

RECO speaks: A dealer's first impressions of the new Rokbak brand

As [Rokbak RA30](#) and [RA40](#) articulated haulers continue to make their way to the US, Josh Gasper, owner of Rokbak's dealer for Ohio, Indianapolis and Pennsylvania, shares his views on the new brand.

[RECO Equipment](#), headquartered in Belmont, Ohio, has enjoyed a long-standing relationship with Rokbak prior to its rebrand last year. RECO's founder, Robert E. Hathaway, set up shop in Morristown, Ohio, in 1983 with 28 employees. In the late 1980s, as the economy boomed, the dealer expanded its operations and opened facilities in Columbus and Cincinnati before moving into the articulated hauler market in the 1990s.

Today, RECO is a full-line distributor with 200 employees, offering new, used and rental equipment for customers in the excavating, scrap, processing, industrial, coal mining and construction industries across Pennsylvania, Indiana, North Carolina, Florida, Kentucky and West Virginia.

A true partnership

Current owner, Josh Gasper, says the strength and integrity of the relationship with the Rokbak team is key to its longevity. "We genuinely like the people we do business with at Rokbak and are excited to share in our successes with them," he said. "There wouldn't be a RECO Equipment without Rokbak! We appreciate the history and the deep ties between our two companies, and I expect that to continue for a long time.

The 40-year partnership has now begun a new chapter with the Rokbak rebrand and RECO will receive its initial order of six RA30 and two RA40 articulated haulers in April. Josh can't wait for them to arrive at the RECO yard. "The new Rokbak trucks look great," he said. "The new colourways are distinctive and strong and I'm excited for our order to arrive so we can get the trucks out working with customers."

More than a new name

The rebrand to Rokbak is about more than a new name and livery on the machines. Parent company, Volvo Group, has invested in the products, people and processes at the Motherwell factory and improvements have been made throughout the business.

The new Rokbak RA30 and RA40 are the most productive and efficient articulated haulers the company has ever made, while the company's Motherwell factory is now run entirely on renewable electricity and there is a science-based plan in place to reach carbon neutrality.

Working together for a sustainable future

Ensuring a sustainable future for the brand also involves investment in people – both Rokbak employees and the dealer network – to deliver the highest levels of quality and customer service. This is a principle with which RECO wholeheartedly agrees.

“I believe we are a premier service dealer, which is what keeps our customers coming back time after time,” explains Josh. “We have great people, we train them extensively, and are responsive to our customers’ needs. Our customers know that when they call, we will be there ready to help them. By offering strong products and building our business around the customer, we have been successful for nearly 40 years and will continue to work to earn our customers’ business in the future through service, support and being responsive as the market, economy, and technology of our industry evolves.”

As the order of RA30 and RA40 articulated haulers make their way to the US, both Rokbak and RECO are committed to working closely together in order to establish the new brand and support customers with new levels of service, product performance and reliability.

“The future for RECO Equipment and Rokbak is very bright,” concludes Josh. “We have 18 stores currently with further store openings planned in the coming months. We will continue to work to build a company that has the resources to respond to our customers’ needs. Our company was built on handshakes and doing what you say you will do – and we will continue to earn our customers’ trust and business through those same values.”

Ends.