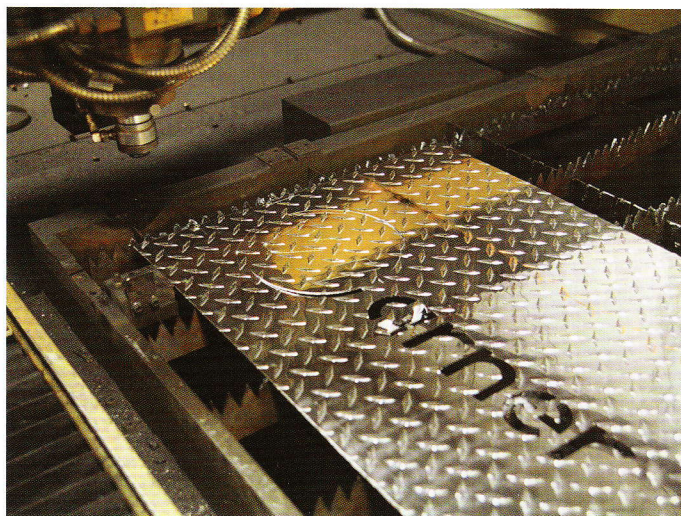
Family-oriented culture

According to Boice, two things have contributed to the company's growth and success: the quality of its products and the company's family-orientation. "We stay in contact with all our customers as much as possible," he said. "When our customers call us, they don't just want to call in and



Levi Rhea grinds a hinge pin while Burt Lambert supervises.

get an answer, they actually want to feel that people care about them. And that's one of the things that Warner does well. That has allowed us to have great relationships



with our customers that have continued to grow and thrive, resulting in more sales throughout the years."

Warner Bodies' customers are mainly distributorships or truck equipment warehouses. The company works with 110 of them nationwide, as well as sales representatives, such as Terry Fuller, owner of Terry Fuller & Associates based in Coopersville, MI.

"Warner Bodies is a very good company to represent," Fuller said. "They make a very good quality service body and they stand behind their work and honor their warranties. They are always researching ways to upgrade their products. In the service body industry, they have one of the better products out there, and that's because of the hard work they've done in their research."

Product diversification, a growth strategy implemented by Boice in 2002, has also played a large part in the company's success, especially in this economy. "We are making it through this current economic crisis better than most because of all the hard work that the employees have done in trying to diversify our product line," Boice said. "We've got great people. Keeping those people motivated and moving forward is the easy part of the job."

Caring for the Community

The company has a long history of responsibility to the community that Boice continues to uphold.

"Both Mark and his father before him have been very active in the community," McMahon said. "His father served on the Board of Directors for the Noblesville Chamber several years ago and Mark also served on the Board of Directors and was Chairman of the Board of the Noblesville Chamber."



Besides the Noblesville Chamber, Boice served on the board of the National Truck Equipment Association and is a current member of the Noblesville Common Council, Lion's Club and member of the Noblesville Adult Swim Team.

Dedication to community is a way of life that Boice encourages among his employees. ♦

Warner Bodies Highlights

1939 – Warner Bodies is founded and begins manufacturing specialized van bodies for the sales and service industry.

1985 – The company is purchased by William Boice and a new stage of radical growth begins, focusing on quality, utility bodies built to customer's specs within a five-week maximum.

1997 – The Select, a standard line of service bodies that established the company as a builder of standard products, is launched.

2001 – The Select Pro line, an affordable, heavy-duty, streamlined truck body, is launched.

2002 – Mark Boice becomes president and owner of Warner Bodies. The company adopts diversification as a growth strategy, promoting its trailer-towing and fire and rescue industries products.